

CREATIVE YOUTH XCHANGE @ HELLO KITTY WINNERS UNVEILED

1 Creative Youth Xchange @ Hello Kitty is the third installment of the multi-disciplinary Asia-wide creative youth competition, Creative Youth Xchange (CYX). Taking place at the Arts House, this year's CYX saw 10 youths (Top 10 Finalists) from Singapore, Malaysia, Indonesia and China participating in a grueling workshop and hands-on session to convert two spaces into new and exciting retail and dining experiences based on the unique essence of Hello Kitty and the theme "Hide and Seek". During the workshop, they were also mentored by creative industries practitioners – singer/actress/writer Ms Kit Chan, life coach cum Japanese culture advisor Ms Pauline Ong, entrepreneur, designer & creative brand strategist Ms Tala Hamiyeh, artist/toy designer Mr Lee Yeow Heng, and received intellectual property advice from Samuel Seow Law Corporation.

2 Five youths have emerged as the winning team of Creative Youth Xchange @ Hello Kitty, winning the top prize of \$12,000 in cash. Mr Chew Guo You, Ms Xu Huiqiong, Ms Yu Yisi, Ms Teh Yee Teng and Mr Kelis Tham Chaofeng have created a unique experience at the Earshot café cum retail outlet at The Arts House, based on the essence of Hello Kitty and the theme "Hide and Seek". Mr Chew Guo You, the youngest participant, also won the Best Overall Participant award worth \$2,500.

3 The winning team was selected by a panel of judges from across the Creative Industries – Mr Adrian Tan, Chairman and CEO of Ad Planet Group Pte Ltd; Mr Edward Tonino, Senior Branch Director, Philips Design Singapore; and Ms Tara Melwani, Director, Jay Gee Melwani Group, as well as Mr Tan Ee Chian, Executive Director of Sheng Tai Toys Pte Ltd, partner in Creative Youth Xchange @ Hello Kitty.

4 The other team comprising Ms Karina Aryanti Tjandra, Mr Sharul Rizal, Mr Chia Yong Ling, Mr Ethan Loh Jin How and Mr Faisal Rizal, transformed an empty space into a new store concept. They took home the runner-up prize of \$5,000.

5 Mr Baey Yam Keng, Member of Parliament for Tanjong Pagar GRC, Member of the Government Parliamentary Committee for Information, Communications and the Arts, presented the awards to the participants during the prize presentation ceremony on 23 November 2006 at The Arts House. The 2 spaces created by the youths would be operational and open to the public, in conjunction with the *Hide & Seek with Kitty and Friends* exhibition presented by Sheng Tai Toys also in The Arts House from 24 November 2006 to 2 December 2006.

Annex A – More on Creative Youth Xchange

Annex B – Finalists' profiles

Annex C – Mentors' profiles

More information on Creative Youth Exchange can be found at
<http://www.creativeyouthxchange.com>

For further enquiries on Creative Youth Xchange @ Hello Kitty, please contact:

Shafara Badaruddin

Phish Communications Pte Ltd

Tel: +65 6344 2956

Email: Shafara@phish-comms.com

Crea[©]tive 2006 – Reinvent Your Future is a month-long showcase to celebrate and promote Singapore's creative industries, which comprises the arts, design and media. Now in its second year, this international showcase is initiated by the Ministry of Information, Communications and the Arts (MICA) as part of the efforts to develop Singapore into a prominent Asian hub for the creative industries.

Bringing to Singapore and international audiences an experience of world-class creativity this year are Beyond 2006, Asia Media Festival, President's Design Award, Noise Singapore, GreenField, Creative Youth Xchange, 20/20 and 10TouchPoints.

For more information, please visit www.mica.gov.sg/creative2006.

**ISSUED BY MINISTRY OF INFORMATION, COMMUNICATIONS AND THE ARTS
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ANNEX A

MORE ON CREATIVE YOUTH XCHANGE

Creative Youth Xchange was first initiated by Creative Industries Singapore, a division within the Ministry of Information, Communications and the Arts (MICA) in 2004. Creative Youth Xchange 2004 was a competition culminating in an exchange session. Creative Youth Xchange 2004 saw international creative icons as well as Singaporean business icons judging entries and sharing their insights with youth and top creatives on the challenges facing Asia's next generation of creative leaders. Among the judges were cinematic icon Francis Ford Coppola, legendary marketing strategist Al Ries, Ogilvy & Mather India Chairman as well as first Asian President of the Cannes Lion Jury Piyush Pandey, CEO of Banyan Tree Group Ho Kwon Ping and Jennie Chua of Raffles Holdings.

