

# HISTORY BY EISEN



## Shaping Deep Research into Compelling Narratives

I am Eisen Teo, a Singaporean historian, curator, and strategist dedicated to the art of memory and narrative.

I have 14 years' experience uncovering Singapore's hidden histories and crafting them into award-winning museums, exhibitions, books, maps, tours, events and programmes, and more.

I specialise in translating data and research into stories that resonate, and add lasting value to brands and institutions.

I am the founding Chief Curator of the award-winning Hell's Museum, and the author of *Jalan Singapura: 700 Years of Movement in Singapore*.

Now, I offer "Swiss Army knife" versatility to organisations searching for precision, depth, and creative flair in heritage work and content creation.

Available for consultancy, project-based commissions, and retainers.

## How I Can Help You

- **Heritage and humanities research:** Deep archival research and historical analysis to provide the factual bedrock for your next project.
- **Curatorial strategy and project management:** End-to-end planning – from conceptualisation to execution – for museums, exhibitions, publications, programmes, and events.
- **Event content creation:** Storyboarding and scripting high-concept interactive experiences, such as escape rooms, theatrical tours, and scare houses, weaving in culture and heritage.
- **Copywriting and copyediting:** Crafting succinct, engaging prose for print and digital media, and refining copy and manuscripts for accuracy, clarity, and consistency.

**Contact me for a consultation or quote:**

**historybyeisen@gmail.com +65 9170 9850 [historybyeisen.com](http://historybyeisen.com)**

# EXPERIENCE

## Singapore History Consultants Pte Ltd (SHC) and Journeys Pte Ltd (2013–2026)

2023–2026 – Assistant Director, Special Projects

2017–2023 – Senior Researcher

2013–2017 – Researcher

- Content creation and research for heritage projects, programmes, tours, exhibitions, publications, and heritage sites managed by the firms.
- Lead researcher and specialist in historical knowledge for Haw Par Villa (a sculpture garden in Pasir Panjang, managed by Journeys from 2015 to 2025) and the Battlebox (a former World War II underground command centre and museum managed by SHC from 2014 to 2023).
- Project lead and content creator for major events such as Haw Par Villa's signature Halloween event, Haw Ror Villa!, which became a key revenue generator.
- Content generator for marketing and PR efforts for Haw Par Villa and the Battlebox.
- Media officer for war commemorations organised by SHC at Kranji War Cemetery. Planned media campaigns, crafted press releases, and engaged the media.
- Mentored and trained junior members of SHC's Research Team, and interns.

2021–2026 – Chief Curator, Hell's Museum

- An award-winning museum inside Haw Par Villa which presents perspectives of death and the afterlife across civilisations, religions, and cultures.
- Oversaw planning, construction, curation, research, and content. Coordinated multiple teams, and with external partners, consultants, vendors, and sponsors to set up and market the museum.
- The museum became Journeys' chief revenue generator, and an attraction for tour groups and school groups.
- In March 2022, five months after opening, the museum became Singapore's #1 museum on TripAdvisor.
- As of 2026, it remains one of Singapore's top-rated museums on TripAdvisor.
- In charge of training new members of the docent team in conducting the highlights tour of the museum, and in knowledge content.

## 2016–2017 – Docent at the Battlebox

- Revamped and relaunched the museum experience for the Battlebox.
- Researched, scripted, and conducted a tour, *The Battlebox Tour: A Story of Strategy & Surrender*, which formed the core of the Battlebox’s museum experience.
- The museum became one of SHC’s chief revenue generators.
- It became Singapore’s #1 museum on TripAdvisor, and remained #1 until March 2022, until it was overtaken by Hell’s Museum.
- Conducted military history tours for the Battlebox. Ran the museum and its Visitor Centre on a day-to-day basis.
- Mentored junior members of the Battlebox docent team, and trained them to conduct tours.

## Published Author (2019)

- *Jalan Singapura: 700 Years of Movement in Singapore* was published by Marshall Cavendish International.
- The 336-page book covers the intertwined histories of land transport, traffic, and urban development in Singapore over at least 700 years.

