

Esplanade Brings *Baybeats* to Roblox: Introducing *Beatsverse*



[SINGAPORE – 4 AUGUST 2026, TUESDAY] Esplanade – Theatres on the Bay, Singapore, launches *Beatsverse*, a virtual experience on Roblox inspired by *Baybeats*, Esplanade’s annual alternative music festival. *Beatsverse* coincides with the 25th edition of *Baybeats* to be held in September this year, creating new opportunities for audiences to discover Singapore’s alternative music scene, connect with artists and experience the festival through interactive gameplay.

Since 2002, Esplanade’s *Baybeats* has been a cornerstone of Singapore's alternative music scene as its largest alternative music festival, championing independent artists and fostering music discovery. In tandem with the 25th edition of *Baybeats*, *Beatsverse* extends the *Baybeats* experience beyond the physical compounds of Esplanade. Launching on Roblox on 4 August 2026, the immersive virtual world was developed by technology partner Metakey and features music by over 20 Singapore artists, including bands who will be performing at *Baybeats 2026*, and is inspired by the festival’s distinctive energy and community spirit.

On-site activations during the live *Baybeats* festival from 3 – 6 September 2026 at Esplanade will also allow *Beatsverse* players to unlock exclusive in-game features, including limited-edition virtual rewards, leaderboard challenges and special *Baybeats* merchandise.

Beatsverse is supported by the National Arts Council (NAC) and is part of its initiatives to support the development of new arts experiences for audience engagement and arts discovery in virtual spaces. Created with innovation counsel TBWA\Singapore and guided by *Our SG Arts Plan (2023-2027)*, *Beatsverse* contributes to NAC's broader vision to transform Singapore into a distinctive city for the arts.

Victor Ang, Director, Technology and Innovation, National Arts Council, said, "*Beatsverse* highlights what becomes possible when we enable artists and arts organisations to explore technology in the arts. New opportunities and innovative experiences make festivals like *Baybeats* more accessible when we engage different audiences together as a digitally confident sector built on a culture of experimentation and collaboration."

Lee Kit Pui, Director, Marketing, The Esplanade Co Ltd, said, "For 25 years, *Baybeats* has introduced generations of music lovers to Singapore's alternative music scene. With *Beatsverse*, we're bringing that spirit to a platform where many young people already spend their time. Technology doesn't replace the live experience, but it can help to open the door to it. By complementing the festival with a digital experience, we hope to spark curiosity, help more people discover Singapore's vibrant music scene, and inspire them to experience *Baybeats* in person at Esplanade."

Melissa Daniels, Chief Innovation Officer, OA Asia and TBWA\Group Singapore said, "*Beatsverse* has been a valuable opportunity to explore how technology can support the arts in practical and meaningful ways. The strongest learning is that digital platforms work best when they extend the character of an existing cultural experience, rather than simply replicate it. By bringing together arts, technology and creative partners, projects like this can create new ways

for audiences to discover artists, participate in culture and build a connection that continues beyond the digital experience.”

***Beatsverse* – Experience the *Baybeats* spirit through three key gameplay features**

Players can explore *Beatsverse* through three key gameplay experiences inspired by the energy and community spirit of *Baybeats*.

Main Stage Event

At the heart of *Beatsverse* is the Main Stage Event, where players come together every five minutes for a server-wide rhythm challenge inspired by live performances. Working collectively to build a shared Hype Meter, every successful action contributes to transforming the virtual festival environment in real time, capturing the excitement, camaraderie and collective energy of a live *Baybeats* crowd.

Solo and Duo Play

Players can also enjoy rhythm-based challenges on their own or team up with a friend. Solo Play focuses on individual skill, allowing players to test their timing and reflexes while progressing through music-inspired challenges. Duo Play encourages teamwork, with pairs working in sync to complete objectives and earn rewards together, echoing the sense of camaraderie that has long been part of the *Baybeats* festival experience.

