

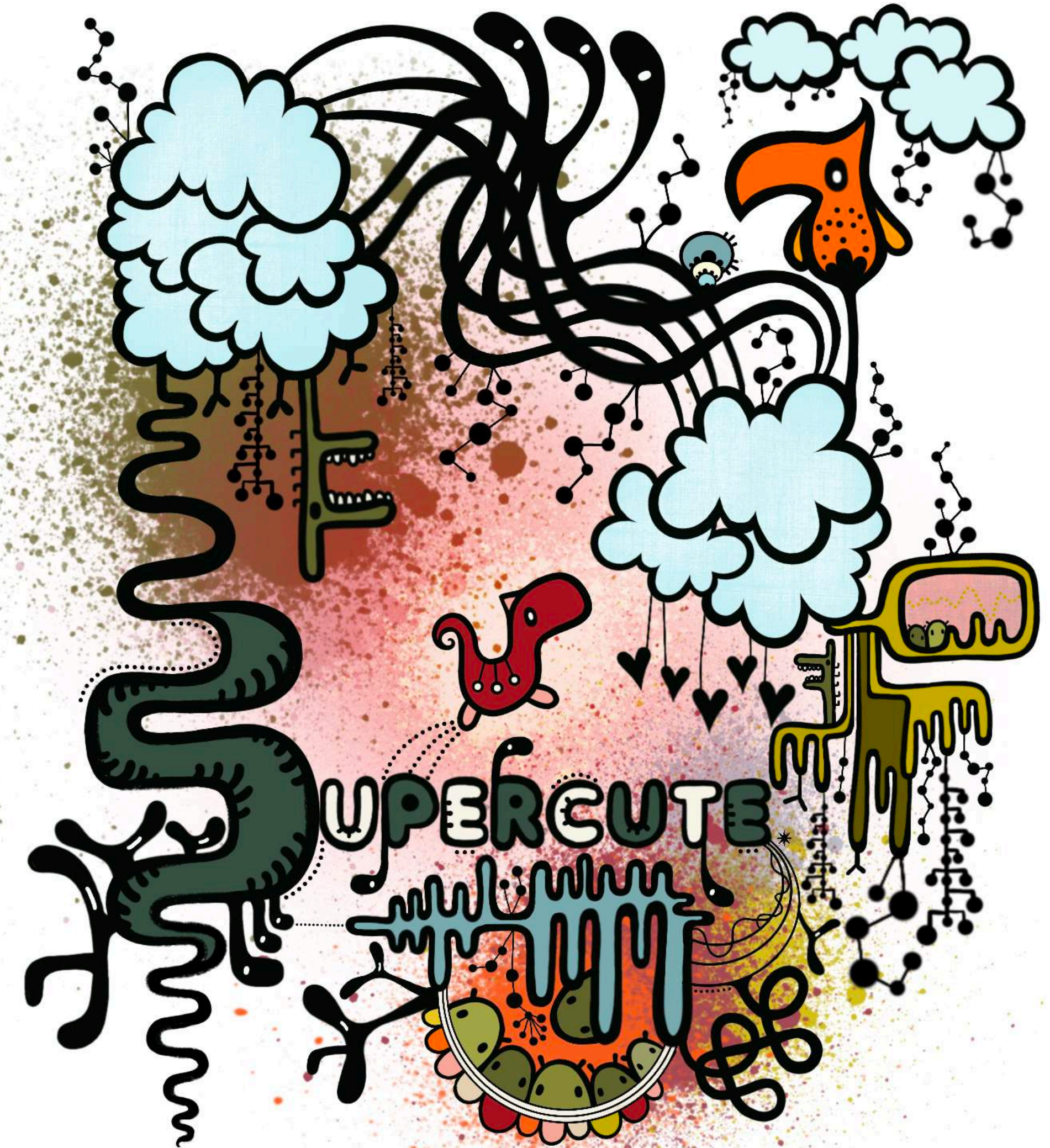


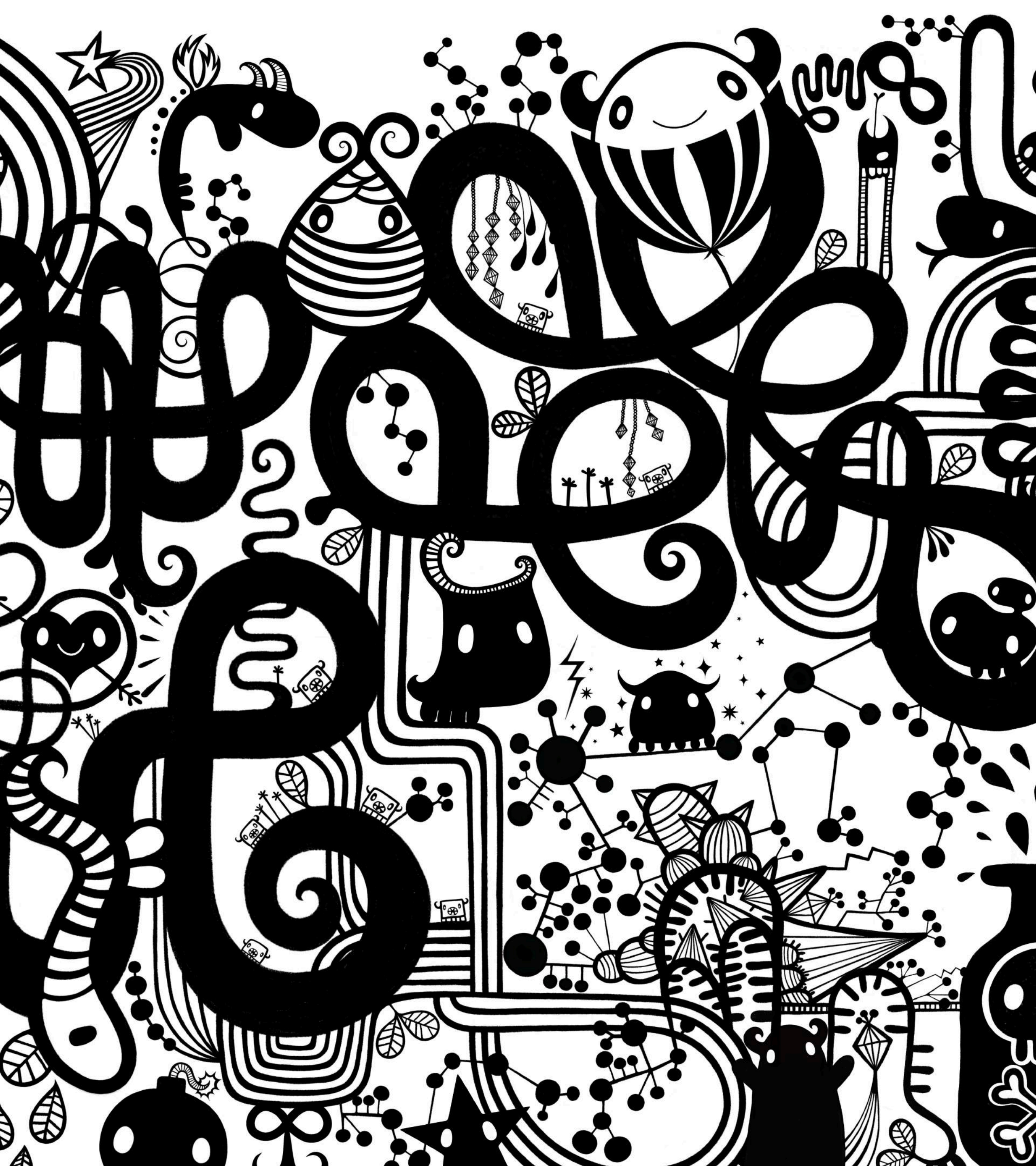
supercute
art

catchoo

supercute is a superpower!

cute is often used to describe a person or thing that is attractive yet superficial. but let's tilt the angle and use the powerful magnetism of cute to tell stories, to educate and to inform. we are instinctually drawn to it. by enhancing certain features and using carefully curated colour palettes, audiences become empathetic and are naturally receptive to their seemingly harmless nature. catchoo aims to create and share healthy, happy and memorable experiences.



