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Media Release

Monday, 23 September 2019

For immediate release

The Crowbar Awards 2019 announces finalists

Celebrating the best works from both local and international schools, The Crowbar Awards has always been the benchmark for creative excellence in students. The Awards seeks to recognize and inspire great work while allowing better access and mentorship opportunities between up-and-coming talent and creative agencies.

After 2 gruelling rounds of judging, more than 300 finalists were unveiled.

The winners will be announced at the The Crowbar Awards Show 2019 on Friday, 8 November 2019. Venue will be announced at a later date.



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Finalists

Communication

A01 Activation

28 MB

By: Natasha Benedicta
Nanyang Academy of Fine Arts

Adidas, Cover Girls

By: Kittikorn Thongchim, Steffi Lee Jia Sin
Nanyang Academy of Fine Arts

AHHH! Planted Morphology

By: Emily Choo QianYi
Temasek Polytechnic

Alexa Reads The News

By: Yashashree Samant, Mehak Marwah, Siddhant Karale, Apaar Singhal
Miami Ad School

Blink for Burgers

By: Kezia Joy Christni
Nanyang Academy of Fine Arts

Contractgami

By: Kezia Joy Christni, Verlin Lim Hwee Cheun
Nanyang Academy of Fine Arts

Durex – Sex Drive - #RideSafeWithDurex

By: Shermin Sim, Ang Hwee Min
Nanyang Technological University

Hypnos Sleep Bank

By: Dimple Suresh
Temasek Polytechnic



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A02 Direct Marketing

Bully Candy

By: Natasha Benedicta, Poonam Dasilva, Kittikorn Thongchim, Ditthania Suryani,
Darren Teh, Xu Zhixian
Nanyang Academy of Fine Arts

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

Siri 2.0

By: Natasha Benedicta, Claudia Sabrina Gunadi
Nanyang Academy of Fine Arts

The Grave Label

By: Marcus Lim
School of Visual Art

A03 Film

#GratefulForYou

By: Lim Meng Yen, Tan Jiale Nicholas
Singapore Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic



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Gift

By: Wang Rong
Singapore Polytechnic

Inkbound

By: Tan Shihui Victoria, Jesslyn Tan Shi Xuan, Charmaine Lim Le Ning, Yew Sheng Wen
Singapore Polytechnic

Living Under \$1.25

By: Matthias Chong Shien Rong
Temasek Polytechnic

Take Flight

By: Lau Weng Sum, Lrvel Lee Man Ning, Chin Weizi, Poon Xin Yi, Lee Ruo Qi Alicia,
Chin Yanni, Lee Qing Yun Cerlynn, Nur Ruzana Binte Dahaln
Singapore Polytechnic

The Art of Planning Smart

By: Woo Hong Qing, Deo Wei Ting, Aw Ping Hui
Singapore Polytechnic

The Bucket List

By: Natasha Benedicta, Claudia Sabrina Gunadi, Kiara Hambali
Nanyang Academy of Fine Arts

A04 Integrated

Adidas Ascent

By: Clarie Sng Jing Xuan, Heidi Luah Jia Yi, Le Zhan (Lucas) Lim, Hethir Abdul halim,
Cason Christopher
Singapore Polytechnic

Fetch – Saving dogs through fostering

By: Alyssa Ng Shi Han
Temasek Polytechnic



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Get Your Show Started

By: Luah Jia Yi Heidi, Clarie Sng Jing Xuan, Ho Wen Ting, Neo Cen Min, Jacqueline Gabriella Sukamto
Singapore Polytechnic

Hypnos Sleep Bank

By: Dimple Suresh
Temasek Polytechnic

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

PMS – Personal Mood Shopper

By: Er Xin Ying, Larissa Lim
Singapore Polytechnic

SIA Got Your Bag – Singapore Airlines

By: Goh Li-Yan Jessica, Alexis Nichole Chew Wen Xin, Nuriyah Fatin, Tan Su Wen Kimberly, Amelia Lim Jia Yi
Singapore Polytechnic

Signale

By: Eunice Gan Cheong Hwee
Temasek Polytechnic

Vennture

By: Lim Jia Hao, Kenneth, Lee Yi Xuan, Isabel, Crystal Ong Yi Jie, Merlyn Tay Sin Yi, Lim Su Hui
Singapore Polytechnic

A05 Outdoor

28 MB

By: Natasha Benedicta
Nanyang Academy of Fine Arts



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Hypnos Sleep Bank

By: Dimple Suresh
Temasek Polytechnic

Partnership Beyond 150 Years

By: Chua Wei Yang
Glasgow School of Art

Poorly Loaded

By: Kezia Joy Christni, Verlin Lim Hwee Cheun
Nanyang Academy of Fine Arts

A07 Poster

Change For Trans

By: Claudia Tan, Gao Fuli, Fahmi Sedek, Cam Tu Nguyen Vuong
LASALLE College of the Arts

