



MEDIA RELEASE

More celebrity illustrators, Asian talent to showcase works at Singapore Toy, Games and Comic Convention 2010

Singapore, 5 October 2010 – The Singapore Toy, Games and Comic Convention (STGCC) 2010 will be more vibrant and exciting as more pop culture celebrities have confirmed their participation in the show. A surge in names from Asia, US and Europe like illustrators Alex Maleev, Esad Ribic, Leinil Yu, Harvey Tolibao, Sonny Liew, and Tan Eng Huat as well as comic writer, Ivan Brandon will be at the show which takes place 10 to 12 December 2010 at the Suntec Singapore International Convention and Exhibition Centre.

Other celebrity guests include Marvel illustrators Salvador Larroca and Giuseppe Camuncoli, cartoonists Phil Ortiz and Phil Yeh, and Tokidoki creator, Simone Legno.

This year marks their debut at STGCC, with the exception of two returning favourites - Tan and Legno. Bulgarian-born comic book illustrator, Maleev is best known for his work on Marvel Comics like Daredevil, Spider-Woman, Halo, and Secret Invasion while Yu, from the Philippines, has worked on famous Marvel titles such as New Avengers, Wolverine and X-Men. They will be thrilling fans with live sketches of their works and speaking to comic aficionados.

Project Director of STGCC 2010 Ms Yeow Hui Leng says: “The talent that will be coming is awesome. We have illustrators, writers and cartoonists whose works have sold to a huge number of international fans. The fact that we have such a huge pool of talent coming from all over the world to STGCC for the first time is exciting and it will be a huge opportunity for fans to interact with them.”





Fans from all around the region cannot wait to meet their idols. Says Mel Portolesi, from Adelaide, Australia: "I've booked my flight, booked my accommodation and my STGCC ticket. It's such a rare chance to meet the heroes behind my favourite superheroes in one place. Look out Singapore, here I come!"

Local and regional talent will also have the chance to shine at STGCC. Over 40 artistic minds from South-East Asia will come together to showcase their creative flair and imaginative artwork. Already familiar names in the comics, animation and graphic design world, they come from Singapore, Malaysia, Indonesia, Thailand, and the Philippines to take part in STGCC's Artist Alley.

Artist Alley is a special segment of the annual STGCC and New York Comic Convention, and reserved exclusively for aspiring artists to showcase their talent and sell their artworks to fans and the public. Many of the artists taking part this year are recognised names, having taken part in regional and international conventions and competitions as well as exhibited their creations overseas.

The Artist Alley can open up numerous opportunities for aspiring artists. Says Ms Yeow: "STGCC and Artist Alley is an international, commercial platform for burgeoning talents to showcase their works and network with local, regional and even international publishers and editors to forge collaborative opportunities, and to expand their fan base. Such exposure can produce great possibilities for stimulating growth in the local and regional comics, manga and graphic design industries."

One such artist with an impressive resume is Sheena Aw, a motion graphic designer and illustrator from Singapore. Sheena has done design work for MTV Asia, Sony International and DC Comics, to name a few. She also won the Silver PROMAX Award in 2005, which honours the best and brightest in on-air promotion, branding and advertising, for her work on MTV Asia.



Emerging artist, Pamela Halomoan a.k.a. Thunderpanda will be flying in from Jakarta, Indonesia to take part in Artist Alley for the first time. She is known for her work in animation, illustration, painting and toy customisation. Also in Singapore for the first time is Studioaiko, an illustration and graphic house based in Bangkok, Thailand. Studioaiko has been creating custom graphics for clients from Thailand, USA, Hong Kong, Singapore, Australia, Japan and the UK.

In addition to comics and manga artists, fans can also look forward to other energetic art forms such as graffiti art and the rare skill of toy sculpting. Says Ms Yeow: "While STGCC is the opportune stage to showcase the incredible talent of local and regional artists, we also want to expose and spur the interest of the public by engaging them in vibrant and edgy art forms."

One edgy artist is Mazlan Ahmad a.k.a SKOPE. A reputable pioneer of graffiti art in Singapore, SKOPE participates in international exhibitions and events, and collaborates with renowned artists such as FUTURA 2000 and Sam Flores. He is actively involved in bringing graffiti art to a mainstream audience in Singapore and onto the global graffiti scene.

Fans will also be thrilled to see live toy sculpting at the STGCC 2010. Mufizal Mokhtar, who spent the last four years honing his skill as a toy sculptor will be showcasing this exceptional art form at Artist Alley. "Toy sculpting has yet to catch on in Singapore. I plan to expose this rare and exquisite art form at the STGCC and hopefully, create widespread interest among fans and the public about this industry." On how he plans to excite fans about his passion, Mokhtar says: "I am planning to do a demo of the work that I do by sculpting live at my booth. I do not draw comics, but I can make the characters come to life!"

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For media enquiries, please contact:

Hsu Lin

Ninemer Public Relations

M: +65 9720 6119

E: hsulin@ninemer.com

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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.



Reed Elsevier (Singapore) 2008 Pte Ltd (Co.Reg.No.197801021N)
 51 Changi Business Park Central 2 The Signature #07-01 Singapore 486066
 T: (65) 6789 8800 F: (65) 6588 3787 E: stgcc@reedexpo.com.sg W: www.singaporetgcc.com