

Press Release



FOR IMMEDIATE RELEASE

Experience an unforgettable journey on board the *RMS Titanic*

Visitors to re-live the Titanic legacy at Titanic: The Artifact Exhibition at the ArtScience Museum at Marina Bay Sands

Singapore (October 27, 2011) – With the North Atlantic ocean stretching as far as the eye could see, the chilly breeze blowing across the promenade and the twinkling of stars in the cloudless evening sky, passengers onboard the Titanic knew nothing of the impending events that lie ahead. Now, nearly a century after the fateful maiden voyage, visitors to the ArtScience Museum can re-live the night of 14 April 1912, as part of the *Titanic: The Artifact Exhibition*.

Opening in two days' time on October 29, *Titanic: The Artifact Exhibition* will be an informative and interactive exhibition, where visitors will get to experience the journey from the time the Titanic set sail to its final resting place. The artifacts on display are a poignant reminder of the Titanic's tragedy on that fateful night in 1912.

Visitors will be able to experience the chill of the sea when the Titanic sank after it hit a giant iceberg at the Atlantic Ocean. By placing their palms on an "Ice Wall" located at the Iceberg Gallery, visitors can experience the biting cold that passengers faced on the night of the sinking. This "Ice Wall" recreates the freezing temperatures of the night and how passengers felt when they were floating in the chilly Atlantic Ocean, clinging onto the hope that rescue would arrive, before hypothermia inevitably set in and claimed the lives of many of them.

The ArtScience Museum has also re-created the scene along the sea bed where Titanic rested beneath the Atlantic Ocean. Visitors will walk on a large glass pathway where they can see replicas of artifacts and sand beneath their feet. At the same gallery, there is also a replica of Titanic's rusty hull after having been submerged for several decades. Visitors can touch the hull and have a first-hand experience of how the hull looked when it was first recovered from the sea bed.

April 2012 will mark the 100th anniversary of the sinking of Titanic, making the exhibition in Singapore even more significant. Organizers have created a gallery, *Singapore 1912*, narrating how the sinking of Titanic had impacted Singapore at that time. Titanic's tragedy

gripped the hearts of many, including Singapore, and the incident was reported extensively in the newspapers. This exclusive gallery will showcase newspaper clippings and artifacts from 1912, localizing the impact of Titanic's tragedy.

To immerse visitors in Titanic's story and bring them back in time to the Ship's maiden voyage on 10 April 1912, each visitor will receive a replica boarding pass of an actual passenger aboard Titanic as they enter the exhibition. They then begin their chronological journey through the life of the Titanic, moving through the ship's construction, to life on board, to the ill-fated sinking and amazing artifact rescue efforts. In the "Memorial Gallery", guests will take their boarding pass to the "Memorial Wall" and discover whether their passenger and traveling companions survived or perished.

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.

APPENDIX

Ticketing	Admission charges for the ArtScience Museum are priced as follows:						
	Category	Price for admission to Dali + ArtScience exhibition		Price for admission to Titanic + ArtScience exhibition		Price for all-access ticket (Dali + Titanic + ArtScience)	
		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"> • Prices are inclusive of museum admission, 7% GST and booking fee • Tickets can be purchased on the ArtScience Museum website www.marinabaysands.com/ArtScienceMuseum and all Marina Bay Sands box offices. • 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. • 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> 						
Opening Hours	<ul style="list-style-type: none"> • 10am to 10pm daily, including weekends and public holidays. Last entry into the ArtScience Museum is at 9.00pm. 						