



FOR IMMEDIATE RELEASE

Singapore Tourism Board appoints Distilleri to organise Grand Prix Season Singapore 2023 precinct parties

30 May 2023 – Distilleri has been appointed by the Singapore Tourism Board (STB) as the sole organiser for all Grand Prix Season Singapore (GPSS) precinct parties across Orchard Road, Clarke Quay, Kampong Gelam, and Sentosa. GPSS will run from 8 to 17 September 2023. This appointment sees Distilleri’s brand experience arm, Foray, taking the helm for the second year running, bringing the city to life with an exuberant celebration in Singapore that complements the race experience.

Themed ‘Circuit of Festivity’, GPSS 2023 will see 10 days of non-stop race-themed and motorsports celebrations spread across four interconnected locations. The Orchard precinct party will focus on retail and lifestyle offerings in a festival atmosphere, while Clarke Quay will host day-to-night entertainment. The Kampong Gelam precinct party will be the crossroads of tradition and modernity, and Sentosa sits perfectly within reach for all to soak up the sun, sand and sea.

Jin Ooi, Managing Director, Distilleri shares, “With Kampong Gelam and Sentosa precinct parties added to our remit, GPSS 2023 will be bigger and bolder as we bring a new level of adrenaline and run into this race season through strategically imagined creative concepts based on a 5-point approach of inclusivity, variety, opportunity, sustainability, and hospitality. This framework helps to curate experiences so every demographic and interest group will have something exciting to do.”

“GPSS 2023 precinct parties will see many firsts,” added Calvin Tan, Business Development Director, Foray. “Visitors can look forward to immersive experiences, light installations, music festivals, sports activities, and street markets, to name a few. We will also be introducing the first ever inter-precinct shuttle so visitors can conveniently and comfortably enjoy the full GPSS experience.”

Last year, GPSS 2022 precinct parties at Orchard and Clarke Quay organised by Distilleri featured more than 30 partners and received record-breaking visitor numbers over 10 days. Foray has also recently organised the 2XU Compression Run 2023 that hosted more than 18,000 participants and led Puma Singapore’s activations in conjunction with the Standard Chartered Singapore Marathon 2023.

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About Distilleri Group

The Distilleri Group is a collection of businesses in communications. We cover strategic marketing and communications consulting, creatives, public relations, digital, and social media. Distilleri Group includes Foray which leads brand experience and experiential marketing, and Double Exposure which deals with content production. Distilleri Group also publishes one of Singapore's definitive digital media platform for silvers, SilverStreak. Our core differentiator is our ability to strategically distill briefs to be focused problem solvers.