

The UnUsUaL Group of Companies

Company Profile

Background

The Unusual Group of Companies, previously known only as Unusual Productions in the industry, was incorporated in 1997. It started off as a stage sound and lighting equipment rental business and has since grown from strength to strength to become one of the leading names in event and concert production.

Its dominance in lighting and audio design, as well as total technical production has taken the company through different paths in the industry, allowing it to penetrate into the arts and drama circuit as well as organizing world-class events and spectacular concerts.

Armed with the invaluable experience, the Unusual Group of Companies have taken the opportunity to expand its operations and is now home to Unusual Productions, Unusual Entertainment and Unusual Development - each a self-supporting, interdependent division which serves to acknowledge and support the increased scope of the services provided.

UnUsUaL Productions Pte Ltd

The backbone of the organization, Unusual Productions, is outfitted with the equipment and technical expertise of professional sound and lighting.

The scope of services by Unusual Productions includes providing lighting and audio design as well as technical solutions for a diverse range of events such as concerts, product launches, exhibitions, trade shows, festivals and outdoor mega events and more.

The Unusual Productions team of technicians and operation crew are trained to provide creative and imaginative solutions to all types of production work, having worked on both local and international shows, coupled with their familiarity of the most event venues in Asia.

UnUsUaL Entertainment Pte Ltd

Next in line to our growth is the incorporation of Unusual Entertainment. Having been in the industry for a good number of years, Unusual Entertainment has been fortunate to have carved a niche for ourselves as THE name in Chinese and Asian concerts, especially on our home ground, Singapore.

Unusual Entertainment is responsible for showcasing well-known Hong Kong and Taiwanese artistes such as Andy Lau, Jacky Cheung, Sammi Cheng, Wakin Chau, Jay Chou and the late Anita Mui. We have also gone regional with their shows in Malaysia, Taiwan and Hong Kong.

Other than concerts, Unusual Entertainment is also experienced in handling artiste meet and greet sessions, autograph sessions and private sponsored showcases.

Our shows cater to a diverse audience ranging from youth oriented such as 5566, F4, S.H.E., Rain and JJ Lin, the matured such as David Tao, Jeff Chang, A*mei, Eric Moo, Sandy Lam and to the young-at-heart such as Jenny Tseng, Tsai Chin, Fei Yu Qing, Wynners, Engelbert Humperdinck and Air Supply.

UnUsUaL Development Pte Ltd

With all that we do in terms of concerts and events, it is only a natural progression for Unusual to have our own venue where we can house our equipment for stage, sound and lights, and also home to our own stage productions.

Thus the birth of Unusual Development at the newest premier entertainment venue – The MAX Pavilion at Singapore Expo. The MAX Pavilion is a 7,000 seater venue which has held concerts such as Michael Bolton, Kenny G, 5566, Mayday, Alan Tam, Jeff Chang & Symphony Orchestra, Fall Out Boy, Chemical Romance and a host of conferences and seminars, including regular church services over the weekends.

Our Direction

Spearheaded by three directors who are all equipped with operational knowledge, technical proficiency and marketing expertise, the Unusual Group of Companies is striving for a bigger and better future. Our strength and experience in events management and technical knowledge would benefit all organizations who work with us.

For more information about us, please visit www.unusual.com.sg