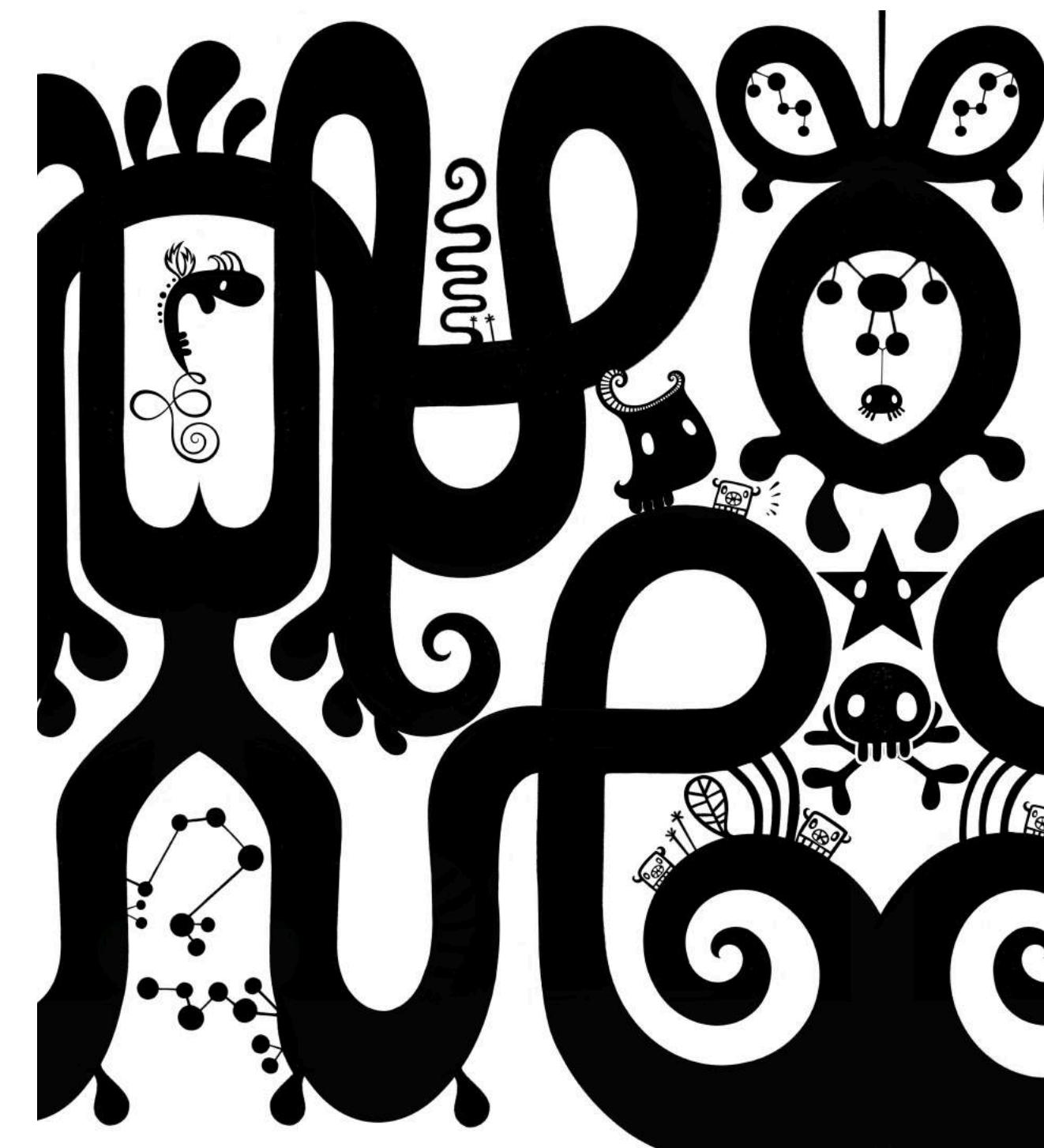


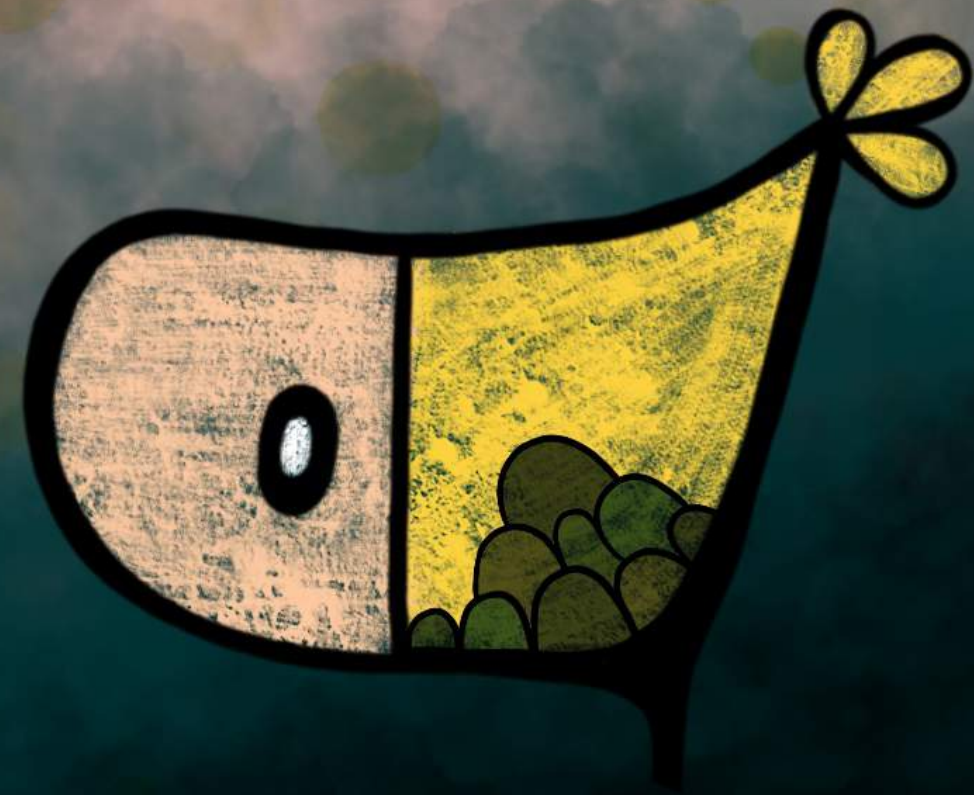
collection explodes
mmxxii

supercute original fine art
pieces, not's, prints, textiles and
superstickers.

choo choo bomb

the world needs to be
bombed with love and
supercute art that
encourages us to accept,
connect and love each other.





