

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.

Kai 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.



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



Hand in Hand

Rai will



- ✓ **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**



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)**



✓ 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 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)**



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
- Birkbeck Podcast with 2 provocations: on 'neurodiversity' and on leadership
- Shine a light on ADHD. EU-funded film seen 17,545 times in 1st month



- On the sailience of high quality art in mental health, *The Conversation* (10.6 million subscribers; 2000 readers in 2 days)
- 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
- National Coordinating Centre for Public Engagement 2018 Images Award for Culture Change
- Arts Council England funded Unlimited commission
- King's Artists Award
- Drawing on BJPsych journal cover
- Drawing in Wellcome Library



- 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
- On neurodiversity and women. Top editorial on Disability Arts Online



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

➤ 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)



➤ '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

➤ 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)

- #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).



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))
- Annecy 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)

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

2

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

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

£484,219 Earned in
scholarships, awards, grants

1



Tier 1
Exceptional
Talent Visa

1st Class Hons
BA (UCL)

Profes-
sional
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



9000

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

