

**MEDIA RELEASE
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Take home a piece of “Christmas on A Great Street”

- Orchard Road Business Association (ORBA) announces design theme and motifs for the annual Christmas light-up this year.
- Christmas merchandise modelled on the Christmas decorations will be sold on Orchard Road for the first time.

Singapore, 5 October 2012 - Visitors to the annual Christmas light-up at Orchard Road this year can now take home a piece of the street decoration.

For the first time in the precinct’s light-up history, ORBA is introducing limited edition souvenirs modelled after the three main motifs of the Christmas decor for visitors and locals as memorabilia.

The Tree for Joy, Heart for Love and Dove for Peace

Themed “Christmas on A Great Street”, Yuletide folklore and traditions will bring out the nostalgic charms of Christmas on Orchard Road from Saturday 17 November 2012 – Sunday 6 January 2013. Among the lights, shoppers will be able to find familiar icons of Christmas trees, hearts, and doves, each respectively representing Joy, Love and Peace.

This is the 29th year of the signature light-up event, and Hitachi is the Main Sponsor for the 22nd consecutive year.

“Orchard Road is decked anew every year in dazzling splendour, and this year, the experience will not just end with Christmas. With limited edition Christmas on A Great Street merchandise, visitors can now relive the magical moments they have experienced on our shopping belt,” said Mr Steven Goh, Executive Director of ORBA.

ORBA collaborates with LASALLE College of the Arts

Among the variety of merchandise items are t-shirts and tote bags specially designed by students from LASALLE College of the Arts. ORBA collaborated with the College to organise a design competition among 71 first-year BA (Hons) Design Communication students who were tasked to creatively adapt the three main motifs onto tote bags and t-shirts.

Six designs (three for each merchandise item), outshone the rest and were selected to be produced for sale at ORBA’s Christmas Gift Shop. Winners were judged based on the following four criteria: aesthetic appeal, adherence to the theme, originality and market appeal.

“The students have put their best foot forward, so narrowing down our choices to just six designs posed a good challenge to us,” said Mr Steven Goh. “The Orchard Road Christmas light-up is an event for everyone, and to be able to involve these young budding talents in creating mementos to complement the great experience on our great street has certainly made the event even more meaningful to visitors and locals alike.”

“LASALLE is happy to work with ORBA to be part of the iconic Orchard Road Christmas celebrations this year. Through this collaboration, our design students are given the opportunity to showcase their talents and see their creativity come to life on Singapore’s premier shopping street,” said Ms Kathryn Shannon Sim, Lecturer-In-Charge of the Diploma Design Communication programme.

Walking along a colourful and vibrant Orchard Road filled with hues of blue, green and red, visitors can shop at the Christmas Gift Shop conveniently located at Tang Plaza to get the exclusively-designed merchandise. Shoppers who charge their purchases with the event’s Official Card, Visa, will enjoy a 10% discount at the Gift Shop. Merchandise for Christmas on *A Great Street* will be put on sale from Saturday 17 November 2012 – Sunday 6 January 2013. Prices start at from S\$7.50 upwards.

For further details, please refer to the attached Fact Sheet.

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About Orchard Road Business Association

Since 1988, Orchard Road Business Association (ORBA) has represented the interests and welfare of businesses along Orchard Road. Through the creation of activities, business development, promotion and marketing, ORBA preserves, promotes, improves and facilitates businesses on Orchard Road. ORBA also organises memorable events for visitors and tourists to Orchard Road, such as the Christmas on *A Great Street*, Fashion Steps Out @ Orchard and Rev-Up @ Orchard. Christmas on *A Great Street* is an annual signature event that heralds the start of the festive season here in Singapore, which many look forward to as an unforgettable experience.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are currently more than 60 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board (STB) with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mrs May Sng, Executive Director of Orchard 290 Pte Ltd (Owner and Manager of Paragon Shopping Centre) as Chairman.

For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg

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FACT SHEET

Christmas on A Great Street Merchandise

These merchandise items are available exclusively at the Christmas Gift Shop located at Tang Plaza. Visa cardholders will get to enjoy 10% discount off their purchases.

