

NAFA Distinguished Alumni Medal 2021

Yeo Yeok Chuan

Diploma in Graphic Design (Class of 1993)



Yeo Yeok Chuan graduated from NAFA's Diploma in Graphic Design course in 1993. An award-winning designer, he is also the managing director of local design firm, Achates 360. Since 2001, Chuan has taken his company to various peaks of excellence through bespoke branding, publishing, graphic design, and advertising services. His vision and dedication in the arts has landed him several accolades such as two Gold awards for 2018's The Design 100, Hong Kong Design Awards and Book of the Year at the 2017 Singapore Book Awards.

A strong supporter of NAFA, Chuan has been actively participating in and contributing to NAFA's alumni events and initiatives. In 2018, in celebration of the NAFA 80th Anniversary, he co-designed the roving installation titled "Moving Memories" with fellow alumnus Deric Shen, to present snapshots of NAFA's moments in history through the artwork of its pioneer teachers and alumni. The design was the Gold Winner at The Design 100, 2018 Hong Kong Design Awards.

Chuan constantly gives back to his alma mater in many ways. Since 2016, for three consecutive terms, he has been a member of the NAFA Design & Media Alumni Chapter. He also participated as a Career Portfolio Reviewer during the NAFA Career Week in 2017, 2019 and 2021 to share his experience and advice to the budding talents at NAFA, on creating a robust arts portfolio.

Significant Works and Awards:

2018

- Gold Winner, The Design 100, Hong Kong Design Awards for “Moving Memories”
- Gold Winner, The Design 100, Hong Kong Design Awards for “Building Memories National Theatre Pop-Up Kit”

2017

Awards won for the interactive art book “Building Memories: People. Architecture. Independence”:

- Winner, Book of the Year, Singapore Book Awards
- Winner, Best Illustrated Non-Fiction Title, Singapore Book Awards
- Finalist, Best Book Cover Design, Singapore Book Awards
- Winner, HOW International Design Awards
- Bronze Winner, A'Design Award & Competition

2016

Awards won for interactive art book “Building Memories: People. Architecture. Independence”:

- Gold Winner, The Design 100, New York Design Awards
- Silver Winner, The Design 100, London Design Awards
- Gold Winner, The Design 100, Hong Kong Design Awards
- Winner, American Graphic Design Awards
- Gold Winner, The Design 100, GOV Design Awards