A08 Print

Conversations

By: Marcus Lim
School of Visual Art

Foot Dryer

By: Marcus Lim
School of Visual Art

Raised Right

By: Yashashree Samant
Miami Ad School, Mumbai



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Small Problem

By: Marcus Lim
School of Visual Art

Take The Wheel

By: Palak Kapadia, Ria Kulkarni, Saloni Doshi
Miami Ad School, Mumbai

A09 Art Direction

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

Conversations

By: Marcus Lim
School of Visual Art

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

Foot Dryer

By: Marcus Lim
School of Visual Art

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

The Resurgence of Theos

By: Muhammad Fatih Bin Rosli
Temasek Polytechnic



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A10 Design

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

Change For Trans

By: Claudia Tan, Gao Fuli, Fahmi Sedek, Cam Tu Nguyen Vuong
LASALLE College of the Arts

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

The Resurgence of Theos

By: Muhammad Fatih Bin Rosli
Temasek Polytechnic

A11 Illustration & Graphic Design

AHHH! Planted Morphology

By: Emily Choo QianYi
Temasek Polytechnic

Daring Heart

By: Judith Karina Onang
Nanyang Academy of Fine Arts

Day 0

By: Lum Renee
LASALLE College of the Arts

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic



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Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

Long Live the Legends

By: Tan Jia Hui, Jasmine
Temasek Polytechnic

A12 Photography

Living Under \$1.25

By: Matthias Chong Shien Rong
Temasek Polytechnic

A13 Typography

Change For Trans

By: Claudia Tan, Gao Fuli, Fahmi Sedek, Cam Tu Nguyen Vuong
LASALLE College of the Arts

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

Skewed Pages

By: Chen Zihan Jonathan
Temasek Polytechnic

Step out of the comfort zone

By: Yu Shuqin
Nanyang Academy of Fine Arts



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Branding

B01 Activation

Crispeeee Challenge

By: Poonam Dasilva

Nanyang Academy of Fine Arts

#AsBasicAs

By: Vernette Didier Chia Chye Yen, Rachel Anne Chew Ming Hui, Lee Yun Ting

Nanyang Technological University

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat

Singapore Polytechnic

The Resurgence of Theos

By: Muhammad Fatih Bin Rosli

Temasek Polytechnic

AHHH! Planted Morphology

By: Emily Choo QianYi

Temasek Polytechnic

Blink for Burgers

By: Kezia Joy Christni

Nanyang Academy of Fine Arts

Long Live the Legends

By: Tan Jia Hui, Jasmine

Temasek Polytechnic



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B02 Below – The-Line Collaterals

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

Long Live the Legends

By: Tan Jia Hui, Jasmine
Temasek Polytechnic

Nothing left

By: Soo Bao Rui
Temasek Polytechnic

Chow

By: Kok Shiow Tze, Daphne
Temasek Polytechnic

The Resurgence of Theos

By: Muhammad Fatih Bin Rosli
Temasek Polytechnic

AHHH! Planted Morphology

By: Emily Choo QianYi
Temasek Polytechnic

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

B03 Business Proposal

FRACTION: Split the bill, together

By: Joseph Chee
Nanyang Polytechnic



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B04 Corporate/Branding Identity

Chow

By: Kok Shioh Tze, Daphne
Temasek Polytechnic

Revitalizing a classic Singapore icon - Fragrance

By: Tang Yun Ying, Bryan Cheng Chin Kiat
Singapore Polytechnic

The Vibe City

By: Ripley Quek Yi Jun, Chu Kerrie
Singapore Polytechnic

Borders Junior

By: Bridget Ho Jia Hui, Yap Zhen Yin Janice, Ng Jing Lin, Christabel Tai Lin Li
LASALLE College of the Arts

Nothing Left

By: Soo Bao Rui
Temasek Polytechnic

Johor Tourism Board Rebranding & Magazine

By: Droney Tan Choon Xien, Angel Tay Su Ya, Chong Li Min
Nanyang Academy of Fine Arts

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

B05 Editorial Publication

The Resurgence of Theos

By: Muhammad Fatih Bin Rosli
Temasek Polytechnic



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Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

