

JOHNNY LAU

Creator of Mr. Kiasu, but not so Kiasu by nature when it comes to challenging a Mindset. Laughed at when the architect position was abandoned for comics. Believes that a market is to be created, not found.

- 1987 Graduated Bachelor of Arts in Architecture, University of Southern California, Los Angeles, USA;
- Organized in all advertising materials for a travel fair/exhibition for the China Henen and Shan Tong provinces in Raffles City;
- 1988-89 Served National Service under the military's *Pioneer* magazine as its graphic designer and cartoonist;
- 1989 Created **Mr. Kiasu**, the cartoon character.
- 1990 BOOK: Published Mr. Kiasu, the comics in the Singapore International Book Fair with a selected range of merchandising products;
- released ART: Founded an alternative art group- BABA and held its first exhibition-*DeArt Show* in the newly opened **The Substation**;
- 1991 BUSINESS: Established the company **Comix Factory Pte Ltd.** with two other partners and released the second comics book. The comics strip Kiasu and Gang became a regular column in the Straits Times;
- RADIO: One of the first guests of the then new NTUC **Radio Heart** station who co-wrote and produced *Radio Kiasu* that ran for 6 months consecutively with top ratings;
- BOOK: Co-created *Go Green*, an environmental protection book for the children market, *Singapore Shampoo* with a local hairstylist, Mr. Geogie Yam and *Medium Rare*, a film adaptation comics book with the same name;
- 1992 BOOK: Created and edited *Song*, a Chinese comics magazine with local comedians Jack Neo and Moses Lim as consultants;
- RADIO: Co-hosted a weekly half hour Chinese radio show featuring local cartoonists and their latest news;
- WRITING: Wrote a weekly column on comics news from around the globe for the local Chinese newspaper, **Zoa Boa Weekly**. The column ran for 3 years;
- ART: Working with **National Arts Council** to produce *Pillar Vision*, a fringe project for the Art Festival 92, with 9 cartoonists participating in the public event;
- 1993 Created a campaign with **McDonalds'** *Kiasu Burger* which sold 1.2 million burgers within a period of 2 months;
- MUSIC: Co-wrote and produced a music album *Kiasumania*, with local music event company, Music and Movement;

- 1994 BUSINESS: Co-founded M.G. Creative Pte Ltd to license and distribute comics titles such as Dragon Ball from Japan and Hong Kong;
- EVENT: Jointly organized Comics 999 conference with a local newspaper, Shing Ming during the Singapore International Book Fair;
- STAGE: Co-wrote and produced with Music and Movement, a stage musical, “*Who Shot Mr. Kiasu*” featuring local celebrities Koh Cheng Mun and Verneta Lopez with a seven show run in World Trade Center;
- 1995 EVENT: Single handedly organized a comics event with the then newly established **Takashimaya** with a panel of 64 cartoonists both local and from all over Asia including Japan and China. A longest comics marathon for the Guinness Book of Record was produced during the 11 hour event;
- BUSINESS: Co-founded The Kiasu Co. Pte Ltd- a licensing and merchandising company that granted Kiasu licenses to more than 50 over licensees in the region, and launched a second time Kiasu meal promotion with McDonalds;
- 1996-97 ONLINE: Conceptualise a website featuring Kiasu comics strips;
- MULTIMEDIA: Co-produced a Mr. Kiasu CD-Rom for the release in Singapore and Malaysia market;
- MARKETING: Wrote and published a comics based on the singer **Kit Chan**. The book was licensed to a renowned comics publisher, **Jade Dynasty** in Hong Kong for its local market
- 1998 Planning a 3D animation project to work with a Japanese animation company and an India based technology company with help from Economic Development Board (EDB);
- CLASS: Started conducting project-based comics class in **Nanyang Academy of Fine Arts** (NAFA). The students of this class produced a hundred over pages comics book to be published (in 2001);
- Started a youth program with the same nature with **National Youth Council** (NYC) promoting comic and animation art to the youth;
- BUSINESS: Joined the board of director of Anime International Co (AIC), a 15 year old Japanese animation company;
- 1999 ONLINE: Created animeco.net a B2B website for AIC;
- Mr. Kiasu the character celebrated its 10 years of publishing;
- BUSINESS: Founded **Vasunas Pte Ltd** with GlobeWeb Technology and become its Chief Executive Office;
- 2000 BUSINESS: Appointed as animation consultant for MediaStream, (previously known as Form Pte Ltd) a listed company on the Sedaq;
- BUSINESS: Appointed media consultant by **Hotel Properties Limited** (HPL) media group;

- Oversee development of scripts for the Mr. Kiasu TV show;
- 2001 Lead Vasunas into winning the IgniteAsia Award beating 260 contestants from whole of Asia;
- BOOK: The students from 1998 class in NAFA published their own comics book- Chosen Ones under National Youth Council. A total of 2,000 copies were printed and distributed throughout the nation;
- Mr. Kiasu show was launch on **MediaCorp**'s golden time slot. The show went to the top 3 rating of the station and stayed there for weeks. The show's success had garner for a renewal for second season;
- Become one of **Nanyang Polytechnic's** (NYP) Advisory Committee Board to provide advise for the school of Design;
- CLASS: Started conducting 'Creative Thinking' classes for **Singapore Management University** (SMU)

Johnny has extensive experience in the creative field as a whole. He has initiated many projects of different nature and different sizes across the board for the past ten years. These include publications in both book and magazines; initiating public events such as art shows and stage musical and conducting group events for cartoonist around the region; wrote and produced music album and CD Rom; hosted radio shows and wrote as a columnist for newspaper; participated in nationwide campaigns for MNCs and government. Johnny currently has more then 20 comics book titles, in both English and Chinese under his credits.

Johnny was one of a founding member of Singapore chapter of Young Entrepreneur Organization(Y.E.O), a global business organization with network of enterprising leaders age under 39. He is presently very actively in the business of animation and intends to bring Asian style animation and comics into the global arena.

Johnny is the Chief Executive Officer for Vasunas Pte Ltd, holds directorship for a technology company and advisory positions for two public listed companies, mainly in the media domain..