The Singapore Supremacy

Chinese Privilege
The Singapore Supremacy is a movement not to solve the problem of Chinese privilege in Singapore, but to show people that having a privilege does not make you a bad person, but denying it does.
Using the creation of a traditional Chinese recipe – Bak Kut Teh, a Chinese pork rib dish, we aim to spark conversations on Chinese privilege in Singapore.
The approach is satire infused in the copywriting of the recipe that scorns the privileged and brings them to a state of realisation.