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Changi Airport introduces new interactive art to showcase Singapore

SINGAPORE, 29 July 2016 – Passengers travelling through Changi Airport can now enjoy new interactive installations and visual treats across its three terminals. Jointly launched by Changi Airport Group (CAG) and the Singapore Tourism Board (STB), the showcases are designed to engage, excite and encourage visitors to explore Singapore in and beyond the airport.

'Make it Your Singapore' showcase

The highlight of the new spaces is a contemporary digital wall designed to

boost interaction with the use of motion-sensing technology. Travellers now have the perfect photo opportunity to bring home a memento at the new flip-dot wall in Terminal 2's Departure Transit Lounge, where the interactive technology is being introduced at Changi Airport for the first time.

Located next to the Skytrain station near the F gates, the LED 'Dots Portrait Wall' allows passengers to bring home monochromatic portraits of themselves at different spots of Singapore, without having to step out of Changi Airport. When a passenger stands in front of the wall, motion is detected and the option to take a portrait is offered. Next, the passenger picks a backdrop and the portrait is superimposed on it. The entire creation then appears on the screen in a black and white flip-dot display, which can be sent to friends and family over email. Iconic background options include Gardens by the Bay, Merlion Park as well as Changi Airport's control tower and Kinetic Rain art installation.

On the other side of the interactive screen is a 'Motion Silhouette Wall', which responds to movements in real time. Adopting the same motion-sensing technology, backdrops and patterns change as passengers in front of the wall move and interact with the animation.

Photo spots featuring well-loved Singapore icons

Across the terminals within the public and transit areas, airport visitors are also treated to other interesting photo opportunities.

Uniquely crafted cardboard art pieces depicting curated icons of Singapore and Changi Airport line selected luggage claim belts at each terminal. Featuring local places of interest such as the Singapore Flyer, the Sultan Mosque, the Supertrees and Flower Dome of Gardens by the Bay, these cardboard pieces are decorated with creative doodles and offer arriving passengers a glimpse of the attractions that await them on the island as they collect their luggage.

Departing passengers and airport visitors can also explore lively photo spots at Changi Airport showcasing Singapore's colourful culture and unique attractions. The photo spots come with realistic murals, complete with interactive elements such as a boat ride along the perimeter of the River Safari. The memorable Changi trishaw makes a return to Terminal 1 (T1), this time against the cultural precincts of Chinatown and Joo Chiat. For airport

visitors who find this a familiar sight, the trishaw display is reminiscent of the one that was present at the same spot when T1 opened in 1981. Many Singaporeans who grew up in the 1980s and the 1990s will have fond memories of having their photographs taken here.

These 3-D backdrops provide visitors with the perfect ‘instagrammable’ moment, making them wonderful souvenirs as they wrap up their visit to Singapore and Changi Airport.

These new showcases at Changi Airport are part of the two-year partnership between CAG and STB, aimed at boosting awareness and visitorship to Singapore and Changi Airport. The collaboration, which started in April 2015, has seen the launch of the enhanced Free Singapore Tour^[1] that now boasts more interesting itineraries and increased frequencies. To strengthen Singapore’s global branding, both organisations have also embarked on several joint marketing campaigns which include the development of a content hub on CNN and the filming of MasterChef Asia at Changi Airport.

Mr Bernard Siew, CAG’s Vice President of Experience Creation, said, “We are excited to introduce to our visitors these interactive experiences at Changi Airport. These new variations are designed to engage their senses and create pleasant memories of their visit to Singapore and Changi Airport. To capture greater mindshare among tourists to this region, CAG and STB continue to work together to constantly refresh and promote the Singapore experience. We look forward to offering even more unique concepts to delight our travellers.”

“Changi Airport is an integral part of the Singapore experience and a perfect place for visitors to learn more about the breadth and depth of offerings they can enjoy in Singapore. We hope that these new installations will both inspire and entertain, and help to start and end a visit to Singapore in a more memorable way. We will continue working with our industry partners to find new and innovative ways to amplify the Singapore experience,” said Ms Jacqueline Ng, Director, Marketing Partnerships & Planning, STB.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG)

(www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 55.4 million passengers from around the globe in 2015. More than 360 retail stores and 140 F&B outlets are situated across three terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 320 cities worldwide, Changi Airport handles about 6,800 flights every week, or about one every 90 seconds.