The 2005 edition of Creative Youth Xchange, titled Creative Youth Xchange @ Gallery Hotel comprised a competition and a workshop. The competition, based on the theme of 5 Walls: Defying Definitions had attracted the interest of more than 100 youths and ideas from across the region, from which the top 16 youths were selected. This 16 youths from the Asia Pacific region (Australia , People's Republic of China , Indonesia , New Zealand , Singapore , Thailand and Vietnam) were each given a three-dimensional canvas - the rooms of Gallery Hotel, and challenged to expand their ideas through master-classes and brainstorming sessions during the Creative Youth Xchange @ Gallery Hotel workshop (from 4 to 17 November 2005). The workshop was led by mentors from the Creative Industries, the Faculty from the School of Art, Design and Media at Nanyang Technological University and Samuel Seow Law Corporation which provided guidance and legal advice on intellectual property rights . The mentors to the participants include Mr Ashidiq Ghazali (Ogilvy and Mather Senior Art Director and DJ), Mr Goh Boon Teck (Toy Factory Theatre Director), Ms Eunice Olsen (Nominated Member of Parliament, youth advocate and musician), Ms Ketna Patel (artist and gallery owner), Mr Benny Ong (fashion and lifestyle designer) and Mr Sebastian Chun (Head of Design at Asian Civilisations Museum).

For 2006, CYX partnered Sheng Tai Toys to hold CYX @ Hello Kitty, in conjunction with Sanrio's 'Hide & Seek' exhibition. This time, youths are invited to challenge the notion of an icon and reinterpret the essence of experience, memories and culture, using Hello Kitty and the theme of 'Hide & Seek'. Similar to 2005, youths behind the short-listed entries underwent an intensive workshop, mentored by creatives, and creating new experiences for consumers at The Arts House in 2 teams of 5.

ANNEX B

CREATIVE YOUTH XCHANGE @ HELLO KITTY

10 FINALISTS

s/n		Name	Age	Nationality	School	
1	Ms	Karina Aryanti Tjandra	22	Indonesian	BA (Hons) Interior Design	Nanyang Academy of Fine Arts
2	Mr	Sharul Rizal	23	Singaporean	Designer / Illustrator	LASALLE-SIA College of the Arts.
3	Ms	Xu Huiqiong	22	PRC	Architecture, The school of Urban Design	Wuhan University, China
4	Ms	Yu Yisi	22	PRC	Architecture, The school of Urban Design	Wuhan University, China
5	Mr	Chew Guo You	17	Singaporean	Visual Communications	Nanyang Academy of Fine Arts
6	Mr	Chia Yong Ling	20	Malaysian	Graphic Communications	University Science Malaysia
7	Mr	Ethan Loh Jin How	25	Singaporean	(Graduated from Digital Media Design, Currently lecturing at ITE College Central,	Nanyang Polytechnic, School Of Design) Bedok
8	Ms	Teh Yee Teng	22	Malaysian	New Media Design	University Science Malaysia
9	Mr	Faisal Rizal	25	Singaporean	Degree in Video Art	LASALLE-SIA College of the Arts.
10	Mr	Kelis Tham Chaofeng	24	Singaporean	Animation	LASALLE-SIA College of the Arts.

ANNEX C

MENTORS' PROFILE

Kit Chan **(Singer/actress/writer)**

Kit Chan is a revered star in Singapore with a quiet but solid fan base. She was the pioneer generation of Singaporean singers to successfully break into the international market, marked in particular by her breakthrough into the competitive and highly critical Taiwanese market with her hit Mandarin album, Heartache (心痛) in 1994. Fluent in Cantonese, English and Mandarin, she is the first Singaporean singer to break into the Hong Kong Cantopop, and the Taiwanese Mandopop markets. To date, she has recorded about 20 albums, and has a string of Mandarin, Cantonese and English hit songs.

Besides pop music, Kit's other great love is musical theatre. Her first big break came in 1997 when she starred as a co-female lead with Sandy Lam, opposite Hong Kong's Heavenly King, Jacky Cheung, in Snow.Wolf.Lake, the first and by far biggest musical extravaganza to come out of Hong Kong. It was staged at the HK Colosseum for 43 shows, followed by 7 shows at the Singapore Indoor Stadium. In 2005, Kit reprised her role once more in the Mandarin version of Snow.Wolf.Lake, which toured China and Hong Kong.

After SWL, she played the lead role of the legendary songbird, Teresa Teng, in The Legend (co-starring Eason Chan and Kenny Bee), which was staged in 1998 at the Hong Kong Convention Centre for 12 shows. Since then, she had also taken part in a Taiwanese musical (What's Love About?!) which had 2 very successful runs in Taipei, Taichung and KaoHsiung in Taiwan in 2003.