Item	Nett Price
<p>Keychain</p> 	<p>S\$7.50</p>
<p>Magnets</p> 	<p>S\$14.50</p>

Item	Nett Price
<p>Mug</p> 	<p>S\$13.50</p>
<p>Tote bag (designed by LASALLE students, three designs)</p> 	<p>S\$23.90 each</p>
<p>T-shirt (designed by LASALLE students, three designs)</p> 	<p>S\$22.90 each</p>

Item	Nett Price
<p data-bbox="132 271 496 304">Umbrella with UV protection</p> 	<p data-bbox="1278 591 1382 624">S\$26.00</p>
<p data-bbox="132 954 416 987">Orchard Road tote bag</p> 	<p data-bbox="1278 1229 1382 1263">S\$18.00</p>
<p data-bbox="132 1547 360 1581">Porcelain Tumbler</p> 	<p data-bbox="1278 1778 1382 1812">S\$19.80</p>

Winning Designs from LASALLE College of the Arts Students

Tote Bag Category



Designer: Devina Azharia
 Gender: F
 Age: 19
 Submission Title: The Rhythm of Christmas

Creative Rationale:

Christmas on Orchard has always been very festive, colourful and bright. The design is meant to create a nostalgic feeling so that the shoppers can relive the experience back home. The graphics itself are inspired by traditional Chinese, Indian, and Malay motifs to represent the multicultural Singapore, but with a modern touch. The elements and colour theme used are consistent to the original theme, with emphasis on the Dove.



Designer: Mah Pei Ying
 Gender: F
 Age: 21
 Submission Title: Merry Tone

Creative Rationale:

Merry Tone is a monotone colour graphic design, which consists of repeated silhouette patterns from the Christmas light-up design. This design combines elements from the "Tree of Joy", the "Dove of Peace" and the "Heart of Love". This simple design tries to achieve a certain style and simplicity which makes the bag versatile to be carried during the Christmas season and off-season. The design makes it easy for the bag to match any outfit and is for those who appreciate simplicity.



Designer: Wu Xin Yi
Gender: F
Age: 24
Submission Title: Joyful Moment

Creative Rationale:

I've created patterns for the bag by placing the different elements from the three motifs. I hope that people would recall the joyful moments of Christmas every time they look at the patterns.

T-Shirt Category



Designer: Jun Yi Pang
Gender: F
Age: 18
Submission Title: Christmas on Orchard Road

Creative Rationale:


The concept of my design is modernism. To me, Christmas is one of the most extravagant holidays in the year. I wanted to create a design that showed an equal balance between simplicity and complexity. To accomplish that, I took apart some of the elements and arranged the separate parts to make up the shape of the design. I made sure parts of the elements and the element itself could be seen throughout each design. I had intentionally made everything symmetrical because I wanted to illustrate a composed heart.



Designer: Kwok Jiahui
Gender: F
Age: 20
Submission Title: Joy in Receiving and Giving

Creative Rationale:

The graphic I've designed for the t-shirt is inspired from the elements of Christmas and is aimed at catching the heart of the Christmas spirit and celebration on this joyous day. The graphics and elements used are simple geometric shapes and symbols that bring out the theme of Joy. For this project, I aimed to design a sweet and clean cut graphic which would be printed directly on the chest area of the t-shirts,

	<p><i>highlighting the graphic itself, as well as to cater to all genders and ages.</i></p>
	<p>Designer: Cai Sufang Gender: F Age: 22 Submission Title: Joyous Christmas</p> <p>Creative Rationale: <i>Inspired from the hanging ornaments used during Christmas season. I experimented with the different heights to create depth and volume in my design. When I thought of the hanging ornaments, the first thing that came to my mind was strings and this was how my fonts were created. Vibrant colours were used to portray the cheerful and joyous Christmas season. Just like how it would be on Orchard Road, the Christmas tree represents joy, dove represents peace and heart represents love.</i></p>

NOTE: All details and prices are accurate at time of print and are subject to change without prior notice.

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