



Media Factsheet

About SG:SW I Write The Songs

Organised by Composers & Authors Society of Singapore (COMPASS), Singapore Chinese Cultural Centre (SCCC), and Ocean Butterflies Music, *SG:SW I Write The Songs* is a nationwide Mandopop songwriting festival, which provides a platform to uncover and cultivate the next generation of original local music talent.

The festival has received over 1,700 compositions from close to 1,400 entrants since 2017. The festival aims to build a supportive community of home-grown talents and provide a prominent and iconic platform to discover outstanding original songs written by locals.

Format of SG:SW 2022

After two years of holding the festival online, this year's *SG:SW I Write The Songs* performances will be held physically with live audiences. Masterclasses and workshops will also resume the physical format, where participants will receive feedback from mentors in person.

The top 20 song entries selected from the 'Open Call' will perform their songs live at the 'Live Showcase', with at least ONE live music instrument on stage. These 20 songwriters will be eligible to participate in 'Masterclass', a mentorship programme by famous songwriters and producers. The 'Live Showcase' will be held at Singapore Chinese Cultural Centre Far East Organization Auditorium on 20 and 21 August 2022.

Judges will provide a live commentary on the performances and select 10 outstanding songwriters for the 'Finale Concert', held on 29 October 2022 at Singapore Chinese Cultural Centre Far East Organization Auditorium.

SG:SW 2022 Mentors

The mentors will critique the Top 10 song entries and share their songwriting experiences and tips with the participants in 'Masterclasses'. These are the two distinguished lyricist and producer-songwriter who will be mentoring the participants this year:



Vincent Fang

Vincent Fang is a renowned Taiwanese lyricist, who is no stranger to the Chinese music scene. The award-winning lyricist, Fang, has written many popular hits and works including Jay Chou's 'Blue and White Porcelain' 《青花瓷》, 'Qi-Li-Xiang' 《七里香》, 'Secret' 《不能说的秘密》, and S.H.E 'Tropical Rainforest' 《热带雨林》.



David Wu

Having groomed regional stars like Jolin Tsai and Cyndi Wang, David Wu is an acclaimed Taiwanese producer-songwriter who has produced numerous albums including Tracy Huang's 'Cry Sand' 《哭砂》. His compositions include: Tom Chang's 'We Are Still Friends' 《还是朋友》, Nicholas Tse & Kenny Bee's 'Long Life Road' 《慢慢人生路》, Jolin Tsai's 'Pretty Pretty Day' and A-Mei's 'Betrayal' 《背叛》.

SG:SW 2022 Ambassador

The ambassador of SG:SW 2022 will be heavily involved in all promotional activities of the festival, which includes filming and hosting a pre-recorded programme titled *SG:SW Behind-The-Scene!*, as he interviews local singer-songwriters on the show. Ben Hum is the chosen ambassador for SG:SW 2022.



Ben Hum

Ben Hum is a singer-songwriter who has been a music performer since 2013. He has performed at numerous notable venues within Singapore, and garnered a significantly loyal following through these live performances.

In January 2020, he accompanied the well-known local producer KENN C to Beijing as a backup vocalist for the concert of up-and-rising singer, Azora Yu.

Ben released his first EP “Milky Way” in 2022 and it was highly acclaimed by the media and his followers. He successfully held a sold-out concert for the launch of his EP.

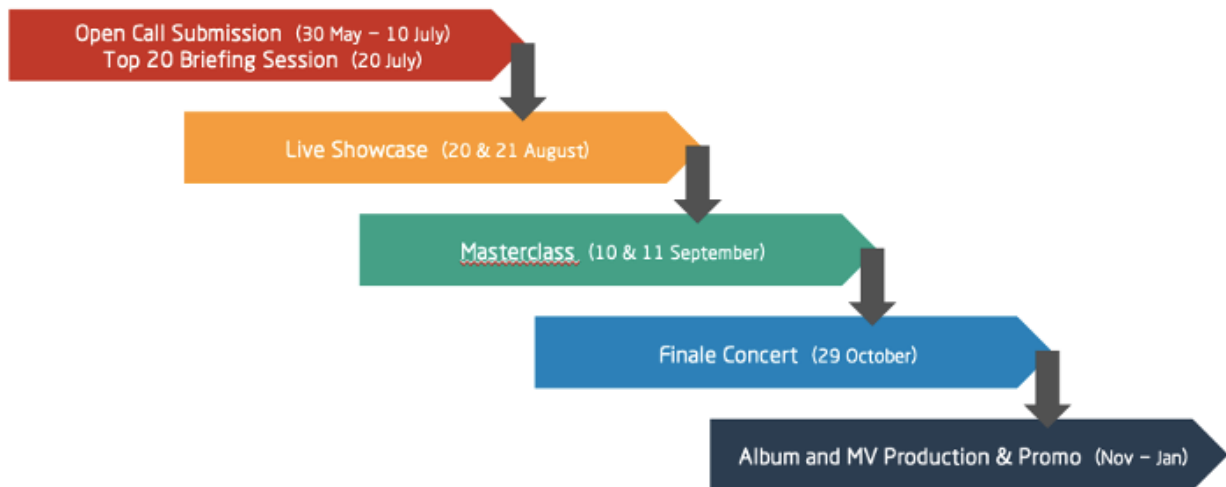
Criteria

1. Singapore Citizens, Permanent Residents, or foreigners living in Singapore with a valid student, work visa, or long-term visit pass
2. Aged 15 years old and above
3. Original songs written by individuals or as a group (with consent from all songwriters involved).
4. Each person may submit up to 3 entries in the lyrics and melody compositions respectively, regardless if the songs were submitted by themselves or other entrants.

Deadline

The Open Call for submissions will be from 30 May 2022 till 10 July 2022, 23:59 hrs.

[SG:SW I Write The Songs] 2022 Timeline



Timeline

1) Open Call Submission

Open Call Submission starts from 30 May 2022 till 10 July 2022, 23:59 hrs.

2) Live Showcases

The song entries received through the 'Open Call' will be reviewed, and 20 song entries will be selected for the 'Live Showcases'. 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 musical instrument (e.g.: guitar, keyboard, ukulele, etc).

Live commentary by industry professional judges will be conducted during the show to critique the songs performed, and the top 20 song entries are eligible to attend the 'Masterclasses'.

The 'Live Showcase' will take place at Singapore Chinese Cultural Centre's Far East Organization Auditorium on 20 and 21 August 2022.

3) Masterclasses

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

The 'Masterclasses' will be held on 10 and 11 September 2022.

4) Finale Concert

The Finale Concert will be held on 29 October 2022, at Singapore Chinese Cultural Centre's Far East Organization Auditorium. 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 multi-cultural elements. Winning awards are not listed in any particular order.

Each award will be entitled to the following prizes:

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
Singapore Chinese Cultural Centre	<ul style="list-style-type: none">• S\$1,000 Cash• Song will be professionally recorded and

Xchange Award	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"> • \$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"> • \$1,000 Cash

SCCC Xchange Award Criteria:

- Inclusion of strong multi-cultural elements in lyrics, melody or arrangement. Past winning compositions include [Ku Mahu](#) (2019) and [Love Deserter](#) (2021).
- 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).



[SG:SW I Write The Songs] Channels

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

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

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

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Media Contacts

Evon Youw (Ocean Butterflies Music)

evon.youw@ob-i.net

+65 9299 3236

Elnathan Heng (DSTNCT)

elnathan.heng@dstnct.com

+65 8611 8240