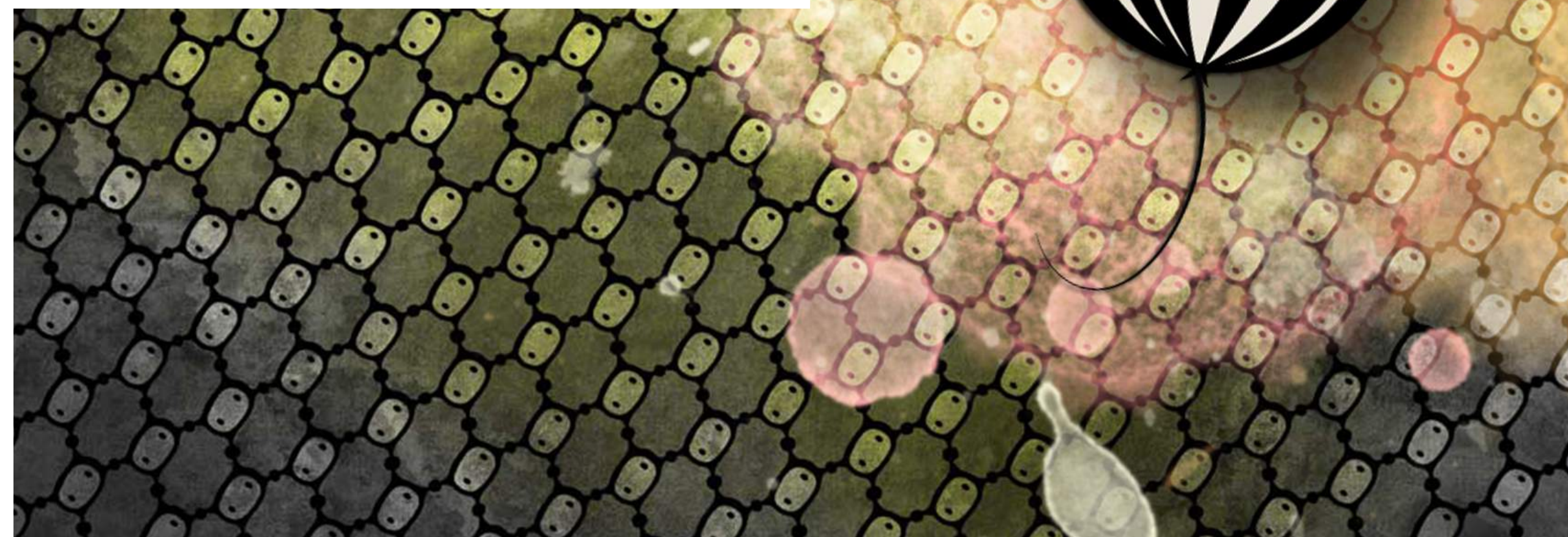
