



MARVEL'S AVENGERS S.T.A.T.I.O.N. Exhibition Premieres In Singapore!
The experiential exhibition makes its official Southeast Asian debut.

Singapore, 28 October 2016 – Avengers fans, the wait is over! Here's your chance to experience the impressive world of The Avengers at Science Centre Singapore's (SCS) MARVEL'S AVENGERS S.T.A.T.I.O.N. exhibition. Following successful runs in New York, Seoul, Paris and Las Vegas, the Singapore edition finally makes its debut in Southeast Asia.

Over 7,000 tickets have been sold since the exhibition was announced earlier in June. Spanning 2,000 square metres, the Singapore edition of AVENGERS S.T.A.T.I.O.N. is the largest and most interactive yet. Visitors will embark on an immersive adventure into the world of their favourite Super Heroes like Captain America, Iron Man, the Hulk, Black Widow, Hawkeye, Vision, Falcon and Ant-Man. They will enter as recruits and will be roped into The Avengers' extensive combat support network, set within the high tech environment of The Avengers' training facility. Original props, costumes, holograms and interactive activity stations will be featured throughout the exhibition.

Unique to Singapore's edition is the **High Performance Test Lab** where visitors compare their reflexes with that of Captain America's, the **Iron Man Flight Simulator** where visitors test their flight skills through augmented reality, and the **Mjölnir Simulation** where visitors test their worthiness against Thor who wields the mighty hammer.

Visitors will have access to intelligence files, classified studies and experiments that explore the history and scientific origins of The Avengers. Blockbuster Marvel movies will also be screened at the S.T.A.T.I.O.N. Theatre to enhance the entire visitor experience.

Produced by Victory Hill Exhibitions, a wholly-owned subsidiary company of Cityneon Holdings Limited, and proudly presented by Science Centre Singapore, Mediacorp VizPro International Pte Ltd and SPACElogic Pte Ltd – the exhibition promises to be a truly educational and entertaining experience. Educators and curious young learners will be pleased to know that the exhibition has been curated around principles of S.T.E.M., done in collaboration with NASA, The Science & Entertainment Exchange, National Academy of Sciences, Neuroverse, Jet Propulsion Laboratory and Gamedesk.

Associate Professor Lim Tit Meng, Chief Executive of SCS shared his hopes for the exhibition, "Science fiction has helped push the boundaries of real life science and brought to light the immense potential of S.T.E.M. The internationally acclaimed MARVEL'S AVENGERS S.T.A.T.I.O.N. will provide our visitors a real-life feel and insights to their favourite science fiction Super Heroes. This is one of the most technologically advanced exhibitions we have showcased and through this immersive experience, we hope to inspire the spirit of creative exploration and scientific enquiry among our young."

"It is part of our DNA at Mediacorp to bring to our audience engaging entertainment. This exhibition, Avengers S.T.A.T.I.O.N., promises to be a real blast. Ironically, it's your friends who will turn green



when they find out you've become an *AVENGERS S.T.A.T.I.O.N.* agent," said Mr Moses Lye, Head, Mediacorp VizPro International.

"The vendor-client relationship between SPACElogic and Science Centre Singapore has been 13 years in the making. We felt that this is a great opportunity for us to take the relationship a step further by participating, for the first time, as a partner and we are absolutely delighted to be part of this extraordinary experiential exhibition," said Augustus Peh, Managing Director, SPACElogic Pte Ltd.

Commenting on the partnership and the popularity generated during the lead up to the launch, Mr. Ron Tan, Executive Director, Cityneon Holdings and Chief Executive Officer, Victory Hill Exhibitions Pte Ltd said: "We are thrilled to have achieved an all-time high early-bird ticket sales at the Science Centre Singapore even before the official opening of the *AVENGERS S.T.A.T.I.O.N.* in Singapore. I am confident that with the combination of the organisational forces of Science Centre Singapore, marketing prowess of MediaCorp Singapore, strong global and local appeal of Disney's and Marvel's brands across demographics and VHE's creative and inventive expertise, that we are certain to enthral audiences by providing them an enjoyable and unforgettable experience at the *AVENGERS S.T.A.T.I.O.N.* Singapore's stop."

