

T221-001

1

Affordable Art Fair 2025

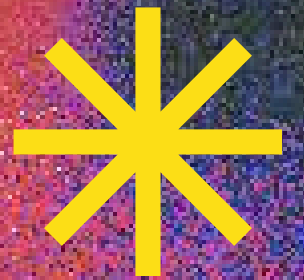
The World We Will Build

Programme by

sofea, abdul, mugi, afl, eve

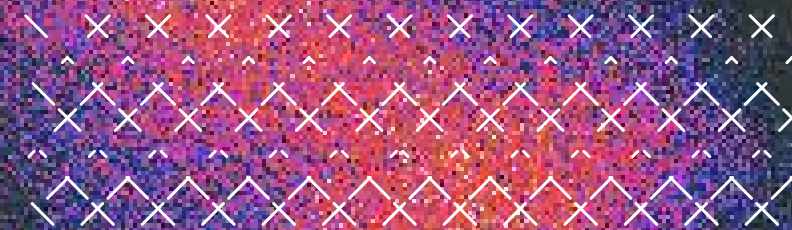
Date

24 - 25 August 2025



feat. our theme

SO
RETRO-
TASTIC!



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Our Vision

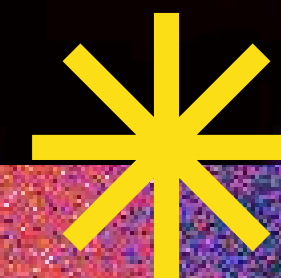
Planting the seeds of innovation in today's youth to grow the Singapore of tomorrow through STEM.

As Singapore advances into a digital era, it becomes increasingly essential to equip our youth with the spirit of discovery through Science, Technology, Engineering, and Mathematics (STEM) in a more interactive and enjoyable way!

Our Mission

Enhance Audience Experience

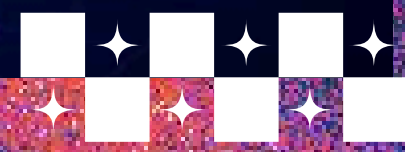
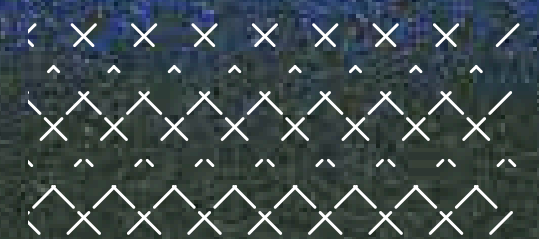
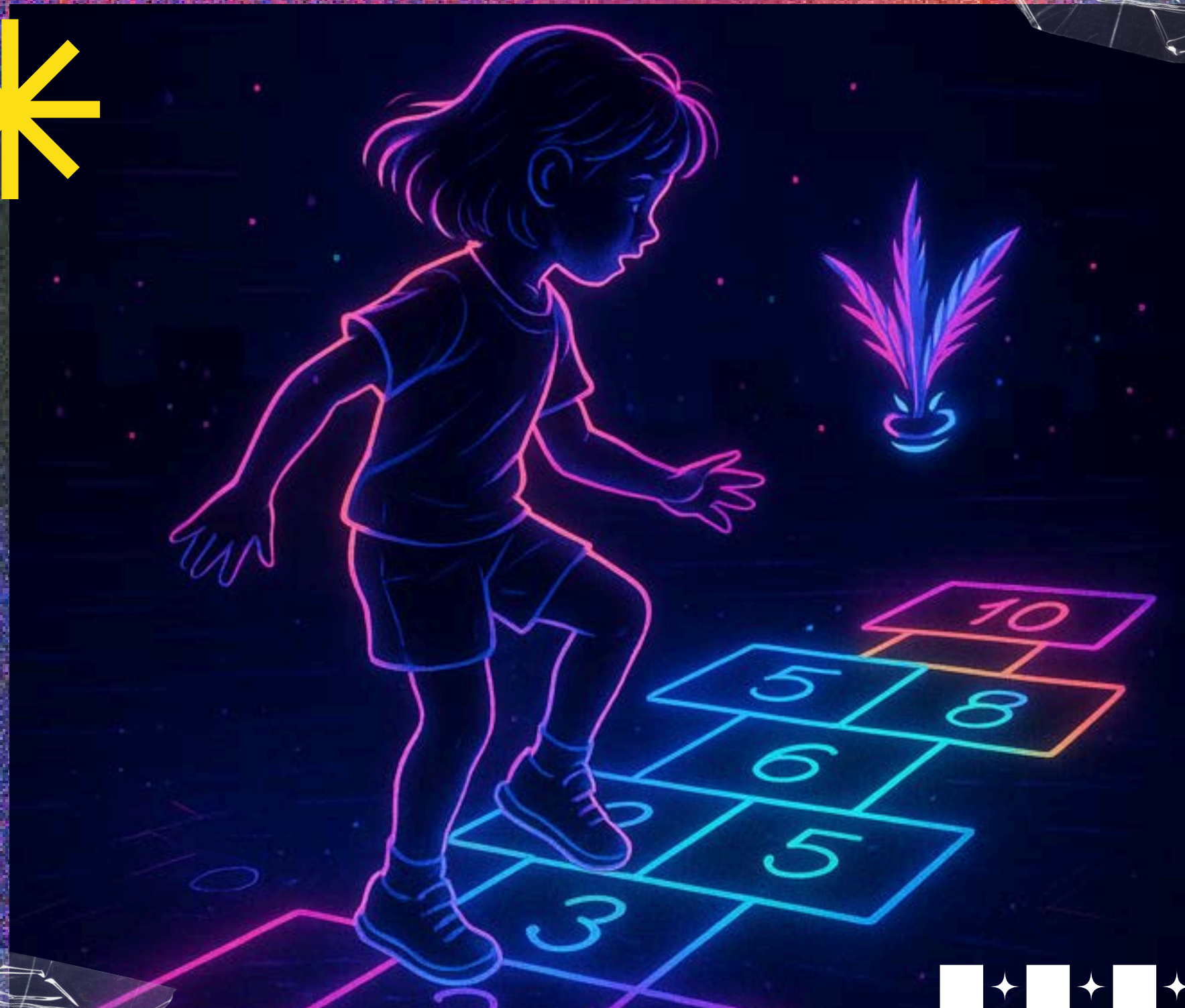
To nurture and drive curiosity in children through STEM-based activities.



