



## MEDIA ADVISORY

### **Jewel Blooms 2024: A whimsical 4D experience through floral displays at Canopy Park in Jewel Changi Airport**

*Changi Experience Studio also introduces garden-themed camp 'An Enchanted Night at the Airport' for the June school holidays.*



*Be prepared for a multi-sensory journey through a world of flowers at Canopy Park, and take part in a line-up of floral-themed activities.*

**Singapore, 24 May 2024** – Get whisked away to a blooming wonderland at Jewel Changi Airport (Jewel) with the return of its floral festival Jewel Blooms. Launching today till 11 August, **Jewel Blooms: What A Feelin<sup>5</sup>** offers an even more expansive and immersive floral experience this year, in keeping with Jewel's 5<sup>th</sup> anniversary

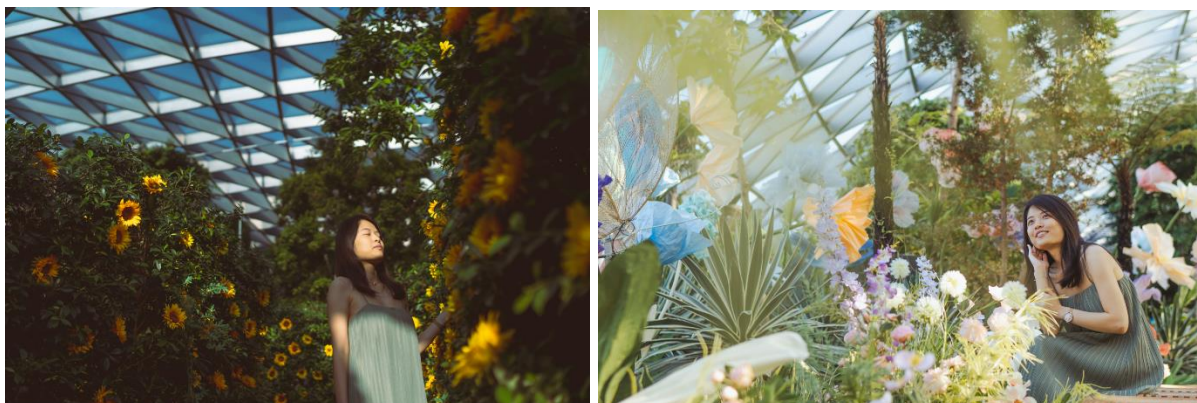
celebration theme. Each of the 6 key floral installations aims to bring out an emotion that visitors experience when they are at Jewel, namely: *happiness; peace and calm; love; sense of adventure; and passion.*

Canopy Park is transformed into a vibrant exploration of emotions through flowers. Botany lovers of all ages can look forward to captivating floral displays featuring over 15,000 blooms, some even incorporating unique kinetic movements that come alive as interactive elements with enchanting scents and soothing music. For the first time in Southeast Asia, Japanese floral artist Megumi Shinozaki created a special large-scale floral artwork comprising hybrid starchis, which are grown only in Japan.

For families seeking unique activities this June school holiday, **Changi Experience Studio's 'An Enchanted Night at the Airport' camp** offers a fun garden adventure and magical sleepover. Little ones can discover the wonders of an airport garden paradise, conquer quests, enjoy a floral resin workshop and more.

### **Blooming with the Senses**

Let your senses be enthralled by a blooming spectacle designed by award-winning local garden designer Andy Eng – a veteran with over 20 years' experience in the industry, widely known of his masterful touch with landscape design.







*Canopy Park explodes with colour and eye-catching floral installations. Clockwise L-R: Hedge Maze: A Maze of Sunshine, Foggy Bowls: Blooming in Love, Source Pool: Swimming in Harmony.*

Get lost in a sunflower maze bursting with a sea of over 3,000 cheerful blooms and 70 towering sunflowers at **Hedge Maze: A Maze of Sunshine**. For a touch of whimsy, navigate the **Mirror Maze: Tranquil Blossoms** that is adorned with 1,000 cascading pink, purple, and white wisterias, creating a mesmerising kaleidoscope effect. Keep your eyes peeled for a touch of surprise at **Topiary Walk: Bloomventure**. An abandoned jeep and giant animatronic Venus fly-traps lurking around every bend, add a rustic touch to the exploration. Romance fills the air at **Foggy Bowls: Blooming in Love** with over 80 lighted paper and kinetic flowers dancing in the gentle mist, creating a captivating spectacle. Fluttery butterflies (some even kinetic!) measuring up to 1.7 metres in height add to the enchanting atmosphere. Seek serenity at **Source Pool: Swimming in Harmony**, a tranquil display that features nine larger-than-life goldfishes swimming among live water plants on a misty pond.