Perhaps most famous amongst fellow Singaporeans is her performance of "Home" at the NDP 1998, and her portrayal of the Empress Dowager in Forbidden City: Portrait of An Empress, the most successful made-in-Singapore musical to date, which opened The Esplanade in 2002, and had since had 2 more sellout runs in 2003 and 2006. A total of 100,000 people have since seen the show.

Besides musicals, Kit has also tried her hand at TV acting, to good reviews. She played an ER doctor in Hong Kong TVB's hit TV series, Healing Hands 2. She also played the female lead role of Golden in Channel U's (now defunct) opening hit TV series, Cash Is King, opposite veteran Taiwanese actor, Chin Han, and Hong Kong's Michelle Yam.

Kit has managed to display her versatility not only in musical and theatrical expression, but also literary prowess. She published her first book of English poems in 2000 in Taiwan (titled "Cork Out of My Head") and Singapore (titled "I Write A Page"), and in 2006, released her first book of fiction (Cathy & Jodie: The Princess and the Flea), which she co-authored with her best friend.

She has won many musical awards in the region, but is most proud of the Singapore Youth Award (2001) for her contribution to Arts and Culture. She was also the first Her World's Young Woman Achiever (1999) award recipient. Kit also received the Commonwealth Youth Programme Asia Award for Youth Work in 2001.

She was Youth Ambassador from 1998 to 2000, and was subsequently council member with the National Youth Council from 2001 to 2004. Kit was also the first ambassador for World Vision Singapore in 2000, where she made a humanitarian trip to Ethiopia, and later led a group of students to Cambodia to do community work.

Besides her prolific performing career and community work, Kit is also the proud co-owner of a charming little boutique, Flowers In The Attic, at The Heeren. She believes that music, books, fashion, the Arts, and a sense of social conscience make up a full and sweet life!

Kit has announced her departure from the pop music scene in 2004, and is currently pursuing a music degree with LaSalle-SIA College of the Arts. She is enjoying doing things in reverse, and is very happy that she is at a phase where she can pick and choose projects that appeal to her.

Pauline Ong
(Life Coach cum Japanese Culture advisor)

Placed on the Dean's List for meritorious performance in Japanese Studies and Sociology while studying in NUS, Pauline is a keen observer of Japanese contemporary culture. She was based in Japan for four years coordinating cultural exchange programs and she was also the artist coordinator in the Audition Project, an initiative by Japanese music producers to encourage original compositions by young Japanese talents from all over Japan. With her deep understanding of intercultural dynamics, one of her passions as a life coach is helping people communicate and connect across cultures effectively.

Tala Hamiyeh
(Entrepreneur, Designer & Creative brand strategist)

Beirut-born tala hamiyeh wears many hats, living and loving singapore for the past 8 years with her now Singaporean husband Nagi and 4 year old daughter Mia. Tala's career began in advertising and interactive marketing in the US. She has worked at top agencies in New York such as McCann-Erickson and Saatchi & Saatchi where she handled some of the world's leading brands including Procter & Gamble, Tiffany and Co., AT&T, Coca-Cola, Price Waterhouse Coopers, and Motorola.

In Singapore Tala is considered to be one of the top creative strategists and marketing professionals. Her experiences at Darwin Digital in New York and above-the-line agencies in Asia were key to her joining BLUE as their Managing Director for the Singapore office in 2001. Before joining BLUE Singapore, Tala was the Vice President of Marketing and Chief Creative Officer for BillboardLive, a media and entertainment company. In 2002, after the birth of her daughter Mia, she founded 'talahamia' a full service design, branding and events company. 'talahamia' is essentially an ideas boutique that sets out to capture the essence of their clients world by merging unique branding strategies and combines them with creativity and style. 'talahamia' has done designs for high-profile clients and for events attended by the likes of President SR Nathan and Dick Lee. 'talahamia' serves companies across the globe, from the Middle East to Europe to the U.S.. Past clients in Singapore include Kids 21, Chokri, Indochine, Kazbar, and more. 'talahamia' is currently working on launching a shoe store to open in London's Kings Road in 2007.

Lee Yeow Heng
Artist/ Toy designer

Lee Yeow Heng, age 39, graduated from Nanyang Academy Of Arts & Designs in Singapore 1988. He's now a full time Industrial Designer.

Yeow Heng is an extremely talented person who is not only creative but is also gifted with an artistic flair. His ability to visualize, design, illustrate and create is clearly evident in his completed works on advertisements assignments, in his comic books and through his creation of characters in animated series.

Of the numerous characters created for his animated series, his favorites can be found in the "Adventures of Wesley" and in – "Pura, the Magic Cat", the latter being specially created for the publisher of SNP. In 1997, Yeow Heng thrilled the crowd when he created the many animated characters for the Singapore National Day Parade.

