

Press Release



‘The Art of Shopping’ set to make bigger impact on local art community at Sands for Singapore Festival

This year’s charity art auction sees more retailers joining in to raise funds for local art education

Singapore (4 July 2014) – The Art of Shopping is back for its second installation this year with more retailers and local artists on board the charitable initiative. This annual collaborative event between Marina Bay Sands and its designated charity, Art Outreach Singapore, celebrates the confluence of art and shopping, and aims to raise funds in support of local art education.

As part of Marina Bay Sands’ property-wide Sands for Singapore Festival (1-3 August 2014), The Art of Shopping 2014 will see retailers at The Shoppes at Marina Bay Sands¹ donate close to 40 signature items that will be transformed into one-of-a-kind art exhibits under the influence of a group of local contemporary artists.

Known for their outstanding artistry across different genres – from pop art to fine art, graffiti, ceramic and embroidery crafts – these established and emerging local talents will embellish each item in novel ways to create avant-garde art pieces for charity.

Mae Anderson, Chairman of Art Outreach Singapore, said, "Art Outreach is thrilled to have the opportunity to be invited back to extend our collaboration with Marina Bay Sands. Aside from building on the goodwill and momentum generated from last year's efforts, I believe that the most important outcomes from this multi-stakeholder programme is the nurturing and support of Singapore's talented young artists and the cultivation of public awareness of art as a means to represent Singapore's identity through the artists' works that speak of our collective memories, values and passions."

George Tanasijevich, President and Chief Executive Officer, Marina Bay Sands, said, "We are looking forward to unveiling an even more exciting range of artfully intervened luxury goods from The Shoppes at Marina Bay Sands this year, doubling the items of last year. We are proud to rally more retailers to do good for Singapore as part of our annual Sands for Singapore Festival. The collective act of generosity not only showcases key retail items, it

¹ See Annex A for full list of participating artists and retailers at The Art of Shopping 2014

also spurs on Singapore's homegrown talents to greater heights through the unique union of brands and artists."

Celebrating the stories behind every unique piece of art

This year, The Art of Shopping will feature close to 50 retailers and artists in all, as it receives strong and renewed interest from both new and second-time participants. The event will serve as a platform to showcase inspiring works of art by local artists, each with a compelling story to tell.



Artist Terence Lin has transformed a humble set of coffee socks, donated by Rasapura Masters, into a spectacular art installation

Inspired by themes of home and living, artist Terence Lin's work on traditional coffee socks donated by Rasapura Masters is a true testament of a transformative artistic intervention. The installation, featuring a rack of hanging coffee socks lit against a blue landscape backdrop, allows the viewer to observe and reflect upon the connection between the form and figurative representation of the materials and colours used.

When asked to comment on his creation, Terence said, "The light installation displays a mountainous landscape of illuminated coffee socks that each serves a humble purpose of allowing liquid coffee to flow through, distilling only the best for everyone. Sometimes, coffee is the tie that binds, uniting people and granting them the ability to move mountains and sea."



Multi-disciplinary fine artist Sarah Choo gives meaning to a pair of LIULI Starlight Series crystal martini glasses, titled Passing across and travelling through 2014

Sarah Choo, a recent graduate from the Nanyang Technological University's School of Art, Design and Media, captured the beauty and essence of time travelling via a pair of martini glasses from LIULI Living. Choo presented images of various individuals in a state of flux using a composite of layered engravings resembling icebergs within the glasses. The installation, comprising of detachable acrylic surfaces in a pair of martini glasses and two lightboxes, is a reflection of Choo's sentiments on social and cultural norms within the contemporary Singaporean society.



Sufian Hamri, more affectionately known as Trase, makes a playful statement on a piece of Ferrari trolley bag

Trase, an interdisciplinary artist with knowledge deeply rooted in graffiti and street art, made a statement with his work inspired by modern-day airport security. The Ferrari trolley bag incorporated the use of his signature stark, binding red coloured strings to depict the pervasive constraints in today's current airport security situations.



This OSIM uDiva massage chair is fit for a king under the influence of Sticker Lady Samantha Lo

Samantha Lo, a.k.a. the Sticker Lady, has created a men's throne out of the OSIM uDiva massage chair. Labelled "Your Father's Throne", the artwork is an extension of her "LIMPEH" series that saw her rise to fame overnight by spray painting "My Grandfather's Road" across public property. Lo's idea for the massage chair is to create a dream lounge seat for a man who needs to unwind after a long day. The "throne" comes with a universal remote, cotton buds, tissue paper and a handy holder for drinks and chips, perfect for the lazy man.

Wearable art-lovers in for a visual feast of transformed fashion statement pieces

Wearable art lovers will enjoy an eye-feast of creatively decked apparel and accessories, such as the Bally tote bag and Christian Dada jacket from Salon by Surrender. Other interesting items that were transformed into one-of-a-kind fashion statement pieces include apparel and accessories from 7 For All Mankind, Anne Fontaine, Evisu, Freywillle, Harley-Davidson, True Religion and Shanghai Tang.



