

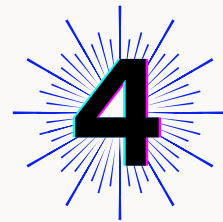


# LITE ON!

**THIS FESTIVE SEASON  
FROM NOV 16**

*Introducing New  
Themes To  
Downtown East!*

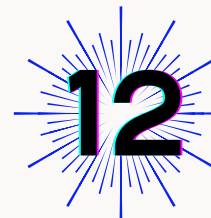
**ARTS • MUSIC • SPORTS • FOOD**



**DAZZLING  
MULTI-SENSORY  
LIGHT & ART  
INSTALLATIONS**  
by local artists



**NEW &  
UPCOMING  
VENUES**  
retail, dining &  
leisure



**DAYS OF \$12  
DEALS WORTH  
\$60,000 IN  
SAVINGS!**  
12 days to x'mas



## LITE ON! MULTI-SENSORY INSTALLATIONS TAKE CENTRESTAGE THIS HOLIDAY SEASON

**NOVEMBER 2020:** Downtown East is pulling out all the stops this festive season to give Singaporeans even more reasons to visit their well-loved lifestyle destination. Lighting up the festive season is the debut of LITE ON! - one of the four exciting themes that are being introduced to transform Downtown East into a vibrant arts, music, food and sports destination.

LITE ON! is an arts programme that will showcase four IG-worthy and multi-sensory works by a collective of local artists and groups, whose spectacular creations will dazzle - day and night.

Happening from 16 Nov 2020 to 21 Mar 2021, LITE ON! @ Downtown East is supported by National Arts Council, and the programme is part of Singapore Art Week (22 Jan - 30 Jan 2021). Admission to LITE ON! is free.

LITE ON! will feature visually stimulating yet meaningful installations, which will also spark conversations, by Speak Cryptic, BOD, Space Objekt, and Shophouse & Co. Drawing their inspo from imagined landscapes, existing spaces and everyday things, the artistic mixed-media works are a reflection of the world we live in today (see page 4).

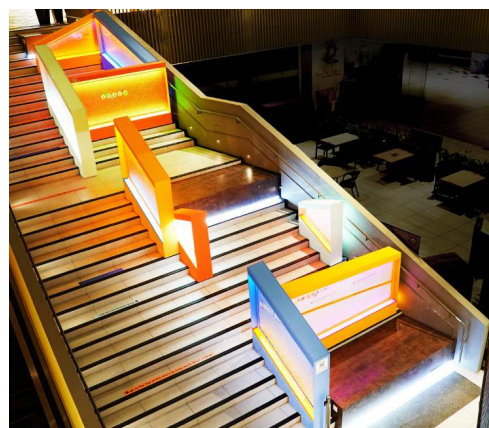
**MORE NEW VENUES TO INDULGE IN**  
While you're at Downtown East, don't forget to experience 12 new retail, entertainment and F&B outlets (see page 8). Downtown East is also the new home to three heritage brands - REDMAN by Phoon Huat, Fragrant Garden, and The Banana Leaf Apolo.

Next year, Downtown East will be taking sporting activities to another level. Airzone, an elevated playground for adults, will open in April 2021. This will add to eight active-lifestyle tenants that include F45, Spartans Boxing Club, Singapore's largest indoor skating rink Hi Roller, and Upwall Climbing, which will open on 26 Nov. Upwall Climbing offers auto-belay climbing lanes for those with no climbing experience. This means that anyone (from 3 years old) can give climbing a try at the facility.

**SANTA'S DROPPING THE BIGGEST PROMOS: 12 DAYS TO CHRISTMAS**  
Here's something that everyone will love: Big-value promos. Downtown East has lined-up amazing \$12 deals (yes, you heard it right!) from 13 Dec in a back-to-back 12-day lead up to Christmas. These promos add up to \$60,000 in savings. The wide-ranging deals include all your fave activities - dining, entertainment, shopping, water park rides at Wild Wild Wet, and relaxing stays at D'Resort next year.

