

## Marina Bay Sands presents *Digital Light Canvas: An Interactive Experience*

*A first-of-its-kind multi-sensory digital installation at The  
Shoppes at Marina Bay Sands*



*Marina Bay Sands is set to unveil new permanent attraction Digital Light Canvas*

**Singapore** (29 November 2017) – Marina Bay Sands is gearing up to unveil a permanent attraction that will take immersive experiences to new heights through a multi-sensory combination of technology and digital art.

To be unveiled on 22 December in time for the festive holidays, the **Digital Light Canvas** will immerse visitors in an imaginative world of digital art, and allow them to interact with its elements through an unprecedented union of two highly dynamic technologies.

Located at the North Promenade of The Shoppes at Marina Bay Sands<sup>1</sup>, this permanent attraction is commissioned to multi-award winning Japanese art collective teamLab, who

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<sup>1</sup> *Digital Light Canvas is located on Canal Level, B2, The Shoppes at Marina Bay Sands (adjacent to Rasapura Masters)*

also created the landmark *Future World: Where Art Meets Science* exhibition at ArtScience Museum.

The new attraction, which took about two years from conception to completion, will feature teamLab's proprietary 4D vision display technology in the form of a magnificent 14-metre tall light sculpture suspended from the ceiling. More than 401,000 full-coloured LEDs are strung within 608 tubes hanging within the cylindrical sculpture. This interactive technology allows users to project pre-programmed 3D objects onto the installation via their smartphones.

Beneath the light sculpture is a dynamic LED floor spanning 15 metres in diameter and consisting of over 7.7 million individually controlled LEDs. Graphics on the floor are rendered in real time in reaction to people's behavior and movement. When both technologies are combined, the **Digital Light Canvas** – which occupies the former skating rink space and measures 20 metres tall in its entirety – will provide visitors the opportunity to create their own digital art interpretations.

Mr. John Postle, Vice President of Retail, Marina Bay Sands, said, "The Digital Light Canvas is an invitation to our visitors at The Shoppes to have fun, to play, and to explore magical wonders of the digital universe. We want to create an experience that keeps on evolving – one that not only aspires to evoke people's imagination, but also to draw them to visit again and again. The new attraction will also reflect seasons throughout the year as we progress with time. We are positive that experiences like these will continue to set us apart from other shopping destinations in the world."

Mr. Toshiyuki Inoko, Founder of teamLab, said, "We are excited for another opportunity to work with Marina Bay Sands to build this magnificent project. teamLab aims to explore a new relationship between humans and the world through art. The artwork changes due to the presence of humans, and this in turn, transforms the relationship between people in the same space. Digital Light Canvas hopes to create an experience that transcends and ambiguates the boundaries between people and the art work, and amongst people themselves."

### **Immerse in four unique show modes**

The **Digital Light Canvas** features four different show modes<sup>2</sup> accompanied by unique soundtracks throughout the day. Each scene is ever-changing and never the same.

In addition to physically interacting with the LED floor to generate special effects, visitors located within the vicinity will also be able to set off a series of digital reactions and customised messages on the installation, through their mobile devices via an exclusive on-site Wi-Fi.

The **Digital Light Canvas** is open daily from 12pm to 8pm from Sundays to Thursdays, and until 9pm on Fridays, Saturdays, and eve of public holidays. Admission fee is S\$5 per

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<sup>2</sup> See Annex for full descriptions

person, and complimentary for those two years and below. A unique serial code to cast an anniversary greeting, birthday wish, or wedding proposal on the LED floor is priced at S\$50.

Future World exhibition ticketholders will also enjoy access to the attraction, while those who purchase a special bundle to visit three unique attractions across the integrated resort – namely the Digital Light Canvas, Sampan, and Sands SkyPark – will enjoy 15 per cent off the original ticket prices (S\$32.30 per adult, S\$27.20 per child).

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#### **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](http://www.marinabaysands.com)

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## Annex

The Four Show Modes:

### ***Nature's Rhythm***

This 56-min show mode, which runs hourly, expresses the primitive biological mechanism that causes flocks of fishes and birds to move in a unified purpose. In this mode, a flock of birds fly freely through the light sculpture, while ten thousands of fishes swim across the gradient blue LED floor symbolizing the ocean. The fishes get stained in different colours as user interact with them, and react with the birds flying above.

### ***Strokes of Life***

This artistic form of storytelling uses a contemporary form of traditional Japanese calligraphy, birds, butterflies, and flowers to depict life. This 4-min show mode, which runs hourly, presents beautiful strokes of calligraphy on the LED floor when people stand on it. Thereafter, these deep, bold, and powerful brushstrokes of calligraphy spring to life, and are illuminated in the cylinder within the light sculpture.  
fireworks.

### ***Personalised Expressions***

An extension of Strokes of Life, this mode allows users to express their wishes via three-dimensional calligraphy. From anniversary and birthday greetings, to wedding proposals, Personalised Expressions allows users to cast a message on the LED floor via their smart mobile devices using a paid, one-time unique serial code. Users have the option of providing a name to complement the message, which will be written in golden calligraphy on the floor, and complemented by a burst of fireworks in the light sculpture.

### ***Festive Celebration***

The main star of this mode is the interactive 4D vision light sculpture, which allows users to activate three-dimensional imageries made of light crystals, simply by connecting to an exclusive on-site WiFi using their smart phones. Users can decorate the light sculpture by adding three-dimensional festive ornaments, or set off over 30 different animated light displays and crystal fireworks. This mode is only activated during celebratory seasons.