



**MEDIA RELEASE**

**For Immediate Release**



**Imagination comes to life in Singapore's first digital creative future space**

**Singapore, 4 February 2015** – Orchestrate fireworks, create one-of-a-kind aquatic creatures, or launch a jumbo jet from your hand - *MOSH!*, Singapore's very first immersive edutainment facility, will showcase state-of-the-art multimedia technology to allow guests to create imaginary worlds of their own.

*"MOSH!* is created from the belief that imagination fuels innovation. Some of the greatest innovations for the past centuries have positively changed the way we lived and shaped our society to what we know today. It starts with the simple question of 'what if?'. Through this new creative future space, we want children, and even adults, to gain confidence in their own creativity, and to share this creativity with others in a fun-loving



environment,” said, Ms Hitomi Komuro, Director of Creative Future Park, the parent company leading the project.

A showcase of the best in technology from Japan, the digital media playground will showcase an exciting line-up of five installations from three partners. Award-winning Japanese creative studio 1→10 Holdings Inc., which has won over 150 local and international awards, including the award for Creative Use of Technology at the prestigious Cannes Lions International Festival of Creativity, has come on-board to develop the edutainment installations for *MOSH!*. Global imaging and electronics company, Ricoh Group, which is known for its quality of technology and tradition for innovation, and leading Japanese digital technology company, Coconoe Inc, are also involved in the project.

Each technological masterpiece employs advanced gesture recognition and motion design, coupled with multi-touch detection and projection mapping capabilities to create an immersive virtual experience which is real-time, responsive and reactive.

Ms Hitomi added, “Our immersive creative space enables everyone to appreciate each other’s creativity and imagination in a shared environment. They allow us to understand how our individual choices and actions, expressed through a visible form, can affect and cause changes in others.”

The five attractions are:

***Land: MOSH!cot Hide and-Seek***

A multi-touch detection display containing a myriad of characters that will interact with any object you place on the surface – that includes your hand as well! Have a game of hide-and-seek with the shyest digital friends you’ll ever meet!



***Air: Paper Plane Adventure***

Fold and launch paper airplanes at our multi-touch detection screen and see them transform into a unique aircraft depending on the distance travelled and the force of contact. From a propeller plane to a jumbo jet, each aircraft takes visitors on a journey through different dreamscapes such as primeval jungles and canyon caves.

***Sea: Doodle Aquarium***

Breathe life into any hand-drawn aquatic creatures of your wildest imagination. Watch them leave your paper and come alive, interacting and making friends with other sea creatures in our larger-than-life digital aquarium!

***Space: Fireworks Party***

Immerse yourself in space and raise and control fireworks with your body movements. Travel across the world and orchestrate a light symphony with fellow visitors in the dark skies. Bring your creativity to our dance floor where every step leaves a trail of stardust and every movement generates an impressive visual of fireworks!

***Fantasy: World of Wonder Paper App***

Show us what your very own *MOSH!cot* would look like in the fantasy world of wonder! Colour your very own *MOSH!cot* and introduce them to the rest of the royal *MOSH!* family.

With these five attractions, *MOSH!* hopes that its visitors will leave the space with a deeper understanding in pattern and causality recognition, spatial intelligence, logic thinking, power of expression, and a respect for diversity.

The creative future space will be the latest addition to Sentosa's wide array of world-class entertainment offerings. Ms Susan Ang, divisional director of Sentosa's Island Investment and Branding team said, "*MOSH!* adds a new dimension to the offerings of The State of



Fun, providing the entire family an opportunity to learn from digital play while spending quality time together. Its innovative use of multimedia will be sure to fascinate and appeal to a younger tech-savvy generation. We believe *MOSH!* will enhance the fun experiences for all on Sentosa and we look forward to the opening of this new attraction."

For the SGD2.5 million project, Creative Future Park also partnered with several Japanese agencies including writing instruments manufacturer, Mitsubishi Pencil Co., Ltd, which will be introducing their products outside of Japan for the first time; furniture and interior multi design awards recipient, Ichiba Co., Ltd; as well as renowned Japanese artist, Sensyu Yasuko, who is well-known for her use of colours and brush strokes that adds a child-like quality to her art.

A platform for adventure and self-discovery, *MOSH!* is Singapore's first edutainment facility for the next-generation family committed to nurturing innovative leaders of tomorrow by inspiring every park visitor to live with the outlook of embracing possibilities.