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SO RETRO-TASTIC!

In the futuristic year of 2225, where colour drives change, and change ruled by children themselves. We reimagine old school and nostalgic elements, and repurpose garden life to bring a fresh, revised childhood life of tech fun and wonder.



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Seatbelts,
Everyone!

Segmentation Breakdown

CX 1

Market: Families with Children in Primary School

Description:

- Children aged 5-13
- Household Size: 3-4

Lifestyle: Has a normal fixed routine catered to nurturing their kids and upkeeping the household

Spending habits: Goes out weekly to indulge in dinner and other marketing errands .

Financial status: Comfortable

Values: Wants to ensure that their kids remain well-educated and engaged outside of school

CX 2

Market: New/Inexperienced Parents

Description:

- Children aged 3-5
- Household Size: 2-3

Lifestyle: Struggles to maintain an regular routine while navigating the balance between work and family responsibilities.

Spending habits: Weekly grocery runs prioritising essentials for their child.

Financial status: Not as well-off and still experimenting in life.

Values: Wants to take "time-off" from parenting yet ensure that their kids are able to bring home memorabilia

Targeting - Chosen Persona

Families with Primary School Children

Description:

Children aged 5-13

Household Size: 3-4

Lifestyle: Has a normal fixed routine catered to nurturing their kids and upkeeping the household

Spending habits: Goes out weekly to indulge in dinner and other marketing errands.

Financial status: Comfortable

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Planting the seeds of innovation in today's youth to grow the Singapore of tomorrow through STEM.

As Singapore advances into a digital era, it becomes increasingly essential to equip our youth with the spirit of discovery through Science, Technology, Engineering, and Mathematics (STEM) in a more interactive and enjoyable way!

Positioning Statement

SO RETRO-TASTIC! is a futuristic space where children can express themselves and build enriching and exciting lifestyles.

Unique Selling Point (USP)

Rather than simply having fun, participants can engage in enjoyable and interactive workshop activities that utilise STEM as a fun and enriching approach to viewing the future of life.

Target Marketing Objectives

Product

Description: Workshops will highlight STEM concepts in a brief and fun way

How will it engage children?: Incorporate daily learning

FREE-FRINGE WORKSHOP TAGLINE:
"Catch a Glimpse of Your Future"

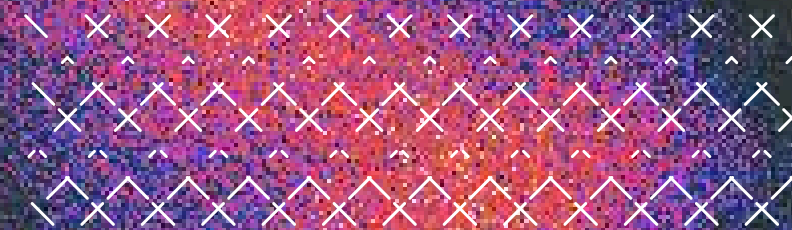
PAID WORKSHOP TAGLINE: "How will the buildings of Singapore look in the future?"

Price (while ensuring quality and value)

- Shadow Craft Workshop is free, to promote accessibility.
- LEGO Workshop is priced through bundling , early-bird promotions and psychological pricing to generate demand.

