



FOR IMMEDIATE RELEASE

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BIGGER, BETTER, BOLDER: Hit Pop-up Marketplace Returns

APS Lifestyle brings back 9MCM this June with a bigger and more eclectic collection of merchants for an even better consumer and gastronomic experience.

Singapore, 6 May 2014–

Imagine hip bistros popping up at a lifestyle gallery, whipping you hot piping delights from designer kitchens fully equipped with state-of-the-art appliances right before your eyes. Imagine sipping fine wines while you browse and shop around for one-of-a-kind flea market finds such as local handmade jams, granola, tea blends or even skincare products. Imagine no more, for you will be pleased to find all these and more in just one place, this coming June!

Due largely to the overwhelming turnout last June, home appliances distributor APS Lifestyle will be bringing back the well received 9MCM this June. Short for 9 Muthuraman Chetty Market, the pop-up marketplace, 9MCM, will once again be held at APS Lifestyle Gallery at 9 Muthuraman Chetty Road on 21 June 2014, from 10am to 9pm. This time round, APS Lifestyle has upped the ante with more merchants, a greater variety of offerings, and an enhanced consumer and gastronomic experience for guests and visitors.

Enhanced Consumer Experience

Totalling close to 67,000 square feet of space, APS Lifestyle's two-level showroom, and adjacent carpark area will be transformed into a pop-up marketplace of food, fun and fabulous finds. This year, 9MCM will allocate designated sit-down areas for enhanced patrons' experience. Tables and chairs will be custom made from wooden pallets to create a rustic chic ambience while patrons savour on good food and fine wines.



Great Taste, Great Company

To give guests one of a kind gastronomic experience, APS Lifestyle went the extra mile to source and carefully select merchants that (in their humble opinions) deserve much more publicity and recognition for their quality food. Many merchants on the list may not be known to many, but the dedication they have to their food is admirable and this dedication can definitely be tasted through their culinary creations.

What to look out for? Savour the renowned signature fish and chips from Rokeby Bistro. Or, feast on fusion raw tuna avocado dish from East 8. Complement these delicacies with some fine wines from KOT Selection. Not a wine person? Then sip some freshly brewed coffee from Habitat Coffee or wine-inspired tea from A.muse Projects. For desserts, cool down with some old-fashioned Australian ice cream sandwiches by Pat and Stick. Or, let the self-taught bakers at Tart Blanc tempt your palate with their delectable tarts!

Elaine Ong, spokesperson of 9MCM, describes the marketplace as having "... all the good food coming together so that you don't have to drive around just to get them. It's amazing good news for all foodies!"

More than just food --- Fashion, Home Wares and Affordable Arts

This marketplace is not all about food and drinks; 9MCM will also see the inclusion of more purveyors of fashion and lifestyle products.

For the ladies, you can check out MandyT, a chemical free and plant-based local skincare brand that was recently awarded the Cleo Beauty Hall of Fame 2014. Or, browse through Whole9Yards' series of vintage fashion line that comes with a tinge of modernity. Fret not the gentlemen this year, you are not forgotten, look to Sifr, a contemporary menswear fashion lifestyle brand that takes pride in engineering men's clothing, footwear and accessories of quality, comfort and value. Alternatively, check out artisanal home wares at Four & Twenty or bring home some pretty flowers from Elle & Becks to brighten up your homes.

"APS Lifestyle really knows how to cook up an appetite for fun and fanfare to go with seriously good gourmet grub," says Andy Loh, who attended their 9MCM pop-up marketplace last June 2013. "It was the first time my wife and I ever experienced browsing for kitchen appliances amidst a multisensorial extravaganza of great eats, good company and amazing shopping!"

*Open to the public from 10am to 9pm on 21 June 2014 at APS Lifestyle Gallery, 9 Muthuraman Chetty Road
Admission is **free**. Visit www.apslifestyle/9MCM for more details.*

APS LIFESTYLE **GALLERY**

// LEVEL 1



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Derived from the address of APS Gallery at
9 Muthuraman Chetty Road; **9MCM**
stands for *9 Muthuraman Chetty Market*.

