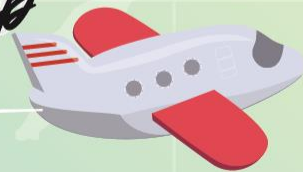




Brings the World by Your Doorstep



See the world in Penang

INTRODUCTION

Uncertainty seems to be the theme of last year because of these challenging times. Malaysians are wondering when can they take insta-worthy photos in exotic locations when they are unable to travel out of the country. One thing is for certain in 2021 as **Penang brings the world to your doorstep!**

Popping up along the colonial architectures of *Beach Street*, you would be taken aback as if it has been transformed into *downtown London*. How about jogging along *Karpal Singh Drive* and looking in awe as the unmistakable landmark of *Singapore*, the *Merlion* standing tall as a waterfront feature here in Penang. Explore Penang to find these unique landmarks from around the globe to satiate your thirst for that insta-worthy moments *without having to even bring your passport* along.

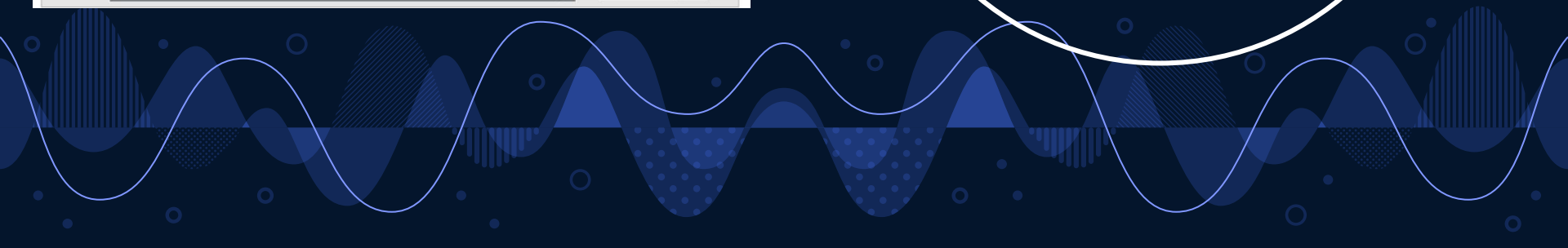
Be here in Penang and take your first step through the doorway into the world.