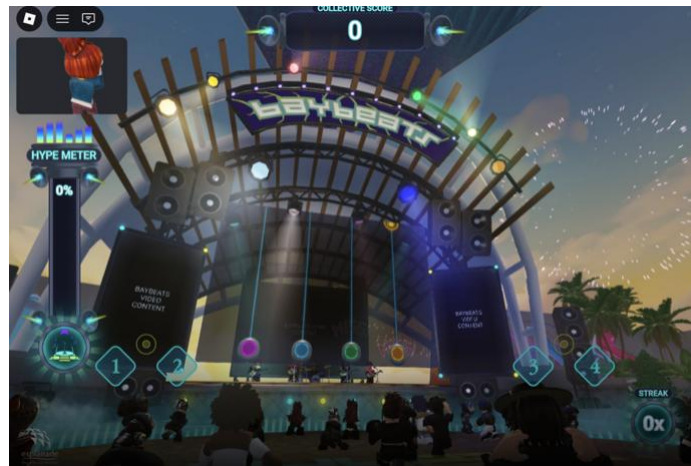
Merchandise Station

As players complete challenges and reach milestones, they can redeem exclusive in-game rewards at the Merchandise Station. These include digital collectibles, avatar customisation items and limited-edition user-generated content (UGC) rewards, with selected items available for redemption through on-site activations during the *Baybeats* festival.

Leaderboards

Leaderboards track the highest-performing players across Solo Play, Duo Play and the Main Stage Event, allowing participants to compete for the top spot and earn bragging rights within the *Beatsverse* community.

[Beatsverse](#) is available on Roblox from 4 August 2026. Search for "Beatsverse" on Roblox to start exploring. The full *Baybeats 2026* line-up was announced on 3 August 2026. Visit [Esplanade.com](#) for the latest festival updates and programme information.





Credit List:

Project Owner: The Esplanade Co Ltd

Project Manager and Innovation Counsel: TBWA\Singapore

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About TBWA\Worldwide

TBWA is The Disruption Company®. We are a Collective of creative minds with an unlimited creative canvas. We create brand platforms that defy convention and compete with culture. Thanks to our trademarked Disruption® methodology, we build the world's strongest brands. Brands that own an unfair share of the future. Named one of the World's Most Innovative Companies by *Fast Company* in 2023, 2022, 2021, 2020 and 2019, TBWA is also *Adweek's* 2022, 2021 and 2018 Global Agency of the Year and *AdAge's* A-List 2022 Network of the Year. Our Collective has 11,000+ creative minds in over 40 countries, and also includes brands such as Auditoire, Digital Arts Network (DAN), eg+ worldwide, GMR, TBWA\Media Arts Lab, TBWA\Health Collective and TRO. Global clients include adidas, Apple, Gatorade, Henkel, Hilton Hotels, McDonald's, Nissan and Singapore Airlines. Follow us on [LinkedIn](#), X (formerly [Twitter](#)) and [Instagram](#). TBWA is part of Omnicom Group (NYSE: OMC).

About National Arts Council

The National Arts Council (NAC) is a statutory board under the Ministry of Culture, Community, and Youth that champions the arts in Singapore. The Council promotes artistic excellence by providing diverse opportunities for artists and arts organisations while expanding access for audiences to appreciate the impact of the arts in enriching lives. By working closely with the arts community and partners, the Council seeks to build a connected society, creative economy and distinctive city through the arts. For more information, visit www.nac.gov.sg.

About Esplanade – Theatres on the Bay

Esplanade – Theatres on the Bay is Singapore’s national performing arts centre, hosting a year-round line-up of about 4,000 performances and activities, of which more than 70% are presented free for all to enjoy. As a centre for everyone, Esplanade creates opportunities for seniors, youth, children and underserved communities to experience the arts. It supports the creation of artistic content by commissioning and producing new Singapore and Asian work for the international stage. It also develops technical capabilities for the industry nationally. Esplanade is a not-for-profit organisation, a registered Charity and an Institution of a Public Character. Visit [Esplanade.com](https://www.esplanade.com) for more information and [Esplanade.com/Offstage](https://www.esplanade.com/offstage), a growing repository of videos, stories, podcasts and resources about the performing arts and culture in Singapore and Asia.