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APS LIFESTYLE GALLERY

// LEVEL 2



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Imagine hip bistros popping up at a lifestyle gallery, whipping hot piping delights from designer kitchens fully equipped with state-of-the-art appliances right before your eyes.

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“

merchants will be using these live kitchens to cook right here and then!

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Official 9MCM Poster

9MCM
THE POP-UP MARKETPLACE



MCM

THE POP-UP MARKETPLACE
EAT. DRINK. SHOP

21 JUNE 2014
SATURDAY 10AM - 9PM

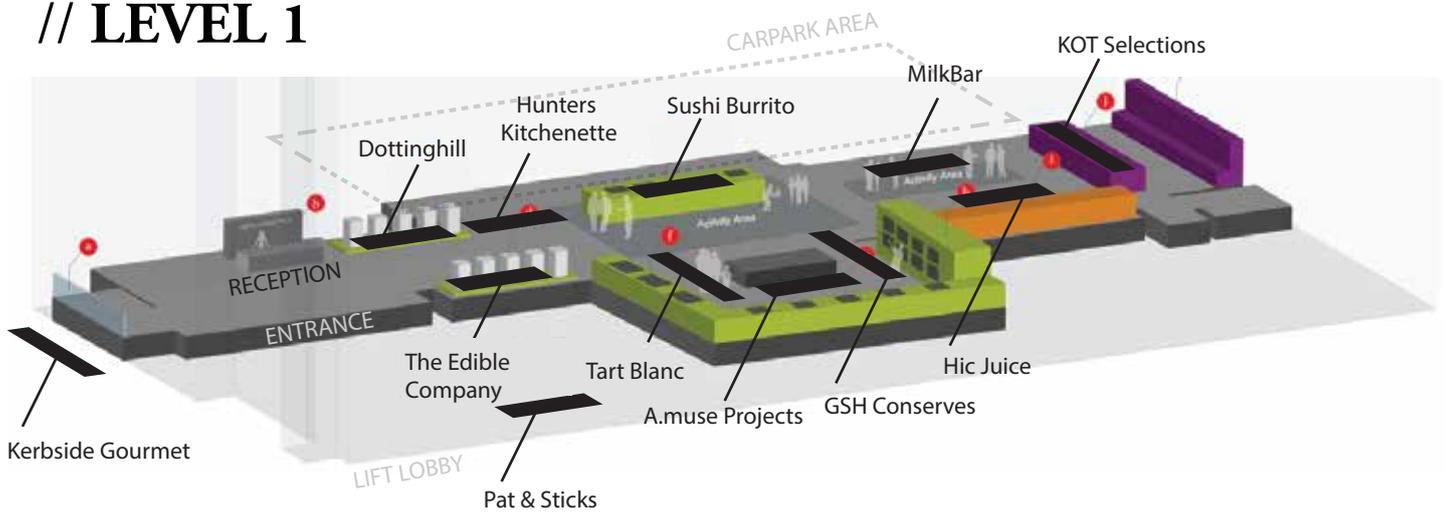
9 MUTHURAMAN CHETTY ROAD
RPS LIFESTYLE GALLERY LEVEL 1 & 2

