



Date of Issue: 23 May 2024

## **Fact Sheet: Overview of National Day Parade 2024**

### **Theme**

1. This year's theme, "Together, As One United People" highlights the collective strength of Our People and underscores the importance of every citizen rallying together to shape our future and uplift those around us. The theme reflects the spirit of inclusivity, community and trust that has enabled us to overcome and flourish in the last 59 years despite the challenges we face.

### **Logo**



2. This year's logo portrays our unity and shared identity as we celebrate our nation's 59th birthday "Together, As One United People".

- i) Creative play of SG and 59, to symbolise Singapore and our 59 years of independence.
- ii) 5 Shooting Stars. Five stars represent Singapore's ideal of democracy, peace, progress, justice and equality.
- iii) 6 Ascending Strokes. Six ascending strokes symbolise the pillars of Total Defence as we commemorate TD40 this year.

### **NDP 2024 Celebrations**

3. Singaporeans can look forward to a series of celebrations held over the National Day period – with celebrations at the Padang and Promontory @ Marina Bay on 9 August, and Heartland Celebrations at five heartland sites on 10 August.

### **NDP at The Padang**

4. The NDP 2024 celebrations will encompass the theme "Together, As One United People". The pre-parade will comprise performances by students from the Ministry of Education (MOE), local artistes, as well as the Red Lions.



5. This will then lead into the first chapter themed “United We Stand” by Parade and Ceremony (P&C). Audiences can expect to see a combined Military Tattoo comprising the SAF Band and four Secondary Schools’ Bands. The Volunteer Contingent will also return to NDP 2024 to showcase how every Singaporean has a part to play in the defence of Singapore. P&C crowd favourites such as the choir music video, the State Flag Flypast, Salute to the Nation, the Presidential Gun Salute and Feu de Joie will be part of the parade. Audiences can also look forward to the inaugural Onward March at Padang where the marching contingents will march onto the spectator stand, bringing our parade closer to them as we all celebrate our nation’s birthday as One United People.

6. The second chapter on the Total Defence 40 (TD40) Dynamic Defence Display (D3), themed “Together, We Are Strong”, will be performed at the Padang for the first time. This segment showcases the integrated Whole-of-Government and community responses to possible threats across various scenarios, including air and maritime threats as well as civil emergencies and disruptions, through a coordinated show between the Padang and Marina Bay.

7. The Show segment, themed “Our People”, will be told across four chapters and three connecting short films. It aims to tell the stories of Our People by spotlighting the collective strength of Singaporeans and the intricate diversity and unity that defines our society through mass performances, familiar songs and emotive filmlets.

### **NDP Celebrations at the Bay**

8. The NDP 2024 EXCO will also extend NDP celebrations to the Promontory @ Marina Bay (Bay Celebration) on 9 August. Co-organised with NTUC, attendees will be able to enjoy the fireworks and the TD40 D3 maritime and aerial segments live, watch stage performances and the live telecast of NDP at the Padang. More details on the Bay Celebration will be released subsequently.

### **NDP Celebrations in the Heartlands**

9. The NDP 2024 EXCO will bring the NDP festivities to more Singaporeans in the community on 10 August through Heartland Celebrations. Co-organised with the People’s Association, there will be five Heartland Celebration sites where Singaporeans can come together to celebrate the nation’s 59th birthday through stage performances, static displays of SAF, SCDF and SPF vehicles, fireworks displays as well as carnival and family activities. More details on the Heartland Celebrations will be released subsequently.



## **NDP Public Engagement and Outreach Activities**

10. As part of ongoing community outreach efforts since 2023, NDP 2024 Executive Committee (EXCO) will continue to promote volunteerism and strengthen Singaporeans' connection with each other through various outreach activities before, during and after NDP.

11. #GiveAsOneSG seeks to raise awareness of volunteering and to encourage participation in meaningful activities where Singaporeans can give back to society. This campaign is organised in partnership with SG Cares, Singapore Red Cross and GoodHood.SG. It is also part of the broader Ministry of Social and Family Development (MSF) and Ministry of Culture, Community & Youth (MCCY) effort to promote volunteerism in 2024, which has been designated the Year of Celebrating Volunteers.

12. #TogetherAsOneSG seeks to encourage Singaporeans to come together to celebrate our nation's birthday. Campaigns include FlyOurFlag, EatAsOne, August Goes to School and Dance of the Nation. Singaporeans living overseas will also have the opportunity to celebrate through the Singapore@Home campaign. #TogetherAsOneSG is organised in partnership with the Agency for Integrated Care, Families for Life, MOE, SG Enable, SportSG, Singapore Global Network, and Yellow Ribbon Singapore.

13. More information about #GiveAsOneSG and #TogetherAsOneSG will be released on the official NDP website ([www.ndp.gov.sg](http://www.ndp.gov.sg)), Facebook ([www.facebook.com/NDPeeps](https://www.facebook.com/NDPeeps)), TikTok (@NDPeeps) and Instagram (@NDPeeps) in the coming weeks.

## **NDP Theme Song**

14. The NDP 2024 theme song is composed and performed by Benjamin Kheng. '*Not Alone*' pays homage to past NDP songs by incorporating familiar lyrics, evoking nostalgia, and rekindling Singaporeans' connection to patriotic sentiments. It adopts a first-person perspective and incorporates melancholic lyrics to validate Singaporeans' feelings, while encouraging collective progress. The song's progression into an uplifting second half aims to foster a sense of belonging among Singaporeans, transcending barriers and instilling a familial bond.

