

The Story of Joo Chiat

By Gwendolyn Say



Chapter 1

The History of Joo Chiat





1800s

1900s

Known as Confederate Estate, coconut and cotton plantations

Chew Joo Chiat buys the land, Joo Chiat Road is named after him

Demand for residential land break up plantations

Peranakan, Eurasian communities move into Joo Chiat



Chapter 2

Singapore's Joo Chiat



1991

Urban Redevelopment Authority (URA) gazettes 518 buildings in Joo Chiat for conservation

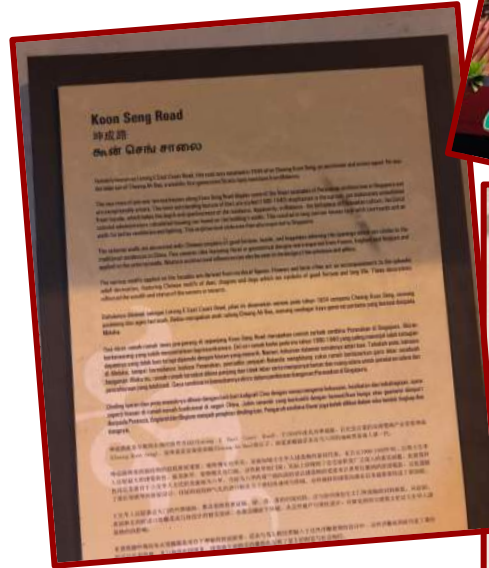
1993

Joo Chiat is designated a conservation area

2011

National Heritage Board (NHB) designates Joo Chiat as Singapore's first Heritage Town

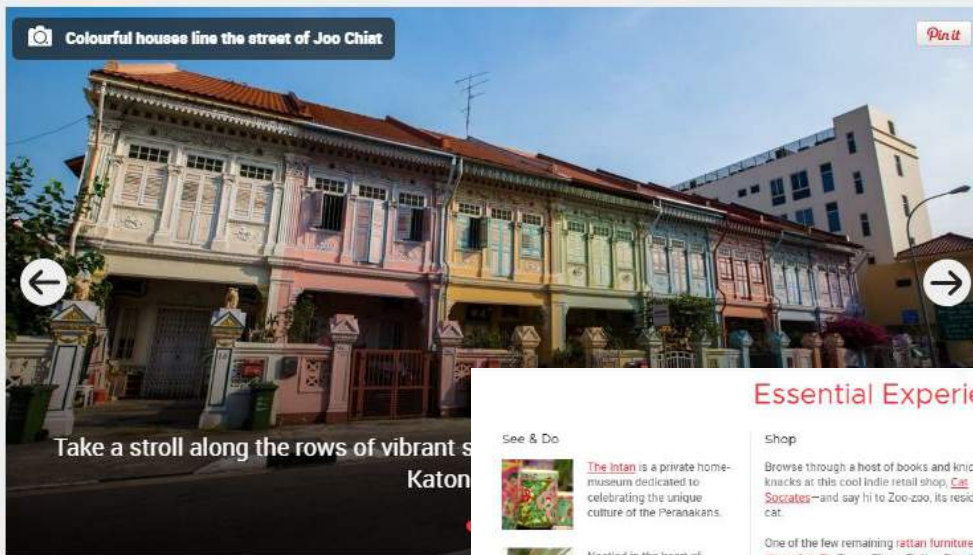
URA CHAIRMAN



Joo Chiat/Katong

Home of the Peranakans

Discover Peranakan culture as you stroll past heritage shophouses, quaint stores and eateries in this charming corner of eastern Singapore.



Take a stroll along the rows of vibrant shophouses in Katong

Essential Experiences

See & Do



[The Intan](#) is a private home-museum dedicated to celebrating the unique culture of the Peranakans.



Nestled in the heart of Katong, the [Eurasian Heritage Centre](#) showcases artefacts of the Eurasian community.

Eat



Try the [Laksa](#) at [328 Katong Laksa](#)—its heady flavours pack a punch.



Remaining true to his Eurasian roots, "Skinny Chef" Quentin serves an authentic spread using recipes handed down for generations at [Quentin's Eurasian Restaurant](#).

Shop

Browse through a host of books and knick-knacks at this cool indie retail shop, [Cat Sociates](#)—and say hi to Zoo-zoo, its resident cat.

One of the few remaining [rattan furniture shops locally](#), Teong Theng Rattan Furniture is a household name in the neighbourhood, selling everything from chairs to shoe racks.

Bring Back



Indulge in a bout of retail therapy at [Kim Choo Keeb Chang](#). First established in 1945, this store sells a range of Peranakan food and handicrafts, from Nonya dumplings to beaded shoes.

Stay



Immerse in the local Peranakan culture at the quaint [Hotel Indigo](#), which fuses retro décor with modern swank.

Need help?



Drop by one of these centres in downtown Singapore to get more information about Singapore, purchase tickets to attractions and tours or pick up a souvenir.