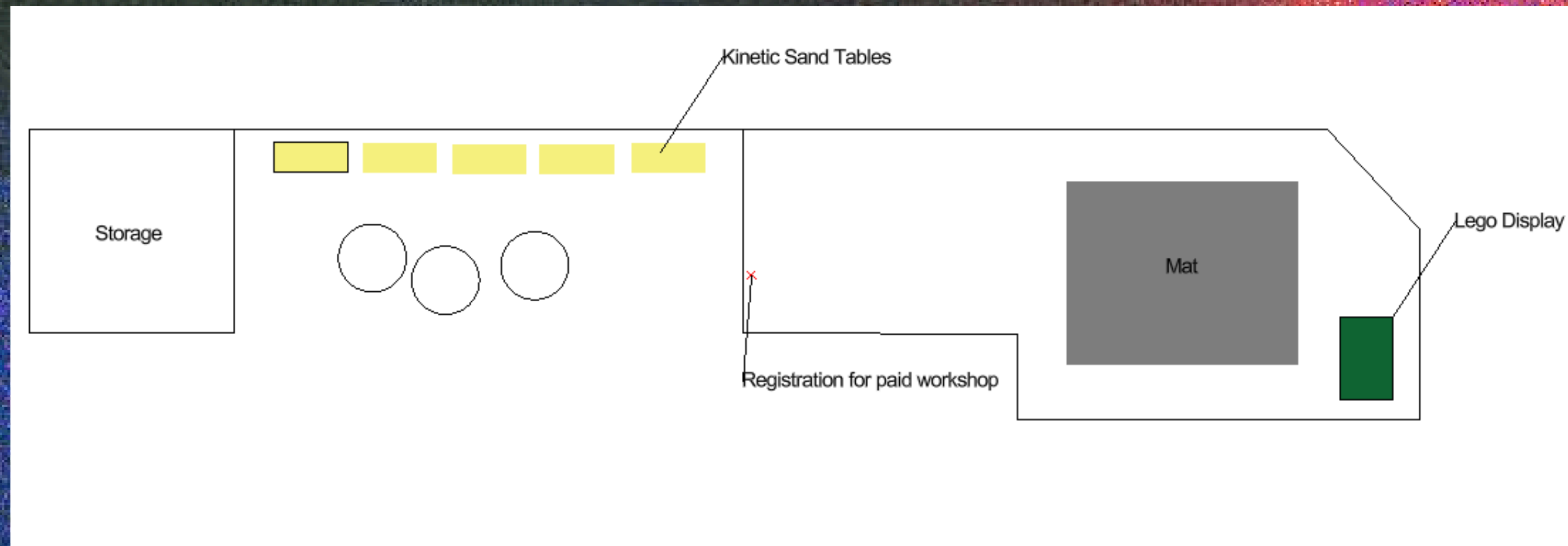
Promotion

- Promotion through social media accounts e.g Instagram, TikTok to attract target audience.
- User-generated content can also be utilised by doing up online contests, and encouraging users to post photos through a hashtag.

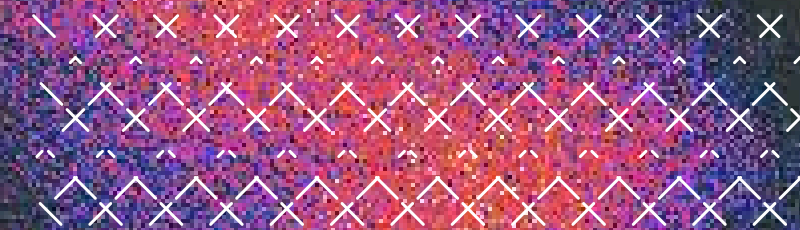


Targeting - Chosen Persona Place

utilising the F1 Pit Building to our advantage and
transforming it into a SO-RETROTASTIC! space



*Ticketing will be done on a third-party website



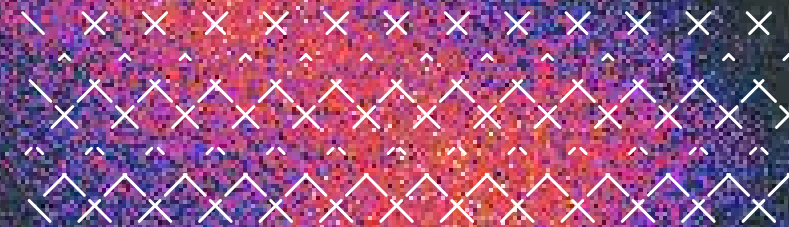
Free-Fringe Workshop

Time Leap

Duration: 45 minutes



Catch a Glimpse of Your Future



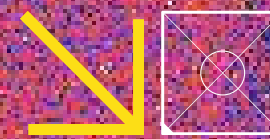
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Join Us At

Time Leap



Shadow Craft

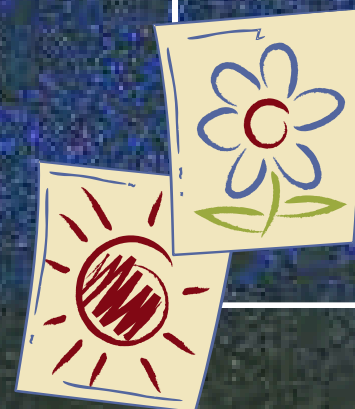


Transform your kids into future visionaries through different jobs!

Using ready-made cardboard cutouts, they would then have to stick colour gels to make their jobs “come to life”. Their creations will be shown through SHADOW as they explore our dark, immersive exhibition. Within our RETRO-TASTIC world tell the vibrant stories of the children.

