

**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**



**ENCAPSULATING LOVE, PEACE AND JOY IN HEARTWARMING MOTIFS**

*Intricate, folklore-inspired ornaments adorn Orchard Road this Christmas*

**SINGAPORE, 15 NOVEMBER 2012** – Hearts, doves, and classic toys such as nutcracker soldiers and trains will make their appearances on Orchard Road from 17 November 2012 – 6 January 2013 as part of **Christmas on A Great Street** – Orchard Road’s signature festive light-up.

The year-end showpiece put up by Orchard Road Business Association (ORBA) marks the start of Christmas celebrations in Singapore each year. Supported by Main Sponsor Hitachi, Official Card Visa and Singapore Tourism Board (STB), Christmas on A Great Street is the 29<sup>th</sup> consecutive annual festive light-up on Orchard Road, as well as the anchor event and focal point of STB’s *Christmas in the Tropics* campaign. The installation this year is composed of three zones, each with its own signature motif: *Tree for Joy* at Tanglin zone, *Heart for Love* at Orchard zone, and *Dove for Peace* at the Somerset zone.

“For 22 years, the Hitachi Group has been bringing Christmas cheer to visitors on Orchard Road as a main sponsor for the Christmas light-up. Christmas is the season of giving and it gives us great pleasure, not only to be able to bring the joy and wonders of Christmas on A Great Street to all on Orchard Road, but also to share our love with beneficiaries of Community Chest. We are pleased to pledge our continued support to Orchard Road Business Association and Community Chest,” said Mr Yukio Toyoshima, Managing Director of Hitachi Asia Ltd.

## **CHRISTMAS ON A GREAT STREET – LIGHT-UP CEREMONY ON 17 NOVEMBER 2012**

The Light-Up Ceremony is officiated by President Tony Tan Keng Yam and takes place at ION<sup>2</sup> (outdoor atrium of ION Orchard) on 17 November at 7pm. Organised in collaboration with Community Chest, the Ceremony also marks the start of their annual signature fundraising event.

This year, ORBA is also partnering Celebrate Christmas in Singapore (CCIS), together with student volunteers from Ngee Ann Polytechnic and Republic Polytechnic, to encourage members of the public to line the street with thousands of torchlight candles as the President lights up the street décor during the Ceremony. In the spirit of giving, ORBA will donate S\$1 to Community Chest for every candle lit. These candles will be available at the Light-Up Stations in front of Mandarin Gallery, Paragon, Wheelock Place and Wisma Atria from 7pm on the day itself.

After the Ceremony, all members of the public are invited to ION<sup>2</sup> for a concert at 8.30pm presented by the Tanglin-Cairnhill Grassroots Organisations, and supported by ORBA and People's Association. Titled "Christmas for You & Me", the concert will feature community arts put together by the young and young at heart, such as a Bollywood dance and an Ang Klung instrumental.

## **FOLKLORE-INSPIRED ORNAMENTS ADORN THE GREAT STREET**

Overhead, giant ornaments with the three signature motifs are accompanied by strings of three-metre long Christmas baubles, which are suspended from the many trees that line Orchard Road. At night, these tree ornaments are illuminated and accompanied by clusters of glittering fairy lights.

In addition to the motifs that hang over-street, the 14-metre Main Arch that spans across Tang Plaza and ION Orchard is also a highlight. Designed to resemble the outline of a giant snow globe, the arch features lit ornaments which appear to be floating from within. The diamond-shaped, coloured plexiglass pieces add to the visual impact regardless of the time of day.

On the sidewalks, numerous photo opportunities with set pieces such as a row of three four-metre tall Christmas trees and an army of nutcracker toy soldiers await visitors. One of the set pieces is a three-metre tall walk-in kaleidoscope placed on the walkway between Wisma Atria and Ngee Ann City. Visitors will form part of the psychedelic colours and patterns as they enter the giant kaleidoscope. (See attached ANNEX A for more details.)

Said Mrs May Sng, Chairman of ORBA, "Every year-end, we look forward to Orchard Road being all decked out in Christmas shine and shimmer. This year, Orchard Road Business Association (ORBA) is pleased to showcase classic yuletide motifs decorated in hues of red, green, blue and gold. For the first time, visitors to Orchard Road can bring home a piece of their experience of Christmas on *A Great Street* with our themed Christmas merchandise. Together with shopping rewards and street performances, ORBA will once again present the multi-faceted charms of Orchard Road."

