



Media Release

Super-convergence of East-West pop culture at STGCC 2010

Award-winning fight choreographer and international talent scout among latest celebrities for the Singapore Toy, Games & Comic Convention 2010

Singapore, 28 October 2010 – Pop culture fans are in for an even bigger treat with the latest confirmations of celebrity participants at the Singapore Toy, Games & Comic Convention (STGCC) 2010 show.

Fans and all will get to meet big names – and those with the right talent may even possibly land an opportunity in the industry – with people like C.B. Cebulski, Marvel Comics' international talent scout who is always on the hunt for the best and brightest new artists the world has to offer, and Jennifer Phillips, award-winning action/fight choreographer, entertainer and playwright. Hear from Cebulski as he gives an inside look into the world of Marvel and what he looks for in the next Marvel artist.

Fans will also get to meet comic book illustrator Leinil Yu whose work includes *Wolverine*, *X-Men*, *Fantastic Four*, and the *New Avengers*, and British artist David Lloyd, famed for creating the internationally successful *V for Vendetta* graphic novel with critically-acclaimed writer Alan Moore.

They boost an already impressive line-up from Asia, US and Europe, with comic illustrators Alex Maleev, Esad Ribic, Giuseppe Camuncoli, Harvey Tolibao, Salvador Larroca, Sonny Liew, Tan Eng Huat as well as comic writers Gail Simone and Ivan Brandon, all of whom have done work for Marvel and DC Comics. Also on the guest list are cartoonists Phil Ortiz and Phil Yeh, and popular toy designers Simone Legno (Tokidoki), Mori Chack (Gloomy Bear), Koto Nishiyama and Shinichiro Kitai (DEVILROBOTS), Tim Tsui (Da TeamBronx) and Jason Siu (Monkey Playground).

These personalities – some of whom enjoy near-cult status – will highlight the STGCC programme which takes place 10 to 12 December 2010 at the Suntec Singapore International Convention and Exhibition Centre. Ms Yeow Hui Leng, Project Director of STGCC 2010 said that with the latest additions, the list of pop culture celebrities at STGCC now reads like a veritable who's who of the industry. "These personalities are the crème de la crème of the industry and their participation will add a whole new dimension to STGCC. Fans will certainly gain and benefit from the opportunity to interact with these people."

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The three-day event will be packed with a whole slew of activities:

There will be autograph signing at STGCC's Walk of Fame, live sketching and panel sessions by celebrity guests. At the panel sessions, fans will be able to get up close and personal with their favourite artists as they speak on their most memorable works, inspirations and the convergence of East meets West comic influences.

Fans will also be able to get their hands on exclusive collectibles and product launches including Tokidoki's Unicorn series, BE@RBRICKS x Uglydolls by Action City and new comics *Major Zombie: Love and Lost* and *SIX* by Gilamon Studio, *The Resident Tourist* by Dreary Weary and STGCC limited-edition *V for Vendetta* Absolute Edition Hardcover Graphic Novel by GNB Comics. Regional gaming tournament Online SEA Games 2010 by Asiasoft Online will take place at STGCC with top gamers in the region coming together to battle it out.

Hollywood's entertainer extraordinaire Jennifer Phillips, who choreographed the action scenes in blockbusters such as *Salt*, *Pirates of the Caribbean* and the new *Thor* movie, will add to the excitement with "live" stunt performances from movies like *The Matrix* and *Kung-Fu Panda*, while fans of Japanese leading girl idol group AKB48 will get to meet their idols and catch their performance. There will also be sneak peeks and previews of Japanese anime movie *Nurarihyon No Mago* in collaboration with Animax, American animated television series *Generator Rex* in collaboration with Cartoon Network, and *Pororo*, one of South Korea's most successful animation exports, in collaboration with Iconix Korea.

And those who love dressing up will get to live out their fantasy characters in a cosplay competition. But STGCC won't be just fun and games. It has an academic component with papers presented by academia from schools including the National University of Singapore, the School of Oriental and African Studies, University of Tokyo, and other international institutions.

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Reed organizes a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 440 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, security & safety, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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ABOUT SINGAPORE TOY, GAMES & COMIC CONVENTION

The Singapore Toy, Games & Comic Convention combines the best of pop culture from East and West to Asia, uniting the worlds of comics, anime, toys, collectibles and games. It is the pre-eminent event in the Asian market that fits with other shows in the Reed pop culture portfolio, including New York Comic Con (NYCC), the Chicago Comic and Entertainment Expo (C2E2), Star Wars Celebration and New York Anime Festival.

STGCC will reach out to a whole new world of fans in Asia and opens a vast market with exciting opportunities for companies to break into the Asian market and/or reinforce a growing presence. Fans will experience a showcase of pop culture’s coolest and latest products, and be thrilled by personalities and characters from the worlds of superheroes, villains and realms of fantasy.

STGCC takes place alongside the Asia Television Forum (ATF) which runs from December 8 to 10. ATF is Asia's leading content market, where international TV content sellers meet Asia’s broadcasting industry. This pairing presents unprecedented business opportunities for trade and consumer audiences.

STGCC’s vision is to deliver quality content and spread the currency of cool in Asia and aims to be the leading catalyst for the pop culture industry.

