

# Press Release

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MARINA BAY  **Sands**<sup>®</sup>  
SINGAPORE



*Photograph by Chris Johns, National Geographic – Kalahari Gemsbok National Park, South Africa*

## ***50 Greatest Photographs of National Geographic to debut at ArtScience Museum***

*Internationally-popular Little Sun solar lamp makes Asian  
premiere to raise funds for Sands for Singapore's charity  
drive*

**Singapore** (16 July, 2013) – ArtScience Museum™ at Marina Bay Sands announced today that it will welcome the exhibition, *50 Greatest Photographs of National Geographic*, beginning 17 August, 2013. This marks the Southeast Asia premiere for the exhibition, and its debut in this region will coincide with the 125<sup>th</sup> anniversary of the National Geographic Society being recognised this year.

The museum will also actively participate in the inaugural Sands for Singapore Festival, Marina Bay Sands' three-day charitable event to benefit underprivileged Singaporeans and local charities, scheduled for mid-August. On 17 and 18 August, ArtScience Museum will donate all exhibition ticket-sale proceeds, including those from *50 Greatest Photographs of National Geographic*, to Community Chest via Sands for Singapore.

“Our important work at Community Chest is made possible through donations from individuals and organizations alike,” said Ng Ling Ling, General Manager of Community Chest. “We’re honoured that ArtScience Museum at Marina Bay Sands is making this commitment to help us in our effort and thankful for the positive impact it will have in the lives of the less fortunate in Singapore. With the help of organisations like ArtScience Museum, we’re encouraged that Community Chest will be able to continue caring for the community and spread the spirit of giving for many years to come.”



*Front and back of Little Sun – Credits to Raphael/Studio Olafur Eliasson.*

Debuting in the museum's retail space is the internationally-popular Little Sun. Retailing at S\$45, the iconic yellow flower design solar lamp is now available for purchase at ArtScience Museum, and all profits generated from its sale beginning 15 July through the 18 August conclusion of the Sands for Singapore Festival will also be directed to Community Chest. This is the first time Little Sun has been made available for retail purchase in Asia.

With over 100,000 pieces sold worldwide, the Little Sun is a solar-powered lamp that combines art and renewable energy to help bring light to the estimated 1.6 billion people in the world who currently have no access to electricity or proper lighting. Full-price sales of the hand-sized lamp in areas within the electrical grid enable it to be sold at a reduced price to those in off-grid areas.

Conceptualised by acclaimed Icelandic artist Olafur Eliasson and engineer Frederik Ottesen, Little Sun made its debut at London's Tate Modern in July 2012. Dr. Irene Lee of Singapore has played an instrumental role in the design, development and production of the stylistic lamp. An accomplished artist, scientist and entrepreneur in the renewable energy and art realms, Dr. Lee is the founder and CEO of Little Sun Pte Ltd and also serves in management capacities with several other companies.

**ArtScience Museum to host Southeast Asia premiere of National Geographic exhibition:**

The exhibition, *50 Greatest Photographs of National Geographic*, will showcase some of National Geographic's most compelling photographs. From Steve McCurry's unforgettable Afghan girl to Michael 'Nick' Nichols' iconic image of Jane Goodall with a chimpanzee to National Geographic magazine editor-in-chief, Chris Johns' stunning shot of a South African lion, the exhibition includes some of the most-remembered and celebrated photographs from the magazine's 125-year history.

Included in the exhibition is a photograph dating back to 1965 (Thomas J. Abercrombie's legendary image of Mecca's main square in Saudi Arabia) and one which captures a new perspective on a subject at least 1,500 years old (Michael 'Nick' Nichols' impressive composite image of a California Redwood tree which is actually 84 different photographs pieced together). The unique stories behind these and each of the photographs will be shared throughout *50 Greatest Photographs of National Geographic*. Visitors will have the opportunity to learn more about the images from the perspective of the photographers as well as experience the diversity of our planet through the framework of photography and how we as humans are connected to it.

Tickets for *50 Greatest Photographs of National Geographic* will go on sale from 1 August, 2013. For more information, please visit [www.marinabaysands.com/ArtScienceMuseum](http://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.

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". *50 Greatest Photographs from National Geographic* will be the fifteenth exhibition to be staged at ArtScience Museum.

ArtScience Museum at Marina Bay Sands was awarded TripAdvisor's Certificate of Excellence in 2013. 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 National Geographic Traveling Exhibitions**

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations and one of the world's leading organizers of large-scale, traveling exhibitions. Since it launched "Tutankhamun and the Golden Age of the Pharaohs" in 2004, National Geographic has organized two more Egyptian-themed exhibitions, "Tutankhamun: The Golden King and the Great Pharaohs" and "Cleopatra: The Search for the Last Queen of Egypt." Other exhibitions National Geographic has organized include the four-city U.S. tour of "Afghanistan: Hidden Treasures from the National Museum, Kabul." National Geographic also offers a broad selection of stunning photography exhibitions to museums and venues around the world. For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com).

**About Little Sun**

Little Sun is a social business that follows the principle of trade, not aid. It's not just about delivering light to people – it matters how it gets there. We address the need for light in a sustainable way that benefits off-grid areas of the world. All funds generated by Little Sun are used to drive the project. Little Sun aims to spread light, safe energy, and profits everywhere.

**About Sands for Singapore**

Sands for Singapore, Marina Bay Sands' corporate social responsibility programme, is committed to helping Singapore in meaningful ways. By using our unique resources as well as mobilising our active volunteerism, we aim to create a positive difference in the lives of Singaporeans.

Our designated charities, including Metta School, the Singapore Association for the Deaf (SADeaf), OSchool and City College, WECARE Community Services and Art Outreach Singapore have benefitted from our continuous support and engagement. Besides working with our designated charities, we further support beneficiaries including those related to youth and education.

**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](http://www.marinabaysands.com)

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**For Images**

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