

## PRESS RELEASE

### **SC Global & Leica Camera unveil the exhibition *Sculptura: A photographic study of originality***

*The exhibition showcases the work of the shortlisted finalists of the competition which celebrates original design with focus on the architectural form of Sculptura Ardmore.*

**Singapore, 15<sup>th</sup> July 2015** – Leading luxury brands SC Global Developments and Leica Camera Asia Pacific joined together yesterday evening to open the exhibition and unveil the winner of the competition ‘*Sculptura: A photographic study of originality*’ at the Leica Galerie at the Raffles Hotel Arcade. The exhibition showcases the top 17 works of the shortlisted finalists of the public competition, which invited budding photographers and visual story tellers to celebrate the beautifully crafted sculptural form of Sculptura Ardmore, SC Global’s upcoming development located at No.8 Ardmore Park. The top 3 finalists were announced at a small private preview event which opened the exhibition.

The competition which was communicated to followers of the two brands through email and social media, received over 140 photographic entries submitted by 70 participants through the Leica Store Singapore Facebook page under the hashtag #LEICAxSCGLOBAL. Entrants to the competition were requested to celebrate the beauty of an original piece of architecture by taking photographs of Sculptura Ardmore. All photographic entries were to be taken from outside of Sculptura’s private estate and could be submitted in either colour or black and white with any type of camera or lens. Some of the entrants even went to the length of renting Leica Camera equipment for the purpose of the competition. In the lead up to the competition, Leica Camera hosted a private photography workshop for 20 residents of SC Global properties. Conducted by professional architectural photographer Francisco Marin, the workshop was incredibly popular inspiring many of the attendees to participate in the competition.

The ten shortlisted finalists were budding photographers and camera enthusiasts young and old from all walks of life and included two of SC Global’s residents.

Simon Cheong, Chairman and CEO of SC Global Developments said “We are delighted with the response to this collaboration with Leica Camera Asia Pacific that celebrates the beauty of original design within architecture. There are some incredible photographs in the collection which illustrate a broad spectrum of creative styles and approaches. It is clear that many of the participants have a real

passion for their craft, taking time to study the architecture from many different perspectives. Sculptura Ardmore is a project that has been very close to my heart for many years, it has been fascinating and extremely rewarding to see the beauty of Sculptura's form through other people's eyes."

The winning entry was by Calvin Chan who received a Leica T Camera System including the Leica T and Summicron-T 23mm f/2 ASPH. lens worth SGD5,250 as a prize for his two shortlisted works below.



Photo captions: Uniquely Sculptura - An expression of fine art



Spectacular Sculptura - Complementing Singapore city skyline

Second place was awarded to Jamie Zhan who received a Leica V-Lux Camera worth SGD 1,900 for her two photos pictured below.

Third place was awarded to Andrew Kawijaya who received a Leica D-Lux Camera worth SGD1,700 for his two photos pictured below.



Photo captions : Introducing the next generation lifestyle, Sulptura Ardmore.



The elegant Sculptura in twilight



Above All.



Architectural Outgrowth



All photographs were submitted 'unnamed' to a judging panel who reviewed each entrant based on their photographs overall impact, originality, composition and technical ability. The judging panel included Simon Cheong, Chairman and CEO of SC Global Developments, Sunil Kaul, Managing Director of Leica Camera Asia Pacific, Carlos Zapata of CZ Studio New York and architect of Sculptura Ardmore and professional architectural photographer Francisco Marin.

Sunil Kaul, Managing Director of Leica Camera Asia Pacific said, "Premium, Precision and Craftsmanship. The values of the Leica Camera have held true in our long heritage and Leica Camera is happy to be able to collaborate with luxury property developer, SC Global Developments. We share the same belief in building beautiful creations through the art of engineering and with careful thought. It is only natural that the magnificent lines, shapes and colours that are created from developments are married with photography in the art form of 'Architecture Photography'. Being able to view various styles of how each participant has chosen to photograph Sculptura Ardmore has been wonderful. Noticing how each participant has tried his or her best to express their own style and personality through each photograph reminds me that photography is truly an art that anyone can enjoy. The joy of photography is what photography is and should be all about."

The exhibition which is open to the public from 10am till 8pm daily from 15<sup>th</sup> -31<sup>st</sup> July at the Leica Galerie@Raffles Hotel Arcade is the perfect celebration of originality in architecture and design and marks the brands shared corporate beliefs in original thought and innovation.

### **About SC Global Developments**

SC Global Developments is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on originality, craftsmanship, refinement and a contemporary definition of the premium lifestyle. The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing new living concepts, service standards and architectural treatment to its various properties. More information can be found on the company's website at [www.scglobal.com.sg](http://www.scglobal.com.sg)

### **About Leica Camera**

With a long heritage of over 166 years in quality German engineering Leica hand-crafts the world's finest cameras, the world's most brilliant lenses and sport optic tools. We capture and preserve memorable moments for the world with customer-orientated, inspirational, premium solutions. Leica helps transform vision into personal creative fulfilment, in many cases nurturing a fervent passion for expression that spans the decades.

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Leica Camera has been in the frontline of photojournalism and related activities be it the Oskar Barnack Award for high quality reportage photography or presenting photographs taken by international photographers through its galleries that offer access to life's hidden stories. In Germany, we build the world's finest cameras and nurture the true, iconic soul of photography.

**About Leica Camera Asia Pacific**

Leica Camera Asia Pacific started operations in Singapore in March 2011. Led by Managing Director Sunil Kaul, emerging and developing markets such as Korea, Singapore, Malaysia, Thailand, Australia, New Zealand, Hong Kong, China, Taiwan and Philippines contributes to annual sales and growth to the premium German technical luxury brand in Asia Pacific.

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