### **TAKE HOME A PIECE OF "CHRISTMAS ON A GREAT STREET"**

From 17 November 2012 – 6 January 2013, limited edition merchandise (modelled after the motifs and themes of Christmas on *A Great Street*) are available from the Christmas Gift Shops located in front of Tang Plaza and Ngee Ann City. On top of the variety of souvenirs from keychains to mugs, ORBA also partnered LASALLE College of the Arts to create exclusive designs for tote bags and t-shirts. This was done through a competition among LASALLE students, which culminated in six winning designs. Prices range from S\$7.50 to S\$26.00. Shoppers who charge their purchases with the event's Official Card, Visa, will enjoy a 10% discount at the Gift Shops. (See attached ANNEX B for more details.)

### **SHOP WITH VISA @ ORCHARD & VISA CHRISTMAS SPREE DAILY DRAW**

This Christmas, Visa is back to reward Orchard Road shoppers even more. From 17 November 2012 – 6 January 2013, shoppers who charge a minimum of S\$200 to their Visa card at any of the 11 participating Orchard Road malls / hotel will receive a S\$10 shopping voucher. Redemption is limited to the first 50 customers per mall each day till Thursday 13 December 2012, and on a while-stocks-last basis thereafter. Exclusive promotions at Metro Paragon and Escentials also await Visa shoppers.

For the first time, a Visa Christmas Spree Daily Draw will give both locals and tourists daily chances to go on a shopping spree on Orchard Road! With every S\$50 spent with a Visa card at the participating malls and hotel, shoppers stand a chance to win S\$1,000 worth of shopping vouchers the very next day. There will be one lucky winner daily from 17 November 2012 – 5 January 2013 (i.e. a total of 50 lucky winners over the period of promotion). To participate, shoppers simply send in the required details via SMS to 146079797.

The terms and conditions of the promotions are available from [www.orchardroad.org/christmas](http://www.orchardroad.org/christmas).

The participating malls and hotel include:

1. 313@somerset
2. Forum The Shopping Mall
3. ION Orchard
4. Mandarin Gallery
5. Ngee Ann City Level 5 / Takashimaya Department Store
6. Orchard Central
7. Paragon
8. Singapore Marriott Hotel
9. TANGS Orchard
10. The Centrepoint
11. Wisma Atria

“Visa is pleased to be part of this iconic Christmas celebration on Orchard Road once again. To bring cheer to all who shop with their Visa cards this year, we will be giving away S\$1,000 worth of shopping vouchers every day to one lucky winner! Coupled with exclusive promotions and shopping rewards, both locals and tourists who shop with their Visa cards on Orchard Road can find even greater joy this Christmas season,” said Ms Ooi Huey Tyng, Visa Country Manager, Singapore and Brunei.

Nearer to Christmas, shoppers will find yet another reason to whip out that Visa card. Those who enjoy the euphoria of last minute Christmas shopping will be thrilled to know that five Orchard Road malls; 313@somerset (from 21 – 22 December 2012 only), ION Orchard, Paragon, TANGS Orchard and The Centrepoint, will be opened till 11pm from 19 – 23 December 2012.

#### **OTHER CHRISTMAS HIGHLIGHTS**

The malls along Orchard Road will also be decked out in their holiday best as the **Best Dressed Building Contest 2012** takes place from 17 November – 2 December 2012. New this year is the inclusion of a Visa Award that will be judged by the Official Card Visa. From amongst ten participating buildings this year, members of the public can vote for their favourite on Orchard Road’s Facebook fan page and stand a chance as one of the 12 lucky voters to win up to S\$1,000 worth of shopping vouchers.

The participants of the **Best Dressed Building Contest 2012** include:

1. Forum The Shopping Mall
2. Grand Park Orchard
3. ION Orchard
4. Mandarin Gallery
5. Takashimaya Shopping Centre
6. Orchard Central

7. Paragon
8. Tanglin Mall
9. TANGS Orchard
10. The Centrepoint

On the evenings of 23 and 24 December 2012, visitors will be charmed by the voices of some 500 carollers from different churches around Singapore and the region. The biggest **Mass Carolling** on Orchard Road organised by ORBA to date, this performance will take place at ION<sup>2</sup> between 7.30pm – 8.45pm.

**CCIS** has also lined up a series of Yuletide melodies, dances and puppetry by local and foreign performing groups along Orchard Road from 17 – 23 December at 7pm nightly. The celebrations will culminate on Christmas Day itself when Orchard Road is partially closed to vehicular traffic from the Scotts / Paterson junction to Bideford junction, from 1pm – 1am on 26 December 2012. From 6pm on 25 December 2012, visitors can expect vibrantly decorated Christmas floats, a celebrity DJ appearance and a fashion show put up by cancer survivors at the **Grand Christmas Day Concert**. During this period, Orchard Road malls will still be open for business and will remain accessible to traffic via Paterson Road, Orchard Link and Bideford Road.