## Freelance Research and Editorial Consultant (2013)

- Worked with Pek Kio Community Centre and Straits Times Press to research and write a 120-page book, *50 Years in Pek Kio: Rejuvenating the Past*, on the physical and social history of the community centre.

## *The Straits Times*, Singapore Press Holdings (2009–2013)

### Journalist

- Reported on the education and youth beat.
- Coordinator for *The Straits Times*’ magazine for secondary schools, *IN*. Duties included editorial planning and layout, ensuring articles and photographs formed a cohesive newspaper, and editing of articles.
- A key member of the *IN* editorial team that won a World Association of Newspapers and News Publishers (WAN-IFRA) award for News in Education in 2010.
- Mentored and trained junior journalists.

## Education

### National University of Singapore

- Bachelor of Arts, History (2005–2009)
- First Class Honours
- Valedictorian

## Community

- 2019–present – Co-City Organiser for Jane’s Walk Singapore
- 2012–2020 – Co-founder and organiser of SG Topsy Trivia, Singapore’s only regular Singapore-themed trivia quiz

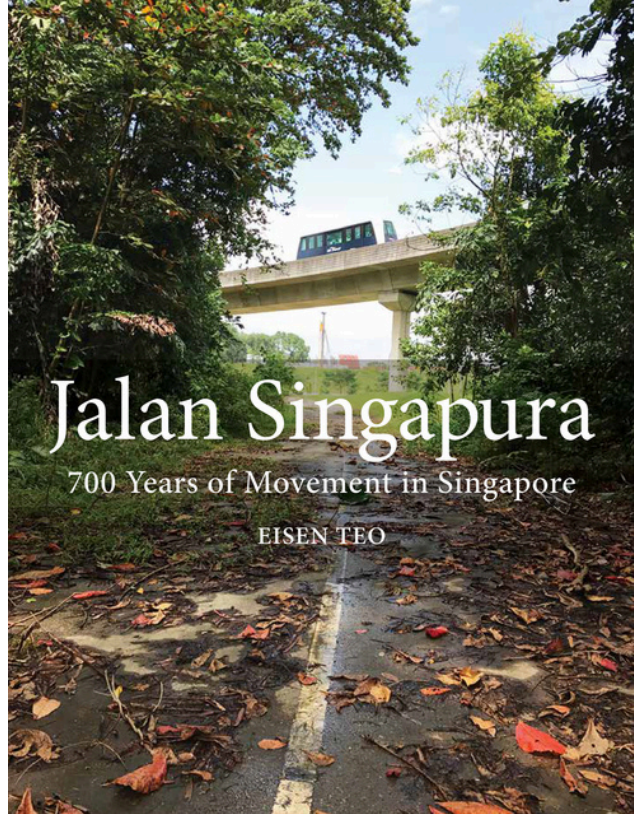
# PORTFOLIO

## The Battlebox (2016-2017)

- A former World War II underground command centre in Fort Canning Hill, the site where the British made the decision to surrender Singapore to the invading Japanese on 15 February 1942.
- In the 1990s, the site was converted into a war museum.
- Revamped and relaunched the museum experience. Researched, scripted, and conducted a 1-hour tour, *The Battlebox Tour: A Story of Strategy & Surrender*, which formed the core of the Battlebox's museum experience.
- From 2017 to 2022, the Battlebox was Singapore's #1 museum on TripAdvisor.
- In 2018, it was the #6 museum in Asia on TripAdvisor.

## The Kallang Story: A Sports, Arts and Heritage Trail (2019)

- The trail covers the social, political, cultural, and sporting heritage of Kallang, including The Kallang (formerly known as the Singapore Sports Hub).
- Researched and created content for the Trail, including 18 Markers, a Guide Book, a Wayfinding Map, and a Heritage Walk.