Known for creating art inspired by the Chinese culture, urban artist ANTZ takes a unique spin on the Shanghai Tang mini bowling handbag

One of the key pieces this year is a beautiful suede and leather Shanghai Tang handbag that was given a unique coat of embellishment by upcoming urban artist ANTZ. Known for his illustrative style that makes heavy references to the Chinese culture, ANTZ returns to The Art of Shopping to work with Shanghai Tang for the first time to create an interesting juxtaposed blend of contemporary urban art and Chinese visuals

Retailers excited to play their part in Sands for Singapore Festival

Anita Manglani, Advertising and PR Manager of Uomo Group, said, "We are honoured to be participating in The Art of Shopping 2014 and even prouder to support Art Outreach Singapore's initiatives to develop local art education programs for children. Art is very close to Uomo Collezioni's heart in so many ways. It keeps alive a heritage and legacy, and prepares young minds for future creative greatness.

"We are excited to see our signature Walking Stick transform into a unique and edgy piece of art by local tattoo artist, Elson Yeo. Our brand's luxurious signature item will be a perfect canvas for Elson's futuristic approach, mythical allusion and personal hero's tribute."

Salon by Surrender said, "We are always keen to collaborate with artists to push boundaries and create limited and exclusive pieces. We are honoured this year to be working with Marina Bay Sands and Art Outreach Singapore, to showcase our in-house brand Christian Dada, at this year's fund raiser to support the local art scene. We hope to share our passion in art appreciation and are excited to see the intricate work of the artists."

In addition to Salon by Surrender, other luxury brands that are participating this year include Bally, Brioni, Ferrari and MCM. Local brands in the spotlight this year include Raoul, Rasapura Masters and TWG Tea.

Unique pieces on display at The Shoppes at Marina Bay Sands (2 July – 2 Aug)

As one of the key segments at the festival this year, The Art of Shopping will take form in two parts. Starting today, the artistically enhanced pieces will be displayed at their respective boutiques in and around The Shoppes at Marina Bay Sands for public's viewing. Members of the public can do their part for charity by casting their bids on selected pieces² that will be put up for auction online. For more details, visit marinabaysands.com/sandsforsingapore³.

Selected items⁴ curated by Art Outreach will also be featured at an exclusive live auction and cocktail event on 2 August, where proceeds will go towards benefiting Art Outreach's ongoing commitment in its local art appreciation and education programmes. The auction event will also feature original works by art luminaries such as Cultural Medallion artist Han Sai Por and celebrity photographer Russel Wong among others.

Exclusive Marina Bay Sands Art Path tours led by Art Outreach every Saturday starting 12 July 2014

In a bid to encourage the spirit of giving beyond the integrated resort, Art Outreach will also be conducting free art path tours for visitors leading up to the Sands for Singapore Festival. Public will get a chance to witness 11 large-scale art installations created by eight internationally renowned artists across the entire integrated resort. Interested parties can register for the tours via marinabaysands.com/sandsforsingapore.

As one of the largest art commissions ever completed as part of an integrated architectural process, the Art Path creates shapes, moods and interior spaces that dynamically fuse art with architecture. The spectacular art installations also underscore Marina Bay Sands' ongoing commitment to make art easily accessible to the public.

² See Annex B for full list of online auction items

³ To view photo gallery of artworks, visit <http://bit.ly/sandsforsingapore>

⁴ See Annex C for full list of online auction items

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 theaters 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

About Art Outreach Singapore

Art Outreach Singapore's mission is to increase visual art literacy and to promote art appreciation in Singapore by offering an art education programme for primary and secondary school students, art events and presentations in the community, art tours for the public, as well as developing a body of well-trained and committed volunteers to serve as art advocates, providing a vital resource in the community. This is best encapsulated in our motto: "Art education for the community, by the community".

For more information, visit www.artoutreachsingapore.org



Sands for Singapore, Marina Bay Sands' corporate social responsibility programme, is committed to helping Singapore in meaningful ways. By using our unique resources as well as mobilising our active volunteerism, we aim to create a positive difference in the lives of Singaporeans. Our designated charities, including the Singapore Association for the Deaf (SADeaf), BT Budding Artists Fund, ST School Pocket Money Fund, Association for Persons with Special Needs (APSN), WECARE Community Services and Art Outreach Singapore have benefitted from our continuous support and engagement. Besides working with our designated charities, we further support beneficiaries including those related to youth and education.

Media Enquiries

Erica Ng (+65) 6688 1013 / erica.ng@marinabaysands.com
Joyce Siew (+65) 6688 1043 / joyce.siew@marinabaysands.com

Download hi-res images

<https://www.hightail.com/download/ZUczTGt3Mm1Fd2ZsZThUQw> (link expires July 31)

Annex A

Full list of participating retailers

Canal Level (B2)

