

Press Release



Sands for Singapore Festival presents 'The Art of Shopping' *Integrated resort joins efforts with local charity Art Outreach to raise funds in support of art education*

Singapore (25 July 2013) – This August, Sands for Singapore, Marina Bay Sands' Corporate Social Responsibility (CSR) programme, will be collaborating with one of its designated charities, Art Outreach Singapore, to raise funds in support of the local art educational programmes.

As one of the key segments at the Sands for Singapore Festival (16-18 August 2013), *The Art of Shopping* is a public silent charity auction which will be held from 12-17 August at The Shoppes at Marina Bay Sands. ArtScience Museum and The Shoppes at Marina Bay Sands will be donating over 20 signature pieces, all with unique artistic interventions, for bidding with all proceeds going to Art Outreach.

These pieces will be transformed into one-of-a-kind art exhibits under the influence of 14 promising local urban artists chosen by Art Outreach. Known for their outstanding contemporary artistry, these local talents will embellish each item in their novel artistic ways.

Mae Anderson, Chairman of Art Outreach Singapore, said, "We are very excited to partner Marina Bay Sands in its inaugural Sands for Singapore Festival and even more thrilled to share the same passion towards advocating art education and appreciation in the local community. Marina Bay Sands is a valued partner and patron in this collaboration as they have been an avid supporter of Art Outreach since 2009, and more importantly, whose investment in architecture and design represents both a strong commitment to visual art and provides extraordinary examples of a confluence of excellent art, architecture and design.

–The Art of Shopping has been an inspiring journey thus far and we cannot wait to display the quality artworks of our local talents at the upcoming charity auction. We will like to thank Marina Bay Sands for providing this invaluable platform for our artists to showcase their exceptional talents."

Upon completion, these artistically enhanced pieces will be exhibited in-store at The Shoppes from 7 August 2013 for all to view over the long National Day weekend. Interested members of the public will get a chance to cast bids on cards at participating stores from 12-17 August 2013¹. These bids will culminate at an exclusive live auction and cocktail

¹ In-store bidding ends at 10:00 p.m. on 17 August 2013

event on 18 August at ArtScience Museum, where bidding for each item will start with the highest bid received from the public².

This event expects an exclusive attendance of over 100 people, including philanthropists, art collectors, artists and elite members of the press.

All proceeds from the charity auction will go towards benefiting Art Outreach's on-going commitment in its local art appreciation and education programmes.

Extraordinary art pieces and David Beckham jersey up for auction

Forming the centrepiece at *The Art of Shopping* is an autographed jersey by football icon David Beckham. Widely known for his philanthropic efforts, Beckham showed his support for the Sands for Singapore Festival by signing on a jersey from his former football club, PSG. Public will be able to view and bid for the jersey during the festival at The Shoppes at Marina Bay Sands³.



David Beckham autographed football jersey forms the centrepiece at The Art of Shopping charity auction

Award-winning furniture designer Herman Miller has also contributed an Eames low chair and an Eames wire base low table for auction⁴. Marrying innovation and modern simplicity, these classic furniture designed by Charles and Ray Eames will be given a fresh coat of paint by local artists Zero and Vertical Submarine.

² If there is no higher bid from the guests gathered at the auction, the bid placed by successful in-store bidder wins the bid.

³ David Beckham's autographed football jersey will be framed and displayed along the North Colonnade water feature, Galleria Level, at The Shoppes at Marina Bay Sands.

⁴ Eames low chair and wire base low table will be displayed along the North Colonnade water feature, Galleria Level, at The Shoppes at Marina Bay Sands. For more details on the Eames pieces, kindly refer to Annex.

Wearable art-lovers will also be treated to a feast of creatively decked apparel and accessories donated by participating retailers⁵ at The Shoppes. They are namely Anne Fontaine, Evisu, Ferrari, Harley Davidson, Nine West, Rimowa, Shanghai Tang, Steve Madden, True Religion, 6Five Barcode and 7For All Mankind.



Local artist KA'a's modern take on the oriental Shanghai Tang square bone China vases (left) and handbag (right)



Rimowa's classic suitcase undergoes an a brilliant transformation under the hands of local artist Clogtwo

Clogtwo, Artist of the Rimowa suitcase, said, "Shopping is an exciting way of traveling through the beauty of geometric patterns and getting entanglement in the spider's web. There's always a surprise in each shopping window."