Europe

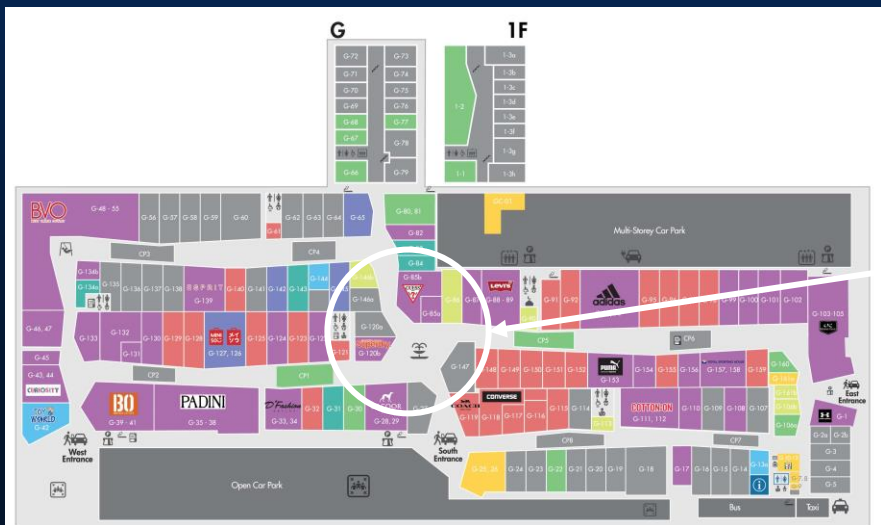


Design Village Outlet Mall, Batu Kawan, Penang

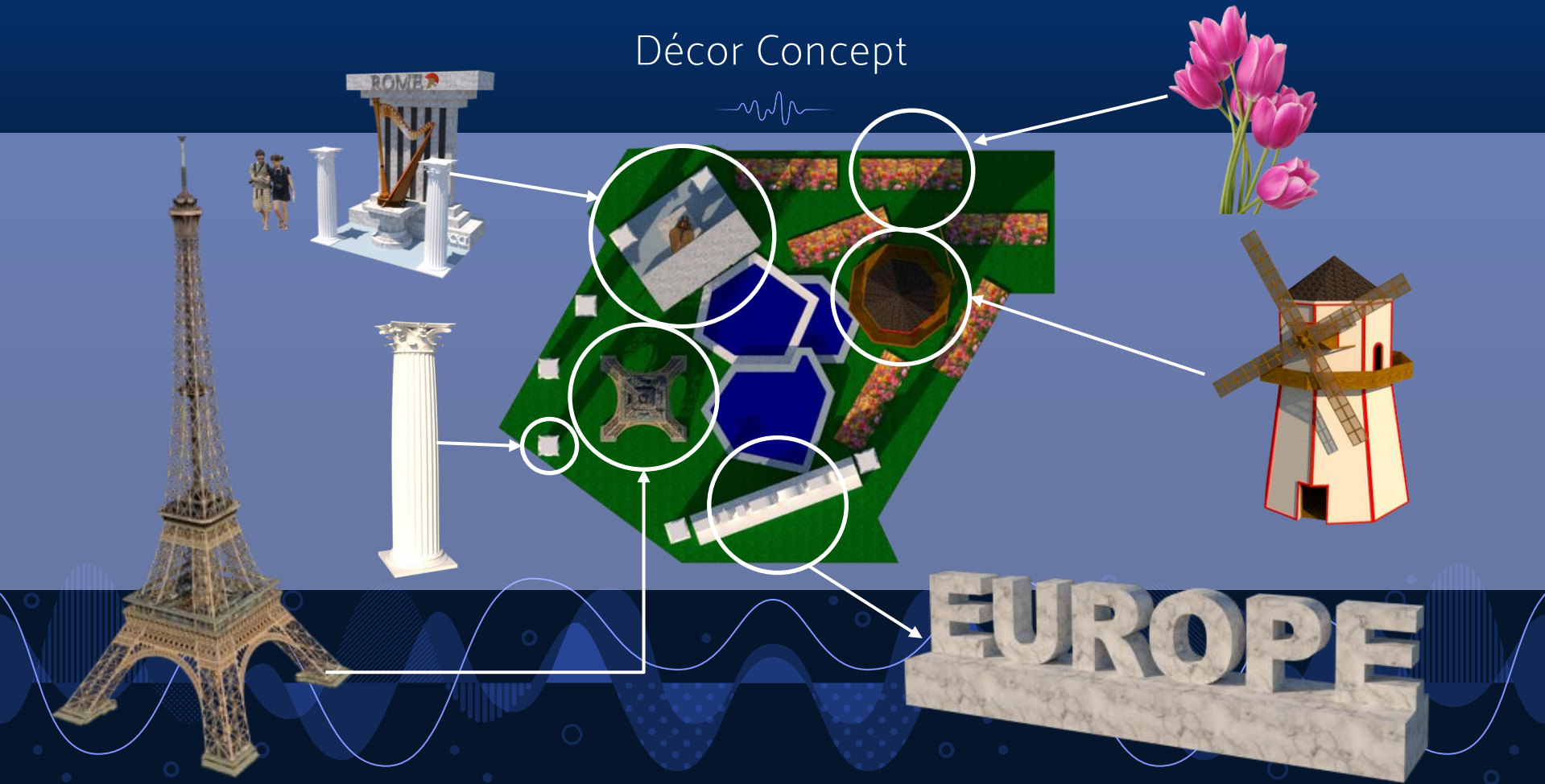




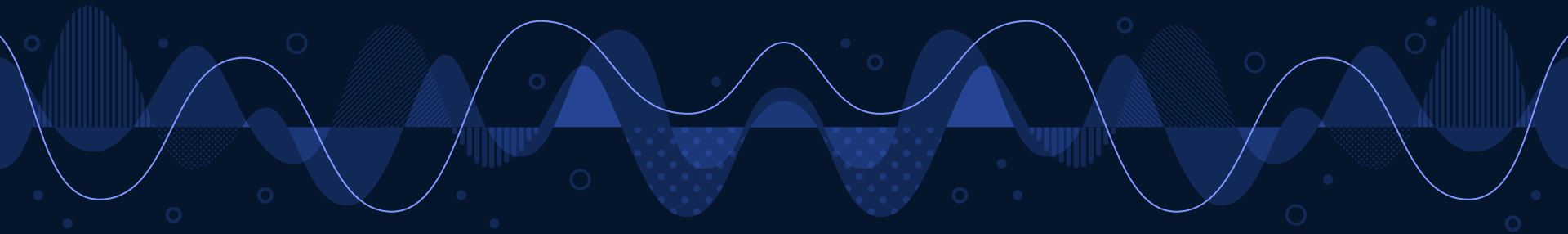
Décor Concept



Décor Concept



Décor Concept



Décor Concept



Eiffel Tower, Paris

Décor Concept



Replica of the famous Eiffel Tower in France.

