



Orchard Road Business Association – For Immediate Release

MEDIA RELEASE

Rev-Up @ Orchard 2010

17 – 26 September

**Ten days of celebratory events happening on Orchard Road
during the Grand Prix Season Singapore (GPSS) 2010**

Singapore, 31 August 2010 – Visitors to Singapore from 17 – 26 September 2010 can look forward to a host of celebratory events and activities on Orchard Road that promise to add to the adrenaline rush as the 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX speeds into town.

Along Orchard Road, quality lifestyle and entertainment events have been lined up by the Orchard Road Business Association and its members.

Said Mrs Sng Ngoi May, Chairman of Orchard Road Business Association, 'Orchard Road is a shopping haven and lifestyle destination rolled into one, attracting many visitors during the Grand Prix Season Singapore. To jointly celebrate the Grand Prix festivities, Orchard Road has lined-up nightly digital lights shows modelled after *Nuit Blanche* in Paris. Our shopping malls will also be coming together to reward shoppers with the opportunity to redeem limited edition Grand Prix Season Singapore 2010 gifts.'

Digital Nights @ Orchard - a unique visual art and new media show during GPSS

Singapore's most famous shopping strip will set the stage for the first edition of Digital Nights @ Orchard.

From 17 - 26 September, internationally renowned artists like Bertrand Planes and Visual System will add a unique touch to this showcase of visual and digital arts at night, a first in the region. Starting from 7.30pm daily, Digital Nights @ Orchard will offer shoppers and visitors outdoor attractions combining new media and art at their best in Mandarin Gallery, TANGS, Paragon, and along the public walkways of Ngee Ann City.

Visitors can look forward to a suspended aerial light sculpture, a glamorous digital red carpet pathway, a window mapping video installation, a light and sound installation, and an iPhone-based romantic trail.

Orchard Road Business Association

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Love is in the Air, part of Digital Nights @ Orchard

Love is in the Air - an iPhone based sound walk and interactive game trail especially created for Digital Nights @ Orchard by acclaimed French art collective MU. Based on a free-to-download iPhone application, it will offer visitors and shoppers a unique experience along Orchard Road.

Orchard Road will set the stage for a fictional love affair in a Paris-like romantic atmosphere. Guided by sound glimpses of the story, game participants will follow this love trail to find clues in designated stores. They will stand a chance to win vouchers from the participating malls and a trip for two to Paris, sponsored by Air France.

Shop and Be Rewarded @ Orchard

Orchard Road malls are gearing up for this year's race and enticing shoppers to flag off the Grand Prix Season Singapore in style. Those who spend a minimum of S\$100* from 17 – 26 September at 313@somerset, ION Orchard, Orchard Central, Paragon, TANGS Orchard, The Centrepoint, or Wisma Atria can redeem a limited edition GPSS umbrella for free! FORMULA ONE ticket holders need only spend just S\$80.

**Present maximum 3 same-day receipts for redemption. Limited to 1 redemption per shopper per mall whilst stocks last. Umbrellas are available on a first-come-first-served basis. Other terms and conditions may apply, please check details at the respective malls or go to www.orchardroad.sg.*

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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.

About MADE in Singapore and ZoMedia

MADE in Singapore is the organiser of Digital Nights 2010 and the creative and event management subdivision of ZoMedia Pte Ltd, a publishing company established in Singapore since 1995. ZoMedia owns ZoCard, the region's leading free card company and has a long time involvement in the Arts and Culture industry.

ZoMedia has a comprehensive portfolio of customers and partners in this sector and it has been rewarded with the Patron of the Arts award for the last 9 years. Since 2009, ZoMedia has been expanding its core business to arts event management through MADE in Singapore.

Last year, MADE handled all the event management and PR duties for Amazonia in Singapore, an international renowned expo brought to Singapore by the Embassy of Brazil. The exhibition was held at City Hall from 20 – 30 November 2009.

In May this year, MADE organised the first edition in Singapore of the Very Short International Film Festival, with a local competition component. The festival was part of the Voilahn and Encore seasons. It was held at Alliance Française, with a pre-opening event at Zouk. The jury was headed by internationally renowned local director Eric Khoo. SPH-Razor TV was the official media partner.

About the Grand Prix Season Singapore

The Grand Prix Season Singapore returns from 17 – 26 September 2010 to complement the world's only FORMULA ONE night race. Expect world-class entertainment offerings including exhilarating parties and race-themed events, enriching arts and cultural experiences and specially-designed shopping and dining experiences that will fuel high-octane excitement and glamour right in the city. With so much happening this September, it's time to experience YourSingapore the way you want to!