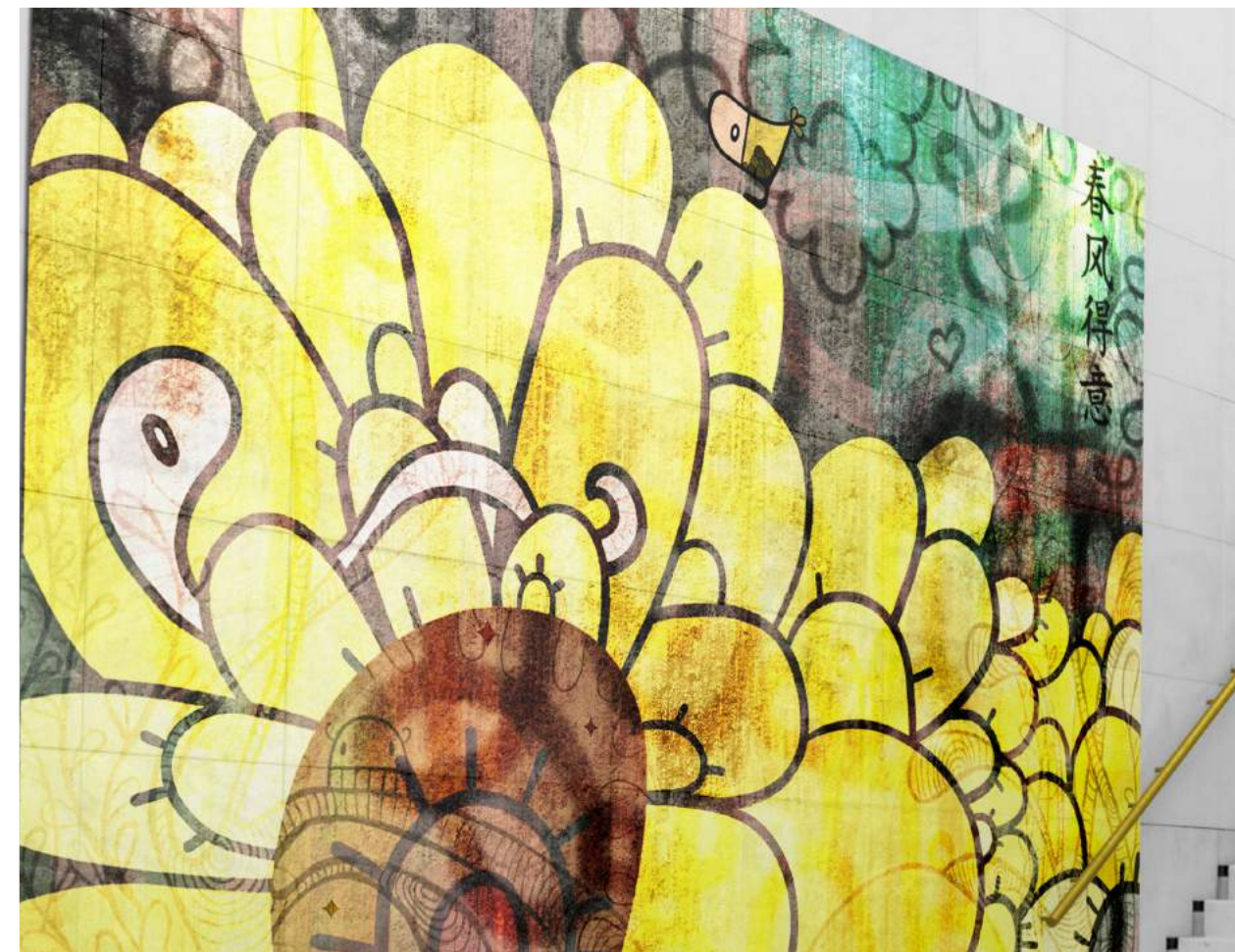
Baby bird in the cosmic sky