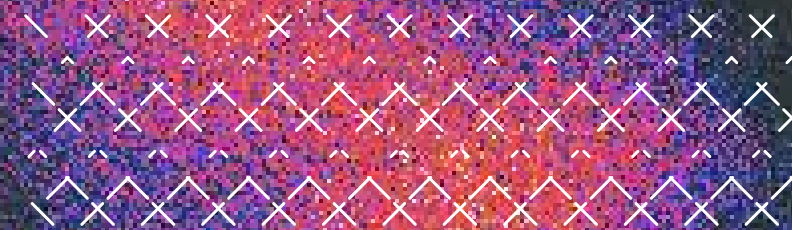
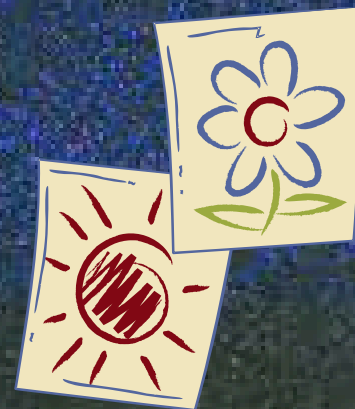
JOBS STENCILS

**Vlogger
Artist
Chef
Engineer
Pilot**



Logistics	Qty.	Price	Links
Cardboard cutout props of the job	60 Cutouts + 10 Cardboard	(recycled)	
Colour Gel Paper	7 Sets (1 Set: red, yellow, blue, pink, purple, green, orange)	$(\$3.30 \times 7) \times 7 =$ \$161.70	
Decorative Gems	20 Sheets (2651 x 2 = 5302 pieces)	$\$7.77 \times 2 = \15.54	
 - Balls of String - Sheets of Paper	-		

Time Leap's Layout



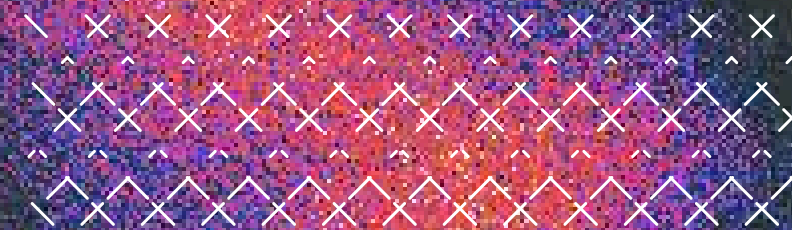
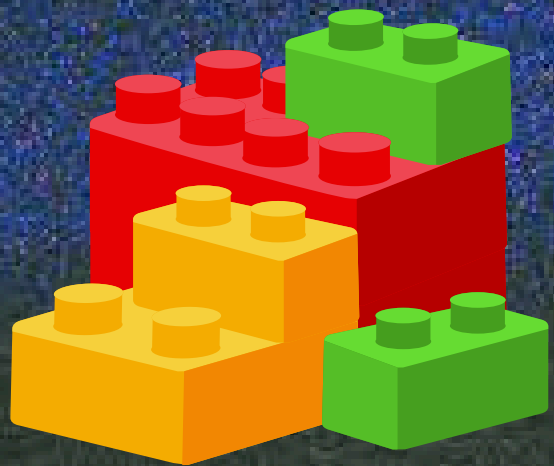
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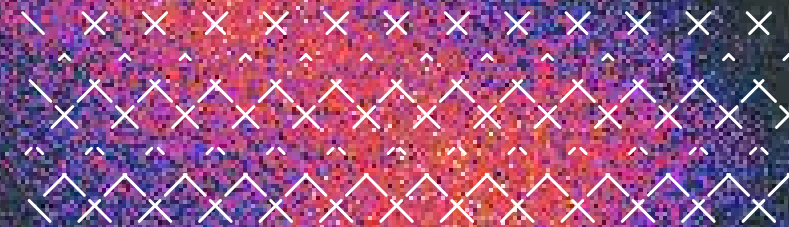
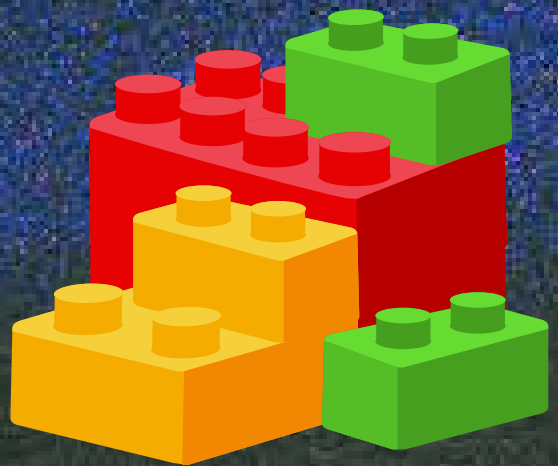
Paid Workshop

Our Building Blocks

Duration: 2 hours



How will the
buildings of
Singapore look
like in the future?



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The 2225 Singaporean Dream

Step into the future year with a twist of retro charm!

