



# Glowtopia :

The Future Forest City

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T221: AAF CA2 Slides



# Our Curated Theme

Children enter a glowing time portal to the year 2225 – a future Singapore where nature and technology exist in perfect harmony. Through interactive stations and workshops, they imagine, build, and share their vision of a future shaped by care, empathy, and imagination.



- **Who?**

Children aged 3 to 12 – the next generation of dreamers, builders, and storytellers

- **When?**

Set in the year 2225, where technology and nature have become one

- **Why?**

To encourage children to see themselves as active creators of the future

- **What?**

An immersive glow-in-the-dark installation designed like a futuristic forest city. It includes sensory zones and creative workshops where kids reimagine Singapore's future by designing futuristic buildings, characters, and natural spaces

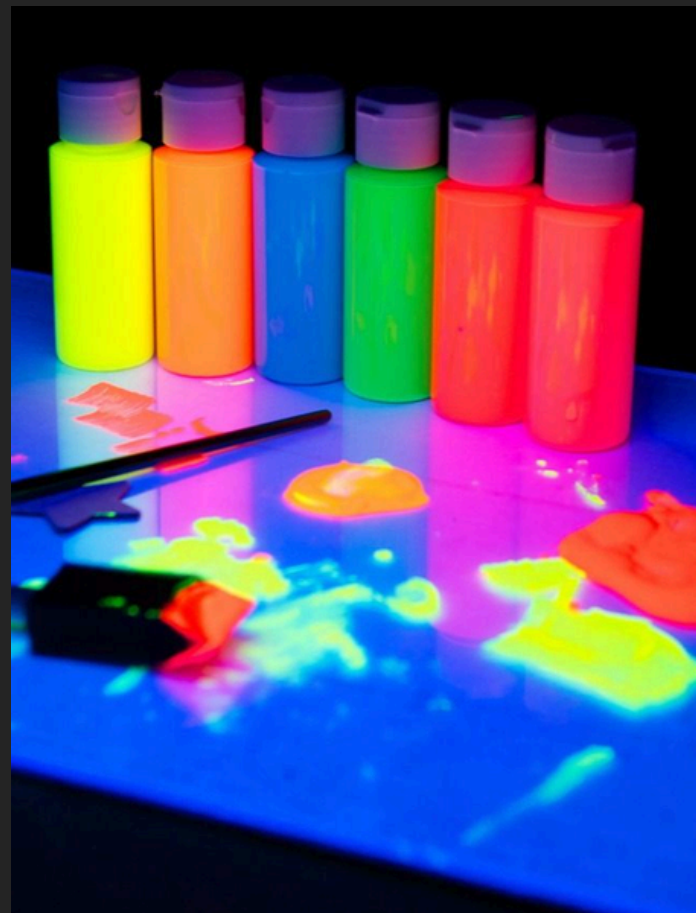
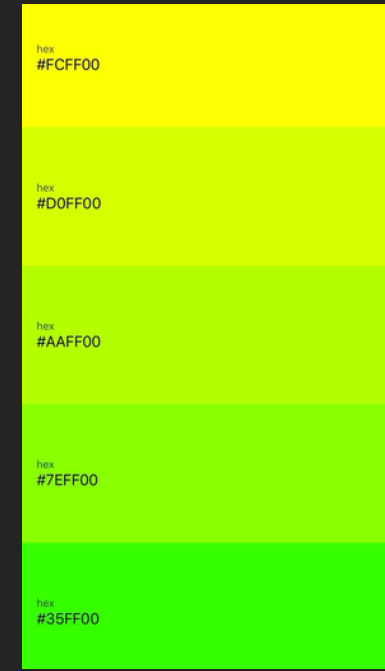
- **Where?**

Children's zone of the Affordable Art Fair – transformed into a “wisdom forest” filled with light, sound, and interactive elements

- **How?**

Through hands-on workshops, open-ended activities, and sensory experiences

# Moodboard



STP Consideration :

