

Immediate Press Release

SJ50 Mega Flower Exhibition at Changi Airport 2016

Singapore, 9th March 2016 – 2016 marks the 50th anniversary of diplomatic relations between Japan and Singapore (SJ50). To mark this jubilee milestone, Japan National Tourism Organization (JNTO) and Changi Airport Group (CAG) have collaborated on a commemorative Mega Flower Exhibition which will be showcased in Singapore Changi Airport, Terminal 3 and Terminal 2. JNTO has invited Kariyazaki Shogo, a most renowned Ikebana (Japanese Flower Arrangement) artist from Japan to design and create a mega flower exhibit with SJ50 as its theme.

Located at Changi Airport, we celebrate together the dawn of SJ50 where it is the representation of mutual visitor exchange between both countries. The flower exhibit in Terminal 3 symbolizes the mutual aviation and tourism exchanges of both countries, while the flower exhibit located in Terminal 2 represents the elegance and beauty of Japan.

SJ50 Mega Flower Exhibition Opening Ceremony

Date: 11am, 10 March 2016

Place: Terminal 3 Level 2 (outside Crowne Plaza Hotel Entrance)

SJ50 Mega Flower Exhibition

Date: From 10 March to 10 April 2016

**Place: Terminal 3 Level 2 (outside Crowne Plaza Hotel Entrance)
Terminal 2 Level 2 (next to check-in row 1)**

Mr Hideki Manabe, Executive Director, JNTO Singapore, commented,

"For the Singapore market, the result achieved was a total of 308,000 (3 hundred and 8 thousand) visitors entering Japan, and this is the first time in history we had ever achieved this result. 18 January 2016, JNTO and the Singapore Tourism Board entered into a Memorandum of Cooperation that will drive greater awareness of both popular tourist destinations. I am extremely pleased to present this Mega Flower Exhibition together with Changi Airport Group, which is the symbol of exchange between Singapore and Japan as part of the memorandum year of SJ50. I believe that all Singaporeans are able to experience the beauty and elegance of Japan through the art created by Kariyazaki Shogo. I truly hope that 2016 will continue to be a year of many more great partnerships between Singapore and Japan. And together, we create a stronger bond.

Mr Wong Woon Liong, Senior Advisor, Changi Airport Group, commented,

"Japan is Changi Airport's eighth largest market, with 2.75 million passenger movements in 2015. Since the first thrice weekly service by Japan Airlines in 1958, we have over the years witnessed tremendous growth in flight connectivity between Singapore and Japan. Today, a total of seven carriers operate more than 160 weekly services. This is the result of close collaboration amongst many partners, including Changi, JNTO, Singapore Tourism Board, airlines and other travel trade organisations. As Changi Airport is the gateway to our garden city, Singapore, we are delighted to present our passengers travelling through our terminals with this flower exhibition. To help boost tourism between the two countries, Changi Airport Group will continue to work with our travel partners to bring more new and exciting experiences to our passengers."

Mr Shogo Kariyazaki, commented,

"To celebrate the 50th anniversary of Singapore and Japan's diplomatic relations, I have produced significant Japanese modern Ikebana arts here in Changi airport. I wish all visitors to Singapore from Japan as well as all over the world enjoy this healing and gorgeous flowery space. And I wish all to feel how much we LOVE Singapore!! I know our future friendship will be more brilliant forever."

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About Japan National Tourism Organization

Affiliated with Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, the Japan National Tourism Organization (JNTO) was founded in 1964 with the mission of enticing foreign travellers to Japan.

Since its founding, JNTO has effectively functioned as the Japanese government's bureau of tourism. JNTO maintains 14 offices in key cities around the world, through which a wide range of tourism related promotions are carried out. Each office is responsible for promoting travel and tourism to Japan; one of the most important functions is to help the travel industry encourage their clients to visit Japan.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international passenger traffic. It served a record 55.4 million passenger movements in 2015. More than 360 retail stores and 140 F&B outlets are situated across three terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 320 cities worldwide, Changi Airport handles about 6,800 flights every week, or about one every 90 seconds.

About Kariyazaki Shogo

Shogo Kariyazaki, Japanese floral arrangement artist (Japanese Ikebana artist), is admired for his hands which are well known by many people in Japan for creating arts of beauty, and possesses a good reputation for his unique choice of colours, and bold yet delicate working style.

He favours collaborations with historical buildings, such as decorating the magnificent rooms of the Japanese traditional inn, Meguro Gajoen. His other works include, building flower installations in autumn every year and working with the local leaders of towns and cities to draw renewed interest from the public to special buildings by holding his flower exhibitions in them.

Other international achievements include, producing the "Floral Red Carpet" at the 5th International Rome Film Festival, and organizing an exhibition in Paris, Petit Palace, for promoting friendly relationship between Japan and France during winter 2010. There have been strong demands for him internationally, where he had recently participated in exhibitions worldwide in counties such as China, Vietnam, Thailand, and Netherland.

To spread Japanese culture all over the world, Shogo Kariyazaki has not only been involved in cultural activities, but also makes frequent appearances on radio and television programs and is a popular figure amongst the Japanese.



Annex A – Joint Tourism Logo



To commemorate the 50 years of diplomatic relations, a joint logo is created for Tourism: Japanese mascot, Hello Kitty and Singapore mascot, Dori-tan. This logo symbolises the collaborations between Japan National Tourism Organisation and Singapore Tourism Board and exhibits the bilateral tourism between Japan and Singapore. The Hello Kitty mascot symbolises the character of "Cool Japan" while Dori-tan represents a five-year-old Singaporean boy used to live his family in Japan. Dori-tan is inspired by Singapore's iconic Merlion and the King of Fruits, the Durian. It was originally created by STB's Japan office in 2007 for marketing and promotional purposes.

Annex B – SJ50 Logo Description



A lively font is used for "50" to express an image of constant progression for the diplomatic relations between the two countries. In addition, the initials of the two countries "S" and "J" are used to create the "SJ50" catchphrase. A symbol that best represents each country, "Singapore = Merlion" and "Japan = Mount Fuji", were added to the numbers. The oval shape in the background emphasises "Exchange" and "Interaction" between the two nations. The common colour in the two countries' national flags, red, is selected as the main colour. Together with the colour gold that symbolises "Golden Jubilee", this colour combination provides an elegant image for the logo.