

NEWS



THE RITZ-CARLTON

MILLENIA SINGAPORE

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THE RITZ-CARLTON, MILLENIA SINGAPORE LAUNCHES WORLD'S ONLY AUGMENTED REALITY HOTEL ART TOUR

SINGAPORE – 16 February 2021 – The Ritz-Carlton, Millenia Singapore has become the only hotel in the world to offer an augmented reality hotel art tour experience, allowing visitors to interact virtually with art pieces by renowned artists such as Frank Stella and Dale Chihuly.

“Augmented reality is a novel and creative way to capture the attention of our millennial and tech-savvy guests. Even if you are not an art enthusiast, our new augmented reality art tour now offers a fun and engaging way to interact with the art in the hotel on a completely different level,” said Mr. Mark Aldridge, Director of Sales and Marketing at The Ritz-Carlton, Millenia Singapore.

Home to one of the largest contemporary art collections in Southeast Asia, including 350 “museum quality” pieces, 90 per cent of the 4,200 art pieces were specially commissioned for The Ritz-Carlton, Millenia Singapore and include quintessential works by Frank Stella, Dale Chihuly and Andy Warhol, which enhance the hotel’s distinctive contemporary architectural design.

The hotel’s first iteration of an art tour was a self-guided 28-minute English podcast that was introduced in 2007, and approximately 50,000 guests have done the podcast since its inception. This evolution of the art tour will firmly shift the experience into the twenty-first century by bringing the collection to life with the latest technology.

At launch, the hotel’s new web-hosted augmented reality art tour experience will showcase 10 key works including “Cornucopia” and “Moby Dick” by Frank Stella; “China China” and “Greater Water Series” by Zhu Wei; “Sunset” by Dale Chihuly and “Double Screw” by John Rose, with the aim of adding more augmented reality experiences in the coming months, and in-language options to offer an authentic museum-going experience. Other notable art pieces within the tour include works by David Hockney, Tay Bak Koi, Rainer Gross, and Robert Motherwell.

The experience showcases the art pieces in the real world environment supplemented by computer-generated graphics and sound. The artworks literally come to life as visitors browse the written or audio narratives about each art piece and the artist, interact with the various augmented reality experiences, and are prompted to move to the next piece through an easy to follow map as they complete the self-guided tour. Visitors are encouraged to take a photo and/or video of themselves striking their most creative poses with the art in the augmented reality environment, and share them on social media.

The Ritz-Carlton, Millenia Singapore's augmented reality hotel art tour experience was developed in partnership with Plattar - an Australian-cloud-based platform, as part of the Singapore Tourism Board's (STB) first cohort for the Singapore Tourism Accelerator Programme, which supports the development of innovative solutions to help the tourism sector enhance visitor experience and explore new business opportunities.

"We are delighted to see the creative uses of augmented reality by our tourism stakeholders that add an extra dimension of interactivity to engage customers and enrich the visitor experience. Through the Singapore Tourism Accelerator programme, STB continues to work with companies that possess a range of augmented reality capabilities to support the adoption of the technology in the tourism sector," said Ms. Ong Huey Hong, Executive Director, Industry Technology Transformation, Singapore Tourism Board.

Mr. Rupert Deans, Plattar CEO adds "Our platform has enabled the hotel to move beyond traditional audio tours through unlocking the power of 3D and augmented reality, and in creating unique and shareable moments for guests on social media that differentiates their hotel experience from others."

In conjunction with the launch of the hotel's new augmented reality art tour, guests will be able to reserve the "Overnight in the Museum" room package experience, which includes overnight accommodation, access to the self-guided augmented reality hotel art tour, tickets to the "Future World" exhibition at the ArtScience Museum to extend the museum-going experience, a Relaxation Bath upon return, and breakfast the next day.

The "Overnight in the Museum" room package starts from SGD 530 per night for stays valid until 29 December 2021.

For room reservations, call **65.6434.5111**.

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About The Ritz-Carlton, Millenia Singapore

Centrally located along Singapore's Marina Bay, this 608-room luxury hotel continues to be distinguished by unparalleled hospitality synonymous with The Ritz-Carlton brand. Exciting local attractions such as Gardens by the Bay, the Art Science Museum, the Integrated Resorts and the Singapore Flyer are only minutes away, while over 2,000 shopping and dining options are accessible via a covered sky bridge.

Renowned for iconic views from its spacious guest rooms and suites, the hotel features an exclusive Club Lounge on level 32. World-class dining options include Colony which showcases a true taste of Singapore, the one Michelin star Summer Pavilion, or Republic which offers lunch, afternoon tea, dinner and an alluring cocktail menu which pays homage to the 1960s. Exclusive La Mer facials and ESPA body treatments can be enjoyed at the award-winning Ritz-Carlton Spa.

About The Ritz-Carlton Hotel Company, LLC

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, MD., part of Marriott International, Inc., currently operates more than 100 hotels and over 45 residential properties in 30 countries and territories. For more information or reservations, visit the company web site at www.ritzcarlton.com, for the latest company updates, visit news.ritzcarlton.com and to join the live conversation, use #RCMemories and follow along on Facebook, Twitter, and Instagram. The Ritz-Carlton Hotel Company, L.L.C. is a wholly-owned subsidiary of Marriott International, Inc. (NASDAQ:MAR). The Ritz-Carlton is proud to participate

in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

About the Singapore Tourism Accelerator

The Singapore Tourism Accelerator was set up in 2019 by STB to attract and groom new technologies and innovation globally to be developed and piloted in Singapore. The initiative will create new business opportunities, push the boundaries and transform the tourism sector. Selected companies are housed in STB for 6 months and provided with resources including access to critical business support, connections to Singapore's tourism ecosystem, and pilot opportunities with industry partners.

More: www.sgtourismaccelerator.com

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com

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About Plattar

Plattar transforms the way customers engage with stories through Augmented Reality. Founded in 2012, Plattar's customers include international leading attractions, tourism providers and digital innovators such as the Victorian State Government, Murray Regional Tourism Board, Wimmera Mallee Tourism, Ziptrek, Caravan Association of Australia, Visit Victoria, Christchurch City Council, Vicinity Centres - DFO, National Heritage Board of Singapore, Emirates Airlines, PwC, News Corp, Singtel and Unilever. Plattar is headquartered in Melbourne, Australia and has an office in Singapore.