



May 30, 2019 13:30 +08

New Changi Experience Studio in Jewel Brings Visitors On a Journey of Fun & Discovery

SINGAPORE, 30 May 2019 – Come 10 June 2019, visitors to Jewel Changi Airport (Jewel) can look forward to a new state-of-the-art digital experience attraction that will add to the range of leisure and tourism offerings available at Singapore's latest iconic lifestyle destination. A first-of-its-kind in Singapore, the Changi Experience Studio was conceived and designed by Changi Airport Group to be a space that tells interesting stories of Changi Airport in a way that brings wonder and delight to both adults and children alike.

Opening its doors on Level 4 of Jewel, the studio will present a journey of fun and discovery through the exciting virtual world of Changi Airport featuring a garden that sings, an adrenaline-pumping runway race, a quest to collect airport trolleys, a battle of smiles and more. With a collection of over 20 different touchpoints and ten zones spread over 3,000sqm (about half the size of a football field), the Changi Experience Studio utilises technology to present a diverse mix of unique experiences under one roof, including interactive games, projection storytelling, immersive shows and gallery exhibits. Each touchpoint tells a different slice of the Changi Airport story uncovered through the visitor's participation. For instance, visitors can have fun playing games simulating different functions at the airport and learning how things work behind-the-scenes through interactive projection exhibits. They can also look forward to an immersive show that will trigger their senses and imagination about the past and future of aviation.

Designed with a mix of experiences that offer both individual engagement and social bonding, the space is suitable for families, friends and groups looking for a fun outing or interesting communal activities. As an indicative guide to help visitors plan their day's programme, it takes over 90 minutes to complete all the experiences within the Changi Experience Studio.

Digital exploration with the *Travel Guide*

Exploration of the studio is done primarily with the *Travel Guide* – a personal interactive device that accompanies every visitor on their journey through the studio. A seemingly simple piece of cardboard with all its technology embedded within, the versatile *Travel Guide* enables active interaction and spontaneous engagement between the visitor and the exhibits in different ways. This technology used in Changi Experience Studio premieres for the first time across Singapore and Asia.

One of the studio's highlights is the *Garden of Harmony* where visitors use their individual *Travel Guide* to make music through vertical hand movements. In this enchanted garden, each visitor plays a different musical instrument, before coming together with other players to perform a symphony - which plays out in the form of a mesmerising audio and visual spectacle. The *Garden of Harmony* is a metaphor for teamwork, specifically how the 50,000-strong airport community comes together across many different functions to deliver a world-class and seamless Changi experience for all passengers daily.

Mr Jayson Goh, CAG's Managing Director for Airport Operations Management said, "We want the studio journey to be one where visitors can actively participate in a playful journey full of surprises that allows them to understand the story and spirit of Changi in an experiential manner. Beyond the entertainment, visitors can learn about the past and present of Singapore's air hub, the inner workings of the airport, and experience what makes Changi tick.

"Importantly, through the various touchpoints that showcase different airport functions, Changi Experience Studio is a living tribute to the 50,000-strong airport community that makes Changi Airport what it is today. We aspire for the studio to be a showcase of Changi experience and service innovation. As an innovation space, the interactive exhibits will not remain static, but will continue to evolve as new stories on Changi are written."

Opening and launch of ticket sales

Starting 10 June 2019, the Changi Experience Studio will operate daily from 10.00am to 10.00pm (last entry is at 9.00pm). Online ticket sales begin 6 June 2019, 10am at www.jewelchangiairport.com/changiexperiencestudio. The entry fee for Singapore residents is \$19 for Adults and \$13 for Children / Seniors^[1]. Families enjoy a bundle rate of \$54 (for 2 Adults and 2 Children / Seniors). Children below 6 years old enjoy free entry.

^[1]Rate applies to children between 6-12 years old, and seniors of 60 years old and above.

Please download high resolution images of the Changi Experience Studio at this link - <http://bit.ly/ChangiExpStudio>.

For more details, please refer to:

Annex A: Factsheet on Changi Experience Studio

Annex B: Changi Experience Studio Pricing Details

Changi Airport Group (Singapore) Pte Ltd (CAG) 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.

The world's seventh busiest airport for international traffic, Changi Airport managed a record 65.6 million passenger movements in 2018. Including the new Jewel Changi Airport, Changi has more than 550 retail and service stores, as well as more about 250 F&B outlets. With over 100 airlines connecting Singapore to 400 cities worldwide, Changi Airport handles about 7,400 flights every week, or about one every 80 seconds