



---

## Misrepresentation of facts on Mamanda's advertisement

---

Hidayah Amin <hidayah.amin@gmail.com>

Fri, Jun 7, 2013 at 10:50 PM

To: "MCI Yaacob IBRAHIM (MCI)" <yaacob\_ibrahim@mci.gov.sg>

Cc: "Rosa DANIEL (NHB)" <rosa\_daniel@nhb.gov.sg>, "Alvin TAN (NHB)" <Alvin\_TAN@nhb.gov.sg>, "ZURAIDAH ABDULLAH (SPF)" <zuraidah\_abdullah@spf.gov.sg>, faizah jamal <breathconnection@yahoo.com>, Khir Johari <khir19@gmail.com>, halimah\_yacob@parl.gov.sg

Dear Dr Yaacob,

I thought perhaps you should know what has transpired between the owners of Mamanda, NMP Faizah Jamal and myself this past 1 day. Please refer to the email exchanges below.

I hope you would be able to advise Mamanda from further complicating this issue.

Thank you.

Warmest Regards,

**Hidayah**

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

From: **faizah jamal** <breathconnection@yahoo.com>

Date: Fri, Jun 7, 2013 at 2:22 PM

Subject: Re: Misrepresentation of facts on Mamanda's advertisement

To: Zulkarnine Hafiz <zulkarnine@figolive.com>

Cc: "Rosa DANIEL (NHB)" <rosa\_daniel@nhb.gov.sg>, "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>, "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>, Hidayah Amin <hidayah.amin@gmail.com>, Mas <mas@mamanda.com.sg>, Khir Johari <khir19@gmail.com>

Dear Zulkarnine

Thank you again for your email, and for expressing your unhappiness.

I am sorry once again to have to disappoint you. You are ascribing too much to my intention where none exists.

I am very happy to note that you mentioned the flyer was meant to generate awareness of Kampung Gelam, because that is precisely the spirit in which I have sent the email. The story of Haji Yusof and his family staying in Gedung Kuning for not an insignificant period of time is as much the story of the building and indeed part of the layers of Kampung Gelam, as the building's royal roots are.

In fact as a 'local' I would argue that this familiarity with the residents themselves makes this aspect of Gedung Kuning real to us. Among the many cherished memories that Gedung Kuning holds for me is where my mother and I would go the house, and wait to be joined by Mak Mon and Nek Cik Timah, ladies who used to live there, every Tuesday afternoon on our way to Masjid Hajjah Fatimah for our religious classes with Arwah Ustad Daud in the '70s. It is little stories like these, probably insignificant to other people, that make the place memorable. It is what makes a house a home, and a location, a place which grounds us.

I am sure you understand this.

As to the blood ties, once again I have to disappoint you. The fact that there are blood ties is really neither here nor there. In fact there are many others in Kampung Gelam that my family is related to, in some way or other, such is the nature of a 'kampung'.

Surely that does not mean that my concern is so personal and so prejudiced that it can't also be professional. Again you are ascribing intentions where none exists. As you know, I cc-ed the email to BOTH Hidayah Amin and Khir Johari as these are the two family representatives on this issue whom I am familiar with.

On a professional front, I had not mentioned earlier that I had spent 6 of the 14 years as a member of FOM being a volunteer docent at ACM and NMS. Historical information, accuracy and local relevance is important in our role as docents. We take this very seriously in our rigorous training and high standards even though we are volunteers. In the last 8 years, I had also been asked by the FOM –ACM docent training teams to conduct walks to Kampung Gelam as part of their training not just because I am a member and a docent, but also because of my own long family history, ties to the people in this neighbourhood, and real life experiences to this heritage area. The reason why FOM-ACM keep inviting me year after year is because such personal stories resonate far better than the impersonal ones given by tourist guides, good though these guides may be. You would be happy to know that I always preface my walks as one based on my own experiences and to encourage the participants to learn more from other 'locals' like Khir Johari, who had himself been invited recently by FOM to share his deep insights and interesting personal experiences of Kampung Gelam.

These personal aspects and professional experiences, and my stand on heritage and environment both built and natural, ranging from Kampung Gelam to Bukit Brown to Pulau Ubin, are the very reasons why I was nominated, and later appointed as Nominated MP with this very niche platform. They form a major part of many of my speeches. My stand on these issues is public knowledge. I would be remiss in my role if I do not address my concern as I had in my email to your company.

