

**FOR IMMEDIATE RELEASE**



## **Capture Your Memorable Experiences at VivoCity!**

*VivoCity holds second iconic photo competition –  
VivoCity. Make it Your Place.*

**11 September, 2009 Singapore** – Calling all budding and professional photographers island-wide! VivoCity, Singapore's largest retail and lifestyle destination is once again holding a photography competition aimed at bringing out the best photographic talent, in both the Professional and Amateur categories, in Singapore. The photography competition, *VivoCity. Make It Your Place*, kicks off from 18 September 2009 to capture shoppers' interpretation of their experiences created at VivoCity.

### ***VivoCity. Make it Your Place.***

In 2007, VivoCity's first photo competition was held with great success. Mr. Tang Xiao Wen, with his winning photograph depicting the Play Court at VivoCity clinched first prize in the Professional category. Mr. Tang's personal works will be showcased in an exhibition from 9 October to 25 October 2009 at VivoCity.

If you missed the chance to showcase your *My VivoCity* moments in 2007, this could be your year – send in photos from 18 September to 18 October 2009, displaying how you have made VivoCity *Your Place*, with your favourite VivoCity memories and experiences at VivoCity.

The winner in the Professional Category will receive S\$8,000 worth of prizes (S\$5,000 cash and S\$3,000 VivoCity shopping vouchers), while the winner in the Amateur Category will walk away with a Nikon D90 camera with accessories worth S\$2,457 and S\$500 VivoCity shopping vouchers. Second and third prize winners in both categories stand to win Nikon Digital SLR cameras and accessories.

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**VivoCity Pte. Ltd.** (as Trustee of VivoCity Trust)

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Co Reg No. 200005757 C

A subsidiary of **maple<sup>tree</sup>**

“VivoCity has always been dedicated to bringing the best entertainment and shopping experiences to all. Encouraged by the overwhelming response of *My VivoCity* photo competition held in 2007, we are delighted to bring back the competition once again. *VivoCity. Make it Your Place* provides a platform for local photographers to showcase their works, and at the same time brings out the essence of VivoCity as a multi-faceted destination that is capable of creating memories and extraordinary experiences for visitors and shoppers alike,” said Mr. Chang Yeng Cheong, General Manager of VivoCity.

Think you have a winning shot that visually translates your everlasting memories and experiences at VivoCity? Submit your entries from 18 September to 18 October 2009 at VivoCity Customer Service Counters on L1 or L2 and you could be a winner! Winners will be chosen the week of 2 November 2009. *VivoCity. Make it Your Place*. Photo Competition is endorsed by the Professional Photographers Association (Singapore).

Please see Annex for unique highlights of *VivoCity. Make it Your Place*. Photography Competition. For full details and official competition rules, visit [www.vivocity.com.sg](http://www.vivocity.com.sg)

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**FOR MORE INFORMATION, PLEASE CONTACT:**

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**About VivoCity**

With over 1 million square feet of lettable floor space attracting a diverse mix of over 300 retailers, large event spaces, including an outdoor amphitheatre, a 20,000sf open plaza and a 300metre-long waterfront Promenade, VivoCity is Singapore's largest and most diverse retail and lifestyle destination. Designed by world-renowned architect Toyo Ito, VivoCity is the centre-piece of Singapore's newest lifestyle hub at the HarbourFront, which also includes Sentosa, Mt Faber, the Singapore Cruise Centre and St James Power Station.

**About Mapletree Investments Pte Ltd**

Mapletree, the developer of VivoCity, is a leading Asian real estate capital management company. It owns and manages an extensive portfolio of real estate assets comprising office, business park, logistics, industrial and retail/lifestyle properties across Asia.

Mapletree is committed to shaping new ways to deliver value to its stakeholders from multiple real estate investments and services. With its significant expertise, diverse skill sets and intimate knowledge of the property industry in Singapore and Asia, Mapletree is well-positioned to be an ideal strategic real estate partner in providing innovative real estate solutions and real estate related investment products.

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## **Annex: Unique Highlights of VivoCity. Make it Your Place. Photography Competition**

### ***VivoCity. Make it Your Place.***

Categories: There will be two categories for the competition – Professional and Amateur. The participants are allowed to submit a maximum of up to 8 entries in 8R or super 8R size, in both prints and soft copy (high resolution jpeg) based on the theme – *VivoCity. Make it Your Place.*

Theme: *VivoCity. Make it Your Place.* theme allows room for creativity and is open to interpretation of what VivoCity means to the audience. Shoppers can share their favourite moments or experiences at VivoCity, as well as show their appreciation of VivoCity as a retail and lifestyle destination through the submitted photographs.

Submission: Submit your photos (maximum 8 pieces of 8R or super 8R prints) and a CD containing the hi-res soft copy of the photos at either the L1 or L2 customer service counter located at Lobby L at VivoCity.

Call for entry: 18 September – 18 October 2009

Short listing: 20 October 2009

Final judging: Week commencing 2 November 2009

### **Prizes**

#### **(a) Professional Category**

1<sup>st</sup> Prize: S\$8,000.00 (S\$5,000 Cash & \$3,000 VivoCity shopping vouchers)

2<sup>nd</sup> Prize: Nikon D300s camera with accessories worth S\$4,797 and S\$1,000 VivoCity shopping vouchers

3<sup>rd</sup> Prize: Nikon D90 camera with accessories worth S\$2,457 and S\$500 VivoCity shopping vouchers

#### **(b) Amateur Category**

1<sup>st</sup> Prize: Nikon D90 camera with accessories worth S\$2,457 and S\$500 VivoCity shopping vouchers

2<sup>nd</sup> Prize: Nikon D5000 camera with lens worth S\$1,788

3<sup>rd</sup> Prize: Nikon D3000 camera with lens worth S\$988

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## **Photography Exhibitions and Nikon Camera Roadshow**

### **Mr. Tang Xiao Wen's personal photographs**

The grand prize winner of the 2007 Photo Competition Professional Category, Tang Xiao Wen, will showcase his photographs in an exhibition at VivoCity's South Avenue.

Date: 9 October – 25 October 2009  
Venue: VivoCity's South Avenue, Level 1

### ***VivoCity. Make it Your Place. Photography Exhibition of Shortlisted Entries***

Date: 26 October – 12 November 2009  
Venue: VivoCity's South Avenue, Level 1

### **Nikon Camera Roadshow – Official Camera Sponsor**

Shoppers can immerse themselves in the wide range of products and services that Nikon has to offer. From point-and-shoot digital cameras to DSLRs, Nikon has something for everyone.

Date: 18 September – 24 September 2009  
Venue: VivoCity's North Court, Level 1

### **Predict-the-Winners!**

They say a picture speaks a thousand words. What do the shortlisted photographs say to you, the visitor at VivoCity? *VivoCity. Make It Your Place.* is not just for photographers! Members of the public can participate in this contest by predicting their favourite photographs out of the 40 shortlisted entries displayed at VivoCity's South Avenue via SMS from 26 October to 2 November 2009. After the final round of judging, five lucky winners will be picked from each of the two categories and they will win a Nikon COOLPIX S620 camera worth S\$529. Send the SMS to 73637 in the following format:

*VCPC <space> PhotoID <space> NRIC <space> email <space> Name.*

Each SMS costs S\$ 0.20. Participants under the 18 years of age shall be required to seek parental consent before participating in this contest.