



Format of SG:SW 2021

- The selection, masterclasses, and performances will be fully digitalised. Performances will be pre-recorded and livestreamed on SG:SW Facebook page, and masterclasses will take place over video conferencing platforms.
- The Top 20 song entries selected after the 'Open Call' curation are required to perform their songs with at least one live music instrument, and pre-recording of these performances will take place in batches before the broadcast date of 'Online Live Showcases'. On the day of the live broadcast, emcees, participants, and judges will participate in a video conference together.
- Judges will give a live commentary on the performances and 10 outstanding songs will be selected to proceed to the next round of the festival. The 'Online Finale Concert' will also be recorded and broadcasted in a similar format.

SG:SW 2021 Mentors



- Renowned Taiwanese Producer-songwriter – Rachel Ding. Since her debut, she has written over 400 songs and works include: Sandy Lam ‘Home Again Without You’ 《爱上一个不回家的人》, Jacky Cheung ‘Blessing’ 《祝福》, Sammi Cheng ‘Can’t Let You Go’ 《舍不得你》 and Wang Leehom & Selina ‘You Are a Song Within My Heart’ 《你是我心内的一首歌》. She also produced and coordinated Mandopop Diva Na Ying’s <Conquer> 《征服》 and Sammi Cheng’s <Deserve> 《值得》 albums.
- Renowned Singer-songwriter and Producer – Roy Li, works include: Jeff Chang ‘Love like Tides’ 《爱如潮水》, Eric Moo ‘Wait Till My Heart Aches’ 《等你等到我心痛》 and Jacky Cheung ‘Heart Wrench’ 《心如刀割》. He also collaborated with A-listers such as Jacky Cheung, Andy Lau, Eric Moo, Jason Zhang, Jeff Chang and Elva Hsiao.
- As mentors for the festival, the producer-songwriters will critique the Top 10 song entries and share their songwriting experiences and tips with the participants in ‘Online Masterclasses’.

SG:SW 2021 Online Ambassador



- Ling Kai is a pop bilingual local singer-songwriter, who dropped her first single 'Dumbfounded' 《目瞪口呆》 in 2017 that topped the iTunes chart at No.1 on its day of release.
- In October 2017, she released her long-awaited EP 'Unlearn' 《本能》.
- In 2020, Ling Kai's composition 'You Should Know About It' 《先知》 was included in Taiwanese artist Hebe Tian's album.
- She also collaborated with Singaporean singer Jones in 2020 on the theme song 'Chaos' 《乱》 for Mediacorp drama 'A Quest to Heal' 《我的女侠罗明依》, receiving an enthusiastic response from listeners. The song also won the 'Best Theme Song' award at Asian Academy Creative Awards 2020 and Star Awards 2021.
- Ling Kai would be heavily involved in all promotional activities of the festival. This includes hosting a weekly Facebook Live programme titled 'SG:SW LIVE!' for the month of June and July, as she chats with other local singer-songwriters on the show.

SCCC Xchange Award Criteria:

- Inclusion of strong inter-cultural elements in lyrics, melody or arrangement.
Potential examples include:
 - Scenario 1: Combining Indian and/or Malay musical elements with Chinese musical instruments
 - Scenario 2: Using Indian and/or Malay musical elements with Chinese lyrics
 - Scenario 3: Collaborations between songwriters from different ethnic backgrounds
- Mandarin lyrics should constitute **at least 50%** of the entire song with the remainder of the lyrics to be written in other local languages in Singapore (i.e. Malay, Tamil only).