BODY Magazine

By: Claudia Tan
LASALLE College of the Arts

5050

By: Nguyen Vuong Cam Tu
LASALLE College of the Arts

A-B Magazine: Right of Asylum

By: Edward Lau Hao Jun
LASALLE College of the Arts

B06 Packaging

Chow

By: Kok Shiow Tze, Daphne
Temasek Polytechnic

Revitalizing a classic Singapore icon - Fragrance

By: Tang Yun Ying, Bryan Cheng Chin Kiat
Singapore Polytechnic

B07 Art Direction

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

The Resurgence of Theos

By: Muhammad Fatih Bin Rosli
Temasek Polytechnic



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Gina's Botanic Studio

By: Edward Lau Hao Jun, Oh Huinju
LASALLE College of the Arts

Chow

By: Kok Shiow Tze, Daphne
Temasek Polytechnic

Gina

By: Claudia Tan Chu Wing, Mohammad Tarmizi Bin Tupari
LASALLE College of the Arts

Gordon Grocer

By: Nora Jasmine Yee, Elaine Chee Shi Hui
LASALLE College of the Arts

Borders Junior

By: Bridget Ho Jia Hui, Yap Zhen Yin Janice, Ng Jing Lin, Christabel Tai Lin Li
LASALLE College of the Arts

Auntie Seshat

By: Venny Chung Ping Siang, Fiona Lim, Jasmine Lim
LASALLE College of the Arts

Gina

By: Claudia Tan Chu Wing, Mohammad Tarmizi Bin Tupari
LASALLE College of the Arts

Virgin go!

By: Elaine Chee Shi Hui, Edward Lau Hao Jun, Stefanus Kenneth Rori, Lim Cheng Yong
LASALLE College of the Arts



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B08 Design

Gina's Botanic Studio

By: Edward Lau Hao Jun, Oh Huinju
LASALLE College of the Arts

Gina

By: Claudia Tan Chu Wing, Mohammad Tarmizi Bin Tupari
LASALLE College of the Arts

Gordon Grocer

By: Nora Jasmine Yee, Elaine Chee Shi Hui
LASALLE College of the Arts

Auntie Seshat

By: Venny Chung Ping Siang, Fiona Lim, Jasmine Lim
LASALLE College of the Arts

The Vibe City

By: Ripley Quek Yi Jun, Chu Kerrie
Singapore Polytechnic

Revitalizing a classic Singapore icon - Fragrance

By: Tang Yun Ying, Bryan Cheng Chin Kiat
Singapore Polytechnic

Chow

By: Kok Shiow Tze, Daphne
Temasek Polytechnic

Timbre Beer Pong Tournament

By: Daphne Kok
Temasek Polytechnic

Virgin go!

By: Elaine Chee Shi Hui, Edward Lau Hao Jun, Stefanus Kenneth Rori, Lim Cheng Yong
LASALLE College of the Arts



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Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

B09 Illustration & Graphic Design

Virgin go!

By: Elaine Chee Shi Hui, Edward Lau Hao Jun, Stefanus Kenneth Rori, Lim Cheng Yong
LASALLE College of the Arts

AHHH! Planted Morphology

By: Emily Choo QianYi
Temasek Polytechnic

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

Long Live the Legends

By: Tan Jia Hui, Jasmine
Temasek Polytechnic

B11 Typography

Virgin go!

By: Elaine Chee Shi Hui, Edward Lau Hao Jun, Stefanus Kenneth Rori, Lim Cheng Yong
LASALLE College of the Arts

REDEFINING RICH WITH VERTU

By: Edmund Chen Chye Chai, Catherine Kusuma, Gan Yee Zhi, Toh Hui Ming
LASALLE College of the Arts

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic



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Design

C01 Corporate/Branding Identity

Chow

By: Kok Shioh Tze, Daphne
Temasek Polytechnic

Perspectives Film Festival 2018 - Institutions

By: Trey Seah, Ng Xuan Fei, Chew Wen Yie, Louise Ng
Nanyang Technological University

