



**Media Information**  
11 December 2018

## **Reimagining East Coast neighbourhoods - an EXTRAORDINARY weekend with MINI.**

### **Creative urban exploration breathes new life into old spaces.**

**Singapore.** As part of MINI's global initiative to explore the creative use of space, MINI Singapore presents the first ever MINI EXTRAORDINARY event in the Katong and Joo Chiat neighbourhoods on 15 and 16 December 2018.

MINI EXTRAORDINARY will feature 19 different art installations and experiential activities from renowned local artists such as photographer Aik Beng Chia and creative director Yah-Leng Yu, alongside fresh talent such as illustrator Dahlia Loren and string artist Adeline Loo. Each will take their crafts beyond their usual contexts out into open space to transform the unused and ordinary to delightful spaces that draw the community together.

This free two-day event invites visitors to experience a different perspective of life in Katong and Joo Chiat. For example, the Song Kee Kopitiam will be transformed into a community library filled with a range of books curated by design, photography, and architecture luminaries and the Yong Teochew Kueh shop will have their dilapidated window canopies turned into functional pieces of string art.

Visitors of all ages can play a xylophone made out of window grilles or jump on a custom-built ten-seater swing.

The MINI EXTRAORDINARY event encapsulates the spirit of MINI in the harmonious juxtaposition between old and new, "It's especially fitting for MINI to steer this project. After all, the brand is about challenging the way we look at spaces. The very first MINI designed by Alec Issigonis actually reinvented the way we made use of space," explains Ms Nancy Hoffmann, Marketing Manager of MINI Asia. "In that same way, MINI has always been more than just cars—it is a lifestyle that values connections between people. So we're very happy to work with residents and shop owners to build an even stronger sense of place and belonging."



MINI EXTRAODDINARY is open to the public from 10am to 7pm on 15 and 16 December. Visitors are invited to use the interactive map at [www.miniextraordinary.com](http://www.miniextraordinary.com) to plan their journey and read more about the installations.

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**About MINI in Asia**

MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these market – MINI 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, and MINI John Cooper Works.

For more information: [www.mini.com.sg](http://www.mini.com.sg).