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NEWS RELEASE

## CapitaLand returns with CapitaVerse - Singapore's largest 24-hour experiential party in Decentraland

Blast off to a new universe filled with attractive real-world rewards, NFT wearables and immersive experiences featuring partners National Gallery Singapore, Mastercard®, Somersby, Zouk and more!



**24 March 2023** – Pack your virtual bags and get ready for a trip back to **CapitaVerse** as CapitaLand's metaverse event returns for a second edition. The 24-hour experiential party - happening from 5 April 2023, 7pm, in Decentraland - will feature a more rewarding experience this year, complete with live performances, interactive art and fashion showcases, as well as attractive prizes that participants can redeem at CapitaLand malls across Singapore.

Conceptualised by CapitaLand in collaboration with Bandwagon Labs, CapitaVerse builds on CapitaLand's efforts to leverage innovation and technology to build future-ready lifestyle experiences and elevate the customer journey.

Mr. Chris Chong, CEO of Retail & Workspace (Singapore & Malaysia), CapitaLand Investment, said, "The overwhelmingly positive response we received for the first edition of CapitaVerse has strengthened our resolve to be bold and original, pushing the envelope of retail experiences at our malls beyond the physical world as we deepen our engagement with our customers. We are excited to work alongside like-minded partners who are actively experimenting and innovating to create unique experiences".

Clarence Chan, Founder, Bandwagon Labs, added "We are proud to collaborate once again with CapitaLand, which is among the frontrunners in championing the next big step for retail in the metaverse. This space is evolving so quickly and the possibilities are endless. As frontier technologies become a bigger part of our daily lives, we believe CapitaVerse will usher in a revolutionary phase for retailers to think beyond physical confines to create seamless, unforgettable experiences for customers."

Dr. Kevin Lim, Director, Innovation and Technology at National Gallery Singapore said, "We are delighted to be a part of CapitaVerse to showcase our artworks. This virtual event enables us to reach new audiences and bring our collections to life in an immersive way, while staying true to our commitment to making art more accessible to the public. By bridging the physical and digital worlds, we can create unique museum experiences that engage, create curiosity, and inspire audiences everywhere."

### **Local acts and brands take centerstage to create a vibrant universe of lifestyle, art and entertainment experiences**

Visitors will start their journey on the CapitaVerse rocket featured in the first edition and arrive at the **Skybase** - a spectacular UFO-shaped venue floating high among the clouds that is four times larger than its previous location. This extraordinary locale will be home to a series of truly Singaporean experiences by local acts and brands, notably Annette Lee, National Gallery Singapore, Zouk, CHARLES & KEITH, and popular international brands like Mastercard®, Somersby, FILA, M.A.C and Urban Revivo.



The centrepiece of the venue is the spectacular **Live Performance stage** which will host the headline act by content queen and entertainment extraordinaire **Annette Lee**. Expect a night of laughs as she takes the metaverse stage for the first time with an interactive live solo performance featuring covers of hit songs as well as her original tracks. Visitors can also look forward to special appearances by Annette's popular online personas, Chantelle and Aunty Susan to tickle their funny bones and indulge in fun interactive games. They can also dance the night away with DJ performances from Zouk resident DJs Ghetto, Che'Molly, Hong and Jeremy Boon.

Below the stage is the activity hub of CapitaVerse where visitors can explore virtual galleries, and take delight in bigger brand experiences by partners.

- Step into a virtual gallery at **National Gallery Singapore's booth** to discover eye-catching works by two prominent local artists: Choy Weng Yang and Thomas Yeo. Explore the art of these two Singaporean artists and learn how they have contributed to shaping the contemporary art scene in Singapore.
- **CHARLES & KEITH, FILA** and **Urban Revivo** have also created showcases for visitors to discover their new collections. Go virtual shopping, and experience the future of retail through the customised 3D live displays by FILA and Urban Revivo that allow for a close up look of their new launches.

- At **CapitaLand, Mastercard® and Zouk's** showcase, stay in the loop with their latest in-store offerings and promotions through the immersive experience that enliven the space.

