

MEDIA RELEASE*For Immediate Release****SKULLPANDA CAGE-UNCAGE Showcase to Make International Debut at the National Museum of Singapore***

The showcase marks the first tripartite collaboration between POP MART, the Singapore Tourism Board and the National Museum of Singapore, and invites new and longtime fans to experience the artistic vision behind the character while strengthening Singapore's position as a dynamic cultural destination.



Singapore, 19 November 2025 – POP MART, in partnership with the National Museum of Singapore and the Singapore Tourism Board (STB), will present the ***SKULLPANDA CAGE-UNCAGE Showcase*** – an immersive and thought-provoking showcase that allows fans from around the region and beyond to engage with the artistry and intent of the titular character, uncovering the deeper narrative behind the collectible toy. Open to the public from 12 December 2025 to 22 February 2026, the *SKULLPANDA CAGE-UNCAGE Showcase* makes its international debut in Singapore following a successful first run at the Gate M West Bund Dream Center in Shanghai, China.

2 The *SKULLPANDA CAGE-UNCAGE Showcase*, the first-ever SKULLPANDA showcase in Singapore, brings POP MART, STB, and the National Museum together in a first-of-its-kind tripartite partnership. Through contemporary museum programming, this landmark collaboration explores the artistic craft and meaningful narratives inherent in collectible design and culture, while enhancing Singapore's appeal as a destination for exciting offerings that resonate with local and international audiences. Exclusive to this second run of the *SKULLPANDA CAGE-UNCAGE Showcase* is an installation inspired by the bird singing pastime in Singapore, adding a distinctively local dimension to the experience.

Beyond Collectible Culture Towards Artistic Experience

3 Produced by POP MART in collaboration with Chinese **artist Xiong Miao**, founder of North Studio art workshop and **creator of the original SKULLPANDA character series** in 2018, the *SKULLPANDA CAGE-UNCAGE Showcase* is centred around the eponymous character, originally created as a version of the artist who embraces all the uncertainties and questions of life. Drawing on Xiong Miao's extensive game concept design background, the showcase elevates collectibles as a medium for powerful art and storytelling. The multi-sensory and immersive showcase deepens the artistic vision behind the character, encouraging visitors to contemplate the possibilities and dilemmas of choice through six major themes that form a part of everyday life — Emotion, Fortune, Rules, Exploration, Life, and Direction.

4 "The *SKULLPANDA CAGE-UNCAGE Showcase* represents our commitment to supporting artists like Xiong Miao in exploring deeper themes through collectible design," said **Mr. Justin Moon, Senior Vice President & Chief Operating Officer at POP MART**. "We're delighted to bring the showcase to Singapore, making its international debut outside of China, allowing us to share with a wider audience the vision of SKULLPANDA not just as a beloved character, but as a vehicle for meaningful reflection on the human experience."

5 Visitors can look forward to larger-than-life art installations and sculptures featuring SKULLPANDA, interactive opportunities, and immersive environments where everyday symbols such as door frames, locks, and keys are transformed into a visual language to prompt reflection on questions of confinement, freedom, choice and self-discovery.

Pop Culture as a Bridge to New and Diverse Audiences

6 The strategic partnership and showcase continue the National Museum's exploration of new ways to engage with Singapore's contemporary history through the enduring appeal of collectible culture. Building on the success of the museum's 2024 showcase, *Play:Date – Unlocking Cabinets of Play*, which marked the museum's first collaboration with POP MART, the *SKULLPANDA CAGE-UNCAGE Showcase* deepens this partnership by further examining the evolution of collectible culture, exemplified by industry leader POP MART and the SKULLPANDA character, renowned for its striking visual style and introspective narratives.

7 **Ms. Chung May Khuen, Director of the National Museum of Singapore** said: "As the people's museum, we are excited to host the *SKULLPANDA CAGE-UNCAGE Showcase* as it continues our exploration of collectible culture that began with *Play:Date*. Our commitment to examining contemporary Singapore means engaging with cultural movements such as collectible culture, allowing us to harness the phenomenon's widespread appeal to connect with diverse audiences through SKULLPANDA's artistry and provide new pathways to deeper museum experiences."

8 Presented through the lens of SKULLPANDA, the co-curated Singapore-exclusive installation is inspired by the bird singing hobby, a traditional practice that has endured across decades. The section introduces international visitors to a less widely recognised aspect of Singapore's heritage, paying homage to a cherished community pastime that brings people together, much like collectible culture.

9 "International collaborations such as the *SKULLPANDA CAGE-UNCAGE Showcase* demonstrate Singapore's dynamism as a location to showcase world-class creativity rooted in our own distinctive destination identity. By fostering connections between local museums and global creative leaders such as POP MART, we're delivering unique experiences that visitors cannot find anywhere else," said **Mr. Kenneth Lim, Assistant Chief Executive (Marketing Group), Singapore Tourism Board**. "This tripartite partnership exemplifies our Tourism 2040 vision of building an attractive destination where history and contemporary culture intersect meaningfully, creating the memorable and transformative experiences that today's Gen Z and Millennial travellers seek."

Showcase Details and Visitor Information

10 The *SKULLPANDA CAGE-UNCAGE Showcase* will open to the public from **12 December 2025 to 22 February 2026**, with Early All Access tickets available from 12 to 16 December 2025. Early All Access ticket holders will receive priority access to the showcase and priority to purchase showcase-exclusive merchandise, while stocks last. Showcase-exclusive merchandise will only be available for purchase to the *SKULLPANDA CAGE-UNCAGE Showcase* ticket holders who have completed their visit to the showcase, with each exclusive item limited to one piece per ticket holder, while stocks last. Other purchase limitations may apply.