[Find out more](#)



[See Walking Trail](#)

Source: Singapore Tourism Board



Survey (On-site)

Qn: What is your top reason for visiting Joo Chiat/Katong?

100% of respondents answered 'Sightseeing' - although 'Cultural Heritage' was one of the options

Qn: On a scale of 1 to 5, how familiar are you with the Peranakan heritage of this area?

100% of respondents answered
1 - Completely unfamiliar OR
2 - Somewhat unfamiliar



Chapter 3

Businesses in Joo Chiat





2004

Late 2000s

Stricter law enforcement to address concerns about the area's security

Clean-up of Joo Chiat brings in a new wave of redevelopment



Source: Hotel Indigo Singapore



Source: TripAdvisor




Source: Rumah Bebe

Peranakan Identiti

Who are the Peranakans? The definition of a Peranakan is a creole ethnic group, descended, the Malay word Peranakan means 'locally born', which also includes the Jooi Peranakans (Johis, born in Malacca and the Jooi Joois (Italian born in Malacca). However, the term 'Peranakan' is more precisely used to describe the larger group of Chinese Peranakans.

According to this definition, Peranakans are descendants of early 17th and 18th-century Chinese traders, who married local native Malays and Indonesians along the shores of Malacca. This phenomenon occurred because Chinese were one of the first allowed to leave China until the 18th century. Hence, the term 'Half Chinese' is also used to describe Chinese Peranakans. Some may even identify themselves as being descended from the 100 Chinese sailors who accompanied the Spanish fleet to the Malacca. A Peranakan man is a 'Baba', an unmarried woman known as a 'Nyonya' (pronounced 'noy-on-ah') and a married woman a 'Mak Nyonya'.




Chapter 4

Our Tea Chat

Survey (Online)

Q: What is your age?



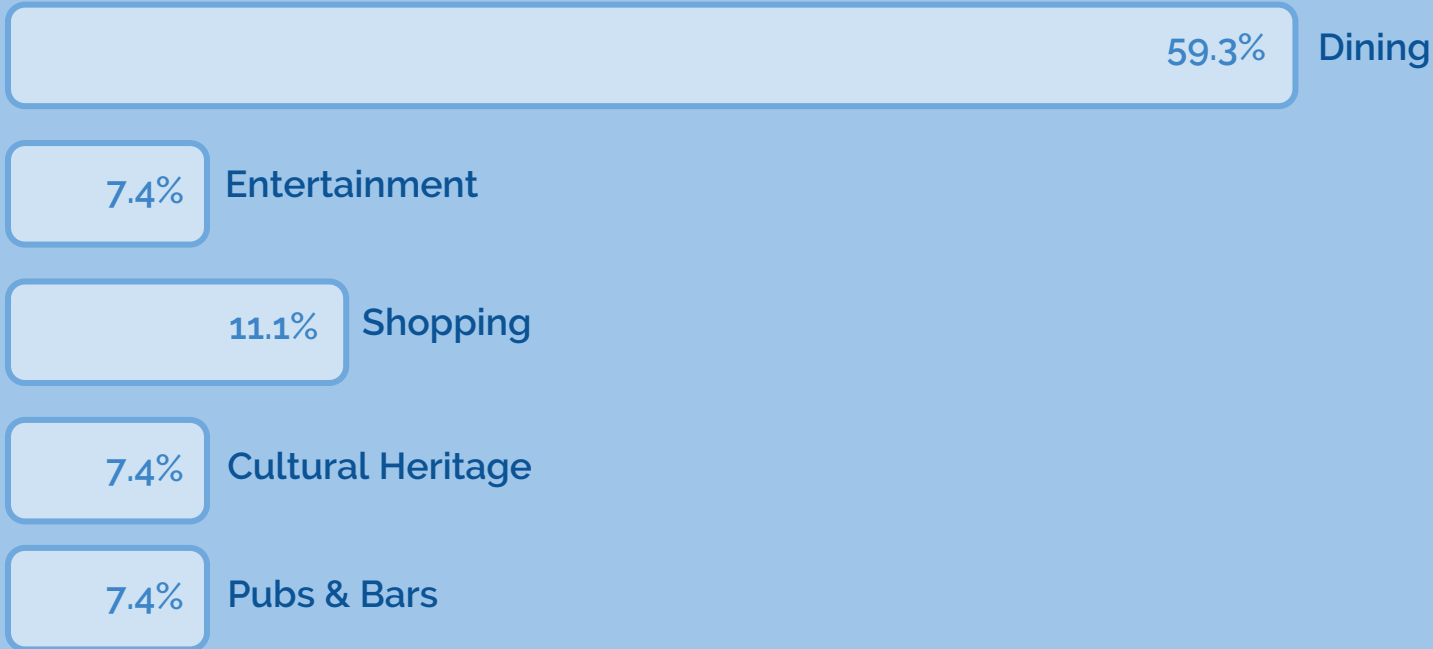
Survey (Online)

Q: Why do you visit Joo Chiat/Katong?