The Vibe City

By: Ripley Quek Yi Jun, Chu Kerrie
Singapore Polytechnic

Gina's Botanic Studio

By: Edward Lau Hao Jun, Oh Huinju
LASALLE College of the Arts

BORDERS Rebrand

By: Te Qi Shan
LASALLE College of the Arts

Nothing left

By: Soo Bao Rui
Temasek Polytechnic

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

Revitalizing a classic Singapore icon - Fragrance

By: Tang Yun Ying, Bryan Cheng Chin Kiat
Singapore Polytechnic



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Gordon Grocer

By: Nora Jasmine Yee, Elaine Chee Shi Hui
LASALLE College of the Arts

C02 Book Design

The Resurgence of Theos

By: Muhammad Fatih Bin Rosli
Temasek Polytechnic

Skewed Pages

By: Chen Zihan Jonathan
Temasek Polytechnic

Canton - Twisters

By: Chen Xiaoqi
Nanyang Academy of Fine Arts

Salaryman Magazine

By: Venny Chung Ping Siang
LASALLE College of the Arts

C03 Logo Design

Gordon Grocer

By: Nora Jasmine Yee, Elaine Chee Shi Hui
LASALLE College of the Arts

Nothing left

By: Soo Bao Rui
Temasek Polytechnic

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic



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C04 Mobile Applications

PLAYMATE/TEAMUP – Social Sports Interactive App

By: Gu Yuyang
Nanyang Polytechnic

Signale

By: Eunice Gan Cheong Hwee
Temasek Polytechnic

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

Hypnos Sleep Bank

By: Dimple Suresh
Temasek Polytechnic

Fetch – Saving dogs through fostering

By: Alyssa Ng Shi Han
Temasek Polytechnic

C05 Motion Graphics

Travel With Naiise

By: Cynthia Luo Zi Qing
Nanyang Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic



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C06 Spatial & Experiential

Court - Haus

By: Landon Ding Shan Wei
Temasek Polytechnic

CO-

By: Sek Yong Jun
Temasek Polytechnic

Balik to Hillview

By: Bruce Yee Yi Zeng
Temasek Polytechnic

Hyperbands

By: Ng Jin Xi, Jonathan Ng Ming-En, Kerine Kua Xuan Lin, Lai Jun Kang, Kwok Shun Git, Koh Kai Wei, Chan Wei Ren
Singapore University of Technology and Design

Borders Junior

By: Bridget Ho Jia Hui, Yap Zhen Yin Janice, Ng Jing Lin, Christabel Tai Lin Li
LASALLE College of the Arts

C07 Packaging

Revitalizing a classic Singapore icon - Fragrance

By: Tang Yun Ying, Bryan Cheng Chin Kiat
Singapore Polytechnic

Dragon Samurai

By: Lo Shu Zhen Nikki Cheryl
LASALLE College of the Arts

Boommu

By: Nah Bee Jia
LASALLE College of the Arts



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Clean Toilet Brush

By: Cara Loh
LASALLE College of the Arts

Pete the Plant Bag

By: Khor Xin Yi, Rachel
LASALLE College of the Arts

C09 Product Design

Strappa

By: Lim Kai En Christopher
Singapore Polytechnic

Zone

By: Goh Bing Jun
Temasek Polytechnic

Cassle

By: Cho Soo Bin
Temasek Polytechnic

Moss Tree

By: Siew E Ian
Temasek Polytechnic

Redesign of the Metered – dose Inhaler

By: Valerie Tan Shi Min
National University of Singapore

Kumiko

By: Lee Wen Feng
Temasek Polytechnic



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Unearth

By: Tiew Jia Hui
Temasek Polytechnic

qik

By: Tan Jun Jie Wesley
Singapore Polytechnic

Lotus

By: Ye Jia Jie
Temasek Polytechnic

C12 Art Direction

Chow

By: Kok Shioh Tze, Daphne
Temasek Polytechnic

GINA

By: Gao Fuli, Danielle Renee Dy Cu
LASALLE College of the Arts

AHHH! Planted Morphology

By: Emily Choo QianYi
Temasek Polytechnic

Travel With Naiise

By: Cynthia Luo Zi Qing
Nanyang Polytechnic

BODY Magazine

By: Claudia Tan
LASALLE College of the Arts



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Salaryman Magazine

By: Venny Chung Ping Siang
LASALLE College of the Arts

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

5050

By: Nguyen Vuong Cam Tu
LASALLE College of the Arts

C13 Design

Revitalizing a classic Singapore icon - Fragrance

By: Tang Yun Ying, Bryan Cheng Chin Kiat
Singapore Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

Chow

By: Kok Shiow Tze, Daphne
Temasek Polytechnic

The Vibe City

By: Ripley Quek Yi Jun, Chu Kerrie
Singapore Polytechnic



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BODY Magazine

By: Claudia Tan

LASALLE College of the Arts

Virgin go!

