

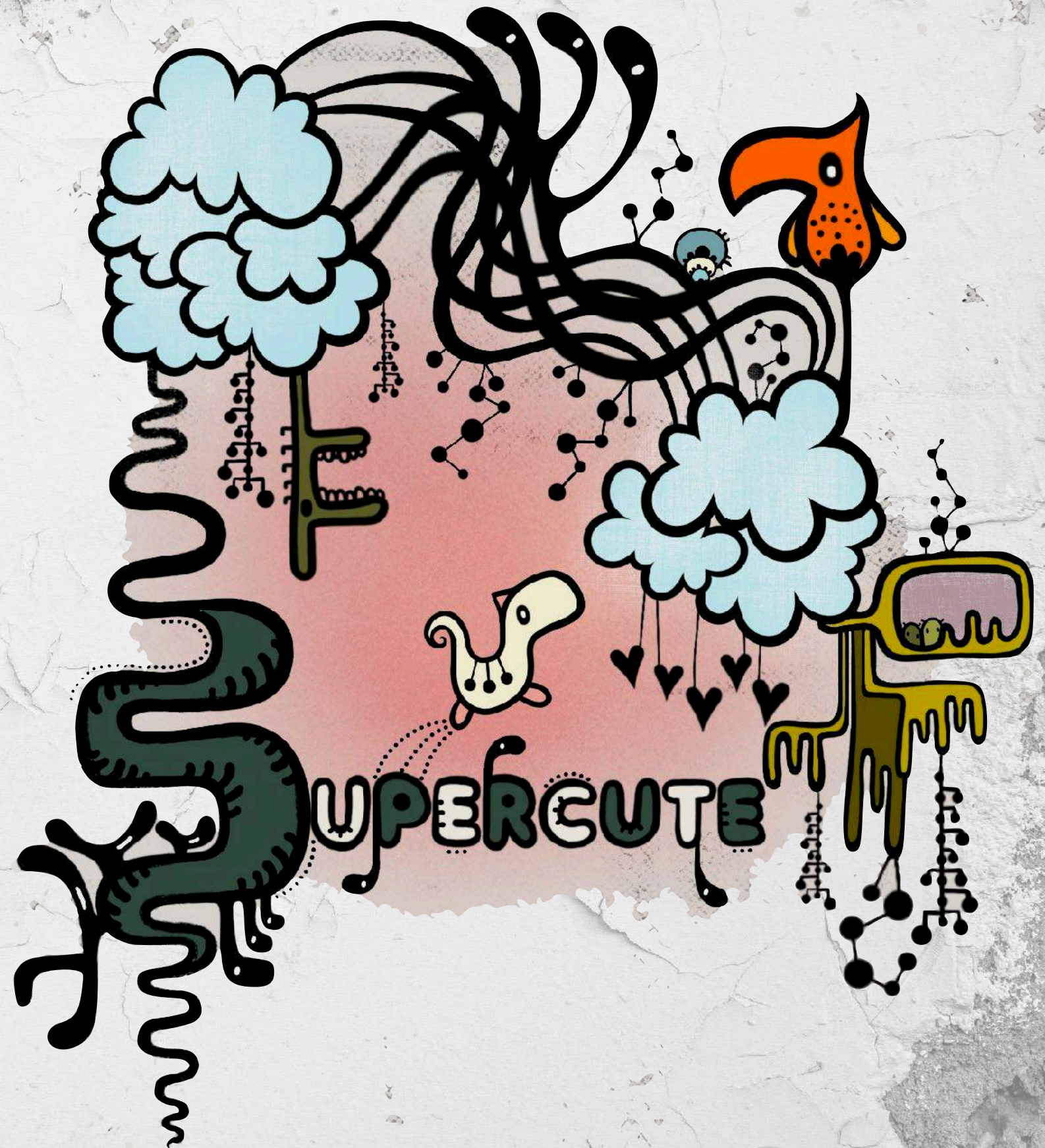


playful. visionary. supercute™.

CUTE | KYŌŌT |

ADJECTIVE

1. ATTRACTIVE, ESP. IN
A DAINTY WAY;
PLEASINGLY PRETTY
2. AFFECTEDLY OR
MINCINGLY PRETTY
OR CLEVER; PRECIOUS
3. MENTALLY KEEN;
CLEVER; SHREWD

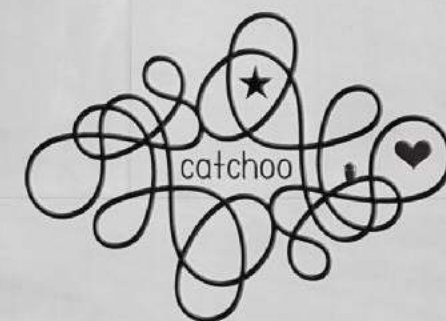




Yi-de-ai is the Mandarin translation of 'one love'. This piece reflects the simplicity and the complexity of the heart. At the centre is the Chinese character 'yi' meaning 'one'.