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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 Christmas on *A Great Street*, Fashion Steps Out @ Orchard and Rev-Up @ Orchard. Christmas on *A Great Street*, classed as one of Frommer's World's Best Holiday Lights in 2010; Lonely Planet's Top 10 Christmas Markets of the World in 2011; and IDA Achievements – Merit Award Winner 2012, 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 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) as Chairman.

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

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**THE MOST  
BEAUTIFUL  
AVENUE  
OF THE WORLD**  
INTERNATIONAL PRESENCE SURVEY 2012

**WORLD'S  
BEST  
HOLIDAY  
LIGHTS**  
FROMMER'S 2010

**TOP 10  
CHRISTMAS  
MARKETS  
OF THE WORLD**  
LONELY PLANET 2011

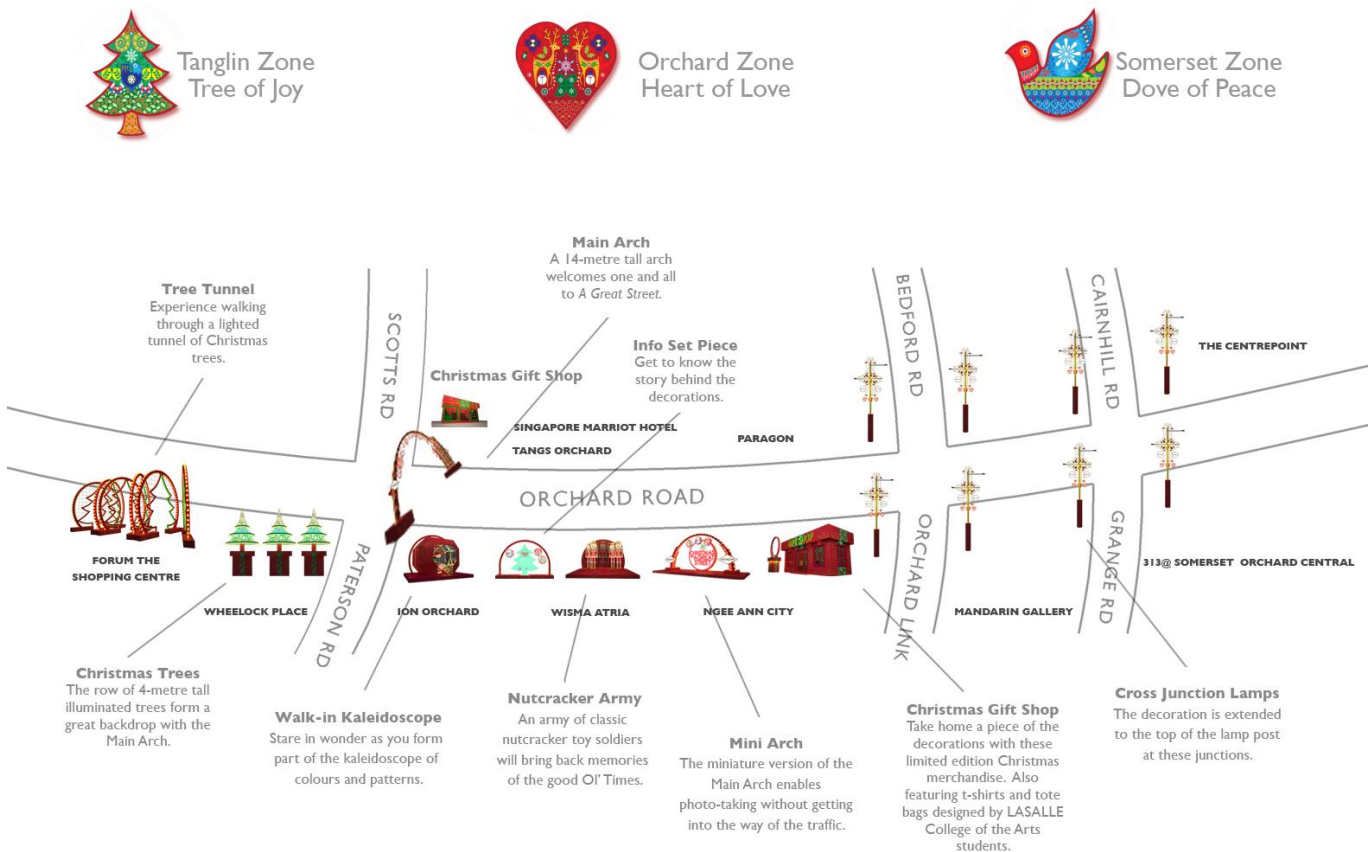
**ANNEX A**

**Christmas on A Great Street 2012**

**DETAILS**

Venue	Orchard Road precinct
Theme	Christmas on A Great Street
Date	17 November 2012 to 6 January 2013
Time of Light-Up	7pm to 12 midnight (Sunday to Thursday) 7pm to 2am (Friday and Saturday) 7pm to 6am (Christmas Eve and New Year's Eve)
Organiser	Orchard Road Business Association
Main Sponsor	Hitachi Group of Companies
Official Card	Visa

**LAYOUT PLAN**



**FACTS & FIGURES**

Item	Quantity
Total length of Christmas Light-Up	2.2km
Height of Main Arch	14m
Length of all coloured LED rope lights	19.92km
No. of over-street lighting	73 sets
No. of Hitachi logos	220

Item	Quantity
No. of signature motif ornaments	Tree for Joy (Tanglin zone): 543 sets Heart for Love (Orchard zone): 377 sets Dove for Peace (Somerset zone): 370 sets
No. of baubles	1,390
Set pieces	<p><b>Tree Tunnel</b> – a line of six Christmas trees create a passageway allowing pedestrians to experience walking through a lighted tunnel. Placed in front of Forum The Shopping Mall. Size: 5m (L) x 3.2m (W) x 3m (H)</p> <p><b>Christmas trees</b> – a line of three illuminated 4-metre tall trees set along the walkway outside Liat Towers. Size: 1.5m (L) x 1.5m (W) x 4.4m (H)</p> <p><b>Walk-in Kaleidoscope</b> – Gives pedestrians a spectacular visual experience that is unique every time. Placed in front of Wisma Atria and Ngee Ann City. Size: 4.2m (L) x 3.5m (W) x 3.1m (H)</p> <p><b>Info Set Piece</b> – a cut-out tree lined with lights inscribes information