For the latest Grand Prix Season Singapore information, please refer to www.yoursingapore.com.

APPENDIX

Digital Nights @ Orchard is organised by MADE in Singapore, a subdivision of ZoMedia Pte Ltd and co-organised by NTM Media Consulting. It is part of Digital Nights 2010, along with Digital Nights @ SAM – a showcase of five interactive installations at the Singapore Art Museum. Singapore Art Museum is presenter of Digital Nights @ SAM and a partner of Digital Nights 2010. Also part of Digital Nights 2010 is a new media demo - virtual fashion show - presented by MiraLAB/ Swissnex at Sculpture Square’s Upper Gallery.

Digital Nights 2010 is an adaptation of Nuit Blanche, a flagship night event in major cities in Europe. It is held in conjunction with Nuit Blanche Paris. Digital Nights 2010 is supported by Cultures France and the French Embassy in Singapore. Air France-KLM is the official airline and Park Hotel Group, the official hotel of Digital Nights 2010.

Mr Frederic Chambon, Project Manager of Digital Nights 2010, said “Digital Nights is a unique showcase of arts and new media at night. It will present some of the best works of international and Singaporean artists in the digital arts field.”

More information is available from <http://www.digitalnights.sg>.

Digital Nights @ Orchard Sponsors, Organisers and Supporters

Sponsors		Official Airline		
				
Official Hotel	An event of			
				
Held on	In Conjunction with Nuit Blanche Paris	Organisers	Media partners	Participating malls
		 <small>A Division of ZoMedia Pte Ltd</small>	 	  

EVENT HIGHLIGHTS

1) Bumpit!

Location: TANGS Orchard window
Artist: Bertrand Planes
Website/ Video: www.bertrandplanes.com; www.vimeo.com/8948111
Time: Sunday to Thursday – 7.30pm to 10.30pm
Friday & Saturday – 7.30pm to 11pm



Bumpit! At Le Bon Marche Christmas Window (Paris 2009)

Window mapping is Bertrand Plane's innovative video installation that transforms an ordinary shop window into a visually spectacular piece of animated artwork. It is created by combining video animation with "Bumpit!" – an original video process creation – to breathe new life into ordinary objects through the use of video technology. "Bumpit!" gives visitors alternative perceptions to objects we often see daily.

About the Artist: Bertrand Planes is an internationally-renowned Paris-based French artist. His art takes apart everyday objects and practices, filling in new perspectives, revealing to audiences a totally new way of looking at their surroundings. His derives inspiration from collaborations with scientists on works that often result from a combination of two worlds, "strangers" from parallel universes that he strives to connect. Planes had exhibitions featured from Nanchang, China all the way to St. Petersburg, Russia and Europe.

2) **48x48 INTERACTIVE LIGHT SCULPTURE**

Location: Entrance of Mandarin Gallery
Artist: Visual System; <http://vimeo.com/VSteam>
Time: 7.30pm – 11pm



48 x 48 by Visual System; Photo credit: Visual System/ Valère Terrier

48x48 is based on an active dialogue of sorts spoken through a hanging light sculpture at Mandarin Gallery's entrance. The sculpture is made of 48x48 LED lights, which serves as a screen of visual animations programmed to play along with the architectural environment. The public movements interact with the animations, people present in the space become actors of what is seen in the animation. An original soundtrack (specifically created for the space) interacts with the installation.

About the Artist: Visual System (VS)

(Valère Terrier, Julien Guinard, Anthony Gouvillon, Le Tone, Zelda Bensoussan, Thierry Pillet)

Visual System (VS) is a collective of French artists created in 2007. From Shanghai to New York and Paris, their projects explore the role of digital media in the city of the future. Art forms that VS explores promote a young and vibrant field of digital creation through onsite creation projects which follow a multitude of digital disciplines.

3) **LOVE IS IN THE AIR**

Location: Along Orchard Road and the following venues:
TANGS, ION Orchard, Wisma Atria, Paragon, Grand Park Orchard,
313@Somerset, The Centrepoint, and Orchard Central