Fabricated with mixture of metal structure with spray paint finishing, plywood, and foamboards comes with LED Lights and props to theme to enhance the tower.



Décor Concept



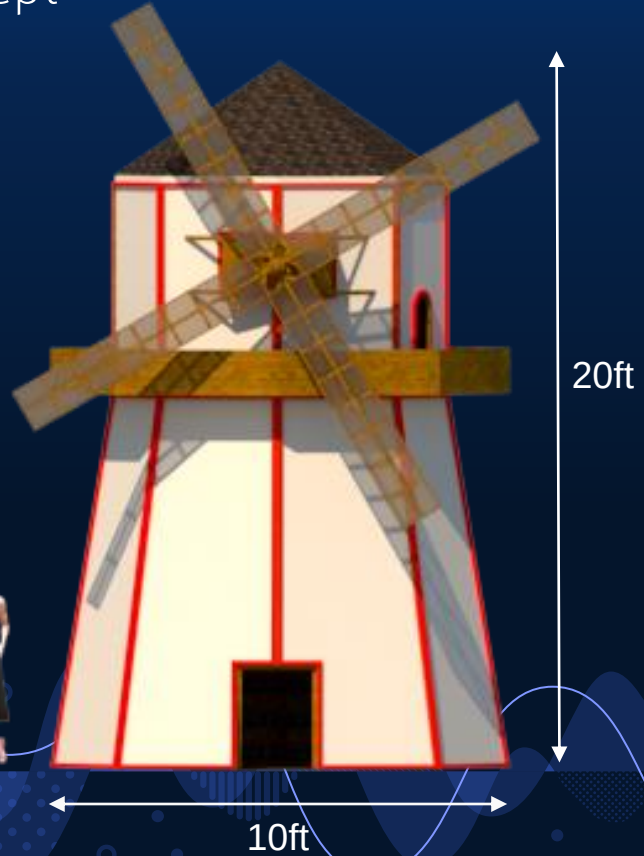
Windmill, Netherland

Décor Concept



A simple structure yet full of historical values. The wind mills in Holland is not just for show, but it was an important structure that helped farmers pump up water to the fields.

Fabricated with mixture of metal structure, plywood, and foamboards comes with carpet grass coveing 400 sqft, artificial Tulips, mini plastic windmills, LED Lights and props to theme to enhance the windmill



Décor Concept



Rome, Italy

Décor Concept



Italy is home to a few of the Top 10 most popular tourist attraction in the world, based on booking data compiled by Trip Advisor. Hence, Rome is a must!

Fabricated with mixture of boxed up plywood structure, and foamboards comes with a Harp replica, LED Lights and props to theme to enhance the cobblestones



11ft 6
7/16inch

10ft

Activities



Cup cake Decorating

Visitors get to decorate their own cup cakes and bring it back home as a souvenir.

(One set per pax.)



Tulip Flower Crafts

Tulip Flower were known as the flower of love. Visitors will create paper made Tulips for their loved ones, family and children.



#foodiegram

Vibrant European pastries including Croissant and Macarons.

London, United Kingdom



Occupy Beach Street, George Town, Penang



Décor Concept



Décor Concept



Surely everyone knows who are they. Being featured on Mr Bean's Episode 13, "Goodnight Mr Bean", we present to you... The Queen's Guard!

A life-sized replica of the Queens Guard to be placed guarding the streets.



Décor Concept



The red phone box/booth is often seen as a British cultural icon throughout the world. Being blessed with multiple colonial structures around Penang, placing a few of these booth on the streets will definitely bring up the feeling of being in the United Kingdom.



Décor Concept



The red double-decker bus, also known as AEC Routemaster is another well known British icon. By utilizing the Penang Hop-on Hop-off bus, we can even conduct a tour session highlighting the British colonial structures in Penang.



Penang City Hall

Activities



Street Performance

Visitors get to see famous street performance in London, including busking bands, singing beatles, "The Golden Man and trick cycling. (Follow SOP)



Hop-on Hop-off Bus

Visitors get to tour around the Beach Street while sitting on the UK themed Hop-on Hop-Off bus. Tour guide to be on board to tell about the history of the colonial buildings.



#foodiegram

Visitors get to taste the popular desserts in the UK, including Scones and soft serves.

