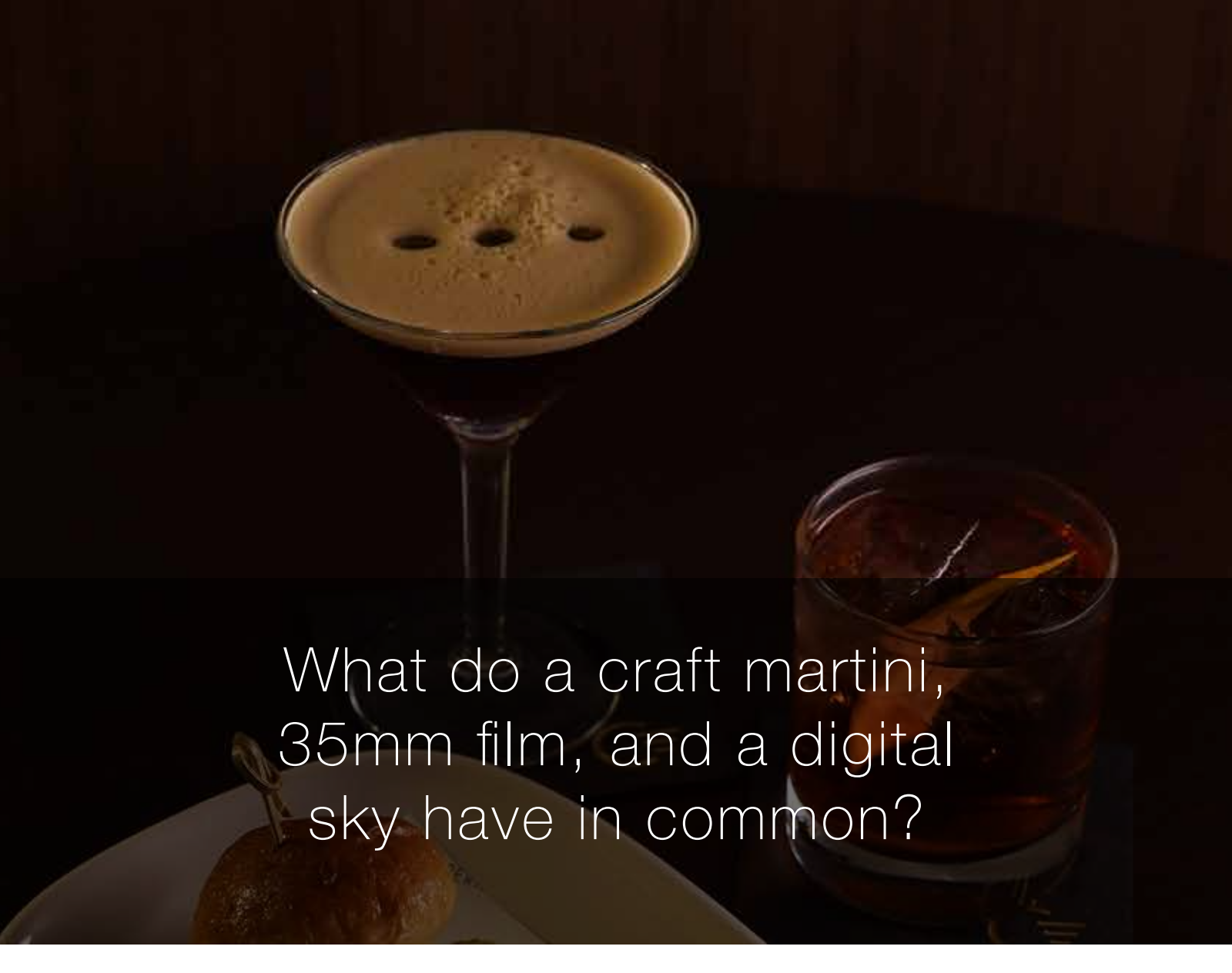




What do a craft martini,
35mm film, and a digital
sky have in common?

The Evolution of Experience

How Singapore's premier travel and entertainment hubs are completely rewriting the rules of audience engagement.

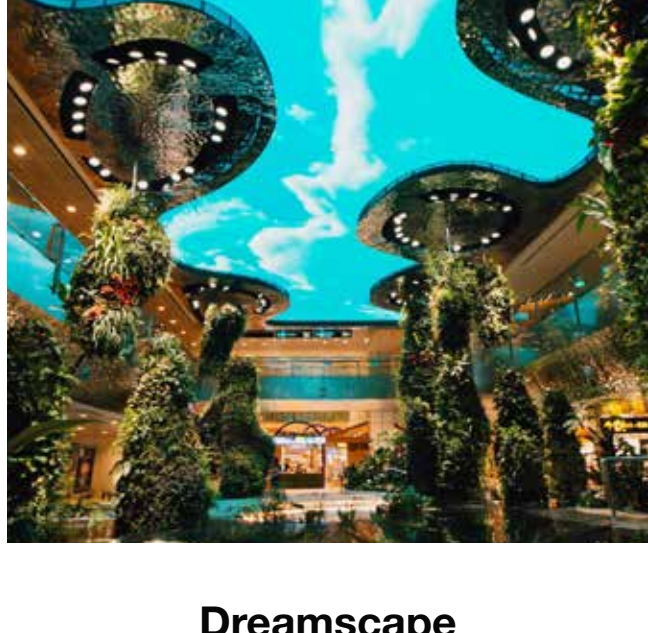


Premiere lounge, Shaw JEM

Changi Airport: More Than Just an Airport

We all know Changi Airport is one of the world's most awarded airport, but its true magic lies beyond the departure gates. Did you know the airport houses a staggering 600,000 plants across its four terminals?

