

Press Release



FOR IMMEDIATE RELEASE

After almost 100 Years, the Titanic arrives in Singapore at ArtScience Museum

Titanic: The Artifact Exhibition opens 29 October 2011

Singapore (August 26, 2011) – In April 1912, the world's largest Ship set sail with over 2,200 people on board. Four days later, she sank in the middle of the North Atlantic Ocean. Now, nearly 100 years later, the ArtScience Museum at Marina Bay Sands will bring to life the timeless story of *RMS Titanic*, her passengers and crew in *Titanic: The Artifact Exhibition*. The blockbuster Exhibition, which is making its Southeast Asian debut, will feature approximately 275 artifacts, 14 of which have never been seen before. These artifacts were rescued from more than 3,800m below the ocean surface at the Ship's final resting place, offering visitors a poignant look at this iconic Ship and her passengers. The exhibition will open to the public from 29 October, 2011 through the 100th anniversary of the historic sailing and sinking of the great Ship in April 2012.

The Exhibition is designed to tell the incredible human stories from the legendary *RMS Titanic's* maiden voyage. The use of authentic artifacts and extensive room re-creations combined with the compelling stories of the passengers and crew have made this exhibition one of the most successful exhibition in the world with more than 25 million tickets sold to date. Items from the ship's construction, vials of perfume from a maker who was traveling to New York to sell his samples, china etched with the logo of the elite White Star Line, postage stamps, sheet music, coins, jewelry, personal items and many other authentic objects offer historical insights into the life and times of travelers of that era and the wide socio-economic disparity between rich and poor.

Mr. Tom Zaller, Museum Director, ArtScience Museum at Marina Bay Sands, said "*Titanic* is such an iconic Ship with such a powerful story to tell that we're proud to present *Titanic: The Artifact Exhibition* at such an equally iconic venue. For the first time in Singapore and Southeast Asia, visitors will be able to travel back in time to relive *Titanic's* majestic maiden voyage and experience the drama that unfolded as the world's largest Ship sank to the depths of the Atlantic Ocean."

The artifacts will be displayed in ArtScience Museum's lower galleries which have been meticulously recreated to resemble actual locations in *Titanic*, such as the First and Third Class Cabins, Verandah Café, the famous Grand Staircase, the Promenade deck and Boiler Room.

Occupying 2,500 square meters of gallery space, the Exhibition will show the magnitude of *Titanic* using real artifacts recovered from the wreck site. A total of nine galleries will take visitors through the Ship's conception, construction, sailing day, life on board, the famous iceberg, *Titanic's* sinking, the discovery of the wreck, while all throughout telling the incredible stories of her passengers and crew.

To immerse visitors in *Titanic's* story and bring them back in time to the Ship's maiden voyage on April 10 1912, each visitor will receive a replica boarding pass of an actual passenger aboard *Titanic* as they enter the exhibition. They then begin their chronological journey through the life of the *Titanic*, moving through the ship's construction, to life on board, to the ill-fated sinking and amazing artifact rescue efforts.

Visitors will marvel at the re-created grandeur of the 27-foot high Grand Staircase, an exact replica and reconstruction of the real Grand Staircase on *Titanic*.

Visitors can experience first-hand the freezing temperature when *Titanic* sank by pressing their palms against an interactive "Iceberg Wall" in the "Iceberg Gallery".

To experience the luxurious decor of *Titanic's* "First Class Cabin", visitors will see a precise replica of the cabin with details such as furniture, carpet, bed structure and bathroom facilities.

The "Discovery Gallery" takes visitors through the key milestones of *Titanic's* expeditions as divers searched for the *Titanic* wreck, the Ship's final discovery in 1985 and the science of how the wreck has been monitored and artifacts recovered at such extreme depth.

In the "Memorial Gallery", guests will take their boarding pass to the "Memorial Wall" and discover whether their passenger and traveling companions survived or perished.

To understand the impact of *Titanic* in Singapore, a new gallery is being created. Named "Singapore 1912", the gallery will be dedicated to local connections where visitors can learn about how the sinking of the great Ship strongly resonated in Singapore. Images of Singapore in the early 1900's and 1912 will be displayed alongside local newspaper articles that covered *Titanic's* disaster at the time. Archeological finds from the period including European and Chinese ceramics, glassware, toothbrushes and opium vials which were excavated at Pulau Saigon, the "lost" island of the Singapore River, will also accompany the Exhibition.

"ArtScience Museum at Marina Bay Sands is committed to bringing blockbuster exhibitions to Singapore that are accessible to people of all ages and interests. With *Titanic: The Artifact Exhibition*, we've taken this one step further and enhanced its relevance to Singaporeans by demonstrating the impact of global developments here, even in the early 20th century," said Mr. Zaller.

The Exhibition will also mark the 100th anniversary of *Titanic*'s dramatic voyage, with the attention of the world turned to ArtScience Museum – and Singapore - in April next year.

Over the past 15 years, more than 25 million people have seen this powerful Exhibition in major museums worldwide. RMS *Titanic*, Inc. is the only company permitted by law to recover objects from the wreck of the *Titanic*. The Company was granted Salvor-in-Possession rights to the wreck site of *Titanic* by a United States federal court in 1994 and has conducted eight research and recovery expeditions to the *Titanic* rescuing more than 5,500 artifacts. The Company recently completed its eighth and most ambitious mission to the wreck site of *Titanic* this summer of 2010. For the first time in history, RMS Titanic, Inc. alongside the world's top oceanographic agencies set out to map the entire wreck of *Titanic* with the hopes of raising the Ship virtually for future generations.