I am sure you would also be happy to know that contrary to what you have mentioned in your emails, I have in fact supported your restaurant. I have taken my family to your Kelantan Food Festival last year. In fact Mas was there just when we were about to leave. I introduced myself to her, and I thanked her for the experience.

My mother had fun reminiscing and reminding me of what each room in Gedung Kuning was for including the room

My mother had fun, reminiscing and reminding me of what each room in Gedung Raining was for, including the room we were dining in. We even lingered after dinner as my mother wanted to reminisce some more. It was a rush of memories both happy and sad for her, as some of her best friends lived there.

Personally, hearing her telling the stories and bringing up names of people I know, makes the experience of dining there richer for me. It is not just a restaurant but was once a place where people were born, got married, lived, loved and fought, laughed and cried, and died.

You would be pleased to also know that I repeated the experience yet again – when my friend who now lives in Hawaii, was in town. I shared the stories that my mother told me with my friend, who like me, found the dining experience meaningful because of the stories.

I am sure, as someone who does not know me well at all, you would be happy to be proven wrong in saying that I do not support your establishment now that you know otherwise.

I have always believe that one must do the right thing. For me the right thing to do in this instance when I saw your ad, is ask that it provide historical and 'local' completeness. There are, after all, layers to any story.

I agree with you that there is no need for a lengthy explanation. It can be a simple one-line statement in your flyer in addition to what is already there, for eg that 'this building was also the family home of the wealthy and successful Malay businessman of Javanese descent, Haji Yusof' especially since this fact is in the consciousness of the local community. I also believe that the inclusion in simple one-line statements of the other well-known names you have raised would be equally worthy, though these are names that create less familiarity with the local Kampung Gelam community.

Since I believe in doing the right thing I would agree with you that if it feels right to you that you lodge a complaint against me, then that is what you would have to do.

Best regards

Faizah Jamal

Nominated Member of Parliament

---

**From:** Zulkarnine Hafiz <zulkarnine@figolive.com>

**To:** faizah jamal <breathconnection@yahoo.com>

**Cc:** Rosa DANIEL (NHB) <rosa\_daniel@nhb.gov.sg>; 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>; "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>; Hidayah Amin <hidayah.amin@gmail.com>; Mas <mas@mamanda.com.sg>; Khir Johari <khir19@gmail.com>

**Sent:** Friday, 7 June 2013, 8:11

**Subject:** Re: Misrepresentation of facts on Mamanda's advertisement

Dear Madam Faizah Jamal

Thank you for your email. But there were still question left unanswered.

It was a simple flyer to generate visitorship to Mamanda and to create awareness to Kampung Glam. Simple and direct to the point. It is not a history lesson flyer. If we were to follow your instructions and tell the whole truth then it is only right we need to include all these important people whom have added colours to the place such as Annamalay Chitty, Mootiah Chitty, Choo Sow San, Oei Tjong Swan, Ho Kien Hwa Neo and Tepak Sireh in the flyer. This is a complete list so far that we know. Does it make sense to include these owners and tenants whom have stayed in Gedung Kuning? Maybe it could not be a flyer but a PDF file or a newsletter. Why didn't you cc to all the children and great grand children of these owners and even Mr Akbar, the owner of Tepak Sireh whom we believe stayed longer than some of the people mention above.

Your action of putting them in the loop in your first email suggesting that you are defending and agreeing with an individual. It has also come to our attention (correct us if we are wrong) that you have blood ties and related to them.

The use of power is further exercises, when you signed off as an NMP. We believe and it was proven, with that email, it was use to garner support to discredit Mamanda. As a member of public, we again believe that you have abuse your power to direct us to do certain things. You have not exercise your due diligence to check with us first, before coming to your own conclusion.

As a member of public, we felt that we were abuse and unfairly treated by our MP. With that we are excising our rights as a member of public to lodged a formal complain of Power Abuse to the Parliament.

Thank you.

