

PRESS RELEASE | FOR IMMEDIATE RELEASE

ARTSCIENCE MUSEUM REIMAGINES IMMERSIVE EXPERIENCES WITH NEW MULTI-SENSORY EXHIBITION

Mirror Mirror: Journey Into the Mind by Moment Factory explores how the mind shapes our experience and features a new artwork by acclaimed Singaporean artist, Genevieve Chua

Singapore (6 March 2025) — ArtScience Museum is set to take visitors inside the human mind with *Mirror Mirror: Journey Into the Mind*. Opening on 8 March 2025, the neuro-tingling and interactive experience by Moment Factory offers visitors the opportunity to explore how different facets of our inner world are shaped – from perception and memory to consciousness – by bridging the gap between cutting-edge science, art and design.

Serving as the inaugural exhibition of the season, *Mind and Body: The Art and Science of Being Human*, *Mirror Mirror* is a family-friendly immersive and interactive experience that challenges perceptions, offers moments of wonder and ignites thought-provoking conversations that celebrate the extraordinary capabilities of the human mind. Created by the international multimedia studio, Moment Factory, *Mirror Mirror* consists of a series of immersive, experiential environments designed to stimulate the senses. The Singapore special edition of *Mirror Mirror* marks both its highly anticipated Asian debut and the first time the show has been presented in a museum.

"At a time when artificial intelligence dominates global conversations, *Mirror Mirror: Journey Into the Mind* shifts the focus to human intelligence. This interactive exhibition explores how we think and perceive. Through playful installations by Moment Factory and scientific insights from Singapore-based neuroscientists, it invites audiences to step inside their own minds and experience firsthand how the brain constructs reality. *Mirror Mirror* anchors our *Mind and Body* season, a wider exploration of what it means to be human. It reminds us that whilst technology may change how we see the world, it is our minds and bodies that make sense of it. By making the invisible workings of the brain visible, *Mirror Mirror* reveals just how unique human cognition really is," said Honor Harger, Vice-President of ArtScience Museum.

"*Mirror Mirror* is a playful multimedia experience that invites visitors of all ages to unleash their curiosity and immerse themselves in a world inspired by the creativity of the human mind. We're thrilled to bring this signature immersive exhibition to the iconic ArtScience Museum, a beacon of innovation where art and science meet. This partnership is a perfect fit, as Singapore's forward-thinking spirit and the museum's commitment to pushing boundaries align perfectly with the essence of *Mirror Mirror*," said Danny Tan, Managing Producer at Moment Factory.

Singapore Art and Science in Focus



From neurons firing to the complexities of perception, Grey Matter invites visitors to explore how science and art intersect to explain the human mind

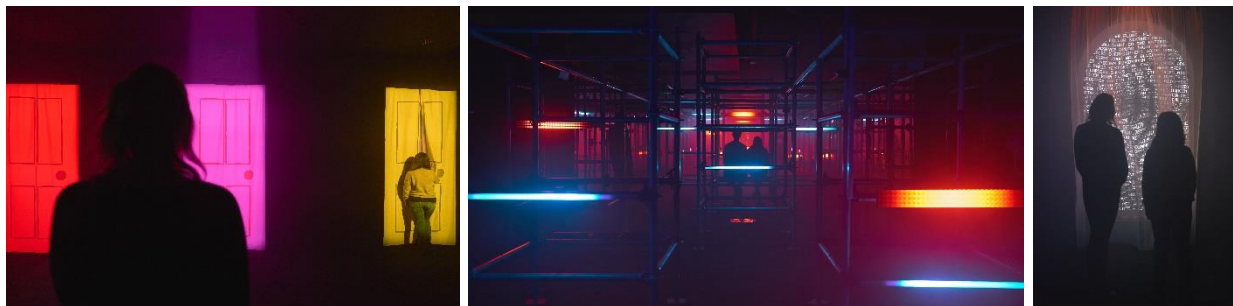
Mirror Mirror: Journey Into the Mind places Singapore art and science in focus in a new gallery created in collaboration between ArtScience Museum and the Singapore Chapter of the Society of Neuroscience, a leading global organisation in brain research. Titled **Grey Matter**, this educational gallery invites visitors to learn about the science of the human brain by engaging with the work of four Singapore-based neuroscientists, Dr. Ajay S. Mathuru, Dr. Caroline Wee, Dr. Stuart Derbyshire and Dr. Sarah Luo. It features intimate interviews with the neuroscientists on the key topics the exhibition explores - memory, identity, consciousness and perception.

Grey Matter also presents the global premiere of a major new artwork by award-winning Singaporean artist, Genevieve Chua. *Axon* (2025) explores how neurons transmit signals within the brain through a wall-based sculpture that comprises a cluster of screens, simulating the firing action of neurons and how they interact when trying to resolve spatial orientation.

Furthermore, *Grey Matter* highlights the complexities of the human mind by seamlessly blending art and science to create a thought-provoking experience for visitors at the heart of the exhibition.

Exploring the Science of the Mind Through Play

Previously presented in Montreal and Calgary in Canada and Adelaide in Australia, *Mirror Mirror* features eight rooms that reveal different facets of the human mind through interactive and playful installations designed for visitors of all ages. Each installation explores the human mind through highly interactive installations, enabling visitors to participate actively and share unforgettable moments.