About Baybeats

Baybeats is Singapore's largest alternative music festival, presented annually by Esplanade – Theatres on the Bay. Since 2002, it has championed established and emerging artists from Singapore and the region while fostering music discovery and supporting the growth of the local music community. Through its *Budding Programmes*, *Baybeats* nurtures the next generation of bands, music writers, photographers and emcees. The festival also collaborates with overseas music festivals to create opportunities for Singapore artists and music industry practitioners to connect with international partners and audiences.

For all press assets and artist’s biographies, [please see folder here.](#)

Artist Biographies

Artist: Krunkle

Song Title: Philia

Difficulty Level: Easy

About Krunkle

Formed in 2020, Krunkle is a Singapore band blending power-pop melody with the abrasive textures of alternative rock. Born out of quarantine-era writing, the group is known for loud, immediate songs, unpredictable live sets and a raw sound that balances sharp hooks, blown-out tones and restless underground energy.

Artist: nkei

Song Title: Similar Symptoms (feat. weish)

Difficulty Level: Easy

About nkei

An alternative R&B duo formed in late 2020, nkei—consisting of Raizel Gonzales and producer Ian Lee (eelnai)—crafts earnest, instrument-driven music with nuanced production. Their single You has since garnered over 200,000 streams across Spotify, Apple Music and other platforms.

Artist: Mary Sue and the Clementi Sound Appreciation Club

Song Title: Crabs

Difficulty Level: Easy

About Mary Sue and the Clementi Sound Appreciation Club

Mary Sue emerged in 2020 and 2021 are a distinctive voice within Singapore's Clementi Sound collective. His work blends intricate sampling, glitch-leaning production and vulnerable lyricism. From KISSES OF LIFE to Porcelain Shield, Paper Sword, he has established himself as one of the region's most compelling forward-thinking artists.

Artist: Bellied Star

Song Title: If You Mind

Difficulty Level: Medium

About Bellied Star

Bellied Star started out as a fun project between three best friends in secondary school: Mitch, Marco and Audrey. Trading their animosity for music that speaks to a post-pandemic generation, Bellied Star channels restless, youthful energy into sun-baked fuzz and jagged melodic songs, built on a punk backbone.

Artist: Cesspit

Song Title: Simple Life

Difficulty Level: Medium

About Cesspit

Cesspit is a seven-piece Singapore ska band blending punk rock, folk, Latin, reggae and traditional influences. Formed in 1995 as an Oi! band, they later evolved into ska with a horn section. Known for energetic performances, Cesspit has appeared at *Baybeats* and beyond, continuing to champion the local ska scene.

Artist: Disco Hue

Song Title: Can't Be Mine

Difficulty Level: Medium

About Disco Hue

Disco Hue creates nostalgic synth-pop and emotionally charged dance music, blending shimmering retro textures with a modern pop sensibility. Known for introspective songwriting, polished production and atmospheric live performances, the band has become a notable name in Singapore's indie scene, offering music that feels cinematic, vibrant and deeply personal.

Artist: False Plaintiff

Song Title: Evergreen

Difficulty Level: Medium

About False Plaintiff

False Plaintiff is a Singapore emo and alternative rock quintet formed in 2012, known for brutally honest lyricism and melodic post-hardcore intensity. With seven releases and performances at home and abroad, the band has also shared stages with acts such as La Dispute, Movements and Pianos Become the Teeth.

Artist: Hanging Up The Moon

Song Title: For The Time Being

Difficulty Level: Medium

About Hanging Up The Moon

Hanging Up The Moon is the musical moniker of Sean Lam. Enlisting the help of friends Alexius Cai, Dean Aziz, Leslie Low and Victor Low, the band was involved in four out of nine of Sean's releases to date. At present, Hanging Up The Moon has returned to being a solo act, writing songs in new ways and putting out releases as and when inspiration strikes.

Artist: motifs

Song Title: Aug 16

Difficulty Level: Medium

About motifs

motifs is a Singapore shoegaze and dream-pop band known for atmospheric songs that glimmers with glistening guitars and raw emotion. Praised by outlets such as NME Asia and Bandwagon, the band has built momentum through festival appearances, regional touring and a support slot for Slowdive during their Singapore show in 2024.

