



The Leading Early Childhood Music Education Company  
in Singapore since 2002

**MUSIC FACTORY SINGAPORE**

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We make growing up Fun  
**music factory**



**Music Factory  
Babies & Toddlers Program  
(Birth-3 Yrs)**

Giving babies and toddlers a voice  
through creative music education



## Building your baby's brain through music.

As babies, we were soothed and entertained with music and songs by our parents. Yet, no one realized that sound which has been set to music or rhythm has a stimulating effect on an infant's developing brain.

The womb is an amazing world of sounds and movement for babies. They can hear their parent's voices, their mother's heartbeat and this is where their senses are enhanced and developed. Babies need constant stimulation to develop cognitively, but as they are wrapped up when they come into this world, they don't experience the same stimulation they did in the womb.

This is where music comes in. As newborn babies can't really see that well, music is vital to their development. Music lessons are also a natural extension of the wonderful aural experiences a baby feels in the womb. Experiences with music create pathways between the babies' brain cells, and these early neuron connections will form the basis for a child's learning in school.

Most importantly, the stress-free environment coupled with the fun and simple activities in our programs will give babies a strong foundation to learn important skills as they grow up.

### DID YOU KNOW?

*Newborn babies have relatively poor eyesight but they have much better auditory developments, which is why music is the best tool for a baby's mind!*



## Leading the way in creative music education.

### A Model of Progressive Music Education

We have always taken a progressive approach towards music education, in line with MOE's KCG Guidelines. This system allows both teachers and children to learn progressively and reinforce their knowledge through increasing complexity. Our partnership with The Royal Conservatory of Music (RCM) also means you'll be learning from only the very best in the market.

Today, there are 80 schools and over 10,000 children learning from our program daily.

### Our Teachers

When it comes down to success, it's all about the people. Which is why we invest 10% of our profits towards professional development and the upgrading of skillsets for all our staff. Currently, 100% of our staff are Music Factory trained, 50% have a Diploma in Education, 30% graduated with a Degree in Music Performance and 10% have a Diploma in Early Childhood Education.



## Music Factory Babies & Toddlers Program (Birth-3 Yrs)

The Music Factory Babies & Toddlers Program was designed for both babies and adults by a team of dedicated music educators and specialists, to boost infant development and create bonding opportunities for parents and child.

### Birth-12 months: Babies Groove

From day one, babies learn very quickly to communicate with their coos, babble, cries and laughter. Our babies' class help to **stimulate** their brain activity further by giving them more opportunities to **express themselves** with the help of music and other activities such as lap bounces and tickles.

### 12-24 months: Toddlers Move

By now, toddlers are ready for early language development. Songs and rhymes will teach them **rhythm** and **beats**, and concepts like quick/slow, loud/soft. They will **learn the difference** between **language** and **sounds**. Being in a social setting also prepares them for a classroom environment in the later years.

### 24-36 months: Let's Sing and Dance!

Activities in this class are geared towards developing **gross motor skills** as well as **understanding concepts** through dramatized actions. By playing instruments independently in a fun environment, the children acquire a sense of **accomplishment** and **confidence**.

### MUSIC FUN FACT!

*Research has shown that babies who participate in interactive music classes with their parents smile more.*

## How does it work?

This program was created with two different packages to meet the various needs of each school.

### Package 1: Self-Sufficient Monthly Subscription

This package is cost-effective and flexible as there is no need for additional headcount to implement a music program in the school. Plus, schools don't have to pay a licensing fee and are only charged on a per student, per month basis.

### Package 2: Fully Outsourced

This fuss-free model frees up the teachers' time to focus on core subjects by sending trained staff to teach the program in the schools. Lessons will be taught once a week by our qualified teachers, and each lesson will be no more than 45 minutes.

For more details, or to participate, call us at 6899.8177 or email [enquiry@musicfactory.com.sg](mailto:enquiry@musicfactory.com.sg)

