



COURAGE TO BE
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PRESS RELEASE
For immediate release

Soul Beneath the Glitter - Be Movement pop-up store opens at Liang Court

In a daring venture, Be Movement (www.be-movement.com) has opened a 1,200 square foot co-retail pop-up store to showcase the soul beneath the glitter in Singapore, on Level 1 of Liang Court.

Open until the end of September 2015, Be Movement showcases a specially curated selection of artisanal, unique and creative products from around the world, sourced individually, handcrafted or created by social and independent enterprises who have the courage to be true to themselves or to help others.

“Social media requires that business leaders start thinking like small-town shop owners ... It means allowing the personality, heart and soul of the people who run all levels of the business to show.” – Gary Vaynerchuk

Bringing together like-minded organisations from over three years of Be Movement’s own travels and connections, the co-retail store offers consumers’ products to Singapore’s globally minded and socially conscious including: winner of Red Dot design award “Best of the Best 2013” by Alchemist Creations for their stylish, upcycled Can-Watches; beautiful one-of-a-kind artisanal origami jewellery by Conetira; ethnic fashion designed by a Japanese designer from Mother Ethnic; quality crafts made by autistic youths from Personalised Love; delicate rose gold plated, silver and brass plated jewellery by Kollidea; unique pottery creations by Studio Asobi; handmade chic pet collars by Good Pet Collars; vintage style home and decor products from Fairlady Collectibles; superhero products by Superhero Concept for those who want a diversion from civilian life; and much more.

Coupled with Be Movement publications, the first-ever publication from Singapore to be supported by Noam Chomsky, Be Movement pop-up store flows with creative energies from the setup by Onemaker Group. The centrepiece is a canoe provided by Kairos Singapore Holdings, which supplies boats and canoes for disasters relief in Southeast Asia. Come and experience a physical manifestation of Be Movement’s journey around the world and join us in celebrating the courage to be with our myriad of offerings.

For purchase over \$100, and by liking our Facebook page  : be movement or following our Instagram  : bemovementsg, Be Movement will be giving away a complimentary copy of our Singapore or Bali issue worth \$18.90 (while stocks last). **For independent, artisanal or social retailers who are keen to join us, please visit our store for a discussion.**

BE MOVEMENT POP-UP STORE DETAILS

Dates: April 1 – September 30, 2015
Opening hours: 11am to 8.30pm
Be Movement no.: +65 9469 1556
Nearest MRT station: Clarke Quay
Location: Level 1 (#01-20), 177 River Valley Road, Liang Court, Singapore 179030 (opposite Tampopo Restaurant)

Be Movement is supported by Ministry of Social and Family Development (MSF) under The Youth Social Entrepreneurship Programme (YSEP) for Start-Ups and incubated by National University of Singapore (NUS) Entrepreneurship Centre.



ALCHEMIST CREATIONS

The Can-Watch from the Red Dot online shop is absolutely unique. Made from recycled soft drink cans in one of the few workshops for people with disabilities in Hong Kong, this fashionable watch stands testimony to the skill and soul of design studio Alchemist.

*Founded in: Hong Kong
Handmade in Hong Kong by people with disabilities*



CONETIRA

Conetira's bold and elegant accessories are handmade from high-quality Japanese paper. They are light and delicate, but durable thanks to the triple layers of sealant and varnish on top. There are never two pieces that look exactly the same, as each paper portion has its own unique patterns.

*Founded in: Singapore
Handmade in Singapore*



KOLLIDEA: A COLLISION OF IDEAS

An online boutique stocked with an exquisite collection of carefully handpicked accessories. Like a mirror, each piece reflects your personality and becomes a part of you, reflecting Kollidea's desire to empower women to boldly step out to tell the world their story.

*Founded in: Singapore
Sourced from Korea*



GOOD PET COLLAR

Founded on a fundamental motivation of love for animals. Animals lack a voice in this world and many suffer in silence. We work with like-minded individuals and groups with the same compassion. Good Pet collar pledges 2-5 cans of cat/dog food to the Animal Lovers League with every purchase of our 'made with love', handmade products.

*Founded in: Singapore
Handmade in Singapore*



KARTINA'S RASTA CROCHET

Kartina's Rasta Crochet was started with a love of everything crochet and to create original handmade items with that spark of whimsy, colour and a dash of old-school homeliness. Their specialty are items created in Rastafarian colours. Made with love from a home studio, customised pieces are also available.

*Founded in: Singapore
Handmade in Singapore*



GIFT AND TAKE (GAT)

A social enterprise established since 2006 that deals either directly with disadvantaged people, or through audited agencies sheltering them, to create handcrafted products that match their skills, such as plush and key chains.

*Founded in: Singapore
Handmade in Singapore by hearing impaired and physically disabled*



Our partners:



MOTHER ETHNIC

A group of mothers above the age of 55, who enable the elderly by hiring other seniors of their age and providing them with employment opportunities. We sell ethnic fashion and accessories designed by a Japanese designer and made by the low-income families in Southeast Asia.

*Founded in: Singapore
Designed by Japanese, produced in Southeast Asia*



MY FIRST BOOK PROJECT

For poor Thai children, choosing and owning a brand new book of their choice is just like a distant dream. You can give rural kids in Thailand a love of reading by buying 'Cards for All Occasions; Poems for Everyone'. Each purchase you make, in turn buys a book of their choice.

*Founded in: Thailand
Written, illustrated and produced in Thailand*



STUDIO ASOBI

Studio Asobi's soulful ceramics are inspired by God's work in our lives, moulding each of us like soft clay into something beautiful, purposeful and unique. Lovingly crafted by hand, each vessel is also a blessing to the needy with 20% of proceeds donated to the homeless in Singapore.

*Founded in: Singapore
Handmade in Singapore*



PERSONALISED LOVE

A social enterprise specialising in artisan craft, founded on the belief of embracing the individual talent latent in every special needs youth. Our mission is to empower special needs youth through artisan crafts training, developing these youths into dignified artisans. It is our desire to celebrate the gifts in each individual, regardless of their disabilities.

*Founded in: Singapore
Handmade in Singapore by autistic youths*



SUPERHERO CONCEPT

On a November evening in 2012, a chef, an editor, a psychologist and a tennis coach came together to develop the Superhero Concept, a belief that the superhero theme can be a positive force in the lives of ordinary men, women and children. From a tennis programme for kids to the first superhero-themed café in Singapore, now they are searching for the next big superhero...

*Founded in: Singapore
Sourced from U.S.*



FAIRLADY COLLECTIBLES

We curate enchanting trinkets to adorn your home. There's something for everyone at Fairlady Collectibles, especially if you love country-style designs. Great as a gift, or simply a gift to yourself, we strive to bring you the very best of quaint home decor.

*Founded in: Singapore
Sourced from China, Thailand and the U. S.*