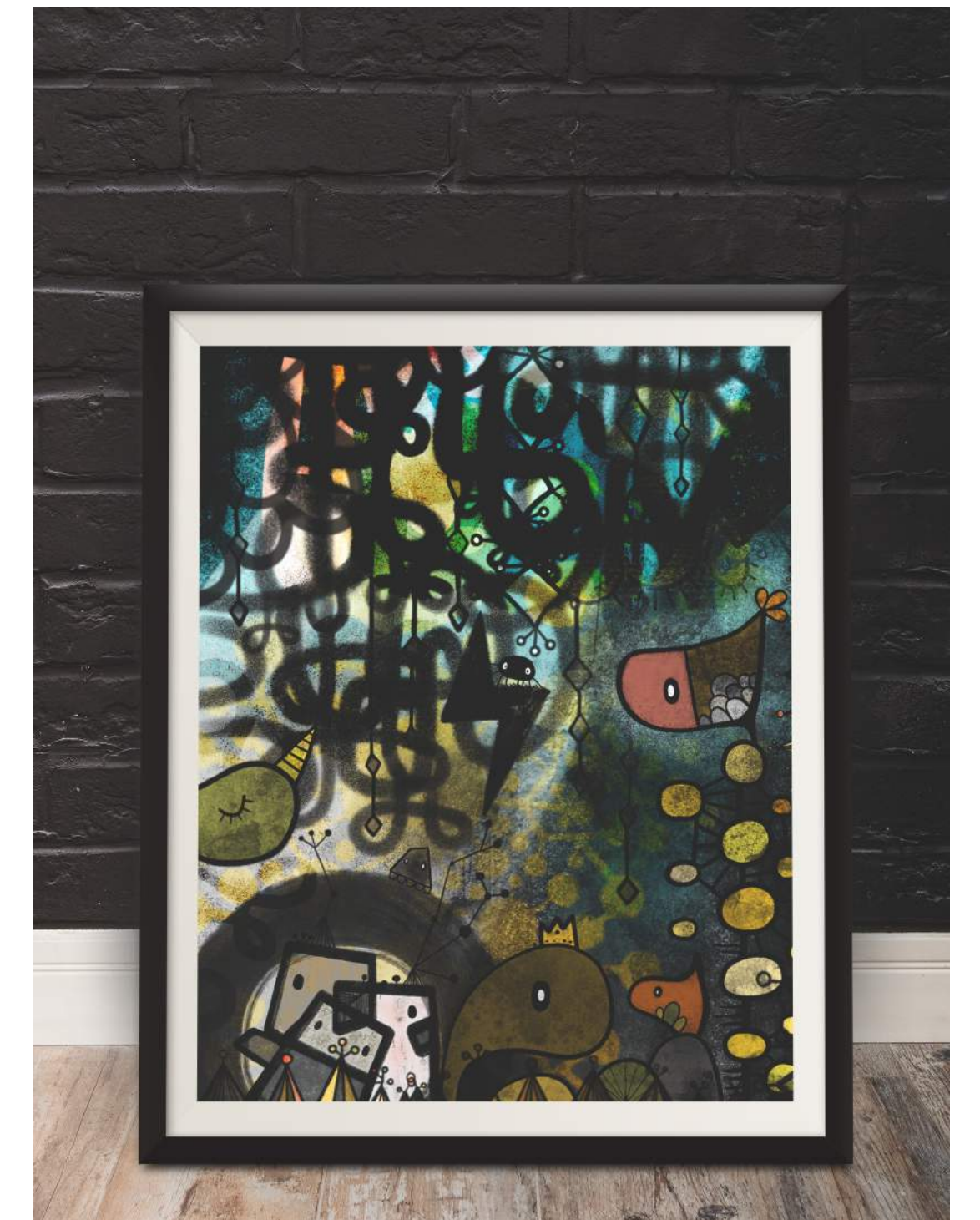
“creating supercute art is what i love to do” ~

