

AVENUE SINGAPORE PRESENTS AN ELEVATED COCKTAIL LOUNGE EXPERIENCE

TAO Group and Marina Bay Sands proudly present AVENUE Singapore, an elegant and swanky lounge for a lavish night out with bespoke cocktails and social interaction activities



Singapore, 17 May 2019 – AVENUE Singapore, the next joint venture between leading hospitality company TAO Group and Marina Bay Sands, is set to open its doors on 23 May 2019. The elegant bespoke lounge will be the third of TAO Group’s establishments in Singapore, following the successful launch of Italian restaurant and rooftop bar, LAVO, in January 2018, and MARQUEE nightclub in April 2019.

Occupying a 372 square metres space located within the same complex as MARQUEE, AVENUE is a hidden gem tucked away below the nightclub, with a distinctly different atmosphere. This bespoke lounge offers a layered, luxurious and immersive experience to guests seeking a more intimate and refined setting away from the hustle and bustle of the city.

Heralding from the United States, AVENUE is one of the most sought-after late-night haunts in New York and Los Angeles, known for its star-studded nights at both its outlets. This iconic lounge has been the definitive hangout for A-listers such as Kim Kardashian, Jay Z, Lebron James, Rihanna, and more.

“We are truly excited to have AVENUE join the variety of hospitality concepts at Marina Bay Sands. We hope to inject a luxe yet laid-back atmosphere into the nightlife scene in Singapore with this next opening.” says **TAO Group’s Co-founder, Noah Tepperberg.**

A HIDDEN GEM IN THE HEART OF MARINA BAY SANDS

Accessible via its own stylish entrance on the exterior of The Shoppes at Marina Bay Sands along Bayfront Avenue, AVENUE is an intimate and sophisticated hideout for relaxed drinks before a night out, or as a respite from the rousing atmosphere of the club.

Designed by ICRAVE, the New York-based architecture firm also behind the design of MARQUEE, AVENUE is modelled after beautiful, upscale residences of the world, peppered with a variety of games and experiences. Social interaction is at the heart of this space, with engaging elements such as a mini bowling alley, vintage arcade games like a pinball machine and skee ball machine, and a pool table.

Lavishly decked in plush custom banquettes, detailed wood paneling with gilded metal mesh accents and glowing glass pendants, this elegant space evokes the opulence of a lavish penthouse apartment. Features like textured granite table tops and barware that further accentuate the metropolitan-chic vibe of this inviting space, play up alongside intelligent lighting and top of the line Funktion One DJ consoles and sound systems.

The lounge is divided into distinct zones – a private section with two mini bowling alley lanes; a main lounge area with elaborate, plush chairs and low tables for convivial gatherings; a gaming room with a pool table and vintage arcade pinball and skee ball machines; eventually leading into a highly enriched gold room with its own personal bar.

Committed to providing guests a unique VIP experience, AVENUE will also have its own private parking area for registered license plate holders, accessible from within the carpark of The Shoppes at Marina Bay Sands, featuring an entrance with a distinct LED-lit awning.

SERVING UP BESPOKE COCKTAILS

Boasting a menu of original inventions and renditions of modern classics, the cocktail menu at AVENUE is created with the essence of the convivial lounge in mind, taking inspiration from both its American roots and latest Asian home.

With breezy names like *Just Another Sling*, AVENUE takes a spin on the classic *Singapore Sling*, incorporating an Asian household favourite ingredient, gula melaka, to the Gin-based concoction. Gin lovers will also enjoy a selection of creations like *Sunny Island* and *G.L.T.*, while Whisky and Rum aficionados can knock back a tippie with *Smokescreen*, *CC Old Fashioned*, and *Dancing in the Dark*. Fans of Tequila and Mezcal are not left behind either, and can hop on a night of fun with *Jump on the Cadillac* and *Rosita Stone*.

Delectable on the palate and easy on the pocket, AVENUE's cocktails are priced at \$22 nett.

FOR MUSIC LOVERS OF ALL GENRES

AVENUE Singapore will play host to a variety of different music genres on its different operating nights, catering to music lovers of all genres, from R&B, hip hop, to open-format mash-ups and more. The lounge will also have its own rotation of resident DJs as well as feature guest artistes from around the world.

AVENUE Singapore is located at Marina Bay Sands, 2 Bayfront Avenue, Basement 3, Singapore 018972, and is accessible via its Level 1 entrance on the exterior of The Shoppes at Marina Bay Sands.

Follow AVENUE Singapore for more updates:

Website: <http://avenuesingapore.com>

Facebook: <https://www.facebook.com/avenueloungesg>

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About TAO Group

TAO Group is a leading restaurant and nightlife company that develops, owns and operates many of the worlds most recognized restaurant and entertainment venues under various brands including but limited to Tao, Marquee, Avenue, Lavo, Beauty & Essex, Vandal, The Highlight Room, Luchini and Koma in major markets across the world including New York City, Las Vegas, Los Angeles, Chicago, Sydney and Singapore. TAO Group operates all of the food and beverage outlets for Dream Hollywood in California and five hotels in New York which include Royalton Park Avenue, Dream Downtown, Dream Midtown, Moxy Times Square and Moxy Chelsea including brands PHD, Bodega Negra, The Rickey, Electric Room, Fishbowl, Legasea, Egghead, Magic Hour, Feroce and The Fleur Room. TAO Group's corporate headquarters is located in New York City, with locally based managing partners and a full-time marketing and operations staff in every other market. For more information, please visit www.taogroup.com.

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.



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