

## **Multicultural Family Fun Awaits at AFCC 2025!**

**Discover over 40 free performances, book launches, workshops,  
including activities for children at Korea Country Booth**



AFCC 2025 key visual by Park Hyunmin (winner of 2024 Korea Picture Book Awards)

SINGAPORE, 19 May 2025 — The 16<sup>th</sup> Asian Festival of Children's Content (AFCC) kicks off this week from 22 – 25 May at the National Library Building. AFCC 2025 invites families, educators, and young readers to embark on a journey of exploration through 40 programmes, including 21 book launches, 16 workshops, five performances, two exhibitions, a book fair and an artist cart-out.

### **AFCC Books Village**

The AFCC Books Village encompasses a wide range of free family-friendly public programmes and activations. Members of the public can browse through the latest selection of children's books at the AFCC Book Fair, get their books signed, and meet their favourite authors. They can browse the Artist Cart-out for art, zines, prints and merch by six illustrators and artists, and discover AFCC Unplugged, a device-free oasis for them to recharge, attune their senses and relax.

This year's festival celebrates South Korea as the Country of Focus. At the Country of Focus (COF) Korea Country Booth, attendees can look forward to an interactive display, browse a vibrant selection of Korean picture books, and join 10 free in-booth workshops led by visiting Korean authors. There will also be a video showcase featuring the writers reading their own stories, offering a special glimpse into the voices behind the books.

### **COF Korea Country Booth**

Attendees can explore 10 free Country of Focus (COF) Korea Country Booth workshops for children conducted by visiting Korean authors and illustrators! They will be introduced to Hwahyeochungdo (a traditional Korean painting style featuring flowers and insects), create their own traditional Korean masks such as Hahoe Mask and create their own clay haenyeo figures (see Annex B for full details of all workshops).

### **AFCC 2025 Public Programmes Highlights**

- Public Workshops:
  - *From Page to Stage* – an intergenerational storytelling workshop for grandparents with award-winning theatre artist Yazid Jalil
  - *Birth Story Workshop* – a heartfelt workshop for parents to craft a short comic book capturing the journey of their child's birth story, facilitated by storybook creator Josef Lee, and Dr Woo Yen Yen
  - *AFCC Translation Hackathon* (supported by the National Translation Committee) – a free public workshop celebrating multilingualism, where participants are challenged to translate an English picture book of their choice into their mother tongue
  - *A Warm, Wide, World* – a draw-along session illustrating climate change for children by illustrators Darel Seow and Dorcas Tang Wen Yu
- Vibrant Korean cultural performances
  - *Dokkaebi's Magic Club* – an interactive storytelling session with Inya Kang and Jessica Galetti as they bring the Korean folktale *Dokkaebi's*

*Magic Club* to life with playful movement, chants, and audience participation

- *The Re-Telling of 3 Whimsical Korean Folktales* – charming retellings of three beloved Korean folktales — *The Tiger and the Persimmon*, *The Rabbit's Liver*, and *The Fairy and the Woodcutter*, by Drama Club students of CHIJ (Katong) Primary School, under the direction of veteran theatre practitioner Jeffrey Tan
- *SKIS Korean Traditional Performing Arts Showcase* - including Samulnori (a traditional Korean percussion performance), a children's choir and pansori (a Korean traditional vocal art form that combines dramatic storytelling and rhythmic drumming)
- Free Book Launches: Discover 21 new titles, including launches by Armour Publishing, BriBooks, Epigram Books, Jsim Education, and Scholastic Asia

See Annex B for details of all workshops and performances.

### **AFCC Exhibitions**

For the first time, visitors can take their AFCC experience beyond the National Library Building with two key exhibitions at Bras Basah Complex and LASALLE College of the Arts, which will run till early June. The *Book Illustrators Gallery (BIG)* exhibition at Bras Basah Complex showcases over 100 picture book illustrations by illustrators and artists from Southeast Asia, those based in Asia and in the global Asian diaspora. Attendees can also complete a stamp rally to win prizes.

*Story Worlds: Miniature Worlds inspired by Children's Books* exhibition at LASALLE College of the Arts features dioramas inspired by selected book excerpts taken from the works of AFCC 2025's featured speakers.

