



**THE 4AS LIMITED**

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111 Middle Road, National Design Centre #02-01, Singapore 188969 • Tel: 6836-0600 • Fax: 6836-0700 • [www.4as.org.sg](http://www.4as.org.sg) • Reg: 199304251D

## **Media Release**

Oct 3, 2018 Wednesday

For immediate release

### **The Crowbar Awards 2018 announces finalists**

Celebrating the best work from both local and international schools, The Crowbar Awards has always been the benchmark for creative excellence in students. This year, Crowbar Awards will be combined with Creative Circle Awards (GONG) to form the Festival of Creativity. The Festival seeks to recognize and inspire great work while allowing better access and mentorship opportunities between up-and-coming talent and creative agencies.

After 3 gruelling days of judging, more than 250 finalists were unveiled.

The winners will be announced at the The Crowbar Awards Show 2018 on Thursday, November 1, 2018 at The Loft.



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## **Finalists**

### **Advertising**

#### **Breast Cancer Awareness**

By: Ng Yi Ning

#### **COS Fashion Typography**

By: Rachel Hor

#### **Diabetes: A Living Hell**

By: Peng Da Ang

#### **DYING TO LIVE**

Team Members: Tan Kylyn and Tan Joey

#### **Good Panda**

Team Members: Claudia Sabrina Gunadi, Natasha Benedicta and Poonam Dasilva

#### **Greenpeace Campaign**

By: Sheryl Chia

#### **Grill the King**

Team Members: Benjamin Tan Li Jie and Chun Ying Quan

#### **Kindle PaperWhite**

By: Trehan Reema

#### **LESS OF WORDS**

Team Members: Trixie Teo Jia Yun and Mak Shaowen

#### **Listerine Category 5**

By: Munsuk Kang

#### **New York Times**

By: Trehan Reema and Gabriella Agusta



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**NLB Read More**

By: Sherri Lim

**OLYMPIAK**

By: Yong You Nam Jason

**Save the Ocean**

By: Nur Aisyah Osman

**Seoul Fashion Week 2018**

By: Ryan Koh

**Spoilers for Spoilers**

Team Members: Trehan Reema and Gabriella Augusta

**THE MOST BEAUTIFUL RHYTHM**

Team Members: Tang Lijun and Chew Zi Ling

**THE MOST BEAUTIFUL RHYTHM – JAYDEN**

Team Members: Tang Lijun and Chew Zi Ling

**THE MOST BEAUTIFUL RHYTHM – XAVIER**

Team Members: Tang Lijun and Chew Zi Ling

**Branding**

**545 WAMPOA PRAWN NOODLES**

By: Clarie Sng Jing Xuan

**Abode Hotel Branding**

By: Huy Hung Nguyen

**Ageless Decade**

By: Caryl Song Yu Ling



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**AH XIAO**

By: Poh Shi Jie, Jasmine

**Bask Magazine**

By: Aloysius Yong Wei Ann

**Brut Magazine**

By: Jessie Alayna Tan

**CHINK - Not Made in China**

By: June Ng Suan Yen

**Chocoolate T-Shirt Packaging Design**

By: Lim Yee Chien

**Durex Condom Packaging Design**

By: Fong Jiat Chii, Joelle

**Eastern Poison**

By: Tan Li Chian, Charmaine

**Esthétique Milk Packaging**

By: Huy Hung Nguyen

**FATHER & SON**

By: Lim Hui Yi Megan

**Ghost Horse Vineyards Packaging Design**

By: Ameerul Asyraf

**Loci Magazine**

By: Aidil Zulkifli

**MATERIAL**

By: Macarius Eng



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**OLYMPIAK**

By: Yong You Nam Jason

**PARINGUS: The New Way to Experience Fashion**

By: Chang Hui Yi

**PARTI magazine**

By: Thi Thien Huong Nguyen

**SEA SPANKER Restaurant Brand Identity**

By: Jordan Yong

**SIN HENG KEE**

By: Rayna Law Cheok Yui

**STEW KUCHE**

By: Luah Jia Yi Heidi

**STILL**

By: Macarius Eng

**The Guilds**

By: Yong Hui Min, Amanda

**Underroof Magazine**

By: Sarah Kee

**Xiaomi Powerbank Packaging Design**

By: Cheryl Sim

**YE LAI XIANG**

By: Farhana Binte MD Zulkifli



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## Design

### **"Thank You" Nam Hong**

By: Steven Imanuel

### **(Th)inking Singapore Poster Series**

By: Joshua Edward Lumain

### **545 WAMPOA PRAWN NOODLES**

By: Clarie Sng Jing Xuan

### **A Walk In The Park**

By: Bernice Sim

### **Abode Hotel Branding**

By: Huy Hung Nguyen

### **Ageless Decade**

By: Caryl Song

### **Analogue**

By: Renee Wong Tong Ling

### **Annex Hotel Brand Identity**

By: Thi Thien Huong Nguyen

### **Automation+ — Into the digital Future**

By: Edmund Chang

### **Ceon Brand Identity**

By: Sean Oo

### **CODE301**

Team Members: Amanda Mikayla Lim, May Myat, Megan Yong, Samantha Tay and Vania Candinegara Tjong



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**COLLISION: Alternate Practices of Bilingual Typography**

By: Kevin Ng

**Critter Cuts**

Team Members: Kelly Rahardja, Charlene Tan, Ye Rongxin, Chen Hui, Yi Wen and Henny

**Curse God and Die**

By: Rochelle Lai Mei Shi

**Dehumanising Wildlife: Tools to Illustrate Animals Responsibly**

By: Mandy Lee Xin Hui

**Eastern Poison**

By: Tan Li Chian, Charmaine

**Esthétique Milk Packaging**

By: Huy Hung Nguyen

**FORM AND FIGURE**

By: Vanessa Yeo

**Gloona**

By: Sitti Nur Syahirah Bte M H

**Lapis**

Team Members: Soh Xinghao and Kevin Ng Wen Pin

**MISC**

By: Goh Sing Hong

**NLB Read More**

By: Sherri Lim

**NOMA - ASPac 2017**

By: Chen Zhi Liang



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**OLYMPIAK**

By: Yong You Nam Jason

**PICTS The Painted People**

By: Ng Huei Hao

**Postcards from a Placeless Place**

By: Nur Zafirah Binti Zainuddin

**Prima Flour Repackaging**

By: Nguyen Khanh Vy Le

**R.I.P**

By: Zoei Lim

**SAMURAI 4 HIRE**

By: Macarius Eng

**SCOOP Stay In The Loop**

By: Nur Syahirah Bte Muhammad A

**Small & Ordinary**

Team Members: Dipar Min Htet, Jun Kiat Png, Joshua Yeo, Aloysius Yong Wei Ann, Priscilla Ong Jun Hui, Denise Desiree, Lin Zhiying, Jing Xian He and Annalisa Espino

**Some/Things, Some/Thoughts**

By: Kelvin Ng Choon Hean

**Spiff Hotel Branding**

By: Melissa Himawan

**STEW KUCHE**

By: Luah Jia Yi, Heidi

**Subversion for Everyday: Wet Market**

By: Nikki Cheryl Lo Shu Zhen





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**TANUKI & ÄLVA**

By: Macarius Eng

**The Blight**

By: Vien Thuy Nhu

**The Guilds**

By: Yong Hui Min, Amanda

**The Passive Aggressive Side of Rick Owens**

By: Fong Wai Mun, Tasmin

**The Philosophy of Buying Happiness**

By: Bernice Sim

**Ticking Croc Co**

By: Chan Wei Xiong

**TiO Hotel Brand Identity**

By: Jun Kiat Png

**YE LAI XIANG**

By: Farhana Binte MD Zulkifli

**Ylang Ylang**

By: Soh Xinghao

**パイナップル • K I K I (KIKI Pineapple)**

By: Chua Ming Hui



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## **Digital & Innovation**

### **Analogue**

By: Renee Wong Tong Ling

### **COOVO — Text with your own handwriting!**

By: Loo Zi Ling

### **DYING TO LIVE**

Team Members: Tan Kylyn and Tan Joey

### **FAIRY GOD MA**

Team Members: Lim Tze Han and Goh Bei Jun

### **Flag — Sit back and relax**

Team Members: Loo Zi Ling and Kok Qiao Ying, Aretha

### **HarvestBank**

By: Eunice Tan

### **IBM x Design Week 2018**

Team Members: Ong Chin Keong, Lee Min Sun, Rahma Tyas Ayu Fairuztika and Jasmine Sam Geok Ling

### **Magically Mundane**

By: Radhakrishnan Arvind

### **OLYMPIAK**

By: Yong You Nam Jason

### **OVO**

By: Simran Kaur

### **THE MOST BEAUTIFUL RHYTHM**

Team Members: Tang Lijun and Chew Zi Ling



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## **Film & Photography**

### **25fps**

Team Members: Pooja Seethamma and Akanksha Kartik

### **ADEN**

Team Members: Andrea Lim, Lim Yin Yu Jaslyn, Viva Callista and Ang Wen Juan Madeline

### **Asad**

By: Kung Hak Yee

### **Beautiful Lie**

By: Louis Tjong

### **Blooming in the Lake**

By: Low Jue Ming

### **Book Jumper**

By: Nicole-Danielle Francis

### **Break**

Team Members: Boaz Yeung and Nicole Kok

### **Buying Back Grace**

Team Members: Tay Hwee Ler, Grace, Tan Yuan Lin Glynice, Aishah Akram, Er Jin Chai, Dennis, Muhamad Danish Bin Muhamad Dali, Yiu Mei Qi, Wan Khar Yann, Arielle, Chye Ye Zen and Sukmadewi Umar Litak

### **Casual Racism**

By: Siti Aisyah Humairah Emelia Mustaffa & Team

### **Chimera**

Team Members: Mark Jiansheng and Muhammad Zulfadhli

### **Chrono Lock**

By: Jason Poon Kang Ting



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**Come Into My World**

By: Elliot Chong Jia En

**Debt**

Team Members: Rachelle Tan Kah Xin, Fong Sock Chin, Matthias Lim Kok Yong, Diyana Amir, Zolynn Phua Ting Ling, Tan Eileen, Tham Yun Ying, Nurhafizah Bte Rashid and Nurul Amira Binti Lazim

