

Press Release



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A 5-metre tall Iron Man that will be featured in the *Marvel Studios: Ten Years of Heroes* exhibition in Singapore at ArtScience Museum, © MARVEL

ArtScience Museum welcomes Marvel Studios: Ten Years of Heroes exhibition

*Visitors invited to step inside the Marvel Cinematic
Universe*

SINGAPORE (12 April 2018) – Relive a decade of epic Marvel Studios moments at ArtScience Museum’s upcoming exhibition, *Marvel Studios: Ten Years of Heroes*. Opening on 9 June, this tenth anniversary exhibition will be an interactive presentation on the unique perspective of each Marvel Studios Super Hero.

In 10 years and across 19 films, Marvel Studios has thrilled audiences and broken new records. Their films have interconnected to unfold a single story that redefined the movie industry. The Marvel Cinematic Universe was introduced with *Iron Man* in 2008, and continues this year with the release of the highly-anticipated *Avengers: Infinity War*.

Marvel Studios: Ten Years of Heroes is a cutting-edge exhibition that utilises state-of-the-art AV technology and immersive media to transport visitors into the dynamic world of the Marvel Studios Super Heroes. Visitors will be able to immerse themselves in many of the box office-smashing movies from the Marvel Cinematic Universe under one roof. Highlights include an interactive journey into the world of the recent pop culture landmark, *Black Panther*, an

Press Release



immersive installation focused on last year's *Thor: Ragnarok*, as well as sneak peeks into the upcoming *Avengers: Infinity War* as well as *Ant-Man and the Wasp*.

The exhibition also features installations on all the major characters introduced in the first decade of the Marvel Cinematic Universe, including *Iron Man*, *Captain America*, *Thor*, *Doctor Strange* and *Guardians of the Galaxy*. It will also include engaging displays curated by ArtScience Museum, which highlight the science, technology, art and cultural stories behind each Marvel Studios' film.

"Hot on the heels of the visit to Marina Bay Sands by the stars of *Avengers: Infinity War*, ArtScience Museum is delighted to be working with SPACElogic and Beast Kingdom to premiere a brand new exhibition that delves deeper into the Marvel Cinematic Universe. This visually stunning, interactive exhibition marks Marvel Studios' tenth anniversary, by inviting visitors to step inside the worlds of Marvel Studios' key characters. From *Iron Man* to *Wasp*, Marvel Studios Super Heroes are diverse, courageous, complex and relatable. *Marvel Studios: Ten Years of Heroes* brings the realms in which they live vividly to life using innovative technology, bold theatrical sets, and unique artefacts," said Honor Harger, Executive Director of ArtScience Museum, Marina Bay Sands.

"In the last 10 years, Marvel Studios brought to life many Marvel Studios Super Heroes across 19 movies. MARVEL is now a dynamic global entertainment brand, connecting with fans in unique ways and across multiple platforms," said Amit Malhotra, Country Head, The Walt Disney Company Singapore. "We are pleased to work with ArtScience Museum to celebrate a decade of the Marvel Cinematic Universe through this specially curated exhibition for fans in Singapore, allowing them to experience our beloved MARVEL stories on another exciting level."

"We are thrilled to welcome the *Marvel Studios: Ten Years of Heroes* exhibition to Singapore's shores following a successful first year of our collaboration with The Walt Disney Company (Southeast Asia) which saw a strong turnout for our specially-conceptualised Star Wars themed events. In addition to enhancing Singapore's array of family-friendly offerings, we expect the exhibition to further elevate Singapore's status as a global entertainment destination," said Carrie Kwik, Executive Director of Arts, Entertainment & Tourism Concept Development, Singapore Tourism Board.

The exhibition is developed by The Walt Disney Company Southeast Asia and Beast Kingdom; organised by SPACElogic and supported by Singapore Tourism Board, ArtScience Museum and Victory Hill Exhibitions. This is part of a three-year collaboration between Singapore Tourism Board and The Walt Disney Company Southeast Asia to bring unique and fun thematic events to Singapore.