catchoo

bold yet simply adorable

colours, details, layers and whimsy are mixed to digitally create these fun imaginary and supercute worlds. transposing her art onto different mediums such as painting, designing for textiles and developing commercial products are of keen interest.





riding the black waves

“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 muti-layered surroundings.” ~catchoo





mixed media collage

“i make characters and environments that are appealing, fun, and supercute! i see many of my creatures as little lost souls, but ones that are filled with the wisdom of the ages. they can inspire us to look at ourselves and reflect on what is important in life. for me, that would be love, peace, well being, creativity, having fun, comfort, connection and acceptance.” ~catchoo



year of the OX

the lunar new year of the ox celebrates family past and present. this mixed media, art intervention piece was created with the field of straw photo which was taken by an unnamed artist many years ago. layered over top are hand cut-out flora and fauna, creatures, splashes of spray paint and sharpied-in details.



*omg jc
wtf on
galilee*

intervening with
historical and classic
art is done with a
whimsical and
modern day spin.



john the baptist

joint effort supersticker



holographic supersticker
made during the covid-19
pandemic lockdown as a
way to commemorate all
our efforts in making our
world safe and “normal”
again.



superholo

found inside the superholo collectable
supersticker stack



FUTURE OF SUPERSTICKERS

more superstickers and
supersticker art are being
created and be designed
into commercial products
from skateboards to
furniture and goods in
between.