Furthermore, hidden within this lush ecosystem are experiences many travellers don't even realise exist.



Dreamscape (Terminal 2)

A breathtaking indoor garden with 20,000 plants beneath a digital sky that changes with the weather



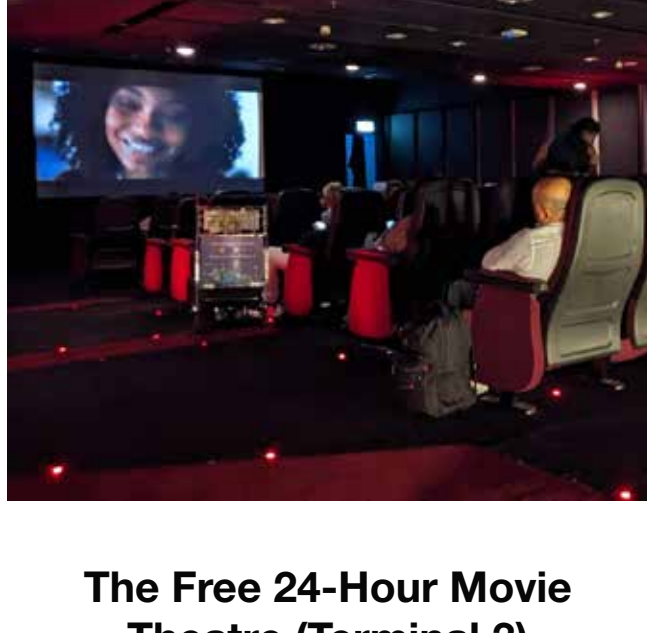
The Butterfly Garden (Terminal 3)

The world's first butterfly garden in an airport, home to over 1,000 tropical butterflies



The Rooftop Pool & Jacuzzi (Terminal 1)

Swim, unwind and watch planes take off from the rooftop



The Free 24-Hour Movie Theatre (Terminal 3)

Catch a blockbuster before your flight, completely free

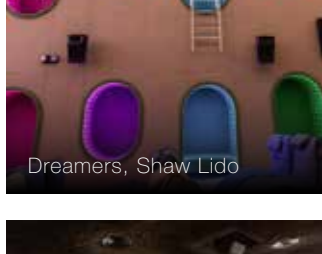
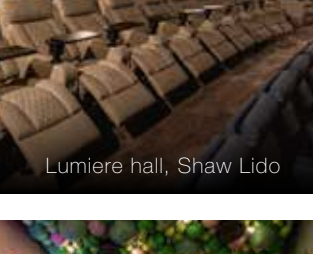
Next time you're travelling, arrive a little earlier, you will discover a whole new side of Changi Airport. If Changi Airport is redefining the travel experience, Shaw Theatres is doing the same for movie nights.

Movie Night, Reimagined: Shaw Theatres Lido



Movie nights are becoming a full evening out.

Shaw Lido's new Lumiere Grand hall combines premium recliners, sofa-style seating and immersive 4K laser projection, while Centro, Shaw's new dining concept with Wild Honey, serves everything from artisan coffee and stone-baked pizzas to craft martinis, all of which can be enjoyed before or even during the movie.



Film lovers also have something special to look forward to. Christopher Nolan's highly anticipated The Odyssey will be screened in 35mm film, making Shaw Lido the only cinema in Singapore, and Southeast Asia, to offer this unique cinematic experience.

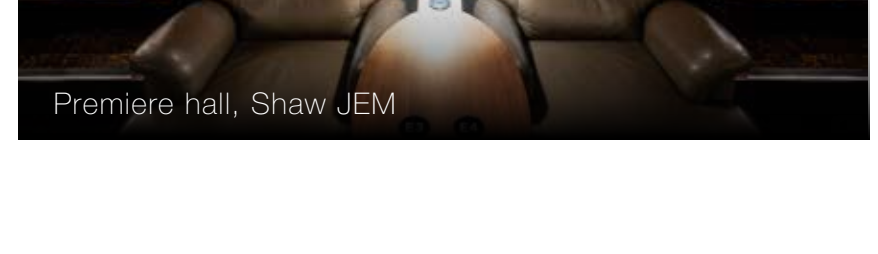
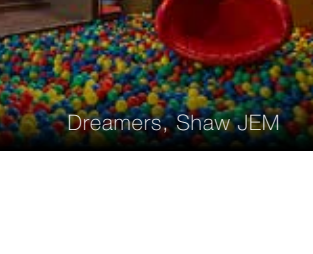
[Book Now](#)

Shaw Theatres Heads West



Westies, this one's worth checking out as Shaw Theatres has officially returned to the west with its newest cinema at Jem.

The new location features IMAX, dine-in Premiere halls and Dreamers, its biggest family cinema yet, complete with a five-metre slide, ball pit and kid-friendly movie environment. And yes, Centro has made the trip west too, with a dedicated gelato and dessert bar for the perfect sweet ending.



Safe to say, this isn't your average cinema anymore.

Experience Is the Destination

Whether it's airports, cinemas or the spaces in between, today's destinations are becoming experiences in their own right, giving people more reasons to stay, explore and discover something new.

This is just a snapshot. Want more insights like these?

[Get in Touch](#)