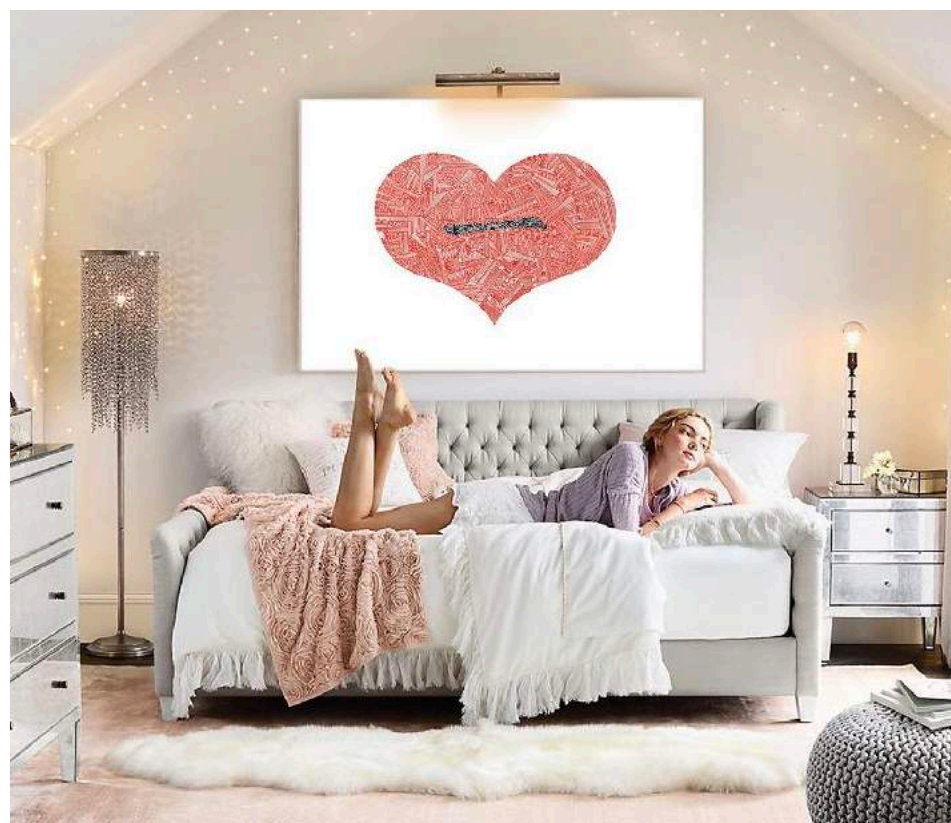
MASTERPIECE YET HALF-DISEASED



catchoo







integrated with modern living spaces.

catchoo

“The lunar new year of the ox celebrates family past and present. This art intervention piece was created with the field of straw photo which was taken by an unnamed artist many years ago. I’ve added my own special re-mix of hand cut-out flora and fauna, creatures, splashes of spray paint and Sharpied-in details.”



