



FOR IMMEDIATE RELEASE

**Singapore's Largest Mural Made of Reused Plastic Toys Unveiled to Mark SG60**

*Over 10,000 preschoolers, educators, and family members unite for a nation-building legacy through art and sustainability*

SINGAPORE, 2 July 2025 — A vibrant and meaningful celebration of sustainability and community spirit came to life today as Kinderland International Education (KIE) unveiled Singapore's Largest Mural Made of Reused Plastics at Promenade MRT Station. Created entirely from recycled plastic toy waste, the mural, measuring 13.6m (W) x 2.1m (H), was officially recognised by the Singapore Book of Records and dedicated as part of SG60 and Go Green SG, the national sustainability movement by the Ministry of Sustainability and the Environment (MSE).

Guest-of-Honour Ms Goh Han Yan, Senior Parliamentary Secretary, MSE, graced the event and placed the final piece of the mural.

The mural, titled "Building Our Nation over Generations", was conceptualised by artist Fadhlin AG, Head of Art at Crestar Learning Centre. It visually narrates Singapore's 60-year journey through colourful depictions of national milestones, cultural icons, and beloved mascots, reflecting the SG60 theme: "Building Our Singapore Together – Let's connect, contribute, and show we care."

*"Art should not only be visually appealing but also have a lasting impact on its audience, potentially raising awareness — particularly for this mural, which aims to reduce plastic waste. Ideally, art should be something that everyone can understand, appreciate, and connect with. Like how certain animals spark reactions in children due to their relatability, our public service mascots have that similar effect, especially since they are taught in schools."* said **Artist, Fadhlin AG, Head of Art, Crestar Learning Centre.**

Over 5,000 preschoolers and 5,000 educators and family members across Kinderland's five early childhood brands—Kinderland, ELFA, NurtureStars, Skool4Kidz, and The Grange International Preschool—came together to co-create this massive art installation. The six-week-long process involved collecting and sorting donated toys, which were then cleaned, repurposed, or dismantled for mural components.

**KINDERLAND INTERNATIONAL EDUCATION PTE LTD**

Member of Crestar Education Group

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*“The mural at Promenade MRT Station—Singapore’s largest mural made of reused plastic—embodies our collective commitment to fostering environmental awareness. It stands as a powerful symbol of how even the youngest among us can contribute to a greener future. We are honoured to provide a platform for such meaningful expressions to be shared with the public, offering all who pass through our station a compelling reminder of our shared responsibility towards sustainability,”* said **Mr Lam Sheau Kai, President, SMRT Trains.**

*“At YTL PowerSeraya Pte Limited, we believe in powering the communities, not just through energy, but through environmental stewardship and societal enrichment. Supporting the SG60 art mural made from reused plastic toys reflects our dedication to nurturing sustainability, fostering intergenerational collaboration and celebrating Singapore’s journey together,”* said **Mr John Ng, Chief Executive Officer of YTL PowerSeraya Pte Limited.**

*“This mural project has been a heartwarming journey for our seniors, who found joy and purpose in working alongside young children. It is a beautiful example of how intergenerational collaboration can foster mutual respect and shared learning, all while contributing to a meaningful cause. Our seniors are proud to be part of a project that champions sustainability and community spirit.”* said **Ms Karen Wee, Executive Director of Lions Befrienders**

*“We are honoured that you chose to include Singa, alongside other national mascots in this meaningful initiative. It beautifully reflects the values of kindness, environmental awareness, and community spirit. Am heartened that Singa could be part of this collaborative effort to inspire acts of kindness and shared responsibility.”* said **Ms Michelle Tay, Executive Director of Singapore Kindness Movement**

The mural is more than an artwork—it is a community legacy and a teaching tool. Through the project, children not only learned about Singapore’s history, but also developed an appreciation for sustainability, learning how to repurpose toys and rethink plastic consumption.

*“This SG60 mural symbolises hope, collaboration and a greener future,”* said **Mr Seet Lee Kiang, Kinderland Singapore, General Manager.** *“By involving our children and their families, we are not only planting seeds of environmental consciousness and responsibility in the next generation but also celebrating our nation’s achievements.”*

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Supported by SMRT Trains, YTL PowerSeraya Pte Limited, and Lions Befrienders, the mural will be on public display at Promenade MRT Station starting 2 July 2025, symbolising both national pride and a call to build a greener future together.

For more information on the project, visit: <https://kinderland.com.sg/gogreensg2025/>

For event photos:

[https://drive.google.com/drive/folders/1iLIJkvBBHQtt3uRKlHiUadq\\_QrVRrlyD?usp=share\\_link](https://drive.google.com/drive/folders/1iLIJkvBBHQtt3uRKlHiUadq_QrVRrlyD?usp=share_link)

### **About Kinderland International Education**

Kinderland International Education (KIE), a member of Crestar Education Group, leading provider of preschool education, international primary school and adult education programmes in the region. Established in 1978, KIE has a network of more than 120 centres across Singapore, China, Malaysia, Indonesia, Vietnam, Cambodia, Australia and Bangladesh.

For early childhood education, KIE offers its services through two established brands, namely Kinderland and ELFA. It markets and manages two other joint venture brands, NurtureStars and Skool4Kidz. The latest addition to the group's offering is The Grange Institution Preschool that was launched in recent years to serve the local and international market.

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### **Facts Sheet**

**Organiser:** Kinderland International Education (馨乐园)

**Brands Involved:** Kinderland, ELFA, NurtureStars, Skool4Kidz, The Grange International Preschool

**Artist:** Fadhlin AG, Crestar Learning Centre, Head of Art Programme

**No. of Children Involved:** 5,132 preschools (between 18 months – 6 years old)

**No. of Educators Involved:** 644 educators

**No. of Families Involved:** 4,595 families

**No. of HQ Staff Involved:** 12

**Other Volunteers Involved:** 13 YTL PowerSeraya, 8 Lions Befrienders Elderlies, 6 Alumnis

**Total Number of Pax:** 10,410

**Total Plastic Waste Weight Collected:** 424 kg

**Amount Recycled for Art Mural:** > 35%

**Mural Size:** Width 13600mm X Height 2100mm (13.6M X 2.1M)

**Duration of Project:** 19 May to 2 July (6 weeks)

#### **MSE's GO GREEN SG**

Funding of up to 80% of the project

#### **YTL PowerSeraya Pte Limited**

Contributed to the Plastic Waste research and presentation.

13 YTL volunteers partake in the mural completion for the VIP panel through dismantling of the toys

#### **SMRT Trains**

Support in space to display mural, safety clearance with LTA and event space host.

#### **Lions Befrienders**

Elderlies partake in the mural completion for the VIP panel through painting, sorting of toys by colours and assembling the toy parts.

The gift tote bags, which are made of recycled fabric, are sewn by the elderlies across four of their AAC centres.

Kinderland Academy & Preschool (馨乐园幼儿园)

ELFA Preschool (爱儿坊幼儿学苑)

NurtureStars Preschool (育星幼儿园)

Skool4Kidz Preschool (乐心儿幼儿园)

The Grange International Preschool (格林国际幼儿园)