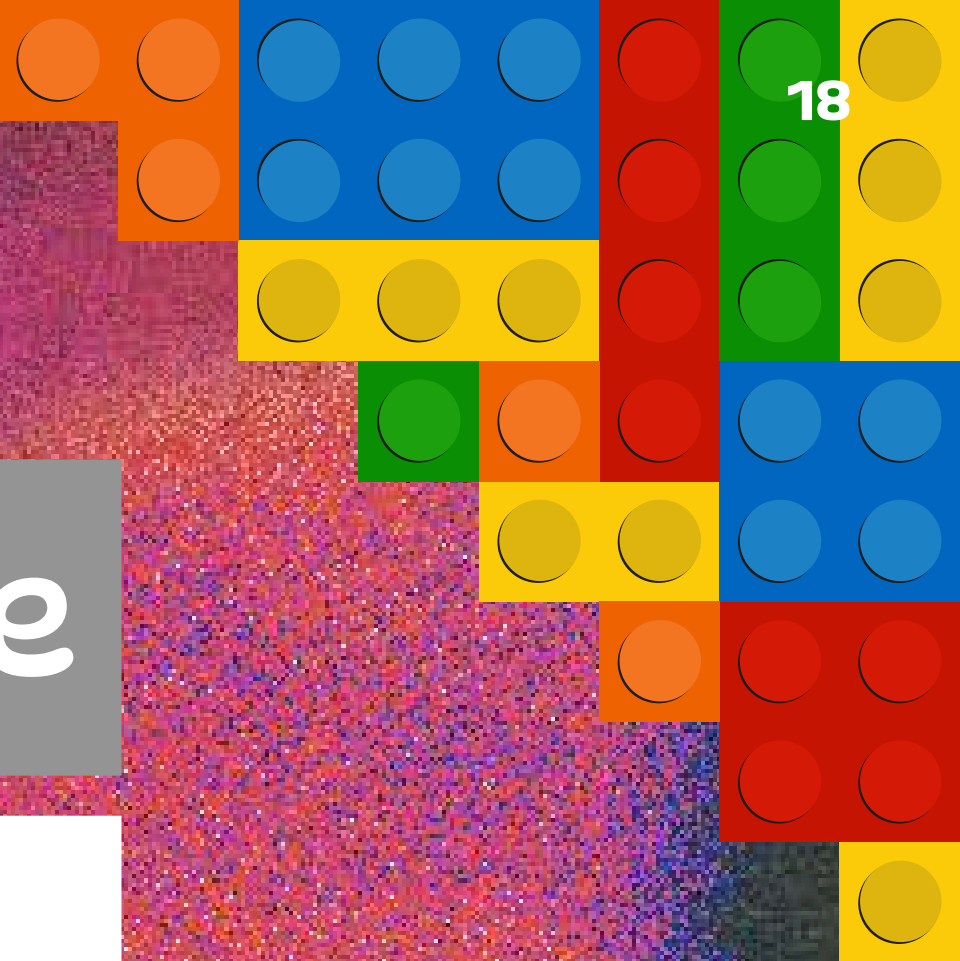
In this hands-on creative workshop, young visionaries will be given exclusive “retro-futuristic” LEGO building kits featuring iconic Singapore landmarks. From shophouses to HDB blocks, participants will reimagine these familiar buildings for the future:



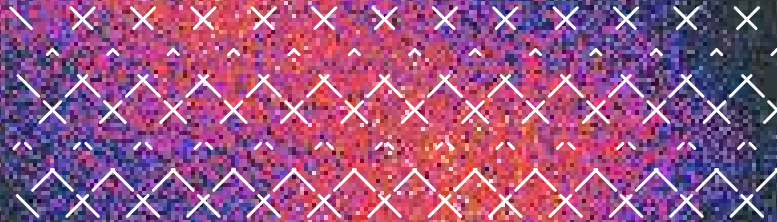
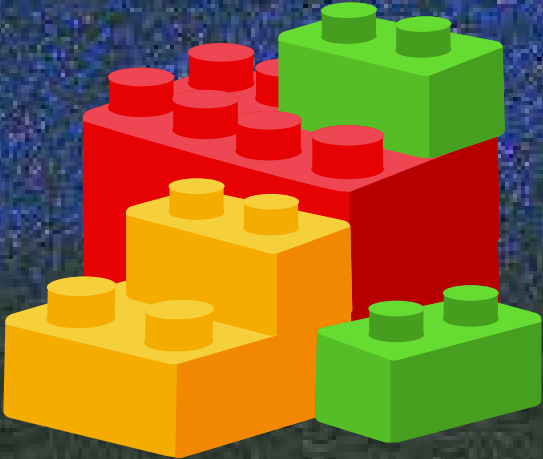
CATEGORIES

HOUSING SCHOOL PARK etc





Logistics	Qty.	Price
Lego Bricks	-	Free (in partnership with LEGO)
25 x 25 cm Grey Base Plate	30 x 3 = 90 Plates	Free
38 x 38 cm Green Base Plate	25 Plates	Free