11 Early All Access tickets are available for purchase from today, 19 November 2025, while Standard All Access tickets will be available from 1 December 2025. Both tickets can be purchased through [this link](#). Admission to the *SKULLPANDA CAGE-UNCAGE Showcase* will be by timed entry to ensure a comfortable visitor experience. Visitors are encouraged to book their preferred time slot early when purchasing tickets online. A Singapore-exclusive *SKULLPANDA CAGE-UNCAGE Showcase* Gift will be given to the first 4,500 visitors to the showcase.

12 In addition to the showcase, POP MART will be presenting a special pop-up store at the museum's Longer Concourse, open to the general public.

13 More details on the *SKULLPANDA CAGE-UNCAGE Showcase* and available merchandise will be released at a later date.

14 For more information, please visit [our website](#) or the National Museum's [Facebook](#) and [Instagram](#) pages.

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- **Annex A: About SKULLPANDA and Xiong Miao**
- **Annex B: *SKULLPANDA CAGE-UNCAGE Showcase* and Ticketing Information**

For media enquiries, kindly contact nmsteam@tateanzur.com.



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About the National Museum of Singapore

With a history dating back to 1887, the National Museum of Singapore is the nation's oldest museum with a progressive mind. Its galleries adopt multi-perspective ways of presenting history and culture featuring important artefacts that tell the stories of Singapore and the world to redefine the conventional museum experience. The museum is home to thought-provoking exhibitions and hosts exciting events all year round including the Singapore Night Festival. For more details, please visit www.nhb.gov.sg/nationalmuseum/.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com

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About POP MART

POP MART is a rising global force in pop culture and entertainment. Our purpose is to celebrate daily moments and inspire through designer toys and fun experiences. Our focus is IP incubation & operations, designer toys & retail, theme parks & experiences, also digital entertainment. POP MART has over 570 stores in 30+ countries and regions, more than 2,500 ROBOSHOPs, and operates across multiple cross-border e-commerce platforms, reaching consumers in over 90 countries. We manage & represent incredible artists from all over the world. Our roster spans dozens of iconic characters, like MOLLY, DIMOO, SKULLPANDA, THE MONSTERS, HIRONO and more. With our IP characters, we create iconic cross-overs. Our mission is to light up passion & bring joy around the world. POP MART is not just a brand, it's a galaxy of creative possibilities.

ANNEX A: ABOUT SKULLPANDA AND XIONG MIAO**About SKULLPANDA**

SKULLPANDA journeys through different worlds, taking on various personas and living out myriad lives. On this grand adventure, it's on a quest to find its truest self and break new ground all while contemplating the shape of infinity.

**About Xiong Miao**

Xiong Miao is a young artist, concept designer, and founder of the North Studio art workshop. In 2018, she created her eponymous character series and subsequently launched the toy studio Lazy North. Her long-term commitment to artistic exploration and an extensive background in game concept design, spanning over a decade, infuse her work with a signature flair and captivating charm. The character SKULLPANDA is a testament to her relentless artistic quest, consistently pushing the envelope as she explores authenticity and crafts a vision depicting “the shape of infinity”.



ANNEX B: SKULLPANDA CAGE-UNCAGE SHOWCASE AND TICKETING INFORMATION

ABOUT SKULLPANDA CAGE-UNCAGE SHOWCASE

The *SKULLPANDA CAGE-UNCAGE Showcase* is an immersive and thought-provoking showcase that elevates the artistry and intent of POP MART's beloved character, exploring the contradictory states of certainty and freedom brought about by our decision-making processes. Through visually striking, interactive installations, visitors are invited to contemplate six major themes that form part of everyday life — Emotion, Fortune, Rules, Exploration, Life, and Direction — and examine the possibilities and dilemmas of choice that lie within.

Created in 2018 by Chinese multidisciplinary artist Xiong Miao, the SKULLPANDA character was designed as a version of the artist who embraces all the uncertainties and questions of life, concepts that have long fascinated her. Making its international debut outside of China at the National Museum of Singapore, the *SKULLPANDA CAGE-UNCAGE Showcase* runs from 12 December 2025 to 22 February 2026.

The *SKULLPANDA CAGE-UNCAGE Showcase* is presented by POP MART, in partnership with the National Museum of Singapore and the Singapore Tourism Board.

- Venue:** National Museum of Singapore, 93 Stamford Road, Singapore 178897
- Locations:** Ticketed Showcase – Stamford Gallery (Level 1) and Gallery Theatre (Basement Level)
Merchandise Pop-Up Store – Longer Concourse (Level 1)
Free-To-Access Art Installations – Front Lawn and Level 1 Spaces
- Date:** 12 December 2025 - 22 February 2026



TICKETING DETAILS

Ticket Tiers	Tourist Adults	Tourist Concession	Local
Early All Access (12 – 16 December 2025)	\$40	\$32	\$22
Standard All Access (17 December 2025 to 22 February 2026)	\$36	\$28	\$14

Tickets can be purchased at [this link](#):

- Early All Access – available for sale from 19 November 2025
- Standard All Access – available for sale from 1 December 2025

A Singapore-exclusive *SKULLPANDA CAGE-UNCAGE Showcase* Gift will be given to the first 4,500 visitors to the showcase, while stocks last.

To ensure everyone can enjoy the full SKULLPANDA CAGE-UNCAGE Showcase comfortably, admission into the experience is by timed entry. Please secure your preferred time slot when you book your tickets online.

Tickets also include access into the other galleries at the museum such as “Once Upon a Tide: Singapore's Journey from Settlement to Global City” and “Singapore Odyssey: A Journey Through Time”.

For more information, please visit our [website](#).