# Segmenting

## Demographics:

**Age:** Children aged 4 to 12 – primary participants who will engage in the workshops and installation activities

**Parents' Age:** 20s to 40s

**Family Status:** Families with young children looking for enrichment activities

**Income Level:** Middle to upper-middle income, likely able to attend cultural events like the Affordable Art Fair

## Psychographics:

**Values:** Parents who value creativity, education, sustainability, and meaningful play

**Lifestyle:** Families seeking screen-free, hands-on activities that encourage learning and imagination

**Attitudes:** Environmentally conscious and socially aware – preferring experiences that promote empathy and future-oriented thinking

## Geographics:

**Location:** Primarily local families from Singapore and nearby regions

**Urban Environment:** Residents of urban areas, familiar with HDB living

**Accessibility:** Families who can access central event locations, have cars to drive to the venue

STP Consideration :

# Targeting

## **Primary Target Audience:**

Parents with kids aged 4 to 12 who are looking for creative, educational, and sustainable experiences; want activities that feel purposeful and memorable, not wasteful or superficial

## **Secondary Audience:**

- Educators
- Caregivers
- Organisations interested in child-friendly art programming

STP Consideration :

# Positioning

*"Glowtopia: The Future Forest City" is a glow-in-the-dark, future-themed art space where children become visionary architects of a better world – blending imagination, empathy, and sustainability through hands-on play.*

## **Key Positioning Ideas:**

- Imaginative – not just art, but future-building
- Eco-conscious – crafted with upcycled materials
- Empowering – every child's idea contributes to a larger picture
- Thoughtful – combines creative play with emotional expression