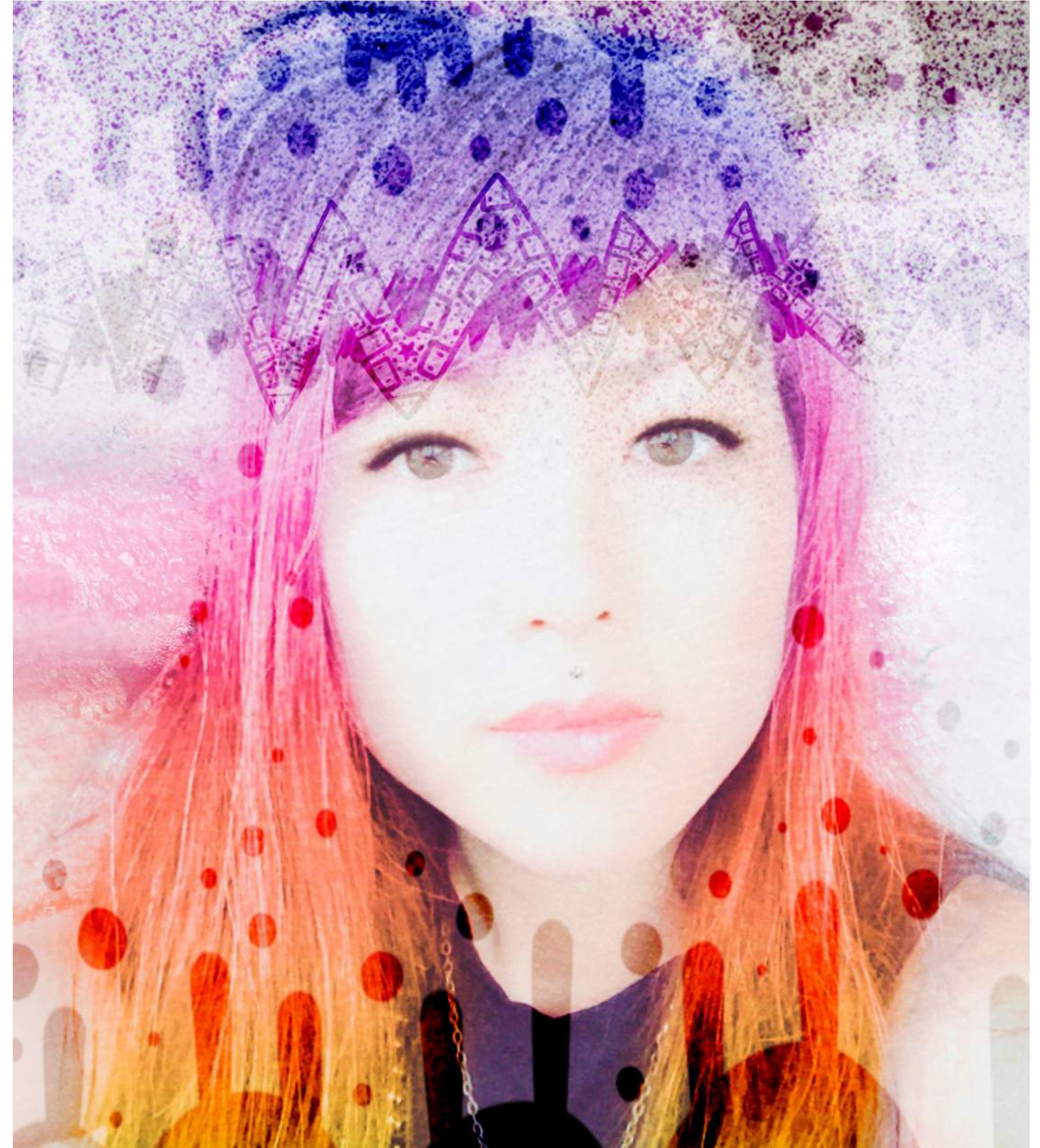
catchoo

catchoo is an artist, designer, illustrator, influencer and avid sticker collector. her work effortlessly crosses genre, style and format, often fusing pixels, paper, needles and fabric and melding it together with influences from worlds of pop culture, kawaii and her own. her first illustrated book ~mind snugglers~ was named the 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 selling out of its first print run.

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 excited by the potential of fusing art and commercial products to innovate social interactivity and storytelling.



catchoo

www.catchoo.co

www.pinterest.ca/catchoo

www.instagram.com/lovecatchoo

cat@catchoo.co