*MOSH!* opens its doors to the public from 6<sup>th</sup> February 2016.

For more information please visit [www.mosh.com.sg](http://www.mosh.com.sg).

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Please also find enclosed in the media kit –

**Annex A: *MOSH!* Attractions**

**Annex B: Corporate Partners and Profiles**

**Annex C: Visitor Information**



### **About Creative Future Park**

Founded in March 2015, Creative Future Park is the parent company of *MOSH!*, an Interactive Digital Family Edutainment Space. This Singapore-based company oversees the planning, management and operations of running a Digital Theme Park, using cutting-edge technology to redefine play-to-learn edutainment experience for everyone. Creative Future Park envisions a world of limitless potential for every individual to create and live their imaginations. The company also supports 'Go-Green' initiatives to promote environmental-friendly practices within corporate operations.

[www.facebook.com/moshsingapore](http://www.facebook.com/moshsingapore) | [instagram.com/moshsingapore](https://www.instagram.com/moshsingapore) | #moshsg

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## **ANNEX A**

### **MOSH! Attractions**

#### ***Land: MOSH!cot Hide-and-Seek***



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family.





## **ANNEX B**

### **Corporate Partners and Profiles**

#### **About 1->10 Holdings, Inc.**

1-10 Holdings is a Japanese creative studio and agency based in Kyoto with offices located in Tokyo, Singapore and Shanghai. They are a professional group of experienced designers who have won over 150 international awards, including Cannes Lions. Their works range from product development and prototyping, service, digital contents, installations, to advertising and branding.

#### **Team Bios**

Mr. Sota Tamura

Creative Director/Planner

1-10 design, Inc.

Mr. Sota Tamura is a Communication Design Expatriate proficient in various fields such as Video, Interactive Contents and Advertising.

Mr. Koji Manabe

Technical Director

1-10design, Inc.

Advertising Award winner at Cannes Lions, Mr. Koji Manabe an Interactive Content Develop Expatriate and Specialist for developing Web, Smartphone APP installations.

#### **About Coconoe Inc.**

Coconoe Inc. is a Japanese digital technology company based in Okayama, Japan. The creative agency, which specialises in the development of websites, interactive installations and mobile phone apps, has worked on several significant projects such as



the development and conceptualisation of Toyota's Music That Moves app, Adidas' #mygirls campaign in Japan, and the Doremifa collection in Japan.

### **Team Bio**

Mr. Yoshihiro So

Founder

Coconoe Inc.

Mr. Yoshihiro So founded Coconoe Inc. in 2003 and is involved in the development and conceptualisation of the agency's projects.

### **About Ricoh Group**

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, "imagine. change.", Ricoh helps companies transform the way they work, and harness the collective imagination of their employees. For further information, please visit [www.ricoh.com/about/](http://www.ricoh.com/about/)



#### About Mitsubishi Pencil Co., Ltd

Established in 1887 in Tokyo, Mitsubishi Pencil Co., Ltd is the leading manufacturer and supplier of writing instruments. The company distributes products in over 100 countries through subsidiaries in the U.K., Singapore, Spain, Taiwan, Australia, Hong Kong and Korea. Please visit [www.uniball.com](http://www.uniball.com)

#### About Ichiba Co., Ltd

Ichiba is a manufacturer of furniture and interior products from Hyogo, Japan, and a multi design awards recipient. Established since 1959, Ichiba has been offering products ranging from baby and children furniture, to living furniture and lifestyle products. For details, please visit [www.ichiba-web.com](http://www.ichiba-web.com).

#### **Ki-mono.net**

Ki-mono is the sole retailer of Ichiba's products in Singapore. Ki-mono is operating two retail outlets and an online shop in Singapore. From kids and living furniture to zakka and homewares, Ki-mono offers everything about brilliant lifestyle ideas and products from Japan. For details, please visit [www.ki-mono.net](http://www.ki-mono.net).



**ANNEX C**

**Visitor Information**

<b>Opening Hours</b>	10am – 9pm
<b>Venue</b>	31 Beach View #03-01 Palawan Kidz City S098008
<b>Ticket prices</b>	Adult: \$28 Child: \$22 (Free admission for children below two-years-old)  *Family promotion: \$48 (For one adult and one child)