



Orchard Road Rejuvenation Initiative

August 2026

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Objective of the Initiative

The Orchard Road Rejuvenation Initiative (ORRI) launched by the Singapore Tourism Board (STB) is to support stakeholders in introducing new focal points or experiences to enhance precinct vibrancy, boost visitorship and drive spend along Orchard Road.

Open to all legal entities such as businesses and associations, the initiative aims to invite innovation in a) building façade enhancements, b) experiential concepts and artwork installations, or c) night-time initiatives within the Orchard Road precinct (Tanglin, Orchard, Somerset, and Dhoby Ghaut), that can elevate the precinct's visual appeal and experiential elements, to ensure Orchard Road remains compelling to both local residents, and international visitors.



Eligible Projects

1. Projects should introduce innovative focal points and new experiences that enhance Orchard Road precinct vibrancy, boost visitorship and drive spend along Singapore's premier shopping belt. The Projects must be consumer-focused initiatives that take place within the Orchard Road precinct (Tanglin, Orchard, Somerset, and Dhoby Ghaut).
2. Projects should demonstrate clear potential to increase footfall, extend dwell time, or enhance the overall visitor experience along Singapore's iconic shopping street. Projects must fall under one of the following categories and comply with all relevant regulatory requirements.
 - a. **Building façade enhancement** such as innovative/ artistic exterior improvements, digital display boards, interactive building surfaces, or architectural lighting that transforms building exteriors into engaging visual experiences that attract visitors and enhance the streetscape appeal.
 - b. **Experiential concepts and artwork installations** in common gathering spaces such as mall atriums or privately owned public spaces, including immersive retail experiences, interactive art, or event programming. Individual store enhancements or experiences are not eligible.
 - c. **Night-time initiatives** such as illumination projections, curated night markets, or extended operating hours activities that activate the precinct during the night (after 6pm) and create vibrant night-time experiences for tourists and locals.



Building Façade Enhancements: Transform building façade through innovative/artistic exterior improvements, digital displays, interactive building surfaces, or architectural lighting that transform building exteriors into engaging visual experiences



Large-scale sculptural enhancements or temporary building wraps (E.g. Chengdu IFS Panda Installation, CHANEL Paris Flagship Christmas Wrap, Adidas Shoebox Build in Shanghai)



Innovative new content on building façade e.g. Shinjuku Cat, Shibuya Akita Inu, Wuhan Donde Tianyu Lion Billboard)



Shophouse murals such as the blueprint design at Joo Chiat, The Provision Shop in Chinatown, and the KL Merdeka 118 mural that accurately mirrors the actual tower in the background

Experiential concepts and artwork installations: Transform common gathering spaces through immersive retail experiences, interactive art, or event programming



Reimagined public spaces (E.g. Located within Starfield COEX Mall, bookshelves and cultural programming transforms visitors into long-term dwellers who naturally migrate to surrounding retail outlets)



Art installations with complementary public programming and retail experiences (E.g. KAWS: Holiday installation at Thailand Grand Palace with pop-up café at Sanam Luang.)



Interactive displays (E.g. "Oceans" Interactive Kinetic Sculpture at Fontainebleau Hotel in Las Vegas and Musical Light Swings on the Streets of Montreal)

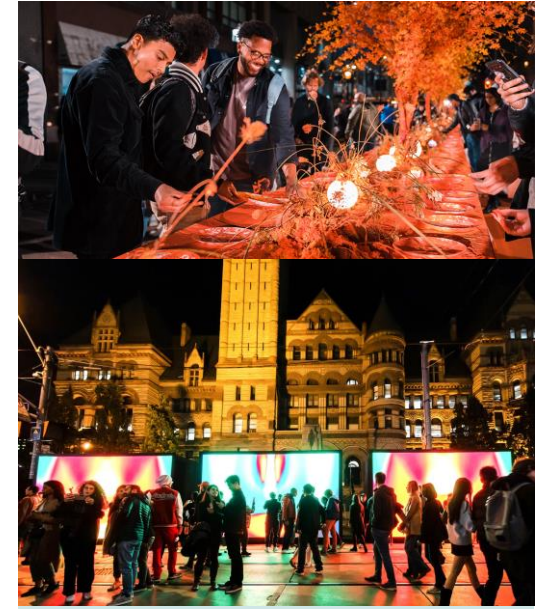
Night-time Initiatives: Introduce initiatives such as illumination projections, night markets, or extended operating hours activities that activate the precinct during the night



Projection Mapping onto Buildings – Tokyo
“Night & Light” Projection Mapping Initiative



Floor Projection on Street Surfaces – By Miguel Chevalier at the Jing An Kerry Centre in Shanghai



Night-time activation (E.g. Nuit Blanche at Toronto, an “all-night” festival)

Eligible Projects

1. All proposed initiatives under the three categories must be new or enhanced concepts that have not been previously implemented in Orchard Road.
2. Non-event based initiatives must have a minimum duration of six months. All initiatives should be implemented within one year of project's project's approval date.
3. Projects must not have commenced at the point of proposal submission. Projects are considered to have commenced if any of the following took place before submission date:
 - a. Stakeholder has started work on the project, e.g., tender has been called
 - b. Stakeholder has made payment(s) to any supplier, vendor, or third party
 - c. Stakeholder has signed a contractual agreement with any supplier, vendor, or third party

Note: Eligibility of the project is subject to STB's assessment.

Eligible Expenses and Reimbursement Process

1. Support will be provided for eligible third-party expenses, evaluated on a case-by-case basis.
2. Potential areas of support include third-party expenses such as:
 - a. Professional services (including audit and survey)
 - b. Hardware/equipment and software
 - c. Materials and consumables
 - d. Production (including equipment and materials)
 - e. Marketing
3. Eligible third-party expenses need to be incurred by (i.e. receipt of goods and services), invoiced to and paid for by the stakeholder.
4. Expenses will be disbursed to stakeholders on a reimbursement basis, subject to verification of expenses through submission of all third-party invoices, and achievement of the agreed project deliverables and milestones.

Evaluation criteria

The proposal will be assessed based on its merits to achieve the following, noting that only relevant criteria will be applied depending on the nature of the proposal:

- a. Increased footfall and/or foreign visitorship, and/or increased revenue
- b. Visitor satisfaction and appeal to target audience
- c. Significant branding and public relations value
- d. Enhanced precinct visual appeal and experiential features

Application Process

Phase 1 Application Deadline: 30 November 2026

Interested stakeholders should submit their proposal to the designated STB Officers: **Daphne Lim, Senior Manager, Lifestyle** (daphne_lim@stb.gov.sg), **Giacinta Saw, Senior Manager** (Giacinta_SAW@stb.gov.sg) and **Harviran Singh, Manager, Orchard Road Development** (harviran_singh@stb.gov.sg), who will guide you through the evaluation process, and advise on any additional documentation required for assessment. Stakeholder may expect processing time of up to 90 days from the date that STB receives the complete set of application documents.

STB may, in its sole discretion, determine, revise or otherwise modify the terms and conditions of support upon evaluation of the application. STB may reject any application where the project is assessed to fail to comply with the initiative's requirements, does not contribute to the initiative's objectives and/or the Stakeholder is otherwise deemed ineligible in the sole opinion of STB. The aforementioned reasons for rejection are not exhaustive.



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