

CREATING TRANSFORMATIVE EXPERIENCES

Sands Expo and Convention Centre Case Study

ART STAGE SINGAPORE 2014



Held at Sands Expo and Convention Centre for the fourth time since its debut in 2011, leading Asian art fair Art Stage Singapore presented over 150 galleries from Asian and Western countries showcasing the best contemporary art Asia has to offer. Spanning three halls at Sands Expo and Convention Centre, the five day event held from 15 – 19 January saw a total attendance of 45,700, a 12% increase from last year's 40,500 visitors.

This year, Marina Bay Sands took its partnership with Art Stage to the next level by being the official hotel partner. The integrated resort offered delegates an all-encompassing experience with its extensive business and leisure offerings all conveniently located under one roof. VIP delegates were also invited to Celebrity Chef Restaurant Sky on 57th, the Official Offsite VIP lounge during Art Stage 2014. A VVIP cocktail event was also held at ArtScience Museum™ where guests were taken on a private guided tour of *Essential Eames: A Herman Miller Exhibition*.