

# Press Release



FOR IMMEDIATE RELEASE

## **Record attendance at Titanic: The Artifact Exhibition at ArtScience Museum at Marina Bay Sands**

*Over 18,500 visitors have experienced the RMS Titanic  
in the first 10 days of opening*

**Singapore** (November 08, 2011) – *Titanic: The Artifact Exhibition* is fast proving to be a hit among visitors of the ArtScience Museum at Marina Bay Sands with over 18,500 visitors in its first 10 days of opening. The use of authentic artifacts and extensive room re-creations combined with the compelling stories of the passengers and crew has captured the imagination of visitors both local and overseas alike.

On display at the exhibition are 275 authentic artifacts rescued from the final resting place of the Titanic, 14 of which have never been seen before and are now revealed to the world for the first time in Singapore. In addition, the exhibition has room recreations of the First Class Corridor and the Grand Staircase, along with interactive elements such as the Ice Wall and Promenade Deck, which is designed to immerse visitors in the grandeur and drama of the ship's story. To further enhance the experience, visitors are issued a replica RMS Titanic boarding pass upon entry to take them back to the year 1912 and the start of the fateful journey.

Mr. Tom Zaller, Museum Director, ArtScience Museum at Marina Bay Sands, said "To have over 18,500 visitors visit *Titanic: The Artifact Exhibition* since its opening 10 days ago proves that the legacy of the *Titanic* still resonates 100 years on since its maiden voyage on 10 April 1912. *Titanic* has captivated the globe with its legacy and stories, and now Singapore has joined other cities around the world in the opportunity to re-live the Titanic experience. In addition, Singapore will have the opportunity to host the exhibition on its 100<sup>th</sup> anniversary. I would like to invite people who have not experienced the magic of the *Titanic* to join the 18,500 who have at the ArtScience Museum at Marina Bay Sands."

Mr. Darren Yeo, a local primary school teacher said “As a teacher, I believe museums should be a fun and interactive experience that allows for both the young and old to learn. *Titanic: The Artifact Exhibition* at the ArtScience Museum not only proved to be both fun and educational, it played to all 5 senses that made it a truly holistic museum going experience. I know the story of the *Titanic*, but the way it was told at the exhibition was refreshing as stories were told by the artifacts of both the passengers and crew onboard the Titanic. The story of the Titanic took on a different perspective after the visit to the exhibition. It is definitely worth the visit, for both adults and children alike.”

Boasting an iconic lotus-inspired design, the world’s first ArtScience Museum at Marina Bay Sands is poised to be the heart of the growing ArtScience movement. ArtScience Museum, which features 21 gallery spaces, totaling 50,000 square feet, is the premier venue for major international touring exhibitions from the most renowned collections in the world.

#### **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, a casino, Paiza Club for premium players 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 the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

**APPENDIX**

Ticketing	Admission charges for the ArtScience Museum are priced as follows:						
	<b>Category</b>	<b>Price for admission to Dali + ArtScience exhibition</b>		<b>Price for admission to Titanic + ArtScience exhibition</b>		<b>Price for all-access ticket (Dali + Titanic + ArtScience)</b>	
		Non-Singapore Resident	Singapore Resident	Non-Singapore Resident	Singapore Resident	Non-Singapore Resident	Singapore Resident
	Adult	\$15	\$13	\$24	\$20	\$28	\$24
	Senior (65 years old & above)	\$14	\$12	\$21	\$18	\$27	\$23
Child (2-12 years old)	\$9	\$8	\$14	\$13	\$16	\$14	
	<p>Note:</p> <ul style="list-style-type: none"> <li>• Prices are inclusive of museum admission, 7% GST and booking fee</li> <li>• Tickets can be purchased on the ArtScience Museum website <a href="http://www.marinabaysands.com/ArtScienceMuseum">www.marinabaysands.com/ArtScienceMuseum</a> and all Marina Bay Sands box offices.</li> <li>• Singapore Citizens, Permanent Residents, and holders of Employment Pass, Work Permit, or Dependent's Pass must show valid proof of identity (ID) upon purchase, subject to one admission ticket per ID.</li> <li>• OCBC Bank is the Official Card of ArtScience Museum. Cardmembers enjoy 20% OFF museum admission across all categories of individual tickets* <i>*Payment must be made with OCBC Credit or Debit Card. Offer is not valid with other promotions, discounts, and privileges.</i></li> </ul>						
Opening Hours	<ul style="list-style-type: none"> <li>• 10am to 10pm daily, including weekends and public holidays. Last entry into the ArtScience Museum is at 9.00pm.</li> </ul>						