By: Elaine Chee Shi Hui, Edward Lau Hao Jun, Stefanus Kenneth Rori, Lim Cheng Yong

LASALLE College of the Arts

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat

Singapore Polytechnic

5050

By: Nguyen Vuong Cam Tu

LASALLE College of the Arts

Salaryman Magazine

By: Venny Chung Ping Siang

LASALLE College of the Arts

C14 Illustration & Graphic Design

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat

Singapore Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng

Singapore Polytechnic

Long Live the Legends

By: Tan Jia Hui, Jasmine

Temasek Polytechnic

The Kueh Rescue

By: Tan Pei Qi

Temasek Polytechnic



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Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

AHHH! Planted Morphology

By: Emily Choo QianYi
Temasek Polytechnic

C15 Photography

Play It Forward

By: Clara Lau Shi Hui
Temasek Polytechnic

Living Under \$1.25

By: Matthias Chong Shien Rong
Temasek Polytechnic

Running Out of Light

By: Goh Lit Han
Temasek Polytechnic

C16 Typography

BODY Magazine

By: Claudia Tan
LASALLE College of the Arts

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By: Nguyen Vuong Cam Tu
LASALLE College of the Arts

Skewed Pages

By: Chen Zihan Jonathan
Temasek Polytechnic



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Salaryman Magazine

By: Venny Chung Ping Siang
LASALLE College of the Arts

Singapore Chinese Orchestra Brand Revitalisation

By: Lim Ing, Tan Wee Kiat
Singapore Polytechnic

Digital/Innovation

D01 Applications

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

Fetch – Saving dogs through fostering

By: Alyssa Ng Shi Han
Temasek Polytechnic

Signale

By: Eunice Gan Cheong Hwee
Temasek Polytechnic

D03 Digital Installation

Blink for Burgers

By: Kezia Joy Christni
Nanyang Academy of Fine Arts

Pin

By: Yap Kah How
Nanyang Polytechnic



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Miniature New Year

By: Kuan Shu Lin
Nanyang Polytechnic

#FREEDOMTODANCE

By: Ngiam Sze Yee Shirley
LASALLE College of the Arts

Odd One Out: The Madrasah Stereotype

By: Putri Dina Andiyana Binte Mohd Anuar
Nanyang Technological University

D04 Integrated

Signale

By: Eunice Gan Cheong Hwee
Temasek Polytechnic

Hypnos Sleep Bank

By: Dimple Suresh
Temasek Polytechnic

#FREEDOMTODANCE

By: Ngiam Sze Yee Shirley
LASALLE College of the Arts

Fetch – Saving dogs through fostering

By: Alyssa Ng Shi Han
Temasek Polytechnic

D05 Mobile

Siri 2.0

By: Natasha Benedicta, Claudia Sabrina Gunadi
Nanyang Academy of Fine Arts



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Hypnos Sleep Bank

By: Dimple Suresh
Temasek Polytechnic

Adopt – A- Crop

By: Sifi Nur Aini Ishack
Nanyang Polytechnic

D06 Online Advertising

Pac – Waste

By: Tiffany Lay
Nanyang Academy of Fine Arts

D07 Online Film

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

Inkbound

By: Tan Shihui Victoria, Jesslyn Tan Shi Xuan, Charmaine Lim Le Ning, Yew Sheng Wen
Singapore Polytechnic

A Son's Love

By: Jamilah Allyssa Binte Jaffrizar, Deseree Huang, Grace Wu, Sophoronia Khoo,
Charmaine Chua
Singapore Polytechnic

Take Flight

By: Lau Weng Sum, Lrvel Lee Man Ning, Chin Weizi, Poon Xin Yi, Lee Ruo Qi Alicia,
Chin Yanni, Lee Qing Yun Cerlynn, Nur Ruzana Binte Dahaln
Singapore Polytechnic



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D08 Social

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

Crispeeee Challenge

By: Poonam Dasilva
Nanyang Academy of Fine Arts

D11 Animation & Motion Graphics

Hunting Dragons

By: Noah Alastair Ng, Wong Xin Pei, Marcus Lim, Victoria Chew, Cherie Tay, Harits Satryo
Singapore Polytechnic

Tanuki No Tabi (Tanuki's Journey)

By: Malcolm Wong Chi Kit, Xavier Chin Jia Le, Yeong Kao Wai Sheela, Ng Yi Li, Tan Yuki, Lee Wei Hao Royce
Singapore Polytechnic

Inkbound

By: Tan Shihui Victoria, Jesslyn Tan Shi Xuan, Charmaine Lim Le Ning, Yew Sheng Wen
Singapore Polytechnic

Decline

By: Muhammad Asyraf Bin Azman, King Yu Xin
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Self – Awareness Campaign

By: Lim Jia Ying
Nanyang Academy of Fine Arts



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Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

D12 Art Direction

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Singapore Polytechnic

Hunting Dragons

By: Noah Alastair Ng, Wong Xin Pei, Marcus Lim, Victoria Chew, Cherie Tay, Harits Satryo
Singapore Polytechnic