⁵ For a full listing of store locations please visit <http://www.marinabaysands.com/Singapore-Shopping/The-Shoppes-By-Category/>



Local artist Sabotage puts a no-frills edge to the Harley Davidson biker jacket

Sabotage, Artist of the Harley Davidson jacket, said, “The leather jacket is a staple for bikers, it serves as an armor and identity. More importantly, he is willing to go far in his pursuit of freedom and self-expression. The back of this jacket would bear a quote that reflects the spirit of a true freedom fighter who would go ‘Where Eagles Dare’. No frills, just barebones.”

Exclusive Art of Shopping T-shirts and tote bags available at pop-up store

In a bid to encourage the spirit of giving beyond the integrated resort, Marina Bay Sands is supporting an Art Outreach pop-up store at The Shoppes⁶ during the Sands for Singapore Festival. Public will get a chance to grab a specially-designed T-shirt by pop artist Justin Lee, as well as limited edition tote bags specially designed by seven other artists.



The Art of Shopping limited edition tote bags, each priced at S\$35, will be on sale from 16-18 August during the Sands for Singapore Festival

⁶ Pop-up store will be located beside Pashma, B2-K13, Canal Level, The Shoppes at Marina Bay Sands.



Designed by local artist Justin Lee, this exclusive T-shirt reflects the love of shopping and is a cheeky reference to how this pastime has been elevated to an art in our local context.

Prior to 16 August, this exclusive t-shirt will be available for purchase online⁷. The first 100 people daily to wear this T-shirt to *The Art of Shopping* pop-up store at Marina Bay Sands during the festival will receive a free gift designed to complement their T-shirts.

All profits from the sale of these exclusive T-shirts and tote bags will go towards Art Outreach.

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 was incorporated as an educational non-profit organization in 2003. The organization received charity status in October 2004, and was granted Institute of Public Character (IPC) status under the National Art Council's —Support for the Arts” Central Fund in February 2004.

The mission of Art Outreach is to increase art literacy and to promote art appreciation in Singapore by offering an art education programme for primary and secondary school students, art tours for the public, as well as developing a body of well-trained 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”.

Further information can be found at www.artoutreachsingapore.org

⁷ Available online until 26 July, the 100% cotton slim-fit fashion tee is priced at S\$25. <http://teefaction.com/theartofshopping>

About Sands for Singapore Festival 2013

From 16 – 18 August, Sands for Singapore, Marina Bay Sands' Corporate Social Responsibility (CSR) programme, will be launching its first-ever large-scale charity festival to benefit Singapore. The integrated resort will leverage the unique aspects of its property to raise funds for its designated charities and other local non-profit organizations (NPOs). The inaugural Sands for Singapore Festival will provide a platform for philanthropic efforts through charity auctions, knowledge-sharing sessions, dance performances, make-a-wish dishes and more. We will also be donating all proceeds from our Sands SkyPark observation deck, sampan ride, ArtScience Museum and skating rink to Community Chest over this period. With the goal to inspire others to join Marina Bay Sands in supporting the local community, the integrated resort is presenting itself as a platform for everyone to play their part and contribute to the action-packed weekend.

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Download hi-res images

<https://www.hightail.com/download/bWJxakloZ1B5UkU5WThUQw>

ANNEX

Eames Shell Chair



In the 1940s, Charles and Ray Eames were looking forward to new materials, new techniques, and new shapes. Excited by the potential of plastics to do 'more for less', they adapted their innovative moulding techniques to produce shells that would conform to the shape of the body. They also perfected another manufacturing technique, creating a bent, welded wire base. The result was the first mass-producible single-shell plastic chair. With no upholstery and no covering, Charles and Ray remained true to their design philosophy, allowing the actual materials of the chair to take centre stage.

Eames Wire Base Low table



In the late 1940s, Charles noted the "fantastic things being made of wire." That fascination led them to experiment with metal wire rods and mesh, and eventually to develop a mass-production technique for simultaneously welding wire rods—an innovation that resulted in many pieces that have become classics of modern design, including wire chairs, plastic chairs with wire bases, storage units, and elliptical tables. Another result was this compact table, introduced in 1950. Legend has it that these tables were made from material left over from cutting the Elliptical tables out of sheets of plywood. The Eameses used them to conduct chanoyu, the traditional Japanese tea ceremony, for special guests, including sculptor Isamu Noguchi and film pioneer Charlie Chaplin. Today these lightweight, diminutive tables stand on their own, next to beds and chairs as an accompanying surface, or on top of each other in a convenient stack.

