

## THE GAME CHANGER Creating Transformative Experiences at Marina Bay Sands

### Transforming spaces into places

Behind the doors of an expo hall at Marina Bay Sands lies a gateway to the historical world of post-Edwardian England. Visitors are immediately transported to the set of award winning television series Downton Abbey as soon as they set foot into the Downton Abbey: The Exhibition at Sands Expo and Convention Centre (17 June to 31 July 2017).

Presented by NBCUniversal and created by Imagine Exhibitions, Inc., the exhibition features re-created scenes from the television show, designed to make visitors feel as though they are walking through the Downton Abbey estate itself – from the busy kitchens to the intimate confines of the bedrooms.



The Downton Abbey estate's dining room (left) and servants' quarters (right)  
(Credit: NBCUniversal)

According to **Tom Zaller, President and CEO of Imagine Exhibitions, Inc.**, the vastness of the expo hall allowed his team to get creative with manipulating the space. "We built high exterior walls, ceilings in certain areas, added various floorings, a lower lighting grid, sounds, video and even scents to give visitors an immersive feeling, as though they were visiting the original home. Our primary goal was to transform the expo hall to the greatest extent possible."

The show also features characters, costumes and locations from the show, brought to life through interactive displays, video screenings and showcases. Sound conditioned walls, especially in rooms where videos were played, were therefore essential to prevent sound or light from leaking into other parts of the experience.

"The show is extremely large and immersive, much larger than most normal galleries will accommodate. Expo halls are actually the perfect setting for experiences like this as the physical space was excellent for us to work in. It also gave us an excellent opportunity to focus on the details of each environment, with plenty of space to make any adjustments to recreate the authentic Downton experience," Zaller said.



The exhibition features a mix of immersive video screenings and costume displays. (Credit: NBCUniversal)

Downton Abbey: The Exhibition marked its world premiere with a lavish red carpet event at Marina Bay Sands on 21 June, graced by the show's creator, executive producers and cast.

Zaller added, "The Marina Bay Sands team was phenomenal all the way around, from the Sales and MICE Operations team to the tremendous support from the Communications team with our massive red carpet event. Marina Bay Sands is an incredible and truly world class facility, and I would recommend anyone to have an event there."

### New restaurant openings at Marina Bay Sands



#### RISE

Marina Bay Sands' international buffet restaurant, RISE, has re-opened after an extensive transformation, featuring refreshed interior décor along with a brand new culinary offering that includes sustainably-sourced produce and themed nights.

The new restaurant also houses eight open-concept kitchens serving global and local cuisines, as well as "live" cooking stations and a bar.

Sustainability is also a running theme across RISE's operations, from the ingredients sourced to the materials used for placemats and table settings.

RISE restaurant is open for breakfast, lunch and dinner daily.



#### The Bird Southern Table & Bar

Meeting planners at Marina Bay Sands now have another venue option to host their delegates, with the newly opened restaurant The Bird Southern Table & Bar.

The 190-seater two-storey restaurant serves Southern U.S. classic dishes, including the famous 100-year-old recipe Lewellyn's Fine Fried Chicken. The Bird also boasts one of Asia's most impressive selections of bourbon and many sought-after spirits from around the globe.

Corporate groups can host sit-down dinners and roundtable discussions at The Bird's Private and Semi-Private Dining Rooms, or book the restaurant's alfresco bar and lounge area located on the waterfront promenade.

### Show & Dine



The MasterCard Theatres at Marina Bay Sands

Meeting planners and delegates can indulge in world-class entertainment and dining experiences at Marina Bay Sands, with the integrated resort's Show & Dine Entertainment package. This customisable package allows guests to select from an array of shows being staged at The MasterCard Theatres, and book a sumptuous pre- or post-theatre dinner at participating celebrity chef restaurants. There are also additional options for guests to add a hotel stay or a visit to the Sands SkyPark or ArtScience Museum. For more information, visit <http://www.marinabaysands.com/entertainment/show-packages.html>

### What's On



#### HUMAN+: The Future of Our Species Until 15 October

Step into the bold new world of artificial intelligence, life-like robots and genetic modification at the new HUMAN+: The Future of Our Species exhibition at ArtScience Museum.

Featuring thought-provoking works from more than 40 international artists, scientists, technologists and designers, HUMAN+ seeks to ask what it means to be a human in the present and future, and examines the moral issues and ethical conflicts raised in using technology to modify ourselves.



#### Epicurean Market 2017 11-13 August

Marina Bay Sands' signature culinary festival, Epicurean Market, is set to cook up a storm on 11 to 13 August at Sands Expo and Convention Centre this year.

To commemorate its fifth-year milestone, Epicurean Market 2017 will offer a new Singapore street food experience and cocktail bar. These local flavours will be offered alongside the international cuisine – from celebrity chef signature bites to award-winning wines and fresh produce – that has been the hallmark of Epicurean Market for the last five years. Tickets are priced at S\$39 for a 3-day pass and includes a free dish worth S\$15.



