

Press Release

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MARINA BAY  **Sands**[®]
SINGAPORE



Photograph by Joanna B. Pinneo, National Geographic – Sub-Saharan Mali

ArtScience Museum unveils slew of photography programming to accompany exhibition

'50 Greatest Photographs of National Geographic' to make Southeast Asia debut on 17 August

Singapore (5 August, 2013) – ArtScience Museum™ at Marina Bay Sands announced today that its exhibition opening 17 August, 2013, *50 Greatest Photographs of National Geographic*, will also include a vast array of photography programming for visitors of all ages. From darkroom workshops to guided tours and interactive components within the exhibition, the public can expect a full range of engaging opportunities that complement the 50 iconic photographs on display.

50 Greatest Photographs of National Geographic marks the Southeast Asia premiere for the exhibition, and its debut will coincide with the 125th anniversary of the National Geographic Society being recognised this year.

“Photography illustrates the intersection and interplay between art and science in a way that nothing else can,” said ArtScience Museum Associate Director Ross Leo. “*50 Greatest Photographs of National Geographic* is an exhibition that embodies the spirit of ArtScience and includes some of the most iconic photos the world has ever known. It’s an honour to work with National Geographic in the year of its 125th anniversary to bring this exciting exhibition to Southeast Asia for the first time.”

Within *50 Greatest Photographs of National Geographic*, visitors are treated to not only some of the most celebrated and unforgettable images from the National Geographic collection, but also the colourful and insightful details about how they were captured and the perspective of each photographer.

Among the images displayed within *50 Greatest Photographs of National Geographic* is Joanna Pinneo's Sub-Saharan Mali. While on an assignment to cover climate change in sub-Saharan Africa, photographer Joanna Pinneo travelled to Mali to see how drought was affecting Tuareg nomads. The trip led to her meeting a local family and the opportunity to capture the intimate moment and iconic image.

"We're also pleased to share a variety of unique and engaging programmes which have been developed by ArtScience Museum specifically to accompany this exhibition," added Mr. Leo. "Enhancing the visitor experience through our own creative programming has become a calling card for ArtScience Museum, and this exhibition is no exception. We're looking forward to sharing with our visitors the *50 Greatest Photographs of National Geographic* and the one-of-a-kind photography experience we've developed along with it."

While the exhibition will provide visitors with a better appreciation of the stunning photographs on display, the stories behind each of them, and the art they represent – the programming and exhibition enhancements ArtScience Museum is introducing in tandem are designed to provide visitors a better understanding of the technical elements present in these photographs, the technology used to capture them, and the science essential to their development. Together, the visitor experience for *50 Greatest Photographs of National Geographic* highlights the interconnections of art and science through creative processes in a truly unique way.

In particular, a series of engaging areas designed by ArtScience Museum are present throughout the exhibition to help shed light on specific elements of photography found in the displayed images. Titled 'Zoom In', these interactive spaces explain in depth the different processes utilised in photography through graphics and technical insight. There are six 'Zoom In' spaces located within *50 Greatest Photographs of National Geographic*, and the themes explored through these include: Light; Colour; Lens; Composition; Film Process; and Digital Process.

Visitors to the exhibition will also have the opportunity to experience and put into practice many of the processes highlighted at the 'Zoom In' spaces via interactive programming conducted in the exhibition's darkroom.

One such offering, *Darkroom Developments*, encourages participants to discover the process of developing 35mm film to negatives. It includes an interactive demonstration led by a professional photographer. Another, titled *From Negative to Print*, is a workshop which utilises traditional darkroom techniques, procedures and equipment. Visitors to this workshop have an opportunity to enlarge and develop their own photograph print to take home. Lastly, *Fun with Photograms* is a photography workshop which imparts basic darkroom techniques to participants. This workshop provides an opportunity for visitors to create their own photograms using traditional print photography methods shared during the programme.



Also among the programming being offered through *50 Greatest Photographs of National Geographic* are guided tours of the exhibition led by ArtScience Museum's team of docents. On these tours, visitors can learn more about the stories behind the iconic photography on display, and what elevated them into National Geographic's 'Top 50'.

The workshops and guided tours for *50 Greatest Photographs of National Geographic* are complimentary and open to exhibition ticket-holders.

During the exhibition's opening weekend on 17 and 18 August, ArtScience Museum will donate all exhibition ticket-sale proceeds, including those from *50 Greatest Photographs of National Geographic*, to Community Chest via the *Sands for Singapore Festival*. The inaugural *Sands for Singapore Festival* is Marina Bay Sands' three-day charitable event to benefit underprivileged Singaporeans and local charities.

For more information on *50 Greatest Photographs of National Geographic* and its related programming activities as it becomes available, please visit www.marinabaysands.com/ArtScienceMuseum.

ArtScience Museum at Marina Bay Sands is known as the museum that celebrates creativity, the processes at the heart of art and science, and their role in shaping society. The Museum seeks to understand what drives creative people, how they acquire and use their skills, and how the world around us is changed because of it. ArtScience Museum presents exhibitions and programmes to deliver these stories using a combination of beautiful design, intriguing content and intellectual discussion, in order to inspire the creativity in all of us.

Featuring 21 gallery spaces totaling 50,000 square feet, the boldly iconic lotus-inspired ArtScience Museum is also the premier venue for major international touring exhibitions from the most renowned collections in the world. Since it opened in 2011, ArtScience Museum has been home to some of the best-attended exhibitions in Singapore, including "Titanic: The Artifact Exhibition", "Harry Potter: The Exhibition", "Andy Warhol: 15 Minutes Eternal", "Dali: Mind of a Genius" and "The Art of the Brick". "50 Greatest Photographs from National Geographic" will be the fifteenth exhibition to be staged at ArtScience Museum.

ArtScience Museum at Marina Bay Sands was awarded TripAdvisor's Certificate of Excellence in 2013. This recognition places the museum amid a select group of attractions that have been recognized by worldwide travelers for providing outstanding tourist experiences.

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About National Geographic Traveling Exhibitions

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations and one of the world's leading organizers of large-scale, traveling exhibitions. Since it launched "Tutankhamun and the Golden Age of the Pharaohs" in 2004, National Geographic has organized two more Egyptian-themed exhibitions, "Tutankhamun: The Golden King and the Great Pharaohs" and "Cleopatra: The Search for the Last Queen of Egypt." Other exhibitions National Geographic has organized include the four-city U.S. tour of "Afghanistan: Hidden Treasures from the National Museum, Kabul." National Geographic also offers a broad selection of stunning photography exhibitions to museums and venues around the world. For more information, visit www.nationalgeographic.com.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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For Images

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