

press release

Universal Studios Singapore Reveals All-New Details About Illumination's Minion Land, Opening 2025



Conceptual rendering of Illumination's Minion Land at Universal Studios Singapore, located at Resorts World Sentosa. PHOTO CREDIT: UNIVERSAL DESTINATIONS & EXPERIENCES.

SINGAPORE, 29 July 2024 – Illumination's Minion Land will open at Universal Studios Singapore at Resorts World Sentosa (RWS) in 2025, transporting guests in Southeast Asia into an immersive, new land inspired by Illumination's beloved *Despicable Me* and *Minions* franchise. The highly anticipated land will feature multiple rides, including *Despicable Me* Minion Mayhem and an all-new carousel exclusive to Universal Studios Singapore, *Buggie Boogie*, which features dance music remixed by the Minions, as well as a variety of themed retail and dining experiences.

Minion Land is created in partnership between Universal Creative, Universal's award-winning creative team, the acclaimed filmmakers from Illumination, and RWS, Asia's favourite lifestyle destination resort. The land will take guests into the world of Illumination's *Despicable Me* and *Minions* movies where they will be able to experience three distinct areas: Minion Marketplace, Gru's Neighbourhood, and Super Silly Fun Land.

Minion Marketplace



Conceptual rendering of Minion Marketplace in Illumination's Minion Land. *PHOTO CREDIT: UNIVERSAL DESTINATIONS & EXPERIENCES.*

Here in this charming marketplace, the Minions have found unique ways to fully express their creativity through the colourful store fronts. Minion Marketplace is the one-stop location to shop all things Minions including themed sweet treats and merchandise:

- **Sweet Surrender** – Topped with a giant jawbreaker vending machine – and the mischievous Minions – this candy-themed store features a diverse selection of Minion-themed apparel, plush toys, homeware, confections, and other fun souvenirs.
- **Pop Store** – What happens when you infuse Minions with modern design and street-art style? The Pop Store. Guests can get the latest fashion items and trendiest styles with a Minion twist.
- **Fun Store** – It is accessories and toys galore at this toy shop run by the beloved Minions.

Gru's Neighbourhood



Conceptual rendering of Gru's Neighbourhood in Illumination's Minion Land. *PHOTO CREDIT: UNIVERSAL DESTINATIONS & EXPERIENCES.*

Adjacent to Minion Marketplace is Gru's Neighbourhood, where the former supervillain now lives with his family – Lucy, and the girls, Margo, Edith, and Agnes. Beneath their home lies Gru's Lab and his loyal horde of Minions, who are beginning to take over the streets! Guests can look forward to the wildly popular Despicable Me Minion Mayhem attraction here.

- **Despicable Me Minion Mayhem** – This immersive motion simulator ride brings guests on an unpredictable ride through Gru's super villain laboratory as they are transformed into Minions for his latest scheme. Joined by Gru, the girls, and the mischievous Minions, guests can look forward to heartwarming and humorous family fun for all.

Super Silly Fun Land



Conceptual rendering of Super Silly Fun Land in in Illumination's Minion Land. *PHOTO CREDIT: UNIVERSAL DESTINATIONS & EXPERIENCES.*

Super Silly Fun Land, the seaside carnival from *Despicable Me*, is right across the street from Minion Marketplace and Gru's Neighbourhood. The place where Gru and the girls had their momentous Fun Day is made even more joyful with the Minions adding their own mischievous spin. Guests can enjoy fun rides and games as well as indulge in deliciously themed food in a colourful venue complete with sweeping views of the lagoon.



Conceptual rendering of Buggie Boogie, the first-ever Minion dance party-themed carousel, which is exclusive to Universal Studios Singapore. PHOTO CREDIT: UNIVERSAL DESTINATIONS & EXPERIENCES.

