

## MEDIA RELEASE

16 February, 2011



SINGAPORE  
BIENNALE  
2011  
OPEN HOUSE

13.MARCH – 15.MAY.2011  
VERNISSAGE 11 – 12.MARCH

## ROARING START TO SINGAPORE BIENNALE 2011

***The Merlion Hotel* opens to public for 32 exclusive nights during the Singapore Biennale 2011**

Organised by the Singapore Art Museum, the third edition of the Singapore Biennale (SB2011), *Open House*, kicks off with a roar as key details on *The Merlion Hotel* by acclaimed Japanese artist, Tatzu Nishi, are unveiled.

### ‘THE MERLION HOTEL’ EXPERIENCE

Tatzu Nishi’s *The Merlion Hotel* is one of many key commissioned pieces of Southeast Asia’s leading Biennale, held in Singapore from 13 March to 15 May 2011. This one-of-a-kind installation piece will transform Singapore’s beloved iconic landmark into a temporary and luxurious hotel suite, open in the day for public viewing and in the evening for overnight stays.

*The Merlion Hotel* has also received generous sponsorship from corporate and government organisations. Credit Suisse AG (under its partnership with the Singapore Art Museum Credit Suisse: Innovation in Art Series), The Fullerton Heritage and the Singapore Tourism Board are Key Sponsors of *The Merlion Hotel*, while JPL Consultants is a Sponsor. The Urban Redevelopment Authority is a Venue Partner, while The Fullerton Hotel Singapore will have a

dedicated team providing the hospitality for *The Merlion Hotel* to complete the luxury hotel stay experience.

The hotel will take in reservations from 28 February 2011. Members of the public can book a one-night stay between 4 April to 5 May for two adults at the special rate of \$150 nett. The hotel is fully furnished with a double-bed, bathroom, amenities, personalised room check-in, dedicated Merlion Hotel Butler as well as breakfast at The Fullerton Hotel Singapore. All guests will also receive a delightful welcome basket – compliments of the Singapore Biennale 2011 organiser the Singapore Art Museum and *The Merlion Hotel* key sponsors. Further details are appended in [Annex A](#).

An exciting promotion – the *I Should Stay at The Merlion Hotel* contest – allows the public to win a complimentary night's stay at the hotel on the first and last nights of the Biennale (13 March and 15 May respectively). In this contest, members of the public have to submit personal stories of not more than 100 words, explaining why they deserve to win an overnight stay at the hotel. Submissions will be judged by the artist Tatzu Nishi and the organiser of the Biennale. Further details are appended in [Annex B](#). Other promotions are being planned and will be announced when the Biennale opens.

The artist would like to provide as many members of the public the opportunity to stay in the hotel. Director of the Singapore Art Museum, Mr Tan Boon Hui said, "In keeping with his wishes, and the Merlion's position as a an iconic sculptural landmark, through the reservation system and various promotional campaigns, the Singapore Art Museum has tried to make available *The Merlion Hotel* to as many members of the public as possible to enjoy an overnight's stay at. We are confident that many will eagerly look forward to this unique experience."

Mr Tan added, "The Singapore Art Museum is pleased to work with with our long-term partner Credit Suisse AG, the Singapore Tourism Board, the Fullerton Heritage and JPL Construction to bring this extraordinary experience to the public. Through their coordinated efforts, we are able to present this unique opportunity for the enjoyment of Singaporeans and visitors alike. This promises to be a stay to remember."

**'FREQUENCY AND VOLUME' BY RAFAEL LOZANO-HEMMER**

Instead of the proposed light work at Marina Bay, Rafael Lozano-Hemmer, renowned for his large scale public interactive works, will now create an impressive and interactive installation entitled *Frequency and Volume* which enables viewers to tune in and listen to different Singapore radio stations by casting shadows of themselves on a long wall of Old Kallang Airport. A computerised tracking system detects their shadows. By using the position and size of their shadows to scan radio frequencies and control volume respectively, the viewers can listen in on various FM or AM radio stations, as well as other frequencies including short wave, CB and radio navigation.