He also lends his artistic flair in his works for companies such as Bates Advertising, Batey Ads (Pte Ltd), J. Walter Thompson Singapore Pte. Ltd., Singapore Tourism Board and the Singapore Cable Car (Pte) Ltd.

Yeow's latest creation, SpaceSpore is an icon of strength and courage for our beliefs and positivism in attitude.

Major achievements

- | | |
|------------------|--|
| 2006 | Set up new Toy Co. Nik Tak Twist Pte Ltd |
| 2000-2003 | Created SpaceSpore, lounged island wide, exclusive partners 77th Street, MobileOne Ltd, Hard Rock Singapore. |
| 1999 | Children book Illustrator for SNP Publishing Pte Ltd. Responsible to create "Pura The Magical Cat" comic book for The Young Reader series. |
| 1998 | Chief Character Designer / Storyboard artist of FORM HOLDINGS LIMITED. Responsible for the creation of the animation series title " Adventures Of Wesley". |
| 1997 | Character Designer of National Day Parade '97 executive committee. Responsible for the creation of a 36 pages comic book, a stage musical costumes, a 15-minute video segment. |
| 1991-1996 | Full time Visualiser (1990-1993) McCann Ericsson Advertising. Art Director (1993-1996) CR & Grey Advertising. Winner of The Singapore Creative Circle Awards 1993 Silver/Bronze Illustrator. |
| 1989 | Commissioned by The Sunday Times to work on most major illustrations for NDP Supplement edition of the Sunday Times published on 8/9/98. |

Mr Samuel Seow and Mr Samuel Lee
(Samuel Seow Law Corporation)

They are a full service law corporation providing legal services within Singapore and internationally. Specific areas of practice include:

- Art Law;
- Media & Entertainment Law;
- Corporate Law;
- Incorporation of local and offshore entities;
- Intellectual Property Law, including copyrights, trade and service marks, designs and patents;
- New Media Law;
- Litigation; and
- Estates and Trusts; etc

Samuel Seow (LLB Hons)

Advocate & Solicitor, Singapore

Registered Patent Agent, Singapore

Registered Foreign Lawyer, Hong Kong SAR

Samuel Seow is the Managing Director of Samuel Seow Law Corporation.

Since 1997 Samuel has concentrated his practice in intellectual property laws as well as in commercial and corporate law, with a special focus on the application of these laws to the entertainment and media industries.

Samuel frequently advises on the contractual and financial aspects of local and international deals and structures, and on the exploitation of intellectual property rights and commercial opportunities in the media, arts and entertainment industries. Samuel advises generally on the usual areas of copyright, trade mark, design and patent prosecution; with a keen business acumen in advising his clients on how best and how most effectively to exploit the value of their intellectual property locally as well as internationally. He is also a registered patent agent.

Samuel today represents a wide range of individuals and businesses in the film, television, music and related industries including: film, television and record producers and production houses; web site content providers; multinational advertising agencies; actors; management agencies; television, film and music personalities; film financiers; screenwriters; models as well as established and developing theatre companies.

Samuel is frequently quoted in the local and regional papers on matters pertaining to his fields of specialization.

As a longtime legal counsel for the Screenwriters Association (Singapore), Samuel also administers the functions of the Asian Script Repository – Asia's first copyright registration service.

Samuel Lee (LLB Hons)

Advocate & Solicitor, Singapore

Samuel Lee has had varied experience in the legal field. In his first firm, he specialised in litigation before venturing into corporate and corporate finance law. He was seconded to the legal and compliance department of a leading American merchant bank at one time. Despite being offered a

permanent position there, he took up a stint in journalism with the Life! section of *The Straits Times* - Singapore largest English-language daily. Assigned to cover the music, entertainment and broadcast media beats, he cultivated and fostered strong ties between the newspaper and key players in these industries. Apart from acquiring intimate and first-hand knowledge of these industries, he also built up a credible portfolio as an industry reporter.

Returning to legal practice, Samuel continues to build bridges between the legal and the media and entertainment industries. His strength lies in his versatility at proffering holistic legal, business, media and entertainment consultancy. His clientele today includes production houses, up-and-coming singers, songwriters and musicians and entrepreneurs looking to venture into the entertainment industries. Apart from structuring and advising on legal contracts, he also assists our clients in obtaining and managing their publicity.

Maintaining intimate links with the media, he continues to take on freelance writing assignments in his spare time, reporting on industry developments, profiling people-of-the-moment, reviewing television programmes, concerts and music releases.

Samuel also believes in giving back to the community and engages in ad-hoc volunteer work in both Christian and secular contexts.