



# DIALOGUE IN THE DARK<sub>(SG)</sub>

## Introduction



**Location:** Singapore

**Industry:** Workshops/Events

**Image Credit to Dialogue in the Dark**

Dialogue in the Dark Singapore (DiDsg) is an exclusive collaboration between Social Lab Ltd (SLL) and Dialogue Social Enterprise. Originally founded in Germany, Dialogue in the Dark has reached 30 countries and more than 150 cities across Asia, Europe, the Middle East and the Americas since 1988. Over 6 million visitors worldwide have experienced what it means to hear, smell, taste and touch things without being able to see them. Singapore's exhibition is the first permanent Dialogue in the Dark site in Southeast Asia, and the first in the world located within an educational institution.

## Highlights

- Presented in more than 30 countries and 150 cities throughout the world
- More than 7 million visitors worldwide have experienced the exhibition
- In Singapore, we trained over 30 visually impaired, 150 internes and 140,000 visitors since 2010
- DiDsg conducted the annual Concert in the Dark since 2012, with a roaring success of 560 audiences in 2016; The concert was brought together by some of our best artistes in Singapore and Asia - The Freshman插班生, Nathan Hartono, Joanna Dong 董姿彦, etc.
- SLL developed Hi-Cream - A New Social Enterprise to raise awareness about hearing impairment. To buy an ice-cream, one would have to learn some basic signing
- SLL introduced Sensory Garden - A New Inclusive Programme to serve as a platform for interaction, therapy and learning between youths and marginalised groups such as the disabled, elderly and children with special needs



## Mission

DiDsg aims to raise awareness and facilitate inclusion of marginalized people in our community. Our vision of social integration goes beyond just helping the blind. In the darkness, we can no longer see differences of race, class, and religion. We also believe more employment opportunities should be given to the disabled. DiDsg only employs the blind as guides in the dark rooms of our exhibition.

## Social Problem

The prevalence rate of blindness and visual impairment in Singapore is not high compared to many other countries in the world. Thus, the VI people are considered as a minority group in Singapore, who are still subject to negative imagery and stereotypes. According to a news article published on the Straits Times, more than half of the survey respondents think that Singaporeans are willing to share public spaces with children with special needs, but not interact with them. While most of the public space in Singapore are equipped with disable-friendly facilities to minimise physical obstacles, attitudes and environmental barriers “disable” people and

## Social Intervention and Impact Created

DiD by Social Lab Ltd holds exhibitions and workshops in total darkness where participants are guided, educated and inspired by blind and visually impaired people. We put visitors in everyday situations - except in complete darkness. Simple things like crossing the street or visiting a hawker centre suddenly become extraordinary challenges. Visitors must navigate the exhibition in the dark, with the help of guides who are blind. This is a fresh kind of experiential learning, very hands-on and thought-provoking. The sensory adventure of DiDsg offers a unique learning opportunity for visitors of all ages.

Darkness opens visitors to new ways of experiencing the world around them. Visitors learn what it means to live without sight. In having to navigate darkened environments, they also appreciate the value of effective communication and understand those who see the world differently.

## Business Model

Dialogue Social Enterprise support partners worldwide with the implementation of Dialogue in the Dark exhibitions and workshop venues based on a social franchising system. DSE generates income by selling licenses and delivering know-how to the local exhibition or workshop partners.

For DiDsg, we have 10 Experiential programme available for clients from various sectors:

- Dialogue in the Dark’s Signature Tour
- Corporate Workshop (Executive, Leadership, Teambuilding, Learning Journey)
- Educational (Educational Workshop, Educational & Inspirational Talks (EIT))
- Dining in the Dark (Lunch, Dinner)
- Theatre in the Dark
- Birthday in the Dark
- Dialogue with Family



## Current Marketing Efforts

Online presence and social media:

- Facebook: 8,323likes, min 3 updates weekly
- Instagram: 937 followers, min 3 updates weekly
- Twitter: 129 followers, 9 likes, tweets connected to facebook's update
- YouTube: 35 uploaded videos, rarely updated

## Challenges Faced and Project Scope

DiDsg would like student teams to suggest and implement a plan to develop its brand and marketing strategy. It could possibly include:

- Website (redesign)
- Corporate Video with strategic content targeting at corporate/schools/family/public
- Marketing brochure and pamphlets (redesign)
- Social Media Campaign/Experiment
- Fundraising Campaign

## Useful Links and Resources

Company Website: [www.dialogueinthedark.com.sg/](http://www.dialogueinthedark.com.sg/)

Facebook: <https://www.facebook.com/Dialogue.SG/>

Instagram: @Dialogue.SG

Twitter: @Dialogue\_SG

YouTube: [https://www.youtube.com/channel/UCsVxaZ5r8Epx\\_U43e\\_lwCOQ](https://www.youtube.com/channel/UCsVxaZ5r8Epx_U43e_lwCOQ)