

Press Release



FOR IMMEDIATE RELEASE

Usher in a new era of entertainment at Marina Bay Sands with *Spectra* *New light and water show is unique in style and boasts state-of-the-art technology*



Marina Bay Sands' new light and water show Spectra launches on 2 June

Singapore (26 May 2017) – Marina Bay Sands is set to unveil an unprecedented entertainment experience with a new, state-of-the-art light and water show, ***Spectra***, on 2 June.

The city skyline will glimmer with a kaleidoscope of colours and spectacular lights each night with ***Spectra***, a free-to-public outdoor light and water show displayed over the water at the Event Plaza along the promenade.

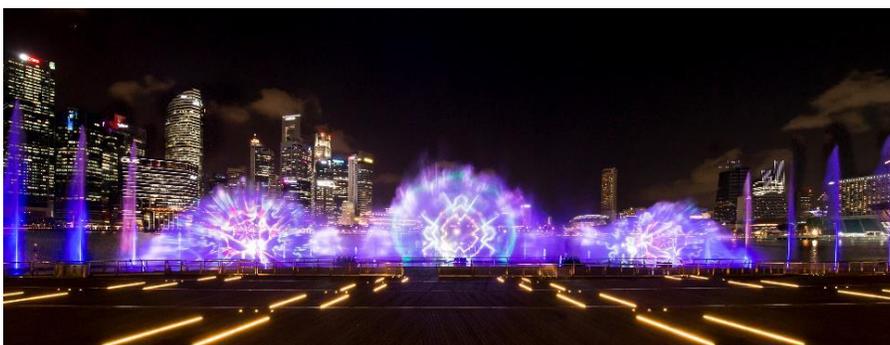
Combining an array of state-of-the-art lasers, lighting, water effects and projections, the show promises to be a multimedia extravaganza set to an orchestral soundtrack composed by award-winning local music producer Kenn C. At the heart of the performance lies a bespoke, 12-metre tall laminated glass-and-stainless-steel prism that bursts into life throughout the show.

Press Release



Mr. George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands said: “Marina Bay Sands is pleased to unveil its new light and water show, *Spectra*, a stunning multimedia experience that uses unprecedented levels of technology to transform the skyline of Marina Bay every night and enhance Singapore’s urban landscape. This new show has given us the opportunity to work with homegrown talent and global creative artists to produce an experience that is compelling from start to finish. It shows our commitment to continually reinvest and refresh our entertainment offerings, to draw new and repeat visitors to our integrated resort.”

The world-first production, which took two years to create, is designed to take viewers on a four-act journey, beginning with Singapore’s origins as a cultural melting pot, and ending with a glimpse into its future as a global city and beacon of innovation. Key to this narrative is a selection of innovative water fountain technologies, including pyramids, gyroscopic arcs and straight jets, as well as lava and mist effects, many of which create a canvas for vibrant projections.



Spectra features state-of-the-art technology to create a myriad of laser, light and water movements

The creative force behind the production is Australian-based experience agency, Imagination, which is behind some of the most definitive shows in Australia, including Sydney New Year’s Eve, the city’s official celebrations and biggest public event.

Press Release



Mr. Antony Gowthorp, Imagination Australia Managing Director said: “Working with Marina Bay Sands on a project of this cultural scale has been an incredibly rewarding experience and we couldn’t be happier with the results. Using creativity and technology to enhance the impact and liveability of spaces is a great fit for Imagination’s expertise in experience strategy and design. To do this kind of place-making work, you need the right mix of creative muscle and technical know-how.”

The show will also boast specially developed underwater LED fixtures that allow lights to show perfect whites and richer colour hues. Other state-of-the-art technology used in **Spectra** include a synchronization software called timecode, which enables the soundtrack to trigger, down to the millisecond, all of the lasers, lighting, projections and water effects in harmony each time. The show is also energy-efficient – besides the use of energy-saving LED lights, the production’s water effects are powered using water from the bay, which is filtered and recycled with each performance.

Spectra takes the place of the *Wonder Full* light and water show, which ended a successful six-year run in April this year. The new show will perform twice every night (Sunday to Thursday) at 8pm and 9pm, with a third show added at 10pm on Friday and Saturday. It can be viewed 50 meters across the waterfront promenade, complementing the stunning nightscape of Marina Bay.

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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, 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 theatres 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 Imagination

Imagination is an independent global creative agency established in 1968 with over 10 years’ experience in the Australian market. Working with some of Australia’s biggest clients including Telstra, CommBank, Ford, City of Sydney (Sydney New Year’s Eve) and Lend Lease, Imagination creates engaging, entertaining and integrated experiences that deliver extraordinary results. As a leader in experience design, Imagination prides itself on service excellence, a collaborative approach to working with clients, and millimetre perfect delivery. Imagination Australia has over 100 people and boasts extensive resources including a full creative, design, event, experience, digital, technology and screen capabilities. Best known for major events like Sydney New Year’s Eve, the Royal Australian Navy’s International Fleet Review and the Spirit of Anzac Centenary Experience, Imagination has proven itself the most creative, trusted experience agency in the country.

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