PARTICIPATING *MERCHANT LIST*

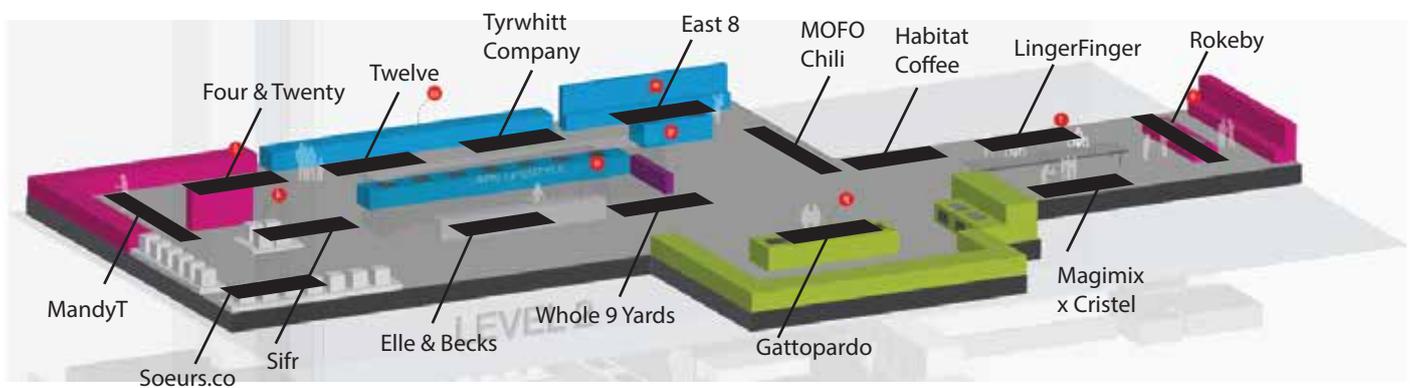
- | | |
|--------------------------|----------------------------|
| 1. Gattopardo | 15. The Edible Company |
| 2. East 8 | 16. A.muse Projects |
| 3. Rokeby Bistro | 17. MOFO Chilli |
| 4. Sushi Burrito | 18. Whole 9 Yards |
| 5. Kerbside Gourmet | 19. Sifr |
| 6. Tart Blanc | 20. Soeurs.co |
| 7. MilkBar | 21. MandyT Skincare |
| 8. Linger Finger | 22. The Tyrwhitt Company |
| 9. Pat & Stick | 23. Elle and Becks |
| 10. Habitat Coffee | 24. Four & Twenty |
| 11. Hic Juice | 25. Dottinghill |
| 12. KOT Selections | 26. MagiMix x Cristel |
| 13. GSH Conserves | 27. Twelve x Little People |
| 14. Hunters' Kitchenette | |

FLOORPLAN

// LEVEL 1



// LEVEL 2



Gattopardo

Gattopardo is managed and owned by Executive Chef and Managing Director Lino Sauro. The restaurants under the Gattopardo brand are Gattopardo Ristorante di Mare, a contemporary Italian and Mediterranean fine dining restaurant on Tras Street, and Morsi & Sorsi, a casual dining eatery in the heart of the CBD area serving Italian street food favourites and Stuzzichini.



East 8

East 8 was born out of nostalgia for St. Mark's Place in New York City and a need for something distinct in Singapore. Located on E 8th Street, St. Mark's Place is a bopping street filled with hole-in-the-wall eateries, many of which are Asian or Japanese leaning. In the same spirit, we take tapas to the East, serving small plates and Asian liquor-based cocktails that push the frontier of Asian Fusion. Over here, everything is served for sharing because we believe that a meal should be accompanied by conversation. We like to say East 8 is a bridge – a bridge from New York to Singapore, and a bridge between you and the people you eat with.



Rokeby

Rokeby is an Australian bistro - offering delectable Australian gourmet food and a variety of Australian beer and wines. Rokeby's menu exemplifies the use of fresh seafood and fine grades of steaks for guests. This bistro serves a wide variety of brunch items in the mornings and mains and grilled items after. Set in its tranquil surroundings, guests can enjoy al-fresco dining while enjoying the breeze.



Sushi Burrito

Fun, Fast, Fresh, Fantastic: Fusing together the best of what Mexican and Japanese fast foods have to offer, diners can now indulge in a quality spread of healthy and delicious, yet reasonably priced Sushi Burritos; Singapore's first ever burrito sized sushi hand rolls.



Kerbside Gourmet

Offering gourmet food by the road, Kerbside Gourmet aims to raise the quality and nutritional level of street food in Singapore. Served at drive-through prices out of a food truck built locally, Kerbside Gourmet is also a social enterprise working on a Buy-One-Give-One model. For every main dish served, Kerbside Gourmet will give one away to needy families in Singapore.

Kerby, as the truck is affectionately known, is an environmentally-friendly hybrid truck. Its signature dish is Pea Puree with 62-degree Egg, which will also be presented in 9MCM.



