

FOR IMMEDIATE RELEASE

IMC GROUP ASIA ANNOUNCES
MANAGEMENT OF CAPITOL THEATRE

20 April 2021, Singapore – Live entertainment entity, **IMC Group Asia**, today announced its appointment to manage the iconic heritage **Capitol Theatre**. Part of a prime integrated development Capitol Singapore, the Capitol Theatre is located in Singapore’s busiest business and cultural district. The new partnership with Perennial Holdings Private Limited marks another key milestone in IMC Group Asia’s expansion efforts both in Singapore and abroad, which will further consolidate the group as a leading multidisciplinary entertainment company.

IMC Group Asia’s Chief Operating Officer, Romell Song, said, “IMC Group Asia is honored to be partnering with Perennial Holdings Private Limited in helming one of Singapore’s most prestigious venues. Venue management is a natural extension of the live entertainment industry and the partnership will see IMC Group Asia further developing Capitol Theatre as the venue of choice for performances and events. IMC Group Asia is also keen to move forward from the pandemic and pursue the many strategic opportunities present through its current expansion efforts.”

Eunice Lin will represent Capitol Theatre as General Manager in its new capacity. “I am excited to be a part of this new chapter in Capitol Theatre’s long and proud history,” she said. “Already, the theatre is successfully hosting ALIVE, Singapore’s first series of live concerts for 2021. We look forward to even more exciting projects and events to come.”

Meanwhile, theatre and entertainment company, Dream Academy, has shown its full support towards IMC Group Asia’s new appointment. Selena Tan, Founder and Managing Director of Dream Academy, said, “Dream Academy is tremendously excited to be back in Capitol Theatre, and we cannot wait to stage all of our productions in 2021 there! As a venue, Capitol Theatre is steeped in culture, heritage, and has a special place in Singapore’s history. In IMC, Capitol Theatre has in place the ideal management team to take it forward, and to ensure that quality entertainment with local content continues to be provided for Singaporeans at this very special venue.”

Jazz icon Jeremy Monteiro, too, sees the new appointment as beneficial for the local Arts & Culture scene. “I am sure that under the direction and curation of IMC, Capitol Theatre will rightfully take its place as one of the most iconic similarly-sized venues in the world, along with such globally famous venues such as the Apollo Theatre in NY, the Queen Elizabeth Hall in London and the Beijing Concert Hall in China,” he says.

Award-winning music producer, arranger and composer, Kenn C, has already worked on and off-stage at Capitol Theatre. “I enjoy working there,” he says. “The high-grade pro concert audio system works really well with natural lush warm reflections and acoustics in this venue and it allows for a wide range of musical performances to be effectively showcased here.”

ABOUT CAPITOL THEATRE

Capitol Theatre, part of a prime integrated development Capitol Singapore, is an architectural and heritage treasure. The venue remains contemporary and vibrant thanks to its exceptional interiors and leading-edge, world-class audio and visual equipment. The theatre’s 977-seat venue is the first in Southeast Asia to have a rotational floor system that allows for flexible seating configurations, making it an ideal setting for any event. Capitol Theatre’s legacy lives on in the reverent hands of IMC Group Asia whose commitment to excellence and attention to detail continues to drive the inner workings and operations for one of Singapore’s best and most elegant of venues. Capitol Theatre is also glad to partner with BookMyShow who allows Capitol Theatre to have control over their own ticketing, a first for a venue in Singapore.

Official Website: www.capitol-theatre.sg

Facebook: www.facebook.com/CapitolTheatreSingapore

Instagram: www.instagram.com/capitoltheatre.sg/

ABOUT IMC GROUP ASIA

IMC Group Asia is a multidisciplinary entertainment establishment with offices in China, Singapore, Japan, Malaysia and Thailand. Headquartered in Singapore, the group’s expertise lies in live show production, creative development, concert and event management (IMC Live Global, Re:Activate Asia) as well as technical solutions (ITC Systems & Eleven Productions). In the past 13 years, IMC Live Global has promoted and produced over 430 world-class shows for 5.5 million fans in 48 cities around the globe. IMC Group Asia’s entities synergise as a collective whole across platforms, creating top-notch services for the artistes and corporations it collaborates with, providing unsurpassed, exceptional live experiences for audiences around the world.

For high-res images of the venue: <http://bit.ly/CT-IMC>

****Please credit all photos to IMC Group Asia***

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