

Press Release

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Experience the world of DreamWorks Animation at ArtScience Museum

*Over 400 displays and multiple interactive components
for visitors to discover*

Singapore (12 June, 2015) – Fans who have experienced the wonder of *Shrek*, *Kung Fu Panda*, and *How to Train Your Dragon* can now discover the magic that goes into creating some of the most beloved animation films of our time, as *DreamWorks Animation: The Exhibition* opens tomorrow for the first time in Asia at ArtScience Museum at Marina Bay Sands.

The exhibition, which features 31 films and more than 400 displays, is a comprehensive discovery of DreamWorks Animation's works over the past 20 years. The exhibition is exceptional for its range of interactive components and the depth of content it encompasses.

"ArtScience Museum is delighted to bring this exciting family-friendly exhibition to Singapore during the school holidays. The characters that we have come to know and love, through DreamWorks Animation's films, will come to life in this immersive, interactive and playful exhibition. It reveals the art and the science of animation, and the creative processes and technical ingenuity that go into making the stunning storyworlds at the heart of the films. It's a show that will inspire visitors of all ages," said Honor Harger, Executive Director of ArtScience Museum.

Fans of all ages and backgrounds will enjoy exploring the exhibition and its many interactive components. A raised eyebrow or a furrowed brow can impact a character's emotion and how that is interpreted by the audience is a powerful tool in the animation process. Visitors can witness how facial expression manipulation can help create emotional nuances at the interactive station, The Face Poser.

Visitors in the Drawing Room can experience the joy of creating a short animation sequence themselves, using the same software that DreamWorks' animators use. A brief tutorial video will explain the mechanics to visitors before they take a seat at one of five workspaces where they can sketch their vision in 2D animation.

Those looking for a phenomenal experience will delight in *Dragon Flight: A Dragon's-Eye View of Berk*, a focal point of the exhibition. A fully self-contained installation with wide curved frame, the 40-foot and 180-degree projection takes visitors on a panoramic ride on the back of Toothless from *How to Train Your Dragon*, as the Isle of Berk builds around them.

“The Australian Centre for the Moving Image (ACMI) is exceedingly proud to have collaborated with DreamWorks Animation to bring this amazing exhibition to life. Our plan was always to share it with the world after the enormously warm response from Australian audiences, so we’re delighted that visitors to ArtScience Museum will now also have the chance to experience the creative world behind the on-screen magic of DreamWorks Animation,” said ACMI CEO and Director Katrina Sedgwick.

Over the exhibition’s opening weekend, Doug Cooper, Visual Effects Supervisor at DreamWorks Animation, will be conducting guided tours. He will be sharing fascinating insights into the exhibition and the process of creating animation films during the tour. Cooper will also be participating in *Conversations*, chaired by Chris Harris, Senior Manager, ACMI Exhibitions and Touring, where he will speak about the creation of key special effects in DreamWorks Animation films.

“We are thrilled to share the amazing process of animation through this comprehensive and captivating exhibition,” said DreamWorks Animation’s Co-Presidents of Feature Animation Bonnie Arnold and Mireille Soria in a joint statement. “At DreamWorks, we tell stories through the use of incredible artistry and cutting-edge technology, and this exhibition tells its own story – one that fans of all ages will absolutely love.”

DreamWorks Animation: The Exhibition recently won a Highly Commended award at the Museums Australia MAGNA awards. The judges commented that the exhibition was original, innovative and creative, which surprises and delights its audiences.

Visitors can immerse themselves in this creative world of animation by catching screenings of some of DreamWorks’ greatest family hits, including *Shrek*, *How to Train Your Dragon* and *Rise of the Guardians* on selected weekends. Aspiring film-makers can also create their own Claymation film or flip-book in workshops such as *Claymation* and *The Magic of Animation* for an extra \$5 per person.

Tickets to *DreamWorks Animation: The Exhibition* is on sale now. For more information on *DreamWorks Animation: The Exhibition*, please visit www.marinabaysands.com/ArtScienceMuseum

About the Exhibition

Curated by ACMI in collaboration with the renowned animation powerhouse, *DreamWorks Animation: The Exhibition* features two decades of DreamWorks Animation’s greatest works. Visitors will discover how Shrek, Po from *Kung Fu Panda* and other characters made it from animators’ desks to the big screen.

DreamWorks Animation: The Exhibition is divided into three main galleries: Character, Story and World, for visitors to witness what it takes to create and bring to life such enchanting stories.

From endearing ogres to delightful dragons, the **Character** section unveils the evolution of DreamWorks’ most beloved characters. Movie buffs will have unprecedented access to the DreamWorks archive as they watch characters including Shrek, Po from *Kung Fu Panda* and

the gang from *Madagascar* come to life before their eyes. Forty-seven exquisitely carved maquettes and in-depth video interviews with the production teams illustrate the exacting thought and detail poured into each character through the development process.

A massive digital storyboard anchors the **Story** gallery. Visitors will be drawn in as they watch filmmaker Conrad Vernon perform, step-by-step, his gripping pitch for the infamous 'Interrogating Gingy' scene in *Shrek*.

The **World** section focuses on the collaborative creation of the vivid, magical worlds evident in all DreamWorks films. Fans will see the work of directors, production designers and concept artists in this gallery, the largest section of the exhibition.

