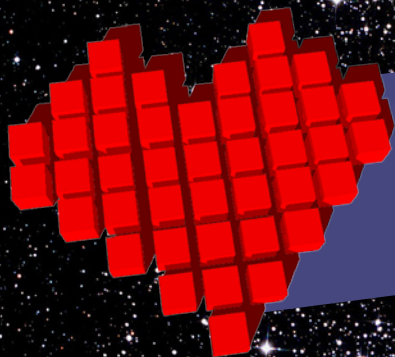


digital nights @ orchard



LOVE
IS IN THE
AIR

Presented by

AIRFRANCE /

F&N
SEASONS



SUMMARY

The concept	p.4
Love cards	p.6-15
Orchard Love Zone	p.16-17
Partners	p.18

THE CONCEPT

Be part of an iPhone-based sound immersive journey and love trail which will transport you from Singapore's Orchard Road to the streets of Paris. Follow the path, find clues, and be immersed in this fictional love story as you are guided along by sounds and images of the two cities.

Register now and download your free "Love is in the Air" app from 8th September to win a trip for two to Paris – sponsored by Air France, or shopping vouchers from participating malls worth \$50 or \$100 each.

Rendez-vous at 7pm, 17th September on Orchard Road.

Location :

Along Orchard Road and at Tangs, Ion Orchard, Wisma Atria, Paragon, Park Hotel, 313@Somerset, The Centrepoint, and Orchard Central

Start Point :

Tangs

Finish Point :

Orchard Central

Time :

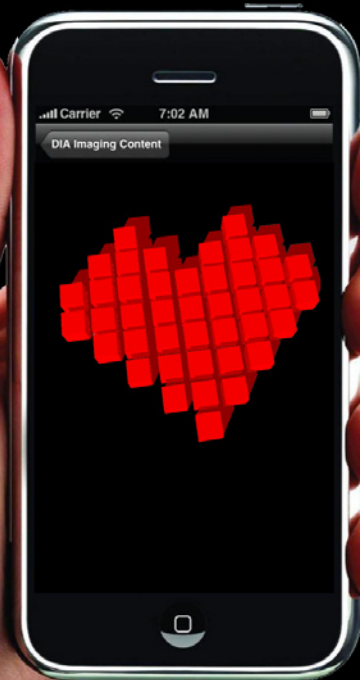
7pm – 10pm ; 17 – 26 September

Register now



Available on the iPhone

App Store



LOVE CARDS



ZoCARD Singapore • Tel: 6883 1525 • Not for sale • 2010 • e-cards: www.zocard.com



digital nights
@ orchard

My love
I didn't forget this moment at
Le Cafe de France with you ...
I'll be back on the 17th of September in
Singapore.
Would you be there?
Kisses from Paris.
Marie