Artist: Opposition Party

Song Title: Living Dead Island (Zombie II)

Difficulty Level: Medium

About The Opposition Party

Seething with pure anger and no interest in fitting in, Opposition Party emerged from Singapore's underground as the country's first punk band in 1986. From their early hardcore punk roots inspired by the chaos and aggression of UK punk, the band evolved into a fierce blend of hardcore and thrash metal, becoming known for their intensity, speed, and uncompromising attitude. Over the decades, Opposition Party cemented their status as one of the defining names in Singapore's extreme music scene, influencing generations of punks and metalheads while continuing to fly the flag for Singaporean punk and metal under the driving force of founder Francis Frightful.

Artist: Sobs

Song Title: Air Guitar

Difficulty Level: Medium

About Sobs

Sobs is one of Singapore's leading indie-pop acts, known for bright melodies, sharp songwriting and emotional resonance. Following *Catflap* and *Telltale Signs*, the band returned with *Air Guitar* in 2022, a hook-filled album drawing from new wave, power-pop, punk and electronic pop to create a distinctly modern sound.

Artist: Sphaeras

Song Title: Dewgng

Difficulty Level: Medium

About Sphaeras

Formed over a decade ago, instrumental rock band Sphaeras blends ever-changing time signatures, gorgeous tonality, and dramatic crescendos to create lush, textured compositions. The band released their debut record *Moirai* in 2015, followed by the collaborative project *Sun Seeker* in 2016 with Brazilian math-rock outfit Odradek. While building a strong following in Singapore and across Asia, Sphaeras has also gained international recognition, most notably through a performance for the acclaimed Audiotree Live Sessions series in Chicago in 2018.

Artist: The Great Spy Experiment

Song Title: The Lights (Remastered)

Difficulty Level: Medium

About The Great Spy Experiment

The Great Spy Experiment blend indie, rock and dance into something wholly their own. As guitar-led as it is beat-driven, with indie riffs juxtaposing melodies that tug the heartstrings, the music is created with the dance floor in mind and the bedroom at heart. With two albums, three singles and a live EP to their name, and an extensive track record of electrifying live performances in Singapore and beyond, they remain one of the leading lights of Singapore's independent music scene.

Artist: The Oddfellows

Song Title: Silent Worlds

Difficulty Level: Medium

About The Oddfellows

Formed in 1988, The Oddfellows are one of Singapore's pioneering indie rock bands. They rose to prominence in the early 1990s with radio hits including *So Happy* and *Unity Song*. Still active today, the band released *What's Yours And Mine* in 2021, reaffirming their place in Singapore's music scene.

Artist: The Pinholes

Song Title: Don't Bother Me

Difficulty Level: Medium

About The Pinholes

Formed in 2002, The Pinholes are torchbearers of Singapore's modern classic sound, blending vintage pop sensibilities with rock 'n' roll energy. Inspired by The Monkees, The Beach Boys and The Stoned Revivals, the band has spent over two decades building a reputation for infectious melodies and dynamic live performances across the region.

Artist: deførmed

Song Title: My favourite generative AI model is my brain

Difficulty Level: Hard

About deførmed

deførmed is a Singaporean music producer driven by curiosity, experimentation and a desire to explore sound without boundaries. Having performed at events such as the Singapore International Festival of Arts, *Baybeats* and Singapore Art Week, he continues to expand his sonic world through inventive ideas and an adventurous creative spirit.

Artist: Forests

Song Title: Jazz Ruined My Life

Difficulty Level: Hard

About Forests

Singapore-born Forests is a Singapore-born emo and math-rock trio with a global cult following. Known for blending 1990s-influenced emo with math-pop precision, the band gained international attention with *Spending Eternity in A Japanese Convenience Store* and continues to bring its frantic live performances to audiences worldwide to this day.

Artist: haldi honey

Song Title: boy boy

Difficulty Level: Hard

About haldi honey

Started by Daxa in Singapore, haldi honey blends mathy, poppy and jazzy influences with varying shades of heaviness. Formed with spontaneity and community spirit, the band creates songs that are sticky-sweet, energetic and offbeat. Their bright, playful sound is technically sharp, warmly inviting and almost impossible not to dance to.

