

NAFA Alumni Kaki Series
Directors Duo



Diploma in Screen Media, Class of 2016

Combined Creativity

Meet alumni duo Lee Kian Ping and Jeff Chew, who were high school friends from Penang and enrolled into NAFA's Design and Media course together in 2013.

Their graduation short film "Green Years" clinched first place for the Best of Film category at the 2016 Crowbar Awards*, giving them a strong headstart into the media industry.

Collectively known as the duo directors, they are both working as film directors at OHBOY! Pictures, creating commercials and corporate films. With combined creativity, the pair has worked with Google, MCCY, Singtel and Harvey Norman to name a few.

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- > Individual alumni
- > Couple alumni
- > Group alumni

Crow Bar Awards

Organised by the Association of Accredited Advertising Agents Singapore (4As), the Crowbar Awards is an annual platform for emerging young creative talents to showcase their best works and to learn from their peers. Launched in 2001, Crowbar's mission is to develop and nurture creative talents to ensure a sustained high standard of creativity in Singapore. The Crowbar Awards is a rich hunting ground for fresh talents, and winners are sought after and quickly hired by prospective employers.



Lee Kian Ping, DM, 2016



Jeff Chew, DM, 2016

1. Share with us how did you get paired up for your video production work?

We were paired as a directing duo in our final year after we met Mr Roslee Yusof, Director and Founder of Freeflow Productions at the Crowbar Awards. We have been directing collaboratively since then.

2. How has working as a team with your ex-NAFA schoolmate benefited you in your career?

Video production is always a team effort. Having a common video production foundation from NAFA helped to streamline our communication and thoughts, which then gets synthesised into a united vision.

3. Looking back, which aspect of your NAFA studies prepped you the most to enter the industry?

Our graduation project prepped us most for the industry. We spent a semester of sweat and tears on it. With the support of our lecturer Mr Matthew Foo, we were given the chance to shoot the short film in our hometown, Penang. This arrangement allowed us to complete a full production within finite funds.

Winning the Crowbar awards with our completed film also created an opportunity for us to meet our Lucky Star, Mr Roslee Yusof, granting us entry into the industry upon graduation.

WHAT MAKES A GOOD FILM?

4. Which mindsets would you like to advise your juniors to have entering the media industry?

Stay true to yourself and be open minded to exploring possibilities through the journey of your creation. Audiences can feel if a work is sincere and genuine when you pour heart and soul into the production.

5. In your opinion, what makes a good film?

It varies with personal taste and judgement.

For us a good film is made up of minuscule yet pivotal moments that evoke innermost feelings and connections, paired with thoughtful cinematography that elevates the story, to bring forth audience's imaginations. A good film is like a magical affair, taking audiences on a journey of intimate and personal experiences.

6. Please share with us your top 3 film recommendations?

In the Mood for Love by Wong Kar Wai, The Lobster by Yorgo Lanthimos and La La Land by Damien Chazelle.