FREE

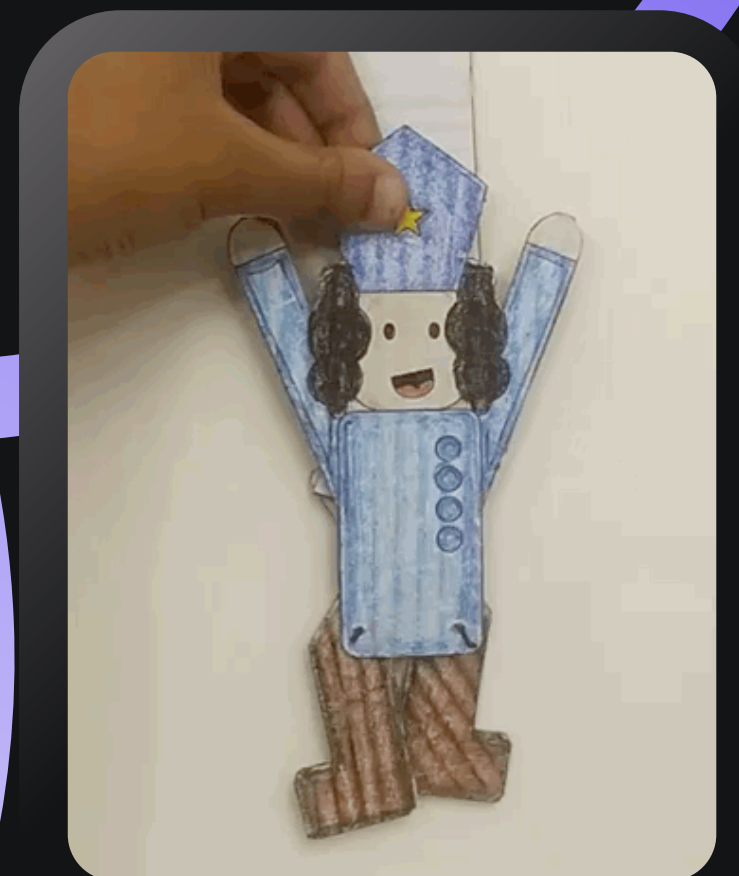
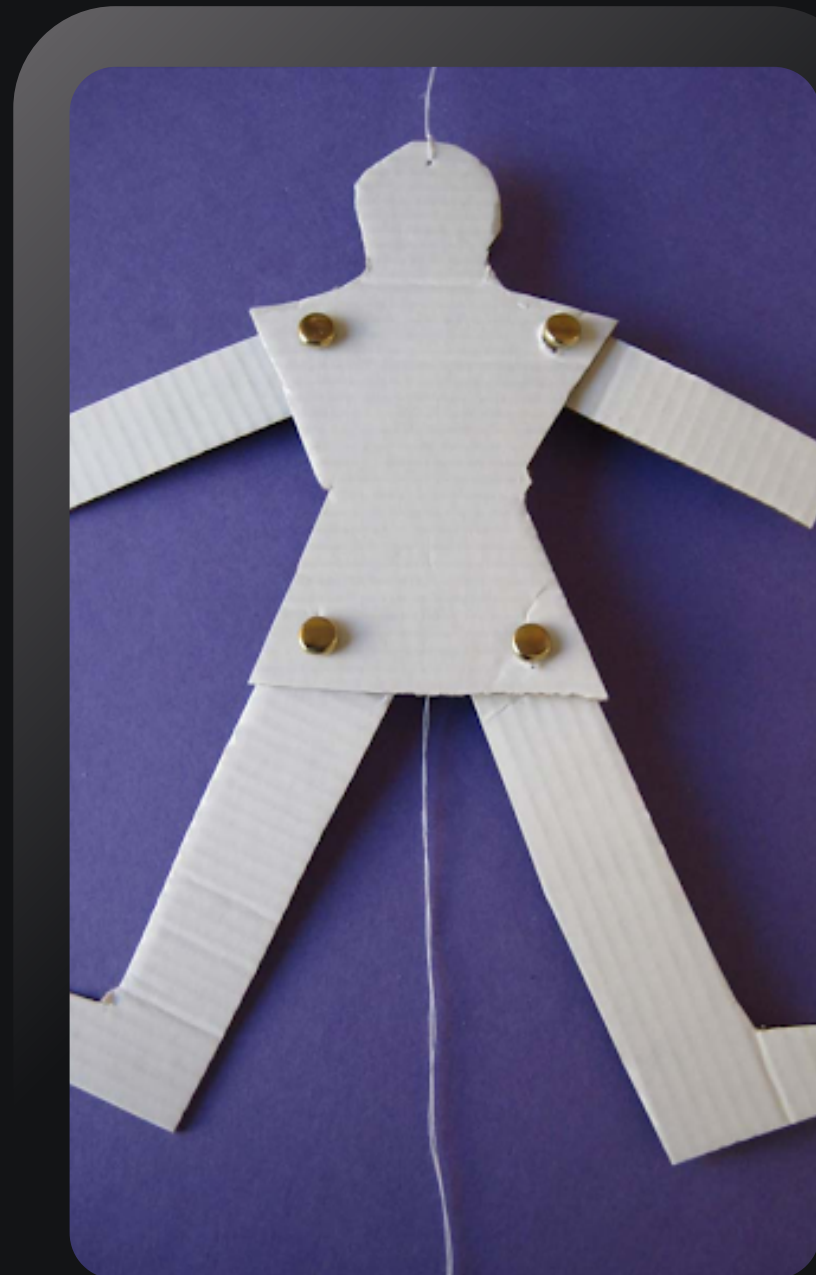


# Fringe Workshop

*Build Your Future Self (Puppet-Making Workshop)*

In this hands-on **puppet-making workshop**, children imagine who they might become in the year 2225 – from engineers and doctors to artists and actors.

- Fosters creativity, storytelling and emotional expression through hands-on play
- Uses sustainable, upcycled materials to encourage mindful, eco-friendly crafting
- Designed to be meaningful and memorable – not a throwaway craft, but a keepsake