MARVEL'S AVENGERS S.T.A.T.I.O.N. is located at Annex Hall and will run from 29th October 2016 to 5th March 2017. Tickets are priced from \$18 for Children, and \$25 for Adults. Tickets are available at SISTIC <https://www.sistic.com.sg/events/cmarvel2017> and more information is available at <http://www.science.edu.sg/exhibitions/Pages/AvengersStation.aspx>

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About Science Centre Singapore

Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events. A custodian of creativity and innovation, Science Centre Singapore has captured the evolution of scientific developments for nearly four decades.

The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science, technology, engineering and mathematics. Since 1977, the Centre has welcomed over 30 million visitors and inspired them with more than 1,000 exhibits spread across 14 exhibition galleries and outdoor exhibition spaces.

The Centre's group of attractions include Omni-Theatre, Snow City and KidsSTOP™. The Omni-Theatre is an immersive dual-technology edutainment destination fitted with Southeast Asia's largest seamless dome screen and featuring the latest and brightest 8k digital fulldome system in the world. Snow City is Singapore's only permanent indoor snow centre offering an Arctic inspired experience at Singapore's first ice gallery and snow chamber. KidsSTOP™ - Where every child gets to Imagine, Experience, Discover and Dream - is Singapore's first children's science centre offering an enriching experience through purposeful play for children aged 18 months to 8 years.

For more information, please visit www.science.edu.sg.

About Mediacorp VizPro International Pte Ltd

Mediacorp VizPro International Pte Ltd has more than 10 years of experience in managing and organising many successful entertainment events. We specialise in Kids & Family musicals, Western & Asian concerts and Dance & Action shows.

With a passion for live entertainment, VizPro delivers world-class productions from mega-scale concerts, musical extravaganzas to exhibitions. We have a professional, creative and passionate team of experts who can propel events into the spotlight and get audiences engaged.

Mediacorp VizPro International Pte Ltd is a Mediacorp enterprise. Mediacorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. Mediacorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asian Television Awards' Terrestrial Broadcaster of the Year, Mediacorp's mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

For more information, please visit vizpro.sg



About SPACElogic Pte Ltd

Established in 2002, SPACElogic started with a team of less than 10 people, each a professional in his own right. They shared a common ideology of providing premium quality products and services, focusing on quality over profitability to carve a name for themselves in an industry dominated then by big players.

From the beginning, SPACElogic has been a one-stop solution provider, from conceptualisation to fabrication of interior decoration, exhibitions, events & permanent gallery set up and signage. They maintain an uncompromising stand on "Customer-First" perspective which often result in providing unique solutions to meet the customer's exacting expectations. Over the years, this has earned the company the trust and confidence of its customers and accelerated its growth to its current strength of 130 in Singapore. At SPACElogic, no idea is too small, no creation too radical. Its customer service philosophy is not only to deliver but to exceed its customer's expectations.

About Victory Hill Exhibitions Pte. Ltd.

Victory Hill Exhibitions is an exhibition Production and Distribution Company focused on delivering engaging, educational and immersive attractions for the global market. The company is the industry leader in creating and delivering innovative and captivating content for events, immersive attractions, interior architecture and experiential environmental spaces. With a focus on developing long term trusted and strategic relationships Victory Hill Exhibitions has over 25 years of combined experience delivering some of the most renowned and critically acclaimed exhibitions to the museum and entertainment industries. Using the latest technological capabilities and storytelling techniques, Victory Hill delivers impressive, visually appealing, educational content, and entertainment enjoyed by visitors of all ages. Recently acquired by Singapore-listed Cityneon Holdings Ltd, Victory Hill Exhibitions is a 100% subsidiary of a mainboard company with the Singapore Stock Exchange. For more information, please visit www.victoryhillexhibitions.com.

About Marvel Entertainment, LLC

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit [www.http://www.marvel.com](http://www.marvel.com). © 2016 MARVEL

About Cityneon Holdings Limited

Cityneon is a leading service provider of creative solutions in the area of Interior Architecture, Events, Exhibitions and all manner of Experiential Environment to global corporations, brands, businesses, government and international agencies worldwide. Creating unforgettable experiences through creativity, production quality, precise execution and delivery excellence. Cityneon has also developed very specialized expertise in the area of conceptualizing, designing and building of Museums, Galleries, Theme Parks and Attractions, including National Pavilions at World Expositions. Through immersive storytelling, using state-of-the art technologies, Cityneon creates breathtaking and emotionally stirring experiences. The Group's network across the world, together with our international partnerships, provides the company the opportunity to serve its clients globally. For more information, please visit www.cityneon.net

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