### **Books Village**

Date: 22 – 25 May 2025

Time: 10am – 6.30pm

Venue: National Library Building

Tickets: [afcc.com.sg/tickets](https://afcc.com.sg/tickets)

Website: [afcc.com.sg](https://afcc.com.sg)

### **Book Illustrators Gallery (BIG) Exhibition**

Date: 22 May – 5 June

Time: 10am – 6pm

Venue: Bras Basah Complex | L1 (Walkway next to Cheers)

### **Story Worlds: Miniature Worlds inspired by Children's Books**

Date & Time: 22 May (7pm – 9pm), 23 May – 4 June (12pm – 8pm)

Venue: LASALLE College of the Arts, Brother Joseph McNally Gallery, Blk F, L1

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Annex A: About Singapore Book Council and AFCC

Annex B: AFCC 2025 Public Programmes

For information on speakers and photos, please go to:



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## **Annex A: About Singapore Book Council and AFCC**

Established in 1968, the Singapore Book Council (SBC) has for over 50 years remained committed to developing and promoting a multicultural literary arts sector in Singapore. Our programmes focus on creative writing, translation, storytelling, reading and illustration. Our festivals, awards, workshops and school programmes have reached out to the various language and ethnic communities, boosting creativity, imagination, and empathy. SBC is a nonprofit and charity with IPC status.

**Vision:** The power of words, connecting peoples and cultures.

**Mission:** To champion Singapore's role in enhancing multicultural literary arts.

Our programmes run year-round, reaching out to many audiences. They include the annual Asian Festival of Children's Content (AFCC), a premier festival for children's books; the prestigious biennial Singapore Literature Prize, the top literary prize in the country; the Singapore Translation Symposium, which promotes literary translation; SBC Campus and Little Campus, our school outreach programmes; as well as our training and mentorship programmes that support and nurture new talents.

SBC is chaired by Ms Claire Chiang, Co-founder and Senior Vice-President, Banyan Group.

We are a recipient of the National Arts Council of Singapore's Major Company Grant for the period from 2022 to 2025. For more information, please visit <https://www.bookcouncil.sg/>



The Asian Festival of Children's Content (AFCC), organised by the Singapore Book Council, is the leading festival in Asia focusing on children's books and stories and young adult (YA) fiction. Targeted at writers, illustrators, translators, publishers, parents, educators and media producers, AFCC offers a series of exciting panel discussions, workshops, lectures, masterclasses, pitching sessions, networking events and public activities promoting the creation and appreciation of quality children's literature and YA with a focus on Asian themes.

Since its establishment in 2010, AFCC has grown to become a key literary event in the region, attracting many local and international speakers, as well as thousands of delegates and participants.

The 16<sup>th</sup> AFCC will run from 22-25 May, celebrating the theme "Discovery". For more information, please visit [www.afcc.com.sg](http://www.afcc.com.sg). For more information, please go to:



## Annex B: AFCC Public Programmes

### Performances

1	Dokkaebi's Magic Club  By Inya Kang and Jessica Galetti	23 May (Fri)   10:00am— 11:00am   L1, Plaza	Step into a world of magic, mischief, and imagination! Join theatre creators Inya Kang and Jessica Galetti in this lively interactive storytelling session as they bring the Korean folktale "Dokkaebi's Magic Club" to life with playful movement, chants, and audience participation.  Children will learn a playful Dokkaebi dance and chant, take part in dramatized scenes, and explore simple Korean keywords through games. Perfect for young families, this engaging session celebrates the joy of stories across cultures.
2	The Re-Telling of 3 Whimsical Korean Folktales  By CHIJ Katong Primary Drama Club	23 May (Fri)   12:00pm— 1:00pm   L1, Plaza	Annyeong haseyo!*
3	Come and Explore with Sue in Sue's Splashy Surprise : A Pond-ering Adventure	24 May (Sat)   1:15pm— 2:15pm   L1, Plaza	Get ready for a daebak (awesome) time as the talented Drama Club girls of CHIJ (Katong) Primary take the stage! From Primary 3 to Primary 6, these budding stars will whisk you away with their charming retellings of *three beloved Korean folktales* — The Tiger and the Persimmon, The Rabbit's Liver, and The Fairy and the Woodcutter. Expect laughs, surprises, and heartwarming lessons in this one-hour performance packed with jeong (Korean-style affection) and creativity. All brought to life under the brilliant direction of theatre maestro Jeffrey Tan.
			Join Sue, a young girl in 1970's Singapore as she helps her family with gardening and celebrates the happy victory of starting a lawnmower and the thrill of building a fishpond with her siblings in a new children's book. Sue's family respects her and gives her space to explore and grow, which results in her independence and learning from her mistakes.