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SO RETRO-TASTIC! Elements

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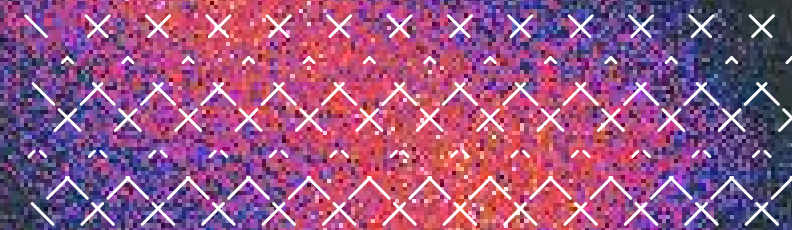
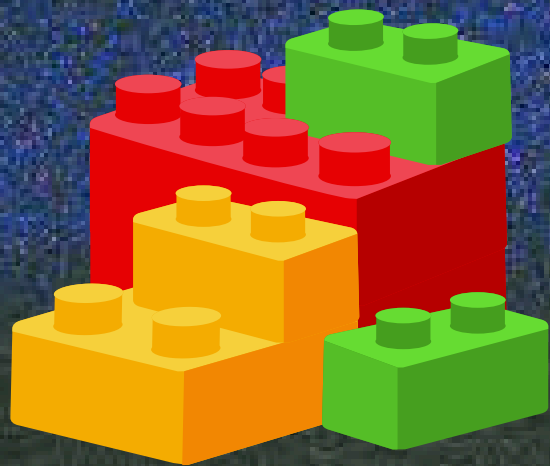
“Transparent”
Bricks



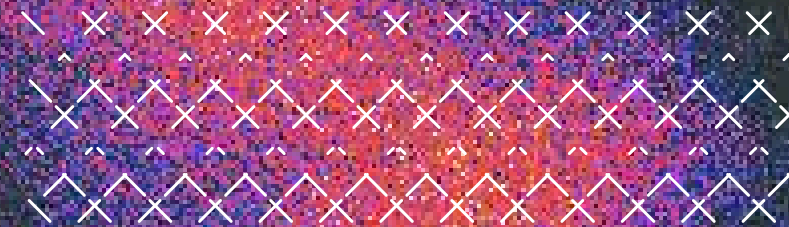
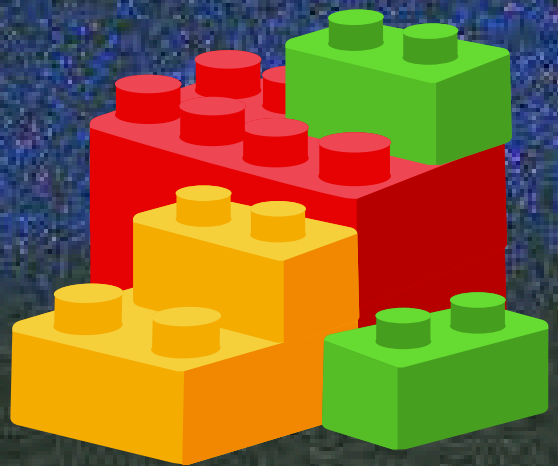
Neon-coloured
Bricks



Micro-LED
Lights



The 2225 Singaporean Dream's Layout



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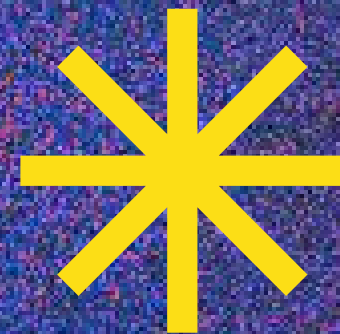
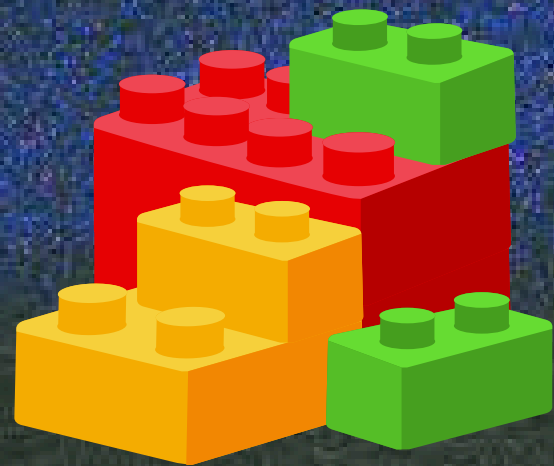
Ticketing

Scheduled Session Timings:

- 12PM – 2PM
- 4PM – 6PM
- 7PM – 9PM

Max Capacity:

- 30 (per session)
- 90 (for all 3 sessions)



General Pricing

\$14.50

per child
(aged 6 to 13 only)

LEGO Bundle (Early Bird)

\$39.50

per pack
(Limited to 10 Units only)