Yours sincerely

**Zulkarnine Hafiz** | Director

**Fig & Olive** | A Taste of the Mediterranean.

1 Pasir Ris Close Downtown East E-Hub #02-119 Singapore 519599 . **T:** +65 6336 4409 **F:** +65 6336 1304.

**W:** [www.figolive.com](http://www.figolive.com) **E:** [zulkarnine@figolive.com](mailto:zulkarnine@figolive.com)

**Confidentiality Caution** | This message may contain confidential and privileged information to Fig & Olive. If you are not the intended addressee, please immediately notify Fig & Olive by reply email, and delete the message from your computer and data system. Any use, copy or disclosure of the message or any information contained within it to any party for any purpose other than as expressly allowed by Fig & Olive is strictly prohibited, and may result in legal action. Fig & Olive does not guarantee and is not liable or responsible for the security of any information transmitted

electronically or for the proper and complete transmission of the information contained in this communication, or for any delay in its receipt.

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

From: **Hidayah Amin** <hidayah.amin@gmail.com>

Date: Fri, Jun 7, 2013 at 1:29 AM

Subject: Misrepresentation of facts on Mamanda's advertisement

To: Zulkarnine Hafiz <zulkarnine@figolive.com>, mas@mamanda.com.sg

Cc: faizah jamal <breathconnection@yahoo.com>, Khir Johari <khir19@gmail.com>, "Rosa DANIEL (NHB)" <rosa\_daniel@nhb.gov.sg>, "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>, "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>

Dear Zulkarnine,

Thank you for your response. Here are my rejoinders.

1. As an NMP, Faizah Jamal does not take sides or abuse her position, she merely pointed out what she deemed as unfair and incorrect. You are undermining her ability to make rational remarks based on her observations and historical facts.
2. As a business running in a historic home under the purview of the Malay Heritage Foundation (MHF), you have the obligation to uphold the accuracies of Singapore's history. While it is noble that you support many charities, you must also not forget why you are doing business in a heritage building than in other places, say Orchard Road.

As you have accused me of using this matter as an attack to discredit you and that you "have stopped all communication with Hidayah", I will have to put forth evidence so that the relevant people in this email will know that it is **you** who have acted unprofessionally and without integrity.

1. All my past correspondences to you were addressed to only you and/or Julina from the MHF, as she was the liaison between MHF and us. However, there were many a time when you and/or Julina chose to ignore my emails, and that 'forced' me to contact the higher authority and/or the press just to solicit a response from you and/or Julina.
2. You (Mamanda) have done many things to discredit me namely:
  - a. Twistina and turnina facts to put vou in a favourable liight and blamina me for most thinas includina

suggesting collaborative efforts.

See <Emails\_15-16\_April\_2012.pdf>

b. Cutting down my mango tree (a decision taken with MHF, I assume) and informing me only afterwards. I do not have to explain the whole saga, as most of Singapore would have probably read it on the social network websites as well as <[www.gedungkuning.com/mangotree](http://www.gedungkuning.com/mangotree)> and in The Mango Tree book.

c. Plagiarising the content of my website (though I had informed you earlier on 13 May 2012 that the content is copyrighted) and did not apologise for "overlook on the matter". I could have sued you for copyright infringement (had already consulted a lawyer) but as Mamanda had just started out then, I was sympathetic towards you and refrained from taking legal actions against you.

See <Content on the Mamanda website.pdf> & <Reply\_to\_Content\_on\_the\_Mamanda\_website.pdf>

d. Changing the name 'Gedung Kuning' to 'Rumah Bendahara' and blaming this mistake on others such as the National Heritage Board (NHB) and my Gedung Kuning book. You also stated to Berita Harian that "kami di sini bukanlah mahu menampilkan warisan keluarga" (we are here not to promote family legacy).

<[www.gedungkuning.com/factualdisputes](http://www.gedungkuning.com/factualdisputes)>

And you are blaming me for discrediting you when you have but acted in the most nasty and unprofessional manner towards me? Very gentlemanly indeed. The latest passive-aggressive behaviour (together with Julina) would be refusing to reply to my email of 21 May 2013 when I asked about the artefacts that our family had donated and where they are located at Mamanda. Even though I had stated that I have legal rights to inquire about this, there was no response from you, and Julina merely pointed me to my own uncle who would probably not know what and where the current artefacts are stored at Mamanda (as least Alvin of NHB has replied to my query about the artefacts that are at the Malay Heritage Centre).

In conclusion, I will not hesitate to take this matter to a much higher authority (this time, I will not be considerate and kind) should you and/or the MHF continue to defame my reputation. At the end of the day, even the courts will look at the facts and not baseless ranting.

Thank you.