- END -

**For more information, the following materials are enclosed:**

Annex A – About *The Merlion Hotel* and making reservations

Annex B – *I should stay at The Merlion Hotel* Contest

Annex C – About *Frequency and Volume*

Annex D – Corporate sponsors

### **About the Singapore Biennale**

The Singapore Biennale was established in 2006 as the country's premier platform for international dialogue in contemporary art. It places Singapore's artists within a global context, and fosters productive collaborations with the international arts community. In this way, the Biennale provides new opportunities for local visual artists, arts organisations and businesses, and cultivates deeper public engagement with the arts. It complements achievements in other areas of arts and culture, collectively enhancing Singapore's international profile as a vibrant city in which to live, work and play. Singapore Biennale 2011 is organised by the Singapore Art Museum of the National Heritage Board, and supported by the National Arts Council, which first inaugurated the Biennale in 2006 and was also the organizer for the 2008 edition.

### **About the Singapore Art Museum**

The mission of the Singapore Art Museum (SAM) is to document, interpret and promote the contemporary art practices of Singapore, Southeast Asian, and the wider Asian region. Opened in January 1996 as a museum under the National Heritage Board of Singapore, SAM has amassed one of the world's largest public collections of Southeast Asian artworks. Since 2009, SAM has focused its programming and collections development initiatives around contemporary Southeast Asian art and art practices. SAM is also the organiser of the Singapore Biennale 2011.

### **About the Merlion at Merlion Park**

The Merlion was first built as an eight-metre tall sculpture in 1972 and located at the mouth of the Singapore River to "welcome all visitors to Singapore". Commissioned for approximately \$165,000 in 1971 by the Singapore Tourism Board (then known as the Singapore Tourist Promotion Board), it was built by Mr Lim Nang Seng, a local craftsman who had won several prizes in the Singapore Handicraft and Design competition. The Merlion was formally installed on 15 September 1972 by the then Prime Minister, Mr Lee Kuan Yew. On 15 September 2002, the Merlion was moved to its current location at Merlion Park next to One Fullerton, and now overlooks the scenic Marina Bay.

***For more information, please contact:***

Eileen Chua  
Account Director  
Fulford Public Relations  
DID: 6324 2416  
Email: [echua@fulfordpr.com](mailto:echua@fulfordpr.com)

Kim May  
Assistant Director  
Marketing & Corporate Communications  
Singapore Art Museum  
DID: 6332 3869  
Email: [kim\\_may@nhb.gov.sg](mailto:kim_may@nhb.gov.sg)

Kimberly Mah  
Account Manager  
Fulford Public Relations  
DID: 6324 2504  
Email: [kmah@fulfordpr.com](mailto:kmah@fulfordpr.com)

Evon Teo  
Assistant Manager  
Marketing & Corporate Communications  
Singapore Art Museum  
DID: 6332 6798  
Email: [evon\\_teo@nhb.gov.sg](mailto:evon_teo@nhb.gov.sg)

***The Merlion Hotel***

**by Tatzu Nishi**

Born 1960, Nagoya, Japan; lives and works in Berlin and Tokyo

**Opens 13 March – 15 May 2011**

**10am – 7pm Daily**

**The Merlion Park, One Fullerton**

**Free admission**



*The Merlion Hotel* (artist's rendering),  
2011, construction-installation. Image  
courtesy of the artist

Japanese artist Tatzu Nishi attempts to make the encounter between an art object and its viewer a different, often surprising experience. *The Merlion Hotel*, Nishi's project for sb2011, comprises a luxurious temporary hotel room built around Singapore's iconic landmark, the Merlion, offering visitors an unique perspective on this globally recognised symbol. By shifting our proximity to the sculpture, Nishi stages an uncanny encounter with a landmark in the intimacy of a hotel room. During the day people can visit the 'Merlion Hotel', while each evening a guest will check in and spend the night. Public and private space collapse in Nishi's egalitarian project, bringing the citizen eye to eye with a landmark that usually towers far overhead.

