

Press Release



FOR IMMEDIATE RELEASE

***Sneakertopia* sprints its way to ArtScience Museum**

The Asian premiere of this new experiential sneaker and street culture exhibition comes fresh off the streets from its hyped debut in Los Angeles



SINGAPORE (26 January 2023) – ArtScience Museum is set to become the epicentre of art, culture, fashion, and innovation when *Sneakertopia* opens its doors to the public on 25 February 2023. Hailing from the United States, this launch not only marks the exhibition’s first steps into Asia, but will also make waves as the first immersive, large-scale exhibition on sneakers to make landfall in Singapore.

An ode to their love of sneakers, *Sneakertopia* was founded by Emmy Award-winning producer Steve Harris and Silicon Valley tech entrepreneur Steve Brown in 2019 to provide a platform where their passion for sneakers can be shared with diverse audiences around the world. Organised by SPACElogic with partners Gushcloud International and SL Experiences, this fresh iteration of *Sneakertopia* is held in collaboration with ArtScience Museum and promises to be a colourful larger-than-life celebration of the art and culture of sneakers.

Originally born on the streets, sneaker culture has long been driven by artists, athletes and celebrities who expressed their creativity and passion through sneakers. Since then, these shoes

Press Release



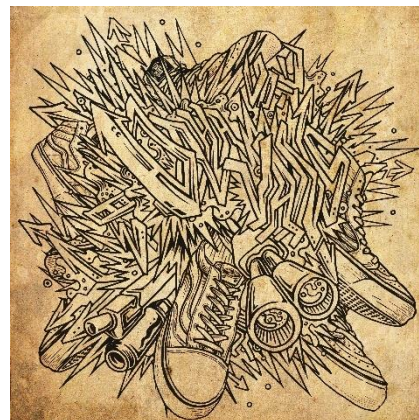
have become universal symbols of status and self-expression across different communities, continuing to define pop and street culture today.

Featuring over 100 limited-edition sneakers from some of the most iconic brands in the industry, this much-anticipated exhibition brings together artists, creatives, contributors and brands, to enchant sneaker enthusiasts and casual fans alike. There will also be close to 50 murals, installations, designs and displays related to entertainment, sports, film, art, and other genres on display.



Some artworks that will be presented by US creatives include (from L to R) *Back to the Future IV* by McFly and AIR by Michael Murphy

In addition to showcasing works by 13 top US creatives such as McFly, Michael Murphy and Mimi Yoon – who explore American street and pop culture through their pieces – this iteration of *Sneakertopia* shines a spotlight on creative practices from across Singapore and Southeast Asia, offering insights into the regional street culture scene.



Mr. Sabotage will offer a peek into his personal collection, alongside works by other Singaporean and locally-based creatives such as *Dragon Chasers (2008)* by Jahan Loh

Press Release



16 Singaporean and locally-based creatives including artists Jahan Loh, Sam Lo, Soph O, Kristal Melson and Juls, as well as contemporary art and design collective PHUNK are represented, with renowned sneaker artist and streetwear designer Mr. Sabotage also showcasing his personal archive of vintage Air Jordan Ones and full collection of original Dunks.

Another highlight of *Sneakertopia* is the never-before-seen artworks by smoluk and Tommii Lim, who will be creating new site-related works specially for the Asian premiere of the show.

“ArtScience Museum is pleased to be collaborating with SPACElogic on this vibrant exhibition that will transport visitors through a series of galleries which pay tribute to the stories of creativity, expression, and innovation behind the world's most iconic footwear. *Sneakertopia* can be seen as a follow up to our 2017 exhibition *Art from the Streets*, which was a major survey of street art. This new show delves deeper into one of the quintessential symbols of street culture – the sneaker. Sitting at the intersection of fashion, technology and art, the exhibition explores the cultural significance of sneakers, how they became so highly covetable, and how they have inspired the practices of artists in Singapore and around the world,” said Honor Harger, Vice President of ArtScience Museum and Attractions, Marina Bay Sands.

“After much time and effort, we are excited to finally unveil the new *Sneakertopia* experience that has been specifically curated for Asia by our teams. Following the successful tour of *Attack on Titan: The Exhibition*, we look forward to showcasing more of our IP experiences around the world with *Sneakertopia*,” said Ross Leo, Co-Founder and Executive Director of SL Experiences.

Prior to its Asian debut, *Sneakertopia* had a successful launch in Los Angeles, followed by two pop-up experiences at the Chongqing Jiebeifang International Consumer Festival in China in October 2021 and at Culture Cartel in Singapore in December 2022.

“We are so excited to officially launch *Sneakertopia* in Singapore, where there is a vibrant sneaker culture and art scene. The previous *Sneakertopia* pop-ups in Singapore and China were huge successes, proving that the experience economy is still thriving. As Gushcloud continues to be at the forefront of creating these experiences, we look forward to bringing in more experiences and IPs that the world will love,” said Althea Lim, Co-Founder and CEO of Gushcloud International.

Sneakertopia will run from 25 February to 30 July 2023.

Tickets and Reservations

Tickets are available for purchase from 26 January at all Marina Bay Sands box offices and website. Due to limited capacity and timed entry of the exhibition, guests are strongly encouraged to pre-purchase tickets online prior to their visit.

Ticket prices as follows:

Press Release



	SINGAPORE RESIDENT (SGD)	STANDARD TICKET (SGD)	SRL TICKET (SGD)
Adult	18	21	14.70
Concession	14	16	11.20
Family	50	58	-

For more information on *Sneakertopia*, visit <https://www.marinabaysands.com/museum/exhibitions/sneakertopia.html>

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs nearly 10,000 Team Members across the property. 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. For more information, please visit www.marinabaysands.com/museum.html

About SL Experiences

SL Experiences is a one stop Entertainment Design Entity, with the intent to bring the online world offline and into a larger than life reality, through immersive entertainment experiences.

As a subsidiary under SPACElogic Group, the entity covers licensing, production, business models, partnerships, curation, sponsorships and operations. We aim to craft and engineer the optimum experiential journey - not just for consumers but for all Key Partners and Stakeholders as well.

The stalwart internal ecosystem of our Entertainment Design Entity allows for cohesive collaboration with Key Brand and Intellectual Property owners, whilst committed to the safeguarding of your brand integrity and core values.

About Gushcloud International

Press Release



Gushcloud International is a global technology-driven creator and entertainment company, focused on Influencer Marketing, Entertainment, Commerce. We connect audiences and brands to influencers and content creators through representation and management, brand strategy, marketing and activation services, media production, sales and distribution, licensing and co-creating significant IP in the content, media and event spaces.

The company has four units: Gushcloud Agency, Gushcloud Entertainment, Gushcloud Studios and GC Live. With more than 250 employees, Gushcloud International operates in 11 offices globally including Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam, Korea, Japan, Greater China, Australia and the United States of America.

About SPACElogic

SPACElogic is a one-stop solution provider that specialises in interior, permanent gallery and museum fit-out projects. SPACElogic has built a strong foundation of trust and an excellent track record to deliver high standard services. SPACElogic collaborates with experts from various disciplines to co-create spatial stories, integrate visual aesthetics with technology, and in doing so craft out meaningful and engaging experiences. As thinkers and doers, SPACElogic thrives on ideas and solutions to create enthralling encounters in museums, commercial spaces and artistic environments.

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