

THE GAME CHANGER

Marina Bay Sands opens up a world of creativity, flexibility and possibilities to clients

19 months after its opening, Marina Bay Sands continues to present itself as an evolving entity that continues to host a diverse portfolio of events across the board.

In an era where event planners are spoilt for choice in terms of the number of venue offerings available to them, what makes the ultimate difference is the transformational experience that a venue is able to provide when it comes to the creation of a unique and memorable event.

One of the most recent international events that Marina Bay Sands was given the honor of hosting was the inaugural Women's Fashion Week (WFW) 2011 Singapore, following the spectacular success of the first ever Men's Fashion Week (MFW) 2011 Singapore held earlier this year, also in the Sands Expo and Convention Center.



Spread over a duration of 5 days, Women's Fashion Week Singapore was solely dedicated to the artistry of 'Haute Couture', also known as 'custom-made' fashion. Typically, events of this nature have only ever taken place in Paris, France, however, Marina Bay Sands, Singapore was deemed the ideal Asian venue to do justice to this groundbreaking event of extraordinary luxury.

The events of Women's Fashion Week Singapore included a grand Opening Charity Gala, 10 runway fashion shows, film screenings, a symposium featuring 8 top Haute Couture designers specially flown in for the occasion and finally the closing party 'Winter Ball'. The planning and execution of this event reflected its 'Haute Couture' subject- details were key, right down to the tiniest element. An extensive build-up period of 13 days saw 2 dedicated expo halls in the Sands Expo and Convention Center being transformed into an ultra-chic Parisien boulevard. A luxurious mansion façade complete with a sweeping staircase provided a dramatic entrance to the 30- meter catwalk for the runway fashion shows, amalgamating into a paved street and gardens, which included street lamps, trees and topiaries. This urban landscape was extended around the hall, incorporating small purpose-built boutiques featuring designer collections. In addition to these, there were also purpose-built pop-up stores for event sponsors, as well as a Rolls Royce test drive track for guests. Most remarkably, over the duration of the event, the halls were modified to simulate changing seasons- spring to summer to autumn and finally, winter.

In order to ensure the creative vision and theme was followed through, it was necessary for the MICE team to work round the clock on tight turnarounds, particularly at the end of each show day. A large reflection of the changing seasons was demonstrated through the changing colors of the leaves on the trees as well as the lighting of the hall, and this had to be modified and refined daily, often in the early hours of the morning following the end of the shows the day before. Some 30 trees, each about 4.5 meters tall and 3 meters in diameter, were rotated manually as the 'seasons' changed, starting out with lush greens, to warm ambers and finally icy winter whites. Technicians had to be able to problem solve and adapt to the new situations quickly, evolving just as the 'seasons' did. Last minute event set-up changes also emphasized the importance of the MICE team to be nimble-footed and flexible in their approach. This flexibility was particularly tested on the morning of the Fashion Symposium when MICE technicians and banquet staff had to adapt to a full set-up change due to a last-minute re-conceptualisation by the event planner, which was completed successfully and to the event planner's specifications. The logistics team was also quick to react when organizers had to increase their initially expectation of about 300 guests per function to over 500 on the last day.

HOSTING DIVERSE EVENTS IN CREATIVE SPACES ARTSCIENCE MUSEUM

Another creative venue offering at Marina Bay Sands is ArtScience Museum. ArtScience Museum, in itself, is an architectural marvel. Consisting of 10 'fingers' anchored by a unique round base in the middle, each finger reveals different gallery space featuring sk lights at the "fingertips" that illuminate the dramatically curved interior walls. In addition to the geometrically complex exterior, the Museum's dish-like roof channels rainwater through the central atrium of the building, creating a 35-meter water drop into a small, reflecting pool beneath ground level.

It is literally a blank white canvas inside and out- a unique and adaptable 'clean' space that allows event planners to customize their events like never before. This was demonstrated at the first event ever held at ArtScience Museum - the Carlsberg Global Relaunch- in April 2011. This was the first opportunity for the venue to demonstrate its creative potential, seeing it take on the identity of a futuristic space shuttle. The existing properties of ArtScience Museum- the vast white spaces, flanked by silver pillars, and the high- ceilinged gallery complimented the theme which culminated in the event finale where three 'astronauts' made their appearance.

Setting the tone of things to come, ArtScience Museum also demonstrated its versatility for the Audi A6 Launch which took place at the end of August.

It consisted of several aspects. Firstly, a live telecast involving the taping of the AM LIVE! Morning show, a daily Singapore breakfast show. For this, the Basement 2 reflection pond of ArtScience Museum was covered and converted into a studio space from Aug 29-Sep 2. In addition to the pond being covered over, a custom-made canopy was erected at the L1 level as a safeguard against the weather.

