

Press Release

The British
Museum

MARINA BAY Sands®
SINGAPORE

FOR IMMEDIATE RELEASE



ArtScience Museum introduces interactive programming to launch *Mummy: Secrets of the Tomb* Exhibition brings first technologically-advanced and 3D look into ancient Egyptian Mummies to Singapore

Singapore (April 25, 2013) – ArtScience Museum™ at Marina Bay Sands has officially unveiled a host of engaging programming that will accompany the launch of *Mummy: Secrets of the Tomb*. The variety of offerings, specially developed by ArtScience Museum, is designed to engage visitors of all ages and only available to visitors of *Mummy: Secrets of the Tomb* during its Singapore stay.

“The British Museum is one of the world’s top museums with unparalleled expertise in the study of historic ancient Egypt. It’s an honour to partner with such a distinguished organisation to bring *Mummy: Secrets of the Tomb* to Southeast Asia for the first time,” said Ross Leo, Associate Director of ArtScience Museum. “To enhance an already innovative exhibition, ArtScience Museum is introducing a host of interactive programming and workshops that will put our own unique stamp on *Mummy: Secrets of the Tomb*. The result is an exhibition that provides a modern and insightful view on an ancient subject, and a visitor experience that’s one-of-a-kind in every way.”

Among the unique programming developed by ArtScience Museum for *Mummy: Secrets of the Tomb* is a creative and educational offering for young visitors called *Activity Quest*. The *Quest* takes children of all ages on a journey through ancient Egypt by providing challenges in each of the exhibition galleries and activity bags filled with a variety of tools to complete the mission. In addition to furnishing a fun exercise for young visitors, the *Activity Quest* also provides age-appropriate learning opportunities and is available to families and school students during their visit to *Mummy: Secrets of the Tomb*.

Additionally available to visitors of the exhibition is *Amulets for the Afterlife*, a workshop inspired by the various colourful amulets on display in *Mummy: Secrets of the Tomb*. Amulets were believed to protect the departed from harm and were routinely placed within the layers of linen of a mummy as it was being wrapped. Taking place in the Embalmer's Workshop, this hands-on activity gives participants an opportunity to learn how amulets were made in ancient Egypt and create their own clay-baked and painted version to take home.

Also conducted in the Embalmer's Workshop is *The Secrets of Embalming*, another unique interactive activity developed by ArtScience Museum. This programme provides insight to visitors on how ancient Egyptians preserved the departed in preparation for their journey into the afterlife. Through a fascinating and hands-on demonstration, the scientific process of embalming is revealed with many opportunities for audience participation. This workshop and all *Mummy: Secrets of the Tomb* programming is complimentary for all exhibition ticket-holders.

In total, *Mummy: Secrets of the Tomb* includes more than 100 artifacts and six mummies from the heralded ancient Egyptian collection of the British Museum. Among the mummies displayed in the exhibition is that of Nesperennub, an Egyptian temple priest who lived 3,000 years ago. It is jointly presented by MediaCorp VizPro International Pte Ltd (VizPro).

The British Museum utilised cutting-edge CT scanning technology and computer visualisation techniques to perform a "virtual unwrapping" of Nesperennub without disturbing the cartonnage or any of the delicate material surrounding the mummy. The scanning process produced 6,500 separate images, and the findings discovered were converted into a stunning 3D film which sheds light on the temple priest's life and death in a new and unique way. The 21-minute film is an integral part of *Mummy: Secrets of the Tomb* and is also complimentary for all exhibition ticket-holders.

"We are delighted to bring this visually stunning exhibition to a new audience in Singapore," said Dr. John Taylor, Assistant Keeper, Department of Ancient Egypt and Sudan with the British Museum as well as curator of *Mummy: Secrets of the Tomb*. "Having visited the United States, Europe, Japan, India and Australia, Neperennub is now the most widely-travelled ancient Egyptian in the world. The story of his life and death, as presented in the 3D film, opens a window on to the ancient past, which we hope will fascinate and inspire visitors of all ages."

To mark the opening weekend of *Mummy: Secrets of the Tomb*, the British Museum's Dr. Taylor will conduct four guided tours and two lectures on ancient Egypt at ArtScience Museum, all of which is complimentary to exhibition ticket-holders. Through the guided tours, Dr. Taylor will provide exhibition insight and details regarding ancient Egyptians' beliefs, customs and how they worshipped. His lectures will include a look into the evolution of modern mummy research and an in-depth presentation on ancient Egyptian rituals.

Dr. Taylor's public schedule at ArtScience Museum on 27-28 April is as follows:

Saturday, 27 April 2013

Curator's Guided Tour

(11:30am and 5:30pm; beginning at the first gallery of *Mummy: Secrets of the Tomb*)
Join Dr. John Taylor from the British Museum as he leads you through the exhibition, revealing fascinating facts about the life and beliefs of ancient Egyptians.

Curator's Talk

(2:30pm – 3:30pm; held on Level 4 of ArtScience Museum)
Investigating Egyptian Mummies Through Virtual Unwrapping
Dr. John Taylor from the British Museum will trace the development of mummy investigation from its early days to the non-invasive methods of today.

Sunday, 28 April 2013

Curator's Guided Tour

(11:30am and 5:30pm; beginning at the first gallery of *Mummy: Secrets of the Tomb*)
Join Dr. John Taylor from the British Museum as he leads you through the exhibition, revealing fascinating facts about the life and beliefs of ancient Egyptians.

Curator's Talk

(2:30pm – 3:30pm; held on Level 4 of ArtScience Museum)
The Horizon of Eternity: Living and Dying in Ancient Egypt
Dr. John Taylor from the British Museum will describe in detail the importance of rituals and the relationship between men and gods in ancient Egypt.

For a complete listing of dates and times with all ArtScience Museum programming, please visit: www.marinabaysands.com/ArtScienceMuseum

ArtScience Museum at Marina Bay Sands is known as the museum that celebrates creativity, the processes at the heart of art and science, and their role in shaping society. The Museum seeks to understand what drives creative people, how they acquire and use their skills, and how the world around us is changed because of it. ArtScience Museum presents exhibitions and programmes to deliver these stories using a combination of beautiful design, intriguing content and intellectual discussion, in order to inspire the creativity in all of us.

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Featuring 21 gallery spaces totaling 50,000 square feet, the boldly iconic lotus-inspired ArtScience Museum is also the premier venue for major international touring exhibitions from the most renowned collections in the world. Since it opened in 2011, ArtScience Museum has been home to some of the best-attended exhibitions in Singapore, including “Titanic: The Artifact Exhibition”, “Harry Potter: The Exhibition”, “Andy Warhol: 15 Minutes Eternal”; “Dali: Mind of a Genius” and “The Art of the Brick”. “Mummy: Secrets of the Tomb” will be the thirteenth exhibition to be staged at ArtScience Museum.

ArtScience Museum at Marina Bay Sands was awarded TripAdvisor’s Certificate of Excellence in 2012, earning a top rating of 4.0 out of 5. This recognition places the museum amid a select group of attractions that have been recognized by worldwide travelers for providing outstanding tourist experiences.

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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 the British Museum

The British Museum was founded in 1753, the first national public museum in the world. From the outset its mission was to be a “museum of the world for the world”. This ambition still lies at the heart of the Museum today. The collection tells the story of cultural achievement throughout the world, from the dawn of human history over two million years ago, until the present day. For more information, please visit www.britishmuseum.org.

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For Images

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