

Why be run of the mill when you can be

EXCEPTIONAL



As **creative consultant, innovation lead & communications strategist**

Kai transforms tired ideas and products into something **novel & future-facing**, turns challenges into **insights**, **(re-)energising** what you do and optimising your resources to take things to next level.

I will make your ideas & products

EXCITE the scene.

'Kai brought imagination and flair to the project. She also worked to a demanding deadline, and responded well to suggestions and feedback'. – Museum of London, 2013

'Your team was most open-minded, thoughtful and accommodating to our suggestions and inputs in making the event a truly accessible one [This marks] a giant step towards an inclusive society.' – Singapore Association for the Deaf, 2015

'Collaborating with Dr Tan has been an intellectually energising experience. It has challenged me to rethink how I go about doing my work' – Geographer Alan Latham, 2017

'Kai has a global vision [...] She was always able to overcome all technical problems and provide on time a highly professional outcome.' – Prof. Christophe Charles, Tokyo, 2009



Drawing on a 20-year track record as **catalyst, provocateur & leader** in the **creative & academic sectors**,

Kai's trademarks include an **'eclectic style & cheeky attitude'** (Sydney Morning Herald), **'positive atmosphere'** (Guardian) & **'radical inter-disciplinarity'** (UCL geographer).

She's advised UK Research and Innovation (UKRI), Media Authority of Singapore & UK Adult ADHD Network.

Collaborators include NESTA, MOMA (New York) & Japan Foundation. She was Communications Director for the £4m Opening & Closing Ceremonies of the **8th ASEAN Para Games (2015)**. Awards include National Coordinating Centre for Public Engagement for **Culture Change (2018)**.

Kai holds a UK Tier 1 **Exceptional Talent Visa** endorsed by Arts Council England.



Work with Kai to turbocharge your:

- **strategy & policy**
- **innovation & resilience**
- **research & content creation**
- **network, partnership & knowledge-exchange**
- **comms & marketing**
- **outreach & community engagement**
- **training & development**
- **diversity & inclusion.**

In particular, Kai brings expert knowledge & experience in:

- **wellbeing & mental health**
- **intercultural negotiation**
 - **(neuro-)diversity & disability**
- **urban poetics & place-making**
- **art-science dialogues**
- **running & social change**
- **arts, culture & creativity**
- **technology & media.**

Up your game.

STAND OUT

from the crowd.

Catalyst/Consultant/Creative
Dr Kai Syng Tan FRSA SFHEA

kai
@kaisyngtan.com

Best Friend or Worst Enemy? Debate with medical & arts professionals on mind-wandering. Social, Genetic and Developmental Psychiatry Centre (London 2017)



Hand in Hand

Kai will



✓ Lead effectively through

- ▶ Providing intellectual guidance & framing of strategy, research, creative process, contents-creation & delivery, ensuring integration across channels
- ▶ Casting quality control to ensure appropriate content, messaging, tone and consistency in all communications
 - ▶ Proven track record in project management
 - ▶ Extensive experience leading multi-disciplinary teams & working in multi-cultural environments



- ▶ Energise, inspire & enthuse clients & colleagues
- ▶ Outstanding interpersonal skills & collaborative work ethos
 - ▶ Strong commitment to dialogue
 - ▶ Flexibility
 - ▶ responsiveness



✓ Improve accessibility of product for disabled & neuro-divergent markets

- ▶ Bring creative solutions:
 - ✓ PhD & BA (1st Class Hons) in Fine Art (UCL)
 - ✓ MA (Distinction), Imaging Science & Arts (Tokyo)
- ▶ Bring teaching skills:
 - ✓ Senior Fellowship, Higher Education Academy
 - ✓ Taught in 60 universities since 1998 (to PhD levels)
- ▶ Bring health skills: certified coach; mental & physical health 1st aider
- ▶ Bring technical solutions:
 - ✓ Digital graphic & video (Adobe Suite, Premiere, Final Cut Pro)
 - ✓ Collaboration (Dropbox, Asana, GoogleDocs)
 - ✓ Marketing (Google Analytics, MailChimp) & Communication (Skype for Business, Adobe Connect)
 - ✓ Website (Wordpress, Weebly)
 - ✓ Research (Zotero, Scrivener)



- ✓ Provide fresh insights
- ✓ Consolidate intellectual framework
- ✓ Predict policy, trends & taste
- ✓ Identify larger stakes
- ✓ Disentangle snags

through

- ▶ Superb analytical translational & synthesising skills
- ▶ Unique vision & inventiveness
- ▶ Out of the box thinking