Marvel Studios: Ten Years of Heroes exhibition will run from 9 June till 30 September 2018.

Tickets are available at all Marina Bay Sands box offices and website starting 13 April. Visitors can quote the answer to this simple question at the point of purchase, "*What colour is the Time Stone in the Marvel Cinematic Universe, as also seen in Avengers: Infinity War?*" to enjoy an Early Bird discount of 25 % off all ticket classes. Terms and Conditions apply.

Press Release



Tickets prices as follows:

	STANDARD TICKET (SGD)	SINGAPORE RESIDENT (SGD)
Adult	19	16
Senior (65 years and above)/ Student/ Child (2-12 years)	14	12
Family package (2 kids & 2 adults)	54	45

For more information, please visit www.marinabaysands.com/museum

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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 theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum at Marina Bay Sands is Southeast Asia's leading cultural institution that explores the interrelationship between art, science, technology and culture. Featuring 21 galleries totalling 50,000 square feet, the iconic lotus-inspired building has staged major exhibitions by some of the 20th century's key artists, including Leonardo Da Vinci, Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as major exhibitions which explore aspects of scientific history.

About The Walt Disney Company Singapore

The Walt Disney Company (TWDC), together with its subsidiaries and affiliates, is a leading diversified international entertainment and media enterprise with four business segments: Direct-to-Consumer & International, Parks, Experiences and Consumer Products, Studio Entertainment and Media Networks. The Company first launched Disney Channel in Singapore in 2000, and has since expanded with businesses spanning Studio Entertainment and Distribution, TV Networks, Interactive Media, Mobile Content, Consumer Products and Publishing. Building around core brands Disney, Pixar, Marvel and Star Wars, the organization is dedicated to creating high quality branded entertainment experiences for consumers in the region. In 2015, The Walt Disney Company was ranked #1 in the category of effectiveness in conducting a global business in Fortune Magazine's Annual World's Most Admired Companies survey— a testament to the Company's strategy to successfully expand the brand and its franchises beyond North America. For more information about The Walt Disney Company please visit: <https://thewaltdisneycompany.com>

About Beast Kingdom Co., Ltd.

Guided by a talented team of executives with deep experience in exhibitions, exhibits, events and merchandise, Beast Kingdom Co., Ltd. is a leading exhibition developer and producer of European/U.S. comic and movie peripheral products in Taiwan. Apart from highly detailed and innovative products, such as top quality true-scale collectible statues, high-end action figures, apparel as well as accessories, Beast Kingdom Co., Ltd. also operated many successful movie-themed exhibitions. For more information, please visit: <http://www.beast-kingdom.com.tw>

Press Release



About SPACElogic Pte Ltd

A one-stop solution provider that specialises in interior, permanent gallery and museum fit-out projects, SPACElogic has built a strong foundation of trust and an excellent track record to deliver high standard services. SPACElogic collaborates with experts from various discipline to co-create spatial stories, integrating visual aesthetics with technology and functionality to craft out meaningful and engaging experiences for its customers. As thinkers and doers, SPACElogic thrives on ideas and solutions to create enthralling encounters in museums, commercial and artistic environment.

About Victory Hill Exhibitions (VHE)

Victory Hill Exhibitions is an exhibition, production & distribution company that delivers educational and immersive attractions for global market. VHE has established strong working partnerships with major movie studios such as Marvel for its Marvel's Avengers S.T.A.T.I.O.N, which toured worldwide to New York, Seoul, Paris, Las Vegas, Singapore, Beijing, Taipei, Chongqing, Moscow and Melbourne. VHE is a wholly-owned subsidiary of Cityneon Holdings Ltd, a company with a Market Cap of approximately S\$300 million, listed on mainboard of SGX-ST. For more info, please visit www.victoryhillexhibitions.com

About Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit www.stb.gov.sg or www.visitsingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).

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