



## Misrepresentation of facts on Mamanda's advertisement

Hidayah Amin <hidayah.amin@gmail.com>

Thu, Jun 6, 2013 at 11:34 AM

To: "Rosa DANIEL (NHB)" <rosa\_daniel@nhb.gov.sg>

Cc: "Alvin TAN (NHB)" <Alvin\_TAN@nhb.gov.sg>, "Norsaleen SALLEH (NHB)" <Norsaleen\_SALLEH@nhb.gov.sg>, "ZURAIDAH ABDULLAH (SPF)" <zuraidah\_abdullah@spf.gov.sg>, Julina Khusaini <julina@mhf.org.sg>, Zafirah Zulkarnine <mas@figolive.com>, Zulkarnine Hafiz <zulkarnine@figolive.com>, "mlsss@nus.edu.sg" <mlsss@nus.edu.sg>, "idris@sph.com.sg" <idris@sph.com.sg>, "siti\_habibah@sza.com.sg" <siti\_habibah@sza.com.sg>, "idris\_bidin@sp.edu.sg" <idris\_bidin@sp.edu.sg>, arohim <arohim@singnet.com.sg>, "mnaz@vsapac.com" <mnaz@vsapac.com>, Nur Hidayah Abu Bakar <hidayah.bakar@lasalle.edu.sg>, "zuraida@mendaki.org.sg" <zuraida@mendaki.org.sg>, "Lionel YEO (STB)" <lionel\_yeo@stb.gov.sg>, "saat@sph.com.sg" <saat@sph.com.sg>, "warren@sph.com.sg" <warren@sph.com.sg>, info@conventionlinks.com, mamandapremiumevents@hotmail.com

Dear Madam Rosa

I refer you to the advertisement of Mamanda below as well as the email from NMP Faizah Jamal expressing her concerns about the restaurant not portraying the real story of Gedung Kuning. I echo NMP Faizah's sentiments very strongly.

It seems that the owners of Mamanda are in the state of constant historical amnesia despite knowing the facts of Gedung Kuning (they are aware of the Gedung Kuning website whose content they had once plagiarised in June 2012). I enclose the Statutory Land Grant which is also accessible on the website. Gedung Kuning reverted to being private property in 1907, meaning that the royal family could not stay there until 1999 when it was acquired by the government. The descriptions used in the advertisement gave the false impression that the "173 year old historical mansion" was the home of Tengku Mahmud when in actual fact, the royal family had mortgaged the house following the Court of Appeal's decision in 1897 - Tengku Mahmud vs. Tengku Ali, Straits Settlements Laws Report 1897 (Vol. 5).

Gedung Kuning is a historic monument and advertisements of any form about the history of the house must be honest and credible. A true portrayal of facts must be conveyed and not be compromised for marketing sake. Misrepresentation of historical facts is a serious matter. I hope the National Heritage Board will look into this matter and advise the Malay Heritage Foundation and Mamanda restaurant accordingly so that they will not repeat the same mistake again and again.

Thank you.

Warmest Regards,

**Hidayah**

Mobile: +65 9625 0032 | [hidayah.amin@gmail.com](mailto:hidayah.amin@gmail.com) | [www.gedungkuning.com](http://www.gedungkuning.com)

----- Forwarded message -----

From: **faizah jamal** <[breathconnection@yahoo.com](mailto:breathconnection@yahoo.com)>

Date: Thu, Jun 6, 2013 at 10:14 AM

Subject: Re: Have Your Meetings At Mamanda! <ADV>

To: MamandaPremiumEvents <[mamandapremiumevents@hotmail.com](mailto:mamandapremiumevents@hotmail.com)>

Cc: Khir Johari <[khir19@gmail.com](mailto:khir19@gmail.com)>, "hidayah.amin@gmail.com" <[hidayah.amin@gmail.com](mailto:hidayah.amin@gmail.com)>

I note with interest your description of this building as having 'royal roots' in your ad.

