



**The Hidden Dimension: Ms Choo reflects upon the phenomenon of solitude. She questions the effectiveness of the relief offered by daily routines. Seven members of her family are depicted engaged in trivial acts of self-occupation. At exactly the same point in the film, in an unexpected cadence, they simultaneously break from their self-imposed Sisyphian distraction and look out into the audience and each other.**

## PHOTOGRAPHER FROM THE HEART

Talented Ms Sarah Choo (ADM/2013), an award winning photographer, shares her thoughts on her passion and love for photography.

Ms Sarah Choo may be a latecomer to the world of photography, but her talent has earned her the prestigious ICON De Martell Cordon Bleu 2013.

Originally a painter, the 23-year-old reveals that she picked up photography only after she left college.

“Whilst embarking on my paintings and even some sculptures then, I realised that I was making exceptionally close references to photographs,” Ms Choo says. In addition, she had also used photography as a medium in her early art pieces.

Elaborating on her love for the form, Ms Choo shares: “I enjoy the ironically close relationship which photography and paintings share. I love how there is an element of a documentation of reality present in most images when they are revealed and portrayed as photographs.”



**Ms Sarah Choo (ADM/2013) has won numerous photography awards, the latest being the prestigious ICON De Martell Cordon Bleu 2013.**

Ms Choo graduated from NTU's School of Art, Design and Media in 2013 and is currently pursuing her MFA in Fine Art Media at the Slade School of Art, University College London. Focusing on the relationship between space and time, her work depicts identifiable moments and characters within contemporary society, at the same time reflecting on social and cultural norms.

Besides the ICON De Martell Cordon Bleu 2013, the young photographer has numerous awards under her belt.

“I am honestly pleasantly surprised and very humbled to have been nominated and to have subsequently won,” she says, adding that she was fortunate to have been nominated by Ms Kelley Cheng, director of the Print Room.

Ms Choo has also clinched the Kwek Leng Joo Prize of Excellence

in Still Photography Award and the Lee Kuan Yew Gold Medal Award. She has been awarded The Photographer of The Year in the Fine Art Photography category at the 4th International Pollux Awards, USA. In 2012, she was a Finalist for the 3rd edition Julia Margaret Cameron Award, at The Worldwide Photography Gala Awards in Europe. That summer, she received

several Honorable Mentions at the International Photography Awards.

The young artist draws inspiration from many different sources, such as work by photographers Eugenio Recuenco, Jeff Walls, and Gregory Crewdson. She also enjoys the paintings of Chuck Close and Gerhard Richter. Some of her works are influenced by sculptures as well.

Ms Choo represented Singapore at Cinema Total, organized by Collegium Hungaricum, Berlin, The Santa Fe International New Media Festival in New Mexico, USA and Nordart 2013, a contemporary art fair in Germany.

She has exhibited locally and internationally at venues such as: The Pingyao Photography Festival (China), Nordart 2013 (Germany), Photographies L'ailleurs, PIASA (Paris), The Harper's Bazaar Art Fair (Jakarta), Marsio Fine Art (Jakarta) and the Nancy Victor Gallery (UK), Galerie Sogan and Art (Singapore), The Wilgus Gallery (USA).

Ambition, perseverance, attitude and sustenance are key qualities of a successful artist, according to Ms Choo.

“I have always believed that one must continually strive forward and be open to new technologies and art forms. It is pertinent to embrace changes as one develops,” she says.

But perhaps her secret to stunning and meaningful photography lies somewhere else.

Says Ms Choo: “Someone who has played a large part in my artistic development once told me ‘Always photograph from the heart.’ I have followed this advice ever since.”



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**01. Commodication III. | 02. It was a Tuesday, like any other Tuesday: Here, the actions and routines of 12 individuals living within the same apartment building have been documented from the artist's bedroom window and composited into a single channel video. These potential narratives that occur within the window frames have no specific storyline, and are instead open to interpretations.**