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MEDIA MONITORING – Cityneon Holdings

Cityneon Holdings bags SBR National Business Awards for Diversified Services



Their work at the Expo Milano was recognised.

Cityneon Holdings is a full service ideas agency specialising in transforming customer and brand experiences, encompassing four independent yet integrated business divisions – Interior Architecture, Experiential Environments, Events, and Exhibitions.

They were tasked in 2015 to work at Expo Milano, a universal exposition, on a unique and artistic pavilion that would reflect Oman, the country and its story.

The expert coordination that was poured into this initiative was recognised at the Singapore Business Review National Business Awards, and Cityneon Holdings won in the Diversified Services category.

Jeny Aw represented Cityneon Holdings at the awarding ceremony and accepted the award for the project, "Sultanate of Oman National Pavilion at Expo Milano 2015."

The company's experienced project design team and project managers worked with an international team of architects, mechanical and structural engineers, water and audio-visual specialists and technicians, builders and stenographers. Planning and detailed design had to meet the stringent Expo guidelines and Italian building regulations.

Cityneon Holdings' specialised team of researchers, interpretive writers, videographers, visualisers and graphic designers worked together to produce exhibits and content to communicate the pavilion story. This involved many meetings with Ministerial representatives and filming on location in Oman, as well as interviews with local artisans, farmers and food producers.

Their exhibits and content ultimately needed to convey the essence of Oman as a country. With a multifaceted interior, strong exhibit design, and digital technologies, they delivered a creative mix of entertainment, engagement, and information appropriate to their audience.

They utilised the entire pavilion site to explore the story of Oman as it offered both exterior and interior interpretation opportunities. Interpretative and digital exhibits, immersive experiences, augmented reality, and a mobile app provided a comprehensive set of tools with which to tell their stories in many places.

The SBR National Business Awards was held on June 8, 2017 at the Conrad Centennial Singapore.

This year's nominations were judged by a panel consisting of Ng Jiak See, executive director and head of corporate finance advisory at Deloitte Singapore & Southeast Asia; Choo Eng Chuan, ASEAN markets leader and partner, international and corporate tax services at Ernst & Young Solutions LLP; Toh Kim Teck, assurance partner at Foo Kon Tan LLP; and Henry Tan, managing director at NEXIA TS.

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MEDIA MONITORING – Cityneon Holdings

Victory Hill Exhibitions earns SBR International Business Awards for Media & Entertainment



Their outstanding Marvel exhibition impressed everyone.

Marvel's Avengers S.T.A.T.I.O.N. (Scientific Training and Tactical Intelligence Operative Network), a 10,000 sq. ft. exhibition, is a truly immersive experience that allows audiences to live within the Marvel Cinematic Universe and become part of the adventure by studying the science behind their favorite superheroes.

It was created by Victory Hill Exhibitions (VHE), a production and distribution company mainly focused on delivering innovative, interactive and educational exhibitions to global market, and which is also a 100% subsidiary of Cityneon Holdings Limited.

The exhibition was praised for the atmosphere and impact it evoked, making it the worthy winner of the Singapore Business Review International Business Awards for the Media & Entertainment category.

Jenny Aw accepted the award for the project, entitled "Avengers S.T.A.T.I.O.N, Immersive Attraction," on behalf of VHE.

More than just being a visual experience, Marvel's Avengers S.T.A.T.I.O.N. is also an educational tool. Teachers bringing students to the exhibit were invited to participate in a learning experience unlike any other -- with the aim of taking their students on an exploration of STEM discoveries through the Marvel Universe.

"This exhibition is so immersive, so interactive and very educational," said Associate Professor Lim Tit Meng, Chief Executive of SCS, who's known for his track record in inspiring interest in science through pop culture.

VHE combines both intellectual content and creative talent to produce world-class museum-quality exhibitions using the latest technological capabilities with the use of leading 3D stereoscopic technologies, advanced robotics, dynamic multimedia and projection mapping, intricate sets and engaging performances that deliver impressive visual appeal, educational content, and entertainment for visitors of all ages. Cityneon Singapore team supports with logistics, build and marketing.

Marvel's Avengers S.T.A.T.I.O.N. is now on tour through America and Canada for the next six years, Victory Hill is seeking to expand the network through the North American region.

The SBR International Business Awards was held on June 8, 2017 at the Conrad Centennial Singapore.

This year's nominations were judged by a panel consisting of Ng Jiak See, executive director and head of corporate finance advisory at Deloitte Singapore & Southeast Asia; Choo Eng Chuan, ASEAN markets leader and partner, international and corporate tax services at Ernst & Young Solutions LLP; Toh Kim Teck, assurance partner at Foo Kon Tan LLP; and Henry Tan, managing director at NEXIA TS.