

NAFA Alumni Solo Spotlight Series

Visual Design Maverick

WARREN WEE

Diploma in Visual Communication, 2007
Creative Director



1. Thanks for accepting this interview, share with us where has your creativity taken you after you graduated from NAFA?

Aside from commercial and advertising work for clients and my corporate career, my work has been featured in local and overseas publications from the likes of Harper's BAZAAR, ELLE and Wallpaper* to newspapers like the Straits Times. I have also been involved in contributing to various book publications.

Style Happenings



1. Thanks for accepting this interview, share with us where has your creativity taken you after you graduated from NAFA? (cont'd)

Given the opportunity to photograph Singapore Fashion Week in 2005 while I was still studying in NAFA, I was commissioned to shoot other major fashion events like the Audi Fashion Festival, and high street shows by GUCCI and Chanel. I also work with various celebrities as part of the job.

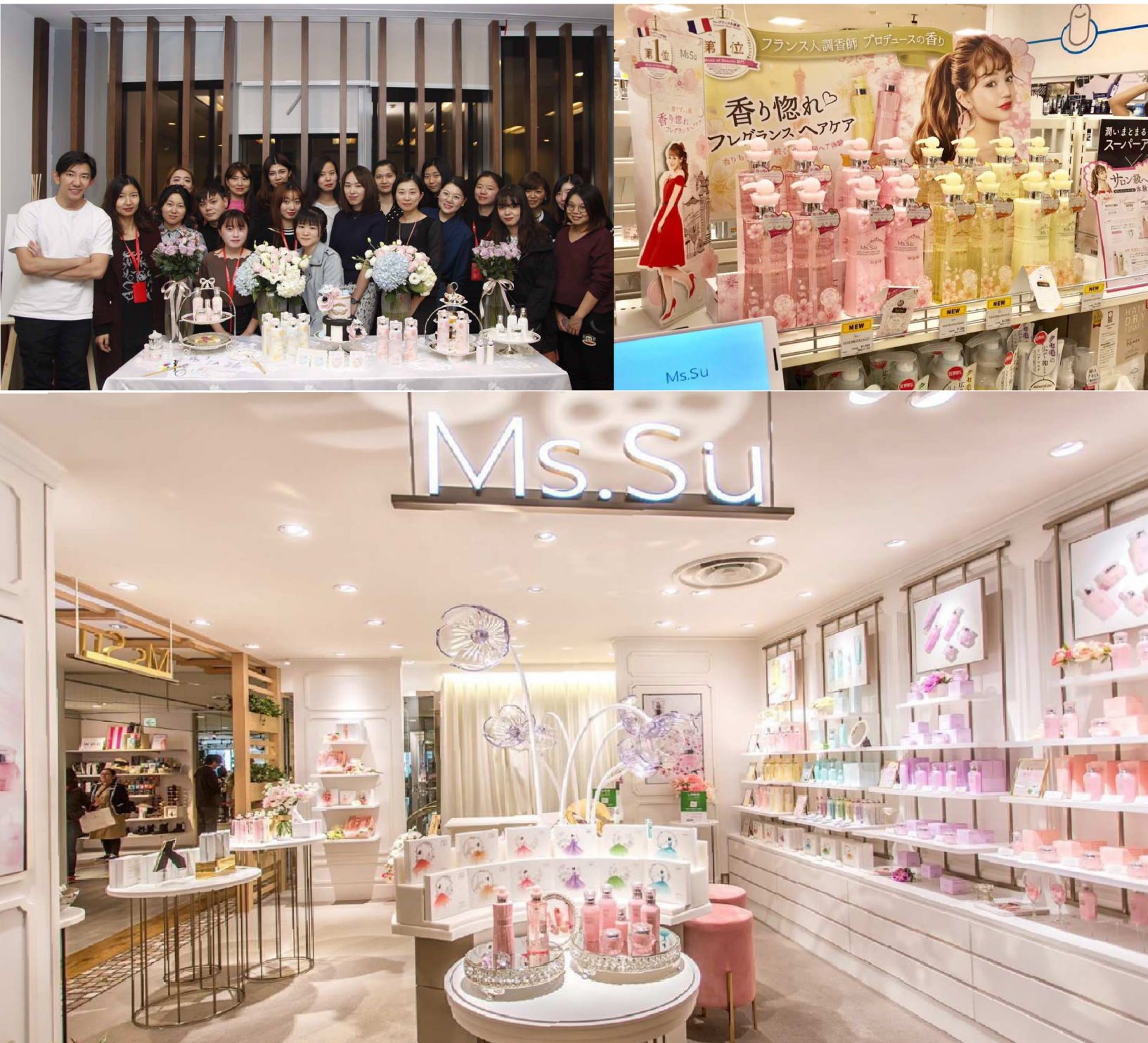
Over the years I have also ran multiple creative businesses from a photography and graphic design studio, an aviation themed Japanese restaurant and a chocolatier.



