

Take A Step Closer Towards The Final Frontier As The World's Largest Extended Reality Space Exploration Experience Comes To Singapore In October

Be the first in Southeast Asia to embark on an extraordinary space odyssey

S P A C E E X P L O R E R S

THE INFINITE

SINGAPORE, 17 July 2024 – Science Centre Singapore, in partnership with Kingsmen Exhibits, a wholly-owned subsidiary of Kingsmen Creatives, a leading creator of experiences, is thrilled to announce the Southeast Asian debut of *Space Explorers: THE INFINITE*, the world's largest extended reality space exploration experience. The exclusive showcase, inspired by NASA missions, will transport guests on an extraordinary journey 400km above Earth, offering a once-in-a-lifetime chance to experience life aboard the International Space Station (ISS).

A Journey to the Final Frontier Awaits

Space Explorers: THE INFINITE expands on the success of the Primetime Emmy® Award-winning series *Space Explorers: The ISS Experience*. Created by Felix & Paul Studios in collaboration with TIME Studios and NASA. Curated from over 250 hours of 3D-360° immersive content filmed onboard the International Space Station (ISS), more than 16 hours of astronaut testimonials, and the first-ever spacewalk ever filmed in virtual reality (VR). The recordings form the basis for the immersive story and narrative of *Space Explorers: THE INFINITE*. This is the largest production to date to be ever filmed in space, offering unprecedented access into the lives of astronauts as they train for and embark on life-changing missions.

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The multi-sensory free-roaming VR experience will allow participants to:

- **Become an honorary astronaut:** Experience the wonders of spaceflight firsthand, from witnessing breathtaking views of Earth to taking part in simulated daily routines of astronauts conducting cutting-edge scientific research.
- **Explore a virtual ISS replica:** This expansive exhibition will transport guests to a meticulously detailed life-sized virtual recreation of the iconic space station in 3D. Experience the awe-inspiring vastness of space firsthand.
- **Experience the daily lives of astronauts in VR:** Through exclusive footage and video diaries, get up close and personal with these brave explorers as they share their experiences and the challenges they face living and working in space.
- **Embark on a thrilling spacewalk:** Strap in for a breathtaking cinematic virtual reality adventure as you experience the exhilaration of a real spacewalk.

"The rise of space tourism represents a pivotal moment in the history of space exploration. The progress we have made is testament to the indomitable nature of the human drive to push the boundaries of scientific discovery and technological advancement to discover new worlds. Given the significant developments in commercial space travel, the prospect of civilians venturing beyond Earth's atmosphere is no longer confined to science fiction. But how many people have that opportunity to witness Earth from the vantage point of space? *Space Explorers: THE INFINITE* offers that unprecedented chance to experience the cosmos firsthand," said Associate Professor Lim Tit Meng, Chief Executive, Science Centre Board.

"This immersive experience enabled by cutting-edge technology and captivating storytelling aligns with our mission to spark a lifelong fascination for STEM and inspire the next generation of trailblazers who will set foot into distant world," Prof Lim added.

Since its inception in 2021, *Space Explorers: THE INFINITE* has welcomed over 400,000 visitors from the U.S. (Houston, Tacoma, Richmond, Denver, West Palm Beach, and Charlotte) and Canada (Montreal and Vancouver). These numbers are a stark contrast to around 300 individuals who have had the privilege of visiting the real ISS.

"Kingsmen is thrilled to partner with Science Centre Singapore to bring *Space Explorers: THE INFINITE* to Southeast Asia for the first time," said Anthony Chong, Group Managing Director of Kingsmen Exhibits. "This groundbreaking exhibition aligns perfectly with our mission to create

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unforgettable and transformative experiences that ignite curiosity and inspire wonder. We believe *Space Explorers: THE INFINITE* will not only captivate audiences but also foster a deeper appreciation for the marvels of space exploration and the incredible work of astronauts and scientists.”

"The new ways of art intersecting with technology reflect our progression towards the stars. Space experiences have been mediated by technology. Thanks to immersive technologies, audiences can experience an astronaut’s journey from within. Hence, the limit is no longer access to space, but rather how we can bring space back to Earth. Exactly what *Space Explorers: THE INFINITE* exhibition offers – a large-scale multi-sensory experience offering an opportunity for people to move inside the ISS, experience life beyond Earth and get a sense of floating in space. We are thrilled to bring this groundbreaking experience to Southeast Asia in partnership with Kingsmen Exhibits and the Science Centre Singapore," Felix Lajeunesse, Co-Founder of Felix & Paul Studios and Chief Creative Officer at Infinity Experiences Inc added.

