

LOOK What Brands Are Doing At SG Night Festival

By: Charlene Teo, Singapore



Singapore - Generally a popular local affair, the Singapore Night Festival pulls in a significant crowd each year.

The event will take place over two weekends, from 23-24 August and 30-31 August.

The event roped in a few brands who are cleverly marketing through the festival's artsy cause.

#1 Panasonic

Panasonic is one of the brands supporting the event as official projection partner.

A Panasonic spokesperson said the event is a "meaningful event with good exposure for the brand."

Panasonic is using the event to showcase its projectors. It sponsored the loan of five PT-DZ21KE projectors and lenses (four lenses of model ET-D75LE10 and one lens model of ET-D75LE6) to the National Heritage Board (NHB) for projection mapping on the façade of the Singapore Art Museum.

Out of these five units, one unit was used to do portrait projections. Here's how it looked:







Probably the best display of its products' abilities, we say.

#2 Samsung

Samsung was also another big brand partnering NHB for the festival. A spokesperson for Samsung said that it supported the event as it was a good opportunity to showcase its tablets. Eight sets of Samsung Galaxy Note 10.1 LTE were sponsored by the brand for the installations during the event.

Here's how they were used.

The tablets were used in the art installation that illuminated the façade of the Singapore Art Museum, as well as for The Music Melody and Typelight.

Pictures here:





More pictures of the use of the Samsung tablets here:



#3 The Singapore Management University (SMU)

SMU was another brand that supported the event as official venue sponsor. The spaces that the school opened up for the festival included Campus Green, U-Square and other surrounding areas.

According to a SMU spokesperson, the school hopes to leverage the event to demonstrate its support for the local art and culture scene.

More pictures of Homemade (a series of local music performances) on SMU's grounds:





Other festival partners include 987FM and YES933, official radio stations for the event, National Parks, National Arts Council Singapore amongst others.