

[< Museums](#)

Cityneon announces Avatar: The Experience

The **botanical world** of AVATAR will be brought to life in **Singapore**

News

Words: [Adam Whittaker](#)

14 hours ago

Share this



Cityneon Holdings, a [global experience entertainment company](#), has announced a new film IP-based experience that will open to guests later this year in Singapore.

Debuting at Gardens by the Bay's Cloud Forest, Avatar: The Experience is a new immersive walkthrough event based on the hit film. The unique AVATAR attraction will be the result of a collaboration between Cityneon Holdings, Disney Location-Based Experiences, and **James Cameron** and **Jon Landau's** Lightstorm Entertainment.

Top-grossing film

Executive chairman and group CEO for Cityneon, **Ron Tan**, says: "It is an honour to present Avatar: The Experience with the support of the Singapore Tourism Board and Gardens by the Bay. We are excited to contribute to the inspiring creative culture of Singapore.

"The iconic Cloud Forest at Gardens by the Bay, one of Asia's most popular horticultural attractions, becomes the perfect scenic location. We look forward to welcoming guests to this carefully-curated event."

Kathy Franklin, Lightstorm Entertainment's president of franchise development adds: "The opening of Avatar: The Experience in Singapore is a unique opportunity to continue expanding the global reach and impact of AVATAR, the highest-grossing film of all time. As the first of our four AVATAR sequels comes to theatres this December, this is the perfect time — and the perfect place — to explore and celebrate the wonders of Pandora in an all-new way."



Ron Tan

"A unique opportunity"

The new experience will be found at Cloud Forest, known for its iconic waterfalls, spiralling pathways and a soaring contemporary greenhouse.

Gardens by the Bay CEO **Felix Loh** says: "Over the years, Gardens by the Bay has emerged as a foremost icon for Singapore. Many visitors associate the aesthetic of Gardens by the Bay with the stunning environments from the film AVATAR. Even more remarkable is the shared appreciation for the natural world that surrounds us. This collaborative opportunity serves as a one-of-a-kind event and adds to the significance of our 10th-anniversary celebrations."

Avatar: The Experience will invite visitors to connect with the alien world of Pandora. Guests will discover its bioluminescent environments with a selection of mystical creatures and flora, whilst discovering the culture of its indigenous people, the Na'vi.

Ashlynn Loo of the Singapore Tourist Board says the organisation is thrilled that Singapore will be the debut venue for Avatar: The Experience: "As we prepare to welcome more visitors, such innovative and immersive experiences are a timely addition to our calendar of vibrant leisure events and reinforce our destination attractiveness.

"The experience also demonstrates the industry's confidence in Singapore's strong fundamentals as a leisure destination and is testament to our exemplary track record in delivering high-quality experiences."

Further details about the experience will be released soon. More information will be found in the coming months on the official [Avatar: The Experience website](#).

Cityneon was recently awarded by the Advanced Imaging Society for its work on [Machu Picchu and the Spirit of the Condor](#), which was given the "Best Use of VR" accolade.

Attractions technology

Singapore

Asia

Botanical Gardens

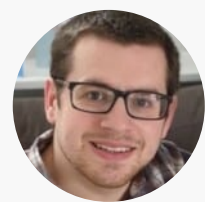
LBE

Disney

IP

Exhibit design

Share this



Adam Whittaker

Adam is Marketing Manager and looks after blooloop's communications. He studied Marketing and Advertising Management at Leeds Beckett University. You can usually find him appreciating art deco architecture, by a seaside resort, or on a theme park roller coaster.

[More from this author](#)

Companies featured in this post



Cityneon



Follow us:



Become part of the Blooloop community:

[Work with us](#)

[Sign in](#)

[Search jobs](#)

[About](#)

[Privacy Policy](#)