**Key Sponsors**

Credit Suisse AG

The Fullerton Heritage

Singapore Tourism Board

**Sponsor**

JPL Consultants

**Venue Partner**

Urban Redevelopment Authority

**Hospitality**

The Fullerton Hotel Singapore

## **STAY AT THE MERLION HOTEL**

Daily, from 4 April – 5 May 2011

Check-in: 8.30pm

Check-out: 8.30am

S\$150 nett for two persons, one-night stay only (breakfast included)

**Reservations open 10am on 28 February, on a first-come-first-served basis.**

Members of the public can make reservations to spend a night from 4 April to 5 May in The Merlion Hotel. The Hotel can accommodate two adults (double-bed) each night at the special price of S\$150 nett with breakfast at The Fullerton Hotel Singapore.

A fully-furnished hotel with amenities and panoramic views, guests staying at *The Merlion Hotel* will enjoy a luxury hotel stay, with a dedicated team from The Fullerton Hotel Singapore providing warm hospitality which includes personalised room check-in and Merlion Hotel Butler service to complete the experience. All guests will receive a delightful welcome basket compliments of the Singapore Biennale 2011 organiser Singapore Art Museum and *The Merlion Hotel* key sponsors Credit Suisse AG, The Fullerton Heritage and the Singapore Tourism Board.

“The Fullerton Hotel Singapore has a sustained commitment to upholding our history presented against modern elements. This partnership is befitting as The Fullerton Building and the Merlion are both icons of Singapore created in the 1900s. Today, they embody living art and heritage, kept vibrant by continued efforts to celebrate our past and stories. This is also an opportunity for our associates to shine and be a dynamic part of this art installation. We are honoured to play a holistic part in this event as part of the Singapore Biennale 2011.” says Mr Giovanni Viterale, General Manager of The Fullerton Hotel Singapore.

### Terms and Conditions

- To make a reservation, please call *The Merlion Hotel* Reservations at (+65) 6332 9870, between 10am – 5pm (GMT +8), Mondays to Fridays, from 10am on 28 February 2011.
- Reservations will only be confirmed on receipt of payment by the Singapore Art Museum. Cash, cheque or credit card payment is accepted.
- Each person can only book a one night stay for two (2) persons at *The Merlion Hotel*.
- Availability of room nights are based on first-come-first-served basis.
- All guests with confirmed reservations will receive a confirmation note with information for check-in.
- Guests must produce their NRIC/FIN/Passport, as well as confirmation note to check-in.
- Room bookings are not transferable. Changes to check-in dates are not allowed.
- No refunds will be made for any cancellations.
- Other terms and conditions for hotel stay in a Fullerton Hotel-managed property apply.
- Staff of the Singapore Art Museum/Singapore Biennale 2011 are not eligible to book a room at *The Merlion Hotel*.

## **‘I SHOULD STAY AT THE MERLION HOTEL’ CONTEST**

In 100 words or less, tell us why you deserve to spend the night at *The Merlion Hotel*. The artist Tatzu Nishi and organiser will pick two (2) winners with the best entries. Each winner will win a complimentary night’s stay at *The Merlion Hotel* either on the first or last night of the Biennale (13 March 2011 and 15 May 2011 respectively).

- Contest is now open and closes on 7 March 2011.
- Entries should be submitted via
  - a) email to [themerlionhotel@singaporebiennale.org](mailto:themerlionhotel@singaporebiennale.org)
  - b) fax: +65 6334 7919
  - c) mail: “I should stay at *The Merlion Hotel*”  
The Singapore Biennale 2011 c/o Singapore Art Museum  
61 Stamford Road #02-02  
Stamford Court  
Singapore 178892
- Do mark all entries with the subject heading “I should stay at *The Merlion Hotel*”.
- All entries must include the following:
  - Full name (as in NRIC/FIN or Passport)
  - NRIC/FIN or Passport Number
  - Contact number
  - Email address
  - Mailing Addressfor contact and verification purposes.
- One winner will be picked to stay in *The Merlion Hotel* on 13<sup>th</sup> March and another one for 15<sup>th</sup> May.
- The winners will be announced by 11 March 2011.
- Winners will be notified by email and telephone. Their names will also be posted on the Singapore Biennale website and Singapore Biennale 2011 Facebook page.