Add to that, there are discounted GRAB rides (for those who live in the north, west and central zones), free gift wrappers and stickers, and more (see page 9).

Downtown East is compliant with the government's Safe Management Guidelines.





# LITE ON!

DAY & NIGHT

#LiteOnSg

ORGANISED BY



SUPPORTED BY



PART OF





BY

# SPEAK CRYPTIC

## INSPO BEHIND "SOMEWHERE OUT THERE"

The imagined landscapes call to mind a mountain top, ancient pyramids and the gable or peaked roof structure – symbols of progress. Putting people in proximity to a scene that's usually observed from afar, the work transports you to a dreamy, fictional place that exists beyond our reality. It hints that the impossible is attainable – that one can not only ascend to the peak but even enter it. From its foundation, the edges of the pyramid move towards a central point – signifying a common journey – a universal goal and our shared humanity.

**What's so awesome:** The artwork also integrates the artist's original music.

### Multi-Sensory Experience



Professionally known as Speak Cryptic, artist Farizwan Fajari is influenced by the visual language prevalent within the cultures of punk, underground music, being Singaporean, and Malay of Baweanese descent.

He utilises personal iconographies along with a cast of characters that he has been developing over the years, applying them to various visual narratives inspired by his observations on current affairs and the immediate environment.






**INSPO BEHIND "SHADES OF SELF"**

This installation uses form inspired by architecture. Visitors are able to walk through and interact with this geometrical structure. For those seeking a moment of respite, the installation is accentuated by several arched gateways representative of strength, support, lightness and openness within density.

**What's so awesome:**

This installation unfolds from its chromatic skin during the day into a brightly-lit tunnel at night, enveloping you with a riot of colours and lines.



Multi-Sensory Experience   



Space Objekt is a Singapore design studio specialising in spatial experiences, making art accessible to everyone. The studio has conceptualised and delivered experiential installations and activations.








