

Golden Village and The Projector collaborate on a new entertainment experience in Cineleisure

Golden Village x The Projector at Cineleisure will offer the best of both worlds in film programming and lifestyle events



[Singapore, 13 June 2023] Golden Village and The Projector are coming together to offer a unique experience for Singapore's film buffs. The two leaders of Singapore's movie industry are collaborating on a new entertainment experience that will offer the best of both worlds: blockbusters and mainstream hits that moviegoers have come to expect from Golden Village and the rich selection of international film festivals, live events and alternative films that fans of The Projector have come to love.

The new venue will be called Golden Village x The Projector at Cineleisure (GVxTP) and is set to launch in December. It aims to be a new destination for the discovery of film, arts and culture in Singapore. Located in the bustling youth-centric hub of Somerset, GVxTP will honour the heritage of the mall while providing an accessible space for youth, creatives and film buffs.

Envisioned as a co-sharing of space by two best-in-class operators of their respective domains, GVxTP will not only be a place to celebrate movies, but also a space for people to be immersed

in rich cultural experiences such as live music sessions, art showcases or fun interactive screenings. Apart from these curated events, the space will also be available for private bookings for corporates or individuals looking for an alternative vibe in the heart of Orchard Road.

Both Golden Village and The Projector are excited to enhance the experiences of both their audiences.

Said Clara Cheo, Chief Executive Officer of Golden Village: “This partnership with The Projector is truly a next step forward for the entertainment scene in Singapore, bringing together two best-in-class operators of Singapore’s movie industry to offer a first-of-its-kind experience.”

“Audiences are looking for holistic activities that are able to elevate their movie-going experience. This collaboration will allow fans of film, art and culture to experience a myriad of activities, be it movies, music, performances or just simply having a drink or meal at our cafe.”

“The collaboration epitomises our brand promise of delivering ‘More than just a Movie’.”
Said Karen Tan, co-founder of The Projector: “Over the years, we have redefined what a cinema can offer: an expanded repertoire of film, art, culture and events. It is exciting to come together with Golden Village as it provides an opportunity to offer our experiences to a broader audience. This collaboration that leverages both our strengths will be a win-win for cinema lovers while remaining true to our independent spirit, offering a personalised and authentic experience for our audiences.”

While this collaboration is not a joint venture, acquisition or merger and the brands remain distinct, GVxTP combines the strengths of both operators: three Golden Village branded halls will screen blockbuster movies that appeal to a broader base, while the other three halls - branded by The Projector - will offer a diverse range of thought-provoking films that include independent, arthouse, foreign films, cult classics, documentaries that pull in a more niche crowd. Wynk Collaboratives, known for designing the interior architecture for many of Singapore’s best-known bars and retail brands, has been appointed to redesign the common spaces to enable the range of programming planned.

Golden Village is set to welcome movie buffs with a bumper number of blockbusters in December. Slated for release are the high-anticipated *Wonka*, *Aquaman* and *The Lost Kingdom* and the untitled *Ghostbusters* sequel.

With almost a decade of being a cornerstone in Singapore’s arts and culture scene, The Projector will also continue to collaborate with independent arts and music collectives and bring to the fore their exciting and growing slate of non-film content, including music, comedy, panels, festivals, art exhibitions and popup markets. The on-ground operations will also be managed by The Projector which includes destination dining and drinks at the cafe and bar.

“We are excited to meet new audiences and grow our community. With this new space, we continue our commitment to provide an alternative and accessible cultural space for healthy dialogue that broadens perspectives, raises social awareness and effects social change through film, art, food, and events,” says Tan.

In the run up to the official opening at the end of 2023, The Projector will be operating a pop-up cafe, bar and live event space at Cineleisure from July to December, so watch that space!

-END-

About Golden Village

Golden Village Multiplex Pte Ltd, a wholly-owned subsidiary of Orange Sky Golden Harvest Entertainment (Holdings), is Singapore's leading cinema exhibitor with 15 multiplexes and 120 screens. GV is the first local cinema company to personalise the movie-going experience through its Movie Club program – which has a reach of over one million movie buffs.

GV offers the widest choice of movies, state-of-the-art design, convenience and unparalleled comfort. Our brand promise is to deliver MORE THAN JUST A MOVIE, and our approach has always been to make innovation a core part of the GV DNA – whether it is to constantly deliver -the ultimate in luxury movie experience or to offer the first integrated entertainment and lifestyle hub at GV Katong. Our new multiplex at GV Bugis+ offers stunning interior design, state-of-the-art laser cinema projection, luxurious yet affordable Gold Class Express halls, and new dining concept serving Spanish Mexican cuisine, AZUL.

About The Projector

The Projector opened its doors at the iconic Golden Mile Tower in 2014, with the tagline “Not Your Average Cinema”, providing the community an alternative cultural space for healthy dialogue that broadens perspectives, raises social awareness and effects social change through film, art, food, and events. It is Singapore’s pre-eminent independent cinema, streaming platform (The Projector Plus), and events space that entertains and celebrates diversity, offering an unparalleled selection of content and experiences.