relating to the concept of this year’s decoration. Placed in front of Ngee Ann City. Size: 4.2m (L) x 1m (W) x 2.8m (H)</p> <p><b>Nutcracker Soldiers</b> – an army of nutcracker soldiers standing tall. Placed in front of Ngee Ann City. Size: 6m (L) x 3.2m (W) x 2.8m (H)</p> <p><b>Mini Arch</b> – a mini version of the Main Arch with the Christmas on <i>A Great Street</i> logo. Placed in front of Ngee Ann City. Size: 4.5m (L) x 2m (W) x 2.4m (H)</p> <p><b>Christmas Gift Shop</b> – where Christmas on <i>A Great Street</i> merchandise will be on sale. Next to the shop is a circular train track with a perched on a gift box. Placed in front of Ngee Ann City. There is another Shop in front of Tang Plaza. Size: 8m (L) x 3m (W) x 4m (H)</p>
Total man hours (amount of time x no. of people) spent to produce the Christmas decorations	33,000 hours (equivalent to 1,375 days or 3 years, 9 months and 7 days)
Total man hours (amount of time x no. of people) spent to put up the Christmas decorations on Orchard Road	12,000 hours (equivalent to 500 days or 1 year, 4 months and 15 days)




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**ANNEX B**

**Christmas on A Great Street 2012 - Merchandise**

These merchandise items are available exclusively at the Christmas Gift Shops located in front of Tang Plaza and Ngee Ann City. 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>
<p>Mug</p> 	<p>S\$13.50</p>

Item	Nett Price
<p data-bbox="129 271 405 300">Orchard Road tote bag</p> 	<p data-bbox="1278 551 1378 580">S\$18.00</p>
<p data-bbox="129 869 349 898">Porcelain Tumbler</p> 	<p data-bbox="1278 1144 1378 1173">S\$19.80</p>

Item	Nett Price
<p data-bbox="129 271 794 304">Tote bag (designed by LASALLE students, three designs)</p> <div data-bbox="177 376 1114 741">  </div>	<p data-bbox="1278 510 1378 577">S\$23.90 each</p>
<p data-bbox="129 822 770 855">T-shirt (designed by LASALLE students, three designs)</p> <div data-bbox="148 920 1152 1245">  </div>	<p data-bbox="1278 1014 1378 1081">S\$22.90 each</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, highlighting the graphic itself, as well as to cater to all genders and ages.*



Designer: Cai Sufang

Gender: F

Age: 22

Submission Title: Joyous Christmas

Creative Rationale:

*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.*

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