	By PlayFacto		
4	SKIS Korean Traditional Performing Arts Showcase  By Singapore Korean International School	25 May (Sun)   11:30am— 12:30pm   L1, Plaza	Resonance of Harmony Through Sound: A Celebration of SKIS Student Performances  This performance is the result of SKIS students' CA (Creative Activities) music classes. Though not professional training, these lessons offer joyful experiences in Korean traditional and choral music, encouraging collaboration and cultural appreciation among students. The showcase will include: <ul style="list-style-type: none"> <li>- Samulnori, a traditional Korean percussion performance using kkwaenggwari (small gong), jing (large gong), janggu (hourglass drum), and buk (barrel drum)</li> <li>- K-Children's Choir</li> <li>- Pansori, a Korean traditional vocal art form that combines dramatic storytelling and rhythmic drumming, performed by a singer (sorikkun) and drummer (gosu). This excerpt from Chunhyangga presents the heartfelt love story of Chunhyang and Mongryong through expressive song.</li> </ul>
5	Amazing Ash & Superhero Ah Ma: A DRAW OFF!  By Arif Rafhan and Melanie Lee	25 May (Sun)   4:00pm— 5:00pm	Calling all those up for a creative challenge! Show off your unique art style in an intergenerational comics battle between parent/grandparent and child, judged by Melanie Lee and Arif Rafhan, the writer and illustrator of the award-winning comics trilogy Amazing Ash & Superhero Ah Ma! Winners of each round will stand to win exclusive merchandise from the series. This drop-in programme is recommended for parents or grandparents participating together with children aged 7 to 12.

			This programme is in partnership with Difference Engine.
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### Public Workshops

1	<p>From Page to Stage: A Storytelling Workshop for Grandparents</p> <p>By Yazid Jalil</p>	<p>23 May (Fri)   9:00am— 11:00am   L5, Imagination Room</p>	<p>Join us for a heartwarming session of storytelling, connection, and fun. In this interactive workshop, grandparents will bring beloved storybooks to life, transforming them from page to "stage." Through engaging exercises in voice, movement, and character exploration, participants will learn how to captivate young audiences with dynamic storytelling techniques. Whether reading to grandchildren at home or performing in a group setting, this workshop empowers grandparents to infuse stories with energy, emotion, and creativity. No prior acting experience is needed—just a love for stories and a willingness to play!</p>
2	<p>Birth Story Workshop</p> <p>By Josef Lee, Dr Woo Yen Yen</p>	<p>24 May (Sat)   1:00pm— 2:00pm   CTPL Submarine Room</p>	<p>Join us for an extraordinary workshop where parents craft an short comic book (children can join in too), capturing the enchanting journey of your child's birth story. "Birth Story" is a hands-on event designed to ignite creativity and cultivate a deeper connection between parents and their children. Dr Woo Yen Yen, along with the expertise of beloved children's storybook creator Josef Lee, will guide you through this creative process. In just one hour, you'll craft a personalized storybook that will be a cherished keepsake for a lifetime, creating lasting memories for you and your children. Don't miss this opportunity to embark on a creative journey that celebrates the unique magic of your children's birth story.</p>

3	<p>AFCC Translation Hackathon</p> <p>By Amanda Ruiqing Flynn, Jay Panicker, Rashikin Rajah</p>	<p>24 May (Sat)   3:30pm— 5:30pm   CTPL Programme Room 2</p>	<p>Put your language skills to the test at the Translation Hackathon. In the hackathon, we challenge you to translate an English picture book of your choice into your mother tongue!</p> <p>Participants are to bring a picture book that they want to translate into any of the Mother Tongue Languages of Chinese, Malay, and Tamil. There will be an introductory segment before going into the translation segment.</p> <p>Participants are required to bring a digital device for the activity. This workshop is free with registration.</p> <p>This session is supported by the National Translation Committee.</p>
4	<p>A Warm, Wide, World: Illustrating Climate Change for Children</p> <p>By Darel Seow, Dorcas Tang Wen Yu</p>	<p>25 May (Sun)   10:30am— 12:00pm   CTPL Programme Room 2</p>	<p>Climate change affects everyone, including little humans who might feel but not yet fully understand it. In this illustration workshop, weave your wonders or worries about our natural world into art with illustrators Darel Seow and Dorcas Tang!</p> <p>See them draw some nature's most fascinating creatures and organisms this draw-along session, from the tiniest soil microbes to the some of largest mammals native to Asia. Learn how to make these animals come to life in Darel and Dorcas' very different styles, and pick up tips and tricks to craft your own stories about climate change.</p>