## **NDP Music Video**

15. Overview. Jointly directed by Koo Chia Meng, Brian Gothong Tan, and Davier Yoon, this year's NDP music video features Benjamin Kheng, supported by the Music and Drama Company (MDC) ensemble. The music video combines two visual styles – the first being a minimalist and introspective world that captures the reflective mood of the song, highlighting Singaporeans' journey through the past 59 years; and the second featuring vignettes of Singapore, both past and present, illustrating the evolving social memories of Singaporeans. These styles are woven together by strips of multi-coloured 'fabric' in the video, serving as a



metaphor for the fabric of society, multiculturalism and the Singapore River. Through these visual and emotional threads, the music video celebrates the spirit of the nation, highlighting the tapestry formed by our shared experiences and heritage. Reflecting the title of the song, "Not Alone," the music video celebrates our strong bonds, depicting Singaporeans working, playing, learning, and living together.

16. Virtual Production. While Benjamin sings alone, the collective memories of Singaporeans gradually come to life. Using the Gaussian Splatting technique<sup>1</sup>, 3D scanned environments were created within a virtual production studio, seamlessly blending the realms of reality and memory. These 3D-scans mirror the exact scenes from the vignettes, enriching the visual storytelling with authenticity and depth. The viewer joins Benjamin in his journey through time, celebrating the enduring spirit and shared experiences that bind us together as a community. This fusion of technology and emotion underscores the message that, despite the passage of time, we are united in our collective heritage and memories.

17. The Motif of 'Fabric'. The elements of the Music Video are unified by the appearance of multicoloured cloths that represent Singaporeans' shared experiences, soaring through various scenes. In the final scene, the cloths drape over the housing estate, illustrating how individuals, like threads, come together to form a resilient and united nation.

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<sup>1</sup> 3D Gaussian splatting is a system of recreating a complex 3D scene from a series of photographs or videos. A software interprets that data and to form the scene.



## **Annex A**

### **NDP 2024 Theme Song Lyrics – “Not Alone”**

How do I reach for the skies  
If I'm feeling low,  
Don't know where to go  
How do I stand when it's time  
When spirits are high  
And flags are flying

But then I come to the river  
That runs through my town  
Where our fathers and mothers have watered the ground  
And the roads I have walked  
And the faces I know  
Oh I know, I know

If we just look to each other  
Then this house will feel like home  
And the more we're together the further we'll go  
You and I we're Not alone

How do I know I belong?  
We'll find love for  
Every creed and colour  
If we lean on one another  
How will I ever get there?  
All I know is  
You and me do better  
When we run together

But then I come to the river  
And fears start to fade  
My brothers and sisters  
We journey the same  
And I know, I know

If we just look to each other  
Then this house will feel like home  
And the more we're together the further we'll go  
You and I we're Not alone

Just one ripple in a river



Can be the one to turn the tide  
When the water rises  
I'll be right by your side

And if they ask of my home  
When I'm miles apart  
I'll think of the people  
I hold in my heart  
The family I've found  
And the faces I know  
Oh I know, I know

If we just look to each other  
Then this house will feel like home  
And the more we're together the further we'll go  
You and I we're Not alone

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**Annex B**

<p><b>Benjamin Kheng, 33 years old (Theme Song Composer and Singer)</b></p>
<p>Benjamin Kheng is a distinguished Singaporean artist, writer, and director, renowned for his contributions to various creative domains. He gained prominence as a member of the acclaimed pop ensemble, The Sam Willows, and garnered widespread recognition for his composition of a Singapore-flavoured song celebrating ‘Cai Fan’.</p> <p>Throughout his career, Benjamin has demonstrated his versatility, serving as a writer, director, and music producer on numerous critically acclaimed projects spanning both stage and screen. In his role for Forward SG’s short film, ‘Beautiful Dreamer’, directed by Boo Jun Feng, he showcased his prowess as a music director and composer.</p> <p>In his capacity as a pop artist and writer, Benjamin has achieved remarkable success, amassing an impressive 95 million streams on Spotify. His talent and dedication were acknowledged with a nomination for ‘Best Southeast Asian Act’ at the MTV EMAs 2020; and a prestigious win for ‘Single of The Year’ – ‘Better With You’, at the Youth Music Awards 2021.</p> <p>Benjamin has also made substantial contributions to NDP, having performed at the NDP 2015 with The Sam Willows; and participating in the ensemble for the NDP 2019 theme song, ‘Our Singapore’. He graced the stage once again for NDP 2021, reaffirming his commitment to Singapore’s cultural celebrations through his artistry and talent.</p>
<p><b>Koo Chia Meng, 40 years old (Music Video Co-director/ NDP Film Director)</b></p>
<p>Trained as a filmmaker, Chia Meng has been actively involved in various aspects of film production since 2009. He co-founded his production company <i>Fiction Shore</i> in 2013, and subsequently completed his Master of Fine Arts in Film Directing at the Taipei National University of the Arts in 2019.</p> <p>Some of Chia Meng’s earlier short films were official selections at regional film festivals including Bangkok ASEAN Film Festival, ifva Hong Kong, Singapore International Film Festival, Singapore Shorts '21 and Minikino Film Week.</p> <p>For NDP 2020 and 2021, Chia Meng was the director for the live-action Show Films, and was <i>Multimedia Director (Film)</i> for NDP 2022.</p> <p>As Multimedia Designer, Chia Meng’s credits include several Singaporean theatre productions and international concerts like ‘<i>Michael Learns To Rock 25: Live in Singapore</i>’. At the Straits Times Life Theatre Awards 2019, Chia Meng and co-designer Andrew Robert Ng were awarded ‘<i>Best Multimedia</i>’ for their work on W!ld Rice’s ‘<i>Supervision</i>’.</p>



As *Fiction Shore*'s Creative Director, Chia Meng continues to develop content with collaborators and artists, for the film and theatre industries.

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