#### Sands for Singapore Charity Festival 2017 8-10 September

Corporate groups looking to weave CSR activities into their event programmes can leverage on Marina Bay Sands' annual Sands for Singapore Charity Festival in September.

The Festival invites corporates to give back in a fun way, by forming teams of six to represent a local charity of choice and participate in the third edition of [Play It Forward](#), the Festival's signature charity challenge.

In addition, meeting planners who wish to treat their delegates to an evening of classical music can attend the [Sichuan Orchestra of China's](#) inaugural fundraising concert on 8 September. The concert, helmed by Singaporean musical maestro Darrell Ang, will also feature a special appearance by internationally renowned South Korean pianist Seong-Jin Cho. Proceeds from ticket sales will go towards charity.

### Meeting Incentives

#### Meet green, live well

In addition to its sustainable green meetings offerings, Marina Bay Sands recently enhanced its Sands ECO360° Meetings Programme – to incorporate a Wellness component in its 'Meet Green, Live Well' meeting package. With a top up of S\$10++ per person to a standard green meeting package, meeting groups can enjoy a convenient and comprehensive green lifestyle experience, with added perks such as healthy menus, post-lunch fitness sessions, a healthy snack bar with raw nuts, energy bars, whole fruits and infused water pitchers, as well as a wellness gift for each delegate. Bookings must be made by 31 December 2017 and utilised by 31 December 2018. Terms and conditions apply.

### Events at Sands Expo® and Convention Centre



**CLEO**  
Laser Science to Photonic Applications

#### CLEO Pacific Rim Conference 2017 31 July to 4 August

The Pacific Rim Conference on Lasers and Electro-Optics (CLEO) will take place for the first time in Singapore starting 31 July. Held at Marina Bay Sands, the conference aims to foster interactions among broad disciplines in the photonics family. It will bring together leading international researchers, scientists and engineers to exchange ideas and latest research results.



**FUTURE & MED**  
International Medicine and Technology Conference & Expo

#### FutureMed 2017 24-26 August

FutureMed 2017 is a spin-off from Singapore Medical Association's 47th Annual Medical Convention. Presenting a 3-day conference and expo that brings together thought leaders from the healthcare and medical device industries, the event will facilitate critical discussions in up-and-coming health trends and innovations.



**Vitafoods Asia**  
The nutraceutical event for Asia

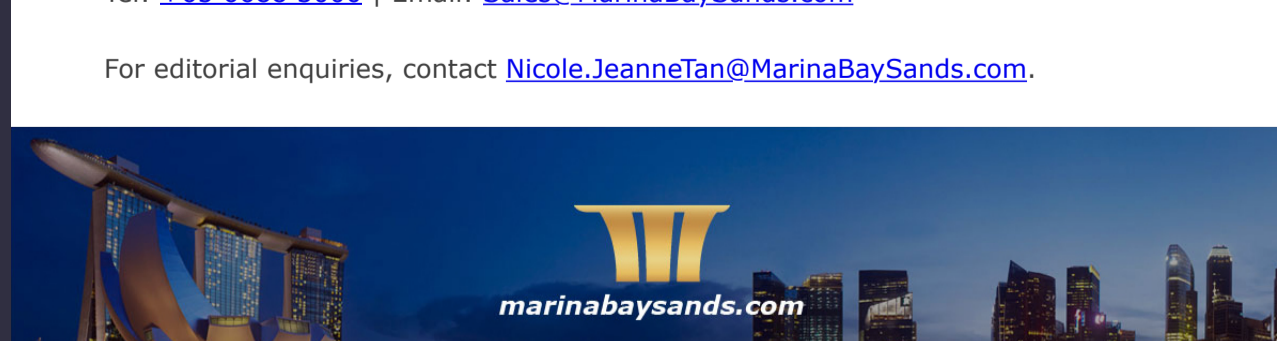
#### Vitafoods Asia 2017 5-6 September

Held for seventh year and making its debut in Singapore, Vitafoods Asia is the platform for the nutraceutical industry in Asia to do business and network. This year's event will involve more than 200 global suppliers who provide insight into the latest market trends, new products and innovations. It will focus on the industry's four key sectors; Ingredients & Raw Materials, Contract Manufacturing & Private Label, Services & Equipment and Finished Products.

For bookings and sales enquiries:

Tel: +65 6688 3000 | Email: [Sales@MarinaBaySands.com](mailto:Sales@MarinaBaySands.com)

For editorial enquiries, contact [Nicole.JeanneTan@MarinaBaySands.com](mailto:Nicole.JeanneTan@MarinaBaySands.com).



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10, Bayfront Avenue,  
Singapore 018956  
+65 6688 8893

Marina Bay Sands is on:

