



Jesvin Yeo

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ABOUT

The future of communication design should be one where designers focus on intelligence, aesthetics and reflects their personal values and voice. Simple everyday objects should be reconsidered and translated into an expression of the now that responds to social and cultural issues.

Jesvin Yeo, who trained at Central Saint Martins College of Arts and Design in London, is a multidisciplinary designer who explores natures and consequences of historical and contemporary cultural changes, in particular areas related to Asian Material Culture and Heritage Studies. Of her core art and design interests, are the confluences of cultural elements, cultural identities and tradition, and their interface with emerging elements of the modern contemporary world. Jesvin founded Designing Cultures Studio which produced award-winning works that have been featured in international design publications including Wallpaper*, HOW Magazine, Communication Arts, PRINT and Applied Arts, as well as exhibited at galleries and museums in Berlin, London, Washington D.C, Tokyo, Hong Kong, Taipei and Beijing. Among 55 international design awards she received are the prestigious Red Dot Award (Communication Design), German Design Award, GOOD DESIGN™ Award and iF Communication Design Award.



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