



An Expo on Future Technologies, Part of the Bigger Korea Festival Comes to Science Centre Singapore

*Features STEM-based activities and the
BTS X JAMES JEAN: SEVEN PHASES EXHIBITION*

Singapore, 11 December 2023 – This December, Science Centre Singapore will be the venue for an unprecedented collaboration between internationally renowned 21st century pop icons BTS and acclaimed artist, James Jean in the **[HYBE INSIGHT] BTS X JAMES JEAN: SEVEN PHASES EXHIBITION**, a global travelling showcase coming to Singapore after completing their run in Frankfurt and Manila. This is part of a broader Korea Festival organised by K-Festival Co, Ltd and Snow City Singapore, from **16 December 2023 to 25 February 2024**.

The Korea Festival is planned with four main mesmerising events; **'K-Tech Expo'**, **'Twinkle: K-POP Goods Exhibition'**, **'K-POP Cover Dance Festival'** and **'[HYBE INSIGHT] BTS X JAMES JEAN EXHIBITION (SEVEN PHASES)'**. Apart from offering guests a chance to pay homage to pop icons BTS and purchase memorabilia from their favourite K-pop artistes, the festival's K-Tech Expo will immerse the public in a showcase of future technology by Korean companies, such A.I., robots, and more!

During the **K-Tech Expo** held from **19 December 2023 to 19 February 2024**, Science Centre Singapore will be a catalyst for networking and collaboration as the expo will facilitate "business matching days", fostering connections between companies, local buyers, and industry pioneers. At the expo, attendees will get to explore vibrant communities via the roster of exhibitors. This includes Tech companies like Infomining, a leading IT company specialising in AI-driven personalised healthcare solutions like 'Hathi' and 'Mediwatch', as well as 'Connecdoc,' an innovative real-time patient monitoring system measuring vital signs. Another company, Awesomepia, will showcase their live multi-complex culture contents platform featuring XR, VR, AR technologies.

Alongside K-Tech Expo, there will be a **Singapore - Korea AI Ethics Symposium 2023** held on **19 December 2023** where distinguished Korean and Singaporean experts in their respective fields will offer a wealth of professional insights to enthusiasts of advanced science and technology. Attendees can seize invaluable opportunities to glean insights from these esteemed professionals, enriching their understanding of developed science technologies.



Associate Professor Lim Tit Meng, Chief Executive of Science Centre Board said, "We take immense pride in our collaboration with our Korean counterparts, jointly presenting a visionary display of cutting-edge technologies. Our aim is to ignite the imagination of our guests, urging them to envision and revel in the marvel of a future shaped by innovation. We believe in the transformative power of information exchange, embracing the opportunity to glean insights from trailblazers in the field. This showcase should serve more than an educational spectacle; it's a testament to the Centre's prowess in constantly pushing boundaries in the field of future technologies."

As a special bonus, guests can shop to their hearts' content for even more Korean favourites at the **'Twinkle: K-POP Goods Exhibition'** from **19 December 2023 to 25 February 2024**. Be entertained by the **'K-POP Cover Dance Festival'** from **22 to 25 February 2024**.

Admission to Singapore - Korea AI Ethics Symposium 2023, K-Tech Expo and Twinkle: K-POP Goods Exhibition is complimentary to the public, while admission to K-POP Cover Dance Festival is chargeable, with pricing subject to confirmation.

Admission to [HYBE INSIGHT] BTS X JAMES JEAN: SEVEN PHASES EXHIBITION is available for purchase at <https://sistic.com.sg/events/kfestbts0224> and includes admission to Science Centre Singapore.

For further information and updates, please visit the official website www.kf-sg.net and follow us on [Facebook](#) and [Instagram](#).

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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 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 K-Festival Co, Ltd

K-Festival Co, Ltd is a dedicated entity specialising in organising and managing festivals with the primary goal of spreading Korean culture worldwide. K-Festival Co, Ltd operates under the mission statement of "Together, thus mighty", their core objective is to promote and educate audiences about Korean culture through meticulously curated Arts and Science enrichment programs. K-Festival Co, Ltd stands out with a competitive advantage, particularly in the realm of diffusing the popularity of K-POP, including BTS X James Jean Exhibition (Seven Phases), TWINKLE: K-POP Goods Exhibition (the sale of authentic K-POP merchandise) and orchestrating fan Meet & Greet. These endeavours aim to not only cater to the demands but also facilitate immersive experiences that showcase the vibrancy and allure of Korean culture. For more information, please visit <https://kf-sg.net>.

About Snow City Singapore

Snow City is Singapore's only permanent indoor snow centre, offering an Arctic experience that is close to winter environments. Wholly owned by the Singapore Science Centre Global Pte Ltd and operated by Snow Venture Pte Ltd, it spans across 3,000 square metres, and is three storeys high with a 60-metre long snow slope for visitors to snow tube. Key facilities at Snow City are inspired by the Arctic, and include Singapore's first ice



gallery, a Snow Chamber, a bumper car arena and photo-taking services. It features a snow machine that is first-of-its-kind in Asia, producing fine powdery snow. For more information, please visit snowcity.com.sg.



About BTS

BTS, an acronym of Bangtan Sonyeondan or “Beyond the Scene,” is a GRAMMY-nominated South Korean boyband that has been capturing the hearts of millions of fans globally since their debut in June 2013. The members of BTS are RM, Jin, SUGA, j-hope, Jimin, V, and Jung Kook. Gaining recognition for their authentic and self-produced music, top-notch performances, and the way they interact with their fans, the band has established themselves as 21st century pop icons breaking countless world records. While imparting a positive influence through activities such as the LOVE MYSELF campaign and the UN ‘Speak Yourself’ speech, the band has mobilized millions of fans across the world (named ARMY), collected six No.1 Billboard Hot 100 singles since 2020, and performed multiple sold-out stadium shows across the world. They were also named TIME’s Entertainer of the Year 2020. BTS are 5-time GRAMMY nominees (63rd to 65th GRAMMY Awards) and have been recognized with numerous prestigious awards like the Billboard Music Awards, American Music Awards (Artist of the Year 2021) and MTV Video Music Awards.

About James Jean

James Jean, an exceptional artist who immigrated from Taiwan to New Jersey as a child and currently based in LA, showcases his intricate and dream-like artworks in this exhibition. His paintings hint at the cruelties of life but are imbued with a surface of utmost beauty through his drawings. By embodying each member, he merges dreams and reality, expressing his unique artistic talent.