

Press Release



FOR IMMEDIATE RELEASE



ArtScience Museum turns 10!

Local icon which aspires to be “A Different Kind of Museum” celebrates its anniversary

SINGAPORE (17 February 2021) – ArtScience Museum marks a key milestone as it celebrates its 10th birthday today. Since its opening, ArtScience Museum, with its eye-catching structure reminiscent of a lotus flower, has become an icon in Singapore and around the world. It has staged over 50 thought-provoking exhibitions, and over 1,000 programmes, over the last decade.

After opening on 17 February 2011, ArtScience Museum has become a vibrant expression of Singapore's commitment to art and science. Over the last decade the Museum has presented ground-breaking shows that explore all aspects of science, and has brought masterpieces by some of the world's major artists, such as Leonardo da Vinci, Salvador Dalí, Andy Warhol, and M.C. Escher, to Singapore.

A dynamic range of education activities and public programmes have also run alongside the exhibitions, pushing the boundaries of art and science, and deepening ArtScience Museum's engagement with audiences in Singapore.

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“A Different Kind of Museum”



Since its conception, ArtScience Museum has aspired to be a “*Different Kind of Museum*”, one that encourages a confluence of interaction, play, learning and appreciation. To mark its 10th birthday, a new campaign is being launched today to showcase ArtScience Museum as an exciting and inspiring destination for three audiences – families, couples and friends.

The campaign, titled “*A Different Kind of Museum*”, positions ArtScience Museum as a museum like no other – allowing people to explore, co-create, play and interact in an immersive and fun filled environment. Running throughout 2021, the campaign will feature ArtScience Museum’s anniversary programme, focusing on a year of brand-new exhibitions and unique events. The first two “*A Different Kind of Museum*” videos can be viewed [here](#) (*Romance*) and [here](#) (*Binge-ing*).



(From L-R) Image stills from the brand campaign for the three key audience segments – families, couples and friends

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“It is a historic day for us at ArtScience Museum as we mark a decade of operating at the intersection of art, science, culture and technology. In 2021, we plan a season of exhibitions and programmes to celebrate our 10th anniversary and position ArtScience Museum as a crucible for experimentation, innovation and interactivity. We launch that today with ‘A *Different Kind of Museum*’, a campaign that will run throughout the year. Despite the continuing challenges of the pandemic, I am delighted that we have a truly exciting line-up planned for this year, that includes world-premiere exhibitions, intriguing public programmes, cutting-edge immersive experiences, and bold new educational initiatives,” said Honor Harger, Executive Director of ArtScience Museum, Marina Bay Sands.

“Today, we also want to thank the millions of visitors who have supported us throughout our first 10 years, and so we made sure they were at the heart of our celebrations today.”

Lucky Visitors Become Part of the Celebration

Celebrations on-site at ArtScience Museum focused on four lucky visitors who visited the Museum’s four current exhibitions. They were presented with gifts, including complimentary one-year access to the Museum’s membership club, *ArtScience Friends*.

The visitors to *Future World: Where Art Meets Science, Planet or Plastic?*, *Margins: drawing pictures of home*, and *STAR WARS Identities* were surprised and delighted as they exited the exhibitions at 2.17pm, and were given their gifts by Ms Harger and senior staff from the Museum.

Serendipitously, three of the four visitors who were surprised were having special days of their own. Two visitors were celebrating a birthday and one couple were marking their wedding anniversary.



(From L-R) Lucky visitors at *Future World* and *Margins* were presented with complimentary *ArtScience Friends* membership

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(From L-R) Lucky visitors were also identified at Planet or Plastic? and STAR WARS Identities

From now till 28 February, ArtScience Friends are invited to share their favourite memories or photos at ArtScience Museum on Facebook or Instagram with the following hashtags – #ASM10 and #ADifferentKindofMuseum. Upon showing their posts at the Museum's Visitor Experience counter, ArtScience Friends will receive a complimentary ArtScience Museum enamel mug.

ArtScience Museum kickstarted the new year with the opening of *STAR WARS Identities*, which is making its final stop of its global tour in Singapore. To allow visitors to have more time to explore and enjoy its offerings, the Museum has also extended the exhibition's opening hours on Fridays and Saturdays till 9pm.

For more information on "A Different Kind of Museum", and ArtScience Museum's latest programmes, visit <https://www.marinabaysands.com/museum/campaign/a-different-kind-of-museum.html> and <https://www.marinabaysands.com/museum.html>.

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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, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. 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.

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

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For hi-res images, please click [here](#). (Credit all images to Marina Bay Sands)