- ✓ Strengthen East Asian foothold
- ✓ Support inter-cultural negotiations & navigations
- ✓ Create bespoke programmes

through

- ▶ First-hand insights
- ▶ Steering research strategy
- ▶ Track record in diplomacy & negotiation



- ✓ Raise reputation as company with specialist know-how
- ✓ Build & maintain links with stakeholders, allies & partners to gather intelligence
- ✓ Identify new partners to widen & deepen reach

through

- ▶ Leading new studies in expert areas
 - ▶ Writing, publishing & disseminating work at high-profile national and international industry and academic symposia & journals
 - ▶ Deepening industry & academic ties with networks
 - ▶ Continuing to build knowledge in: wellbeing & mental health; intercultural relations; (neuro-)diversity & disability; urban poetics & place-making; art-science dialogues; running & social change; arts, culture & creativity, technology & media



✓ Improve marketing & communications

✓ Build effective environment for delivery of successful external & internal communications

through

- ▶ Strategising catchy campaigns
 - ▶ Excellent written & spoken communication
- ▶ Reaching any & all audiences: from government ministers & peer-reviewed academic publications to popular media
- ▶ Translating academic & industry research, bridging divides clearly



MENTAL HEALTH

WELLBEING & NEURO-DIVERSITY



- **9 films & #MagicCarpet website**
 - **Centre for Mental Health interview.** ESRC film by Prof Louise Arseneault
 - **Arts in Mind Festival radio interview,** Resonance FM
 - **Shine a light on ADHD.** EU-funded film watched 17,545 times in 1st month



- **Keynote lectures & provocations**
 - **Lead & design research**
 - **Unpack medical infor/news into accessible & engaging visuals & activities**



➤ 'Kai has contributed to local and national training with health care professionals and researchers [...] She's a key member of our research team' - Professor of Psychiatry Philip Asherson, KCL



➤ National Coordinating Centre for Public Engagement 2018
Images Award for Culture Change

- **On the sailience of high quality art in mental health, *The Conversation*** (10.6 million subscribers; 2000 readers in 2 days)

➤ Arts Council England funded **Unlimited commission**

➤ **King's Artists Award**

➤ **Drawing on BJPsych journal cover**

➤ **Drawing in Wellcome Library**

- **On thought-leadership of arts & humanities in culture change** in BMJ medical humanities blog

➤ **On being first artist-in-residence of Social, Genetic & Developmental Psychiatry Centre**

➤ **On neurodiversity and women.** Top editorial on Disability Arts Online



- Reached 9000 via conferences & exhibitions in 1 year
- Southbank Centre (700 people)
- **Innovation showcase, NESTA's People Powered Future Health** (500 health policy people)
- European Network for Hyperkinetic Disorders Conference (500 researchers & psychiatrists)
- Curated event with Art Assassins (aged 15-20), South London Gallery
- Dyslexia Conference, San Marino
- Workshop for kids with ADHD, Lyndhurst School
- 40 citations



➤ #MagicCarpet (2017-8) brought

psychiatrists, neuroscientists, arts & humanities scholars, service users together through art to create dialogues around & insights into mind wandering, creativity, ADHD, mental health & neuro-diversity.

- **Outputs:** tapestry (2.9m X 1.45m, weaved at factory where artist Grayson Perry weaved his tapestries), badges, drawings, photos, performances, maps, workshops (for ages 7-85)
- **Collaborators:** UCL Prof. of Biology Helen Chatterjee MBE, ADHD charity head Andrea Bilbow OBE,
- **Partners:** Headway East London, **UK Adult ADHD Network** (Kai now advises on its art programme).

➤ **Run bespoke hands-on masterclass on neuro-diversity**

What is it? Why does it matter?
What can I/we do? Creating guidelines for the workplace
Wellbeing & mental health
What is 'wellbeing' in an unwell world? What are boundaries of 'normality'?

Disability & inclusion
Models of disability; disability arts; 'unreasonable' adjustments?

Past/current clients:
Plymouth College of Art; GPs teaching at King's; nurses at Royal Infirmary (Manchester)

➤ 100% of feedback for #MagicCarpet: 'project has challenged my work' and 'improved my understanding of mental health'.