Following the opening of the exhibition this weekend, a series of engaging activities has also been organised for visitors:

For 13 and 14 June:

Activity:	Location:	Date and timings:	Description:	Note:
Opening Weekend: Insights Guided tour	Exhibition entrance, B2	Sat 13 Jun, 11.30am	Chris Harris, Senior Manager, ACMI Exhibitions and Touring, will reveal amazing facts and stories which lie behind the displays and interactive exhibits at the exhibition.	Complimentary to ticket-holders of DreamWorks Animation. Up to 25 visitors on a first-come, first-served basis. Stickers will be given out five minutes before tour begins.
Opening Weekend: Conversations	Expression Gallery, Level 4	Sat 13 Jun, 2pm	Doug Cooper directed the "Dragon Flight", created exclusively for <i>DreamWorks Animation: The Exhibition</i> . This 180-degree panoramic flight experience takes audiences on a tour of the town of Berk, riding on the iconic dragon Toothless, from the film <i>How to Train Your Dragon</i> . More than just a visceral flight experience, "Dragon Flight" takes you on a journey through the filmmaking process itself. See Berk evolve from script pages to completed animated world throughout your flight. In this talk, Cooper takes audience through the process of creating this unique experience. As audience learn about "Dragon Flight", they will also learn the unique creative process used by DreamWorks Animation to create the incredible worlds showcased in their animated feature films.	Free.

Activity:	Location:	Date and timings:	Description:	Note:
Opening Weekend: Insights Guided tour	Exhibition entrance, B2	Sat 13 Jun, 5pm Sun 14 Jun, 11.30am and 5pm	Doug Cooper will reveal amazing facts and stories which lie behind the displays and interactive exhibits in the DreamWorks Animation exhibition.	Complimentary to ticket-holders of DreamWorks Animation. Up to 25 visitors on a first-come, first-served basis. Stickers will be given out five minutes before tour begins.
Opening Weekend: Film Screening (How to Train Your Dragon)	Expression Gallery, Level 4	Sun 14 Jun, 2pm	Doug Cooper will introduce children to the Dragon Flight sequence in the exhibition, and reveal how this was created. This illuminating talk will last 15 minutes and is followed by a screening of <i>How to Train Your Dragon</i> .	Complimentary to ticket-holders of DreamWorks Animation. Entry is on a first-come, first-served basis.

From 14 June onwards:

Activity:	Location:	Date and timings:	Description:	Note:
English Guided Tour	Exhibition entrance, B2	Sat from 13 Jun: 5pm Sun from 14 Jun: 11.30am	Enjoy insights into the creation of DreamWorks's star characters in this entertaining and informative tour. Tours last 30 minutes.	Complimentary to ticket-holders of DreamWorks Animation. Up to 25 visitors on a first-come, first-served basis. Stickers will be given out five minutes before tour begins.
Claymation	Exhibition workshop space	20 & 27 Jun: 2.30pm 4, 18 & 25 Jul: 2.30pm 1, 8, 15, 22 & 29 Aug: 2.30pm	Understand first-hand this intriguing form of animation and create a short film by moulding your own clay character.	\$5 per person. Suitable for all ages. Purchase tickets in advance from the B2 retail outlet.
The magic of animation		21 Jun: 2.30pm 5 Jul: 2.30pm 9 & 23 Aug: 2.30pm	Learn about the beginnings of animation through demonstrations, and the opportunity to make your own thaumatrope or flip-book to take home.	

Activity:	Location:	Date and timings:	Description:	Note:
Film screenings	Expression Gallery, Level 4	<p>14 Jun, 2pm: How to Train your Dragon</p> <p>11 Jul, 2pm: Shark Tale</p> <p>19 Jul, 2pm: Kung Fu Panda</p> <p>26 Jul, 2pm: Chicken Run</p> <p>11 Sep, 2pm: Shrek</p> <p>13 Sep, 2pm: Rise of the Guardians</p> <p>27 Sep, 2pm, 3.30pm & 5pm:</p> <ul style="list-style-type: none"> • Madagascar • Madagascar: Escape 2 Africa • Madagascar 3 : Europe's Most Wanted <p>16 Aug, 2pm: Megamind</p> <p>30 Aug, 2pm: Wallace & Gromit : The Curse of the Were-Rabbit</p> <p>11 Sep, 2pm: Shrek</p> <p>13 Sep, 2pm: Rise of the Guardians</p> <p>27 Sep: 2pm, 3.30pm & 5pm</p> <ul style="list-style-type: none"> • Madagascar • Madagascar: Escape 2 Africa • Madagascar 3 : Europe's Most Wanted 	Enjoy your favourite DreamWorks films in our series of screenings during the exhibition run.	Complimentary to ticket-holders of DreamWorks Animation.

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

About ArtScience Museum

ArtScience Museum at Marina Bay Sands is Southeast Asia's leading cultural institution that explores the inter-relationship between art, science, technology and culture. Featuring 21 galleries totaling 50,000 square feet, the iconic lotus-inspired building has staged major exhibitions by some of history's most important artists, including Leonardo Da Vinci, Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as major exhibitions which explore aspects of scientific history.

About DreamWorks Animation

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series and live entertainment properties, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the "100 Best Companies to Work For" by FORTUNE® Magazine for five consecutive years. In 2013, DreamWorks Animation ranked #12 on the list. All of DreamWorks Animation's feature films are produced in 3D. The Company has theatrically released a total of 31 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss In Boots and The Croods.

About Australian Centre for the Moving Image (ACMI)

A globally unique cultural institution, ACMI presents and champions the art and culture of the moving image. Through a vibrant annual calendar of award-winning exhibitions, screenings, film festivals, live events, creative workshops, education programmes and Collection resources, ACMI provides a wide diversity of audiences with an unsurpassed range of ways to engage with the moving image. As one of Victoria's major cultural, tourism and learning attractions, and a national centre of screen culture debate and innovation, ACMI has an international reputation as one of the world's leading moving image centres.

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For Images:

Exhibition images:

<https://www.hightail.com/download/bXBaUXVwQk5Fc0xOTzhUQw> (Credits to Marina Bay Sands)

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