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AIRFRANCE

5th SEASONS

created by



hotel sponsor



venue partners

TANGS

ION

VISUAL
+33333

PARAGON

313

CentrePoint

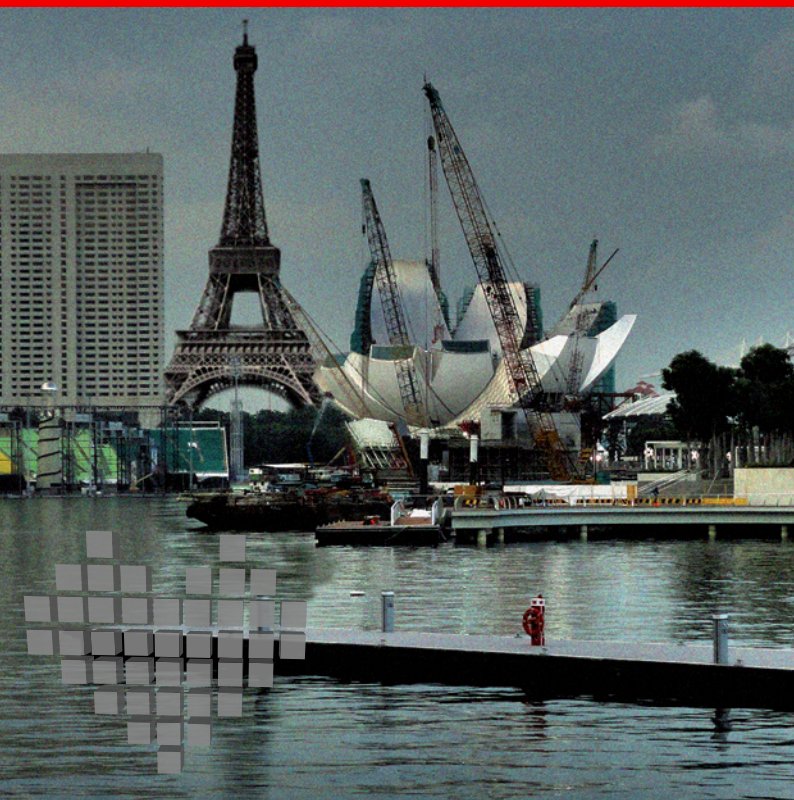
orchardgateway

PRIMA HOTEL GROUP

in association with



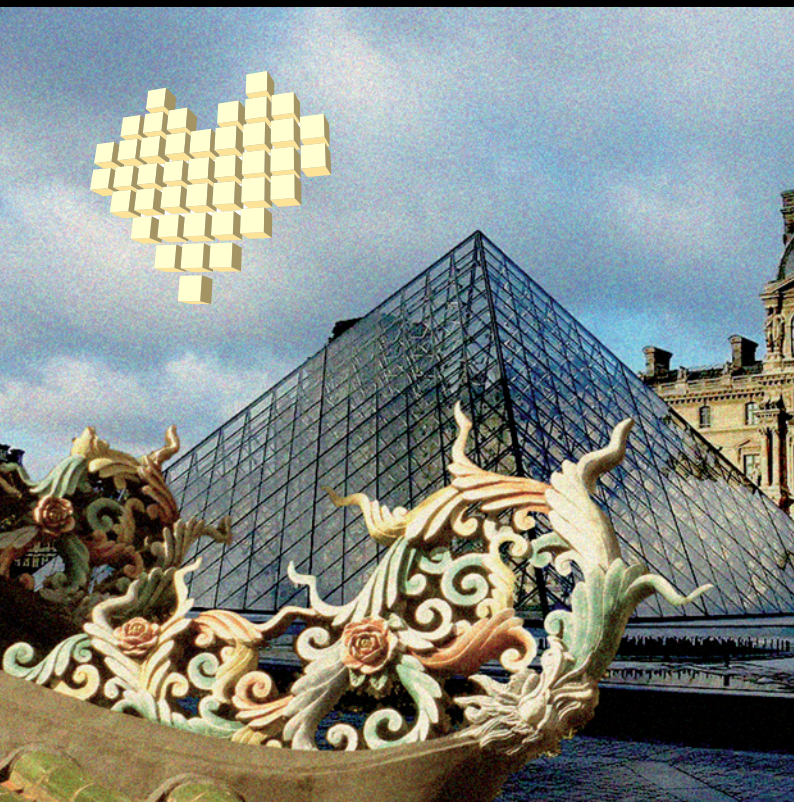










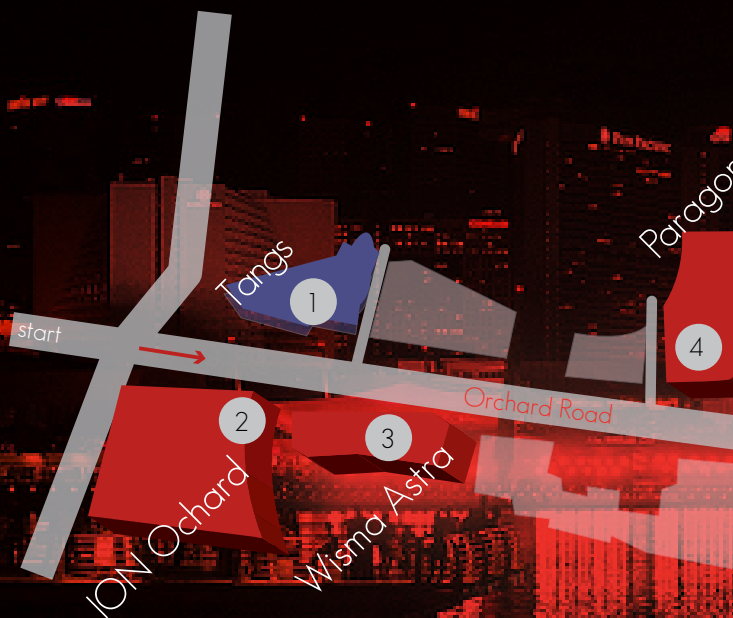








FOLLOW THE TRAIL & V



WIN A TRIP TO PARIS !



PARTNERS

presented by



created by



venue partners




hotel sponsor



in association with



The background of the entire page is a nighttime photograph of a cityscape, likely Singapore, with various skyscrapers and buildings illuminated. In the foreground, there is a large fountain with water spraying upwards. The silhouettes of two people, a woman on the left and a man on the right, are visible in the lower half of the image, looking towards the city.

an event of

digital nights SINGAPORE

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