

Travelers discover meaningful beauty in the Shiseido Forest Valley at Jewel Changi Airport

By **Jas Ryat** on May, 22 2019 | Fragrances, Cosmetics, Skincare & Haircare



Masahiko Uotani, Shiseido Group President & CEO, giving a speech to guests at the official launch event for S E N S E at Shiseido Forest Valley at Jewel Changi Airport in Singapore

Shiseido Travel Retail has introduced a different beauty experience with the S E N S E art installation at Jewel Changi Airport in Singapore.

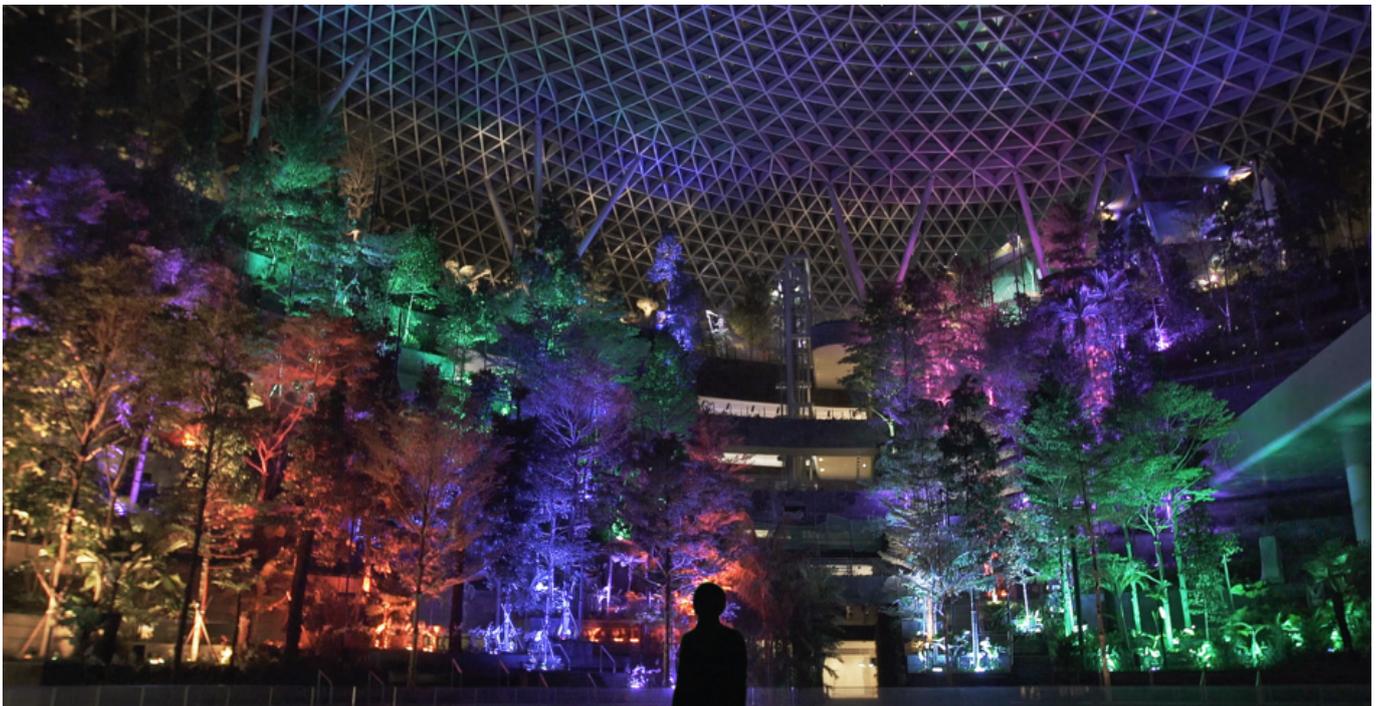
The art installation is found at the Shiseido Forest Valley's West Trail, and it was inaugurated by Shiseido's President and CEO, Masahiko Uotani, at an exclusive launch event that invited guests to ignite their senses.