*Japanese artists recreates the vibrant, wild beauty of a superbloom in Jewel with the use of hybrid starchis and preserved hydrangeas specially flown in from Japan.*

Finally, prepare to be awestruck at **Petal Garden: Super Blooms by Megumi Shinozaki**, the largest installation at Jewel Blooms. Megumi is a renowned contemporary floral artist from Tokyo, Japan, and this is the first time her work is displayed in Southeast Asia. Inspired by California's breathtaking superbloom phenomenon, this artwork features 10,000 bundles of hybrid starchis (a type of double-flowering cherry blossom variety) and preserved hydrangeas specially-flown in from Japan. Together, they recreate the vibrant mix of wild flowers that form the rare occurrence of a superbloom. These meticulously arranged blooms present a symphony of colours across two mountain structures towering 2.8 metres tall, transporting visitors to a world of floral fantasy. On the last day of Jewel Blooms, these starchies will be extracted from the display and re-gifted to ticketholders<sup>1</sup> of Jewel Blooms, as Megumi believes in extending the life of the flowers beyond the event.

### **Floral-themed activities and promotions**

---

<sup>1</sup> Guests who have purchased Canopy Park or attractions tickets with visit date between 24 May and 11 August, can receive a pack of the dried starchies from Megumi's installation if they present their tickets on 11 August. First come first served. More details will be shared on Jewel's social media channels.

Beyond the visually-stunning floral displays, there are a variety of activities for all to delve deeper into the world of flowers. The **Jewel Blooms Marketplace** (31 May to 9 June) is a haven for plant enthusiasts and creative souls. Browse through 13 unique stores offering an array of plants, flowers, handmade crochet flowers, and other crafts and lifestyle products. Find the perfect addition to your green space or discover one-of-a-kind home décor. The **Jewel Plant Swap** (1 June) provides a fun platform to meet with fellow plant enthusiasts, and swap your current greenery for exciting new additions to your home jungle.



*Get your hands on these adorable LEGO Flower gift-with-purchase with minimum spend during Jewel Blooms.*

During the festival period, redeem a LEGO Flower (worth S\$21.90) with a minimum spend of S\$250 on a MasterCard at the maximum of three same-day receipts. UOB cardholders can also receive a S\$10 Jewel Gift Voucher with a minimum spend of S\$150 comprising no more than three same-day receipts.



## Holiday camp with garden theme



*School's out? Reconnect with your little explorers with Changi Experience Studio's brand-new June school holiday camp.*

This June school holidays, ditch the ordinary and get ready to sprout some fun at **Changi Experience Studio's 'An Enchanted Night at the Airport' camp**. This sold-out overnight holiday camp is back with a brand-new garden theme.

Unleash your inner botanist with the 'Be an Airport Horticulturist' quest filled with plant discoveries and exciting learning when you conquer challenges as a family and earn points. Then, put your green fingers to work at the Floral Resin Workshop, and craft beautiful keepsakes of paperweights or coasters with flowers and leaves found in the airport. Families can also learn about Changi Airport through the wonder of technology and enjoy the thrill of interactive games, fascinating content stations and immersive shows in Changi Experience Studio, a unique digital attraction loved by both adults and children alike.



*Enjoy a series of hands-on activities as a family, and end the fun-filled day with a magical sleepover at the digital attraction.*

After a fun-filled day of activities, retire to Changi Experience Studio at night, where for the first time, the 'camp-site' within the attraction will be transformed to a whimsical garden. Enjoy a magical sleepover in tents laid on grass turf, surrounded by life-size otters and flowers. With the added comfort of air-conditioning and without creepy crawlies, families will enjoy a cozy night in the studio.

This exciting programme also includes tickets to the Jewel Blooms: What A Feelin5 event, as well as a box of bespoke Changi signature tea blend to take home. Sign up at <https://www.changiairport.com/en/discover/latest-happenings/enchanted-night-at-the-airport.html>.

For more information about Jewel Blooms, please visit [https://www.jewelchangiairport.com/en/promotion/jewel\\_blooms\\_2024.html](https://www.jewelchangiairport.com/en/promotion/jewel_blooms_2024.html).

For more information about Changi Experience Studio's 'An Enchanted Night at the Airport' camp, please visit <https://www.changiairport.com/en/discover/latest-happenings/enchanted-night-at-the-airport.html>.

For high resolution images, download here [\[link\]](#).

**For media queries, please contact:**

Sharon Chia

M: (65) 9229 0545

E: [sharon.chia@changiairport.com](mailto:sharon.chia@changiairport.com) / [corpcomms@jewelchangiairport.com](mailto:corpcomms@jewelchangiairport.com)

Ng Hui Hui

M: (65) 9060 9491

E: [ng.huihui@changiairport.com](mailto:ng.huihui@changiairport.com) / [corpcomms@jewelchangiairport.com](mailto:corpcomms@jewelchangiairport.com)

**About Jewel Changi Airport ([www.jewelchangiairport.com](http://www.jewelchangiairport.com))**

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

**Follow us on social media:**

Facebook: <http://www.facebook.com/JewelChangiAirport>

Instagram: <https://www.instagram.com/jewelchangiairport/>

LinkedIn: <https://www.linkedin.com/company/jewel-changi-airport/>

Tiktok: <https://www.tiktok.com/@jewelchangiairport>

Xiao Hong Shu: <https://bit.ly/jewelxiaohongshu>

Hashtag your posts with: #JewelChangiAirport