

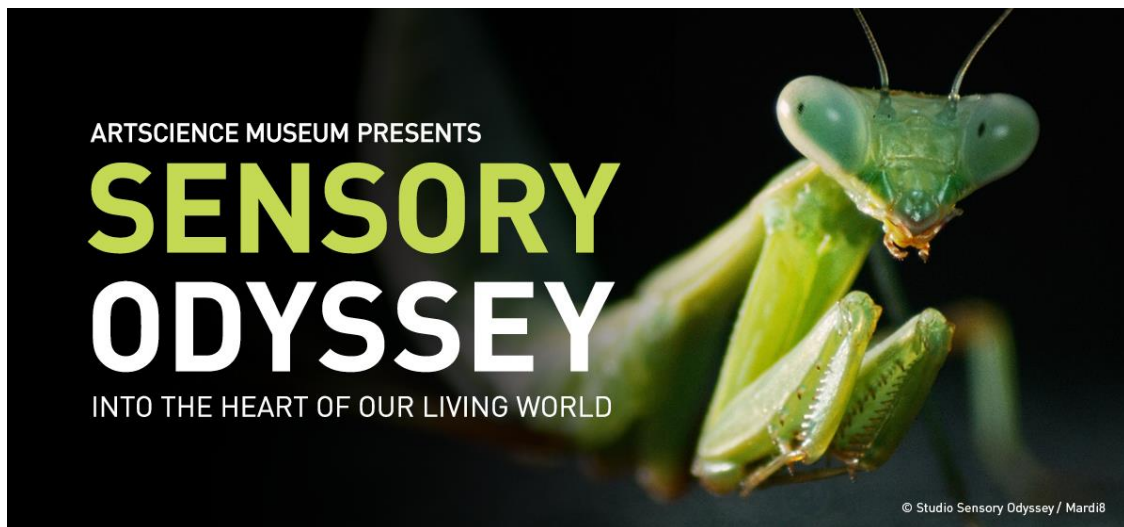
Press Release



FOR IMMEDIATE RELEASE

Explore the wonders of the natural world at new multi-sensory exhibition *Sensory Odyssey*

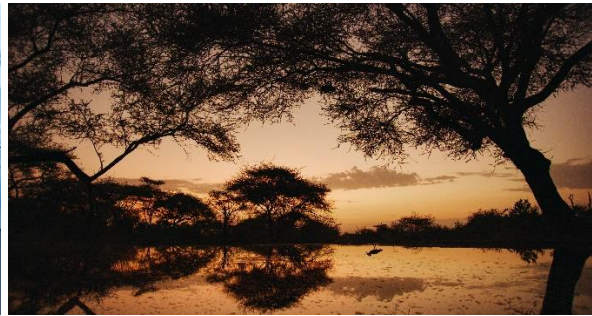
ArtScience Museum presents an Asia-first, one-of-a-kind experience that invites visitors of all ages to encounter nature's ecosystems in a unique way



SINGAPORE (26 April 2023) – An unparalleled multi-sensory journey through the natural world awaits visitors at ArtScience Museum's latest exhibition, *Sensory Odyssey: Into the Heart of Our Living World*. Making its Asian debut on 27 May, this groundbreaking show will captivate visitors by unveiling the beauty of our planet's biodiversity through up-close encounters with diverse habitats teeming with life.

Following a successful eight-month run in Paris at the Muséum national d'Histoire naturelle (French National Museum of Natural History) last year, *Sensory Odyssey* is now set to take even more visitors on a voyage through seven ecosystems from around the world.

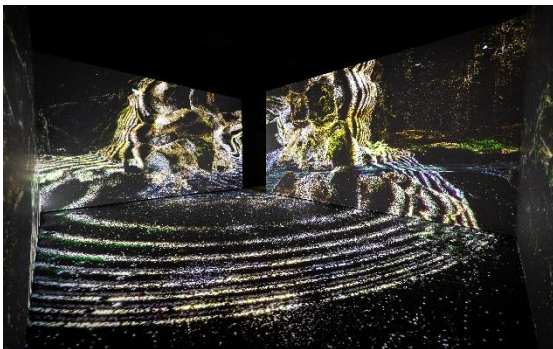
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Left: A lone visitor floating amongst Greenland's glaciers © Sensory Odyssey Studio / Mardi 8 / Camille Niel
Right: Image still from *Savannah Night* © Sensory Odyssey Studio / Mardi 8

As explorers for a day, visitors to the exhibition will join animals at a watering hole in the African Savannah, perch atop the rainforest canopy in French Guiana, and take to the skies with bats as they hunt for food. Visitors can also experience swimming with a family of giant sperm whales in the ocean near Mauritius and float across polar landscapes in the far north of Greenland, or even shrink in size to burrow into the ground before emerging in grasslands filled with pollinating insects.

These environments are brought to life through ultra-high-definition video projection, spatial audio, and unique scents that engage and magnify visitors' perceptions of sight, sound, and smell.



Left: Be immersed in the bats' world of *Echolocation* © Sensory Odyssey Studio / Mardi 8/ Camille Niel
Right: Encounter insects and plants amid the grassland © Sensory Odyssey Studio / Mardi 8/ Camille Niel

Developed by a cross-disciplinary team of artists, designers, biologists, engineers, developers, neuroscientists, scent-makers, and media specialists, this multi-sensory show sits at the crossroads of exhibition, performing arts, cinema and technological innovation, as well as cognitive and natural sciences.