Artist: Iman's League

Song Title: Changes

Difficulty Level: Hard

About Iman's League

After 19 years and eight releases, Iman's League remains one of Singapore's most relentless, independent punk rock bands. Recognised for energetic live shows, the band has tirelessly toured across Southeast Asia, East Asia, Australia and Europe, while sharing stages with acts such as Neck Deep and All Time Low.

Artist: Rudra

Song Title: Persecute Identities

Difficulty Level: Insane

About Rudra

Established in 1992, RUDRA is a legendary Singapore metal band and the pioneering force behind Vedic Metal. Blending death and black metal with Indian traditional elements such as Sanskrit chants, mantras and traditional Indian music, the band has forged a distinctive bridge between East and West, earning lasting recognition in the Asian and international metal scene.

Artist: The Observatory and Koichi Shimizu

Song Title: Demon State

Difficulty Level: Insane

About The Observatory and Koichi Shimizu

The Observatory has spent over two decades responding to a world shaped by inequality, greed, and division through constant reinvention, evolving from folk electronica and prog to avant-rock, post-punk, free improvisation, and experimental electronics while remaining committed to challenging power through sound. Their current lineup—Yuen Chee Wai, Dharma, and Cheryl Ong—explores wordless, atonal landscapes of pulsing rhythms and sonic experimentation. Joining them is Japanese musician and sound designer Koichi Shimizu, whose internationally acclaimed work spans electronic music, film, performance, and installation art, including extensive collaborations with filmmaker Apichatpong Weerasethakul across films, theatre productions, and sound-based projects throughout Asia and Europe.

Artist: Aggressive Raisin Cat

Song Title: Asscrusher

Difficulty Level: Extreme

About Aggressive Raisin Cat

Aggressive Raisin Cat is a progressive metalcore band from Singapore, known for their unique blend of heavy, technical, yet melodic compositions. Since the release of their debut single *Edgelord*, followed by *Ramen and Cough Bin* in 2022, the band has captivated both local and regional audiences with their signature mix of heavy riffs, intricate melodies, and technical prowess.

Artist: Heaven Brought Me Hell

Song Title: Trinity

Difficulty Level: Extreme

About Heaven Brought Me Hell

Heaven Brought Me Hell is a Singaporean progressive technical death metal band known for blending intricate musicianship, symphonic arrangements, and crushing modern heaviness into a cinematic, emotionally charged sound. Following the release of their debut album *Life of Creation* (2020) and sophomore record *33* (2024), the band has performed at major regional events including *Baybeats* and Taiwan Death Fest, as well as completing their first Japan tour in 2025. Entirely self-produced and independent, they continue to establish themselves as one of Singapore's emerging extreme metal acts.

Total Songs: 23

Songs by Difficulty:

Easy: 2

Medium: 13

Hard: 4

Insane: 2

Extreme: 2

Song	Band	Difficulty
Crabs	Mary Sue and the Clementi Sound Appreciation Club	Easy
Similar Symptoms (feat. weish)	nkei	Easy
Air Guitar	Sobs	Medium
Aug 16	motifs	Medium
Can't Be Mine	Disco Hue	Medium
Dewgng	Sphaeras	Medium
Don't Bother Me	The Pinholes	Medium
Evergreen	False Plaintiff	Medium
For The Time Being	Hanging Up The Moon	Medium
If You Mind	Bellied Star	Medium
Living Dead Island (Zombie II)	Opposition Party	Medium
Philia	Krunkle	Medium
Silent Worlds	The Oddfellows	Medium

Song	Band	Difficulty
Simple Life	Cesspit	Medium
The Lights (Remastered)	The Great Spy Experiment	Medium
boy boy	haldi honey	Hard
Changes	Iman's League	Hard
Jazz Ruined My Life	Forests	Hard
My favourite generative AI model is my brain	deførmed	Hard
Demon State	The Observatory and Koichi Shimizu	Insane
Persecute Identities	Rudra	Insane
Asscrusher	Aggressive Raisin Cat	Extreme
Trinity	Heaven Brought Me Hell	Extreme