

Press Release

Shiseido Opens SHISEIDO FOREST VALLEY at Jewel Changi Airport

–An out-of-this world art installation through collaboration with teamLab
that engages the senses through sound, scent, sight, and touch–

Shiseido Company, Limited (“Shiseido”) through Shiseido Travel Retail (located in Singapore, “Shiseido TR”), which deals with Travel Retail Business^{*1}, has opened the indoor gardens of “SHISEIDO FOREST VALLEY”, named after SHISEIDO, at the Jewel Changi Airport (“Jewel”) gateway in Singapore.

To enhance the traveler’s experience at SHISEIDO FOREST VALLEY, Shiseido offers the out-of-this world S E N S E art installation in collaboration with teamLab, who performs actively worldwide. Through SHISEIDO FOREST VALLEY, Shiseido strives to further build its global brand by connecting with consumers who visit Changi Airport from all over the world.

^{*1} Sales of Cosmetics and Fragrances at Duty-Free Stores in airports, etc.

**Background**

In 2019, Shiseido newly defined the corporate mission of “BEAUTY INNOVATIONS FOR A BETTER WORLD”. This represents our strong commitment and desire to contribute to the realization of a better world through providing beauty to people all over the world. As innovation for visitors to Changi Airport, which serves the world’s leading air traffic, Shiseido TR has opened SHISEIDO FOREST VALLEY and the S E N S E art installation, which aims at building the further presence of SHISEIDO globally by allowing travelers from around the world to reignite their senses and establish a deeper connection with the brand through their experience.

About SHISEIDO FOREST VALLEY / S E N S E

Located in the heart of Jewel Changi Airport, SHISEIDO FOREST VALLEY is a world-class multi-dimensional lifestyle destination and one of Singapore’s largest indoor gardens, spanning a wondrous four stories and approximately 22,000 square meters.

Also, through the collaboration of Shiseido and teamLab, a Tokyo-founded interdisciplinary group of ultra-technologists, the interactive S E N S E art installation conveys the Japanese esthetic toward nature, beauty and art to visitors to Jewel as they embark on a walking trail surrounded by the SHISEIDO FOREST VALLEY, and invites visitors to the multiple sensory experiences of scent to create calm; sound to create peace; sight to create serenity; and touch to create harmony.

<SHISEIDO FOREST VALLEY>

Venue	78 Airport Boulevard, Singapore (at Jewel Changi Airport)
Content	<ul style="list-style-type: none"> • Spans approx. 22,000 square meters with a wonderful four-story indoor garden • More than 900 trees and palms and approx. 60,000 shrubs

<S E N S E>

Venue	78 Airport Boulevard, Singapore (SHISEIDO FOREST VALLEY at Jewel Changi Airport)
Start Date	May 13, 2019 (Monday)
Admission	Free
Hours	Open daily / 24 hours
Content	<p>Provides experience that allows visitors to explore a new relationship between themselves and nature through art that engages their sense of sight, smell, hearing and touch</p> <p>S E N S E of SIGHT: teamLab's creation magically illuminates the trees of the S E N S E art installation at SHISEIDO FOREST VALLEY. Each light is autonomous, accentuating the mystique of nature. The installation transforms as visitors delve further into the forest's depths, honing their sense of sight as the lights dance and flicker.</p> <p>S E N S E of SOUND: Yota Morimoto, composer and sound artist, has composed music that recreates the breathing sound of a natural forest. This uniquely composed Shiseido musical piece evokes the relaxing sound of nature.</p> <p>S E N S E of SCENT: Based on Shiseido's long years in aromacology research, olfactory senses are awakened by the SHISEIDO <i>Ultimune</i> scent created by Dr. Tomonori Ueda, senior fragrance design researcher in SHISEIDO. The soothing scent relieves stress and bestows a calming effect.</p> <p>S E N S E of TOUCH: With the Forest Valley Experience app, visitors can interact with their surroundings at S E N S E through the sense of touch.</p>