Inkbound

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Decline

By: Muhammad Asyraf Bin Azman, King Yu Xin
Singapore Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
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D13 Design

Decline

By: Muhammad Asyraf Bin Azman, King Yu Xin
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D14 Illustration & Graphic Design

Decline

By: Muhammad Asyraf Bin Azman, King Yu Xin
Singapore Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

D18 User Experience

Signale

By: Eunice Gan Cheong Hwee
Temasek Polytechnic

Puppeteer

By: Cerine Lim Suet Ying, Calvin Chern Wei Jie, Goh Zhao Zhi, Tan Xin Jie, Jen Han Yen, Loo Jun, Tan Kai Xiang
Singapore Polytechnic

AR Jewellery

By: Thineshvaran Jeremy S/O Panir Selvam Michael, Janelle Chu Yu Jia, Marcus Yap Jin Han
Nanyang Polytechnic

D21 Wearable Technology

Torioshiko

By: Joshuan Porsovigian Dato-on
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D22 Digital/Mobile Games

Tanuki No Tabi (Tanuki's Journey)

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Singapore Polytechnic

Hunting Dragons

By: Noah Alastair Ng, Wong Xin Pei, Marcus Lim, Victoria Chew, Cherie Tay, Harits Satryo
Singapore Polytechnic

Puppeteer

By: Cerine Lim Suet Ying, Calvin Chern Wei Jie, Goh Zhao Zhi, Tan Xin Jie, Jen Han Yen, Loo Jun, Tan Kai Xiang
Singapore Polytechnic

Film & Photography

E02 Documentary

The Rise of Vanda Miss Joaquim

By: Melvin Tseng
Nanyang Academy of Fine Arts

Lo To

By: Phuong Anh
LASALLE College of the Arts

The Finisher

By: Danielle Tan Xinyi, Lim Jun Rong Terence, Elson Lim Jun En, Lee Zhi Qi, Tan Shi Qin
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A Jie 艺术

By: Lian Ying
Nanyang Academy of Fine Arts

Typesetting SG

By: Low Shi Jian, Chan Wei Jie, Ivan Soh Wen Xiong
Nanyang Academy of Fine Arts

The Suffering Old Age

By: Gu Weilin
Nanyang Academy of Fine Arts

E03 Music Video

Bitch I'm on an Obike

By: Tee Khai Woen, Low Shi Jian, Zhou Xiao Lu, Ivan Soh Wen, Xiong, Qiu Xuehan
Nanyang Academy of Fine Arts

Please Go To Bed

By: Kimberlyn Kiew Miaw Foong
LASALLE College of the Arts

E04 Online Film

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
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E06 Animation

Colours – A Film about Change

By: Lim Xun Yi, Kobe Tacata
Singapore Polytechnic

Ecogem

By: Win Moe Aung
LASALLE College of the Arts

Dream Guardian

By: Samantha Lim Yann Ying
LASALLE College of the Arts

Jelly – Aid

By: Linkeswaran s/o Selva Suppiah
LASALLE College of the Arts

Lala's Bowl

By: Felicia Sharren Willianti, Nicole Ann Chia, Lauren Silvera
LASALLE College of the Arts

Axis Smartphone

By: Amelia May-Ann Low, Benjamin Koh Jia Cheng
Singapore Polytechnic

Reversion

By: Chong Jia En
LASALLE College of the Arts

HPV Prevention

By: Fam An, Kathy Tan Chia Lee, Tan Liwen Jonyl, Wu Mengqi, Yeo Zi Xuan Esther
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Ayann

By: Ong Wen Tze Natalie
LASALLE College of the Arts

To Be Apart

By: Jamie Goh, Zhen Ying Jie, Jeraldine, Ong Wen Yu
LASALLE College of the Arts

Bulwark

By: Muhammad Iqmalrullah Bin Dollah
LASALLE College of the Arts

BurgerBurg

By: Jennifer Chua, Lim Zhen Xiang Christopher, Febby Yauwanita
LASALLE College of the Arts

E07 Art Direction

Colours – A Film about Change

By: Lim Xun Yi, Kobe Tacata
Singapore Polytechnic

Vuja De

By: Tan Ji Sheng Dylan, Terence Heng Kah How, Erika Prakash, Kadam Tanish Santosh, Muhammad Faiz B Abdul Lattif, Chelsea Jaaziel Lee, Jefyon Heng, Cheh Dylan, Ing Xiang Fei
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Unconditional Love

By: Andrea D'Muthumanikam Vincent, Mervyn Yap Yu Heng, Mohamad Amizan B Mohamad Ali, Muhammad Hairul Hazim B Ismadi, Siok Min, Melissa, Ramya D/O Sivakumar Ng Jun Rong, Tey Xue Qi
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By: Jennifer Chua, Lim Zhen Xiang Christopher, Febby Yauwanita
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Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

