

ANDSOFORTH

Stuart Wee & Emily Png are the founders of ANDSOFORTH, having built the company from the ground up from its first to its forty-fifth concept (Valhalla and The Chambers of Asgard) and 6th year running. The dynamic duo continue to push boundaries, implement new technology and art forms into their immersive theatrical dining experiences.

An audio engineer and mechanical engineer by training, Stuart started his career at Beep Studios (Kevin Foo, currently General Manager at Sony Entertainment) working with artists like The Sam Willows, The Steve McQueens, Charlie Lim, Charles Jedidiah Tan, Dawn Fung, Doves & Ravens, Newton Circus, Alicia Pan, Marc Nair, Dawn Fung, and more.

His decision to move into immersive dining experiences came from a mastering job at the famous Abbey road studios in London (2013), where his girlfriend now wife, Emily Png who worked in Prada and Etro as a fashion merchandiser discovered companies like Punchdrunk, Gingerline, Secret Cinema and Les Enfants Terribles. The experiences like “Sleep No More”, “Planet Gingerline”, “Back to the Future” and “Alice Adventures Underground” opened up a whole new world of entertainment, art, dining and fun. It was then that the duo decided that Singapore needed such experiences, and if no one was going to do it right ([Igor's](#) - Singapore's first themed restaurant [2001]) then, they would at least attempt to. Even with zero to no experience creating such events. They reached out to all their contacts in theatre, music, fashion and forward thinking chefs to start ANDSOFORTH.

Three years of good and bad feedback took a toll on the husband and wife team. They were ready to throw in the towel. Kitchen caterers who cut corners on menus created by friend, Glenn Tay from Tipping club, Actors throwing fits and being unreasonable, bartenders who decided 3 hours before the show to not turn up. They had just about enough.

The design and branding of ANDSOFORTH is made out of 2 ampersands put together. Symbolising a collaborative effort to bring something special together. But finding the right people with the right attitudes, business savvy, talent and character is hard. It was only in our 4th year that ANDSOFORTH really took off after meeting chef Jason Ang, getting good business advice and some stern hard talks about life, business and sustainability that we “Woke up our idea” as we say in Singapore.

ANDSOFORTH collaborated with National Arts Council on 2017’s Singapore’s writers festival and adapted Singapore’s first novel by God poh seng - If we dream too long. Then they went on to create their next 20 concepts for corporates, like Volkswagen, Sony, Phillip Morris, Deloitte, JW Marriott’s NCO club and the launch of restaurant, Madame Fan. They create multi-room immersive theatrical dining experiences like Adventures in Grimmsneyland, The Spy The Thug His Wife and Her Lover, The Imaginarium of Disco David and Marie and the Nutcracker. In 2019 they founded ANDSOFORTH JUNIOR, a children’s division for immersive interactive experiences for Children. Their first event, 22 Stories saw 35,000 attendees and was South east Asia’s first Immersive Interactive Theatrical Museum. It was held in a 20,000 square foot warehouse, had 22, 6m by 6m rooms, which were all instagrammable and feature characters from famous stories that came to life and brought the children and adults into their world with stories and activities.

ANDSOFORTH has become the leading immersive dining company in Singapore and has seen over 30,000 visitors over the past 6 years. Stuart is usually found with a handheld drill or broom in his hand, he directs, assists with sets builds, creates the cocktail menus, writes the scripts, works with the chef on the menu and comes up with the concepts. Emily manages the finances, excel sheets, manpower and logistics. The truth is... without either one of the two, there would be no ANDSOFORTH.



ANDSOFORTH