Yours sincerely,

Hidayah

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

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

Date: Thu, Jun 6, 2013 at 11:11 PM

Subject: Re: Misrepresentation of facts on Mamanda's advertisement

To: Zulkarnine Hafiz <[zulkarnine@figolive.com](mailto:zulkarnine@figolive.com)>

Cc: "Rosa DANIEL (NHB)" <rosa\_daniel@nhb.gov.sg>, "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>, "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>, Hidayah Amin <hidayah.amin@gmail.com>, Mas <mas@mamanda.com.sg>, Khir Johari <khir19@gmail.com>

Dear Zulkarnine

Thank you for your email. Very happy to know that your business is supporting many people, and at the same time very sorry that my email has caused you unhappiness.

There is nothing sinister about my query. It is a simple concern I wish to point out to your company as a result of its unsolicited advertisement sent to me, which drew my attention to the wording of your ad which I felt told only half the story.

Nor do I have a desire to defend any particular individual. The reason why it was cc-ed to Hidayah Amin and Khir Johari (and to no one else) is because their families used to live in Gedung Kuning and as I mentioned, as a child, I used to visit the family there, and for many people living in Kampung Gelam as my own family has done for more than 70 years, it was in the consciousness among the 'kampung' people in this area that Gedung Kuning is 'home' to the family of Haji Yusof, not a unknown personality within our Kampung Gelam community. You would hard put to find someone of my generation and older to resonate with the building as being the 'home of Tengku Mahmud' even though that is historically accurate too.

I have been actively involved in promoting the uncovering of the many layers of Kampung Gelam long before my appointment as Nominated Member of Parliament, not only as someone born and bred in Kampung Gelam, and as a member of Friends of the Museum for 14 years now, as well as being personally interested in heritage. My platform then and now, has always been for the many untold and interesting stories beyond what is in our history books, of this heritage area, to be shared, especially by the senior citizens who used to live in this area.

However my interest as many people know, goes beyond Gedung Kuning or indeed Kampung Gelam only. I have also raised heritage issues in the House, both the 'built' as well as the 'natural'. That is public knowledge.

So the concern in my email should not come as a surprise to anyone.

I would consider the story of four generations of Haji Yusof's family living in Gedung Kuning for almost half of its 175 year history as pointed out in your ad, as something that needs to be included in your ad, in addition to your

mention of Tengku Mahmud. I can vouch that many people find this fact interesting. A building is more than bricks and mortar and a place to do business, as I am sure you agree seeing that your business has supported many people. It is about family stories. It is also about how the local community relates to it.

If one historic fact can be mentioned, the other can be mentioned too.



That would be fair, as well as being historically accurate, wouldn't it think?

Best regards

Faizah Jamal

---

**From:** Zulkarnine Hafiz <zulkarnine@figolive.com>

**To:** [breathconnection@yahoo.com](mailto:breathconnection@yahoo.com)

**Cc:** Rosa DANIEL (NHB) <[rosa\\_daniel@nhb.gov.sg](mailto:rosa_daniel@nhb.gov.sg)>; Alvin TAN (NHB) <[Alvin\\_TAN@nhb.gov.sg](mailto:Alvin_TAN@nhb.gov.sg)>; Norsaleen SALLEH (NHB) <[Norsaleen\\_SALLEH@nhb.gov.sg](mailto:Norsaleen_SALLEH@nhb.gov.sg)>; ZURAIDAH ABDULLAH (SPF) <[zuraidah\\_abdullah@spf.gov.sg](mailto:zuraidah_abdullah@spf.gov.sg)>; Julina Khusaini <[julina@mhf.org.sg](mailto:julina@mhf.org.sg)>; "mlsss@nus.edu.sg" <[mlsss@nus.edu.sg](mailto:mlsss@nus.edu.sg)>; "idris@sph.com.sg" <[idris@sph.com.sg](mailto:idris@sph.com.sg)>; "siti\_habibah@sza.com.sg" <[siti\\_habibah@sza.com.sg](mailto:siti_habibah@sza.com.sg)>; "idris\_bidin@sp.edu.sg" <[idris\\_bidin@sp.edu.sg](mailto:idris_bidin@sp.edu.sg)>; arohim <[arohim@singnet.com.sg](mailto:arohim@singnet.com.sg)>; "mnaz@vsapac.com" <[mnaz@vsapac.com](mailto:mnaz@vsapac.com)>; Nur Hidayah Abu Bakar <[hidayah.bakar@lasalle.edu.sg](mailto:hidayah.bakar@lasalle.edu.sg)>; "zuraida@mendaki.org.sg" <[zuraida@mendaki.org.sg](mailto:zuraida@mendaki.org.sg)>; Lionel YEO (STB) <[lionel\\_yeo@stb.gov.sg](mailto:lionel_yeo@stb.gov.sg)>; "saat@sph.com.sg" <[saat@sph.com.sg](mailto:saat@sph.com.sg)>; "warren@sph.com.sg" <[warren@sph.com.sg](mailto:warren@sph.com.sg)>; Hidayah Amin <[hidayah.amin@gmail.com](mailto:hidayah.amin@gmail.com)>; Mas <[mas@mamanda.com.sg](mailto:mas@mamanda.com.sg)>

