

14 January 2016 - DRAFT

Dear Sir or Madam,

I am writing to you in support of the public art proposal Easel Project: Singapore by Canadian artist Cameron Cross. I was gallery director for the ADM Gallery at Nanyang Technological University in Singapore for three years (2011-2014) and during that time I came to know about the Singapore Urban Redevelopment Authority and appreciate its impressive public art program. I left Singapore in June 2014 so I was there to enjoy the recently opened Gardens by the Bay.

When Cameron mentioned to me about his desire to realize his Easel Project in Singapore I immediately thought of the URA and specifically the Gardens by the Bay and its wonderful Art Sculptures at the Gardens. I believe the large scale of Cameron's project would fit well with the theme of large-scale public art at the Gardens. The beautiful, green gardens would be a wonderful setting for one of Cameron's blazing yellow Sunflower easel paintings, or a painting by one of Singapore's iconic artists, such as Cheong Soo Pieng or Chen Wen Hsi, for example.

There are many other neighbourhoods in Singapore that I think would be an appropriate setting for the Easel Project. The one that comes to mind is Jurong East. This is also an exciting location for the Easel Painting and may fit well with the redevelopment plan for Jurong Lake Park. When I lived and worked in Singapore I would pass Jurong Lake on the train in my daily commute to NTU. The train would give viewers a front row seat to see this beautiful painting installation.

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I have known Cameron and his work for many years. We lived in the same Canadian city of Winnipeg for a time where he earned a reputation as a highly respected artist and art teacher. While living in Winnipeg I had the privilege of seeing his first Sunflower project erected in Altona, Manitoba in 1998. Since then Cameron has had considerable success with the Easel Project. He has mounted his Sunflower paintings in Australia and in the United States, in communities that have seen a tremendous positive support for the project, and drawn an enthusiastic response from the local inhabitants and visitors alike.

Cameron has achieved international recognition for his Easel Project. He has received an international art award from the Canadian government for the Easel Project, and official recognition from Sir John Leighton, Director, Van Gogh Museum, Amsterdam. I invite you to read copies of these significant endorsements, along with his biography as an artist and educator at his website: <http://www.cameronacross.com/>.

Without doubt Singapore has become recognized internationally as the hub of Southeast Asian art in the region. The outstanding Changhi airport public art program alone demonstrates Singapore's significant commitment to high quality public artworks. The recent opening of the new National Gallery Singapore last year has cemented this reputation. I think Cameron's Easel Project is an exceptional way to honour Singapore's history of the visual arts and to announce itself as the gateway to the arts in Southeast Asia.

I am convinced that Singaporeans would enjoy the Easel Project: Singapore and come to accept it as their own. I believe the URA would enjoy working with Cameron. He is a reliable, conscientious professional. The URA can be confident that he can deliver his projects on time and within budget, as demonstrated by the three previous successful installations of his monumental public artwork.

Thank you.

Sincerely yours,

Robert B. Epp
Museum Consultant