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Viscion Media Group Strengthens Creative Team With Two New World Class Illustrators

2 May 2007, Singapore – LEXEAN, Singapore's first and only international news and analysis magazine has hired two new illustrators to cater to the increasing demand from readers and advertisers alike who have expressed their keen appreciation for the illustrations that have appeared in the Mind, Soul and Body Sections of the magazine. These illustrations have since been a trademark of the Mind Section. In fact, laying claim to their expertise and value-add to LEXEAN, is Scott Birch, Managing Editor of LEXEAN who declares, "The illustrations in LEXEAN help us to create and control our visual identity. By having two extremely talented illustrators working for us full time, we are able to fully utilise their skills. In the Mind section especially, where we rely almost entirely on illustrations, this is what makes LEXEAN stand out from the crowd. They perfectly complement our original editorial content."

To date, LEXEAN has drawn positive feedback in terms of both editorial and design. The publication will be setting new benchmarks with a creative team that will offer LEXEAN readers an enriching visual experience—one that is inspirational, insightful and fluid. The illustrations from each issue will be offered on Lexean's website for purchase and syndication.

For media interviews and all other information required, kindly contact our media representative at Vision Media Group:

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BACKGROUNDS IN BRIEF



ARTUR LOPES was born in Sao Paulo, Brazil in 1967. He studied fine art at the world renowned Fundacao Amando Alvares Peneado (FAAP) Art School and has since contributed his illustrations to the national newspapers of O Estado de Sao Paulo, Jornal Da Tarde, Valor Economico as well as prominent publications such as Vogue Brasil, Claudia Moda, Casa Caudia, Terra, National Geographic Brasil, 4 Rodas, Playboy Brasil amongst many other popular titles. ARTUR aspires to create a distinctive style of art, associated with fresh artistic ideas and imagery drawn from inspiration around him, evolving day after day from references and experiences gathered from his expeditions for major news dailies worldwide. He continues his quest at Viscion Media Group and is now a full time illustrator with LEXEAN.



PUAY KOON, began her career with Singapore Press Holdings before joining the pioneering team at TODAY, contributing to their creative department as art and photo editor from the group's very first newspaper. Her love of books and films and keen sense of interest in the surroundings never fail to envelop her with new inspiration each time. PK has also published her drawings in international art titles such as Painter, citing The Economist and now LEXEAN, benchmarks for a highly desired dream, 'editorial utopia at last'- one that's charged with energy, idealism and ambition. PK will be a full time illustrator and senior designer at LEXEAN.