Singapore



Karpal Singh Drive, Jelutong, Penang



Décor Concept



Proposed location: Karpal Singh Walkway, Opposite
McDonalds



Décor Concept

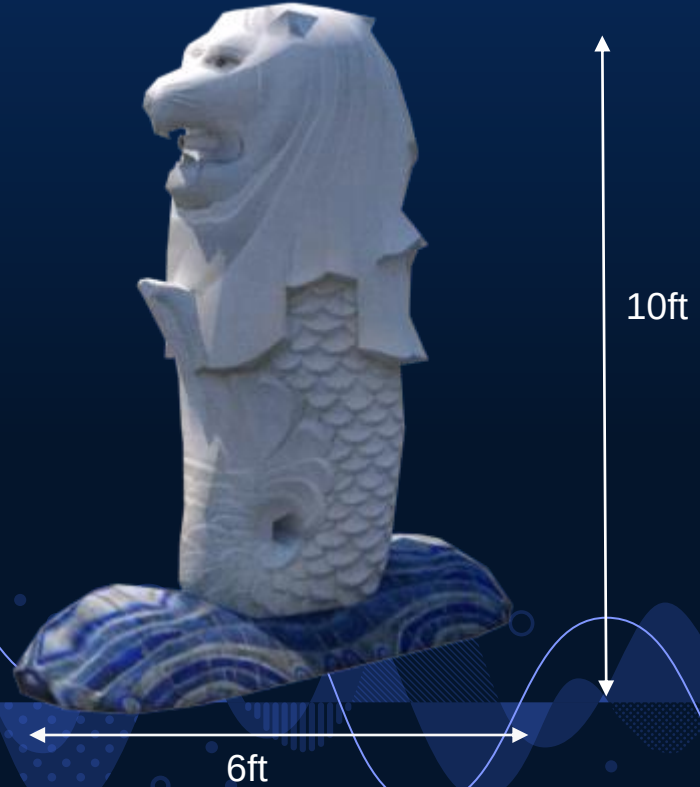


Décor Concept



The Merlion is the national symbol of the city-state of Singapore. It is depicted as a mythical creature with the head of a lion and the body of a fish.

Fabricated using hard foam block carved into a masterpiece.

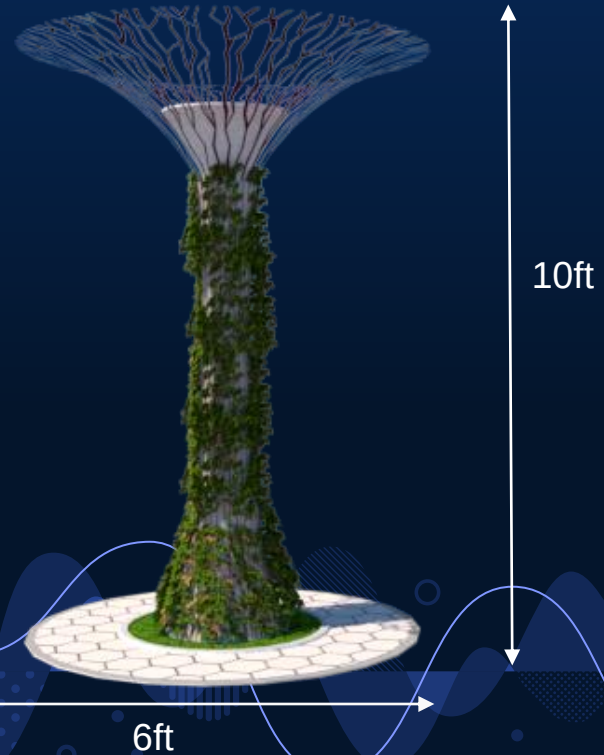


Décor Concept



The Garden by The Bay is one of the must visit tourist attractions when in Singapore. Lets bring the Urban Park to Penang!

Fabricated using a mixture of metal structure and plywood panels comes with artificial plants and lights to enhance the icon.



Activities



#foodiegram

Merlion themed ice
cream and soft serves.

Australia



Batu Ferringhi, George Town, Penang



Décor Concept



Décor Concept



These famous beach huts in Australia beaches is not only a beauty, it also a sturdy structure that could withstand strong winds and seawaves. Australia here we come!

Fabricated using metal structure as base with plywood exterior, finish with outdoor paint.