1. 7 For All Mankind: B2-109, Canal Level, The Shoppes at Marina Bay Sands
2. Evisu: B2-110, Canal Level, The Shoppes at Marina Bay Sands
3. Ferrari: B2-98, Canal Level, The Shoppes at Marina Bay Sands
4. Frey Wille: B2-216, Canal Level, The Shoppes at Marina Bay Sands
5. LIULI Living: B2-205, Canal Level, The Shoppes at Marina Bay Sands
6. Nine West: B2-108, Canal Level, The Shoppes at Marina Bay Sands
7. Raoul: B2-49A/53, Canal Level, The Shoppes at Marina Bay Sands
8. Rasapura Masters: Canal Level, The Shoppes at Marina Bay Sands
9. Salon by Surrender: B2-232/233, Canal Level, The Shoppes at Marina Bay Sands
10. Swatch: B2-105, Canal Level, The Shoppes at Marina Bay Sands
11. True Religion: B2-111, Canal Level, The Shoppes at Marina Bay Sands
12. TWG Tea: B2-65/68A, Canal Level, The Shoppes at Marina Bay Sands

Galleria Level (B1)

1. Bally: B1-77A/78, Galleria Level, The Shoppes at Marina Bay Sands
2. Brioni: B1-77A/78, Galleria Level, The Shoppes at Marina Bay Sands
3. Poney Enfants: B1-59, Galleria Level, The Shoppes at Marina Bay Sands
4. Shanghai Tang: B1-12, Galleria Level, The Shoppes at Marina Bay Sands

Bay Level (L1)

1. Anne Fontaine: L1-25, Bay Level, The Shoppes at Marina Bay Sands
2. Harley-Davidson: L1-63, Bay Level, The Shoppes at Marina Bay Sands
3. Fossil Collections: L1-09, Bay Level, The Shoppes at Marina Bay Sands
4. OSIM: B2-58, Canal Level, The Shoppes at Marina Bay Sands
5. The Gems Garden: L1-10, Bay Level, The Shoppes at Marina Bay Sands
6. Ultimate Drive: L1-14, Bay Level, The Shoppes at Marina Bay Sands

Hotel Lobby, Tower 3

MCM: L1-14, Marina Bay Sands Hotel Lobby Tower 3

Full list of participating artists

ANTZ	KA'a
Belinda Fox	Liu Xuan Qi
Calvin Tay	Milenko and Delia Prvacki
Chris Yap	MOJOKO
Dyn	Philip Hemnell
Efoe	SKLO (Samantha Lo)
Elson Yeo	Sarah Choo
fFurious	SBTG
Henry Lee	Terence Lin
Izziyana Suhaimi	Trase
Inkten	Vanessa Ban
Ink & Clog	Xin Xiao Chang
Justin Lee	Yeo Shi Yun

Annex B

Online auction items (bidding on www.sandsartofshopping.com from 2 July to 2 August 2014, 2359hrs)

Artist-intervened merchandise

1. Harley-Davidson Helmet by fFurious
2. Freywille Scarf by Mojoko
3. Freywille Clutch by Philip Hemnell
4. Rasapura Masters Mobile by Calvin Tay
5. Rasapura Masters Coffee Pot Lamp by Vanessa Ban
6. Fossil Collections Sculpture by Xin Xiao Chang
7. The Gems Garden Gemstone Painting by Henry Lee
8. The Ultimate Drive Street to Freeway Tour + Polo Shirt by Mojoko
9. Swatch Wall Clock by KA'a
10. Poney Enfants Trolley Luggage by Ink & Clog
11. TWG Tea Tin by Belinda Fox
12. MCM Backpack by Dyn
13. Christian Dada Clutch by Efoe
14. Christian Dada Shirt by Trase
15. Evisu Jeans by Ink & Clog
16. True Religion Jeans by Izziyana Suhaimi
17. 7 For All Mankind Laptop Case by Philip Hemnell
18. Nine West Boots by Inkten
19. 7 For All Mankind Denim Jacket by Justin Lee
20. 7 For All Mankind Shirt by Liu Xuan Qi
21. True Religion Jeans by Yeo Shih Yun
22. LIULI Living Ceramic Set by Delia and Milenko Prvacki
23. Bally Tote Bag by Chris Yap

Artworks

24. Selegie Arts by Dyn
25. The Forgotten Happiness by Chai Chee Seam
26. Magician by Mojoko
27. Cartoon Mashup by Mojoko
28. PN1104010B by Chris Yap
29. White and Black Pinnacle by Jessie Lim

Annex C

Live auction items (for auction at live event on 2 August 2014)

Artist-intervened merchandise

1. Shanghai Tang bag by ANTZ
2. Harley-Davidson Helmet by SBTG
3. Christian Dada jacket by KA'a
4. LIULI Living Martini Glass set by Sarah Choo Jing
5. OSIM uDiva Massage chair by SKL0
6. Fossil Collections sculpture by Xin Xiao Chang
7. Anne Fontaine shirt by Izziyana Suhaimi
8. UOMO Collezioni walking cane by Elson Yeo
9. Bally Gym Bag by ANTZ
10. Raoul Tote Bag by Efoe
11. Ferrari Trolley by Trase
12. Rasapura Masters installation by Terence Lin

Artworks

13. Fisherman at Sunrise on Yu Long River
14. Untitled by Tay Bak Chiang
15. Tranquil Valley by Guo Hanwei
16. Memory of Surfaces by Ng Joon Kiat
17. Untitled by Jason Lim