

NEWS RELEASE

***Pop-Up Disney! A Mickey Celebration***  
**makes its international debut in Singapore**

- *The immersive exhibition celebrates the magic of the iconic Mickey Mouse, including a locally exclusive Mickey Loves Singapore experience.*
- *Ticket pre-sales begin now on [Disney.sg/Pop-Up-Disney](https://disney.sg/Pop-Up-Disney).*

**Singapore, 21 September 2021** – Oh, boy! This November, get ready to go on an adventure starring the one and only Mickey Mouse: ***Pop-Up Disney! A Mickey Celebration***, will be making its international debut in Singapore. For a limited time beginning 19 November 2021, a total of over 1,350 square metres on level 3 of Suntec Convention Centre will be transformed into a visually stunning and whimsically immersive exhibition, bound to delight adults and children alike.



An immersive experience celebrating all things Mickey Mouse  
Visit [disney.sg/pop-up-disney](https://disney.sg/pop-up-disney) to find out more

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Originating from the Downtown Disney District at the Disneyland Resort in Anaheim, California, the exhibition celebrates the Mouse that started it all. Step into seven imaginatively themed experiences that will be fun for the whole family! Paying homage to Steamboat Willie, Fantasia and more iconic moments, each zone is filled with multi-dimensional visual displays, where art and the perfect photo opportunity come together to make magical memories that will last a lifetime. Brought to you by Kingsmen Exhibits, The Walt Disney Company Southeast Asia and the Singapore Tourism Board, look forward to other playful surprises such as:

- Lounging on a giant Minnie Mouse Bow Sofa in **Mickey and Minnie’s Love room**, celebrating the cutest couple ever!
- **Sorcerer Mickey’s Magic room**, where a mystical tunnel will transport you to an enchanting place of fantasy and magic, and you can capture your moment with Sorcerer Mickey. Let your dreams take flight!
- **Mickey Loves Singapore thematic room**, introducing a brand-new experience room celebrating all things Singapore! Stay tuned for the great reveal this November!

Mr. Anthony Chong, Group Managing Director of Kingsmen Exhibits, said: “With a vision of bringing families together, we are excited to have the combined creative expertise in storytelling from both Disney and Kingsmen, strongly supported by the Singapore Tourism Board to connect us to audiences of all generations. We are once again delivering first-of-its-kind experiences as we continue to acquire and deliver branded, immersive experiences that push the boundaries of imagination and become a name synonymous with creating unparalleled experiences.”

Ms. Jean Ng, Executive Director Attractions, Entertainment & Tourism Concept Development for Singapore Tourism Board, said: “We are delighted to support the debut of the Pop-Up Disney! A Mickey Celebration exhibition in Asia. Such world-class experiences reinforce Singapore’s position as an attractive leisure and business destination, and is testament to our ability to host such events safely in the new normal. As part of our strategic partnership with Disney, we look forward to creating more innovative events, exclusive content and unique experiences catered to both local and future visitors.”

*Pop-Up Disney! A Mickey Celebration is a mask-on event that will be run in accordance with Safe Management Measures for the safety of our guests.*

Experience *Pop-Up Disney! A Mickey Celebration* for yourself: tickets are available now exclusively on [Klook](#), the Official Ticketing Partner for the exhibition. Visitors will also be able to purchase special bundle tickets that include a Disney's Sorcerer Mickey Mouse Ear Headband or Minnie Mouse Ear Headband with Bow with standard tickets. Ticket price starts from just \$19.60 per ticket for a bundle of 5.

More details to come! Visit [Disney.sg/Pop-Up-Disney](https://www.disney.sg/Pop-Up-Disney) for updates.

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#### **About Kingsmen Creatives Ltd.**

Listed on the Mainboard of the Singapore Exchange, Kingsmen is a leading communication design and production group. Established in 1976, the Group has a network of 21 offices and full service facilities serving global clients in Exhibitions, Thematic & Attractions, Retail & Corporate Interiors, Research & Design, and Alternative Marketing.

Kingsmen's seamless end-to-end solutions, through its vertically and horizontally integrated service offerings, coupled with its network of offices and partners, provide clients the benefits of flexibility, speed and value. Building on its design-led, quality and service-driven culture, the Group has established a reputation and visible brand that is synonymous with creative and innovative solutions.

The Group serves a long-standing base of clients from diverse industries including well-known names such as Chanel, Changi Airport Group, DBS, Gucci, Hong Kong & Shanghai Disneyland, LVMH Group, Resorts World Sentosa, Singapore GP, TAG Heuer, Tax Free World Association, Tiffany & Co. and Universal Studios.

For more information, please visit: <http://www.kingsmen-int.com/>

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