

Media Release

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ORCHARDGATEWAY WINS ORCHARD ROAD'S BEST DRESSED BUILDING CONTEST 2017

Singapore, 15 December 2017 – Orchard Road Business Association (ORBA) is pleased to announce that voters have crowned orchardgateway as the winner of this year's Best Dressed Building Contest for its Christmas decoration effects.

Members of the public who voted through ORBA's website were bedazzled by orchardgateway's theme of An Extracrestrial Christmas. The building's decor was inspired by the beauty and mystery of the stars, planets and galaxies in the universe. In a double win, the sparkling display of gigantic twinkling stars, a glowing archway and an illuminated reindeer sleigh charmed voters on Orchard Road's WeChat page and orchardgateway also bagged the WeChat Favourite award.

The eight other winning malls which received awards for their creativity and effort are as follows:

Mall	Award
orchardgateway	Best Dressed Building and WeChat Favourite
Forum The Shopping Mall	Best Animation
ION Orchard	Most Family Friendly Display
Orchard Central	Most Traditional Display
Paragon	The Most Insta-Worthy Display
Plaza Singapura	Most Inspirational Display
TANGS at Tang Plaza	Most Unique Theme
Tanglin Mall	Most Innovative Display
The Centrepoint	Best Display of Lights & Music

ORBA Chairman Mark Shaw said: "On behalf of ORBA, I congratulate orchardgateway for being the voters' choice for both the Best Dressed Building Award as well as the WeChat Favourite this year. Their magical and unique wonderland has delighted many visitors both young and old. We encourage those who have not visited to do so if only to capture photo-worthy moments with loved ones where the sparkling display of the universe is sure to dazzle.

"We thank all participants for putting so much effort every year into creating the best festive mood and ambience

for visitors to Orchard Road and working together to keep Orchard Road as the *Great Street* for shopping and entertainment in Singapore.”

The Best Dressed Building Contest, which ran from 17 November to 3 December, is one of several highlights in ORBA’s Christmas on A *Great Street* 2017 calendar, which also included the Orchard Road Christmas Light-Up on 11 November.

orchardgateway Chief Executive Vincent Soh said: “Our Santanaut and his six star hopping reindeers in space helmets were an Instagram sensation with earthlings and visiting aliens alike! A big hug for all our ardent voters. orchardgateway’s An Extracelestial Christmas was inspired by the beauty and mystery of the stars, planets and galaxies in the universe.”

Forum The Shopping Mall received the Best Animation award with its Dazzling Christmas theme, which saw the building decked out in a beautiful glimmering blue backdrop draped with a lush foliage of holly leaves, red berries and delicate magnolia blooms.

ION Orchard’s Voyage into Enchantment theme clinched the Most Family Friendly Display award. The mall’s outdoor space was transformed into a magical train station complete with the ION Orchard Express, a steam-engine train with classic English carriage seats, windows, and smoke puffing from its chimney, seemingly chugging across forests, valleys and snow-capped mountains by the clever use of moving graphics and imagery and whimsical sound effects. A towering Christmas tree featuring 72 glistening rose gold snowflakes and over 130,000 glowing fairy lights, decorated in partnership with PANDORA, also enhanced the festive atmosphere.

Orchard Central’s theme, Christmas Love, received the award for Most Traditional Display as the building’s décor, reminiscent of the streets of Paris, the City of Love, celebrated love among friends and family with large glittering arches, a sparkly bridge and a walk-through Christmas tree. These European inspired street scenes presented photo opportunities for everyone to create and capture lasting memories.

Paragon’s Most Insta-Worthy Display centred on the theme of Season’s Glimmerings. The mall’s frontage was gorgeously lit up with clusters of stunning white Christmas trees in different heights with wintry, snowy and glittery twigs. The trees added another festive dimension to the look and feel of Orchard Road, and perfectly integrated with the sculptures by renowned sculptor Sun Yu Li.

Plaza Singapura’s Happy Poli-Days theme won the Most Inspirational Display. Music and movement were the

focus of this year's decorations as it incorporated the hit children animation series Robocar Poli and friends into its theme. The charming characters – Robocar Poli, Amber, Roy and Helly – were the mall's main centrepieces and along with ornamental baubles and musical notes, caught the attention of shoppers.

The Centrepoint's Choose Your Side at Frasers theme, with larger-than-life dioramas inspired by *Star Wars: The Last Jedi*, won the award for Best Display of Lights & Music. The mall put up 80 metres worth of Star Wars paraphernalia, allowing visitors to snap selfies with life-sized Stormtrooper mannequins, stroll to the rhythm of *The Imperial March* music, pick up a lightsabre and pledge their allegiance to the Dark or Light side at the Galactic Arena.

TANGS at Tang Plaza's Joy & Wonder theme won the Most Unique Theme award with its iconic TANGS The Christmas Store décor, which exuded the warmth of the Christmas season and a sense of wonder for the entire family with activities, experiences and gifts for all on every floor.

Tanglin Mall received the Most Innovative Display award for its Dazzling Christmas theme. The decor, inspired by the industrial revolution, blended fantasy with industrial steam powered machinery. A 10-metre tall glittering Christmas tree decorated with rainbow baubles and colourful presents stood in front of the mall. Life-sized elves also stood nearby and large snowflake-shaped rotating cogwheels generated 'snow' for visitors at night.

Members of the public who voted for their best dressed buildings stood a chance to win shopping vouchers worth \$100 in a lucky draw. The lucky winners will be notified by email.

In addition to revelling in the bedazzled streetscape and malls this festive season, visitors can check out the numerous pop-up stores along Orchard Road, the *Great Christmas Village* in front of Ngee Ann City Civic Plaza, enjoy tasty treats and other Yuletide delights, including amusement rides and stand-out performances.

There will also be a Christmas Eve Countdown Concert on 24 December 2017 at the *Great Christmas Village* where artistes including acappella group The Apex Project, local Cantopop rocker Alex Chia & V's, as well as funk and rock bands Diversed Attentions and 53A will perform.

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About Orchard Road Business Association

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", and "Pedestrian Night" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are more than 100 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels, and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw, Director of Shaw Organisation, as Chairman.

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