

Orchard Road Business Association – Media Release  
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## **Christmas Light-Up @ Orchard 2011** **Best Dressed Building Contest**

**Singapore, 16 December 2011** – Orchard Road Business Association (ORBA) announced today the winners of this year's "Best Dressed Building Contest". **Orchard Central** emerged as the overall winner out of the nine participating buildings, with its unique interpretation of Christmas.

Themed "Christmas with an OC Attitude", the building stands out with its beautiful decorations decked out in bold and contrasting colours of pink and black, a colour scheme not traditionally found on the Christmas palette. One of the main highlights is the eight-metre tall, rotating, black Christmas tree at the mall's entrance, embellished with sparkling pink and silver baubles, sequined fabrics and twinkling fairy lights.

"We are thankful for the support of our fans and shoppers who have voted for us in the Contest. Being the overall winner spurs us to continue conceiving new shopping experiences amid the changing retail landscape," said Ms Chan Iz-Lynn, Assistant Director, Retail Business Group of Far East Organization. "Besides characteristically defining OC in a quirky, cutting edge fashion, we have also placed a strong focus on the recycling element in our Christmas decorations as well as the Christmas Market Place which truly epitomises Christmas shopping experiences with an OC attitude."

Orchard Central scored high with its unique "green" Christmas tree; made out of 850 recycled Pink Dolphin bottles, the tree was borne out of Orchard Central's collaboration with renowned Japanese artist, Akira Takahashi. A holder of more than 20 national records and four world records, Takahashi has converted the recycled bottles into artistic decorative centrepieces for the mall.

Apart from Orchard Central, the three other winners, ION Orchard, Tanglin Mall and TANGS @ Tang Plaza, were just as enthusiastic in playing their part to create a greener Christmas.

**TANGS @ Tang Plaza** lit up their nine-metre tall Christmas tree with the creative use of reflective sequins, reducing the usage of lights. **ION Orchard** and **Tanglin Mall** also made use of energy-saving LED lights, hence cutting down on electricity consumption.

“Every stakeholder on Orchard Road plays a significant role in adding to the celebratory atmosphere on the street,” said Mrs Sng Ngoi May, Chairman of ORBA. “We are heartened that the participants in this year’s Best Dressed Building Contest have put forth their very best to doll up their façade and celebrate an eco-friendly Christmas.”

This year’s Contest was also the first time that public voting was held on Orchard Road’s Facebook fan page. Over 12,000 votes were cast from 19 November to 4 December 2011. Not only did Orchard Road fans get to choose their favourite Best Dressed buildings, 12 lucky voters each won for themselves up to S\$1,500 worth of shopping vouchers.

Public voting constituted 20% of the buildings’ total score. The remaining 80% was scored by a panel of judges from the public sector, and architectural and creative industries in the private sector – 30% based on the day visual effect, 40% on night visual effect and 10% on eco-friendly features.

As the overall winner, Orchard Central will walk away with the cash prize of S\$80,000. The three other winners, ION Orchard, Tanglin Mall and TANGS @ Tang Plaza, will each receive S\$30,000 in cash. The award ceremony will be held on Thursday 2 February 2012 at the ORBA Annual Lohei.

**Please refer to:**

Annex A – Quote Sheet

### **About Orchard Road Business Association**

Since 1998, 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 Light-Up @ Orchard, Fashion Steps Out @ Orchard and Rev-Up @ Orchard. The Christmas Light-Up @ Orchard 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 Sng Ngoi May, Executive Director of Orchard 290 Ltd (Owner and Manager of Paragon Shopping Centre) as Chairman.

For more information, please visit [www.orchardroad.org](http://www.orchardroad.org) or [www.facebook.com/orchardroad.sg](https://www.facebook.com/orchardroad.sg)

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## Annex A

### Christmas Light-Up @ Orchard 2011 Best Dressed Building Contest – Quote Sheet

#### ION ORCHARD

“ION Orchard is pleased to have won the Best Dressed Building Competition this year and to have contributed to the buzz of Orchard Road’s annual Christmas Light-Up, which attracts millions of visitors each year. We hope that our multisensory Christmas set-up has excited visitors and helped spread the season’s spirit to all. In addition to our annual Christmas-time activities including the largest outdoor ‘Carol-oke’ sing-along sessions, Late Night Shopping bonanzas, and Late Night Movie screening, this year’s theme ‘Shake Up the Christmas Glitz’ elevates the retail experience literally, allowing visitors to scale up a 20-metre tall Christmas tree for a bold and refreshing view of the Orchard Road celebrations,” said Ms Soon Su Lin, CEO of Orchard Turn Developments Pte Ltd.

#### TANGLIN MALL

“We are indeed delighted to be amongst the winners amidst the stiff competition. We wish to thank all those who have supported and voted in favour of Tanglin Mall,” said Mr Chan Chong Yin, Centre Director of Tanglin Mall and Great World City, Cuscaden Properties Pte Ltd.

#### TANGS @ TANG PLAZA

“We are happy to be winners in the Best Dressed Building competition, and our thanks go out to all who have supported TANGS The Christmas Store all these years,” said Mr Gerry Rezel, Vice-President, Marketing Communications, Loyalty Management & Visual Merchandising of TANGS Orchard. “This year, our enchanted forest visual theme and our chosen bible verse, ‘He has made everything beautiful in its time. (Ecclesiastes 3:11)’, celebrates the beauty of all of God’s creatures big and small. Christmas is the season of love and cheer, as well as the time to remember those less fortunate, so we are very glad our chosen theme has resonated with the public and elevated shopping to new levels.”

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