

## **Media Release**

Embargoed till 1 July 2015

### **Singapore Art Museum Appoints New Chief Executive Officer**

*Marketing and arts management specialist Leng Tshua to join the team at SAM*

1 The Singapore Art Museum is pleased to appoint Mr Leng Tshua as the Chief Executive Officer of the Singapore Art Museum (SAM) with effect from 1 July 2015. Mr Tshua replaces Ms Chong Siak Ching, who had stepped down from her position at the end of January 2015 to focus her efforts on the upcoming opening of the National Gallery Singapore.

2 Mr Tshua will work closely with the Director of SAM, Dr Susie Lingham, to realise the vision of making the Singapore Art Museum a leading museum of contemporary art.

3 Of his appointment, Mr Tshua said, "I am privileged to come home at this important time, and humbled to be given the opportunity to play an important role at the Singapore Art Museum. I look forward to working with the Board, the Director and the management team as we take forward the defining contemporary art museum in the region. I have much faith too in the potential for collaboration with like-minded institutions in moving forward the arts in Singapore."

4 Ms Jane Ittogi, Chair of the SAM Board, said, "Leng Tshua's deep professional experience, and his background in music and involvements in art organisations will add fresh dimensions to the development of the Singapore Art Museum. SAM was fortunate to have had Chong Siak Ching as its first CEO to establish its foundations as a Company Limited by Guarantee. Leng Tshua will now be able build on that, and with Susie Lingham will take us to a new stage as a leading contemporary art museum in Asia."

5 Mr Tshua has a Bachelor of Arts in Piano Performance from the Arizona State University and received his MBA from William Steinway University, New York. He has over 25 years of professional experience spanning diverse business portfolios, and is

recognised in the luxury industry for many of his innovative programmes and strategic marketing initiatives. Previously, Mr Tshua was the Chief Consultant for Business Development at Steinway & Sons, Asia Pacific Group, and CEO of L&L Luxury Marketing. Mr Tshua is also an active member of the arts and cultural community, having assumed roles as patron and board member for several non-profit, visual and performing art organisations. These include the Bellevue Arts Museum, Bellevue Philharmonic Orchestra, Tucson Symphony Orchestra, Seattle Symphony Orchestra, and Greater Oro Valley Arts Council.

6 SAM corporatised on 13 November 2013. SAM has been widely recognised as an art museum that champions the contemporary art practices of leading and emerging artists from Singapore and the region. SAM will continue to focus and present interdisciplinary contemporary art practices of Singapore, Southeast Asia and Asia within a global perspective.

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### **About the Singapore Art Museum**

The Singapore Art Museum (SAM) is a contemporary art museum which focuses on art-making and art thinking in Singapore, Southeast Asia and Asia, encompassing a worldwide perspective on contemporary art practice. SAM advocates and makes accessible interdisciplinary contemporary art through research-led and evolving curatorial practice. Since it opened in January 1996, SAM has built up one of the most important collections of contemporary art from the region. It seeks to seed and nourish a stimulating and creative space in Singapore through exhibitions and public programmes, and to deepen every visitor's experience. These include outreach and education, research and publications, as well as cross-disciplinary residencies and exchanges.

SAM occupies two buildings: the old St Joseph's Institution on Bras Basah Road, built in 1855 and now a National Monument; and SAM at 8Q, a conservation building across the road on Queen Street that was the old Catholic High.

In 2011, SAM was the venue organiser of the Singapore Biennale, becoming the main organiser in 2013. SAM was incorporated as a Company Limited by Guarantee on 13 November 2013, operating under the Ministry of Culture, Community and Youth. It is no longer part of the National Heritage Board. To find out more, visit [www.singaporeartmuseum.sg](http://www.singaporeartmuseum.sg)

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## **About Leng Tshua**

Leng Tshua, 51, was the Chief Business Consultant at Steinway & Sons International. Based in Seattle U.S., he headed their Asia Pacific Operations and oversaw all of Steinway's business in 12 countries in the region.

As President of Steinway Gallery in Tucson, Arizona, Leng was awarded the prestigious Steinway Partnership in Excellence Award in 2005 as one of the top performing dealerships in North America. He then became the Director of Luxury Marketing and was a member of the executive management team for the Sherman Clay Group that manages 11 retail stores in the West Coast territories and Texas from 2007 to 2010.

In 2010, Leng returned to Singapore to help launch Steinway Gallery Singapore and was appointed the General Manager for their operation here. He then returned to the U.S. to manage his own consulting company. In 2013, Steinway & Sons invited Leng to join them in leading their Steinway Asia Pacific Operation.

Leng is active in volunteering and community outreach work. He volunteered with the Bellevue Philharmonic Orchestra. In 1997, Leng and his fellow rotarians at the Bellevue Rotary Club embarked on a city wide fund raising drive to build the new home for Bellevue Arts Museum, which has since become an important contemporary art museum in America. He was conferred the 40 Under 40 Award by the Eastside Journal in Bellevue, WA in 1999.

He was patron of the Tucson Symphony Orchestra and also of the Greater Oro Valley Arts Council. He was a volunteer consultant in audience development for the Bellevue Arts Museum, a former board member of the Invisible Theatre in Tucson AZ, and co-founded the Eastside Jazz Club in Washington State.

Leng graduated with a Bachelor of Arts degree in Piano Performance from the Arizona State University, and obtained a Master of Business Administration degree from the William Steinway University in New York. He received full scholarship under tutelage from Dr. Caio Pagano, Artist in Residence whilst studying at the Arizona State University.