# Jalan Singapura

700 Years of Movement in Singapore

EISEN TEO

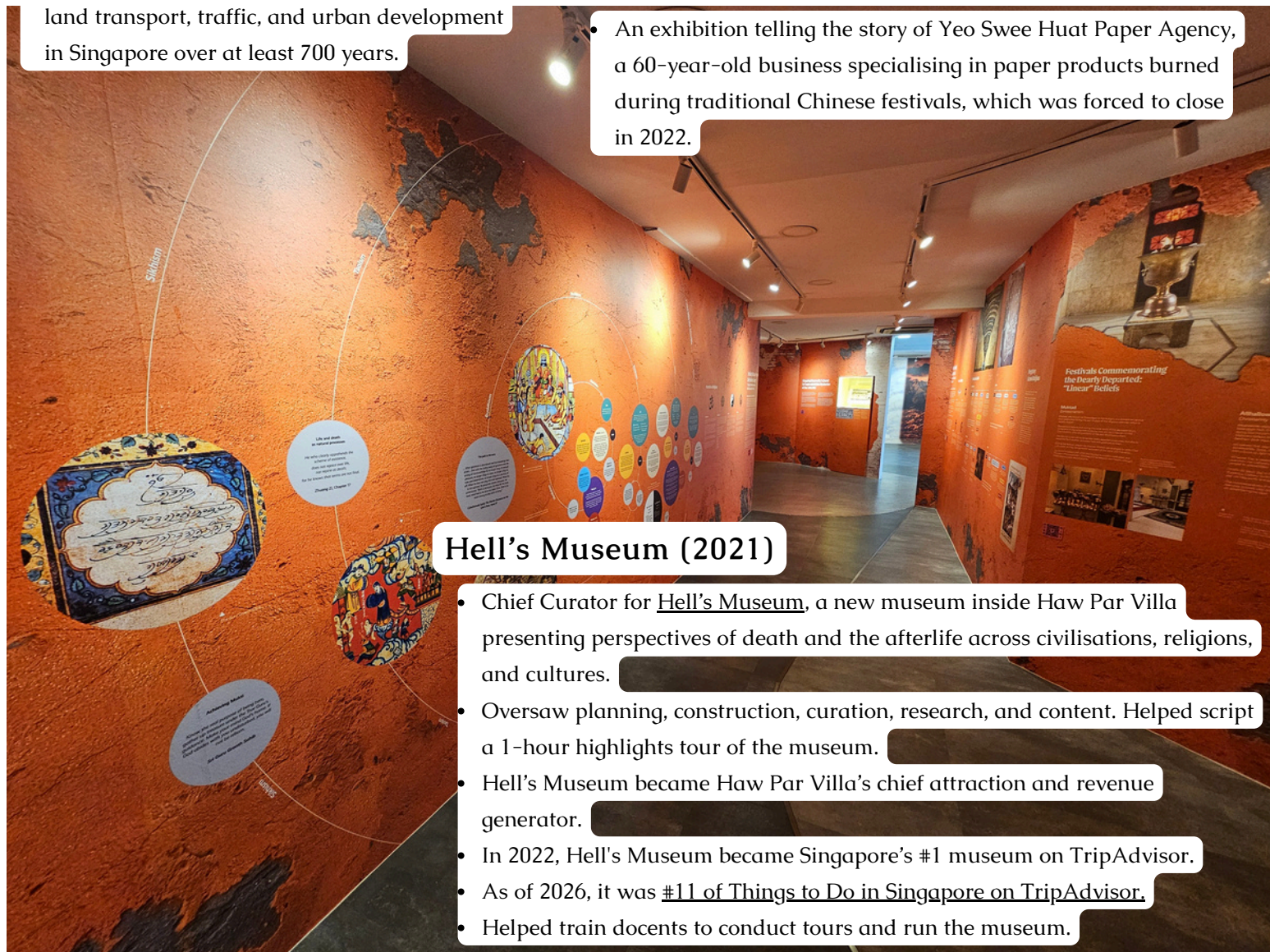
## *Jalan Singapura: 700 Years of Movement in Singapore (2019)*

- The book, published by Marshall Cavendish International, covers the intertwined histories of land transport, traffic, and urban development in Singapore over at least 700 years.