Tart Blanc

Tart Blanc is a tart specialty cafe owned by self-taught sisters. As its name suggests, the tart shell is like a blank canvas to the baker only to be inspired by creativity in many forms, flavours, and textures. At Tart Blanc, each tart is crafted with 5 different layers, this is the passion and dedication the owners have for their pastries.



MilkBar

MilkBar was established in August 2011 as a tribute to its owner, Sandra's late father who taught and shared the love of cooking with her.

MilkBar has been firm in its objective to create goods inspired by old-fashioned food made with the finest ingredients.



Linger Finger

LingerFinger originally transpired from a love of the written word and the appearance of a new oven. Not the most interesting story we know, but this girl who is in love with the grotesque beauty of Life has made it her mission to create the ugliest looking cakes that burst forth with the most magnificent of flavours. Ok, so we got a little carried away. And the cakes are not that ugly nor will they propel you skyward. But we bake with willing fingers and eager minds, and hope that our customers taste this in LingerFinger's little treats.



Pat & Sticks

The Pat and Stick's range of old-fashioned hand-made ice cream sandwiches was launched back in 2004 in Sydney, Australia, when friends and founders Pat and Stick quit their day jobs to work on the frozen confections full time.

Ten years on, the Pat and Stick's team continue to make their product from scratch each week – a memorable combo of all-natural ice cream, authentic flavours and their famous homemade cookies.

This Australian success story is now available in Singapore thanks to local partners The Providore.



GSH Conserves

GSH Conserves is a local artisanal jam maker and with line of jams and condiments, called Spread. Their products are made from the great seasonal produce that can be found in our region. They choose to source close to home to reduce wastage and 'food miles' while supporting local and regional industries. Made proudly in Singapore, we want to Spread the word that our food choices can be made consciously to conserve our environment.



A.muse Projects

A.muse is inspired by the beauty of tea. Like all things of beauty, tea is at once complex and simple. Its versatility allows you to enjoy it in any way you please. At its essence, it may simply be a comforting daily ritual, something that anchors your day and refreshes your mind. If you delve deeper, you may uncover all the fascinating elements in the world of tea culture.

Their latest creative spin brings you something just a little different from what you know - Wine-Inspired Tea.



The Edible Company

Sick of overly processed boxed cereals? So are we at The Edible Co. We believe that good food is a right, not a privilege and because breakfast is the most important meal, we want you to start it right. No old wives tales or health claims, just keeping it simple with 100% real ingredients that you can pronounce. Made in small batches and contains no refined sugars or rubbish, our granolas are worth waking up for.



Habitat Coffee

Est in 2011, Habitat Coffee has always had a aim of bringing the great home style cooking and artisanal coffee experience to you. Serving a specially crafted house blend that is locally roasted weekly to bring you the freshest cuppa joe every-day. At Habitat, you can always enjoy a piece of home with us as we take care of your coffee cravings & rumbling tummies



Hic Juice

Hic'Juice is founded by a group of food-junkies-turned-juice-enthusiasts, with the help of a lovely certified nutritionist, to bring the healthy wave of cold pressed organic juices from California to you and me in Singapore. Our juices are raw, organic and cold pressed freshly the same day it's being delivered to you across the island. Choose from 3 levels of our Juice Cleanse for an effective detox, or from our five functional Six Pack Packages to supplement your diet with live enzymes and vitamins!



KOT Selections

Our wines are typically made from carefully tended vines, with minimal intervention in the cellar, by dedicated winegrowers, across a wide range of styles. The results are apparent — balanced, delicious and interesting wines which work well with food.



MofO Chili

MOFO CHILI is a homemade chili condiment that uses only the freshest ingredients, taking close to seven hours to be created. MOFO CHILI provides chili as it should be - with pure spiciness and delectable heat. It is the perfect recipe with consistent quality, taste and freshness. They have two level of spiciness, Dodge The Bullet (level 5) and Final Destination (level 10).



The Hunters' Kitchenette

Inspired by the health benefits of the hunter gatherer diet, locally-based Hunters' Kitchenette's founder, Herbert Salim, decided to create his own line of small batch nut butters and spread the clean eating message through his products.

