



FOR IMMEDIATE RELEASE

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An Altered State Of Mind

15 DECEMBER 2006—Phobia. Delusion. Delirium. They are all part of your experience at The Clinic. You're embarking on a journey through the labyrinth of rooms, each a cocoon of intensity and sensations. Passageways and connecting doors will take you from one frontier to another. At The Clinic, you enter a room called Amino, sip your drink from drip bags against pearl-lined walls then move on to a grey room called Anthrax. Chances are, you'll end up in a space decked out with mind-blowing artwork called Delirium or crumble with exhaustion in Phobia. That's what a night at The Clinic will give you.

With the grand opening of The Cannery, Lifebrandz Ltd is staking its claim on the Asian nightlife scene as one of its major players. Beyond introducing high profile international brand names into Singapore, the company has birthed a whole new original concept club that is certain to breathe new life into the city's leisure scene.

The Clinic, Lifebrandz's own creation that stands at a whopping 15,000 sq ft, is an entertainment mammoth of bar, lounge, dance club and supper club all rolled into one. Executive Director Clement Lee likens The Clinic to Brit artist Damien Hirst's controversial spirit. "When we brainstormed for The Clinic, we wanted to build a place that would jolt people's senses. We already have great chill-out spots like Kandi Bar and Barfly that offer the public a sort of 'comfort zone' to unwind. The Clinic is the opposite. It's in-your-face, provocative and brash, like Damien Hirst's art. We think the market is ready for something edgier."

Indeed, among The Cannery's diverse and thrilling new offerings, The Clinic will be the one set to garner "love it or hate it" reviews. The Clinic is split into 2 levels, with 6 pill-shaped themed rooms on the first floor and 3 rooms on the upper level. Expect medic-kitsch décor and equipment, from pills, syringes, drips and test-tubes as background.

A one-of-its-kind molecular gastronomy restaurant, **Aurum** by The Clinic, is on the second floor. And **Nectarie** (#01-05 The Cannery), a dessert counter is located on the first floor. Nectarie will offer a tantalising array of sweets, all freshly made from the kitchen, served in bite sizes so we can have a taste of the variety. Homemade pralines and exotic ice creams flavours like tarragon apple, screwdriver, B52 and grass jelly-soybean are just a few on the creative menu.

But a key ingredient at any of The Cannery's outlets has to be the music. At The Clinic, the vibe is eclectic, with a policy that spans from sexy, funky soulful house infusing live elements that include a vocalist, a trumpeter and a percussionist to cutting-edge electronic dance music.

Entertainment

Martin Taylor (UK) (DJ)

One of the most talked about DJs in the UK, not just because he can take on four CDJ-1000s at the same time, Martin is known for his brand of sexy house music, bar grooves and his penchant for funky, dirty and tribal sounds. He was introduced to the art of spinning at the tender age of 6 by his father who was a DJ. Now he has played at clubs across Ibiza, Detroit and Dubai. In his spare time, Martin also co-runs the highly popular and long-established Solid Gold Music Promotions with his parents.

Stephanie Renee (US) (Vocals)

She likes to call herself **Synthesis**, like the act of fusing distinct entities to a new, unique creation. When she's not wowing listeners with her live or recorded performances, Stephanie serves as the Chief Creative Catalyst for Creator's Child Productions, a creative services and artist management agency.

With songwriting and vocal skills that groove and dip across genres, Stephanie masterfully combines influences from jazz, R&B, house and rock music into a mix of sounds that seduces and entrances. Simply put, Stephanie Renée is a performer who instinctively tunes into the listening audience and makes folks feel good.

Kafele (US) (Trumpet)

Kafele Bandele, trumpeter, composer and producer, has been playing the trumpet for approximately 15 years. Born in Baltimore, Maryland and raised in Baton Rouge, Louisiana, Kafele was first exposed to jazz by his parents. In fact, he attributes his love and appreciation for the art to his father who often played John Coltrane, Freddie Hubbard and Miles Davis among others. Later, his brothers and sister introduced him to Hip-Hop and R&B. This musically enriched background provided the influences that

helped cultivate his unique sound. He has released his debut album, "Prodigal Moon" which introduces a new genre of music that infuses spontaneous trumpet riffs with pulsating, hypnotic baselines. He calls this music Cool Fusion-a poetic entanglement consisting of the finest elements of jazz and the richness of Hip-Hop.