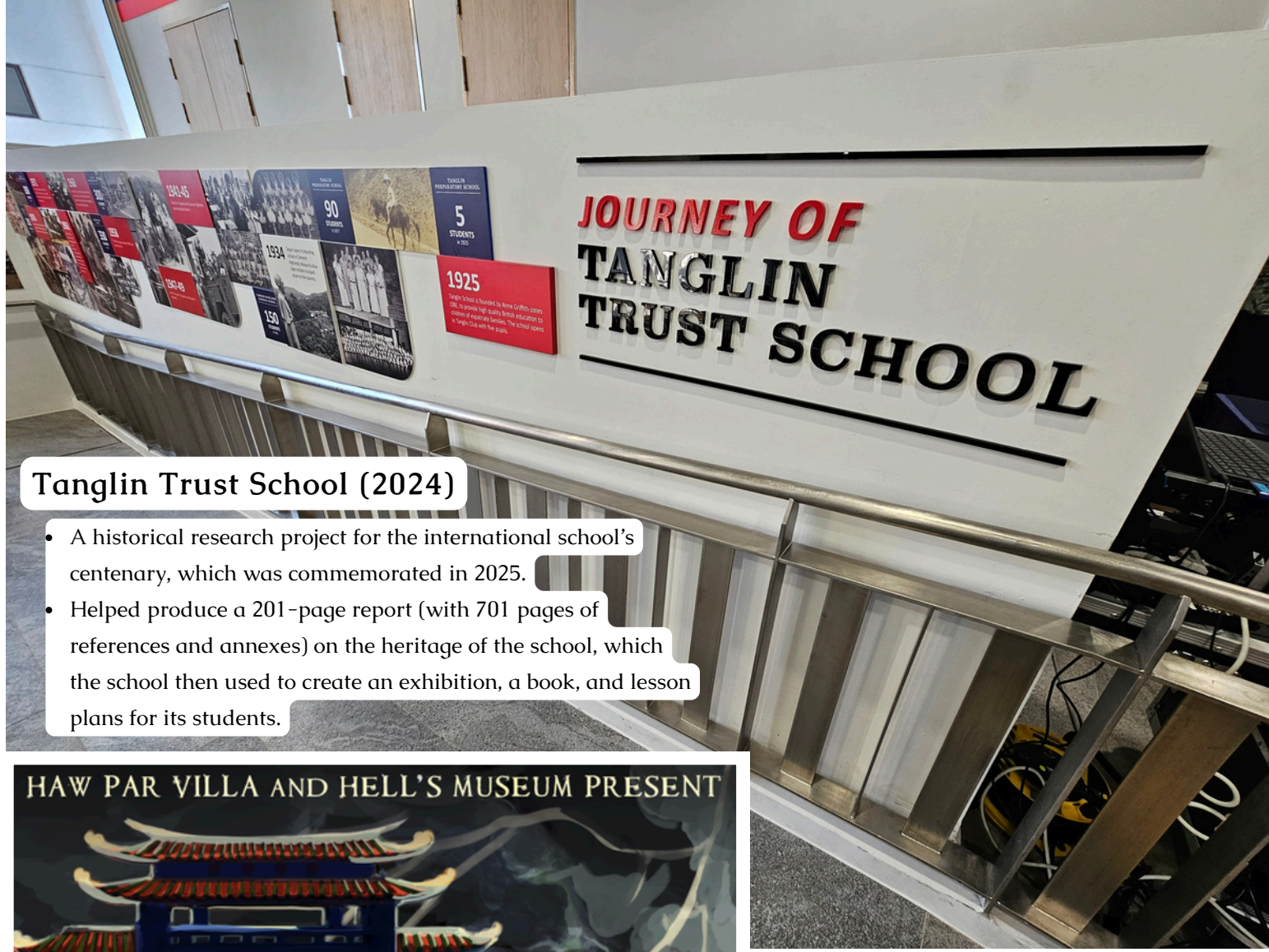
## End of an Era – The Legacy of a Vanishing Trade: Yeo Swee Huat Paper Agency (2022)

- An exhibition telling the story of Yeo Swee Huat Paper Agency, a 60-year-old business specialising in paper products burned during traditional Chinese festivals, which was forced to close in 2022.