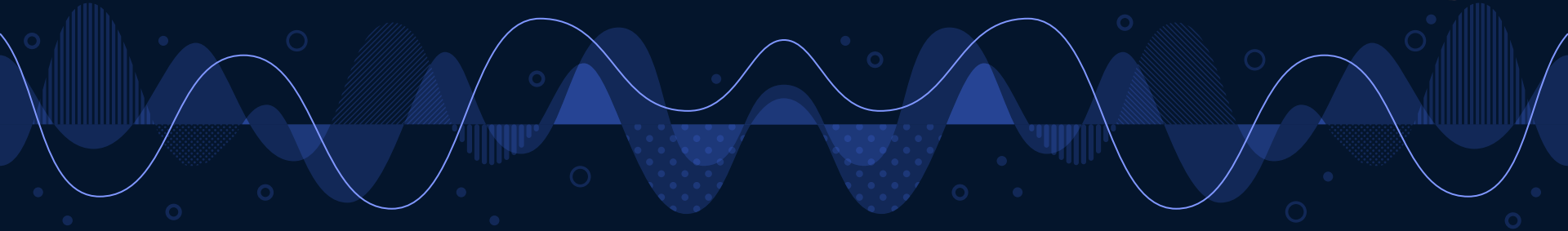


Décor Concept



Asides from those cute Kangaroos and Koala, Australia is also famous for surfboarding. Why not use these sports gear as a entrance arch?

Fabricated using plywood panel with sticker finishing.



Activities



Seashell wind chime

Visitors can create their own DIY wind chime by using seashells and the recyclable materials they found on the beach.



Performances

Singing performances by local bands to harmonize the atmosphere.



Food Tasting

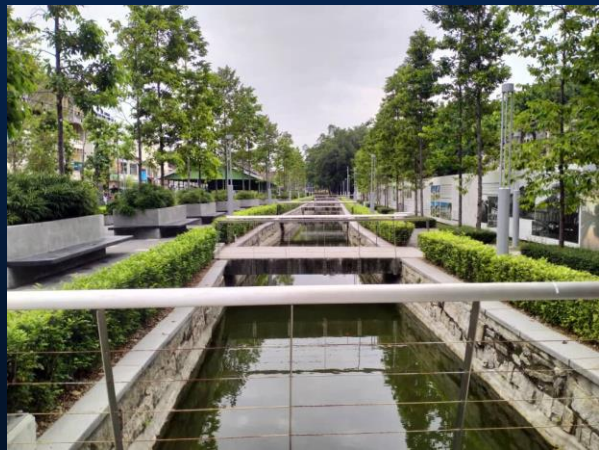
Visitors get to taste the traditional savory from Australia including Pretzel, and Australia watermelon cake.

Japan

📍 Sia Boey Urban Archeological Park, George Town



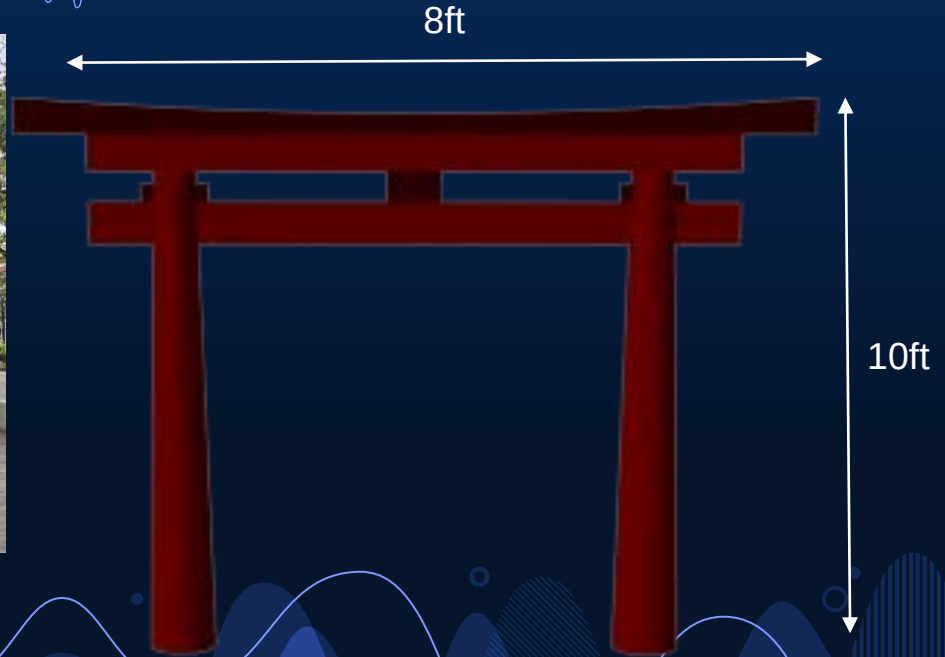
Décor Concept



Daylight

Night

Décor Concept



Torii

Décor Concept



Koinobori

Activities



Drum Performance

The 'Taiko Drum Performance' is one of the famous traditional performance in Japan.



