

# Press Release



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## **A unique kinetic Christmas tree for ArtScience Museum**

*Event marks the start of a year-long partnership with  
Lasalle College of the Arts*

**Singapore** (29 November 2011) – In a first of its kind partnership with a local tertiary educational institution, ArtScience Museum at Marina Bay Sands is collaborating with Lasalle College of the Arts to create a site-specific kinetic Christmas tree. This specially commissioned Christmas tree marks the start of a year-long partnership between Lasalle and ArtScience Museum which will see students actively engaged in projects revolving around ArtScience and the various exhibitions held at the museum.

The site-specific multi-media installation was designed and created by several first-year students from Lasalle under the supervision of Mr Lim Shengen, one of Singapore's leading artists and a Lasalle alumnus, and a team of lecturers from the college. This distinctive tree is known as a kinetic Christmas tree, which reflects the ArtScience Museum's unique characteristics like its geometric shapes, unified color scheme, dynamic architectural movements, and poetic significance.

With the ArtScience Museum serving as inspiration, the kinetic Christmas tree consists of strings of varying lengths that are rotated from the roof of the ArtScience Museum's lobby. This creates a Christmas tree shape that is constantly evolving when viewed from various locations within the lobby, similar to the architecture of the ArtScience Museum. To further enhance the aesthetics, video projections on the tree add another dimension of color and movement.

Mr. George Tanasijevich, President and Chief Executive Officer for Marina Bay Sands, and Managing Director, Global Development, Las Vegas Sands Corp., said, "Marina Bay Sands seeks to give back to the community in a creative and meaningful manner. When the opportunity to engage the students from Lasalle arose, we knew it was the perfect fit. ArtScience Museum at Marina Bay Sands is about creativity, pushing the boundaries and the future of all new exciting inventions that belong to the younger generation. The concept and realization of this one-of-a-kind Christmas tree is the perfect example of demonstrating this new generation of creativity and we are proud of our partnership with Lasalle College of the Arts."

Adds Jane Cameron Allan, Dean of the Faculty for the Creative Industries, Lasalle College of the Arts, “Singapore is currently blossoming with Christmas trees of every shape, and size, this unusual tree created by Lasalle staff and students for the stunning setting of the ArtScience Museum extends the whole idea of what a Christmas tree can be. It has a life of its own and responds to light, movement and projected images and is especially interesting as dusk falls over Marina Bay.”

This partnership, called LASALLE@ARTSCIENCEMUSEUM, will engage students and lecturers from Lasalle in talks, workshops, and competitions held at the ArtScience Museum. In addition, students have the opportunity to display artworks within the ArtScience Museum.

Along with the year-long partnership with Lasalle, ArtScience Museum has been working with various schools in providing a public platform for workshops and performances. Schools involved to date include; Huamin Primary School, Maris Stella High School, Holy Innocents High School, and Pioneer Junior College.

Boasting an iconic lotus-inspired design, the world’s first ArtScience Museum at Marina Bay Sands is poised to be the heart of the growing ArtScience movement. The ArtScience Museum is the premier venue for major international touring exhibitions from the most renowned collections in the world. Featuring 21 gallery spaces, totaling 50,000 square feet, the latest addition to Marina Bay Sands delivers an impressive array of exhibits that embrace a spectrum of influences from art and science, media and technology, to design and architecture.

#### **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 casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

#### **About Lasalle College of the Arts**

Lasalle College of the Arts provides tertiary arts education within a practice-led environment that reflects the collaborative and interactive practices inherent in artistic practice. It offers a comprehensive range of diplomas and degrees in design, fine arts, film, media arts, fashion, dance, music, theatre, art therapy and arts management in the region. Lasalle is a non-profit, private educational institution operating autonomously with financial support from the Singapore Ministry of Education.