➤ **The tapestry is 'beautiful' and 'screams' for your attention (*Disability Arts Online*), creating a family' for neurodivergent people (*The Psychologist*)**

➤ **Arts & Humanities Research Council Reviewers: 'outstanding', 'exciting and innovative'; 'already leading the way'; 'impressive track record'**

Psychiatrist Prof. David Coghill & #MagicCarpet. European Network for Hyperactivity Disorder Congress (Edinburgh 2018)



Technology & Media



- ▶ San Francisco International Film Festival Golden Gate Award 1999
- ▶ Films in permanent collections of Museum of London, Fukuoka Art Museum
- ▶ Yamagata International Documentary Film Festival New Asian Currents Official Selection (Japan 2001); Transmedial (Germany 2000)



- ✓ Keynote lectures & provocations
- ✓ Creative Direction
- ✓ Disruptive ideas
- ✓ Future-facing advice
- ✓ Gamification
- ✓ Online campaign
- ✓ Content creation
- ✓ Data visualization
- ✓ Improve accessibility
- ✓ 'Critical friend' for startups



- ▶ Monster, film on human-machine poetics, premiered at Oxford University (2009)
- ▶ Permanent public film installation voted best artwork on Circle Line by Today (Singapore (2010))
- ▶ Anecy International Animated Film Festival Official Selection (France 2016)
- ▶ Film for ASEAN Para Games seen by 6000 live audience (Singapore 2015)



- ▶ PhD (UCL) thesis, read 4279 times, investigates body-mind dynamics in digital world (2014)
- ▶ 1000-day social media intervention welcomed 1.3m unique visitors
 - ▶ MA Imaging Arts and Sciences Distinction, Excellence Award Musashino Art University (Japan 2005)

- ▶ 'A media artist to look out for'
 - Johan Pijannapel, *Art It* (Japan 2005)

- ▶ 'One of the foremost video artists in Singapore'
 - *Contemporary Art in Singapore* (2007)

- ▶ 'The external assessor has demonstrated an exemplary thoroughness with admirable professionalism'. - On a media art BA assessed. SIM University Assistant Provost Associate Prof. Cheah Horn Mun (Singapore 2016)



- ▶ Media Development Authority Expert Panel Member. Approved grants for startups <£75,000 (Singapore 2007-2012).

- ▶ UK Research and Innovation Peer Review College Member (since 2018)
- ▶ Founder, Co-leader of Art & Science Creative Collisions group, KCL
- ▶ Co-founder of network of artists and colleagues from School of Computer Science and Engineering, Nanyang Technological University, Singapore
- ▶ Digital Consultant, School of the Arts (Singapore 2009)
- ▶ Video Art BA Programme Leader, Faculty of Media Arts, LASALLE College of Arts (Singapore 2002-5)



- ▶ Player in 'laptop movement' (Tokyo 2002-5)
- ▶ Collaborators: Video Art Centre, Tokyo,

noise artist Adachi Tomomi, Dumb Type choreographer Takao Kawaguchi

- ▶ Gigs: Tokyo Designers' Week, Tokyo Photography Museum,, Tokyo Wonder Site
- ▶ Commissioned to curate evening of performance inviting Japanese artists and essay for Singapore Art Museum



Picturing Happiness using EEG device, Centre for Contemporary Art (Singapore 2019)

LEADERSHIP

£4m

Cost of Opening & Closing Ceremonies 8th ASEAN Para Games (Singapore 2015)

2

Roles: Visual Director (video installations) & Comms Director (press conference, programme booklets, dramaturgy)

45

Team members led

6000

Live audience for Opening

600m

Live TV & online audience

3

Ministers to please: 1) of Culture, Community & Youth 2) for National Development 3) Prime, who calls the ceremony 'spectacular'

Co-founded & manage global network of geographers, artists & runners Running Cultures

70

30

members (Paris, Penn State, Brisbane, Falmouth, Lancaster) in Art & Mobilities (as Co-founder)

£484,219 Earned in scholarships, awards, grants



Tier 1 Exceptional Talent Visa

1st Class Hons BA (UCL)

Professional practice since

1996

100%

Pass rate, UCL Psychology PhD candidates for Associate Fellowship of Higher Education Academy (as Tutor)

100%

Feedback 'your project has improved my understanding of the of art-science collaboration'



1st Artist-In-Residency, Social, Genetic & Developmental Psychiatry Centre



90000

Scientists, mental health practitioners & researchers & service users engaged with #MagicCarpet in 12 months, including

500

Health policy people reached at NESTA's People Powered Future Health

500

Mental health researchers & practitioners reached at European Network for Hyperkinetic Disorders

700

Arts workers, supporters & general public reached at Southbank Centre

1300000



Unique visitors to website, a 1000-day intervention on technology & body+mind poetics via running

80,000

-word PhD thesis alongside art practice

2014: Founded RUN! RUN! RUN! Biennale investigating running in a creative context.