### **Get your hands on exclusive in-game prizes and real-world rewards**

This year, more than 800 attractive real-world prizes worth over \$120,000 are up for grabs, a sixfold increase from the first edition of CapitaVerse.

To win these prizes, visitors can set off on an adventure with branded **virtual hunts** happening at selected times during the event. By scouring the expansive venue to collect five brand badges within the designated time, successful hunters can stand to win prizes from National Gallery Singapore, Mastercard®, Somersby and Zouk. Details of the activities and a full list of prizes can be found in **Annex B**.

Visitors can make a trip to the **NFT Attendance Booth**, to collect their CapitaVerse NFT Attendance Pass and gain access to exclusive privileges at CapitaLand malls. A full list of exclusive privileges can be found in **Annex C**.

Stand a chance to be one of the 10 lucky winners to win a total of one million STAR\$® (worth \$1,000 eCapitaVoucher) in the biggest giveaway ever on CapitaVerse by participating in the **best-dressed contest**. Visitors can flaunt their avatars in their top outfits simply by posting their best party looks on Instagram and tagging @CapitaLandMallsSG.

To double their chances of winning, visitors should drop by the **Wearables Booth** to snag a complimentary *Up In The Clouds Aura wearable* that suspends their avatars up in the whimsical clouds with glistening stars. Holders of the Gen 1 NFT Attendance Pass from the first edition of the CapitaVerse will also receive a complimentary *Glide Through the Clouds Emote NFT wearable* that allows their avatars to take off into the sky.



CapitaStar members who spend a minimum of \$100 at any participating CapitaLand malls from 24 March to 4 April 2023 (both dates inclusive) can enjoy two hours of early access, where the first 3,000 members can redeem a complimentary CapitaVerse-exclusive NFT wearable to style their avatars. A successful redemption also offers a special bonus of \$5 eCapitaVoucher, limited to the first 100 members.

For more information on the rewards and programmes on the CapitaVerse, please visit [www.capitaland.com/CapitaVerse](http://www.capitaland.com/CapitaVerse). Please find the media assets [here](#).

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- Annex A**     How to get to CapitaVerse
- Annex B**     Activities on CapitaVerse
- Annex C**     Real-world Rewards
- Annex D**     Brands participating in CapitaVerse

**For media inquiries, please contact:**

Zhi Yi Yeo

[zhiyi.yeo@tateanzur.com](mailto:zhiyi.yeo@tateanzur.com)

(65) 9641 8147

Aneesha Shetty

[aneesha.shetty@tateanzur.com](mailto:aneesha.shetty@tateanzur.com)

(65) 9888 8776

**About CapitaLand Investment Limited ([www.capitalandinvest.com](http://www.capitalandinvest.com))**

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 31 December 2022, CLI had S\$132 billion of real estate assets under management, and S\$88 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres. CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and its full stack of operating capabilities, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve net zero emissions by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

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**YouTube:** [youtube.com/capitaland](http://youtube.com/capitaland)

## **About Bandwagon Labs**

Bandwagon Labs is the tech division of award-winning entertainment media company Bandwagon. Our vision is to help brands create interactive experiences in the web3 metaverse. We are a one-stop-solution involving concept, architecture, 3D models, coding, NFT development, mini-games, content and community. Bandwagon Labs is the 1st in Singapore to be a verified partner of #1 Ethereum based Metaverse, Decentraland, and has held 12 metaverse concert experiences in 2022 with top artists in Asia. Bandwagon Labs develops its proprietary metaverse tech stack and is currently building BWLAND, the 1st mobile-browser optimized metaverse experience. Founder Clarence Chan, is also the 1st in the world to hold a metaverse wedding in Sandbox. Bandwagon Labs has been featured by the likes of IMDA, Meta, and Enterprise Singapore for our impact in the web3 metaverse space.

Partners:



CHARLES & KEITH



URBAN REVIVO

In collaboration with

**bandwagon labs**