FREE

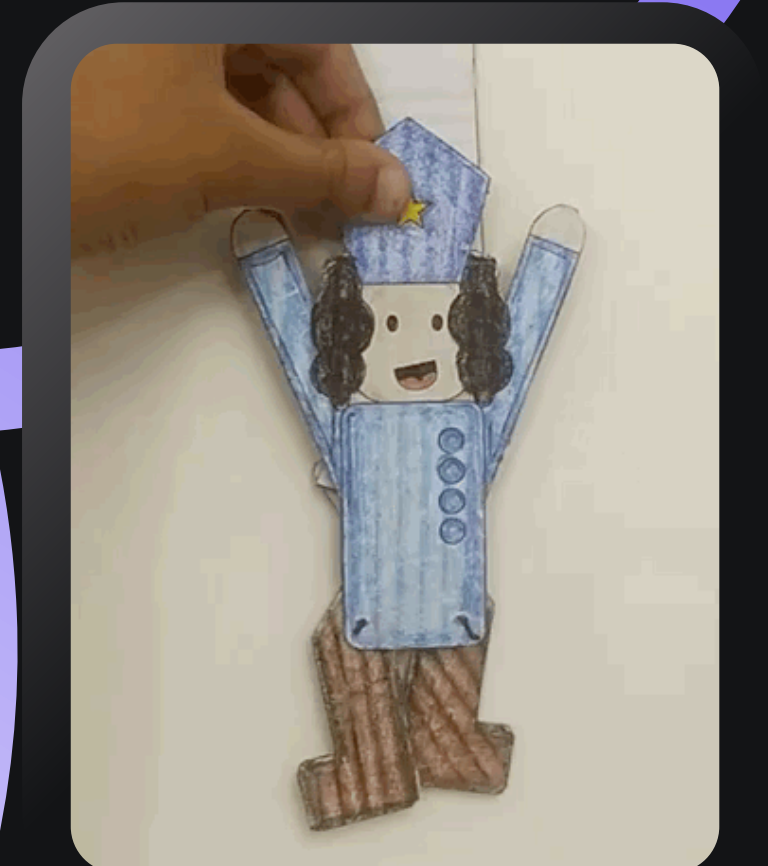


# Fringe Workshop

*Build Your Future Self (Puppet-Making Workshop)*

## Why It Works:

- Activity is grounded in character and identity
- Self-driven storytelling: kids are able to emotionally express themselves
- Reflects the theme's message: futures grow through imagination and care
- Easy to set up, clear flow, simple facilitation
- Uses upcycled materials: fabric scraps, paper, recyclable items

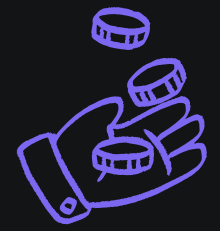




# Fringe Workshop

Budget : \$400  
Total: ~\$200

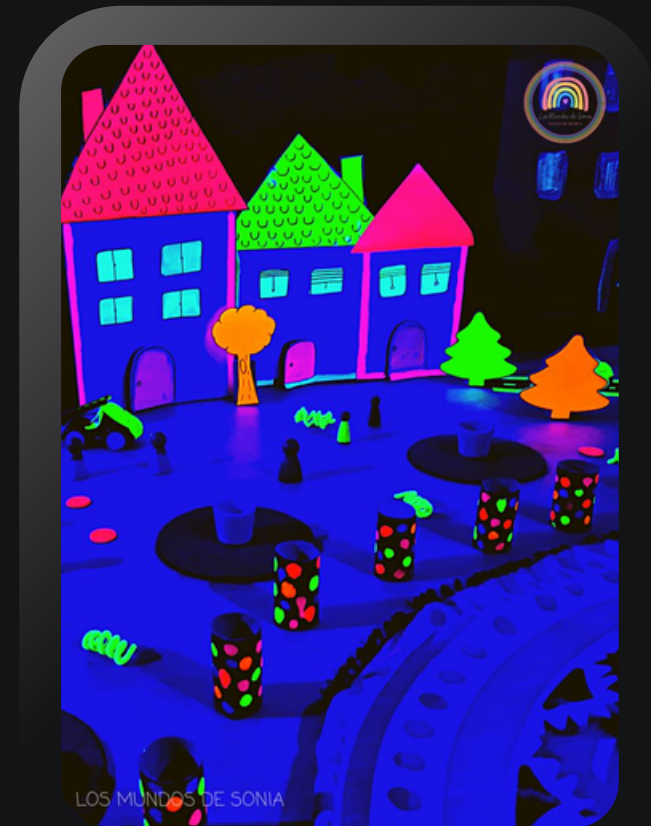
No.	Item	Quantity	Price
1	Cardboard	280 Pieces	Free
2	Felt Fabric	5 Pieces	\$4/m
3	Buttons	840 - 1000 Buttons	\$2/pack
4	Glowing Stickers	700 - 800 Stickers	\$2.75/100stars
5	Coloured Markers	1 Set / 5 kids	Free
6	Crayons	1 Set / 5 kids	Free
7	Ice Cream Sticks	3 Sticks / puppet (approx. 780 pcs)	\$3.25/100pcs
8	Glue (PVA)	1 for every 3 kids	Free
9	Split-pin Paper Fastener	700 - 850 Fasteners	\$4.90/100pcs