“ArtScience Museum is delighted to present *Sensory Odyssey*, an exhibition that takes visitors on an incredible journey through the wonders of our natural world. This show emphasises ArtScience

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Museum's commitment to raising awareness of environmental issues, and is the latest in a series of exhibitions and education projects that demonstrate the importance of collective action in protecting and conserving our planet. As visitors enter each environmental zone in *Sensory Odyssey*, they will become part of a unique experience that will connect them deeply and emotionally with nature," said Honor Harger, Vice President of ArtScience Museum and Attractions at Marina Bay Sands.

"We have complemented the exhibition by curating an educational gallery that articulates the diversity of the flora and fauna our visitors will encounter during their expedition. On top of highlighting the importance of conservation and how to care for our planet, the gallery also includes local stories about nature here in Singapore. Meanwhile, a wayfinding guide will further deepen visitors' understanding of the biodiversity found within the ecosystems featured. We hope all our visitors leave the show with a renewed sense of wonder and greater empathy for our beautiful yet fragile planet," added Harger.

"Our pioneering edutainment brand is all about combining old fashioned artistry with cutting edge research in technology and science to raise awareness amongst family audiences about everything which connects us to other non-human species, in order to nurture an enduring and caring relationship with our natural world," said Gwenael Allan, Creator, co-founder and CEO of Sensory Odyssey Studio.

With hyper-realistic large-scale projections showcasing breathtaking scenes filmed in 8K-resolution from around the world, visitors to *Sensory Odyssey* will experience nature and wildlife up-close, exploring their surroundings as engaged participants rather than observers. As part of the experience, Academy Award Winning composer Nicolas Becker has designed some of the 360-degree ambient soundscapes that, in combination with custom olfactory creations by International Flavors & Fragrances Inc, form environments of total immersion – from emitting the smell of damp wood and vegetation on the forest floor to the sounds of a mantis nibbling at its prey.

Additionally, as part of Marina Bay Sands' upcoming festival 'Where Mind and Body Connect', the exhibition will bring visitors closer to nature as they clear their minds and get in touch with their senses. Taking place over four rejuvenating weekends from 17 June, this celebration of wellness will feature a slew of programmes that aim to enhance mental and physical wellbeing, offering individuals the perfect setting to unwind and centre themselves in the present.

The exhibition is presented in partnership with BASE Entertainment Asia and developed by Sensory Odyssey Studio, in co-production with the National Museum of Natural History in Paris, France. By inviting visitors to physically experience the story of our planet's biodiversity and ecosystems, the exhibition plants the seeds of a vital message about humankind's interdependence with nature and the need for greater appreciation of the environment.

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Sensory Odyssey: Into the Heart of Our Living World will run from 27 May to 29 October 2023.

Tickets and Reservations

Tickets are available for purchase from mid-May at all Marina Bay Sands box offices and online. It is recommended that guests pre-purchase tickets online in advance due to limited capacity and timed entry of the exhibition.

For more information on *Sensory Odyssey: Into the Heart of Our Living World*, please visit <https://www.marinabaysands.com/museum/exhibitions/sensory-odyssey.html>

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 10,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum is a major cultural institution in Singapore that explores the intersection between art, science, technology and culture. It is the cultural component of Marina Bay Sands. Since its opening in February 2011, ArtScience Museum has staged large-scale exhibitions by some of the world's major artists, including Leonardo da Vinci, M.C. Escher, Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as exhibitions that explore aspects of science and technology – including particle physics, big data, robotics, palaeontology, marine biology and space science. For more information, please visit www.marinabaysands.com/museum.html

About BASE Entertainment Asia

Base Entertainment Asia is part of the Tremendous Entertainment group and is the leading presenter of live entertainment across Asia Pacific. It is also the resident developer, producer, programmer and manager of the Sands Theatre at Marina Bay Sands in Singapore. Tremendous Entertainment is one of Asia's leading entertainment group presenting global and iconic brands throughout the region and beyond.

Base Entertainment Asia pursues a 360-degree approach in its consideration of entertainment property production and development – creative value, audience appeal, differentiation of product, assessment of market competition, anticipated show performance, commercial viability and investment yield. The company regularly consults on entertainment properties and productions across the globe and has capabilities of managing entertainment venues worldwide.

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About the Sensory Odyssey Studio

Sensory Odyssey Studio is a French trans-disciplinary collective that creates immersive location-based experiences, taking visitors on a breath-taking multisensory journey into nature with the illusion of magnified perceptions to hear, see, smell and feel the living world like never before.

The pioneering approach, at the crossroads of natural sciences, cognitive sciences, performing arts, cinema, and technological innovation, has been made possible through the collaboration between a multidisciplinary team of over 300 specialists, directors, designers, biologists, engineers, developers, neuroscientists, visual artists, scent makers, creators of special sensory effects and multimedia specialists. The first show opened in October 2021 in co-production with the French National Museum of Natural History

Using only original proprietary IP and based on neuro-scientific research, Sensory Odyssey embodies a new generation of qualitative entertainment experiences with sustainable values to enhance awareness and a feeling of vibrant resonance with the Living.

About Muséum national d'Histoire naturelle in Paris

The Muséum national d'Histoire naturelle (National Museum of Natural History of Paris) is at the interface of research, culture and society. It is dedicated to develop knowledge and understanding of nature and the relationships that humans have with nature. It is at one and at the same time a centre of research, learning and expertise, and also includes a wealth of collections that is presents in its museums, botanical gardens, zoos and libraries. Drawing on nearly four centuries of scientific adventures and (resolutely) looking towards the future, the Museum mobilises a combination of unique disciplines, skills and knowledge sharing them with the rest of the world. The scope of its activities, combining natural, human and social sciences, positions it as a reference in terms of ecological and social issues, allowing it to shed scientific light on the major challenges of the 21st century in France and beyond its borders. <https://www.mnhn.fr/en>

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