

# Press Release



FOR IMMEDIATE RELEASE

## Marina Bay Sands goes full throttle for *Transformers: Rise of the Beasts* world premiere in Singapore

*Thousands of fans turned up for a star-studded red carpet and pyrotechnics display at the world premiere of the blockbuster film*



*From L to R: Paul Town, Steven Caple Jr., Dominique Fishback, Tobe Nwigwe, Lorenzo Di Bonaventura and Mark Vahradian onstage to usher in the world premiere of Transformers: Rise of the Beasts*

**SINGAPORE** (27 May 2023) – All eyes were on the iconic Marina Bay Sands this weekend as it hosted a roaring world premiere together with United International Pictures (UIP) for the wildly-anticipated blockbuster film *Transformers: Rise of the Beasts*. The integrated resort served as the perfect runway for the Autobots and their allies to make landfall on their two-day press tour, which culminated in an exhilarating red carpet event under the stars that lit up the Marina Bay area in a stunning display of pyrotechnics and projections.

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*New Autobot Mirage made landfall outside ArtScience Museum across the weekend to meet-and-greet with fans*

On 26 May, the 4.5-metre life-sized statue of breakout Autobot Mirage made its Asian debut at the entrance of ArtScience Museum following the unveiling of Optimus Prime and Optimus Primal at Gardens by the Bay. Holding court for three days till 28 May, it allows fans to be able to meet one of the best loved Transformers characters up close and capture their real-life encounters on camera.

This evening, the integrated resort rolled out the red carpet for a massive fan event where the public could catch a glimpse of the stellar cast and filmmakers. Throngs of super fans gathered at the promenade around the Museum to welcome Director Steven Caple Jr., long-time Transformers showrunners and producers Lorenzo Di Bonaventura and Mark Vahradian, as well as cast members Anthony Ramos, Dominique Fishback and Tobe Nwigwe. Also present to grace the occasion were Marina Bay Sands' Chief Operating Officer, Paul Town, over 150 local media personalities, alongside over 300 content creators and media who specially flew into town to celebrate the film premiere.



*Fans waiting eagerly around the Marina Bay Sands promenade were greeted by the stars and filmmakers who came onstage to jointly launch the light and pyrotechnics show*

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The atmosphere was electric as fans were treated to a jovial meet-and-greet session with the film's stars, followed by a surprise lead up to the finale. Calling on all Autobots to unite, the red carpet event ended on a high as everyone joined the cast and crew to launch the adrenaline-pumping light and pyrotechnic extravaganza.



*Spectators enjoyed a panoramic view of the Transformers: Rise of the Beasts light and pyrotechnics show against the stunning backdrop of Marina Bay*

In true Transformers fashion, Optimus Prime grandly opened the show. Guests and spectators surrounding ArtScience Museum and across Marina Bay were then treated to a three and a half minute-long original, never-before-seen laser and light show, complete with state-of-the-art video mapping choreographed to an amazing score from the film. The entire audio-visual creation was given extra pizzazz with a colourful and dazzling sky-high orchestration of pyrotechnics illuminating the bay area.



*Marina Bay Sands ArtScience Museum and three towers were lit up with lasers and projections from Transformers: Rise of the Beasts throughout the night*

Till 11pm, Marina Bay Sands remained aglow in Optimus Prime's signature red and blue colours, with the ArtScience Museum building exterior and Hotel's iconic three towers lit up for the event.

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Laser projections featuring the Transformers logo were intricately tracked on the buildings, while scenes from the movie were projected onto the façade of ArtScience Museum.

“Our long-standing partnership with United International Pictures has reached new heights through our collaboration on the world premiere of *Transformers: Rise of the Beasts*. The integrated resort has been constantly innovating and pushing boundaries over the years to create iconic moments that spotlight Singapore and Marina Bay Sands as a global entertainment destination. As such, we are ecstatic to host our very first world premiere event, especially for an iconic blockbuster film of such magnitude. The energy tonight was palpable, and this was an incredible celebration that heralded the return of such a popular series,” said Marina Bay Sands’ Chief Operating Officer, Paul Town.



*Sands Cares student beneficiaries with Director Steven Caple Jr. and Producer Lorenzo Di Bonaventura at Friday's In Conversation With session*

Yesterday, acclaimed director Steven Caple Jr. and producer Lorenzo Di Bonaventura also held a dialogue with 43 aspiring filmmakers from School of the Arts Singapore, Temasek Polytechnic, LASALLE College of the Arts and Nanyang Technological University as part of the integrated resort’s Corporate Social Responsibility programme orchestrated by Sands Cares. Known as *In Conversation With*, this ongoing series offers student beneficiaries one-of-a-kind exposure to the worlds of film, art, and culture through the eyes of talented experts and celebrities. The students sat in on an hour-long session where they had the rare opportunity to have their queries on filmmaking answered and gained insights from the inspiring stories the duo shared of their own personal journeys toward becoming leading creatives in the industry.

Kleif Alexander Tan, a third-year student at Nanyang Technological University majoring in film, said: “It’s nice to hear from successful people in the industry. As a film student trying to be a director, there were many things I could relate to, especially about the struggles that come with pursuing a career in this industry. This In Conversation With session has been a good opportunity

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to learn and ask. Events like these that support and motivate creatives are what Singapore needs to inculcate growth in this sector.”

The press tour ended on a high tonight with the world premiere screening of *Transformers: Rise of the Beasts* held at Sands Theatre for invited guests. Meanwhile, the public can look forward to ushering in a new era of the Transformers series when the film opens in theatres island-wide on 8 June.

Join the conversation online at

@MarinaBaySands  
@uipsingapore

and hashtag

#Transformers  
#RiseOfTheBeasts  
#RiseOfTheBeastsSG  
#HomeOfRedCarpets

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## **About United International Pictures**

Formed in 1981, United International Pictures (UIP) is jointly owned by its Partners, Paramount Pictures and Universal Pictures with distribution offices in 16 countries and third-party licensees in a further 43. UIP holds both theatrical and non-theatrical rights for films distributed by its Partners in these markets outside North America. Since its formation, UIP has distributed over 1,000 films under licence across the world, including more than 150 Academy Award® winners. UIP continues to bring many of the most exciting films made today to international cinema audiences.

## **About Paramount Pictures**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Paramount (NASDAQ: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Paramount Pictures controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, and Paramount Players. PPC operations also include Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

## **About the movie *Transformers: Rise Of The Beasts***

Returning to the action and spectacle that have captured moviegoers around the world, *Transformers: Rise of the Beasts* will take audiences on a '90s globetrotting adventure with the *Autobots* and introduce a whole new faction of Transformers – the *Maximals* – to join them as allies in the existing battle for earth. Directed by Steven Caple Jr. and starring Anthony Ramos and Dominique Fishback, *Transformers: Rise of the Beasts* launches in Singapore cinemas and IMAX® islandwide from June 8 with special sneak previews on June 7.

Watch the latest *Transformers: Rise of the Beasts* movie trailer [here](#).  
Get the latest *Transformers: Rise of the Beasts* publicity materials [here](#).

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**About Marina Bay Sands Pte Ltd**

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 10,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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