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Singapore's First Indoor  
**Fireworks!**

## **City Square Mall hosts Singapore's first-ever indoor fireworks. And it's eco-friendly!**

**25 July 2013** – City Square Mall, Singapore's eco-friendly mall, will be the venue of Singapore's first-ever indoor fireworks display on **7 and 8 August**, from **8pm to 9pm** in conjunction with our National Day.

Held at the **City Square Mall's Fountain Square at Basement 1**, the fireworks will be a grand display of lights, colours and sounds made up of photographs of Singapore and Singaporeans, courtesy of Flickr by Yahoo!

The best part is, it's all eco-friendly.

It's a first and we expect it to be spectacular.

### **What Singaporeans can expect:**

- The first-ever indoor National Day fireworks
- A visual spectacular that's also eco-friendly, made of about 1000 pictures, many of them celebrating Singapore and Singaporeans, courtesy of **Flickr**
- The first fireworks in 7<sup>th</sup> August is to mark National Day; the second fireworks on 8<sup>th</sup> August is to celebrate Hari Raya with our Muslim friends
- A host of activities from photo booths, 'live' bands and performances will complete the festivities usually associated with a national day event
- Be part of this historic event as it is likely to be listed in the Singapore Book of Records

## THE PEOPLE BEHIND THIS FIRST-EVER IDEA

### **City Square Mall:**

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering the perfect setting for the community to shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. In May 2011, the mall received two awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category). City Square Mall was also awarded first runner-up for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards in 2011 and 2013.

For more information on City Square Mall, please visit [www.citysquaremall.com.sg](http://www.citysquaremall.com.sg).

### **Flickr:**

Flickr is the online photo management and sharing application of choice for amateur and professional photographers. It has two main goals: 1. To help people make their photos available to people who matter to them and 2. To enable new ways of organising photos and videos. It also offers users 1 terabyte of storage space, which allows photography-enthusiasts to upload and share only the best quality of super sharp, super clear images.

### **Up & Up:**

Up & Up is an independent creative agency celebrating its 10<sup>th</sup> anniversary this year. Responsible for other 'first-ever' ideas like Singapore's first-ever diamond Christmas Tree display, Singapore's first-ever ice cream bash, *I love ice cream!*, Up has won numerous awards, the pick of which being Gold at the Global PR Awards in 2009.