# Paid Workshop

## *Glow City: Glow-In-The-Dark HDB Designing Workshop*

In this workshop, children become **architects of the future** as they design their own glow-in-the-dark buildings – blending imaginative, futuristic elements with nature, inspired by Singapore and the world around them.



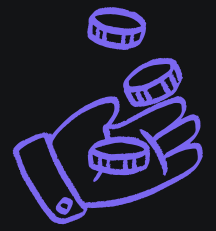
- Recyclable such as milk carton and child-safe materials
- Uses glow-in-the-dark acrylic paint, markers and sticker to design the building exterior
- Encourages children to express their creativity and bring their unique visions, hope and ideas to life
- A glowing keepsake – a reminder that their imagination helps shape the world we will build



# Paid Workshop

Budget : \$400  
Total: \$384.16



No.	Item	Quantity	Price
1	Milk Carton, Cardboard boxes, Toilet Roll, Straws (Recycle)	280 Pieces each item	Free
2	Colour Paper	40 Pieces	Free
3	Arts and Craft tools (Scissor, glue, tape, paintbrush, Glue (PVA) )	40 Pieces	Free
4	8 pcs Fluorescent Marker Pen Set Glow In Dark-Erasable Highlighters	7 Sets (8pcs)	\$7.75/8pcs
5	Glow in the dark acrylic paint (8 Colour x 20ml)	7 set (8 colours)	\$12.99/set
6	Plastic Gears Assortment for DIY Projects RBT	4 (288 pieces)	\$7.52/72pcs
7	Green Leaves Artificial Rose Leaves Fake	2 (400 pieces)	\$1.20/200pcs
8	100pcs/Set plastic wallsticker flow in the dark	120	\$1.75



# Paid Workshop

*Glow City: Glow-In-The-Dark HDB Designing Workshop*



 Day	 Time Slots (workshops only)
Friday	11AM–12PM, 2PM–3PM, 3PM–4PM, 6PM–7PM, 7PM–8PM (5 sessions)
Saturday	10AM–12PM, 2PM–6PM (6 sessions)
Sunday	10AM–12PM, 2PM–6PM (6 sessions)

- No Paid Workshops during 12–2PM (lunch hours)
- No Paid Workshops for Friday 8–9PM and Weekends 6–7PM (near closing)
- Timing avoids lunch and downtime slots for better turnout
- Total : 17 Sessions across 3 days
- 15 kids/session = 255 kids max
- Timing avoids lunch and downtime slots for better turnout

# Immersive Experience

*Theme : Glotopia: Future Forest City*

## Concept

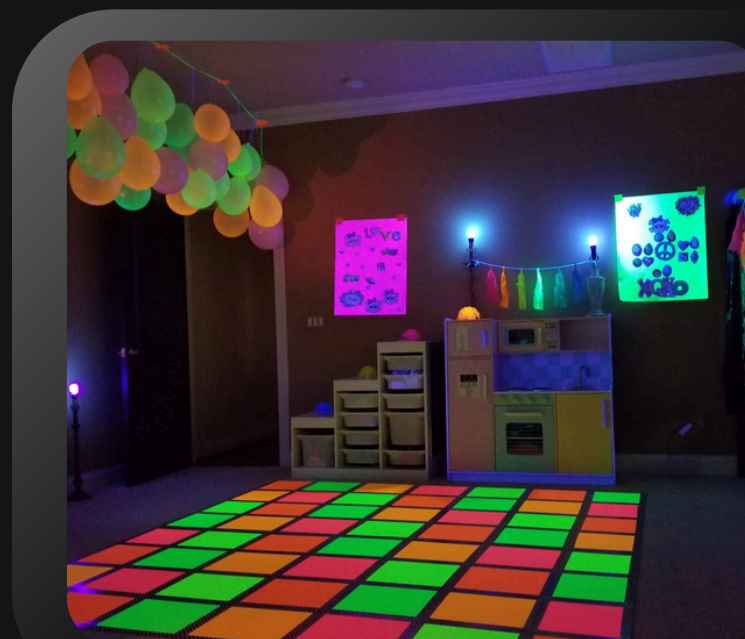
Glowing urban city scapes with fluorescent jungle elements

