

# Changi Airport unveils art inspired whisky pop-up with Pernod Ricard GTR



The "Forces of Nature" collaboration is the first in Royal Salute's Art of Wonder series; the immersive experience combines the worlds of art and whisky



Royal Salute has unveiled its latest pop-up boutique at Singapore's Changi Airport, showcasing the "Forces of Nature" by [Kate MccGwire](#) collection. The immersive pop-up has been created in celebration of the new ultra-premium collector's set, which has been developed in collaboration with the British sculptor.

This is the inaugural edition in Royal Salute's Art of Wonder collection, which "invites visionaries to create inspiring artworks that transcend tradition and offer an unforgettable sense of wonder," reads the press release.

To bring to life the two worlds of fine art and whisky, the Changi pop-up will offer shoppers traveling through Terminal 3 a unique opportunity to view and purchase the "Forces of Nature" decanter and sculpture set by MccGwire (priced at 135,000 SGD).

The 21 individually handblown decanters in the exclusive collection house an ultra-rare 53-Year-Old-Blend and are engraved with intricate feathers and gilded in 24-carat gold leaf, with magnificent curves inspired by MccGwire's work. The artist specializes in the medium of feathers and has created a sculpture titled "Paragon" to accompany each decanter, featuring hand-picked and sustainably sourced pheasant feathers.

The 55-square-meter space is the first-ever art and whisky pop-up at Changi Airport. Featuring an abundance of gold feathers and florals, it aims to emulate the 24-carat gold leaf design on Kate MccGwire's decanter work. The boutique has been developed with sustainable design principles including recyclable and reusable materials and designed with Pernod Ricard Global Travel Retail's bespoke lifecycle analysis tool to minimize the carbon footprint of the installation.

The activation will offer a sensorial immersion into Art of Wonder and "Forces of Nature," with digital screens featuring exclusive video content throughout the space. Also on display will be a beautiful art book, which includes information about the collaboration and behind-the-scenes content

Plus, travelers will have the chance to enjoy a complementary tasting of Royal Salute's 21-Year-Old Pleated Blend and take part in a new olfactory experience. Shoppers will also be treated to a complementary Royal Salute gift bag and exclusive gift with purchase promotions.

Alongside Royal Salute's permanent core collection, the entire Platinum Jubilee Edition collection, which is made up of seven different decanter designs, will be on display and available for purchase at the pop-up. To honor Queen Elizabeth II and her seven decades on the throne, Royal Salute was inspired by seven iconic brooches from the Her Majesty's personal collection for the design of the decanters and box designs in the tribute release, with each including a color palette reflective of her famous wardrobe.

"We're excited to bring to life the new ultra-premium Royal Salute Forces of Nature collection through an immersive experience for shoppers traveling through Changi Airport.

"We have seen premiumization and luxury items as a key growth driver in travel retail over the past year. We're confident that customers who are seeking ultra-premium collectors' items will love this new collection, and that travelers will be excited by the unique shopping experience," says Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail.

"Lotte is proud to continue developing its strong relationship with Pernod Ricard and bring this sensorial experience to life for our customers at Changi Airport. We believe that our customers will be excited by the latest Royal Salute pop-up," adds Edward Im, Lotte Travel Retail Singapore Managing Director.

The first decanter and sculpture set in the "Forces of Nature" by Kate MccGwire collection was presented at the World of Wine and Spirits in Singapore. Travelers passing through Changi between November 17, 2022 and January 14, 2023, will be the first in the world to see it in global travel retail. Other sets in the collection will be available exclusively for shoppers passing through key global airports including China Hainan, Sydney, London Heathrow and Dubai International.