



***Information in this news release embargoed till Wednesday, 3 May.***

## **TIGER BEER LAUNCHES NEW GLOBAL PLATFORM TO SHOWCASE ASIAN TALENT TO THE WORLD**

**Singapore's Phunk Studio The First To Leverage Platform To Work With Aidan Kelly**

**SINGAPORE, 3 May 2006** – In a new campaign which will be kicking off in Dublin today, Tiger has teamed up with a host of emerging artists, designers and musicians from across Asia to create a platform where they collaborate with international artists and headline a series of events throughout the world.

Known as Translate, the lifestyle campaign complements the football activities for which the brand is known for in Asia. Translate is also a part of the through-the-line brand rejuvenation which began last October in Singapore with the launch of the newly re-designed Tiger beer logo and packaging. The brand revamp will also be rolled out in over 60 countries this year.

Translate builds on the brand's existing cool status internationally. A host of successful initiatives such as the screenings of Asian films in the UK ('Tiger Eye') have aligned Tiger with cutting-edge Asian culture. Through events and an online platform for Asian artists to work with their international counterparts and showcase their work, Translate sets out to be an effective bridge for creative nurturing, collaboration and promotion internationally and in Asia.

The growing collective of artists partnering Translate is known as Tiger's Asian Kinetic Artists (AKA). From the multi-disciplinary Phunk Studio (Singapore) who draw inspiration from Chinese mythology and contemporary culture to NYC-based Rostarr (Korea) who is known for his unique style of 'graphysics', the artists have been selected for their distinctive styles that merge Eastern and Western influences.

Each Translate event will be headlined by a different AKA who will collaborate with an international artist of his choice. The artists will integrate their expertise to create a collaborative vision of Asia. The artwork will be jointly conceived in Asia but completed and exhibited abroad. The final masterpiece will be showcased at events for up to 1,000 people in Dublin, Auckland, Dubai, Copenhagen, Korea and Shanghai in 2006, with more countries to be announced next year.

Tiger's AKA artworks and profiles of each artist will be available for viewing on the new lifestyle website, tigerbeer.com, later this month. Aspiring artists and designers are encouraged to submit their portfolio with a view to join Tiger's AKA and to headline a Translate event next year.

Each Translate event, including the launch in Dublin, will feature a 'live' performance by the Bangkok-based and UK chart-topping band, Futon. An explosive combination of Thai, Japanese and British musicians, Futon has recently been called 'a world-class dance group' by the high-profile UK music magazine, *The Observer Music Monthly*.

Phunk Studio, the 'champion of Singapore's graphic scene'<sup>1</sup>, will be headlining the launch of Translate in Dublin today, collaborating with renowned Irish photographer, Aidan Kelly, who has worked with the likes of U2, Gavin Friday and Gemma Hayes. The artists will be creating a large (4m x 2m) canvas which will depict a fictional city inspired by the leading Asian cities, including Singapore.

Alvin Tan, Creative Director, Phunk Studio, said: "Tiger Translate and the concept of creating a collaborative vision of Asia really caught our imagination. It gives Asian artists the chance to collaborate with international designers and showcase their work on a global platform, which is what every designer wants. This will be our first time visiting Ireland and working with a photographer on a project of this scale."

The launch of Translate will also feature Asian-inspired work from Singapore artist Critica and artists from Shanghai, Hong Kong, New Zealand and Australia. Transforming Dublin's Odeon Bar into a temple of hedonism and contemporary Asian-themed entertainment, the event promises a multi-sensory experience complete with Japanese drummers, geisha impressionists and other Asian acts.

Following the Translate launch and a tour to various international cities, the art pieces will be brought back to Asia and showcased in bars, gallery spaces and at similar design/art events throughout Asia. Tiger will also be looking to work with art and design schools in Singapore to identify and profile more emerging creative talents.

Lizzy Johnson, Senior Marketing Manager, Asia Pacific Breweries Limited, said: "Tiger carried out a global trend study which demonstrated that there is a dichotomy in the mind of consumers, between old, exotic Asia and burgeoning new Asia, accompanied by a growing fascination with

---

<sup>1</sup> Creative Review, UK

Asia as a whole. Translate gives consumers a unique insight into contemporary Asia through the eyes of cutting-edge artists. Events, collaborations and online activities are just the start of Tiger's long-term commitment to identifying and showcasing emerging creative talents in Asia and the rest of the world. We are encouraging artists, designers and musicians who are interested in getting involved to get in touch with us."

###

### ***About Tiger Beer***

Tiger Beer, brewed by Asia Pacific Breweries Singapore (APBS), is one of Singapore's most recognised icons globally. As a leading homegrown brew, Tiger Beer is currently brewed in seven countries and is available in over 60 countries in Europe, the US, Latin America, Australia and the Middle East.

Tiger Beer has been winning acclaim through the years. In its 73-year history, the brew has picked up over 30 international accolades and awards. The most notable include the Gold Medal at the Brewing Industry International Awards, UK, 1998 - the equivalent of the Oscar Awards for the brewing industry - and more recently, the Gold Medal at the European Style Pilsner category of the 2004 World Beer Cup, considered 'the Olympics' of beer competitions by the industry.

Through its close involvement in sports, dynamic brand campaigns and innovative sponsorships, Tiger has positioned itself as a leading contemporary beer brand across the world. Tiger Beer has become a recognisable and sought-after premium beer and was named UK Cool Brand Leader in 2005.

### ***About Translate***

Translate is Tiger's new lifestyle campaign which aims to provide Asian-born creative talents with the rare opportunity to engage in creative exchanges and projects with international artists and to profile and showcase their works. These cutting-edge artists are collectively known as Tiger's Asian Kinetic Artists (AKAs) and currently includes Phunk Studio (Singapore), Critica (Singapore), Futon (Thailand/UK) and Rostarr (Korea/New York). Working with international artists of their choice, each AKA presents consumers with a vibrant vision of contemporary Asia through a series of exclusively created artworks and live performances which transcend all genres, including photography, design, music, video and visual arts.

Based on the theme, "Show Me Your Asia", these art pieces or showcases which features a distinctive fusion of Eastern and Western influences, will be exhibited in various international cities such as Dublin, Auckland, Dubai, Copenhagen and Shanghai.

---

For further information or high-resolution photos of the event and Phunk Studio's collaborative artwork with Aidan Kelly, please contact:

Thomas Ng / Emily Poon

Foreword Communications Pte Ltd

Tel : 6338-5918

Mobile : 9699-8946 (Thomas) / 9023-4089 (Emily)

Email : thomas@foreword.com.sg /

emily@foreword.com.sg