## Mood Elements

- Cyberpunk futuristic look and high rises
- Fluorescent jungle and glowing vines
- Colour palette would be neon green, blue, pink etc

## Objectives

- Create an immersive experience of what the future might look like combining nature and technology.
- Spark their imaginations by creating a fun space before they attend the workshops available



# Immersive Experience

## Wall Design

### Blended theme across the walls

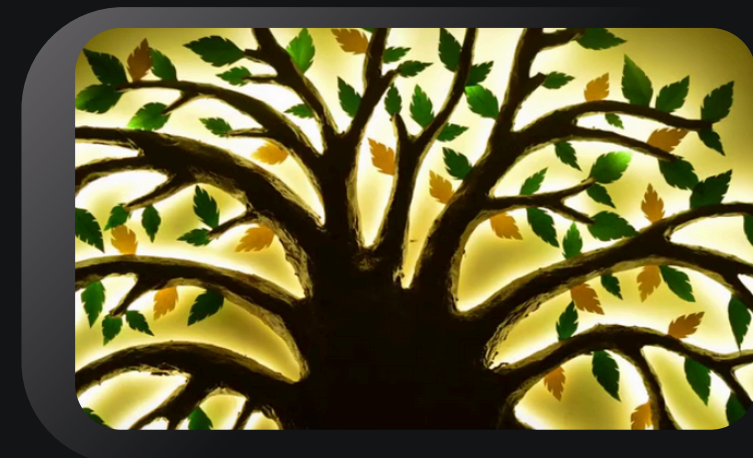
- Continuous mural like glow in the dark paintings on the walls
- Fusion of futuristic HDB buildings with neon vines and trees surrounding it

### Special Features

- Streamers led lights at the the entrance after the curtain
- Speakers playing sound and music
- Volunteers(glow to have misting bottles to simulate rain in a jungle)
- Wisdom tree(write their future wishes)
- LED squares to place their buildings on

### Lighting

- Will be dimmed for glow in the dark paint
- Blacklight flood lamps to ensure even coverage
- UV led light strips to create the mood
- Neutral white lights for workshop



# Immersive Experience

## *Safety Considerations*

### **Child Friendly Materials**

- All materials and paints are non-toxic and safe for children

### **Electrical Safety**

- Use certified equipments
- Keep wires neat to avoid tripping hazards

### **Handling of tools**

- Use brushes, rollers and gloves to avoid injury
- Keep sharp tools when not in use

### **Ventilation**

- Ensure there is proper ventilation when painting





# Immersive Experience

Budget : \$1000  
Total \$933.98

No.	Item	Quantity	Price
1	Glow in the Dark Paint (3 colours)	2 Litres	\$228.90
2	Black Coverage Paint	5 Litres	\$77
3	Arts and Craft Tools (Scissor, Glue, Paintbrush)	For 3 people	\$90
4	Acrylic Paint set	12 Tubes	\$30
5	Glow Sticks	5 Tubes	\$31.50
6	LED White Floodlight	2	\$50
7	Black Masks	12	\$21.60
8	UV LED Backflood Light	6	292.98