The S E N S E art installation is a collaboration between Shiseido and teamLab, a Tokyo-based art collective. Dubbed "a dynamic harmony of logic and feeling, the material and spiritual, S E N S E is the result of diverse minds coming together, uniting scientists, researchers, composers and artists to create an experience of scent to create calm; an experience of sound to create peace; an experience of sight to create serenity; an experience of touch to create harmony", according to Shiseido.

Ultimately, the S E N S E experience allows travelers to reignite their senses and connect with their inner selves to rediscover meaningful beauty.

Said Philippe Lesné, President and CEO, Shiseido Travel Retail: "We know that consumers are now looking for stories and brands that can represent their mission in a manner that resonates with their individual narratives. Innovating for the traveler is one of the core focus areas for Shiseido Travel Retail and the S E N S E art installation at the Shiseido Forest Valley reflects that - establishing a deeper connection between our brand and consumers by enabling them to live our story through their own experience.

"Together with our partners, Jewel Changi Airport and teamLab, we are excited to unveil this immersive experience to take our consumers and travelers from around the world beyond the realms of traditional retail."



As night falls, teamLab's creation magically illuminates the trees at the S E N S E art installation at Shiseido Forest Valley at Jewel Changi Airport (© teamLab)

Ms Hung Jean, Chief Executive Officer of Jewel Changi Airport Devt, said: "Jewel is a multi-dimensional

lifestyle destination and since its opening, we are heartened by the immense support shown by our visitors. The collaboration with Shiseido and teamLab will showcase another facet of the unique Jewel experience that is co-curated with our partnership to delight visitors.”

Sense of sight

teamLab’s artwork Resonating Forest illuminates the trees at the S E N S E art installation at Shiseido Forest Valley’s West Trail. Each tree’s light is autonomous, shining brightly and fading as if it is breathing, accentuating the mystique of nature. The installation transforms as visitors delve further into the forest’s depths, honing their sense of sight as the lights dance and flicker.

“In line with Shiseido’s philosophy, teamLab seeks to navigate the confluence of art, science, technology design and the natural world. We aim to explore a new relationship between humans and the world through art. The Resonating Forest – Shiseido Forest Valley at Jewel Changi Airport transforms due to the presence of humans, and this in turn, changes and redefines the relationship between people in the same space. By making people part of the work through interactivity, this installation creates an experience that transcends and blurs the boundaries between people and the artwork, and between the self and others,” said teamLab.

Sense of Sound

During the day, a uniquely composed Shiseido musical piece will reignite visitors’ aural senses. Yota Morimoto, composer and sound artist, composed music that recreates the breathing sound of a natural forest. A blend of natural elements, as well as Japanese and Western instruments, create the pink and brown noises that evoke the relaxing sound of nature, proven to release stress and tension.

As night falls and the resonating forest by teamLab come alive, a specially designed music arrangement based on the modified tones and pitches of the glass harmonica and ocean waves will pacify with a sense of balance and harmony. As visitors interact with the artwork, the countless calming tones at varying pitches spread together with the colored lights.

Sense of smell

Olfactory senses will be awakened by the Ultimune scent, created by Dr Tomonori Ueda, Senior Fragrance Design Researcher at Shiseido. The scent contains a combination of soothing aromatic notes, including rose and lotus elements that are proven to relieve stress and provide a calming effect.

Sense of touch

Visitors can interact with their surroundings by downloading the Jewel Changi Airport app on iTunes or Google Play to access Shiseido’s S E N S E app. They can learn more about each sensory element and conclude the experience by sharing a message on the virtual Shiseido Tree.

The S E N S E art installation is located at the West Trail of Shiseido Forest Valley, a four-storey indoor forest which will allow visitors to experience the Japanese appreciation of nature, beauty and art.

S E N S E at Shiseido Forest Valley at Jewel Changi Airport is available at entry and exit points at every level. S E N S E is located at the West Trail of Shiseido Forest Valley, open daily, 24 hours a day, and admission is free.