- **Buggie Boogie** – The first-ever Minion dance party-themed carousel makes its debut at Universal Studios Singapore! Guests can hop aboard a fleet of space bugs and silly creatures and boogie to popular songs that have been remixed by the Minions, helmed by DJ Carl.
- **Silly Swirly** – Guests can take off in uniquely styled ride vehicles and spin and soar through the sky while catching views of Super Silly Fun Land and the lagoon.
- **Super Hungry Food Stand** – This all-new restaurant unique to Universal Studios Singapore is the larger-than-film version of the waterfront snack stand from *Despicable Me*.
- **Pop-A-Nana** – Popcorn's never been so much fun! Guests can stop by this snack kiosk for Minion-inspired popcorn flavours.
- **Space Killer** – At this game booth modelled after the "Super Silly Space Killer" arcade game in *Despicable Me*, guests can try and beat the odds to win prizes like Fluffy, Agnes' plush unicorn.
- **Ba-Na-Na CaBaNa!** – The game is flippin' bananas – to earn a reward from the Minions.

More surprises await in Minion Land, including fun photo opportunities with the Minions such as a courtyard fountain where the Minions are making mischief yet again!

"We are thrilled to bring Illumination's Minion Land to Universal Studios Singapore at Resorts World Sentosa and transport fans in Southeast Asia into the world of Illumination's globally popular *Despicable Me* franchise," said Ms Lee Shi Ruh, President of RWS. "With its exciting line up of attractions, retail, and dining – some of which are exclusive to Universal Studios Singapore – Minion Land is poised to be a popular draw for both local and overseas visitors alike. We look forward to continuing to raise the bar in entertainment with our range of world-class attractions at RWS."

“We are delighted for guests to experience Illumination’s Minion Land at yet another Universal destination around the world – Universal Studios Singapore,” said Mr Page Thompson, President of New Ventures, Universal Destinations & Experiences. “The Minions are such well-loved characters and this newest land builds on the incredible storytelling from the *Despicable Me* and *Minions* franchises, brought to life in an exciting, immersive theme park setting. Guests are going to love this new addition.”



Introducing Illumination’s Minion Land at Universal Studios Singapore video.

For more information about Illumination’s Minion Land at Universal Studios Singapore, watch the video at https://youtu.be/7topNZs_UmM. Visit <https://www.rwsentosa.com/minion-land> to be the first to know when new details are announced.

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ABOUT RESORTS WORLD SENTOSA

Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the premier Resorts World Convention Centre, and a casino. RWS offers award-winning dining experiences and exciting cuisines from around the world helmed by celebrity chefs, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from star-studded concerts to immersive exhibitions. RWS is the first integrated resort to be inducted into the TTG Travel Hall of Fame in 2023 after being named "Best Integrated Resort" for 10 consecutive years at the TTG Travel Awards, which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.



ABOUT UNIVERSAL DESTINATIONS & EXPERIENCES

Universal Destinations & Experiences, a unit of Comcast NBCUniversal, offers guests around the globe the world's most innovative, thrilling, and popular entertainment experiences. Our portfolio is comprised of world-class theme parks featuring the industry's most thrilling and technologically advanced attractions, exceptional hotel and resort properties, and unique merchandise, games, culinary, virtual, and live entertainment experiences. All are designed to create immersive, memorable, and emotionally fulfilling moments for people of all ages looking to take their accommodations and entertainment to new heights. For more information, visit corporate.universaldestinationsandexperiences.com.

ABOUT ILLUMINATION

Illumination, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including *Despicable Me*—the most successful animated franchise in cinematic history—as well as the record breaking *The Super Mario Bros. Movie*, *Dr. Seuss' The Lorax*, *Dr. Seuss' The Grinch* and *The Secret Life of Pets* and *Sing* films. Illumination's library includes three of the top 10 animated films of all time. Illumination's iconic, beloved franchises—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed \$10 billion worldwide. Illumination has an exclusive financing and distribution partnership with Universal Pictures.

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EDITORS' NOTES

1. High resolution images can be downloaded from [here](#).
2. Conceptual renderings are to be attributed to: *Universal Destinations & Experiences*.