The studio set- up was part of the overall exhibition space that was open to the public once the morning show was taped each day. Three Audi A6 cars and one A6 chassis had to be maneuvered into the Museum basement through the retail mall back-of-house entrance in the middle of the night, for display on the floor throughout the duration of the event.

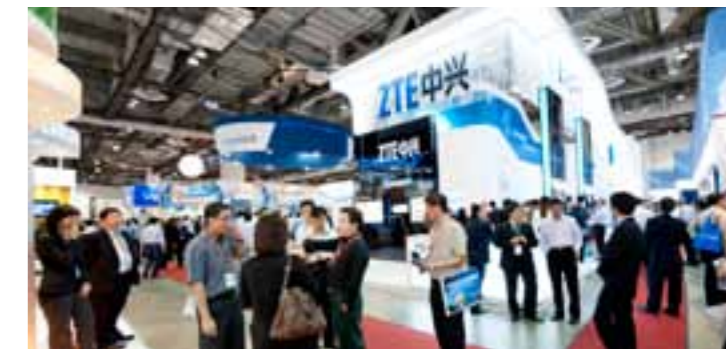
Other events hosted at ArtScience Museum since have included an ultra-luxe sit-down dinner event for over 300 Amex Centurion VIPs, complete with a transformation of the reflection pond of ArtScience Museum to a performance space for fashion shows and ballet performances, and corporate networking receptions. In the case of the latter, clients such as Vertu, UBS and Nomura are able to personalize their events at ArtScience museum by using special lighting gobos and projections to incorporate company logos and themes onto the interiors and exterior facades of the building.



ArtScience Museum

NEW VENUES AVAILABLE FOR BOOKING

With the opening up of more attractions such as the ArtScience Museum, Marina Bay Sands is also offering more creative venues for organizers. The ArtScience Museum is available for event organizers to rent the unique gallery spaces for five-hour blocks. What's available for rent: the entire museum; or Levels 3+4 as a package. Interested parties can contact: MuseumEnquiries@marina-baysands.com for more details.



TESTIMONIALS FROM CLIENTS:

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"I would like to thank you for having us for the 67th IATA AGM and World Air Transport Summit at the beautiful Marina Bay Sands Hotel and Expo and Convention Center. The location certainly added a cutting-edge background to proceedings. Your staff's dedication and professionalism was highly appreciated and greatly contributed to a successful couple of days."

Testimonial from Giovanni Bisignani, Director General and CEO IATA | 67th IATA AGM, 5-7 June 2011

"In the course of preparations months prior to the opening of the fair and throughout the five-day fair event itself, Jonathan Sim's [Senior Exhibition Manager] professional experience, confidence and coordination proved vital to our daily running of the fair which, with 129 exhibitor booths, established exhibiting art galleries from all across Asia, high-value art exhibits amounting in the millions, a VIP lounge, VIP operations and international visitors, is a large-scale event with extensive technical and logistical requirements.

It has been an absolute professional and personal pleasure working with Jonathan. He was an integral part of our operations team and we would very much appreciate having Jonathan posted as the account manager on subsequent editions of Art Stage Singapore."

Nadia NG [Ms.] Senior Manager, Exhibitors & Special Projects , Art Stage Singapore Pte Ltd | Artstage 2011 , 12-16 Jan 2011

"As new guests to the Marina Bay Sands, we had high expectations of quality service and hospitality. The excellent service provided by the Marina Bay Sands on our recent visit ensured we were not disappointed...To this end, the collaborative efforts of Sales, Banquets, convention services, engineering and IT teams ensured our meeting space, food service and technical requirements were all well-prepared throughout the week...We commend the professional attitude and expertise of everyone."

Dawn Slykhouse President Face-to-face Events Inc
IEEE 802 Plenary Session March 2011

"True to your word, Marina Bay Sands has outdone itself! It is very rare to find such high standards of sincerity and trust-worthiness in the world of business today...Your team has shown tremendous adaptability, flexibility, lateral thinking and willingness to innovate to overcome the challenges posed by the physical constraints of the venue and the occasional outrageous demands from SES...Sound bites from our exhibitors have them expressing their satisfaction with the new venue and visitors seem to stay longer on the show floor.

In many ways, Marina Bay Sands has contributed to new benchmarks being set by CommunicAsia2011 and I could not envision a better start to our partnership. "

Stephen Tan, Chief Executive, Singapore Exhibition Services
Communicasia 2011