**Drifting**

By: Natalie Ong Wen Tze

**DYING TO LIVE**

Team Members: Tan Kylyn and Tan Joey

**DYING TO LIVE – ANSON**

Team Members: Tan Kylyn and Tan Joey

**DYING TO LIVE – KARAN**

Team Members: Tan Kylyn and Tan Joey

**DYING TO LIVE - MRS GOH**

Team Members: Tan Kylyn and Tan Joey

**Face**

Team Members: Priscilla Quek Shi Rui and Lim So Min

**Familiar Strangers**

By: Jovansqa

**Fish Out of Water**

Team Members: P Navin Pillay, Cheryl Faith Ho Zi Qi, Nikita Menon and Purvai Goel

**Grandpa, Shouganai**

By: Gupta Ankit

**I Wanna Be Where You Are**

By: Jovontae Simon Kusuma



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**Incoming!**

By: Esha Arora

**Kalli**

By: Ansh Sirohi

**Khoi Que**

By: Le Hong Ngoc

**LESS OF WORDS**

Team Members: Trixie Teo Jia Yun and Mak Shaowen

**Merlion's Rojak**

By: Hazira Binte Jasni

**Mistress Of Death**

By: Teo Guan Yeow

**Nina Boboi**

Team Members: Rebecca Orlati, Victoria Elizabeth Scully, Audrienne May Granadino Q, Sudiardi Bin Sudyono, Muhammad Hafiz Bin Hussin Setiawan, Muhammad Asnawi Bin Mohamed Salim, Nur Shamirah Bte Sariman, Neo Chun Wen Muhamad Danial and Tay Hao Ren

**Of Dying**

By: Marcus Soh

**Pu Er**

Team Members: Goh Jia Han, Rachael Yap Lei Qi, Nur Natasha Bte Roslan, Lance Leong Mun, Vinesa Jayaselan, Dominic Ng Shi Qiang, Samuel Loh Yun Feng, Tan Yew Hui and Chong Xue Ning

**Redrum**

Team Members: Vincent Aerol Castillo Sanque, Andrian Hendro Sebastian Hen, Tan Xuanling and Jacob Luke Jeroshan



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**Remember Me Not**

Team Members: Ibizia Bte Jay Westly M, Giselle Lin Xuanqing, Elicia Lin Hsi Kie, Lee Wei Hao, Ernest, Yong Yating, Audrey, Lim Hwee Shee, Colleen, Brian Toh Xun Hao and Shahrin Syara

**Reminiscence**

Team Members: Jeraldine Ong and Renee Lum

**Residual Recollection**

By: Norman Tan

**Road Safety web series**

Team Members: Tng Shih Suan, Constance, Charlotte Humbert, Huang Junqi, Debbie, Ong Jiale Nicholas, Seet Sin Yuan, Janice and Tracey Yao In Yan

**Sacred Art of Puppetry**

By: Tan De Hao Terry

**Same Old Amy**

By: Sangminn Lee & Team

**See You Later**

Team Members: Ly Kim Ngan, Ho Zhong Wei Leon and Teo Jer Mayn

**Simple As That**

Team Members: Esther Lim En Xin, Le Hong Ngoc, Siti Suleihah Arziemah Binte Subari, Raju Suruthi and Liu Yitong

**Sleep Well, Mother**

Team Members: Lim Xin, Amanda Yuriko, Claire Tan See Lin, Lew Kee Wen, Nigel Lai Wei Shen, Jessilyn Tan Hui Yi, Danial Syazwan Bin Ismail, Yeo Ying Jie Ashlye, Li Su Min and Lim Jie Winfried

**Spacebomb**

By: Jia He Yi



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**Take Flight**

Team Members: Muhd Hazim, Muhd Izwan, Nur Amalina Binte Rahmat, Iriani Kamilliah and Nurhafiyah Dason

**Tera**

Team Members: Teo Shun Quan, Tay Jing Ying, Ng Jia Ching and Wong Zi Hui Caron

**The Feasting**

By: Nicole Ann Chia

**THE MOST BEAUTIFUL RHYTHM**

Team Members: Tang Lijun and Chew Zi Ling

**The Road Taken**

By: Jennifer Chua Zi Qi

**This Feels Familiar**

By: Low Jue Ming

**Tide**

Team Members: Elizabeth Ng and Sykki ain't Gonh

**Tiffin**

Team Members: Ade Dino Sutrisno, Darrell Tang Wei Hua, Eryll Edmund Sagana Salanga, Kong Leyi and Michelle Lim Li Xin

**Tiger Baby**

By: Sarah Cheok

**Tukkata - Gem of Lao**

By: Marcus Chow



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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), the Singapore Media Awards (SMA) and the Singapore Creative CSR Awards.

## **Media Contact**

Jenny Lau

The 4As Limited

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