

# The Game Changer

CREATING TRANSFORMATIONAL EXPERIENCES AT MARINA BAY SANDS



Marina Bay Sands - Singapore

More than a year after its opening, Marina Bay Sands® continues to present itself as an evolving entity with the ability to host a diverse portfolio of events across the board.

In an era where event planners are spoilt for choice, what ultimately makes the difference is the transformational experience that a venue can provide in creating a unique, memorable event.

Marina Bay Sands was given the honor of hosting the inaugural Women's Fashion Week (WFW) 2011 Singapore last October, 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.



©WFW 2011 Singapore

The planning and execution of this event reflected its 'Haute Couture' subject—details were key, right down to the tiniest element. An extensive build-up period of 13 days saw two dedicated expo halls in the Sands Expo and Convention Center being transformed into an ultrachic Parisien boulevard. A luxurious mansion façade complete with a sweeping staircase provided a dramatic entrance to the 30-meter catwalk for the runway fashion shows, amalgamating into a paved street and gardens, which included street lamps, trees and topiaries. This urban landscape was extended around the hall, incorporating small purpose-built boutiques featuring designer collections, pop-up stores for event sponsors, as well as a Rolls Royce test drive track for guests.

Most remarkably, over the duration of the event, the halls 'changed seasons'— spring to summer to autumn and finally,

winter. This was reflected through the complete replacement of some 30 man-made trees and lighting modifications every night.

In order to ensure the creative vision and theme was followed through, it was necessary for the MICE team to work round the clock on tight turnarounds—technicians had to be able to problem solve and adapt to the new situations quickly, evolving just as the 'seasons' did.

## HOSTING DIVERSE EVENTS IN CREATIVE SPACES—ARTSCIENCE MUSEUM

The iconic ArtScience Museum at Marina Bay Sands is, without a doubt, an architectural marvel. Consisting of 10 'fingers' anchored by a unique round base in the middle, each finger reveals different gallery space featuring skylights at the "fingertips" that illuminate the dramatically curved interior walls.

It is literally a blank white canvas inside and out— an adaptable space that allows event planners to customize their events like never before. The first ever event held at ArtScience Museum – the Carlsberg Global Relaunch in April 2011—demonstrated its creative potential, seeing it take on the identity of a futuristic space shuttle.



ArtScience Museum

Setting the tone of things to come, ArtScience Museum also demonstrated its versatility for the Audi A6 Launch in August 2011.

This consisted of several aspects. Firstly, three Audi A6 cars and one A6 chassis were painstakingly manoeuvred into the basement for display on the floor throughout the duration of the event.

Next, a studio was constructed for daily tapings of 'AM LIVE!', a daily Singapore morning show, where the Basement 2 reflection pond of ArtScience Museum was covered and built over complete with a custom-made canopy.

Other events hosted at ArtScience Museum since have included an ultra-luxe sit-down dinner event for over 300 VIPs, complete with a transformation of the basement reflection pond into a performance space for fashion shows and ballet performances. Other clients have personalized their events at ArtScience museum by using special lighting gobos and projections to incorporate company logos and themes onto the interiors and exterior facades of the building.



Dinner Event - ArtScience Museum

Benny Zin, Marina Bay Sands' Chief Operating Officer, commented, "Innovation is key. The past year's success has further encouraged event organizers to utilize our spaces to create unique new events as well as inject excitement into recurring events. With all the venues that Marina Bay Sands offers at their fingertips, the foundation has been set for an exciting year of events ahead."

## Marina Bay Sands is the proud recipient of:

**Asia's Best MICE Hotel**, awarded by CEI Asia at both CEI Asia Industry Awards 2011 and 2012

**Runner-up for Asia's Best Convention & Exhibition Center**, awarded by CEI Asia at the CEI Asia Industry Awards 2011

**Breakthrough contribution to Tourism**, a Special Recognition awarded by the Singapore Tourism Board at the Singapore Experience Awards 2011

**Best New Museum of the Year 2011**, awarded by the National Critics Choice at the National Critics' Choice Hospitality & Dining Awards 2011-2012

In addition, Marina Bay Sands was listed as one of the best new hotels of 2011 on "The Hot List 2011", published by *Condé Nast Traveller*.



Sands SkyPark®

## TESTIMONIALS FROM CLIENTS:

"As new guests to the Marina Bay Sands, we had high expectations of quality service and hospitality. The excellent service provided by the Marina Bay Sands on our recent visit ensured we were not disappointed...To this end, the collaborative efforts of Sales, Banquets, convention services, engineering and IT teams ensured our meeting space, food service and technical requirements were all well-prepared throughout the week...We commend the professional attitude and expertise of everyone."

*Dawn Slykhouse President Face To Face Events Inc IEEE 802 Plenary Session, March 2011*

"I would like to thank you for having us for the 67th IATA AGM and World Air Transport Summit at the beautiful Marina Bay Sands Hotel and Expo and Convention Center. The location certainly added a cutting-edge background to proceedings. Your staff's dedication and professionalism was highly appreciated and greatly contributed to a successful couple of days."

*Giovanni Bisignani, Director General and CEO IATA, 67th IATA AGM, June 2011*

"True to your word, Marina Bay Sands has outdone itself! It is very rare to find such high standards of sincerity and trust-worthiness in the world of business today...Your team has shown tremendous adaptability, flexibility, lateral thinking and willingness to innovate to overcome the challenges posed by the physical constraints of the venue and the occasional outrageous demands from SES...Sound bites from our exhibitors have them expressing their satisfaction with the new venue and visitors seem to stay longer on the show floor.

In many ways, Marina Bay Sands has contributed to new benchmarks being set by CommunicAsia 2011 and I could not envision a better start to our partnership".

*Stephen Tan, Chief Executive, Singapore Exhibition Services Communicasia 2011, June 2011*



MICE Prefunction Cocktail Event