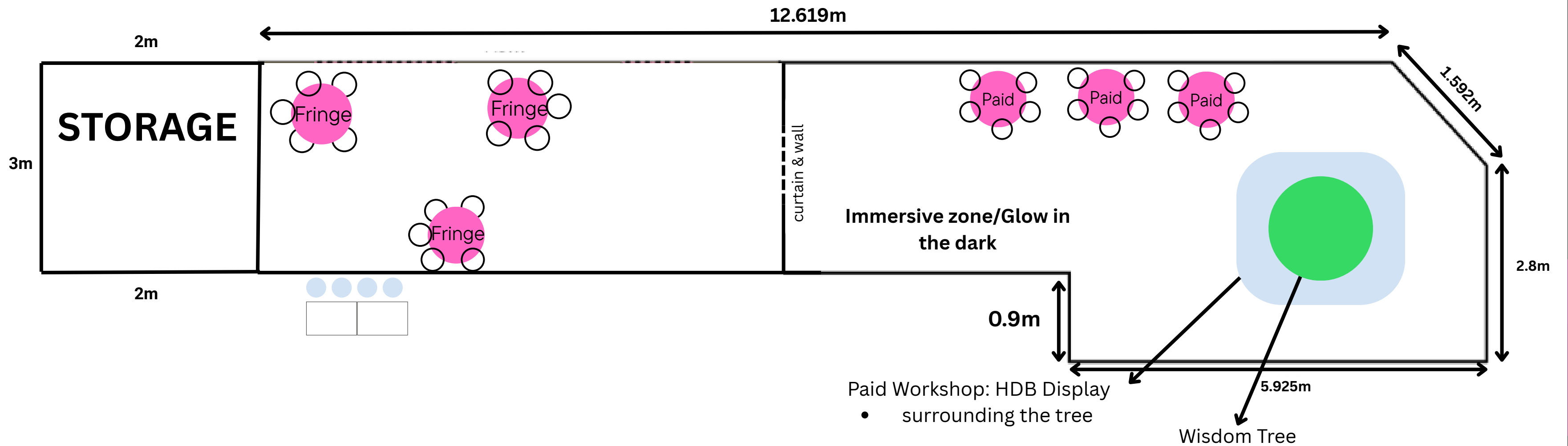
# Immersive Experience

Budget : \$1000  
Total \$933.98

No.	Item	Quantity	Price
1	Cardboard	5 Sheets	Free
2	Styrofoam sheets	1-2	\$7
3	PVA Glue	1L	\$15
4	Newspaper	10	Free
5	Neon paper (L)	2	\$17
6	LED Strip Lights (white + coloured)	1	\$45
7	Paper Streamers and Post-its	1bag	\$20
8	Tape	5	\$8

# Layout

## AAF 2025 FLOOR LAYOUT



4Ps of Marketing :

# Product

Curated Futuristic and Nature themed Childrens' Space with :

- 1 Fringe Workshop
- 1 Paid Workshop
- an Immersive Experience



# Place

F1 Pit Building, located at 1 Republic Boulevard  
Children's Art Studio at Affordable Art Fair 2025  
Level 3, Room E, Creative Hub



STP Consideration :

4Ps of Marketing :

# Marketing & Promotion

## 👨👩👧👦 Family Promotion :

2 kids = \$27 total (10% off)

3 or more kids = \$12 per pax (20% off)



## Outreach

### Instagram

- Existing 18.6K+ followers on Affordable Art Fair's account
- Strong reach among art-involved families and parents
- Using posts, stories, and paid ads to promote workshops
- Leverages a trusted platform with a family-focused audience

### Facebook

- Popular with parents aged 30–45, our key demographic
- Facebook Events & Groups help reach parent communities
- Great for sharing event details and sign-up links
- Builds local interest through community-style sharing

### TikTok

- No official Fair account, so we'll use our own or create one
- Targets young parents and older kids through fun content
- Short-form videos show behind-the-scenes and immersive setup
- Designed to boost reach through relatable, shareable clips

4Ps of Marketing :

# Price

## Budget Summary

Total Project Budget : \$1800

( Fringe : \$400, Paid \$400, Immersive \$1000)

## Family Promo Strategy

- 60% solo sign-ups → 130 kids @ \$15 = \$1950
- 25% two-kid families → 27 families, each paying a discounted @ \$27 = \$729
- 15% three+ kids → 11 families with 33 kids in total @ \$12 per child = \$396

## Total Revenue

Estimated Total : \$1950 (solo sign ups) + \$729 (two-kid families) + \$396 (three+ kids families) = \$3075

Profit : \$3075 (est. total) - \$1800 (project budget) = \$1275 profit  
which gives us a profit margin of over 70% — far exceeding our minimum goal of 10% profit.



**Thank You**