catchoo



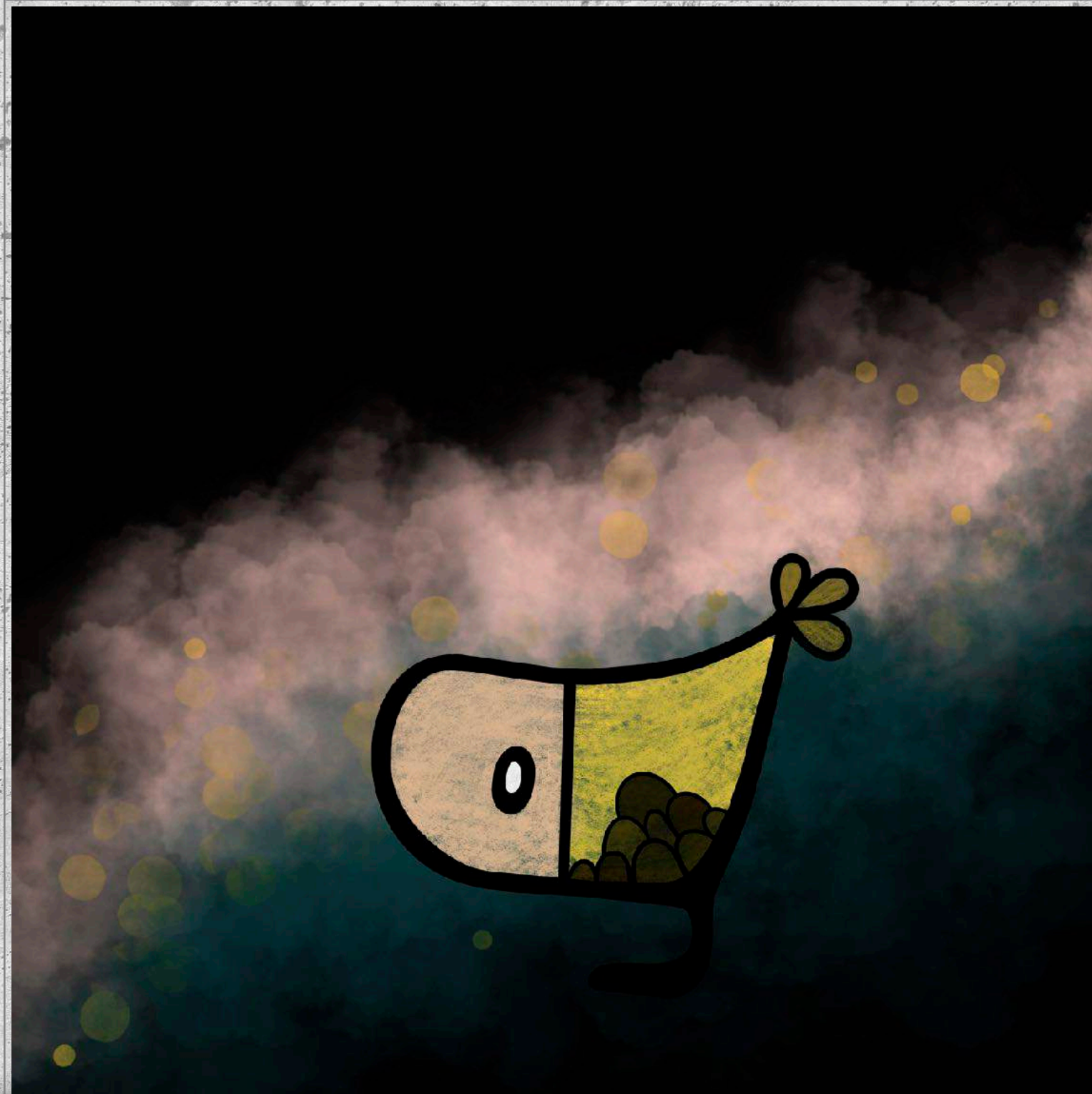
Why is my work so dark? I was an angry kid. What can I say. I don't know...fuck!!





2020 - floating through the black waves. digital art printed on fabric.

“I view my work as taking in all the interactions, information and inspirations that surrounds me and I interweave them to form parts of a developing story of what utopia is to me. The ongoing narrative is visually told by simple and pure characters, often in multi-layered surroundings.”



2019 - baby bird in the cosmic sky - 24" x 24"



connection, comfort and
eclectic vibes.

catchoo



Catchoo is an artist, designer, illustrator, influencer and obsessive sticker collector. Her work effortlessly crosses genre, style and format, often fusing pixels, paper, needles and fabric and melding it together with influences from the worlds of pop art, kawaii and fashion. Her first book *Mind Snugglers* was named Best Bedtime Storybook of 2018 by Today's Parent Magazine. *Mind Snugglers* wove principles of mindfulness into a simple narrative about a motley squad of lovable characters as they get ready to go to sleep. The hardcover picture book was self-published and sold at retail and online in both Canada and the US. *Mind Snugglers* recently sold out of its first printing.'

Catchoo created the concept of SUPERCUTE™ to describe the approach she takes to her art practice: the pursuit of deeper meaning and purpose through the eyes of quirky, fun, whimsical creatures and the terrain of richly textured yet accessible and approachable story worlds. A crucial part of Catchoo's mission is to help bring light to challenging issues and to take stands on meaningful principles. Catchoo embraces one love and love for all.

As a tastemaker and curator, Catchoo has in a short time attracted a social media following of almost 275,000 on Pinterest.

Catchoo is currently developing several new story universes through partnerships and collaborations to help bring them to life in new ways. She is especially interested in the use of emerging technologies like XR to enable dynamic and responsive narrative experiences. She is also fascinated by the potential fusion of fashion, art and play to innovate social interactivity and storytelling embedded into textiles and home fashion products.

Catchoo would much rather be drawing than writing her bio. Catchoo would rather be drawing than doing pretty much anything else in the world.





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