			<p>This programme is in partnership with Difference Engine and is recommended for ages 7 - 12.</p> <p>Stationery will be provided. Participants are also welcome to bring along their favourite sketching materials!</p>
5	<p>Brick by Brick: Using 6 Bricks to Connect with Stories</p> <p>By Melissa Leong</p>	<p>25 May (Sun)   10:30am— 11:30am   CTPL Submarine Room</p>	<p>Discover how 6 bricks can open new dimensions in children's literature. In this hands-on workshop, participants will explore playful ways to spark curiosity, deepen comprehension, and bring stories to life—connecting physical play with narrative themes, characters, and imagination.</p>

### COF Korea Country Booth workshops (free)

1	<p>My Very Own World of Flowers and Butterflies (two sessions)</p> <p>by Baek Jee Hye</p>	<p>22 May (Thu)   10:00am— 11:00am</p> <p>24 May (Sat)   2:00pm— 3:00pm</p>	<p>In this workshop, participants will be introduced to Hwahyeochungdo—a traditional Korean painting style featuring flowers and insects. After exploring the unique structure and aesthetics of Hwajeopdo (paintings of flowers and butterflies), children will create their own compositions inspired by the picture book <i>Yellow Butterflies and Me</i>. The activity highlights concepts such as composition, symbolism, and the beauty of "empty space."</p>
2	<p>Drawing Self-Portraits Through My Eyes and Yours</p> <p>by Park Hyunmin</p>	<p>22 May (Thu)   2:00pm— 3:00pm</p>	<p>To provide hands-on experience of four-color printing process while exploring how we see ourselves and each other.</p>



3	“Can I Borrow a Dad?” – Picture Book and Crafting My Dad Out of Clay  By Huh Jungyoon	22 May (Thu)   3:00pm—4:00pm	Participants will explore the creative process behind <i>Can I Borrow a Dad?</i> , a picture book grounded in the themes of empathy, solidarity, and friendship. Through a sharing session and hands-on activity, participants will reflect on the meaning of family and create their own version of “my dad” using clay, culminating in a collaborative family photo frame.
4	A Night with Dad  By Lee Geum-yi	23 May (Fri)   10:00am—11:00am	Inspired by the heartwarming children’s book <i>One Special Night</i> , this workshop helps children recognize the joy and value of the present moment. Through storytelling and drawing, participants will reflect on their most treasured memories, hopes, and dreams, fostering deeper appreciation for time spent with family.
5	Korean Mask Play  By So Yunkyoun	23 May 2025 (Fri)   2:00pm—3:00pm	In this fun and creative workshop, participants will be introduced to traditional Korean masks, such as the Hahoe Mask. Inspired by global perspectives, participants will decorate their own masks using vibrant colors, patterns, and materials, reflecting their unique cultural and artistic views. The activity encourages creativity and promotes cultural exchange through the art of mask-making.
6	What is Happening?  By Cha Eunsil	23 May (Fri)   3:00pm—4:00pm	Through the picture book <i>What’s Happening?</i> , this workshop invites children to reflect on the journey of growing up. By following the story of a young turtle, participants will explore what it means to be independent, to receive and give help, and to care for others in a shared world.
7	Meet the Brave Haenyeo Under the Sea!  By Oh Mikyeong	24 May (Sat)   11:00am—12:00pm	Through storytelling and a hands-on clay activity, this workshop introduces children to the life of the haenyeo—Korean female divers known for their strength, independence, and deep connection to the sea and family. Participants will explore the culture and daily life of haenyeos and create their

			own clay haenyeo figures to deepen their engagement with the story.
8	What Does My Breath Look Like?  By Han Rakyoung	24 May (Sat)   3:00pm— 4:00pm	This workshop invites children to explore the invisible yet essential act of breathing through the picture book <i>Breathing Station</i> . By imagining the shape of their own breath and visualising a Breathing Station where it can rest, children will reflect on mindfulness, emotion, and creative expression.
9	Making Booger Koji  By Huh Jungyoon	25 May (Sun)   11:00am— 12:00pm	In this heartwarming workshop, children will explore the creative process behind the picture books <i>Can I Borrow a Dad?</i> and <i>Cherry Blossom Picnic of Booger Koji</i> , both inspired by the theme of paternal love. Participants will reflect on the emotions behind the stories and create their own clay version of the beloved character "Booger Koji" together with the author.