



NEWS RELEASE

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DANCING LIGHTS ARE A WORLD-FIRST FOR PALAIS RENAISSANCE AND SET TO REVITALISE THE ORCHARD SHOPPING BELT

Palais Renaissance has embarked on a \$16 million upgrading exercise, and will soon unveil its sleek new look and reaffirm its position as Orchard Road's fashion icon.

The highlight of the upgrade is a world's first – a double-skin glass façade with musical dancing lights. Created by renowned design consultant Kajima Design Asia, the front façade will be completed by November this year.

The dancing lights are the creation of award-winning architectural lighting designer Hiroyasu Shoji, from Light Design Inc, whose prolific portfolio of work includes the iconic Mikimoto Ginza Headquarters in Tokyo, Matsumoto Performing Arts Centre in Nagano and National Convention Hall of Yokohama.

Mr Shoji will programme the three dimensional colour-changing LED lights according to his specially-choreographed "*Music of Light*" concept, making them look like they are dancing artistically across the glass to the rhythm of music. This is Mr Shoji's debut project in Singapore.

In conceptualising Palais' dancing lights, Mr Shoji sought to infuse a sense of life and vitality into the façade with his fluid light design – while simultaneously channelling the heart and soul of the building. "Light does not just create brightness in darkness, but has the ability to generate a new atmosphere in space and amidst architecture," said Mr Shoji.

As part of the facelift, the back entrance of the luxury mall has also been widened and renovated to give it a stylish, modern appearance. The interiors, from the balustrades to the toilets and the glass dome towering over the internal splendour of Palais, will also be spruced up by interior design firm, Designphase.

The upgrading of the mall's interiors is being carried out in phases, and will be completed in late 2009.

While Palais Renaissance has undergone numerous face-lifts since its completion in the early 1990s, this is the most major makeover. With Orchard Road undergoing a tremendous transformation, this upgrade is synergistic and will inject greater vibrancy to the world-famous shopping belt. The innovative architectural lighting and façade at Palais will illuminate a sense of aura and presence, befitting of this well-known upscale shopping mall.

In line with the upgrading, Palais Renaissance will refresh its logo with emphasis given to the word "Palais". The modern clean form will reflect its eminence as a fashion showcase of the world's finest luxury labels.

Joining style stalwarts DKNY and Valentino are three new brands Croco Mondalli by Kwanpen, Giuseppe Zanotti and the stunningly original PS Café, created from a former rooftop space, with double-height ceilings, beautiful interiors and eclectic furniture.

“We are confident that Palais will lead the way in revitalising Orchard Road, and its new look will excite and attract shoppers to the mall,” said a Club21 spokesperson for DKNY.

Throughout the renovation period, all shops will remain open and shoppers can continue to enjoy the unique Palais shopping experience.

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Annex:
The World's First Dancing Lights at Palais Renaissance



Artist's Impression