**Sent:** Thursday, 6 June 2013, 21:03

**Subject:** Re: Misrepresentation of facts on Mamanda's advertisement

Dear Madam Faizah Jamal

We were very disappointed to receive an email from an NMP and cced to Hidayah and Khir Johari with regards to the above matter. Naturally for Hidayah, it will be used as an ammunition to email to all above names to discredit Mamanda. We have stopped all communication with Hidayah and she now have you an MP as a spokes person. We do not know what is your objective and again it was used as another attack by Hidayah towards Mamanda. May we know why you are using your position as an MP to throw weight on us. Why not help small business like us to grow.

Are you aware on how tough and difficult is it now for companies to survive in this challenging economic environment? I just had a conversation with Minister of State, Ministry of Trade and Industry Mr Teo Ser Luck at SMCCI yesterday on the challenges Singapore companies are facing.

Your remark, "That way you would be intellectually honest and credible...." Why? Are we really that stupid, dishonest and not credible?

As an MP you are suppose to listen to both sides of the story and help to overcome any disputes or assist where ever possible. Have you listen to our side of the story? Do you know how many families are dependent on Mamanda? Yellow Ribbon, Mendaki Sense, PPIS (to name a few) is Mamanda supporting? By discrediting us and not supporting us, we will have more families depending on CDCs handouts.

Honestly we do not have the muscle to employ the best brains for Mamanda nor my team is perfect. We make mistakes along the way. All of our information is taken from NHB. It is never our intention to misrepresent any information.



Again we reiterate that please do not abuse your position as an MP to discredit us or bring Mamanda down.

Thank you.

Yours sincerely

**Zulkarnine Hafiz** | Director

**Fig & Olive** | A Taste of the Mediterranean.

1 Pasir Ris Close Downtown East E-Hub #02-119 Singapore 519599 . **T:** +65 6336 4409 **F:** +65 6336 1304.

**W:** [www.figolive.com](http://www.figolive.com) **E:** [zulkarnine@figolive.com](mailto:zulkarnine@figolive.com)

**Confidentiality Caution** | This message may contain confidential and privileged information to Fig & Olive. If you are not the intended addressee, please immediately notify Fig & Olive by reply email, and delete the message from your computer and data system. Any use, copy or disclosure of the message or any information contained within it to any party for any purpose other than as expressly allowed by Fig & Olive is strictly prohibited, and may result in legal action. Fig & Olive does not guarantee and is not liable or responsible for the security of any information transmitted electronically or for the proper and complete transmission of the information contained in this communication, or for any delay in its receipt.

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

From: **Hidayah Amin** <[hidayah.amin@gmail.com](mailto:hidayah.amin@gmail.com)>

Date: Thu, Jun 6, 2013 at 11:34 AM

Subject: Misrepresentation of facts on Mamanda's advertisement

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

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

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

**To:** [breathconnection@yahoo.com](mailto:breathconnection@yahoo.com)

**Sent:** Thursday, 6 June 2013, 1:32

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

Please [Click Here](#) if you are having problems viewing this eFlyer.





To Unsubscribe - Please reply with subject "Remove". Please allow for 3 working days, thank you!

---

**5 attachments**

-  **Content\_on\_the\_Mamanda\_website.pdf**  
160K
-  **Email\_13\_May\_2012.pdf**  
99K
-  **Emails\_15-16\_April\_2012.pdf**  
108K
-  **Reply\_to\_Content\_on\_the\_Mamanda\_website.pdf**  
51K
-  **Statutory\_Land\_Grant\_16944.pdf**  
194K