### Terms and Conditions

- Winners must claim their prize in person with the Singapore Art Museum by 12noon on 12 March 2011. Winners must present their NRIC/FIN/Passport for verification purposes.
- Prizes not claimed by the deadline stated above shall be forfeited without notice and without any liability to the organiser. The organiser reserves the right to pick another winner if it wishes to do so.
- Winners can invite one (1) other person for the overnight stay at *The Merlion Hotel*. Other terms and conditions for hotel stay in a Fullerton Hotel-managed property apply.
- Check-in is at 8.30p.m., check-out is at 8.30a.m.
- Staff of the Singapore Art Museum/Singapore Biennale 2011 are not eligible to participate in the contest.
- Winners must produce their NRIC/FIN/Passport and confirmation slip when checking

into *The Merlion Hotel* for verification purposes.

- Prizes are not transferable and cannot be exchanged for cash or any other goods or services.
- Winners are selected at the discretion of the organisers and all decisions are final. No correspondence will be entertained.
- By participating in this contest, winners agree to the disclosure of their names and other particulars for publicity purposes and agree to co-operate and participate in publicity activities (including photographs and videos) without any payment or compensation.
- The organiser reserves the right to reasonably amend the terms of the contest from time to time and all contestants and winners agree to be bound by the same.
- The organiser shall own the copyright to all submitted entries and shall have the right to publish submitted entries on Singapore Biennale 2011 platforms.

***Frequency And Volume***  
**by Rafael Lozano-Hemmer**

Born 1967, Mexico City, Mexico; lives and works in Montreal



***Frequency and Volume: Relational Architecture 9***, 2003, projectors, cameras, computers, radioelectric scanners, antennae, radios and 48-channel sound system, dimensions variable. Image courtesy of the artist.

Rafael Lozano-Hemmer is an artist who develops interactive installations at the intersection of architecture and performance art. His works take the form of kinetic sculpture, responsive environments, video installation and photography, with a central interest in creating platforms for public participation. While often spectacular in scale, his works are always interested in exploring issues of intimacy and individual agency in the public realm. For SB2011, Lozano-Hemmer presents *Frequency and Volume* (2003), a work that uses the shadows of gallery viewers to tune into different radio frequencies, translating human bodies into antennae and providing a constantly shifting visual and sonic rendering of Singapore's radio spectrum.

**Bio:** Solo exhibitions and projects throughout North America, Europe, Japan and Australia, and the Mexican Pavilion at the Venice Biennale (2007); Group exhibitions include the Biennale of Sydney (2006); “Pre-Emptive”, Kunsthalle Bern (2006); Shanghai Biennale (2004); Liverpool Biennial (2002); Istanbul Biennial (2001); Havana Biennial (2000).

## **CORPORATE SPONSORS**

### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.yoursingapore.com](http://www.yoursingapore.com).

### **About Credit Suisse AG**

Credit Suisse AG is one of the world's leading financial services providers and is part of the Credit Suisse group of companies (referred to here as 'Credit Suisse'). As an integrated bank, Credit Suisse offers clients its combined expertise in the areas of private banking, investment banking and asset management. Credit Suisse provides advisory services, comprehensive solutions and innovative products to companies, institutional clients and high-net-worth private clients globally, as well as to retail clients in Switzerland. Credit Suisse is headquartered in Zurich and operates in over 50 countries worldwide. The group employs approximately 50,100 people. The registered shares (CSGN) of Credit Suisse's parent company, Credit Suisse Group AG, are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York. Further information about Credit Suisse can be found at [www.credit-suisse.com](http://www.credit-suisse.com).

