



MEDIA RELEASE

Singapore, 12 July 2025 | For Immediate Release

MPA Partners with InstaSG to Spotlight Singapore's Maritime Heritage through Visual Storytelling

In celebration of Singapore's 60th year of independence ("SG60"), the Maritime and Port Authority of Singapore (MPA) has partnered with InstaSG for the 2025 edition of InstaSG's long-running *Mad About Singapore* initiative. This special edition, launched at the Singapore Maritime Gallery by Mr David Foo, Deputy Chief Executive, MPA, also celebrates Singapore's maritime heritage and legacy as a maritime nation through Instagram photography.

2. Launched in 2014, *Mad About Singapore* is an annual ground-up movement that invites the public to share what Singapore means to them – from its people and culture to its food and everyday life – through compelling Instagram visuals. This year's edition features a co-theme, #MaritimeSG, to explore and express Singapore's maritime identity and heritage through visual storytelling. As part of the co-theme initiative, MPA and InstaSG organised a photowalk at PSA Alongside, where 45 photo enthusiasts had a rare opportunity to capture photos of port operations up-close at PSA's Pasir Panjang Terminal.

3. Nikon Singapore is the official programme partner for 2025, supporting the campaign with prizes for the photo challenge, equipment loans, including its latest Nikon Z-series cameras, and workshops conducted by Nikon School instructors.

Celebrating Visual Stories of Singapore at the Singapore Maritime Gallery 12 July to 20 July

4. Following a nation-wide call, an exhibition will be held from 12 July to 20 July at the Singapore Maritime Gallery for the final 100 photographs selected¹ for their visual impact and ability to capture Singapore's identity and maritime heritage. The photographs have been arranged in the shape of the Singapore island as part of the exhibition's installation, reflecting the different aspects of the nation's identity. A dedicated #MaritimeSG panel also showcases over 30 photographs that highlight the essential role of maritime in our daily lives.

5. The #MaritimeSG Special Prize² went to Wong Wah Kean (@wongwahkean) for his striking photo of silhouetted vessels at sea, capturing the quiet resilience of global trade. Top prizes were also awarded to William Ong (@ongwill) and Victor Zhuo (@victor_zhuo), and the Instagrammers of Year award was presented to William Ong (@ongwill) and Alan Ng (@_5fivegraphy) for their photographic excellence and contributions to the local Instagram

¹ Annex A: Nomination Panel and Judges

² Annex B: Winning Photographs

community. 16 signature photographs by each Instagrammer of the Year will be featured as part of the exhibition.

6. Visitors to the Singapore Maritime Gallery can also explore the new Tides of Time heritage section, which brings Singapore's maritime story to life, and learn how the industry is transforming for a greener and more innovative future at the Future is Now zone.

7. The Mad About Singapore 2025 exhibition will also visit four major shopping malls from 21 July to 17 August at Waterway Point, The Centrepoint, Funan, and Westgate³.

<End of Release>

³ Annex C: Roving Locations for the Mad About Singapore Exhibition

About Mad About Singapore

Mad About Singapore is a campaign that showcases Singapore through Instagram posts by the community. It is about showcasing the character of Singapore; the way we live, work, play and learn. It is about our identity. Since 2014, this annual initiative ignites the passion for capturing and celebrating our nation's identity through engaging photography and social media. The primary goal of this campaign is to promote responsible content creation and interaction, to drive positive engagement and impact within our online community.

About the Maritime and Port Authority of Singapore (MPA)

MPA was established on 2 February 1996 with the mission to develop Singapore as a premier global hub port and international maritime centre, and to advance and safeguard Singapore's strategic maritime interests. MPA is the driving force behind Singapore's maritime and port development, taking on the roles of maritime and port regulator and planner, international maritime centre champion, national maritime representative, and a champion of digitalisation and decarbonisation efforts at regional and international fora such as at the International Maritime Organization and the International Organization for Marine Aids to Navigation. MPA partners industry, research community and other agencies to enhance safety, security, and environmental protection, facilitate maritime and port operations and growth, expand multi-domain capabilities, and support the cluster of maritime ancillary services and manpower development. MPA is responsible for the overall development and growth of the maritime multi-domain and the Port of Singapore.