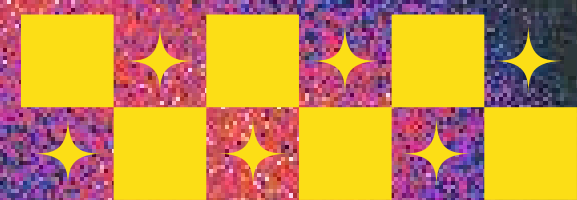
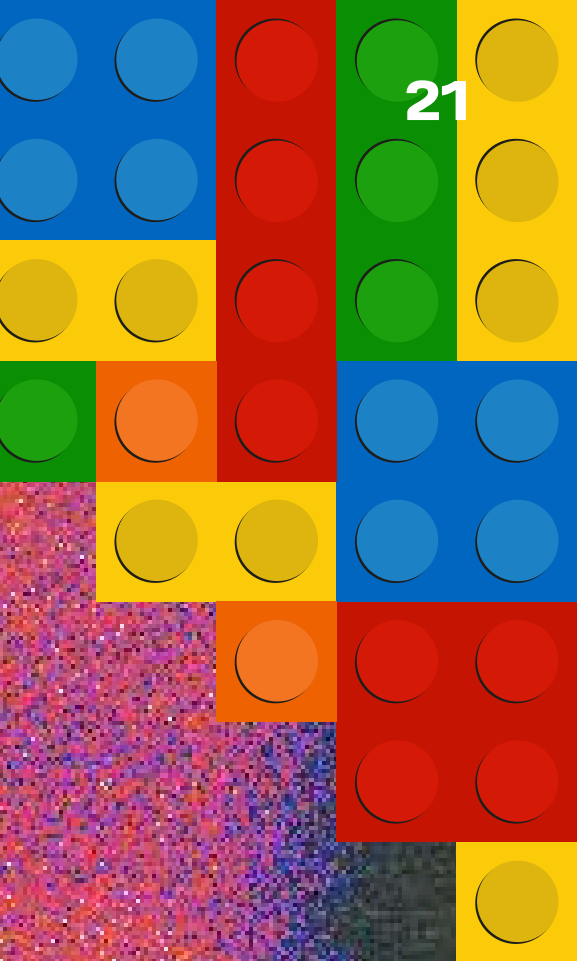
LEGO Bundle (Ideal)

\$49.90

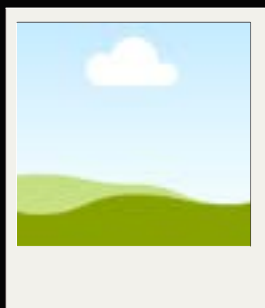
per pack
(Limited to 10 Units only)

*Parent(s) and kids below 3 enjoy complimentary access per child.

*A LEGO Bundle consists of 1 child ticket & 1 LEGO set of 3 options of your choice.



CERTIFICATE



This is to certify that

has been officially recognized as a
FUTURE BUILDER

in the **SO RETRO-TASTIC!** city of Singapore, 2225

Dad

Dad

Date

9/11/25

Mom

Mom

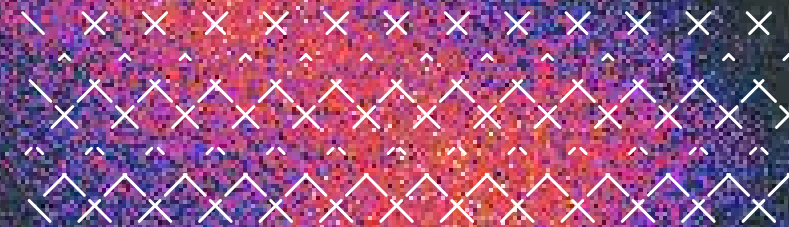
Overall Budget Breakdown

Budget Provided: \$400	
Expenses	
Logistics	Price
Cardboard Cutout Props of the Job Costume	NA
Colour Gel Paper	$(\$3.79 \times 7) \times 7 = \underline{\$161.70}$
Decorative Gems	$\$7.77 \times 2 = \underline{\$15.54}$
Total Expenses	\$177.24
Sponsorships	
Inventory	Price
Lego Bricks	(Sponsored by Lego)
25 x 25 cm Grey Base Plate	(Sponsored by Lego)
38 x 38 cm Green Base Plate	(Sponsored by Lego)

Revenue from Ticketing Sales	
Item	Price
LEGO Bundle (Early Bird)	$\$39.50 \times 10 = \underline{\$395}$
LEGO Bundle (General)	$\$49.90 \times 10 = \underline{\$499}$
Child Ticket (General)	$\$14.50 \times 70 = \underline{\$1,015}$
Total Revenue	\$1,909
Profit Gained	\$1,731.76
Profit Percentage	> 10%