## Hell's Museum (2021)

- Chief Curator for Hell's Museum, a new museum inside Haw Par Villa presenting perspectives of death and the afterlife across civilisations, religions, and cultures.
- Oversaw planning, construction, curation, research, and content. Helped script a 1-hour highlights tour of the museum.
- Hell's Museum became Haw Par Villa's chief attraction and revenue generator.
- In 2022, Hell's Museum became Singapore's #1 museum on TripAdvisor.
- As of 2026, it was #11 of Things to Do in Singapore on TripAdvisor.
- Helped train docents to conduct tours and run the museum.



### Tanglin Trust School (2024)

- A historical research project for the international school's centenary, which was commemorated in 2025.
- Helped produce a 201-page report (with 701 pages of references and annexes) on the heritage of the school, which the school then used to create an exhibition, a book, and lesson plans for its students.

HAW PAR VILLA AND HELL'S MUSEUM PRESENT

HAW ROR VILLA 3!

18, 19, 25, 26 OCT 2024 7PM-12 MIDNIGHT  
LAST ENTRY: 11PM

SCAN FOR MORE INFO

HELL'S MUSEUM  
HAW PAR VILLA  
HAW ROR VILLA 3

WWW.HAWPARVILLA.SG  
262 PASIR PANJANG RD. 118628  
HPV © JOURNEYS.COM.SG 6773 0103 / 6980 3996

### Haw Ror Villa 3! (2024)

- The third edition of Halloween at Haw Par Villa, which included Asian themes and paid tribute to the unique heritage of the park. The park was divided into three zones – Zones 1, 2, and 3.
- Created an escape room puzzle game for Zone 1, *Escape the Judges' Wrath*, which covered Hell's Museum and the 10 Courts of Hell.
- Storyboarded and scripted a murder mystery guided tour for Zone 2, *The Villa Has Eyes: An Interactive Ghostly Guided Tour*.
- Worked closely with actors during rehearsals.
- Served as IC for Zone 1 for all event dates – 18, 19, 25, and 26 October.
- The event was sold out on all event dates, and became a significant revenue generator for the park that year.



# Haw Ror Villa 4! – The Final Journey (2025)

- The fourth edition of Halloween at Haw Par Villa, which included Asian themes and paid tribute to the unique heritage of the park. The park was divided into four zones – Zones 1, 2, 3, and 4.
- Helped conceptualise and flesh out the overarching theme of the event – Haw Par Villa has been overrun by an ancient cult of mysterious origin. Ensured that the storylines for the zones were linked.
- Storyboarded and scripted a scare house with Asian scare elements for Zone 1, *Infiltrating The Heart of the Sanctum*. Also helped in building the scare house from scratch, and oversaw the creation of marketing materials such as “missing person” posters.
- Storyboarded and scripted a mystery guided tour for Zone 2, *The Villa Has Eyes II: An Interactive Ghostly Guided Tour*, a sequel to 2024’s *The Villa Has Eyes*.
- Created an escape room puzzle game for Zone 3, *The Forbidden Ritual: The Search for Hellbound Totems*, which covered Hell’s Museum and the 10 Courts of Hell.
- Worked closely with actors during rehearsals.
- Served as IC for Zone 3 for all 13 event dates – 3, 4, 10, 11, 17, 18, 19, 24, 25, 26, 30, and 31 October, and 1 November.
- The event was sold out on all event dates, and became a significant revenue generator for the park that year.



# The Charter and the Courts: 200 Years of the Rule of Law in Singapore (2026)

- An exhibition commissioned by the Singapore Academy of Law to commemorate 200 years since the granting of the Second Charter of Justice, which formally established English common law in Singapore. The exhibition tells the story of Singapore’s legal journey from precolonial times to the present.
- The year-long exhibition, located on the second floor of the Supreme Court, officially launched on 12 January 2026.
- Helped script a tour based on the exhibition, and assisted in training volunteer docents to conduct the tour.