Boasting an iconic lotus-inspired design, the world's first ArtScience Museum at Marina Bay Sands is poised to be the heart of the growing ArtScience movement. ArtScience Museum, which features 21 gallery spaces, totaling 50,000 square feet, is the premier venue for major international touring exhibitions from the most renowned collections in the world.

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, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts, including the resident performance "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

APPENDIX

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|------------------------|--|--|--------------------|---|--------------------|--|--------------------|
| Ticketing | Admission charges for the ArtScience Museum are priced as follows: | | | | | | |
| | Category | Price for admission to Dali + ArtScience exhibition | | Price for admission to Titanic + ArtScience exhibition | | Price for all-access ticket (Dali + Titanic + ArtScience) | |
| | | Non-Singapore Resident | Singapore Resident | Non-Singapore Resident | Singapore Resident | Non-Singapore Resident | Singapore Resident |
| | Adult | \$15 | \$13 | \$24 | \$20 | \$28 | \$24 |
| | Senior (65 years old & above) | \$14 | \$12 | \$21 | \$18 | \$27 | \$23 |
| Child (2-12 years old) | \$9 | \$8 | \$14 | \$13 | \$16 | \$14 | |
| | <p>Note:</p> <ul style="list-style-type: none"> • Prices are inclusive of museum admission, 7% GST and booking fee • Tickets can be purchased on the ArtScience Museum website www.marinabaysands.com/ArtScienceMuseum and all Marina Bay Sands box offices. • Singapore Citizens, Permanent Residents, and holders of Employment Pass, Work Permit, or Dependent's Pass must show valid proof of identity (ID) upon purchase, subject to one admission ticket per ID. • OCBC Bank is the Official Card of ArtScience Museum. Cardmembers enjoy 20% OFF museum admission across all categories of individual tickets* <i>*Payment must be made with OCBC Credit or Debit Card. Offer is not valid with other promotions, discounts, and privileges.</i> | | | | | | |
| Opening Hours | <ul style="list-style-type: none"> • 10am to 10pm daily, including weekends and public holidays. Last entry into the ArtScience Museum is at 9.00pm. | | | | | | |

Selected highlights of *Titanic: The Artifact Exhibition* at ArtScience Museum at Marina Bay Sands

Construction Gallery



This gallery highlights the origins of *Titanic* at the beginning of the twentieth century. *Titanic*'s history began over dinner one July evening in 1907, when J. Bruce Ismay, managing director of the White Star Line, and Lord James Pirrie, chairman of the Belfast shipbuilding company, Harland and Wolff, conceived the idea of building three lavish vessels. They would be named Olympic, *Titanic* and Gigantic.

This gallery, with its wood planked floor and brick colored walls, will put the visitor at the famed Harland and Wolff shipyards in the early 1900s. Artifacts displayed here relate to *Titanic*'s construction and include one of *Titanic*'s bollards.

The Grand Staircase



The forward main staircase, capped with its beautiful dome of iron and glass, was the social hub of *Titanic* and a symbol of the ship's elegance.

This is a full-scale recreation of *Titanic*'s famous Grand Staircase. Artifacts include rare, recovered objects from the Grand Staircase.

A beautiful reproduction of one of the staircase's bronze cherubs stands proudly at the base of the Grand Staircase.

First Class Stateroom



Visitors can visit a full scale recreation of a First Class Cabin where the rich and famous stayed on *Titanic*. The featured artifacts in this gallery include currency, china, crystal, jewelry, silverware, and various personal effects.

Third Class Quarters/Hallway



Visitors can visit *Titanic*, as most did, as a third class passenger. As visitors journey to the end of the long third-class corridor, they can view a recreation of a Third Class Cabin and feel the rumble of *Titanic's* boilers.

Verandah Café



Onboard the *Titanic*, the Verandah Café had a distinctly outdoor feel to the décor. Enormous windows gave an uninterrupted view of the passing ocean while sliding doors opened the room up to the sea breeze.

Visitors can stroll through this recreation of one of the ship's First Class Cafés and hear the sounds of passengers relaxing and enjoying a meal at sea. Artifacts include silver, china, and various service pieces.

Iceberg Gallery



The iceberg that struck the *Titanic* is the most infamous iceberg of all time. It loomed out of the calm night in the western Atlantic on 14 April 1912.

In this gallery, visitors can “Touch the Iceberg.” The event of the striking and sinking is told here.

Discovery Gallery



The wreck of the *Titanic* was discovered on 1 September 1985, by a team of scientists led by Captain Jean-Louis Michel of the Institut Francais de Recherche pour l'Exploitation des Mer (IFREMER), and by Dr. Robert Ballard, then of the Woods Hole Oceanographic Institution.

Visitors to this gallery will have the experience of diving down to the wreck of *Titanic* and surveying the debris field. This gallery will also provide information about the discovery, recovery, and conservation of the artifacts from the *Titanic*.

Memorial Gallery



This gallery provides a listing of over 2,200 names of those who were lost and saved in the tragedy. The visitor can match the name on their boarding pass with the name on the Memorial Wall, discovering the fate of their passenger.

The accounts of the hearings held in the U.S. Senate and by Britain's Board of Trade investigating the disaster are also displayed in this gallery.