19 months after its opening, Marina Bay Sands continues to present itself as an evolving entity that continues to host a diverse portfolio of events across the board.

In an era where event planners are spoilt for choice in terms of the number of venue offerings available to them, what makes the ultimate difference is the transformational experience that a venue is able to provide when it comes to the creation of a unique and memorable event.

One of the most recent international events that Marina Bay Sands was given the honor of hosting was the inaugural Women’s Fashion Week (WFW) 2011 Singapore, following the spectacular success of the first ever Men’s Fashion Week (MFW) 2011 Singapore held earlier this year, also in the Sands Expo and Convention Center.

Spread over a duration of 5 days, Women’s Fashion Week Singapore was solely dedicated to the artistry of ‘Haute Couture’, also known as ‘custom-made’ fashion. Typically, events of this nature have only ever taken place in Paris, France, however, Marina Bay Sands, Singapore was deemed the ideal Asian venue to do justice to the new situation and evolving just as the ‘seasons’ did. Last minute event set-up changes also emphasized the importance of the MICE team to be nimble-footed and flexible in their approach. This flexibility was particularly tested on the morning of the Fashion Symposium when MICE technicians and banquet staff had to adapt to a full set-up change due to a last-minute re-conceptualisation by the event planner, which was completed successfully and to the event planner’s specifications. The logistics team was also quick to react when organizers had to increase their initially expectation of about 300 guests per function to over 500 on the last day.

HOSTING DIVERSE EVENTS IN CREATIVE SPACES

Another creative venue offering at Marina Bay Sands is ArtScience Museum. ArtScience Museum, in itself, is an architectural marvel. Consisting of a 10,000 square meter forum, a unique round base in the middle, each finger reveals different gallery space featuring sk lights at the ‘fingertips’ that illuminate the dramatically curved interior walls. In addition to the geometrically complex exterior, the Museum’s dish-like roof catches light from the central atrium of the building, creating a 35-meter water drop into a small, reflecting pool, positioned beneath ground level.

It is literally a blank white canvas inside and out- a unique and adaptable ‘clean’ space that allows event planners to create a space to suit the needs of their events. The Museum is surrounded by lush greens, to warm ambers and finally icy winter whites.

The opening up of more attractions such as the ArtScience Museum to the public once the morning show was taped each day. Three Audi A6 cars and one A6 chassies had to be maneuvered into the Museum basement through the retail mall back-of-house entrance in the middle of the night, for display on the floor throughout the duration of the event.

Other events hosted at ArtScience Museum since have included an ultra-luxes sit-down dinner event for over 300 Amex Centurion VIPs, complete with a transformation of the reflection pond of ArtScience Museum to a performance space for fashion shows and ballet performances, and corporate networking receptions. In the case of the latter, clients such as Vertu, UBS and Nomura are able to personalize their events at ArtScience Museum by using special lighting go-boxes and projections to incorporate company logos and themes onto the interior and exterior facades of the building.

Setting the tone of things to come, ArtScience Museum also demonstrated its versatility for the Audi A6 Launch which took place at the end of August.

It consisted of several aspects. Firstly, a live telecast involving the taping of the AM LIVE! Morning show, a daily Singapore breakfast show. For this, the Basement 2 reflection pond of ArtScience Museum was covered and converted into a studio space from Aug 29-Sep 2. In addition to the pond being covered over, a custom-made canopy was erected at the L1 level as a safeguard against the weather.

The studio set-up was part of the overall exhibition space that was open to the public once the morning show was taped each day. Three Audi A6 cars and one A6 chassies had to be maneuvered into the Museum basement through the retail mall back-of-house entrance in the middle of the night, for display on the floor throughout the duration of the event.

With the opening up of more attractions such as the ArtScience Museum, Marina Bay Sands is also offering more creative venues for organizers. The ArtScience Museum is available for event organizers to rent the unique gallery spaces for five-hour blocks. What’s available for rent: the entire museum; or Levels 3-4 as a package. Interested parties can contact MuseumEnquiries@marinabaysands.com for more details.