Best Enrichment Experience (Winner)
Leisure Event of the Year (Finalist)

Where learning is fun

The Science Centre Singapore continues to draw many visitors with its innovative educational programmes and exciting exhibitions

by Esther Au Yong

Learning about science and technology can be challenging but when packaged creatively, even the driest lessons can be fascinating.

The Science Centre Singapore makes the learning an enjoyable and attractive experience for children of all ages.

The 33-year-old centre has attracted 20 million visitors and it achieved a record 55 million visitors last year.

Says Associate Professor Lim Tit Meng, Science Centre's chief executive: “Our main objective is to incorporate enrichment in our events and present these in a fun and entertaining format.

“For example, we have collaborated with a reputable robotics enrichment provider to establish Fun Lab, a robotics and multi-media lab catering to the overseas student tour market, and also set up a digital design studio to market programmes to visitors.”

The Science Centre's Robotics Learning Centre and DNA Lab are also popular with local and overseas visitors.

For the latter, it is partly because “these are facilities that may not be as accessible, especially in the region”.

“The visitors enjoy the same level of delivery and quality that are the trademarks of our programme offerings to local schools. The centre also runs some of the most prestigious international robotics competitions such as Robo-cup,” he says.

In addition, Science Centre brings in blockbuster exhibitions such as Pixar, Body Worlds, CSI and Star Wars.

“These have to be educational and highlight the science and technology that is relevant to our mission of promoting interest, learning and creativity in science and technology.

“These exhibitions are often showcased as the only stop in South-east Asia,” he says.

Body Worlds (top, right), a travelling exhibition of preserved human bodies and body parts that are prepared by using a technique called plastination, ran for six months until early March this year and it attracted 150,000 visitors. It is also a finalist in the Leisure Event of The Year category.

Prof Lim says: “The exhibition delivered a strong educational and life changing message for visitors. It included some new exhibits, including full body animal plastinate displays, and the theme focusing on the human life cycle attracted both local and overseas visitors.

“Some of the overseas visitors, especially from the region, had not seen this particular Body Worlds exhibition before, so it was a draw for them.”

Next year, visitors can expect the Planet Shark exhibition that will engage visitors and present facts, dispel myths and provide a better understanding of one of the most misunderstood animals on earth.
Where learning is fun

More so than ever, guest engagement through anticipating and fulfilling our guests’ needs is critical to our business for the long term as it builds guest loyalty, generates revenue and ensures continued financial success.

— Mr Peter Mavinguy, general manager, The Ritz-Carlton, Millenia Singapore

Caring for our guests, just like we would for our family members, transcends policies and procedures. It must be genuine and stems from our colleagues’ passion for their work.

— Mr Michael Cotten, vice-president and general manager, Shangri-La Hotel, Singapore

The Night Safari is the world’s first night park for nocturnal animals. It is home to over 1,000 animals from 115 species, of which almost 30 per cent are threatened. The visitor experience comprises a mix of tram rides, walking trails and live shows.

— Ms Fanny Lai, group chief executive officer, Wildlife Reserves Singapore

From day one, we’ve always been concerned with building a brand that’s also about music, lifestyle, fashion, arts and design. Our success formula? Hard work and passion from the whole team. If we want to continue to stay ahead, this formula can’t change.

— Ms Celeste Chong, marketing director and co-owner, The Butter Factory

We retain our customers by focusing on connecting with them through anticipating and meeting their needs. We will also keep to our strategies of maintaining operational efficiencies and bolstering market leadership through consistent branding efforts.

— Mr David Tang, general manager — regional, Robinsons & John Little (Singapore and Malaysia)

Zouk is where it is today because of our people. We will continue to nurture and groom the Zouk family and consistently reinvent ourselves to stay relevant to our customers.

— Mr Lincoln Cheng, executive CEO and chairman, Zouk Club