65 presenters from **40** institutions have shared work in London, Leeds, Cardiff & Paris. Now regarded as 'absolutely central' in co-pioneering 'Running Studies' (Prof. Gregg Whelan). Age-range of participants in activities in running: **0-82**.

4279

Downloads worldwide since 2014 of thesis

36

Keynotes & invited lectures given in past 5 years



£120K

Top amount for International Commissions given as Selection Member for Unlimited



5

Years as Expert Panel Member, Media Authority of Singapore approving funding for startups up to £75k each



6

Years as Arts & Humanities Research Council Peer Review College Member. Expertise in interdisciplinarity & practice-led research



21

Years lecturing, examining & running masterclasses at

40

Higher Education Institutions from Kings -Helsinki Uni - Australian National Uni - Tama Art Uni (Tokyo) - Dumaguete (Philippines). In Art, Film & Media (practice, theory, history), Visual Culture, Higher Education, undergraduate to PhD level

1998

Began volunteering & doing pro bono work. Includes: [Music in Detention](#) (Trustee), [PsychART](#) (advisor), [UK Adult ADHD Network](#) (art & public engagement), Japanese Chamber of Commerce & Industry (Selection Panel), Greater London Authority ([London Ambassador](#); won Excellence Award); Ministry of Education (art education advice); National Arts Council, & Ministry of Culture (feedback); [Bloomsbury Festival](#) (guide on Art & Society), Thomson Video Centre (Activities Chair), London Virgin Marathon (runner for Shelter), RESFEST (Japanese -English interpreter); [World Naked Bike Ride](#) (marshal).



PARTNERS & COLLABORATORS

BBC RADIO **3** **RC PSYCH** ROYAL COLLEGE OF PSYCHIATRISTS **RSA** 24th birthday anniversary **JAPAN FOUNDATION** **MUSEUM OF LONDON** **SOUTHBANK CENTRE**

UK Research and Innovation **the guardian** **Ministry of Information, Communications and the Arts** **BMJ** **UCL** **UBC** **UNIVERSITY OF OXFORD** Arts & Humanities Research Council **FIJII TELEVISION** **nesta** **UCL** **figs** **ROYAL INSTITUTE OF GRADUATE STUDIES** **UNIVERSITÀ DEGLI STUDI DI MILANO** **CARDIFF UNIVERSITY** **PRIFYSGOL CARDYFF** **University of Glasgow**

MoMA The Museum of Modern Art **GO** **goodgym** **Sri Chinmoy Centre** **uclan** **SIM** **HYPER ISLAND** **PhilBeat** Balance, Envision, Act, Inspire, Timeless

UT **transmediale** **Lancaster Institute for the Contemporary Arts** **Lancaster University** **centre for mobilities research** **Resonance FM**

UNLIMITED **ARTS COUNCIL ENGLAND** **KING'S COLLEGE LONDON** **福岡市美術館** **FUKUOKA ART MUSEUM** **Headway East London** **Artangel** **wellcome trust** **NANYANG TECHNOLOGICAL UNIVERSITY** School of Art, Design and Media **ANTI** **Royal Geographical Society** with IBG **Centre Pompidou** **UNIVERSITY OF HELSINKI** **yle UUTISET** **KUOPION MUOTOLOU AKATEMIA** KUOPIO ACADEMY OF DESIGN

sph Singapore Press Holdings Ltd **z/k/m/ICA** **NATIONAL ARTS COUNCIL SINGAPORE** **QAA** **Art & Design** **BIENNALE OF SYDNEY** **IAS** **Royal College of Art** Postgraduate Art and Design **Ministry of Education SINGAPORE** **UCL**

ual: university of the arts london **Goldsmiths** UNIVERSITY OF LONDON **Higher Education Academy** **MMU** 武蔵野美術大学 Musashino Art University **A Mile in Her Shoes** **DOM МУЗЫКИ** **cultural geographies** **YAMAGATA International Documentary Film Festival** **ANNECY 2016** INTERNATIONAL ANIMATION FILM FESTIVAL **Leeds Museums & Galleries**

SIM UNIVERSITY **PhilBeat** A Creative Playground for All **ECU** EDITH COWAN UNIVERSITY **JISC M@il** **Headway East London** **Tama Art University** **Cardiff School of Sport** Ysgol Chwaraeon Caerdydd

LASALLE COLLEGE OF THE ARTS **MAD IN LEEDS** **FREE TO RUN**