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## See Your Millionaire Dream Come True at Changi Airport!

*Lean back on a velvet chaise lounge as you revel in the glory of abundant riches around you. Watch in wonder as dollar notes emanate from a shopping bag perched on a stack of gold bars. Or walk down a flight of glittering golden steps that lead you to a vault of treasures. Behind you, a fleet of luxury cars glisten in the sun amidst the lush grounds of your magnificent villa. This is 'The Millionaire Life' at Changi Airport Terminal 3, literally under your feet.*

'The Millionaire Life' is a magnificent 3D illusion art piece created by world renowned 3D artist Kurt Wenner specially for Changi Airport. Measuring 9m

by 9m and 3m high, the giant 3D work of art located at the Terminal 3 Departure Hall marks the launch of the third run of the 'Be a Changi Millionaire' retail promotion on 12 May 2012. Since its debut in 2010, the promotion has made two lucky shoppers at Changi Airport instant millionaires with its grand prize of S\$1 million. The 2012 promotion, which will run for six months, will see the creation of another Changi Millionaire at the Grand Draw in early 2013.

Exuding a dream-like quality, the 'The Millionaire Life' is a fantasy depiction of the luxurious lifestyle of the immensely wealthy. Viewers can enjoy striking interesting poses at various interaction points within the drawing, and create the 3D illusion that they are part of this setting of grandeur, surrounded by symbols of riches. Executed masterfully using pastel chalk in Kurt Wenner's classic style, the drawing is full of elaborate details gorgeously intricate and fine. While the art piece is, in reality, simply a drawing installed on two perpendicular flat panels, Wenner's anamorphic technique creates an astounding effect that makes the elements in the drawing look three-dimensional, and so amazingly real that they seem to rise out of the picture or deep into the ground. At a photo booth strategically located facing the art piece, visitors can capture digital images of their 'Millionaire' moment as keepsake of their experience.

Best known as the pioneer of 3D pavement art following his 1984 invention of the anamorphic technique, American-born Wenner is widely credited for bringing the art form to the rest of the world. To date, the award-winning artist's work has been seen in 30 countries around the globe. Wenner's 'The Millionaire Life' will be on display at the Terminal 3 Departure Hall throughout the period of the 'Be a Changi Millionaire' promotion.

### **Another Millionaire Dream to Come True**

The unveiling of 'The Millionaire Life' marks the return of the popular 'Be a Changi Millionaire' retail promotion, organised by Changi Airport Group (CAG). It will run for a period of six months from 12 May to 11 November 2012.

"Building on the nascent success of 'Be a Changi Millionaire' since its launch in 2010, we are very excited to bring back the promotion for the third time. The first two runs of our Millionaire promotion were very popular, giving our sales a healthy boost. This year, on top of the chance to win a million

dollars, we are giving away attractive instant prizes, allowing our shoppers to enjoy the excitement of instant wins, and bringing the thrill of shopping at Changi up another notch,” said Ms Lim Peck Hoon, CAG’s Executive Vice President, Commercial.

Indeed, ‘Be a Changi Millionaire’ in 2012 promises to be more exciting than ever, with two opportunities for prizes – the *Instant Game* and *Monthly Draw*. Shoppers can qualify for both simply by spending a minimum of S\$30 in a single receipt at Changi Airport<sup>[1]</sup>, with the number of winning chances increasing with the amount spent. An additional chance will be allocated for Changi Rewards’ card members.

In the *Instant Game*, which involves a game of chance at game consoles located at event sites in the terminals, shoppers stand to win attractive prizes on the spot, including the new iPad, shopping vouchers, travel accessories and other gifts. At the same time, they can participate in the *Monthly Draw* to for a chance to win the million-dollar prize. A lucky finalist will be drawn each month during the six-month promotion, with all six coming together to vie for the grand prize at the Grand Draw early next year. Each finalist wins a cash prize of S\$5,000 each<sup>[2]</sup>, with return airfare to Singapore (for non-Singapore residents) plus a two-night hotel stay.

For more details of ‘Be a Changi Millionaire’, please refer to [www.changiairport.com/millionaire](http://www.changiairport.com/millionaire).

<sup>[1]</sup> Except money changing facilities, top-up card machines, postal services, medical clinics, airline lounges, push-carts, temporary outposts and Crowne Plaza Hotel.

<sup>[2]</sup> Five finalists will get S\$5,000 while one wins the grand prize of S\$1 million

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### ***About Changi Airport Group***

*Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://www.changiairportgroup.com)) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport 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. Through its subsidiary Changi Airports International, the Group invests in and manages foreign airports to spread the success of Changi Airport internationally.*

*Changi Airport ([www.changiairport.com](http://www.changiairport.com)) is the world's most awarded airport having garnered more than 400 accolades since it opened in 1981. To serve passengers and visitors from the world over, there are 360 retail stores and 130 F&B outlets across the airport's four terminals. Changi handled more than 46 million passenger movements in 2011, an annual record. Today, it serves some 100 airlines flying to over 220 cities in about 60 countries and territories worldwide. A flight takes off or lands at Changi roughly once every 100 seconds.*