

ANNEX

Artists' Biographies

tobyato

tobyato is a Singaporean visual artist illustrating his way through sprawling wall murals and artist-brand collaborations. Reflecting both his own Asian heritage and playful personality, his bold artworks have adorned the spaces of Spotify, Shake Shack and Warner Music. As an artist, he has collaborated with global brands such as Nike, Samsung, Asics, Fujifilm, Levi's, and HUGO among others. Outside of his home island, he has also left his mark abroad, painting murals and artworks in Seoul, Paris, Los Angeles, Bali and even Türkiye.

Jappy Agoncillo

Jappy Agoncillo is an award-winning artist and illustrator from Manila, Philippines. With a background in skateboarding and street art, Jappy's best known for his bold and dynamic style and has worked with the likes of Playstation, Adidas, Sharpie, and Adobe. From gallery walls to large-scale murals, his work has been featured in Korea, Mumbai, Los Angeles, Chicago, Toronto, and New York City, where he is also currently based.

HAFI

HAFI is an illustrator, designer and visual artist who creates drawings rooted in ancestral memories, translating them into contemporary visual narratives. Her work explores identity and cultural storytelling through image making, most notably in SEASONINGS magazine, which she co-founded to spotlight Singapore's food culture. Her client portfolio spans arts, culture, lifestyle and commercial brands, including National Gallery Singapore, National Heritage Board, Asian Civilisations Museum, MCCY, Formula 1 Singapore Grand Prix, Hermès, Uniqlo, Samsung, Vogue Singapore, Tag Heuer, Converse and Vans Singapore.

Sonia Eryka

Sonia Eryka is an Indonesian creative director working across film photography, branding, and storytelling, with a focus on slow fashion and sustainability. Her creative journey began on social media and later expanded into collaborations with fashion, lifestyle, and technology brands. In 2016, she founded Kasmaran Indonesia, a slow fashion label specializing in handcrafted Indonesian textiles, particularly batik. Her work and personal style have been featured in both local and international publications, including Teen Vogue, Bazaar Indonesia, Company UK, Tatler, Vogue Italia, Elle Girl, Nylon, and Vogue Japan.

maegzter

maegzter is a Singapore-based visual artist who works with traditional glass neon - a medium that once illuminated Singapore's urban landscape which has now quietly faded away. In her practice, she explores light as both medium and message, recontextualising neon within a contemporary art framework. As a young artist, she was named in the Singapore 2025 Prestige 40 under 40 list and has created works for brands like Potato Corner and Royal Caribbean.

Atom (Atompakon)

Atom (Atompakon) is a Thailand-based artist, illustrator, writer, and content creator with over 10 years of experience. His work blends art, storytelling, and digital content, focusing on making art approachable and emotionally resonant through video and interactive formats. He is the author-illustrator of nine books in Thailand and the creator of My Blooming Keys, which ranked among Thailand's top Google searches in 2025. Atom was named Thailand Best Asia-Pacific Influencer 2023 and has collaborated with global brands including Fujifilm, Samsung, Intel, Lenovo, Uniqlo, Epson, and Adobe.

Amanda Khoo

Amanda Khoo is a Singapore-based creator and filmmaker who left her corporate 9-5 to tell stories about everyday places and people, through a cinematic lens. She is keenly passionate about shining the spotlight on Singapore's hidden corners and creative communities, which can be seen through her social media series "Around the Block" and "Exploring Singapore's Hidden Corners". Amanda's work blends craft, culture, and community by pairing intentional visuals with human conversation. She hopes to inspire her audience to be present in every moment, to take in their surroundings while feeling their emotions, and to find the clarity and courage within to pursue what brings them joy.

Siddhartha Joshi

Siddhartha Joshi is a travel filmmaker and photographer with over a decade of experience, having travelled across more than fifty countries. Known for his deep and thoughtful storytelling, his work focuses on culture, people, and meaningful stories from places. Recognised among India's leading travel creators on YouTube and Instagram, he has collaborated with tourism boards worldwide and works with brands such as Apple and Nikon. His approach is rooted in slow and sustainable travel - seeking depth, authenticity, and simple everyday stories wherever he goes.

See Min

See Min is a Singaporean multi-disciplinary artist who introduced Jagua body art to Singapore in 2016, building the island's first dedicated practice and community in this natural, tattoo-alternative art form. What began as a passion for temporary tattoos evolved into a medium for human connection, self-expression, and healing. Her artistic journey naturally expanded into storytelling—through filmmaking and her YouTube channel (@smxne), she creates cinematic narratives that invite audiences to look within. See Min's mission: to make creativity a path to healing and self-discovery.

Kelex 宇华

Kelex is a multi-disciplinary creator whose passion for storytelling began early, publishing his first novel at 16 and going on to author five books. While studying in the UK, he expanded into film and visual arts, earning a Master's degree from University of the Arts London (UAL). He founded Oister Studio in London and is a guest lecturer at UAL. A fashion and travel tastemaker, he collaborates with fashion brands such as Dior, Chanel, Gucci and Loewe, and regularly contributes to VOGUE, GQ, Kinfolk, and Condé Nast Traveler.