Living in 2225

An Immersive Experience



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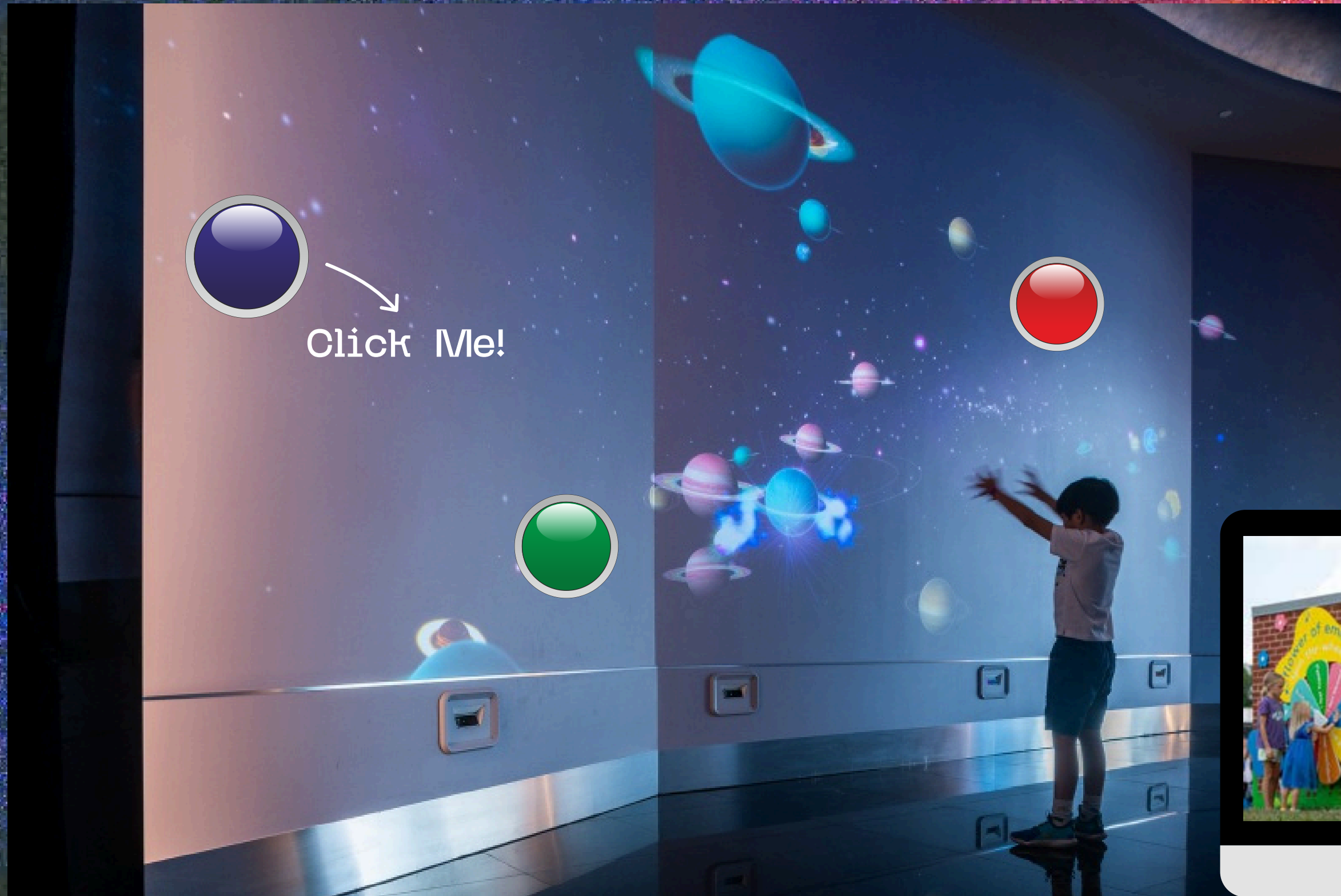
Immersive Elements

- Soundscape
- AR Sandbox
- Neon Lighting
- Interactive Wall (from T258-003 Team 4)
- Traditional Games set for each table
- Artificial Plants

Purpose: For children to interact and explore the space, immersing themselves in the year 2225



Interactive Wall

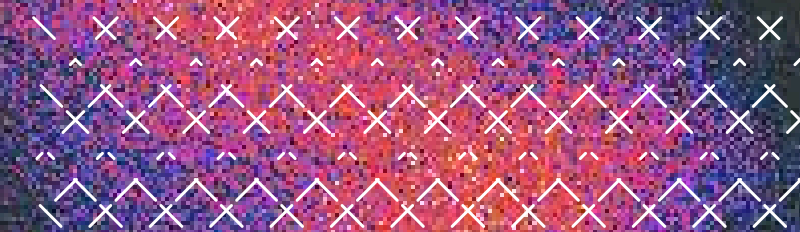


Reference



Overall Budget Breakdown

Budget Provided (For Immersive Elements)	\$1,000	
Expenses		
Logistics	Qty.	Price
Kinetic Sand	5	$\$40 \times 5 = \200
Projector Rental	2 for 2 days	$(\$88 \times 2) \times 2 = \352
Gold, Blue & Violet Spray Paint	1 each	$\$8.90 \times 3 = \26.70
Artificial Ivy Garland of 24pcs	1	<u>\$12.49</u>
Country Flag Erasers of 48pcs	1	<u>\$5.20</u>
Old Singaporean Card Game Set of 12	1	<u>\$7.60</u>
Kinetic Sand Box	5	$\$8 \times 5 = \40
Push Button Set of 4	1	<u>\$36.44</u>
Neon LED Signage	2	$\$8.99 \times 2 = \17.98
Neon Custom LED Signage	2	$\$21.80 \times 2 = \43.60
Total Expenses		\$742.01
Sponsorship		
Inventory	Price	
Art Supplies & Stationeries	(Sponsored by RP)	
Budget Balance	\$257.99	





SUPER FUTURISTIC, SO RETRO-TASTIC

Enjoy a fun-filled event filled with retro futurism as we pave
the way for our future youths to craft and curate our futuristic landscape.