

Media Information

26 November 2019

MINI EXTRAODDINARY returns in Singapore.

Creative urban sustainable solutions through the lens of culture in Chinatown.

Singapore. MINI Singapore presented the second iteration of MINI EXTRAODDINARY in Chinatown from 22 to 24 November 2019. The exploratory trail featured 16 different stations showcasing unique innovations in the field of sustainability through the lens of culture in Chinatown.

“The first MINI EXTRAODDINARY trail was held in the Katong and Joo Chiat neighbourhoods and focused on community building through the creative use of space. Given the event was so well received last year, we were excited to bring this unique brand event to another community in Singapore,” said Mr Kidd Yam, Head of MINI Asia.

2019’s edition of MINI EXTRAODDINARY draws attention to issues that arise as a result of urban living, and presents creative takes on environmentally sustainable practices for the future. “As cities evolve, we see opportunities for MINI to support meaningful change, challenging the status quo with breakthrough ideas,” Mr Yam added. “With this year’s MINI EXTRAODDINARY, we hope that visitors were inspired by what we can do as citizens of this planet.”

On the trail, engaging installations and activities showcased trends and innovations in the field of sustainability — wearable pineapple, edible plastic, mushroom building blocks, sewage ink and more — opening the eyes of visitors to new ways of living, from the clothes we wear, to the food we eat and how we build our homes. With researchers continuing to develop these unconventional materials and practices, and take them from concept to commercialisation, odd may well be the norm in the cities of tomorrow.

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MINI EXTRAODDINARY also sought to broaden the conversation by defining sustainability in cultural terms. “We chose to hold the trail in Chinatown in homage to its past as a bustling trading hub, putting a local spin on MINI’s global initiative to explore the creative use of space,” said Mr Yam. “Heritage is an important part of today’s living, especially in the pursuit of modernisation. We hope that with this trail, we have inspired businesses in the area towards incorporating the new innovations and materials showcased to build a better tomorrow.”

For more information on the MINI EXTRAODDINARY trail exhibits, please visit:

www.miniextraordinary.com.

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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 markets – MINI 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, and MINI John Cooper Works.

For more information: www.mini.com.sg.

About Eurokars Habitat Pte Ltd

In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses the MINI 3 Door, MINI 5 Door, MINI Convertible, MINI Clubman, MINI Countryman, as well as the full range of MINI John Cooper Works.

For more information: www.eurokarsgroup.com.



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MINI Habitat is located at 27 Leng Kee Road.

Operation hours:

Mon – Sat 8.30AM – 7.00PM.

Sun and public holidays 10.00AM – 6.00PM.