



Digital Engagement in a Heritage House

DANIELLE SIM, OUTREACH AND
EDUCATION AT NUS BABA HOUSE

NATIONAL UNIVERSITY OF SINGAPORE

Social Media Before and After COVID

BEFORE

Instagram & Facebook used to send out information (programmes, exhibition, behind-the-scenes)

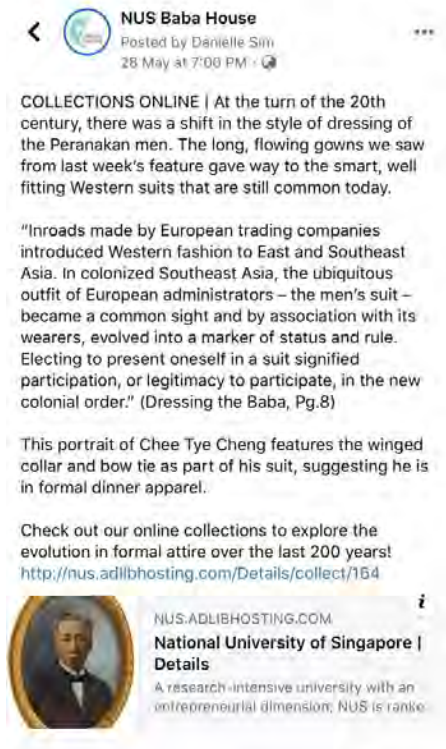
AFTER

Switching to forming connections with audience and having a two-way channel of conversation



Facilitating the organising and documenting of our internal digital museum media

Examples of Digital Engagement



NUS Baba House
Posted by Danielle Sim
28 May at 7:00 PM · 🌐

COLLECTIONS ONLINE | At the turn of the 20th century, there was a shift in the style of dressing of the Peranakan men. The long, flowing gowns we saw from last week's feature gave way to the smart, well fitting Western suits that are still common today.

"Inroads made by European trading companies introduced Western fashion to East and Southeast Asia. In colonized Southeast Asia, the ubiquitous outfit of European administrators – the men's suit – became a common sight and by association with its wearers, evolved into a marker of status and rule. Electing to present oneself in a suit signified participation, or legitimacy to participate, in the new colonial order." (Dressing the Baba, Pg.8)

This portrait of Chee Tye Cheng features the winged collar and bow tie as part of his suit, suggesting he is in formal dinner apparel.

Check out our online collections to explore the evolution in formal attire over the last 200 years!
<http://nus.adlibhosting.com/Details/collect/164>

NUS.ADLIBHOSTING.COM
National University of Singapore | Details
A research-intensive university with an entrepreneurial dimension, NUS is ranked

Featuring Online Collections



Studies at 157, 161

BABA HOUSE

Virtual Gallery Tour:
Preserve, Conserve, Restore:
Studies at 157 Neil Road

Virtual House and Gallery Tours



nusbabahouse
Baba House

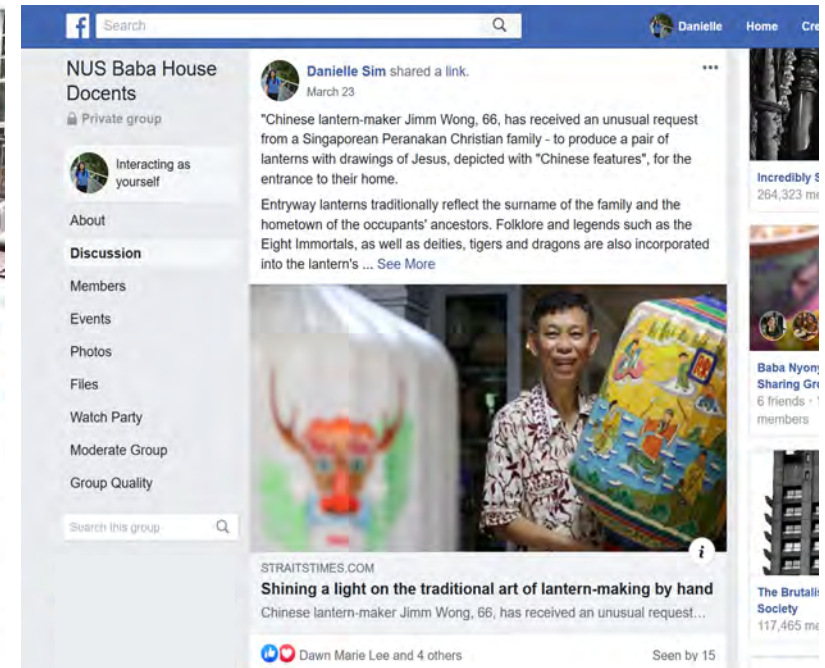
View Insights **Promote**

Liked by victoriaacattoniart and 43 others

nusbabahouse COMMUNITY | The NUS Baba House will not be what it is today without the collective efforts of our docents, interns and staff. In our #PeopleOIBH series, we feature our community and their thoughts about the objects and activities in the house.

Here's what Mabel, a part-time staff member, has to share about her connection with the Baba House: "The first 6 years of my life I lived in a house along Kitchener Road similar in style to the Baba House, however not as elaborately decorated. In the tia besair (Reception Hall) were two sets of the mother-of-pearl blackwood chairs and side tables, just like what Baba House has. There

Featuring and Engaging Members of Our Community



NUS Baba House Docents
Private group

Interacting as yourself

Discussion

Members

Events

Photos

Files

Watch Party

Moderate Group

Group Quality

Search this group

Danielle Sim shared a link.
March 23

"Chinese lantern-maker Jimm Wong, 66, has received an unusual request from a Singaporean Peranakan Christian family - to produce a pair of lanterns with drawings of Jesus, depicted with "Chinese features", for the entrance to their home.

Entryway lanterns traditionally reflect the surname of the family and the hometown of the occupants' ancestors. Folklore and legends such as the Eight Immortals, as well as deities, tigers and dragons are also incorporated into the lantern's ... [See More](#)

Shining a light on the traditional art of lantern-making by hand
Chinese lantern-maker Jimm Wong, 66, has received an unusual request...

Dawn Marie Lee and 4 others

Seen by 15

Digital Communities

Challenges	Learning Points
Keeping a vibrant community of docents and staff independent of physical spaces and programmes.	Using online methods such as Zoom or Facebook groups to gather, update one another, and invite to participate and contribute to social media activities and features.
Integrating online and offline needs of the NUS Baba House in digital outreach	Ensuring interactive and consistent posts on social media to build up a public following – we respond to their messages and reactions too! Reviewing data every few weeks to see if current campaigns need to be tweaked.