

Johnnie Walker brings exclusive Blue Label pop-up to Changi Airport



The limited-edition bottles and digital world are a collaboration between Johnnie Walker and artist Luke Halls

[Johnnie Walker](#) has unveiled a new experience in T3 Changi Airport, showcasing [Johnnie Walker Blue Label Cities of the Future](#) Singapore Limited Edition, which is available only at Changi.

According to the company, "This exciting new concept offers shoppers an additional, immersive and multi-sensory experience, aided by LCD back-wall displays. The limited edition bottle with stunning visuals has an NFC chip in the label that allows customers to explore a vibrant, imaginary Singapore society of the future that has embraced new scientific developments to unlock creative potential."

The experience in Singapore has been created by the Diageo Global Travel team in partnership with Changi Airport Group (CAG) and Lotte Duty Free, marking the first global official opening of this pop-up in the travel retail channel. The limited-edition bottles and digital world are a collaboration between Johnnie Walker and renowned digital artist Luke Halls.

"There are 10 designs exploring themes of geoengineering, AI empowerment, and technologies which defy physics, in the collection. These intricate illustrations reimagine a thriving and vibrant future society in 2220 with transformed cityscapes and skylines, which push the limits of what's possible.

"Halls' illustration of 23rd century Singapore explores the theme of geoengineered cities, reimagining

the city as a garden utopia with sprawling geodesic domes and organic curvilinear skyscrapers. The constant drive for green energy has led urban planners and engineers to develop man-made hydropower waterfalls and ultra-lightweight solar panels which adorn every structure."

Sandra Tassilly, Diageo Global Travel Commercial Director for APAC, MENA, and India, said, "We're delighted to see this experience from Johnnie Walker Blue Label launching in Changi, giving an exciting glimpse of the future to travelers in Singapore. Our partnership with Changi Airport and Lotte Duty Free has enabled us to connect with luxury shoppers at the airport, offering pre-travel online purchases and a personalized and multisensory experience. We'll continue to build on this strong partnership to accelerate the future success of travel retail in APAC, delivering outstanding service and exclusive gifting for shoppers to enjoy."

Teo Chew Hoon, Managing Director of Airside Concessions at Changi Airport Group, added, "Changi Airport is pleased to have partnered Diageo and Lotte to exclusively launch the Johnnie Walker Blue Label Cities of the Future - Singapore Edition. Just as the bottle's design and the pop-up's experience celebrate a vibrant vision of the future, at Changi Airport, we are equally excited by forward-looking innovations that will augment the traveler experience. With this novel, immersive experience at the pop-up, we hope visitors will not only be able to bring home a piece of history in the form of Johnnie Walker's exquisite whiskies but be inspired by these visions of the future."

Jeff Jeong, Managing Director for Lotte Duty Free Singapore, said, "Johnnie Walker Blue Label Cities of the Future - Singapore Edition is yet another neoteric creation that is highly anticipated by whisky-enthusiasts. Lotte is delighted to partner with Diageo, to present this exclusive pop-up experience to our shoppers at Changi Airport. We look forward to working closely with Johnnie Walker for more exciting innovations."

The Johnnie Walker Blue Label Cities of the Future pop-up is live in Changi Airport, Terminal 3 until May 12, 2023.