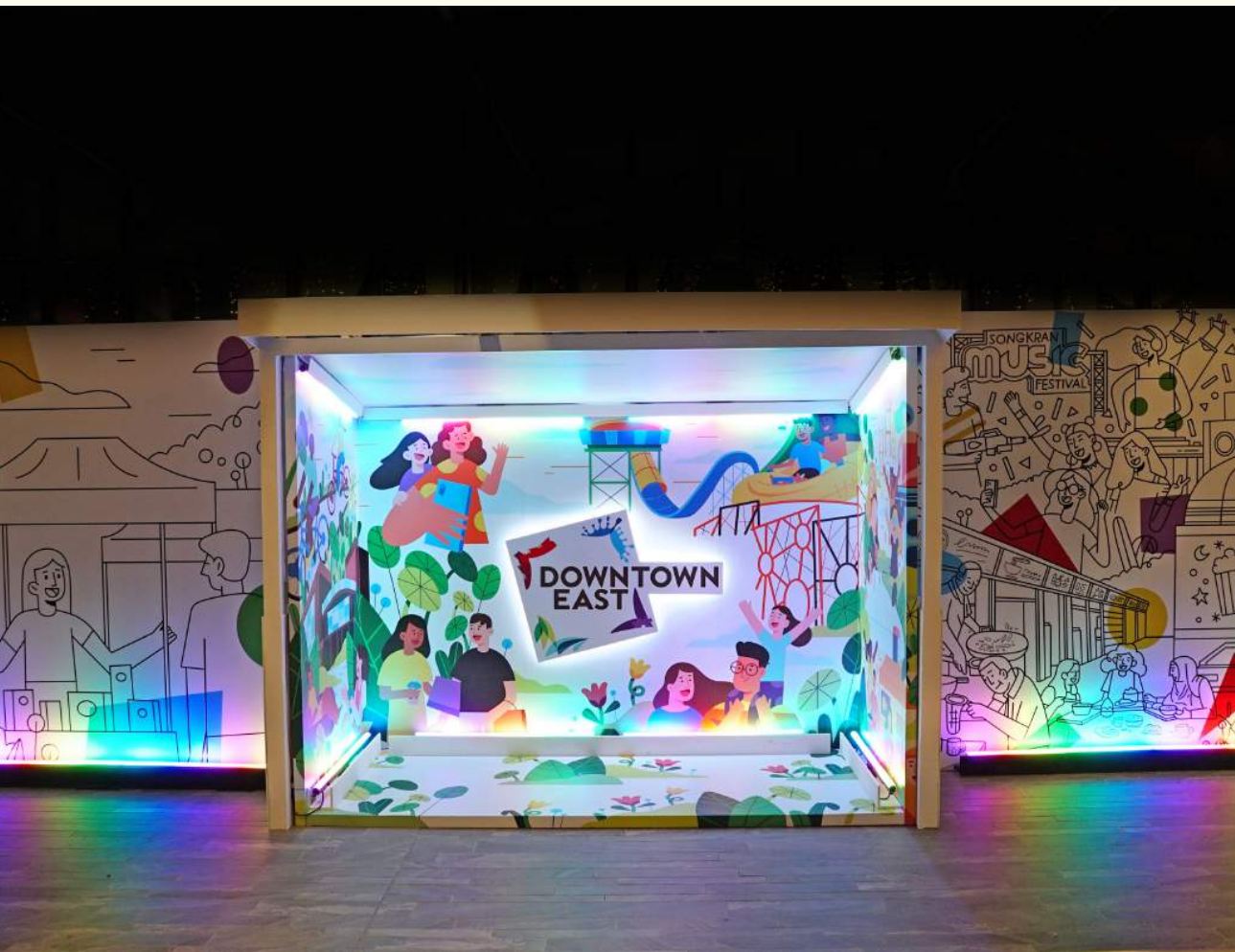
**INSPO BEHIND "EAT.PLAY.SHOP.STAY"**

Expect to see printed patterns and shapes in vibrant colours of Downtown East's logo - red, blue, purple, green and yellow. Coloured LED lights will be installed at this display.

**What's so awesome:** At night, the installation will come to alive with the vibrant LED lights. You can also see the individual spot colours as the light transits through the spectrum.



Multi-Sensory Experience   



BOD is Singapore's largest creative outlaw gang on a mission to rob the world of blank spaces and bland designs with over 200 art bandits - drawing, designing and doodling - all kinds of fun. From illustration to graphic design, animation to motion graphics, they have the complete arsenal for all your visual storytelling needs in one posse.







### INSPO BEHIND "BUBBLE PLAY"

A playful interpretation to reframe our mentality of everyday objects that we've grown accustomed to in recent months. Centred on the main material of bubble wrap packages, the installation comprises vibrant colours, tactile surfaces and visual prompts to create mini pockets of playful experiences. The artwork aims to spark wider conversations to be more mindful, while we find joy in everyday moments in a pandemic world.