Criteria

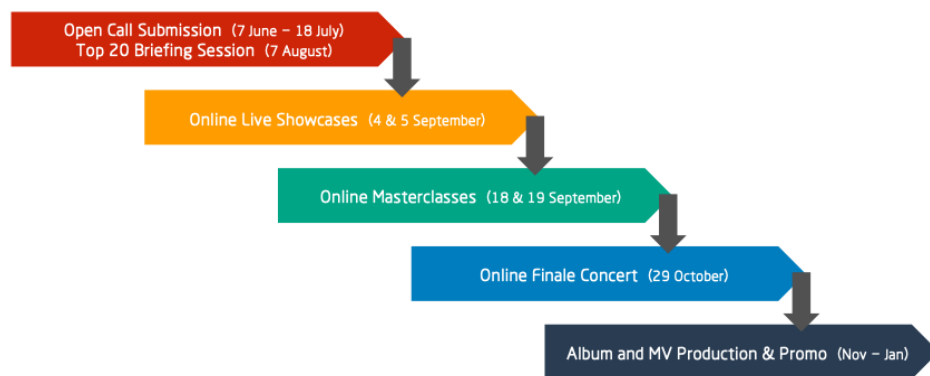
1. Singapore Citizens, Permanent Residents, or foreigners living in Singapore with a valid student, work visa, or long-term visiting pass.
2. Aged 15 years old and above.
3. Original songs submitted written by individuals or as a group (with consent from all songwriters involved).
4. Entrants may submit multiple songs, with a maximum of three sets of lyrics and three sets of melody composition associated with each songwriter, regardless if the songs were submitted by themselves or other entrants.

Deadline

The Open Call for submissions will be from 7 June 2021 to 18 July 2021, 23:59 hrs.

【SG:SW I Write The Songs】2021 Event

Timeline



1) Open Call Submission

Open Call Submission starts from 7 June 2021 till 18 July 2021, 23:59 hrs.

2) Online Live Showcases

The song entries received through the 'Open Call' will be curated, and 20 song entries will be selected to be showcased via Facebook Live. Songwriters of the selected songs are required to decide on their song's live performance format (be it as a solo act, group act, or with a band etc). Songs must be performed with at least one live music instrument (e.g.: Guitar, Keyboard, Ukulele, etc).

Live commentary by industry professional judges will also be conducted during live streaming to critique the songs performed, and the top 10 song entries will proceed to the next round. Songwriters of these 10 selected songs are eligible to attend the 'Online Masterclasses' and perform at the 'Online Finale Concert'. The 'Online Live Showcases' will be broadcasted on SG:SW Facebook Page on 4 and 5 September 2021.

3) Online Masterclasses

Songwriters selected for the 'Online Finale Concert', will be entitled to attend fully-sponsored 'Online Masterclasses' via video conferencing platform. The finalists' songs will be critiqued by established and renowned songwriters during the 'Online Masterclasses' for further improvement. With the tips and knowledge gained from the 'Online Masterclasses', the participating songwriters could improve their song (if they wish to) and present the final rendition at the 'Online Finale Concert'.

Online Masterclasses' will be held on 18 and 19 September 2021.

4) Online Finale Concert

The Online Finale Concert will be broadcasted on 29 October 2021, on SG:SW Facebook Page. A panel of judges will be selecting seven winners for the night and awards will be presented for "Best Song", "Lyrics (Merit)", "Melody (Merit)", "Best Vocal Performance", "Best Performing Band", "Popularity (Public Voting)", and "SCCC Xchange Award" for compositions with multicultural elements. Winning awards are not listed in any particular order.

Awards are inclusive of the following prizes:

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| Best Song Award | <ul style="list-style-type: none">▪ S\$2,000 Cash▪ Song will be professionally recorded and produced to EP released, and a Music Video will also be produced for the single |
| Lyrics (Merit) Award | <ul style="list-style-type: none">▪ S\$1,500 Cash▪ Song will be professionally recorded and produced to EP released, and a Music Video will also be produced for the single |
| Melody (Merit) Award | <ul style="list-style-type: none">▪ S\$1,500 Cash▪ Song will be professionally recorded and produced to EP released, and a Music Video will also be produced for the single |

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| Singapore Chinese Cultural Centre Xchange Award | <ul style="list-style-type: none"> ▪ S\$1,000 Cash ▪ Song will be professionally recorded and produced to EP released, and a Music Video will also be produced for the single |
| Popularity (Public Voting) Award | <ul style="list-style-type: none"> ▪ S\$1,000 Cash ▪ Song will be professionally recorded and produced to EP released, and a Music Video will also be produced for the single |
| Best Vocal Performance Award | <ul style="list-style-type: none"> ▪ S\$1,000 Cash ▪ Song will be professionally recorded and produced to EP released, and a Music Video will also be produced for the single |
| Best Performing Band Award | <ul style="list-style-type: none"> ▪ S\$1,000 Cash |



About 【SG:SW I Write The Songs】

Website: <https://sgsw.sg/>

Facebook: <http://facebook.com/SGSWFest>

Instagram: <https://www.instagram.com/sgswfest/>

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