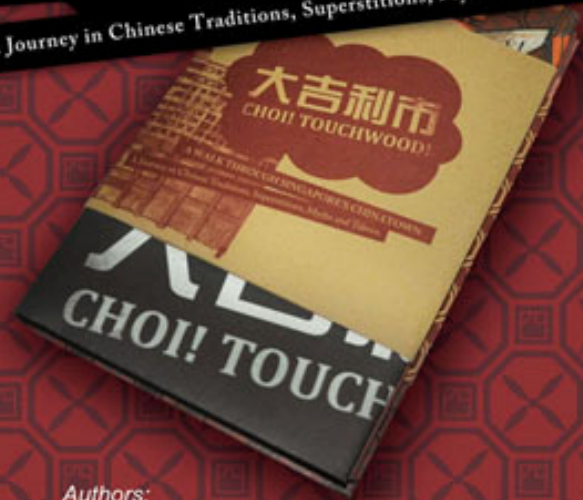


大吉利市 CHOI! TOUCHWOOD!

A WALK THROUGH SINGAPORE'S CHINATOWN

A Journey in Chinese Traditions, Superstitions, Myths and Taboos.



In January, join Jesvin Yeo, Liew Jie Ni, Alvin Ng and David Fedo as they discuss "Choi! Touchwood!".

Choi! Touchwood! takes you through the history of landmarks like Thian Hock Keng Temple, Smith Street, Ang Siang Hill and Sago Lane. It contrasts the phenomenon of a modern society and traditional beliefs and brings out reminiscent feelings for old traditions. It reminds people about their childhood days when traditions, myths and taboos were a big part of their lives. In modern, developed and globalised Singapore, traditions become immaterial, yet it is always valuable to archive it for our younger and future generations.

Authors:

Jesvin Yeo is an assistant professor in the School of Art, Design and Media at Nanyang Technology University. As a researcher, Jesvin main research areas are on Asian material culture, visual research and knowledge visualization. Her work focused on the details of design and putting a message in context, particularly in book design and taking typography into 3D and digital form. Jesvin has presented and published her works at several international conferences and also exhibited her creative works internationally, including renowned 798 Art District in Beijing, Museum of Design in Atlanta, Museum of Contemporary Art in Washington, etc.

Liew Jie Ni is a designer in The Brand Union. She entered the branding and design industry after graduating with a Bachelor of Fine Arts from School of Arts, Design and Media at Nanyang Technological University. Prior to this, she was actively involved as a designer in many large-scale creative projects like 'Thrice Upon A Time' Philippine art exhibition and Singapore Youth Olympics Games. Aside from her passion in branding and exhibition design, she is recognized for her strength in illustrations, idea conceptualization and visualization.

Alvin Ng is a multidisciplinary designer based in Singapore. His recent work included designing a worldwide booth design guide for Urban Redevelopment Authority (URA), 2010-2013, and the booth graphic for World City Summit Singapore. Alvin is the creative director for Youth Olympic Games Bid book, as well as involving in the design of the booth interior for Youth Olympic Games village 2010. An expertise in branding communications and print media, his work included a wide range of packaging design for renowned international brand Santa Barbara Polo & Racquet Club and Senses International.

Facilitator:

Dr David Fedo is a native of Minnesota and a long time teacher of literature and college administrator in the United States. He is currently the Executive Director and Visiting Scholar at the Singapore branch of the Wheelock College (Boston, Massachusetts, USA) Center for International Education, Leadership, and Innovation. He was on a panel at the recent Singapore Writers Festival which explored the works of contemporary Italian, Singaporean and American poets.

Date : **21 January 2011, Friday**

Time : **7pm**

Venue : **Earshot @ The Arts House (1 Old Parliament Lane)**

ADMISSION IS FREE!

For more information or to register, email info@bookcouncil.sg with your contact details.

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