Cora

By: Angeline Glen Tomara
LASALLE College of the Arts

To Be Apart

By: Jamie Goh, Zhen Ying Jie, Jeraldine, Ong Wen Yu
LASALLE College of the Arts

Ah beng in Wonderland

By: Carla Castle, Ang Kai Ting Kat, Jayce Ong, Khairul, Xin Tong
LASALLE College of the Arts

Long Pants

By: Tan Li Jin, Jackson Ho, Nurul Hafeezah bte Zahari, Erving Tan Qing Jun, Chan Wei Hung Marvin, Liew Ke Tong Phoebe, Chenise Tan Wen Yi, Aubrey Ong Sze Min
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E08 Directing

Shades of Lavender

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Temasek Polytechnic

Something about Eevee

By: Jasmin Ong Shi Min, Joshua Poh Wei Da, Sayson Joshua Caleb, Chai Chuan Jie, Tan Ee Yin, Marcus, Lee Ee-Shane, Low Hui En, Alvin Jai Alias
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To Be Apart

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Temasek Polytechnic

E09 Editing

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

Unconditional Love

By: Andrea D'Muthumanikam Vincent, Mervyn Yap Yu Heng, Mohamad Amizan B Mohamad Ali, Muhammad Hairul Hazim B Ismadi, Siok Min, Melissa, Ramya D/O Sivakumar Ng Jun Rong, Tey Xue Qi
Temasek Polytechnic

Colours – A Film about Change

By: Lim Xun Yi, Kobe Tacata
Singapore Polytechnic

BurgerBurg

By: Jennifer Chua, Lim Zhen Xiang Christopher, Febby Yauwanita
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To Be Apart

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E10 Cinematography

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To Be Apart

By: Jamie Goh, Zhen Ying Jie, Jeraldine, Ong Wen Yu
LASALLE College of the Arts

Vuja De

By: Tan Ji Sheng Dylan, Terence Heng Kah How, Erika Prakash, Kadam Tanish Santosh, Muhammad Faiz B Abdul Lattif, Chelsea Jazziel Lee, Jefyon Heng, Cheh Dylan, Ing Xiang Fei

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Colours – A Film about Change

By: Lim Xun Yi, Kobe Tacata
Singapore Polytechnic

The Paper Architect

By: Terry Tan De Hao, Kenny Lim Han Wen, Ben Tan Chong Keng, Poh Jun Ming, Wee Yi Ming

Nanyang Academy of Fine Arts



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E11 Scripting

Shades of Lavender

By: Ianthe Dorothy Kirstie M Clement, Yasmin Raine Binte Zulfikri, Winston Hong Shi Chao, Huwaida Bte Saifulzaman, Muhammad Syahir B Mohamed Rathi, Muhammad Zuhaily B Ahmad Zaki, Mohamad Fitri B Salleh
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Vuja De

By: Tan Ji Sheng Dylan, Terence Heng Kah How, Erika Prakash, Kadam Tanish Santosh, Muhammad Faiz B Abdul Lattif, Chelsea Jazziel Lee, Jefyon Heng, Cheh Dylan, Ing Xiang Fei
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Marvin, Liew Ke Tong Phoebe, Chenise Tan Wen Yi, Aubrey Ong Sze Min
Temasek Polytechnic

Adam

By: Damien Eu, Diamerlyn Lee, Kenny Lim Han Wen, Marsya Rosly, Husaini Musiadi, Liu
Rong, Philip Lim, Shirhan Othman, Damien Eu, Vanessa Teo Shi Hui, Luo Ya Dan, Chua
Si Wei, Dylan Quek, Wong Shao Qi, Squall Ng Zhen Jie
Nanyang Academy of Fine Arts

E12 Soundtrack & Music

The Mariachi

By: Oscar Larrea, Julia Aziz, Lucas Kua, Rachel Tan
LASALLE College of the Arts

E13 Visual Effects

Once Upon A Dream

By: Jerlyn Koh Zber Leng, Goh Jia Ying, Tai Yi Sheng
Singapore Polytechnic

E16 Documentary

Running Out of Light

By: Goh Lit Han
Temasek Polytechnic



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IN TRANSITION: A JOURNEY LEFT UNTOLD

By: Lew Hui Qin
LASALLE College of the Arts

Living Under \$1.25

By: Matthias Chong Shien Rong
Temasek Polytechnic

Health & Wellness

F02 Direct Marketing

Scratch & Win

By: Chua Wei Yang
Glagow School of Art

F03 Film

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

F04 Integrated

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

TMI – Talk about Menstruation in the open

By: Palak Kapadia, Saloni Doshi, Yashashree Samant, Nagma Dhingra
Miami Ad School, Mumbai



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Shower your balls with love

By: Lydon Ong, Jaron Ngoh, Crystal Hong
Singapore Management University

Hypnos Sleep Bank

By: Dimple Suresh
Temasek Polytechnic

F12 Online Film

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

F15 Art Direction

Chow

By: Kok Shiew Tze, Daphne
Temasek Polytechnic

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

F16 Design

Halo Baby!