Wishing Tree

May this year be better than last year and all of us can travel with a peace of mind very soon
#worldinpenang

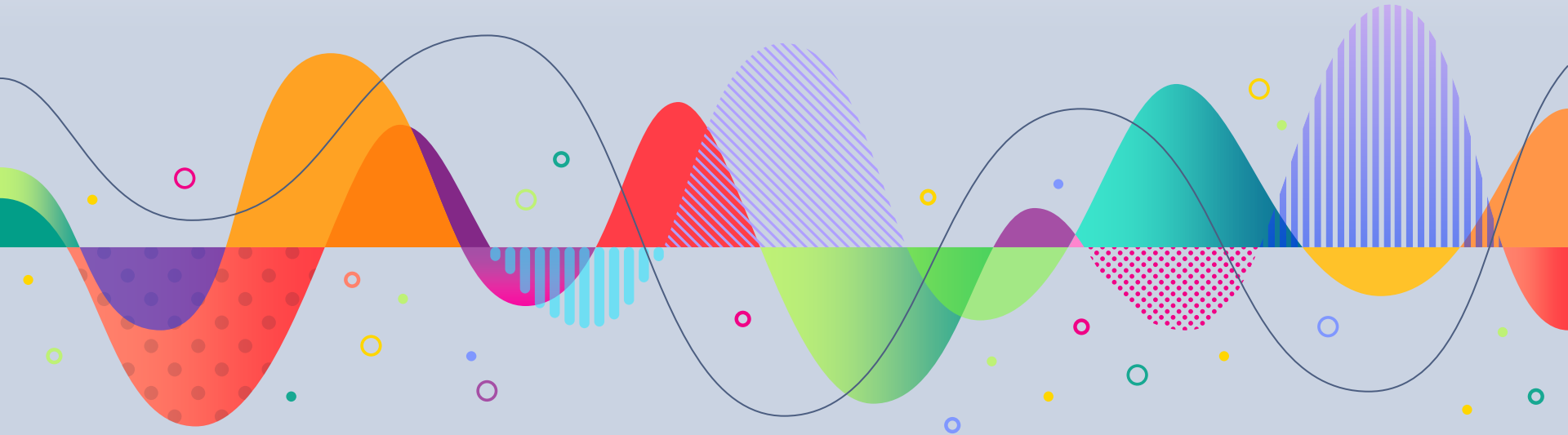
Interactive activity to enrich visitors' experience during their visit, which is also very instagrammable



#foodiegram

100% Instaworthy snacks such as Sakura Candy Floss and Dango to be given out to visitors

Estimate Budgets



Estimate Budget



Decoration Budget Per Location

- ▶ Sia Boey Urban Archeological Park (Japan Theme) – RM 40,000
- ▶ Design Village Outlet Mall (Europe Theme) – RM 75,000
- ▶ Beach Street, Georgetown (United Kingdom) – RM 50,000
- ▶ Karpal Singh Drive (Singapore) – RM 40,000
- ▶ Batu Ferringhi, Penang (Australia) – RM 30,000
- ▶ Maintenance Fee (Per Month) – RM5000 x 6months
- ▶ Augmented Reality (All Location) – RM35,000