### About Credit Suisse: Innovation In Art Series

The Credit Suisse Innovation In Art Series began in 2007 as a long-term partnership between the Singapore Art Museum (SAM) and Credit Suisse. The Series enables SAM to showcase important Asian contemporary art practices, ground-breaking artists, as well as significant exhibitions from around the world. Exhibitions presented under the Series include *Seeing. Feeling. Being: Alberto Giacometti*, *Accelerate: Chinese Contemporary Art*, *FX Harsono: Testimonies* and the prestigious *President's Young Talents*. In 2009, as part of Credit Suisse's commitment to promote emerging artistic talent, the Bank also sponsored the inaugural *President's Young Talents Credit Suisse Artist Residency Award*, which confers a cash award and sponsored artist residency to a winning *President's Young Talent*.

With the visual arts as one of the key themes, Credit Suisse builds lasting relationships with important museums and other institutions around the world. The Bank's support has given SAM the creative freedom and resources to plan ahead, while supporting the Museum's efforts to offer unique, varied experiences to its visitors and create a stimulating environment through contemporary art. For its contributions to SAM, Credit Suisse has been conferred the National Heritage Board's *Partner of Heritage* award.

## **About The Fullerton Hotel Singapore**

Once home to the General Post Office, The Singapore Club and the Chamber of Commerce, The Fullerton Hotel Singapore is a luxury hotel with 400 rooms and suites carefully designed to provide both business and leisure travellers with a sanctuary of serenity and comfort in which to retreat and rejuvenate. Dynamically located in the heart of the financial and arts districts, the hotel successfully blends rich heritage with contemporary style and personalised service to offer guests a world-class accommodation experience. Epicureans can enjoy a delectable array of dining selections. There are a total of 5 restaurants and bar in the hotel, namely Town Restaurant serving International buffet and a la carte menu, Jade features modern Chinese cuisine, The Courtyard offers Indian buffet, Japanese buffet, Afternoon tea and The Lighthouse with breathtaking views of the bay serves modern Italian. Post Bar, which features the original ceiling and pillars of the General Post Office, is the popular choice amongst the trendy elite.

Aside from the dining selections, The Fullerton Hotel also features an exquisite and intimate retail wing, home to the much-loved Ashley Isham flagship boutique as well as three prestigious jewellers – Mouawad, Voi Jewellery and Raffles Jeweller. Art lovers can also visit iPreciation, a contemporary Asian art gallery.

## **About The Fullerton Heritage**

The Fullerton Heritage is an exquisite dining and hospitality complex consisting of The Fullerton Hotel Singapore, The Fullerton Waterboat House, One Fullerton, Clifford Pier, Customs House and The Fullerton Bay Hotel Singapore. One Fullerton features an exciting tenant mix with some of Singapore's best restaurants, bars and entertainment concepts, including chic cafes to fine-dining alfresco destinations serving Chinese, Italian and other International cuisines. Globetrot and sample the various selections of Forlino, Jing, Pierside, OverEasy, Tori-Tama Yakitori and Tsuki Bar, Palm Beach Seafood, Starbucks, Society Bar, The Butter Factory and The Coffee Bean and Tea Leaf. For intimate fine dining & wining, The Fullerton Waterboat House has Le Saint Julien and Boathouse while the newly restored Clifford Pier; a historic landmark being Singapore's first port of call for immigrants, now anchors the new modern Chinese restaurant, One on the Bund. Customs House, a stunning celebration of Singapore's past, has been transformed into a dining and entertainment complex featuring Nueva Cuba, Kinki, Procacci, Sabai Thai and Oyster Bar.

## **About JPL Consultants**

JPL Consultants was established in 1997 and has grown steadily, delivering civil and structural engineering projects of increasing complexity and value in Singapore and major cities around the world. JPL has developed a systematic approach in fulfilling development needs by offering services in civil and structural engineering, project supervision and management, and appraisals to name a few. As the years have gone by, JPL has gotten the reputation of providing receptive, efficient, and effective, on time, and within budget quality service. We pride ourselves in being able to meet our clients' ever changing needs.