By: Sabrina Binte Sharifuddin Lim, Siti Ratna Dewi Bte Noor Azman, Nurul Syahirah
Binte Hamen, Maisarah Binte Baharom, Nur Azura Bte Abdullah
Republic Polytechnic



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F17 Illustration & Graphic Design

Halo Baby!

By: Sabrina Binte Sharifuddin Lim, Siti Ratna Dewi Bte Noor Azman, Nurul Syahirah Binte Hamen, Maisarah Binte Baharom, Nur Azura Bte Abdullah
Republic Polytechnic

Good

G01 Communication

Bully Candy

By: Natasha Benedicta, Poonam Dasilva, Kittikorn Thongchim, Ditthania Suryani, Darren Teh, Xu Zhixian
Nanyang Academy of Fine Arts

Signs for Animals

By: Ivan Soo Jun Rong
Temasek Polytechnic

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

JOURNEY

By: Mohamed Aidil bin Zulkifi, Wong Tze Kit, Loo Shen Darren, Lyn Foo Chuan, Farisha Bte Abdul Rahim Augullia
LASALLE College of the Arts

Change For Trans

By: Claudia Tan, Gao Fuli, Fahmi Sedek, Cam Tu Nguyen Vuong
LASALLE College of the Art



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Fetch – Saving dogs through fostering

By: Alyssa Ng Shi Han
Temasek Polytechnic

G02 Branding

Nothing left

By: Soo Bao Rui
Temasek Polytechnic

G03 Design

Nothing left

By: Soo Bao Rui
Temasek Polytechnic

G04 Digital & Innovation

Period Academy

By: Lee Zi Qing, Dawn
Temasek Polytechnic

Signale

By: Eunice Gan Cheong Hwee
Temasek Polytechnic

Plot Twist

By: Palak Kapadia, Rohit Wani, Jordan Bromberg
Miami Ad School, Mumbai

JOURNEY

By: Mohamed Aidil bin Zulkifi, Wong Tze Kit, Loo Shen Darren, Lyn Foo Chuan, Farisha
Bte Abdul Rahim Augullia
LASALLE College of the Arts



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Fetch – Saving dogs through fostering

By: Alyssa Ng Shi Han
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G05 Film

Disconnected

By: Neo Kee Wei, Lim Le Yang, Muhammad Fawwaz
Singapore Polytechnic

Cora

By: Angeline Glen Tomara
LASALLE College of the Arts

G06 Photography

Living Under \$1.25

By: Matthias Chong Shien Rong
Temasek Polytechnic

Play It Forward

By: Clara Lau Shi Hui
Temasek Polytechnic

G07 Health & Wellness

Straighten Up

By: Yashashree Samant, Mehak Marwah, Siddhant Karale, Apaar Singhal
Miami Ad School, Mumbai

Once You Pop Know When To Stop

By: Palak Kapadia, Ria Kulkarni
Miami Ad School, Mumbai

Moss Tree

By: Siew E Ian
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ABOUT 4As

The Association of Accredited Advertising Agents Singapore, better known as the 4As, was founded in 1948 during the days of largely black and white media ads. The 4As is a non-profit association and is the voice for advertising, media and marketing communications (Admarcom) practitioners, agencies and related businesses in Singapore.

With advertising evolving dramatically and multi-dimensionally through advanced technology, 4As remains steadfast in its purpose to nurture growth, creative dynamism and fresh perspectives of the industry. In so doing, we strive to elevate its stature by providing a collective voice for the industry even as we nurture talent and creativity.

The association works closely with key industry stakeholders, such as trade associations, educational institutions and government bodies to fulfil these goals.

Over the years, 4As has introduced industry awards and annual programs and events to recognise outstanding talents in advertising, media and related fields, motivating those in the industry to achieve greater heights. Awards include the Singapore Creative Circle Awards (Gong Show), The Crowbar (students' creative awards), and Singapore Media Awards (SMA).

Media Contact

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The 4As Limited
jenny@4as.org.sg