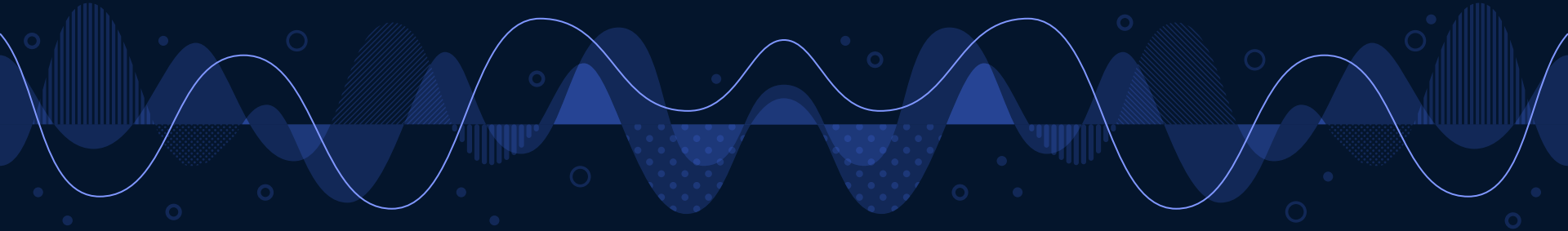
Sub Total ; RM300, 000

Estimate Budget

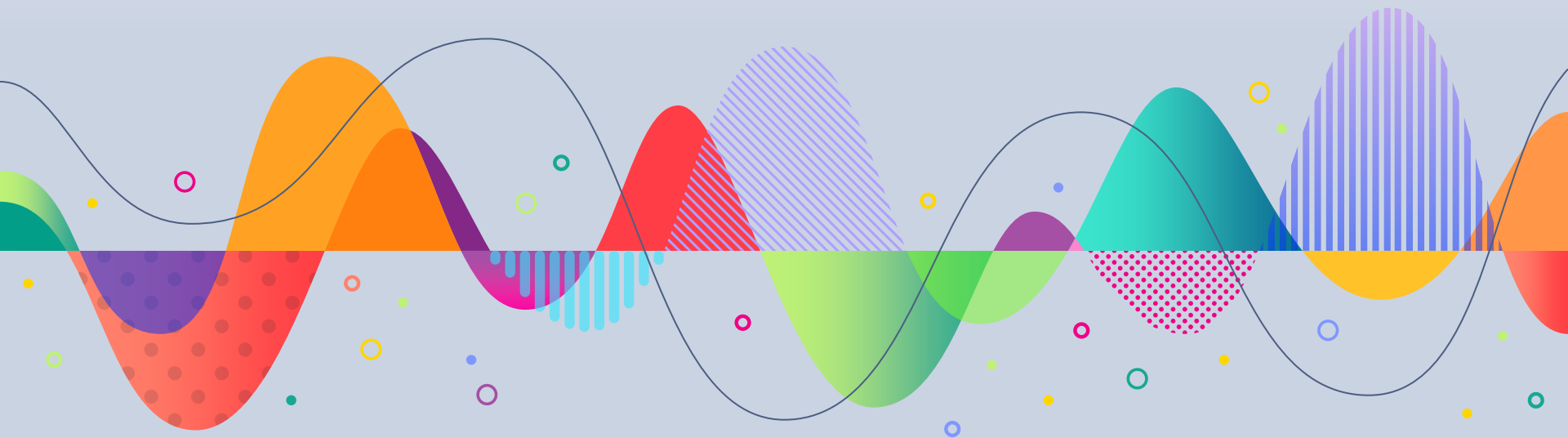


Optional

- ▶ Activities (All Location) – RM10,000 x 5 locations
- ▶ Gurney Paragon / Straits Quay (USA or Egpty) – RM35 000



EXPERIENCE TOURISM WITH **AUGMENTED REALITY**



Web Based AR Software



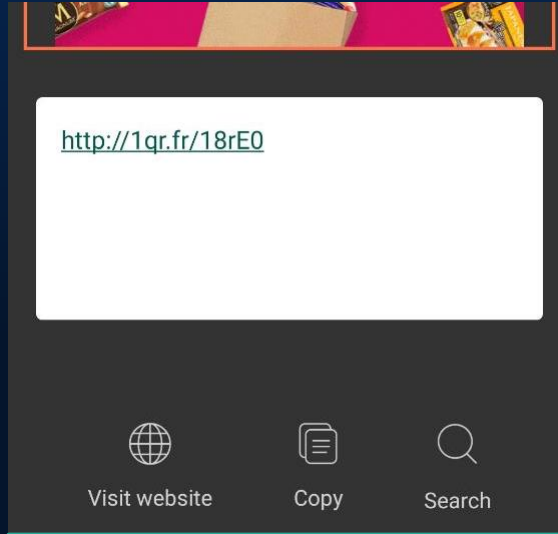
Iconic elements from all the countries showcased can be brought through the camera lenses.