For more information, please visit www.mpa.gov.sg/

About InstaSG

InstaSG is a thriving community of Instagram users in Singapore, united by a shared passion for photography and visual storytelling. InstaSG fosters creativity and connection through photo challenges, photowalks, meetups, workshops, and exhibitions. The group also engages its audience through curated photo-sharing, tutorials, and discussions across Instagram, Facebook, and Telegram.

For media enquiries, please contact:

Gerald Kheng
Corporate Communications, Maritime and Port Authority of Singapore
Email: Media_enquiries@mpa.gov.sg

Santo Thie
Founder and Advisor, InstaSG
Email: stsanto@gmail.com

Annex A: Nomination Panel and Judges

A nationwide open call held from 1 and 18 May 2025 attracted over 3900 submissions. Following a two-stage judging process involving key opinion leaders and renowned photographers, the final 100 photographs were selected for their visual impact and ability to capture Singapore's identity and maritime heritage.

First Stage

1. Alia Kalistiani - <https://www.instagram.com/redribbon26/>
2. Andy Lum - <https://www.instagram.com/andy1um>
3. Ben Lau - <https://www.instagram.com/lkkben/>
4. Benson Sim - <https://www.instagram.com/initium.photography/>
5. Cheryl Chew - <https://www.instagram.com/helloocheryl/>
6. Jason Loh - <https://www.instagram.com/lightstoriesbyj/>
7. Joel Chew - <https://www.instagram.com/joelcaptures/>
8. Jonathan Mohan- <https://www.instagram.com/jm24travelz/>
9. Joshua Ng - <https://www.instagram.com/suspendtime/>
10. Lawrence Tam - https://www.instagram.com/law_lens/
11. Leonard Giam - <https://www.instagram.com/leotomatic/>
12. Lutfi - https://www.instagram.com/_1loveteh/
13. Mac - <https://www.instagram.com/jagamac266/>
14. Mervin Kwok - <https://www.instagram.com/mervkwok/>
15. Nathan Chong - https://www.instagram.com/nat_graphy_/
16. Nikko Pascua - <https://www.instagram.com/nikkopascua/>
17. Steven Sung - <https://www.instagram.com/photographyholic/>
18. Zachary Lau - <https://www.instagram.com/zachagraphy/>

Final Stage

1. Andrew Tan, a Nikon Professional Photographer and Nikon School instructor
2. Geoff Ang, a lifestyle and advertising photographer and founder of TRIBE, a photography community network under the Professional Photographers Association (Singapore)

Annex B: Winning Photographs

Please note the file name as the credit to the photographers on Instagram

Prize	Description	Link to Photo
First Prize	<p>William Ong (@ongwill)</p> <p>For his evocative photograph of the lush greenery of the Clementi neighbourhood, selected for its strong composition and technical execution, visual storytelling, and celebration of urban nature within Singapore's heartlands.</p>	Link
Second Prize	<p>Victor Zhuo (@victor_zhuo)</p> <p>For his striking photograph of the ventilation pipes on the rooftop of People's Park Complex. The image stood out for its creative composition and skilful use of colour and contrast in post-editing.</p>	Link
#MaritimeSG Special Prize	<p>Wong Wah Kean (@wongwahkean)</p> <p>For his captivating photograph of ships gliding past a sunset. The vibrant hues, layered composition, and perfectly exposed sun positioned just right made this shot a clear standout among the entries—a striking balance between natural beauty and man-made structures and ships</p>	Link
Shortlisted Photographs	<i>Annex A</i>	Link

Annex C: Roving Locations for the Mad About Singapore Exhibition

12 July – 20 July	9am to 6pm, daily except Monday	Singapore Maritime Gallery
21 July – 27 July	10am – 10pm, daily	Waterway Point, The Cove at B2
28 July – 3 August	10am – 10pm, daily	The Centrepont, Atrium Level 1
4 August to 10 August	10am – 10pm, daily	Funan, B2 Atrium
11 August to 17 August	10am – 10pm, daily	Westgate, Level 1