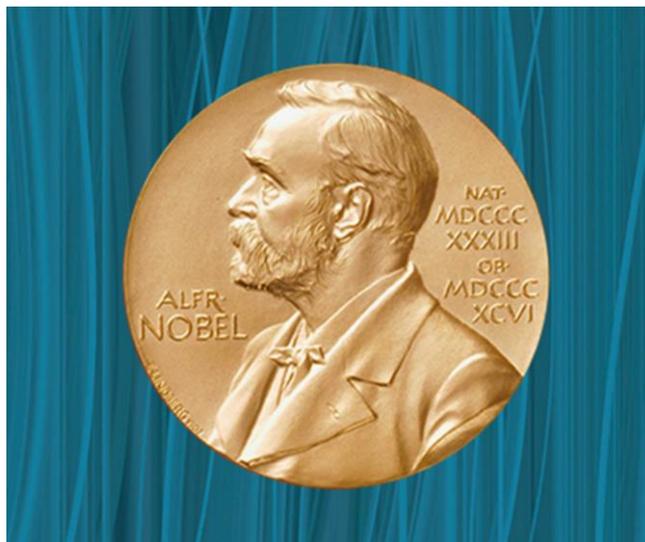


Press Release



FOR IMMEDIATE RELEASE



***The Nobel Prize: Ideas Changing the World* exhibition debuts at ArtScience Museum**

Free exhibition celebrates the spirit of Nobel Prize achievements through the decades

Singapore (21 October, 2015) – From a piece of the Berlin Wall to a transistor radio, rare artefacts from different eras will be on display at an upcoming exhibition at ArtScience Museum, highlighting a world transformed by Nobel Prize Laureates.

Capturing the spirit of Nobel Prize achievements through the decades, *The Nobel Prize: Ideas Changing the World* exhibition will make its Southeast Asian debut on 7 November. This is part of the Nobel Prize Series event that will take place from 4–7 November in Singapore. Produced by Nobel Museum, the free exhibition will shed fascinating insights into the life of Alfred Nobel, the Nobel Prize, the Laureates and how Nobel Prize-awarded efforts have shaped and continue to change our world.

Among the artefacts on display is Alfred Nobel's iconic will, which will be digitally brought to life for the first time through TAG (Touch Art Gallery) technology. Six interactive tours are also embedded within the audio-visual installation, casting a spotlight on his personal life, his illustrious career and his inventions.

“It is a great privilege to work with Nobel Museum to bring this striking exhibition to Singapore. The Nobel Prize celebrates ground-breaking achievements that have greatly impacted the way we look at, and live in the world. The exhibition uses innovative exhibition design, cutting-edge technology and historical material to look at how Nobel Prize-awarded discoveries continue to shape our future. The Nobel Prize is unique, in that it encompasses science, but also art, through the literature award, and therefore hosting it here at the only ArtScience Museum in the world, is very apt.” said Honor Harger, Executive Director of ArtScience Museum.

“Our aim is not to provide definitive answers, but to encourage people to ask more questions. In our exhibition *The Nobel Prize: Ideas Changing the World*, we focus on all those discoveries that have changed everyday life. These discoveries have been made because people keep on asking questions! I hope we can inspire the Singapore audience to ask even more questions, and their curiosity will hopefully be boosted by the fantastic accomplishments made by Nobel Laureates,” said Olov Amelin, Director of the Nobel Museum.

The Nobel Prize: Ideas Changing the World exhibition explores five key themes through five pavilions:

- ***The Nobel Prize*** provides an introduction to the Nobel Prize, and how Albert Nobel laid the foundation for the world’s most famous award when he penned his will in 1895. Nobel Prize-award achievements have spurred development in science, literature and peace. In this pavilion, visitors can view three items from each prize category, with one item in each category being linked to Alfred Nobel and the other two Nobel Laureates in this field.
- ***Alfred Nobel*** presents Alfred Nobel, his inventions and industrial operations, and the background to his will by using TAG technology.
- ***The Nobel Prize Over the Decades*** gives an overview of the history of the Nobel Prize, and of the Laureates and their works.
- ***The Nobel Prize in Our Daily Lives*** demonstrates the link between Nobel Prize-awarded efforts and phenomena in everyday life.
- ***The Nobel Prize and the Future*** addresses the question of how Nobel Prize-awarded discoveries may affect the future and of what future Nobel Prizes may involve. This pavilion invites visitors to consider how they view the future and how they can best meet these challenges

Using unique objects and documents, original artistic interpretations and interactive activities, the exhibition will transport visitors back to different eras, bringing to life the transformative effects of scientific discoveries such as the penicillin, and the magnetic horn invented by physicist Simon van der Meer. The renowned physicist shared the Nobel Prize in Physics in 1984 with Carlo Rubbia for contributions to the CERN project, using the magnetic horn to focus antiproton beams in an experiment. The experiment later led to the discovery of the W and Z particles, two of the most fundamental constituents of matter.

The exhibition also highlights extraordinary achievements in humanitarian disciplines which were awarded the Nobel Prizes for Literature and Peace, such as the International Committee of the Red Cross that won the Peace Prizes in 1917 and 1944 for its work during the First and Second World Wars.

Shifting the focus to Singapore, ArtScience Museum will be working in association with A*Star and Cold Spring Harbor Lab to curate a special pavilion to showcase the life and achievements of 2002 Nobel Prize Laureate Sydney Brenner, a major contributor to the development of science in Singapore. Through a series of photographs, illustrations and historical documents, the pavilion will highlight Brenner's pioneering work in molecular biology and his instrumental role in establishing Singapore's biomedical research sector.

Showing alongside *The Nobel Prize: Changing the World* exhibition is another forward-looking exhibition – the *Collider*, which puts visitors in the heart of the world's greatest scientific experiment, the Large Hadron Collider at CERN. Both exhibitions will culminate in a shared interactive space – '*The Collision*' – at the end of the visitor's journey through the exhibition. This zone will present Nobel Prize-awarded CERN researchers and their discoveries, and allow visitors to experiment constructing simple machines using every-day materials. This innovative space aims to inspire visitors to embrace new ideas of innovation and technology.

The free exhibition will run from 7 November 2015 till 24 January 2016.

For more information on *The Nobel Prize: Ideas Changing the World*, please visit www.marinabaysands.com/ArtScienceMuseum

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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 and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum at Marina Bay Sands is Southeast Asia's leading cultural institution that explores the inter-relationship between art, science, technology and culture. Featuring 21 galleries totaling 50,000 square feet, the iconic lotus-inspired building has staged major exhibitions by some of the 20th century's key artists, including Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as major exhibitions which explore aspects of scientific history.

About the Nobel Museum

The Nobel Museum is a museum devoted to circulate information on the Nobel Prize, Nobel laureates from 1901 to present, and the life of the founder of the prize, Alfred Nobel (1833-1896). The Nobel Museum's aim is to spread knowledge as well as to create interest and discussion around the natural sciences and culture through creative learning and exhibition techniques, modern technology and elegant design. Please visit: www.nobelmuseum.se

About Nobel Prize Series

Nobel Prize Series aims to stimulate innovation and creative thinking, bringing together Nobel Laureates, other experts and lifelong learners. This unique programme combines conference, lectures, roundtables, an exhibition and other meeting spaces. By sharing achievements and stories of Nobel Laureates with a global audience, this official Nobel programme inspires engagement in science, literature and peace in line with Alfred Nobel's vision.

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