**What's so awesome:** Pop bubbles on the bubble wraps if you're stressed; QR code integrated photo prompt; and more.

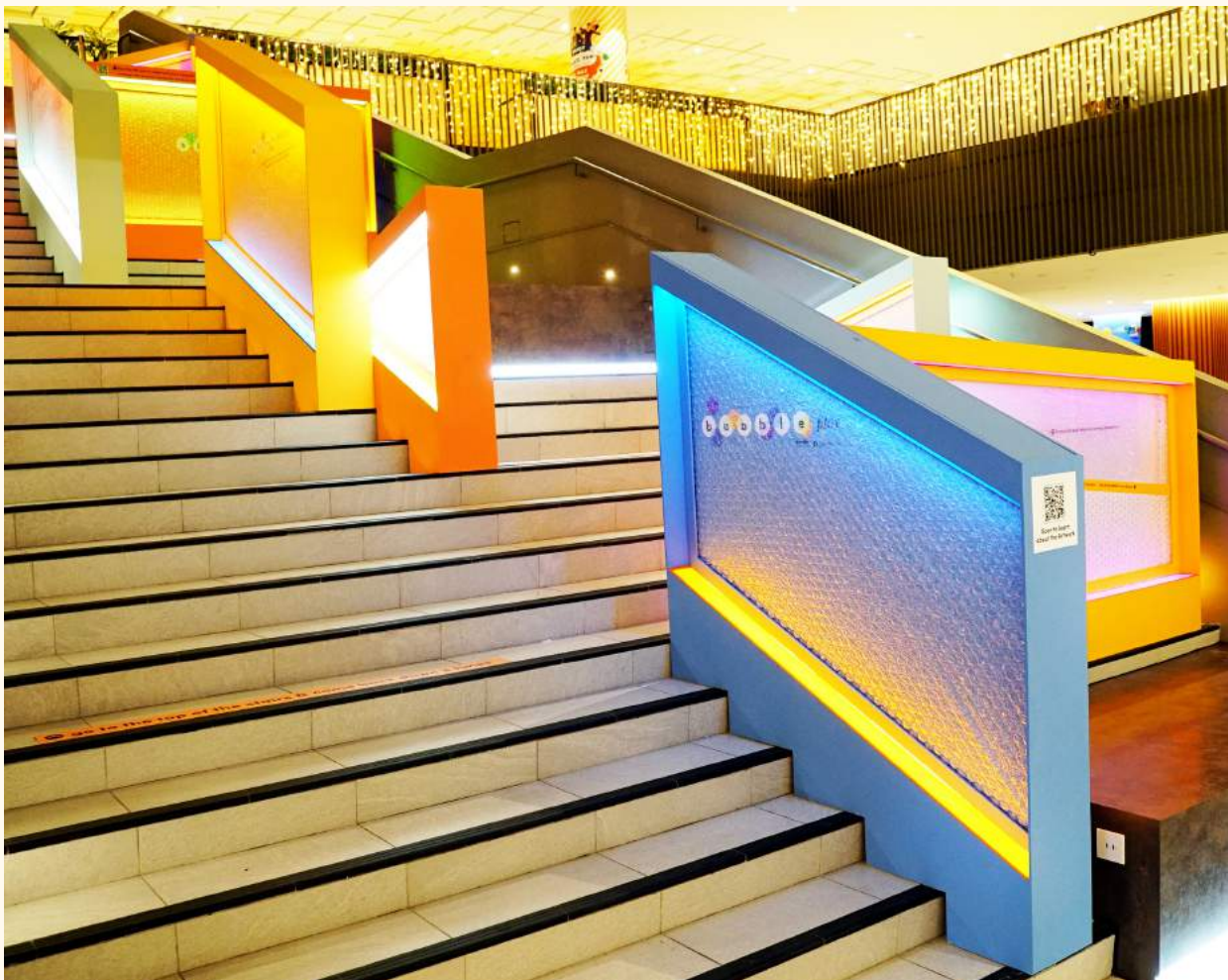


Multi-Sensory Experience    



As a pioneer place-maker studio, Shophouse & Co develops sustainable place-making strategies; catalysing communities through creative programmes; and designing interventions that reimagine urban private and public spaces. They have collaborated with various government agencies.

[www.shophouseandco.com](http://www.shophouseandco.com)





# MORE FOOD, GLORIOUS CUISINES @ DOWNTOWN EAST!

Downtown East is the new home to three heritage brands – The Banana Leaf Apolo, Fragrant Garden, and REDMAN by Phoon Huat, which is targeted to open in Dec.

REDMAN by Phoon Huat, a one-stop store, carries a full suite of tools and ingredients from local and internationally-renowned brands. The store will also be conducting baking classes, and you'll be greeted by whiffs of freshly-baked goods from the baking studio.