L to R: Doorways has three striking doors for visitors to choose their own path in the exhibition; Visitors can sit on the benches at Memory Storage and spot the word they input in Moment Factory's web app; Open Window presents visitors with a unique AI-generated poem

In the first installation, *Doorways*, visitors are greeted by three large doors, each leading to a different part of the exhibition. This dynamic entry point invites visitors to make a subconscious choice. Neuroscientific research has shown that the brain decides up to ten seconds before a person becomes fully consciously aware of it. *Doorways* highlights this concept whilst enabling visitors to choose their own path through the exhibition.

Memory Storage explores how we collect the experiences and knowledge we gain throughout our lives. Visitors play an active role in the creation of a collective memory by sharing stories and answering questions on their mobile devices. Their contributions create an AI-generated poem which is shown on the artwork, *Open Window*. The installations

PRESS RELEASE | FOR IMMEDIATE RELEASE

mirror how the human brain processes and organises information, with memories acting as interconnecting threads.



*L to R: Get hands-on at **Brainstorm** by throwing balls at an interactive screen; Swings chairs are available at **Moodscape** for visitors to relax and immerse in the space*

Inspired by the concept of brainstorming, **Brainstorm** invites visitors to create a dynamic collage of symbols and icons by throwing balls at an interactive screen. This hands-on activity reflects how the unique result of a brainstorm depends on the collaborative process itself.

One of the exhibition highlights is the atmospheric **Moodscape**, a haze-filled room awash in coloured light, that creates an ethereal space to explore the science of perception. Visitors can relax in swing chairs while fully immersing themselves in the dynamic interplay of colour. Scientific research has shown that colour perception can affect physiological responses, such as respiration, blood pressure, and even body temperature, and that different colours can evoke specific emotional responses. **Moodscape** encourages visitors to be attuned to how warm colours evoke a sense of excitement, while cool colours such as blue promote calmness.



PRESS RELEASE | FOR IMMEDIATE RELEASE

L to R: A labyrinth of mirrors and light displays awaits at Forest of Echoes; Mirrors of Tomorrow comes with interactive body-sensing booths that ends the exhibition with a personalised result and a tarot card

In the stunning centrepiece of the exhibition, **Forest of Echoes**, visitors are immersed in a room filled with light displays and endless mirror reflections. This room invites a sense of introspection, exploring the way that identity is created.

The final gallery explores how the brain makes sense of reality by creating stories, constructed from visual memories that combine to form a mental model of the world. **Mirrors of Tomorrow** guides visitors through an introspection unlocking a personalised result, which is revealed as a unique tarot card – a symbolic reflection of their exhibition journey and a lasting keepsake of the experience.

Engage in public programmes at ArtScience Museum

The *Mind and Body* season at ArtScience Museum invites visitors to take their curiosity even further with a range of exciting programmes. *The Human Brain and Its Universe* science fair will be taking place over the weekends in April and May at the newly launched ArtScience Laboratory. Featuring non-ticketed talks, workshops, and demonstrations led by scientists from the Society for Neuroscience and collaborators from Lee Kong Chian Natural History Museum, the science fair invites visitors of all ages to deepen their understanding of the mind and body while engaging with the complexities of human thought, emotion and existence.

For more information on *Mirror Mirror: Journey Into the Mind* and programmes at ArtScience Museum, please visit <https://www.marinabaysands.com/museum/exhibitions/mirror-mirror.html>. The exhibition will run from 8 March to 6 July 2025.

+++

About Moment Factory

Moment Factory is a multidisciplinary entertainment studio that sparks human connections in the most innovative ways through its Custom Experiences and Original ticketed attractions. Its team combines specializations in video, lighting, architecture, sound, interactivity and special effects to create remarkable experiences. Headquartered in Montreal, the studio also has other addresses in

PRESS RELEASE | FOR IMMEDIATE RELEASE

Tokyo, Paris, New York City and Singapore. Since its inception in 2001, Moment Factory has created more than 550 unique projects worldwide, including the Lumina Night Walks, the AURA series, and more recently, The Messi Experience and several projects at Sphere in Las Vegas. Productions include such clients as Universal Studios, Billie Eilish, FIFA, Disney, Olivia Rodrigo, Microsoft, Sony, and Changi Airport Group.

momentfactory.com

About Marina Bay Sands Pte Ltd

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, shopping, meeting and entertainment choices, complete with a year-round calendar of signature events.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum is a major cultural institution in Singapore that explores the intersection between art, science, technology and culture. It is the cultural component of Marina Bay Sands. Since its opening in February 2011, ArtScience Museum has staged large-scale exhibitions by some of the world's major artists, including Leonardo da Vinci, M.C. Escher, Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as exhibitions that explore aspects of science and technology – including particle physics, big data, robotics, palaeontology, marine biology and space science. Its permanent exhibition is a partnership with the Japanese digital art collective, teamLab, and it has become known for our immersive and interactive approach to exhibitions.

For more information, please visit www.marinabaysands.com/museum.html

Media Enquiries

Tan Jou Teng: +65 8380 4247 / jouteng.tan@marinabaysands.com

Julia Tan: +65 8380 4031/ julia.tan@marinabaysands.com

Sarina Pushkarna: +65 9298 5728 / sarina.pushkarna@marinabaysands.com



PRESS RELEASE | FOR IMMEDIATE RELEASE

For hi-res images, please click [here](#). (Credit as indicated in the captions)