2. You've worked in Tokyo, Japan for 5 years. What are some intrinsically Singaporean mindsets/skills/characteristics that has given you an edge over your peers while working overseas?

I moved to Tokyo in 2017 and was tasked to lead a cross border design team based out of Shanghai and Tokyo to launch a new Japanese cosmetics and haircare brand.

Being brought up in multi-racial Singapore, Singaporeans in general have a higher tolerance of people of different races, languages, culture and religions. This natural acceptance of diversity is sacred, and definitely gives Singapore and Singaporeans an edge.



3. What are NFTs and your thoughts on them?

NFT is short for non-fungible token, a unique and non-interchangeable unit of data stored on a digital ledger. NFTs can be associated with easily-reproducible items such as photos, videos, audio, and other types of digital files as unique items, and blockchain technology is used to give the NFT a public proof of ownership.

The excitement in NFTs is warranted and the benefits for artists are real. NFTs add value to the art world by -

- > giving provenance to an art work by tracking its transacted history
- > global authentication via blockchain that the work is an original
- > reoccurring sales commissions and unlocking additional content via smart contracts
- > removal of censorship and honouring the artist's intent via decentralisation
- > showcasing art in the virtual worlds called the metaverses, and many more.

The future is very exciting in this space!



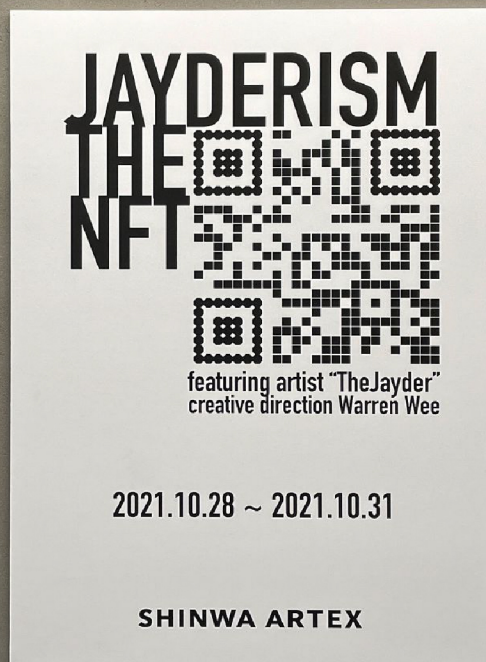
4. Share with us more on your recent project 「Jayderism THE NFT アート展」+ Auction?

I curated Japan's first-ever physical NFT auction, titled 「Jayderism THE NFT アート展」+ Auction, featuring over 100 works by multi Emmy award-winning artist, Jesse Franklin, aka The Jayder.

Held at Shinwa ARTEX Gallery in Ginza, Tokyo's largest auction house on 28 - 31 October 2021, we created a multi-sensory art exhibition with live and online auction bids. This was held fully in the dark with an underground DJ party to create a futuristic vibe.

The auction saw all 14 lots auctioned off for a combined total of 18.79 million Japanese yen (approximately SGD\$223,000), with the highest bid for a single piece at 6.6 million Japanese yen (approximately SGD\$78,300).

Aside from the financial outcomes, my main goal of the event was to blur the physical and digital worlds, bringing novel ways of auctioning to a traditional Japanese auction house and through this, setting off a new benchmark for a first-time exhibiting artist.



5. What do you miss most about your days at NAFA?

The camaraderie from my classmates, some of whom are still in touch with me after many years.