The ART of Shopping

Auction Preview

Selected Pieces as of July 23, 2013





The ART of SHOPPING

The Art of Shopping celebrates the confluence of art and shopping, where retailers at The Shoppes at Marina Bay Sands® donate items from their brands to Art Outreach, a local art education charity, who has arranged for artistic interventions on the donated items by local contemporary artists. The artful items will be up for auction on August 18, 2013. Proceeds from the fundraiser supports local artists and Art Outreach Singapore.

DONOR Harley-Davidson

Harley-Davidson iconic leather jacket made of midweight cowhide leather. A staple in the wardrobes of many. A style that goes beyond fashion to the timelessness of legend.

Harley Davidson is located at L1-62, The Shoppes at Marina Bay Sands, T: 6688-7171

ARTIST Sabotage

The identity Sabotage was created in 2003 by Singaporean artist Mark Ong. Fuelled by his need to create a new look of sneakers, Mark started his career as a hobby sneaker painter, working out of his parents' kitchen.

His first claim to fame came after he won a sneaker customizing competition on the Nike Talk Forum. His winning submission gained massive attention from the sneaker industry, and Sabotage instantly became a name synonymous with the art of sneaker customization.

Since then, Sabotage has been invited to commission designs for sneaker industry giants like Nike, DC shoes and New Balance. The most notable was 2006's Asia-exclusive release of the Nike Sabotage SB Dunk which drew overnight crowds region wide and sold out within an hour of launch in every country it sold in.

In 2010, after his travels to Mexico, Paris and Manila, Mr Sabotage got inspired to evolve his craft onto a larger canvas. Inspired by traditional hand painted signs, Mark embarked on a new journey as a visual artist with his beloved wife and business partner, Sue.

ARTIST STATEMENT

"The leather jacket is a staple for bikers, it serves as an armor and identity. More importantly, he is willing to go far in his pursuit of freedom and self expression. The back of this jacket would bear a quote that reflects the spirit of a true freedom fighter who would go "Where Eagles Dare". No frills, just barebones."





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DONOR Rimowa

Sturdy, secure, and solid, Rimowa suitcases have every characteristic of the ideal suitcase. The Classic Flight Multiwheel has a timeless style with innovative features, making traveling a breeze.

The Rimowa suitcase featured is the 70" model.

Rimowa is located at B2-236, The Shoppes at Marina Bay Sands, T: 6688-7104

ARTIST Clogtwo

Eman Jeman, aka Clogtwo, is a Singapore-based visual anarchist whose accomplishments include being an established graffiti artist and fine arts practitioner. Influenced by his parents, he explored his artistic abilities from an early age. With a multi-disciplinary approach, he creates works of art on various mediums from walls and canvases to customised vinyl toys with his unique vision. Inspired by his daily observations of society, the narratives in his work explore the elements of dark humour and social behaviour. Currently, he has set up his own studio together with partner-in-crime Ink where he is constantly creating new works to showcase around the world.

ARTIST STATEMENT

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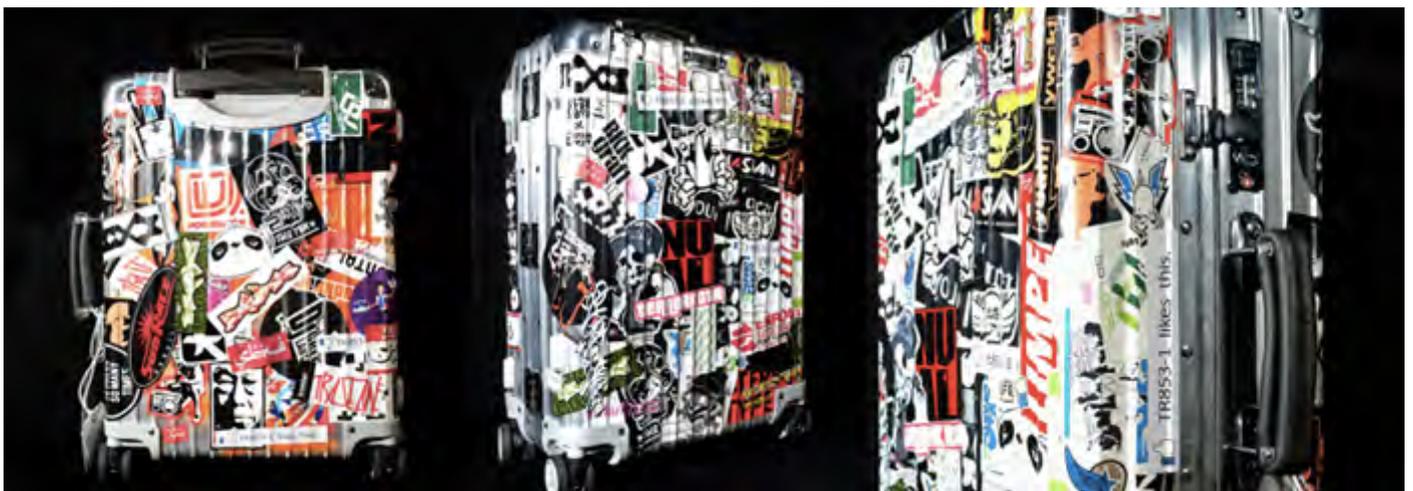
ARTIST Trase