UK Palace Guard, Sakura Falling, NY Time Square and etc

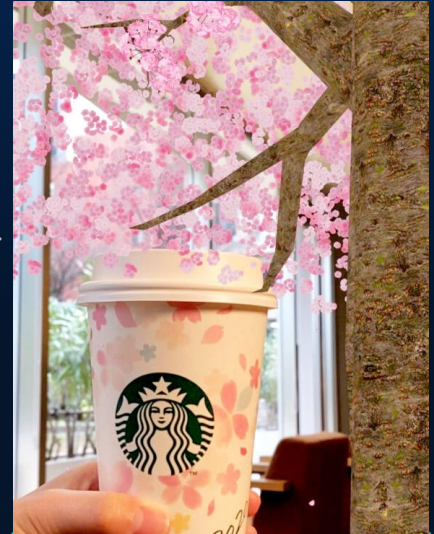
Simple Steps



Scan

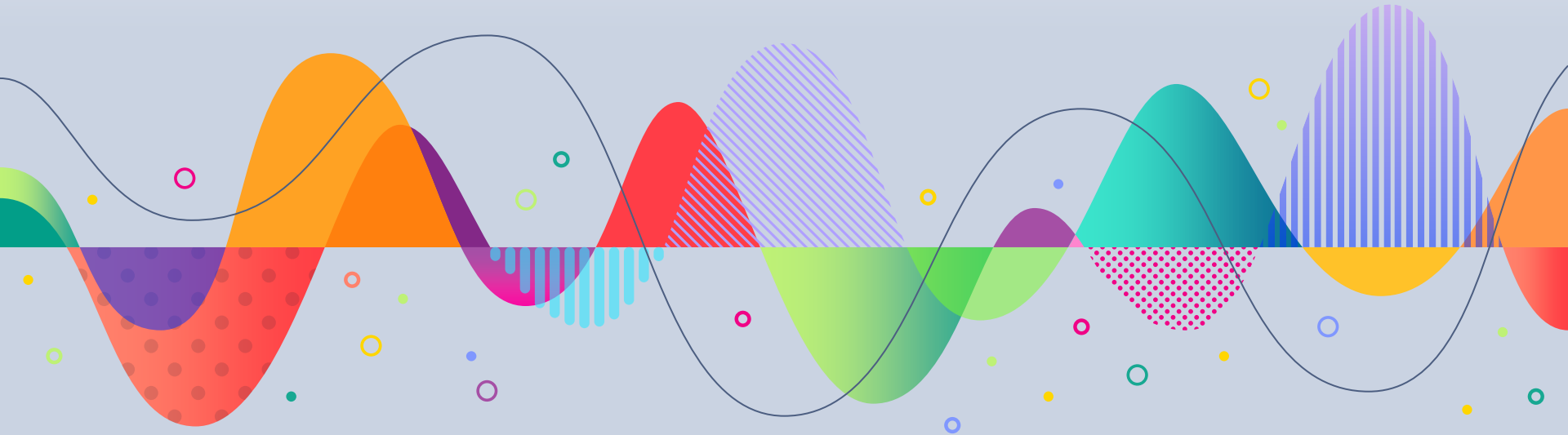


Click



Experience

Other proposed countries and locations



Egypt,



Dataran Pemuda Merdeka,



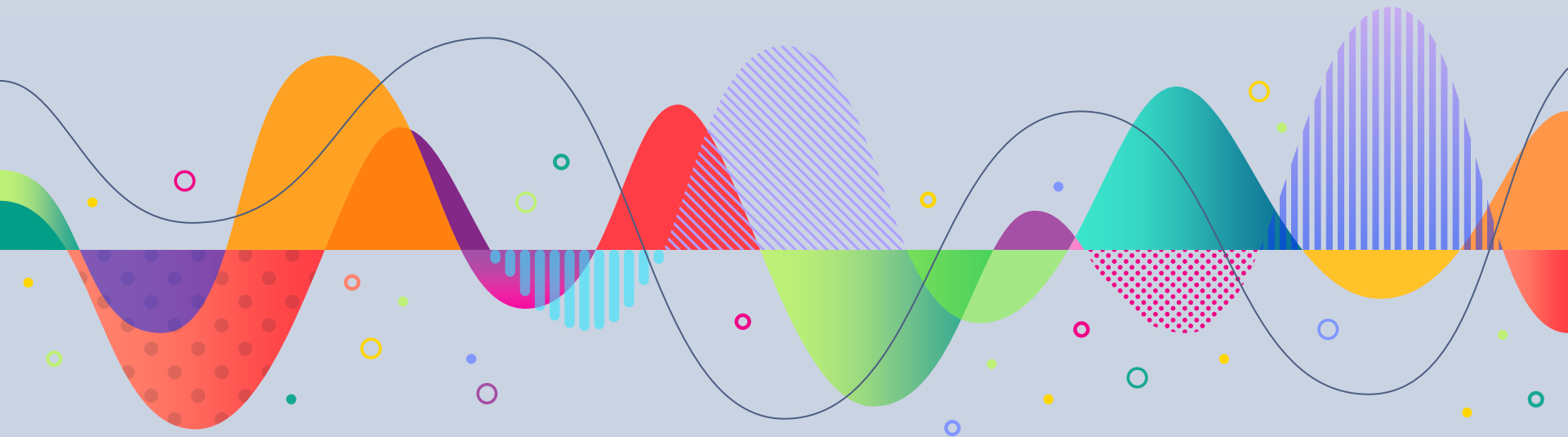
United States



Gurney Paragon/Straitsquay



TRACK RECORDS



Asian Food & Culture Festival



5 Malls Around Penang



Thank You

