



FOR IMMEDIATE RELEASE

**SHILIN SINGAPORE, A TAIWANESE INSPIRED NIGHT MARKET CONCEPT
INTRODUCING AN EXPERIENTIAL FESTIVAL OF 300 POP-UP STORES,
OUTDOOR PERFORMANCE AND STREET GAMES.**



SINGAPORE, 11 MARCH 2019 – This April, the famous and well-loved Shilin Night Market (Shilin Singapore) concept will finally be at our doorstep. Happening over two weekends, from April 19 to 21 and April 26 to 28, the night market will be held at The Grounds@Kranji at Singapore Turf Club.

Spanning across an event space of 200,000 square feet, the night market will feature over 300 Taiwanese and local food and beverage, artisanal products retailers and partners. With a seating capacity of 3,000 across five dining zones, visitors will be able to partake in revelries while enjoying iconic Taiwanese street food and beverages like chicken chop and bubble tea.

Shilin Singapore promises a feast for the five senses with its multidimensional theme of 吃, 逛, 玩, 樂 (“Eat, Shop, Play, Fun”). Over the two weekends, the event is expected to draw more than 300,000 visitors with its wide selection of food, fashion, lifestyle and design goods, interactive arcade games, KTV booths, live music performances as well as massive lantern installations.

In the spirit of elevating the experience and keeping it novel, the vendors across each weekend will be different. Organiser Invade also aims to infuse a uniquely Singaporean flavour to the Night Market by introducing artisanal offerings by local entrepreneurs, makers and creators.



“Invade creates spaces of potential and we have been conceptualising experiential retail and lifestyle activations through our place-making effort. Shilin Singapore alongside with our other festival platforms continue to empower creative makers, designers and entrepreneurs,” said Kent Teo, Founder and CEO of Invade.

He added, “Shilin Singapore will be a platform that encourages cross-cultural exchanges and functions as an inspiration to our local community.”

Mr Chong Boo Ching, President & Chief Executive of Singapore Turf Club said “We are delighted to partner with Invade to be the venue sponsor for Shilin Singapore. With this pop-up market, Singaporeans who are fans of the popular Taiwanese Street delicacies and handicrafts can now satisfy their cravings right here at the Singapore Turf Club located just a 5-minute walk from Kranji MRT station. We are excited to see how Invade will recreate the buzzing atmosphere of Shilin with an injection of local flavours. As part of our mission is to bring the community together through lifestyle and recreation activities, we look forward to welcoming everyone to the night market and hope to host more of such unique events in the future.” CBRE was instrumental in establishing this partnership.

The highlights of each of the four zones include:

i) Eat (吃)

Foodies will rejoice because their favourite Taiwanese F&B brands are bringing the game to the next level with exclusive menu at Shilin Singapore; Hot Star (豪大大鸡排) will be introducing new Mala-flavoured chicken chop, Bober Tea will be selling three exclusive drinks, 2 special cream puff flavours by Kazo and the well-loved baked pineapple tarts from ChiaTe Bakery (佳德糕餅) will also be joining Shilin Singapore. The latter was introduced in collaboration with Klook, a world leading travel activities and services booking platform.

Other highlight includes the Jim Beam Pop-Up Bar which is a visual feast of lights and colors, with the highlight being the Jim Beam highball draft machine that will churn out delicious, uber-fizzy Jim Beam highballs in enticing flavours.

Chiak Liang by Singaporean food influencer MissTamChiak will also setting up a stall selling the famous peanut ice-cream rolls from Taiwan.

ii) Shop (逛)

Given that artisanal products are a hit amongst night market aficionados, Shilin Singapore will be introducing famous artisanal Taiwanese brands such as @penguinhand_17, MIHER 茉荷 and MOOD who are in the accessory, fragrance and shoe cleaning trade respectively. Visitors can swing by MOOD’s booth to for a complimentary shoe cleaning express service.

Singapore’s very own artisanal retailers will also be part of the experience, with Amusse and Cocoonese retailing handmade pouches and bags made from eco-friendly materials respectively.



