

## MEDIA RELEASE



# Jewel Changi Airport unveils Southeast Asia's first "Mario Kart" themed installations

*The only Nintendo Pop-Up Store outside of Japan returns with even more exclusive merchandise to delight fans*



*Super Mario and friends are racing into Jewel Changi Airport from now till July.*

**SINGAPORE, 25 APRIL 2025** – Jewel Changi Airport (Jewel) welcomes back today the highly anticipated Nintendo pop-up store alongside exhilarating Mario Kart-themed installations that will have visitors saying "It's-a me, Mario!" throughout Jewel. Nintendo enthusiasts, Super Mario fans and families alike can look forward to new and exclusive Nintendo merchandise, and enjoy racing through Jewel to snap photos with Super Mario and friends from now till July.

## Nintendo mania returns with more exclusive merchandise



*This is the only Nintendo pop-up store outside Japan where fans can shop for merchandise from Nintendo's well-loved games.*

Back by popular demand, the Nintendo pop-up retails over 500 items including more than 150 new and exclusive merchandise previously not available at the inaugural pop-up held in Jewel in 2023, which had received resounding response. The Jewel pop-up in Singapore is the only spot outside Japan where fans can grab items from beloved games like Super Mario, the island life of Animal Crossing, the epic adventures of The Legend of Zelda, the ink-credible world of Splatoon, and the charming explorations of Pikmin. Fans can also purchase a limited-edition Nintendo themed T-shirt commemorating the Jewel store's opening. The Jewel Nintendo pop-up is located at Level 4 and will be available from today till 24 July. More details of the pop-up store can be found in the Annex.



*Get your hands on limited-edition Nintendo-themed t-shirt at the Jewel store.*

### **Race through the Mario Kart Jewel Circuit Challenge**

From today till 24 July, Jewel transforms into a real-life Rainbow Road with the **Mario Kart Jewel Circuit Challenge**, inspired by the familiar race course from the Mario Kart 8 game series! Visitors can explore various dynamic installations starring Mario, Luigi and the entire kart-racing crew set against the lush backdrop of the Forest Valley and the majestic Jewel Rain Vortex.

Prepare to be wowed by a centrepiece measuring 5 metres by 4 metres at the entrance to the Forest Valley – one of Jewel's biggest installations ever! Watch vibrant lights race across its curved platform, recreating the thrill of the Rainbow Road, while the iconic Mario Kart soundtrack fills the air, transporting visitors straight into the game. Keep your eyes peeled for the larger-than-life Banana, standing tall at 1.3 metres – a playful nod to everyone's favourite Mario Kart hazard!





*Don't let the Mario Kart hazard stop you in your tracks as you navigate your way around all the various installations!*

To complete the Mario Kart experience, visitors can score an exclusive Mario Kart sticker pack by collecting six stamps on a stamp rally card. Visit the different Mario Kart installations located around Jewel (Hint: these can be found from Levels 1 to 5!) to find the six unique stamp collection points. The sticker packs come in a blind box concept with each pack containing a random mix of one character and three power-up items. Fans can look forward to a total of four different characters and five power-ups in the entire collection.



*Sticker pack collection featuring four characters and five power-up items*

Visitors can also try their luck at the sure-win Gachapon machines located near Jewel's Level 1 Concierge counter! Spend a minimum of S\$80 in a single receipt at participating stores to redeem one token (Mastercard users earn a bonus token!) for a chance to play the Gachapon and win attractive prizes, including merchant vouchers, attraction tickets, retail discounts, and gift cards. Shoppers can also purchase a token at S\$6 via the Changi App.

Between 1 and 12 May, visitors can stand a chance to redeem a free Gachapon token! Simply participate in the **Nintendo Photo Challenge** and share photos of the **Mario Kart Jewel Circuit Challenge** installations within Forest Valley on their social media accounts to be eligible. To qualify, follow Jewel on one of its social media accounts and show the social media post to the Jewel staff at Level 1 concierge.