Nuts are very rich in minerals, and have been a part of human diet for millions of years. Hunters' Kitchenette's nut butters use ingredients that are natural, processed very minimally, and without any chemicals. They also use coconut palm sugar and unrefined sea salt for most of the butters.



Whole 9 Yards

Whole9Yards is an international womenswear label headquartered in Singapore. The brand draws inspiration from the romantic, delicate looks of the past, and interprets this using a modern aesthetic. The Whole9Yards design team is made up of a group of international, talented designers across fashion capitals of London and Paris, and up-and-coming South East Asian countries.



Sifr

Sifr is a contemporary lifestyle brand that takes pride in engineering garments, footwear and accessories that display quality, comfort and value. Inspired by someone who is confident and discerning, our products not only incorporate premium materials, solid construction but also deep thought. Ethnicity and fabric textures are consistently explored. Through continuous and transparent interaction with friends of Sifr, we are regularly refining and researching.



Soeurs.co

Soeurs.Co is set up in June 2012 by a pair of sisters who love fashion and experimenting with different kinds of styles - modern, chic and fun. Inspired by high-street style and fashion, we handpick fashion forward and classic clothing from different cities for the modern independent women.



Four & Twenty

four&twenty is a product of love for good design and artisanal craftsmanship.

We like the idea that home and kitchenware can be made with care and used with love; that they can be both easy on the eyes and easy to use; and that they need not become fodder for landfills when the next fad comes skipping along.

We find beauty in clean lines and the understated, and in natural materials such as ceramics, woods, and metals.

Our current collection of objects have been thoughtfully hand-crafted by artisans in Japan, Denmark, Sweden, the USA, and Thailand.



Twelve x Little People

Twelve. is a Singapore-based design agency founded in 2013. They are specialised in graphic design, branding, printing services and corporate gifting. Their one-stop approach has allowed their clients to experience effectiveness and efficiency in their projects.

As they believe in showing appreciation to people who matters to them, twelve. together with Little People by VMWT will be selling a series of postcards for this purpose!



MandyT Skincare

Their philosophy is to live as simply and naturally as possible by substituting chemicals with safe, plant-based alternatives. Their products are freshly handcrafted in small batches to ensure the highest quality of ingredients and to deliver a powerful and yet natural final product that keeps your skin Fresh, Healthy and Radiant.



The Tyrwhitt General Company

TGC is established with the basic principles of good design and craftsmanship in mind. Apart from stocking a well-curated selection of quality crafted brands, TGC is essentially a platform for young emerging crafters and makers to present their wares via pop-ups and installations. As purveyors of the traditional artisan movement, TGC organizes workshops where you can put yourself in the shoes or rather hands of master crafters and be guided through their thought and design processes.



MagiMix x Cristel

With 40 years of culinary innovations, Magimix has taken the art of toasting to new heights with the world's first see-through toaster, winning the best innovation award with its Vision Toaster that allow users to reheat or defrost different types of bread. A favourite among top TV chefs, culinary schools and food writers, its Food Processor provides maximum functionality within a single machine.

Revolutionising the art of easy cooking and storing with the world's first "Cook & Serve" concept, CRISTEL cookware allows users the convenience



Elle & Becks

elle&becks is a multidisciplinary art & design firm whose capabilities and services include architectural, landscape, garden, interior, production, graphic, print, brand identity, event, floral, and product design, as well as art direction, art, craft and illustration, writing and editing, and copywriting, for the creation of novel spaces and experiences. Our guiding principles are commitment to art & design excellence, creativity, and innovation, with a focus on new ideas and concepts to achieve customised and unique solutions for each client and project.



Dottinghill

Dottinghill is an online design community + e-store retailing kick-ass designer skin-accessories (a.k.a temporary body tattoos) created by their awesome residents.

Their lofty dream is to popularize skin-accessories as fashionable and wearable little pieces of art that anyone can use as an everyday alternative form of accessory to complement their outfits, moods, events, partners or just because.

The submitted designs then go through scoring by the rest in the Dottinghill community. The most popular designs may get printed as skin-accessories that will go on sale on our e-store for the community to get their hands on.

