

# Press Release

FOR IMMEDIATE RELEASE



## ***Andy Warhol gets on to the streets from 6 August***

*Take a snapshot with roaming “Andy Warhol” and  
“Marilyn Monroe” and receive complimentary access to  
watch the exhibition at ArtScience Museum*

**Singapore (2 August 2012)** – To celebrate the 84<sup>th</sup> birthday of the King of Pop Art, Andy Warhol on 6 August, ArtScience Museum will be bringing lookalikes of the famed artist, along with his celebrity muse, Marilyn Monroe, to the streets of Singapore.

On selected dates from 6 to 26 August, the two icons will be wandering the vicinity of ArtScience Museum and Orchard Road. Visitors who spot these two roaming artists on their rounds can take photos of either model, and bring the snapshots to any [Marina Bay Sands box office](#) to redeem their complimentary pass to *Andy Warhol: 15 Minutes Eternal Exhibition*.

Over the 20 days, guests to The Shoppes at Marina Bay Sands can also snap a photo of themselves at one of the two *Andy Warhol: 15 Minutes Eternal* booths located within the shopping mall to redeem a complimentary pass to the exhibition. All they need to show at the ticket counter is either physical copies of the photographs or digital images stored on their phones.

Andy Warhol was born Andrew Warhola on 6 August 1928 in Pittsburgh, Pennsylvania. From the 1960s to the 1970s, Warhol was noted for starting the Pop Art movement, where he drew inspiration for his now famous works from popular culture such as branded products and comic books. Some 25 years after his death, Andy Warhol has remained as one of the most prominent Pop Art figures in the arts world. The allure of celebrity Marilyn Monroe was captured in one of his most iconic prints in 1967, along other masterpieces such as Jackie

(1964), Campbell's Soup (1961), Silver Liz (1963), Time Capsule 51 (1970's), The Last Supper (1986), and numerous iconic Self-Portraits.

Originally slated to end its run on 12 August 2012, *Andy Warhol: 15 Minutes Eternal Exhibition*, sponsored by BNY Mellon, has been extended for an additional 10 weeks until 21 October.

Visitors can also participate in a series of workshops designed to complete the Andy Warhol experience. On 11 and 12 August, "A Star for 15 Minutes", choreographed by prominent Indonesian choreographer Eko Supriyanto, will perform a choreographic improvisation and fashion installation inspired from a film Andy Warhol made on Edie Sedgwick. Eko Supriyanto is renowned for his ability to combine classical Javanese dance with both traditional folk and modern dance.

Boasting an iconic lotus-inspired design, the world's first ArtScience Museum at Marina Bay Sands is the premier venue for major international touring exhibitions from the most renowned collections in the world. Exhibitions held at ArtScience Museum include: *Genghis Khan: The Exhibition*; *Traveling The Silk Road: Ancient Pathway To The Modern World*; *Shipwrecked: Tang Treasures and Monsoon Winds* (February 2011); *Van Gogh Alive* (April 2011); *Dali: Mind of a Genius* (May 2011); *Titanic: The Artifact Exhibition* (October 2011) and *Cartier Time Art* (December 2011). Featuring 21 gallery spaces, totaling 50,000 square feet, ArtScience Museum delivers an impressive array of exhibits that embrace a spectrum of influences from art and science, media and technology, to design and architecture.

Additional corporate supporting sponsors of the *Andy Warhol: 15 Minutes Eternal* exhibition include Christie's, The Economist and Bloomberg.

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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 theaters 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](http://www.marinabaysands.com)

**About The Andy Warhol Museum**

Located in Pittsburgh, Pennsylvania, the place of Andy Warhol's birth, The Warhol is one of the most comprehensive single-artist museums in the world. The Andy Warhol Museum is one of the four Carnegie Museums of Pittsburgh. The Warhol has an extensive traveling exhibitions program, loaning Warhol's artwork to museums around the world. Since 1996, exhibitions organized or co-organized by The Warhol have been seen by over 9 million people in 36 countries. Further information about Andy Warhol and The Andy Warhol Museum is available via [www.warhol.org/museum/pressroom](http://www.warhol.org/museum/pressroom).

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Throughout our 226 year history, BNY Mellon has supported non-profit organizations addressing cultural awareness and access, economic vitality, education and urgent human needs. We are proud to have worked with many of the world's leading art, cultural and philanthropic institutions, and to have supported them with charitable investment, sponsorships and through the volunteer efforts of our employees. Additional information is available on [www.bnymellon.com](http://www.bnymellon.com) or follow us on Twitter @BNYMellon

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**For Media Enquiries**

Gayathri Ramasamy (+65)6688 1407 / [gayathri.ramasamy@marinabaysands.com](mailto:gayathri.ramasamy@marinabaysands.com)

#### **About Christie's**

Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. Christie's also offers its clients worldwide access to its sales through Christie's LIVE™, its unique, real-time online bidding service. Further information about Christie's is available via [www.christies.com](http://www.christies.com) or you can contact Christie's Press Office at: [www.christies.com/about/press-center/presscontacts.aspx](http://www.christies.com/about/press-center/presscontacts.aspx)

#### **About The Economist**

With a growing global readership (now 4.5m) and a reputation for insightful analysis and perspective on every aspect of world events, The Economist is one of the most widely recognised and well-read current affairs publications. The paper covers politics, business, science and technology, and books and arts, concluding each week with the obituary. Its website ([www.economist.com](http://www.economist.com)) offers articles from the past ten years, in addition to web-only content such as blogs, debates and audio/video programmes. The Economist is now available to download for reading on Android, iPhone, or iPad devices.

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