**Faith Tan, Head, Leasing at Jewel Changi Airport Development**, said "The first Nintendo pop-up at Jewel that took place in 2023 was a success, and we are thrilled to be partnering with Nintendo once again to bring this exciting experience back to our visitors. This time, the pop-up store will retail even more exclusive merchandise, including a limited-edition Nintendo T-shirt specially for the Jewel store's opening. We are also delighted to introduce the vibrant world of Mario Kart to Jewel with many fun installations and photo spots. Adding to our existing array of attractions, shops and restaurants, we are confident that the Nintendo collaboration will draw many visitors

here and transform Jewel into a premier destination for families and travellers during this period, and especially for the June school holiday period.”

For more details on the Nintendo pop-up store, please refer to factsheet in the Annex.

For high resolution images, download [here](#). Please credit the images to Jewel Changi Airport Development (JCAD) and Nintendo.

**For media queries, please contact:**

Sharon Chia

M: (65) 9229 0545

E: [sharon.chia@changiairport.com](mailto:sharon.chia@changiairport.com) / [corpcomms@jewelchangiairport.com](mailto:corpcomms@jewelchangiairport.com)

Ng Hui Hui

M: (65) 9060 9491

E: [ng.huihui@changiairport.com](mailto:ng.huihui@changiairport.com) / [corpcomms@jewelchangiairport.com](mailto:corpcomms@jewelchangiairport.com)

**About Jewel Changi Airport ([www.jewelchangiairport.com](http://www.jewelchangiairport.com))**

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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Tiktok: <https://www.tiktok.com/@jewelchangiairport>

Xiao Hong Shu: <https://bit.ly/jewelxiaohongshu>



### Launch Details

#### **Nintendo POP-UP STORE in SINGAPORE**

**Period** Friday, April 25, 2025 – Thursday, July 24, 2025

**Location** Level 04-227, Jewel Changi Airport, 78, Airport Boulevard, Singapore 819666

**Business hours** 10AM to 10PM. On April 25 only, the store will open at 12 noon.

**Operated by** BENELIC SINGAPORE CO., PTE.LTD.

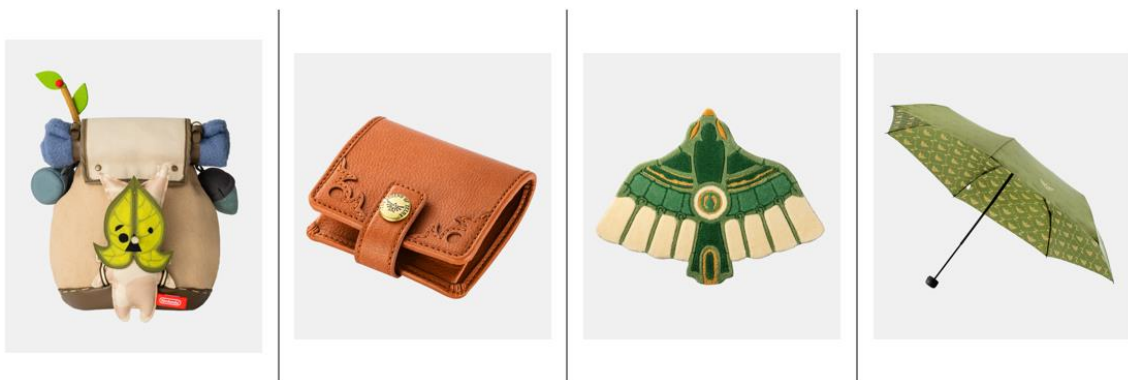
### Exclusive Nintendo merchandise available at the Jewel Pop-Up Store







