

Annex C: Fact Sheet on Marina Bay City Gallery

Location & Visiting Hours

- The Marina Bay City Gallery (MBCG) is located along Marina Bay Boulevard fronting the new Marina Bay waterfront promenade. Pedestrians coming from the Raffles Place MRT can reach it by walking along the waterfront promenade parallel to the Marina Boulevard. Those coming from the Promenade MRT station can reach it after crossing The Helix and walking along the waterfront promenade fronting the Marina Bay Sands. The Marina Bay MRT Station is just a short walk across Marina Bay Boulevard. Please refer to **Annex A** for the map which shows the location of the Marina Bay City Gallery.
- Address & Opening Hours
11 Marina Boulevard, Singapore 018940
Tuesday to Friday: 10.30am to 7pm
Saturday: 9.30am to 1.30pm
Sunday, Monday & Public Holidays: Closed
Admission is free

Design & Structure

Master Planner & Developer, Managed & Maintained by	:	The Urban Redevelopment Authority (URA) of Singapore
Architect - Design	:	The COX Group
Architect - Project & Submission	:	Architects 61 Pte Ltd
Civil & Structural Engineer	:	ARUP Singapore Pte Ltd
Mechanical & Electrical Engineer	:	ARUP Singapore Pte Ltd
Landscaping Consultants	:	Tierra Design (S) Pte Ltd

- The MBCG tells of the story of Singapore's urban transformation and the development of Marina Bay through an interactive model and various exhibits.
- The MBCG is envisaged as a "jewel", with a strong geometrical form that responds to its corner location and contrasts with the other "softer" features, such as the *Mist Walk*, and landscaping. Its architectural design, which comprises a playful composition of structural steel elements and large overhanging roofs, reflects the dynamism of Marina Bay
- The main steel structure is designed as simple portal frames which are cross-braced to provide stability and structural efficiency, while providing a more dynamic appearance. Locating the supporting structures on the exterior of the building creates a column-free space for the gallery.
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- As part of the vision for Marina Bay to be an eco-friendly district, the MBCG also incorporates a number of sustainable design features. The entire roof consists of Building Integrated Photovoltaic (BIPV) panels, which can generate up to 32kW of electricity under bright sunny conditions, equivalent to powering more than 2,100 table lamps. Together with the BIPV panels on the "Breeze Shelters", these panels provide about 10 % of the total power supply required for the waterfront promenade.
- Similar with other developments in the Marina Bay area, the MBCG uses the district cooling system (DCS) to provide chilled water supply for its cooling needs. The centralised DCS is more cost effective and reliable compared to conventional cooling systems. When required, the MBCG is also designed with the flexibility to run on a "natural ventilation" mode, with interior fans and openings in the facade.
- Night-lighting is also integrated with the key architectural elements of the MBCG, for example, strips of LED lighting are located below the roof panels. At night, the MBCG is envisaged to be lit like a "jewel", glowing subtly with lighting from the interior spaces.
- The two-storey building includes an exhibition area, meeting room and administrative office. There is also space for a small café which will be leased out in future. The building also serves as the "nerve centre" for the waterfront promenade, housing the M&E controls for the *Mist Walk*, night lighting, PA system, CCTV, etc.
- Cost of Construction for the MBCG is \$10 million.

Gallery Exhibits

The exhibition area showcases URA's vision and planning efforts for Marina Bay. Some examples are the exhibits are:

Exhibit 1: The Marina Bay Model

- The Marina Bay Model, together with multiple interactive screens, is mounted on a large scale glass table top of 10.4 m by 6.5 m. Incorporating lighting and other visual effects. The base of the glass panels is made of translucent materials and illuminated by LED lights below to highlight the model and specific areas and landmarks.
- Description: The model showcases Singapore's city centre, including Raffles Place, Marina Centre, Marina Bay
- This model comprises three highlights:
 - **Key Landmarks:** visitors can locate 20 landmarks on the model by triggering the touch-activated graphics of the developments. When a graphic is touched, it triggers the corresponding

development on the model to light up. This exhibit helps visitors identify and relate to key landmarks and facilities in Marina Bay. Interesting information about each landmark is also provided . Featured landmarks include:

- Marina Bay Financial Centre
 - One Raffles Quay
 - The Sail@Marina Bay
 - One Marina Boulevard
 - 50 Collyer Quay
 - The Fullerton Heritage
 - Merlion Park
 - Marina Centre
 - Marina Bay Street Circuit
 - Sports Hub
 - International Cruise Terminal and Marina South Pier
 - Asia Square
 - Waterfront Promenade
 - Marina Bay Sands
 - The Helix
 - Marina Barrage
 - Gardens by the Bay
 - Esplanade Theatres on the Bay
 - The Float@Marina Bay
 - Singapore Flyer
- **Video slideshows:** four themed slideshows which are shown on various screens: People & Civic Space, People & Architecture, People & Water, and People & Events. The intention is to show how Marina Bay has been a place for the people throughout the area's rich history. The video slideshows incorporate images from as far back as the 1800s to present day.
 - **Animation:** this two-minute full-screen multi-media animation is presented on an expansive LED screen underneath the model. The animation follows the changing nuances of Marina Bay throughout a day, from dawn to nightfall. The animation creates a visual narrative using mood lighting effects, dramatic textures and evocative motion graphics (shapes, lines, icons). The animation's soundtrack is an original composition specially created to interact with the design, built environment and acoustics of the MBCG. The upbeat music and various sounds evoke the mood, tempo and activity of Marina Bay. The visitor watching the animation is transported through the essence, aura and feel of Marina Bay over a 24-hr period.

Exhibit 2: Fun Finder & Fun Trails

- This touch-activated exhibit consists of two parts:

- Fun Trails: this is a series of five differently-themed trail maps (Waterfront, Architecture, Running, Public Art and Heritage) designed to guide visitors if they wish to explore Marina Bay on foot. The trails introduce visitors to key landmarks and attractions around the bay, as well as provide brief information on each point of interest along the trail. All trails commence from the Marina Bay City Gallery.

Exhibit 3: Fascinating Facts

- This exhibit comprises a series of 15 short video clips played across three 46" display screens. Each clip explains an amazing fact to visitors through fun, eye-catching and easy-to-understand animations. Each animation will be triggered as you place each side of an acrylic cube onto the interactive platform located next to each screen. It will be a fun learning experience for children and adults.

Exhibit 4: Take A Spin Through Time

- This is a digital time line accessed via a large touch-activated screen located on the Marina Bay Model. By literally scrolling through time, visitors understand the scale of physical change that has taken place at Marina Bay as a result of events that have happened in the early 1800s until present day. Some visitors may be able to identify with some of the changes as they may have witnessed them themselves. Key events are explained through a brief description.

Exhibit 5: A Sustainable Urban District

- This exhibit consists of two parts:
 - Table graphics: graphics positioned around the touch screen define sustainable development and set out Singapore's approach to sustainability.
 - Animation: A series of animations explaining six key strategies for sustainable development in Marina Bay are played on a display screen with a touch interface. There are also colourful short clips that explain sustainability initiatives in bite-sized pieces of information.