Event Details

- **Dates:** October 12, 2024 – March 24, 2025
- **Location:** Annexe Hall 2 & 3, Science Centre Singapore
- **Opening Hours:**
 - Peak (Weekends, School Holidays, Public Holidays): 10am – 8pm
 - Non-Peak (Weekdays): 10am – 5pm
- **Admission:** \$45 per person (Adult/Child)

Don't miss your chance to be among the first in Southeast Asia to experience the wonders of space exploration!

Get your tickets [here](#).

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About Science Centre Singapore

Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events. A custodian of creativity and innovation, Science Centre Singapore has captured the evolution of scientific developments for more than four decades. The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science, technology, engineering and mathematics. Since 1977, the Centre has welcomed over 30 million visitors and inspired them with more than 1,000 exhibits spread across 14 exhibition galleries and outdoor exhibition spaces.

The Centre's group of attractions include Omni-Theatre, Snow City and KidsSTOP™. The Omni-Theatre, Southeast Asia's first 8K 3D digital theatre with a 23m wide seamless dome screen, is

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an immersive destination like no other. Snow City is Singapore's only permanent indoor snow centre offering an Arctic inspired experience at Singapore's first ice gallery and snow chamber. KidsSTOP™ - Where every child gets to Imagine, Experience, Discover and Dream - is Singapore's first children's science centre offering an enriching experience through purposeful play for children aged 18 months to 8 years old. For more information, please visit www.science.edu.sg.

About Kingsmen Exhibits

Kingsmen Exhibits is a part of Kingsmen Creatives Ltd, a Group listed on the Mainboard of the Singapore Exchange, with a global network of 18 offices. A creator of experiences, Kingsmen harnesses the power of creativity and design to tell engaging stories that bring brands to life. Kingsmen delivers seamless, innovative and engaging experiences that connect, engage and empower. With over 45 years of integrated capabilities, we are the one-stop creative solutions partner, delivering innovative and seamless campaigns worldwide.

Kingsmen Exhibits focuses on the exhibitions, events, thematic and attractions business segments, providing creative solutions in exhibition displays for trade shows and promotional events, interiors, and museum displays, as well as thematic and scenic works for theme parks. The division also develops and operates experiential and themed attractions.

With a global network and a footprint of more than a million square feet of production facilities across Asia, our comprehensive suite of services, provides clients unparalleled convenience and value. Our foundation rests on a design-led, quality-centric, and service-oriented culture, establishing Kingsmen as a recognisable brand synonymous with creativity and innovation.

The Group's long-standing base of clients includes world-renowned names like Amazon, Audi, Aviation Week, Bottega Veneta, BMW, Changi Airport Group, Chanel, Dior, Facebook, Fendi, Gardens by the Bay, JEC Composite, Lazada, Louis Vuitton, Marina Bay Sands, Resorts World Sentosa, Rlichemont, Sentosa Development Corporation, Singapore GP, Standard Chartered Bank, Reed Exhibitions, Science Centre Singapore, Singapore Tourism Board and Tax Free World Association.

For more information, please visit: <http://www.kingsmen-int.com/>.

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About Infinity Experiences Inc

Infinity Experiences is a joint venture between PHI Studio and Felix & Paul Studios, founded in April 2020 to create and market large-scale immersive projects, including the travelling exhibition, *Space Explorers: THE INFINITE*. The two companies joined forces and set a mission to evolve how visitors experience new extended reality (XR) experiences while creating a genuine and authentic connection around them.

PHI Studio has developed a reputation as an incubator for talent at the vanguard and as a catalyst for the conception and implementation of immersive multidisciplinary projects. We are continually exploring the ways in which technology can lead to new forms of artistic expression and storytelling. PHI Studio is committed to collaborating with artists, producers, and partners to foster the creation and development of innovative artworks at the vanguard, shaping the future of immersive experience.

Felix & Paul Studios is an Emmy® award-winning immersive entertainment studio dedicated to producing engaging, innovative and groundbreaking virtual reality, augmented reality and mixed reality experiences for audiences around the world, including *Space Explorers: The ISS Experience*, the project behind THE INFINITE, as well as major collaborations with Cirque du Soleil, Universal Studios, LeBron James, Michelle and Barack Obama, and more.

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