Survey (Online)

Q: What is your main reason for visiting Joo Chiat/Katong?



Survey (Online)

Q: Have you heard of/visited any of these places?



Peranakan Houses

87%



Kim Choo Kueh Chang

65.2%



Rumah Bebe

43.5%

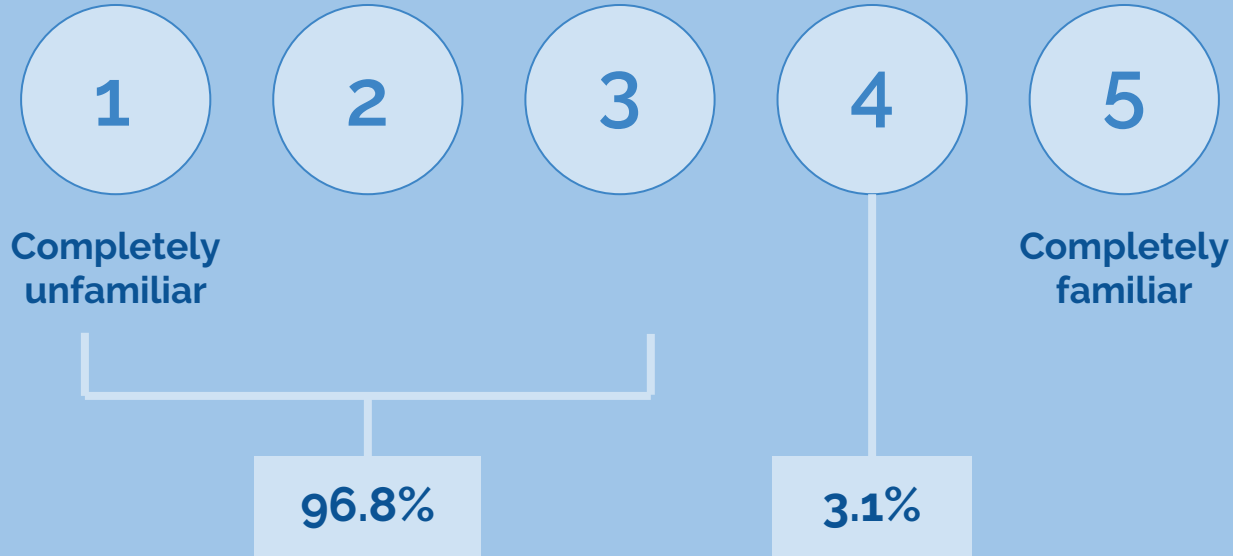


The Intan

26.1%

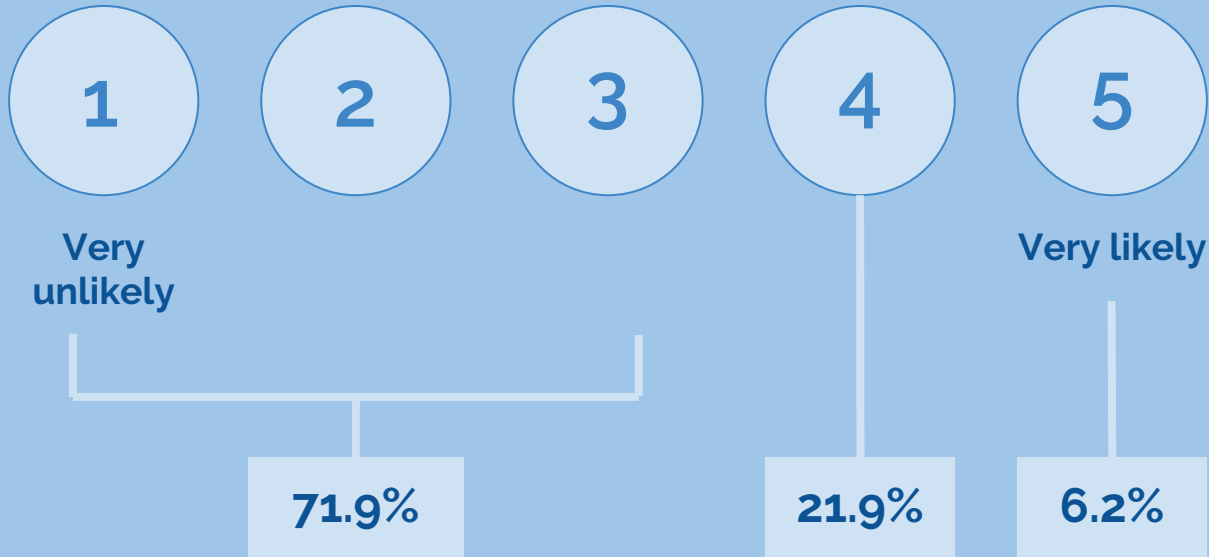
Survey (Online)

Q: How familiar are you with the Peranakan heritage of this area?



Survey (Online)

Q: Would the Peranakan heritage of Joo Chiat be the main reason for a visit?



In Conclusion...



The End