While that may well be true, and may well be due to a need to make your marketing efforts more attractive, it is interesting to me that your ad did not also mention that up until only 14 years ago, in 1999, it was also the home of a

Malay family of Javanese descent for four generations, the family of Haji Yusof who as you are very well aware, was a wealthy and successful pioneer Malay businessman and a well-known personality of his time in Singapore, a name as worthy of mention as the name of Tengku Mahmud in your ad.

Having been born and bred in Kampung Gelam myself, with my family still owning the same house in Kg Gelam for four generations now, as a child I used to visit this family in Gedung Kuning, the name I still prefer. I can attest that in the very recent memory of many people of my generation and older, this building is the home of our friends, and we certainly do not resonate it as having 'royal roots' even if that was indeed the initial reason for its construction.

So how about a little blurb to include this important aspect of the building's history in your ad as well? I can assure you that my friends and contacts, both local and foreign, would be thrilled to know, and can completely relate to the interesting fact that this used to be a place four generations of Singaporeans called 'home' with every room in the building you now called Mamanda, a special place that holds wonderful memories for these people. Never discount the power of 'real' stories in giving a historical building you now have the responsibility to maintain, meaning and value.

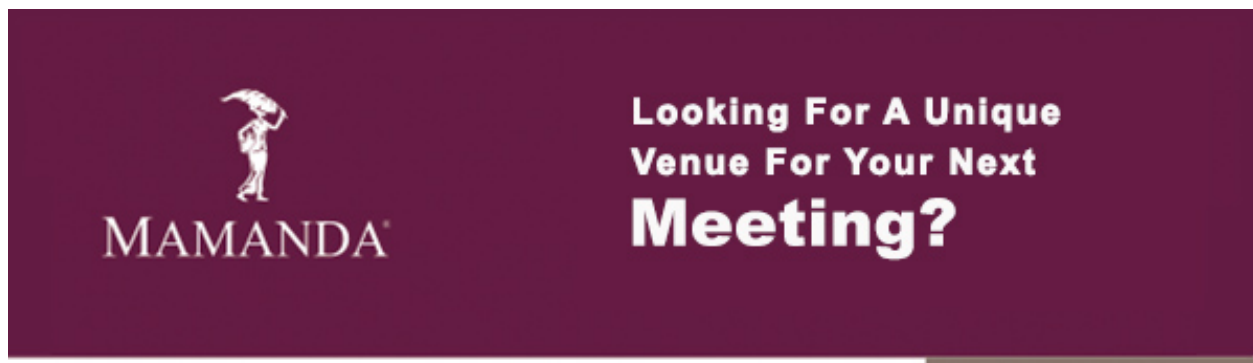
That way you would be intellectually honest and credible (even if this is an oxymoron in an ad) and I might just recommend your restaurant to my friends and family.

Best regards  
Faizah Jamal  
Nominated Member of Parliament

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**From:** MamandaPremiumEvents <[mamandapremiuevents@hotmail.com](mailto:mamandapremiuevents@hotmail.com)>  
**To:** [breathconnection@yahoo.com](mailto:breathconnection@yahoo.com)  
**Sent:** Thursday, 6 June 2013, 1:32  
**Subject:** Have Your Meetings At Mamanda! <ADV>

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173  
years!

.....  
Mamanda Restaurant is housed in a 173 year old historical mansion. The mansion was once home to Tengku Mahmud, heir apparent to the Sultan's throne. With its unique heritage, inviting atmosphere and royal roots, there has never been a better time to book your next visit to Mamanda.  
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### Full-Day Package

1 Lunch + 2 Teabreaks



from \$50+ per pax  
Minimum 20 pax  
.....

**Book your next meeting  
with Mamanda today!**

To find out more about our packages and a non-obligatory site visit, do contact:

**Call  
6741 8323**

Promo code: CL2013

[mamandaevents@conventionlinks.com](mailto:mamandaevents@conventionlinks.com)

#### Our Location

73 Sultan Gate Singapore 198497

[www.mamanda.com.sg](http://www.mamanda.com.sg)

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