Artist: MU art collective; www.mu.asso.fr

Time 7pm – 10pm



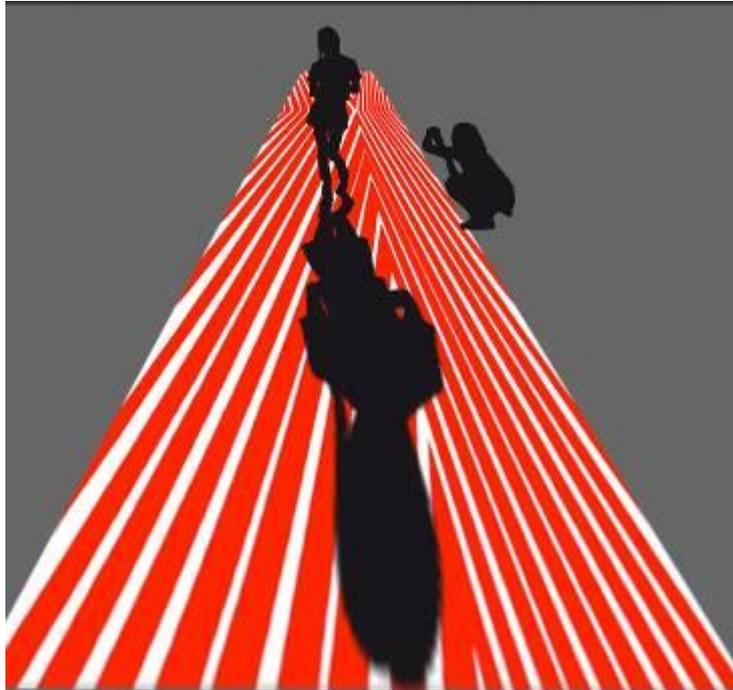
“Love is in the Air” is an interactive game and sound walk based on a love story between two fictional characters. It uses a free-to-download iPhone application as a portal to a fictional romantic affair set along Orchard Road, Singapore’s most popular shopping district. Players can roam along the trail between 7 – 10pm, on their way to find clues in designated stores marked with a “Love is in the Air” sign. Clues collected will allow them to win vouchers from participating malls, and also a chance to win a trip and stay for two in Paris, courtesy of Air France & Novotel.

About the Artist: MU Collective

MU is an independent art collective based in Paris with installations or performances that operate within a series of “reality shifts”. These “reality shifts” are created through sound and video projections, ambulating through a natural setting or scenography. These settings then become experimental spaces for the invention of virtual vs. reality scenarios. MU also has a deep involvement within the field of contemporary art, music, and cinema.

4) **A RED CARPET FOR ORCHARD ROAD**

Location: Public walkway in front of Ngee Ann City
Artist: Tom Carr; <http://web.mac.com/tomcarr1>
Time: 7.30pm – 11pm



A Red Carpet for Orchard Road by Tom Carr; Photo credit: Tom Carr

A red carpet is placed to welcome someone as a gesture of respect and deference. Generally, “red carpet treatment” and “rolling out the red carpet”, refer to special efforts made in the interests of hospitality.

In this light installation, Tom Carr invites you to enjoy your very own red carpet experience! Be a VIP, cast your shadow and transform this red carpet; influence its appearance on the ground and see the images reflected on yourself as you walk along it.

About the Artist: Tom Carr

Born in 1956 to an American father and a Spanish mother in Tarragona, Spain, Tom Carr lived in the USA until 1973. He is now based in Barcelona, teaching art in the Escola Massana.

An internationally recognised artist, Tom Carr has exhibited extensively across Europe and the United States. He devotes most of his time producing urban art, large-scale sculptures and light installation artworks.

A Red Carpet for Orchard road marks his debut in Singapore, where he is represented exclusively by Bartha & Senarclens Partners.

5) Dancing with Frequencies – an interactive light and music installation

Location: Front steps of Paragon
Artist: Charles Lim & Zulkifle Mahmud
Time: 7.30pm – 11pm



Dancing with frequencies is inspired by the Chinese strings instrument, the Guzheng. Through the use of video projection mapping and laser lights, the steps will be converted into a gigantic electronic sound instrument. As passersby ascend and descend on it, the steps will actively be playing sounds and changing lights, triggering another layer to the composition. The sound composition is made up of sound recordings from the actual site during the day time and will be played back during the night, layering with the real existing sound in the space. Some of the strings will be assigned to distort or manipulate the recordings.

About the Artist: Charles Lim & Zulkifle Mahmud

Charles Lim (b.1973) is a first class honor's graduate in Fine Art from the prestigious Central Saint Martins in London. He won the Presidents Young Artist Award. Works created with his net-art collective tsunamii.net were critically acclaimed and featured at Documenta 11 in Kassel in 2002, one of the most prestigious art show in the world. His works have also been shown in Manifesta 7 and the Shanghai Biennale in 2008.

ZUL (b.1975) is one of Singapore's leading sound artists, the first one with a full-on sound sculpture at the Singapore Pavilion of the Venice Biennale 2007.

ZUL has exhibited in Singapore, Thailand, Germany, Japan, Vietnam, Italy, Moscow, China, Malaysia, Hong Kong, Taiwan, Norway and Finland – making him a true multidisciplinary international artist.