



Orchard Road Business Association – Media Release

Embargoed until 16 Dec 2010 6pm

**Christmas Light-Up @ Orchard 2010
Best Dressed Building Contest**

Yuletide celebrations came early on Orchard Road this year when 11 participating malls were all decked out for the “Best Dressed Building Contest”.

Organised by the Orchard Road Business Association (ORBA) for the second-year running, and in conjunction with the Christmas Light-Up @ Orchard 2010, the contest saw 11 malls vie for the grand prize of S\$80,000. The subsequent three runners-up each won S\$30,000 cash prize.

The festive cheer is also louder this year after the Light-Up @ Orchard was recognised by Frommer's, a popular US-based series of travel guidebooks, in its list of "World's Best Holiday Lights: 10 Decorated Cities".

The 2010 honour for the “Best Dressed Building” went to TANGS @ Tang Plaza as it walked away with the title of overall winner in the contest. The three runners-up are ION Orchard, Orchard Central and Paragon.

“We are overjoyed that TANGS the Christmas Store has won the Best Dressed Building competition this year. More importantly, we hope that our message of joy and harmony, expressed through the whimsical and colourful Christmas elements and icons, has resonated well with the public,” said TANGS’ Assistant Vice-President of Visual Merchandising, Ms Cindy Tong.

The theme for TANGS’ winning Christmas decoration is based on the Bible verse “Live in Harmony with one another”. The Andy Warhol-inspired façade, along with a specially created Christmas tree made of recycled SK-II bottles, energy-saving LED fairy lights and reflective Christmas leaves, shines its way to the top spot.

“This year, we aim to create a store that allows shoppers, both young and old, to bask in the spirit of Christmas, and take Christmas shopping to a different level for shoppers to spread love and joy this festive season,” Ms Tong added.

Runners-up ION Orchard, Orchard Central and Paragon also dazzled judges with their elaborate use of power-saving LED lighting.

ION Orchard’s multi-sensory experience of light and sound, based on the theme “Heed the Call, Bring Joy to All”, celebrates a musical Christmas with musical snowflakes at the core of the design theme. The towering 20-metre tall Christmas tree at the entrance allows visitors to walk right inside to be entertained by a mesmerising display of lights and musical snowflakes.

Orchard Road Business Association

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Proud to be one of the finalists for this year's contest, Ms Soon Su Lin, Chief Executive Officer of Orchard Turn Developments Pte Ltd (ION Orchard), emphasised their use of eco-friendly décor; "Being mindful of the environmental impact, our walk-in Christmas tree uses materials recycled from last year, and energy-saving LED lights are also used to decorate the tree and mall interiors."

Re-creating the icy scene from CS Lewis' fantasy story "The Lion, The Witch and The Wardrobe", Orchard Central's exterior is bathed in blue fairy lights from glacial arches of "ice stalactites" and multitude of stars hanging from the top. A 30-foot twinkling ice-crystal Christmas tree greets shoppers at the mall's entrance.

Mr Kelvin Ling, Chief Operating Officer from Far East Organization's Retail Business Group (Orchard Central), is excited with the win. "We believe that the light-up in different precincts of Singapore add to the festive mood and merry spirit of our shoppers," he adds.

The newly renovated Paragon uses shimmering gold and bronze as its main colour theme. Transforming the original structure of an old 40-foot tree, the gold and bronze cone structure is then wrapped with reflective metallic surfaces and fairy lights that glitter both in the day and night.

Mrs Linda Kwan, General Manager from Orchard 290 Ltd (Paragon) is delighted that Paragon is chosen as one of the four winners. "It's a wonderful idea that ORBA and Singapore Tourism Board brought back this contest, so all stakeholders can be inspired and contribute to make Orchard Road a truly great street to visit during Christmas. This recognition certainly motivates us to be more creative and do better year after year."

Public voting via SMS constitutes 25% of the total score. The remaining 75% comes from a panel of six judges from the public sector, and architecture and creative industries in the private sector. Thirty percent of the judge's score is based on the day visual effect, 35% on night visual effect and 10% on eco-friendly features.

A lucky member of the public who sent in the highest number of votes via SMS for TANGS @ Tang Plaza will win S\$4,500 worth of shopping vouchers and three other winning voters for the runners-up wins S\$1,500 worth of shopping vouchers each. Results of the voting winners will be published in an announcement ad in The Straits Times on 17 December 2010.

ORBA congratulates the four winners and thanks all 11 participating malls for playing their part in putting Orchard Road alongside famous cities in the Frommer's list of "World's Best Holiday Lights: 10 Decorated Cities". The award ceremony for the winning malls will be held on 15 February 2011 at the Annual ORBA Lo-Hei Event.



About Orchard Road Business Association

Orchard Road Business Association (ORBA) was formed in 1998 under the auspices of the Singapore Tourism Board (STB). ORBA represents the interests of Orchard Road stakeholders and also non-stakeholders who have an affiliation to lifestyle business along Orchard Road. ORBA preserves, promotes, improves and facilitates businesses on Orchard Road. Members include the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

Some of Orchard Road's key players are represented in the Executive Committee (Exco), to which the administration of ORBA is entrusted. The Exco is headed by Mrs Sng Ngoi May, Executive Director of Orchard 290 Pte Ltd (Owner and Manager of Paragon Shopping Centre) as Chairman.

For more information, please visit www.orchardroad.sg.

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