Sufian Hamri is an interdisciplinary artist with knowledge deeply rooted in graffiti and street art who first made his mark on the streets in 1999, painting street murals and creating illustrations for shops, festivals and ad hoc advertisements on commission. His extensive involvement in community service earned him the SSF Star Youth Leader Award in 2005. That same year, he became the pioneer recipient of the inaugural Goh Chok Tong Youth Promise Award, the highest award ever conferred to a street artist of which to date, he is the only street artist to be given such an honour by a Senior Minister. Sufian is interested in social/cultural behavior and current affairs, and very often engages the viewer to identify underlying issues hidden beneath his subversively playful and conceptually witty intervention works. His paintings are not merely visuals on surface; they interact with the canvas or its space to create a more intimate relationship between subject and surface.

ARTIST STATEMENT

Sticker Bombing is an integral part of graffiti culture; it is a 'name card' that is given away, exchanged with fellow graffiti artists at ever meet, or pasted at every street corner, power box, bus stop, lamp post, wall, etc. The collection grows at every graffiti jam as artists keep printing and exchanging stickers. They remind us who we've met and where we've been.

The plethora of stickers pasted all over the suitcase suggests just that. Stickers collected by some of the best graffiti practitioners all over the world indicate the travels of the bearer and his/her social status amongst the graffiti community.





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DONOR 6Five Barcode

This big shopper bag by acclaimed designer Galliano is crafted in PVC, with clasp buttons on top for comfortable expendability when needed. The snap top opens to a fully lined interior with pockets. Wear it for work or play, at the beach or a weekend lunch with friends.

6FiveBarcode is located at B1-145, The Shoppes at Marina Bay Sands, T: 6688-7492

ARTIST Philip Hemnell

Phillip Hemnell is a Eurasian artist and collector. On July 6th, this year, Philip exhibited prized pieces from his personal collection alongside new original work at Galerie Steph. Titled "Urban Eurasian", after the artist's own Eurasian heritage, the show was reflective of Hemnell's eclectic taste and extensive travels. From Ipoh to New York, as the title suggests, "Urban Eurasian" was a mellifluous mélange of artistic genres.

ARTIST STATEMENT

"The design theme was conceptualized by wanting to incorporate iconic Asian motifs onto the bag, with the images applied to the bag using acrylic spray paint and hand cut stencils. The images are not supposed to be rigidly defined and stenciling gives a softer feel to the edges as the paint tends to find its own way under the boundaries of the stencils. One side of the bag is decorated in Chinese-style clouds which symbolise good fortune and happiness in Chinese paintings. The other side has a more quirky combination of motifs. Bamboo represents durability and vigour in Chinese art as it is delicate in appearance yet known for its strength. The rice cooker is something that appears throughout my art portfolio as I wanted a utilitarian symbol that most people have in their houses and would not normally associate as an object worthy of painting. Lastly, from my collection of old toys, there are two Astroboys standing guard, which is a nod to the Japanese origin of the bag as the bright silicone bag was manufactured in Japan."





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DONOR **Nine West**

Nine West's knee high leather boots are absolute stunners. Featuring 4.5" heels, these boots will snugly fit your feet and calves to ensure maximum comfort and style.

Nine West is located at B1-108, The Shoppes at Marina Bay Sands, T: 6688-7361

ARTIST **Inkten**

Inkten Sufina is a graphic artist based in Singapore. She is part of the local art collective RSCLS and also founded Ink & Clog Studio with artist/partner-in-crime Clogtwo where they constantly create new works to showcase around the world.

ARTIST STATEMENT

When a woman shops, nothing can hold her down. She creates a kind of power that nobody can comprehend. A woman carries with her the idea of sophistication in herself, while picking out only exquisite pieces according to taste that she has acquired. A woman is bold and strong when it comes to choices, like Athena, the goddess of battle strategy.