*Some examples of merchandise from the Super Mario range*



*Some examples of merchandise from The Legend of Zelda range*

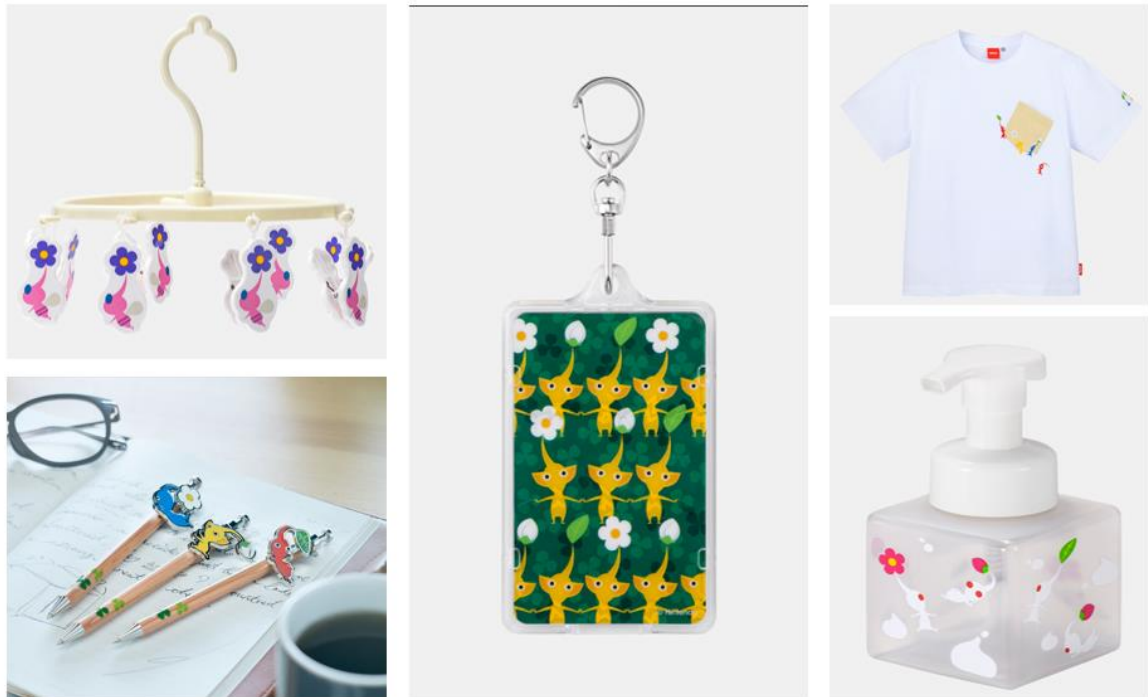




*Some examples of merchandise from the Animal Crossing range*



*Some examples of merchandise from the Splatoon range*



*Some examples of merchandise from the Pikmin range*

*\*Items are subject to availability and changes.*

## **Highlights for the Nintendo POP-UP STORE in SINGAPORE**

To celebrate the Nintendo POPUP STORE in SINGAPORE, several special items will be exclusively available in the POPUP store.

### **1. Exclusive T-Shirts for Nintendo POP-UP Store in Singapore**



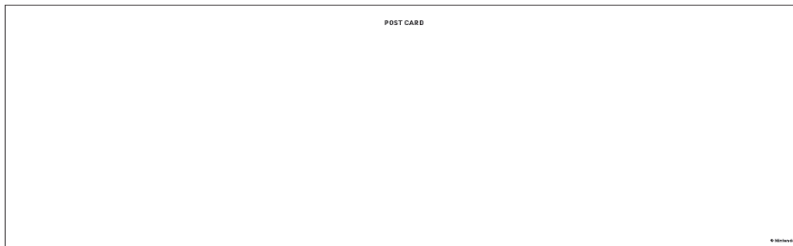
Available only at this POP-UP Store in Singapore.

## 2. Singapore Special Postcards

### FRONT



### BACK



Available for shoppers who spend S\$100 or more in a single transaction at the store (one card per transaction).

## 3. Nintendo Account Check-in Sticker Campaign





To mark the occasion, customers who check in to their [Nintendo Account](#) at the store can collect special stickers. Each person can check in once a day and will receive one sticker from the 18 designs available. Sticker designs will be issued randomly.

To redeem, customers can log into their registered accounts and check-in to the store by scanning the QR code issued onto a tablet device located at the store's entrance. Upon verification by the on-ground staff, customers will receive the sticker.

### **About Nintendo TOKYO/OSAKA/KYOTO**

"Nintendo TOKYO/OSAKA/KYOTO" is Nintendo's center for offering information as the directly managed official store where not only sales of hardware, software, character goods, etc., but also game experiences and events can be enjoyed.