Niko (NYC) (Percussions)

Nicholas Laboy was born in Spanish Harlem in New York. He is a driven musician with innate and continuously growing talents, placing him among the top young percussionists in New York City. His talents have placed him among the most sought after young percussionist and stimulated the interest of numerous bands including him in their recording projects. Among several bands and artists that he has collaborated with are: Latin sensation directed by Jose Nangual Jr, the internationally acclaimed dance music producer and DJ, Louie Vega (Masters At Work), for whom he arranged and recorded the highly praised percussion on "Steel Congo".



Setting The Gold Standard In Dining

Part of The Clinic, Aurum (Latin for gold) is a fine dining restaurant that wholly defies conventions and definitions. "With this restaurant, we want to stretch your imagination," says Clement Lee, Executive Director of Lifebrandz Ltd, "journey beyond familiar territories, not just in the physical environment and presentation but in your perception and notion of what we call cuisine."

Dinnertime at Aurum promises an enchanting "ritual". The room is strikingly gold, with a private dining room decked out in black with lights dotting the ceiling like stars. There is just one seating at 6:30pm. Guests are requested to arrive on time, enjoy a nitro-cocktail and watch the unveiling of the show kitchen. The group will sit in golden leather-seated wheelchairs, sans tables and wait for dinner. The 13-course degustation dinner begins with tables rolled out ceremoniously.

For the first time Singapore, food lovers will get a taste of molecular cuisine. Molecular gastronomy—made famous by Spain’s own Ferran Adria (founder of food mecca El Bulli)—will be introduced in Asia by Aurum. The menu is a dizzying array of food that is space age-worthy. Created by Edward Voon (Captain of the Singapore Culinary National Team), Executive chef of The Cannery, and michelin star chef Paco Roncero (from Casino del Madrid) your palate and senses will be jolted and challenged.

Imagine a menu that reads like this: “Ingot of golden oil”, “Foie gras and creaking gold”, “Jelly of oil, gold and passion” —all mystifying creations of art-meets-science, high technology-meets-haute cuisine. The experience will break all preconceptions you’ve had about food. Confused but intoxicated? Just wash it down with cocktails like “Suspended fruit in sangria gold”. Our diagnosis? Has to be experienced to be believed.

Beyond introducing high profile international brand names into Singapore, the company has birthed a whole new original concept club that is certain to breathe new life into the city’s leisure scene.

“Once again, Lifebrandz has pushed the boundaries and created an innovative and original concept club that will breathe new life into the city’s already buzzing entertainment night scene and place Singapore firmly on the world map for Entertainment. The Clinic and Aurum are such funky and radical concepts that trend-setting visitors from the region and beyond will be drawn to Singapore to experience anew, our nightlife offerings,” says Mr Oliver Chong, Director, Cluster Development (Events & Entertainment), Singapore Tourism Board. “It is the different and cutting edge concepts like The Clinic and Aurum that will boost Singapore’s efforts to become the Entertainment Capital of Asia to help achieve STB’s 2015 Tourism targets of \$30 billion tourism receipts and 17 million visitor arrivals.”

The Clinic Details

Address (The Clinic)	:	Block 3C The Cannery, River Valley Road #01-03 The Cannery Clarke Quay Singapore 179022
Address (Aurum)	:	#02-03 The Cannery
Enquiries/Reservations	:	(65)6887-3733
Website	:	www.theclinic.sg
Opening hours	:	Amino Bar : 5:30pm; Aurum : 6:30pm to 10:30pm. Club : 10:30pm till late – cover charges apply

Capacity : 1,000
Size : 15,000 sq ft
Highlights : LED wall; Damien Hirst's original prints including, the 14-part series of Stations of The Cross and New Religion; pharma-kitsch décor.

About The Cannery

The Cannery aims to be the ultimate entertainment, nightlife and food & beverage concept destination – the coolest party central of Asia. With 8 international brands and 18 unique concepts that include; the iconic dance club from UK – **Ministry of Sound**, chill-out **Kandi Bar**, glamorous **FashionBar**, Italian bistro **BICE**, sophisticated restaurant-bar **Barfly** and the highlight, a gallery/restaurant/bar/club for all your addictions, **The Clinic** and its molecular gastronomy restaurant **Aurum**, guests will be spoilt for choice. From pre-dinner to dinner to supper, it is one big fabulous playground to be explored and enjoyed.

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