6. Share on some upcoming projects you have lined up, for us to look out for!

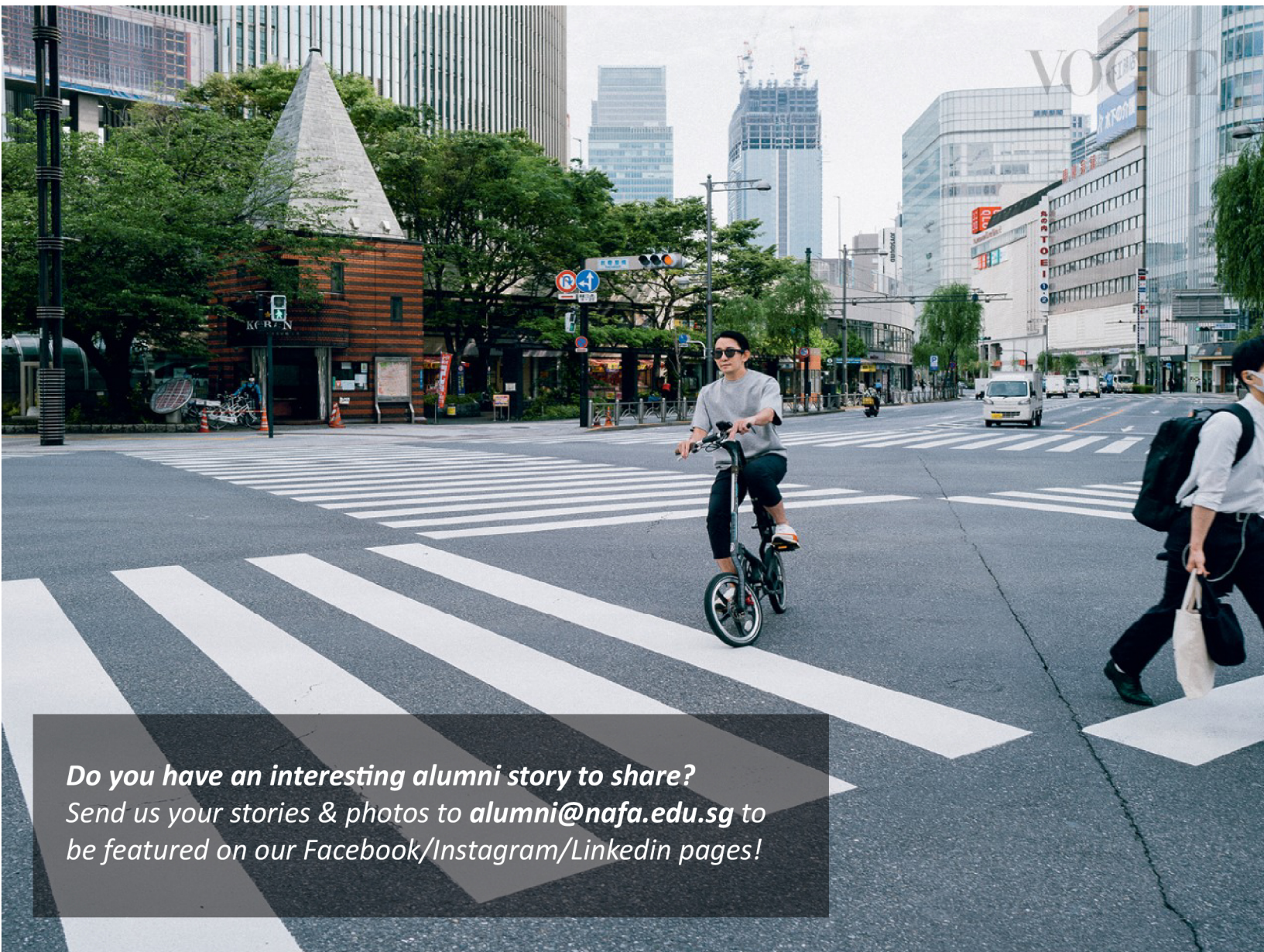
Most of my projects are confidential due to non-disclosures and the highly competitive nature of the industry as a whole... but follow my social media feeds!

Follow Warren here -

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