Grab it while it's hot! Find everything you need for your Taiwan trips in the Klook Travel Convenience Store! Inspired by the iconic convenience stores in Taiwan, grab your travel essentials such as shuttle bus passes to Jiufen, off the shelves! These hot deals are creatively repackaged into food items, and look too good to be true! Strike a pose, snap and share it online to stand a chance to win a trip to Taiwan - the land where this all began!

iii) **Play (玩)**

Relive your childhood memories and unwind with 60 arcade gaming booths, including human claw machines and carnival games presented by The Arcade People. Or sing your lungs out with POWER K where they decked up the 'Play' zone with eight KTV booths and an open-mic space for visitors to sing to their heart's' content.

Hop into the first ever Bubble Tea D.I.Y funhouse by Gong Cha! Choose from all the flavours and toppings available to create your own bubble tea concoction. Not to forget, premium flavours from Gong Cha specially created and available in Shilin Night Market only.

Shilin Night market will also feature fortune teller booth that allow you to take a peek into your future as well as Make-A-Wish work-stop for you to hang up your wishes onto lanterns.

iv) **Fun (樂)**

Performances by local band and singers 'Too Much Drama', Ruth Kueo and Yokez will keep visitors company through the night as they eat, shop and play.

To complete the immersive night market experience, the event's ground will be dotted with plenty of insta-worthy photo spots such as lighted windmill forest (花海) that spans 10,000 square feet by Lanternfest Creative, the Streets of Taiwan art mural wall illustrated by Taiwan-based mural artist, Debby Lin, and Popcorn will be bringing you the latest movies while you sit back, relax and munch on your Taiwan goodies!



The operating hours of Shilin Singapore on both weekends are 3pm – 11pm. All retailers will be accepting payments in cash, contactless and cashless modes.

The event will be held at The Grounds@Kranji, Carpark B at Singapore Turf Club, and is easily accessible from Kranji MRT station.

From 11 March 2019, shuttle bus services will also be available via the Klook app at \$3.20/pax (one-way).

Interested vendors and partners are encouraged to reach out to Invade at shilin@invade.co or visit <http://shilin.sg> for more information. Vendors who are keen to be part of Shilin Singapore may visit www.fleawhere.com for more information on how to participate.

For more information on Shilin Singapore, including event highlights, key vendors and partners, please refer to Appendix A.

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About Shilin Singapore (士林夜市)

Shilin Night Market (士林夜市) is one of the largest and most famous night markets in Taiwan for all things good. This April 2019, we are excited to introduce Shilin Night Market concept to Singapore for the very first time! Experience a taste of Taiwan with elements of local twist in the north of Singapore! With a wide variety of Taiwanese and Singaporean street delicacies, creative eats, pop up artisan stores, arcade games and even movie screenings, Shilin Singapore will be the most anticipated pop-up market of the year. So join us now to eat(吃), shop(逛), play(玩) and have fun(樂)!

About INVADE

Invade is a creative retail space activation and events management company founded in 2010. Known for its innovative retail concepts, Invade manages pop-up retail stores, runs some of the largest flea markets, and also operates a real-time retail booking system that allows businesses to rent and list spaces in an efficient manner in Singapore. Invade will also host the Artbox Asia tour, bringing the best of creative markets to the region with each city's installation infused with the local flavour. For more details, please visit: <http://Invade.co>.

About Singapore Turf Club

Founded in 1842, Singapore Turf Club (STC) is the oldest existing and only horse racing club in Singapore with world-class racing sports facilities. It is a proprietary club of the Singapore Totalisator Board, to manage and operate horse racing at the Singapore Racecourse at Kranji. With over 176 years of history, STC today provides the public with quality horse racing as sports entertainment at the Singapore Racecourse on most Friday evenings and Sunday afternoons throughout the year. In addition, STC regularly opens its premises and organises wide-ranging community and lifestyle recreational activities for public visitors to enjoy, as part of STC's contributions to the community.

For media enquiries, please contact:

Kherray Yeo

Allison+Partners

Tel. : +65 9049 9129

Email: Kherray.yeo@allisonpr.com

Darren Toh

Allison+Partners

Tel. : +65 9632 9524

Email: Darren.toh@allisonpr.com