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## **FOR IMMEDIATE RELEASE**

### **'Making the Invisible, Visible' campaign zooms in on hidden poverty**

*A new campaign by The Salvation Army and imaginem aims to make the struggles of the poor in Singapore visible through the medium of black and white photography. Public exhibition to be held towards end of the year.*

**Singapore, 30 August 2018** – In partnership with The Salvation Army Singapore, imaginem, a social startup for photography, is launching a new campaign titled 'Making the Invisible, Visible'. The campaign aims to highlight the plight of hidden poor in our society through thought-provoking black and white photographs.

### **Beneficiary stories at the heart of this campaign**

With the support of The Salvation Army Singapore, poignant photographs of well-known personalities are taken at the homes or frequented locations of the beneficiaries. All photographs taken are inspired by true stories of needy beneficiaries helped by The Salvation Army Singapore. Through this campaign, The Salvation Army Singapore wishes to garner the support of donors to raise S\$150,000 to help and transform the lives of their beneficiaries through The Salvation Army Singapore's social programmes and services.

"The Salvation Army participated in this project proposed by imaginem with the belief that the campaigns' thought-provoking visuals will help to shed light on the plight of the unseen in the community. These black and white photographs evoke empathy and bring a new level of social awareness of the hardships faced by the less fortunate in Singapore society. Through our programmes and services, we want to continue making a positive impact on the lives of our beneficiaries", **said Major Hary Haran, Territorial Secretary for Personnel, The Salvation Army Singapore, Malaysia and Myanmar Territory.**

### **Drawing inspiration from [The Salvation Army Finland's campaign](#)**

The 'Making the Invisible, Visible' campaign was first inspired by a similar campaign done by The Salvation Army Finland. The Finnish project featured famous individuals such as Lightneer's Peter Vesterbacka and former Finnish president Tarja Halonen posing as homeless people and was very well-received in Finland.



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“When I learned that JiaQuan had a similar interest in black and white photography, I shared with him an exciting photography project that I participated in previously by The Salvation Army in Finland. Since then, I was very happy to learn that imaginem and The Salvation Army Singapore took the initiative to start a conversation about poverty in Singapore through the ‘Making the Invisible, Visible’ campaign, raising greater awareness about those who have less than us”, **said Peter Vesterbacka, entrepreneur and brand breaker at Lightneer.**

### **Inspirational photography led by an internationally recognised photographer**

All photographs are taken by Mr Aik Beng Chia (‘ABC’), the official photographer for the ‘Making the Invisible, Visible’ campaign. As a renowned photographer, his interest in capturing vivid and gritty images of moments and people makes him the right photographer to realize the vision of this campaign.

The public can make their donations to the ‘Making the Invisible, Visible’ campaign via the following website:

[https://www.giving.sg/the-salvationarmy/making\\_the\\_invisible\\_visible](https://www.giving.sg/the-salvationarmy/making_the_invisible_visible).

### **Supported by Singaporean personalities**

Mr Louis Ng, Member of Parliament, Founder of ACRES, Ms Nichol Ng, Co-Founder of The Food Bank Singapore, Ms Cynthia Lee MacQuarrie, Actress and Mr Jack Sim, Founder of the World Toilet Organisation have lent their support to this meaningful cause to bring a new level of social awareness of the hardships faced by society’s invisible individuals. Each personality will have their photo taken at the beneficiaries’ homes or any locations that they frequent. Viewers of these black and white photographs can see the true living conditions of the less fortunate in our society, without revealing the beneficiaries’ identities due to the sensitive nature of the matter.

“imaginem was founded with the goal of challenging society to think deeper about social issues. Through the medium of black and white photography, compelling stories about the lives of others can be shared with many. imaginem is proud to have partnered The Salvation Army Singapore in this ground-breaking campaign. Together with the generous support of well-known Singaporean personalities who have lent their support to this campaign, we can make the stories of the invisible in our society known”, **said Lu JiaQuan, co-Founder, imaginem.**

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### **About The Salvation Army**

The Salvation Army is dedicated to meeting the needs of the poor and marginalized in the community without discrimination. Since 1935, it has been touching hearts, inspiring minds and nurturing souls, making a life-long impact on countless lives all over Singapore. Throughout the years, it has established a comprehensive network of social services to meet a wide range of needs in the community. Its diverse programmes reach out to children who need care and protection, families in material need, ailing aged requiring quality nursing care, broken families in need of rehabilitation and other needy segments in society.

For more information, visit <https://sg.salvationarmy.org/>

### **About imaginem**

What began as a personal initiative born out of a critical life challenge for co-Founder Lu JiaQuan has become a full-fledged initiative for social impact photography. Incubated with ImpactTech Accelerator and based at the Singapore Polytechnic Entrepreneurship Centre SPinOFF, imaginem is a social startup for photography based in Singapore. Through the inspiring medium of black and white photography, imaginem hopes to raise awareness about societal issues and shed light on the lives that individuals from various backgrounds lead, including persons with disabilities, youth-at-risk and ex-offenders.

For more information, visit <http://www.imaginem.online/>

Follow imaginem on Facebook: <https://www.facebook.com/imaginem.co/> and Instagram: <https://www.instagram.com/imaginemphoto/?hl=en> for the latest updates and to see inspirational photos of their existing campaigns.

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