### WHAT'S COMING UP IN NOV & DEC

- Upwall Climbing 26 Nov
- Gaku Sushi Bar 30 Nov
- Ding Guo Guo 30 Nov
- REDMAN by Phoon Huat 01 Dec
- Chong Qing Xiao Mu Deng Traditional Hotpot 12 Dec



The Banana Leaf Apolo is a 46-year-old brand that's popular with locals and tourists for their signature Apolo Fish Head Curry, Apolo Chicken Masala, Mutton Mysore, and Dum Briyani.

Fragrant Garden is known for its authentic Teochew cuisine using the freshest ingredients.

These are among the dozen new offerings at Downtown East. Others include WATAMI Japanese Dining; D'Penyetz; florist Convallaria; and Everbest pop-up store.

You can expect more openings (F&B, retail and entertainment) from 26 Nov.



WATAMI Japanese Dining

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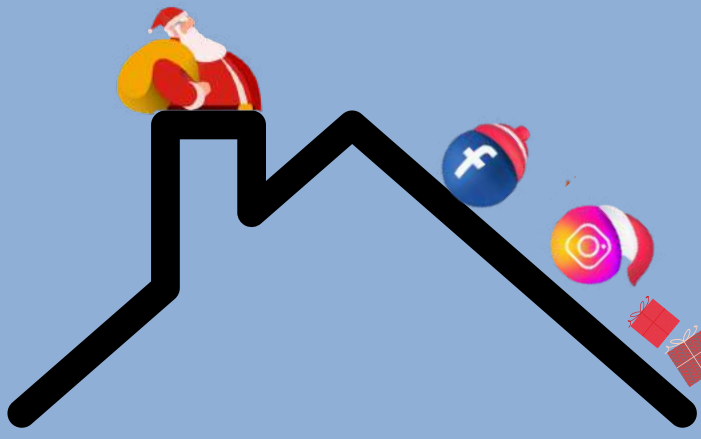
13 DEC - 24 DEC  
12 DAYS OF \$12 CHRISTMAS DEALS

Terms & conditions apply

**QUICK FINGERS ALERT!**

Look out for our \$12 flash deals on Eventbrite - and Wild Wild Wet \$12 deals on [www.wildwildwet.com](http://www.wildwildwet.com) - from Dec 13! Follow Downtown East FB & IG for deets!

- 1 X'MAS LOG CAKE  
PRIMA DELI
- BOXING CLASSES  
SPARTAN BOXING CLUB
- STEAMBOAT BUFFETS  
CHONG QING XIAO MU DENG TRADITIONAL HOTPOT
- 1 BUCKET OF 5 BEERS  
OBAR LIVE HOUSE
- TOKUSEN SET FOR 2  
WATAMI JAPANESE DINING
- 1 REGULAR PIZZA  
PIZZA HUT
- BUFFET FOR 1  
SIAM SQUARE MOOKATA
- SIGNATURE CURRY FISH HEAD  
THE BANANA LEAF APOLO
- 1 (800G - 850G) CRAB  
MELBEN SEAFOOD RESTAURANT
- 2 MOVIE TICKETS & 1 MEDIUM POPCORN  
CATHAY CINEPLEX
- 2D1N STAY  
D'RESORT
- 2 DAY PASSES  
WILD WILD WET



We've got more goodies for everyone @ Downtown East!



- FREE GIFT WRAPPERS**  
13 NOV - 25 DEC  
Spend \$30 and get 2 gift wrappers with greeting stickers. Redeem at the Info Counters.
- FAVE EVOUCHER DEAL**  
NOW TILL 28 NOV  
Download FAVE app and buy a \$50 F&B eVoucher for just \$40! Limited to the first 2,000 redemptions.
- \$5 OFF GRAB RIDES**  
NOW TILL 31 DEC  
Enjoy \$5 OFF for rides to Downtown East. Use promo code PLAYATDE for trips originating from the north, west and central zones. Turn on your mobile location. Limited to the first 1,000 redemptions.