



DOMINIC KHOO'S

28th Février

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Dominic Khoo's 28th Février reopens in pre-war mansion

Singapore, 31 October 2013 – The urban art gallery 28th Février has now moved into a private pre-war mansion, showcasing a dynamic mix of paintings, sculptures and furniture pieces. The new venue is a British officer's mansion with a black and white façade, located in a never seen before space behind Orchard Road.

Retired celebrity photographer Dominic Khoo and his partners Welfred Woo and Simon Poon, who quirky refer to themselves as the *Oo-Brothers*, named the lifestyle playground *Oozi*, hinting at the Chinese expression for "house". The light-flooded gallery accommodates artists from all over the world, creating a multidimensional 8,000 sq.ft. space with a story behind every single art piece. The venue includes the versatile, intricately folded furniture from *in-Oozi* brands like *Flexible Love* and *Manoteca* and an elegantly arranged seating area. The mansion has a covered terrace and is surrounded by a 40,000 sq.ft. of private greenery.

28th Février creates an environment that enables the individual identification with art, allowing emotions, self reflection and deeper analysis. The artwork from the French artist Kongo symbolizes the gallery's philosophy: "Graffiti artists spray in the streets for several years, continually improving their skills in the underground, performing under life threatening and heart racing conditions under a pseudonym or another moniker. Graffiti art can be sprayed over or washed away over night, so what they have learnt is that they have to learn to let go." says gallery director Dominic Khoo. "They are real artists because they did not start creating art for money or status. In fact the only other artists I can think of with the same mentality are Japanese sand artists."

This meaningful depth is also visible in the exhibited work of the "Sticker Lady" Samantha Lo. After becoming famous for putting mischievous stickers on Singaporean traffic light buttons ("Press to time travel", "Press for Nirvana"), the art community celebrated the demand for more artistic freedom.

28th Février, named "Best of Singapore 2011", honours meaningful work as well as fine craftsmanship. The English artist Jamie Salmon, who was behind special effects in movies like *X-Men* or *Stargate*, works over two months on each of his "hyper-realism" faces. Such installations ordered by customers include Al Pacino. Dominic Khoo explains why: "The artist puts much time and effort in the smallest details, like freckles and individual skin pores. He uses human hair to make the sculptures as real as possible."

The collection of contemporary and urban art includes paintings, sculptures as well as Singapore's second most expensive art piece of all times, the fine art print of "Tony Leung in Beijing" (2008). *Oozi* also functions as a clubhouse for *The Watch Fund* and can be rented for private events.

About Dominic Khoo

The retired celebrity photographer, watch expert and all-round creative Dominic Khoo opened his out-of-the-box gallery in 2011. The name "28th Février" refers to Khoo's date of birth.

During his seven years of photography, he was nominated with his idol Annie Leibovitz for Asia Pacific Photographer of the Year and held the title of the producer of the most expensive photography coffee table book in the world. His fine art print of "Tony Leung in Beijing" made him Singapore's most expensive living artist in 2012, and he was given Ambassadors' roles to brands like Nikon and Leica Asia-Pacific. The self-taught photographer has been engaged to shoot for international brands such as *Hermes* and *Mont Blanc*, and has taken pictures of and worked with more than 150 international and Asian celebrities, including actors Cate Blanchett, soccer star Zinedine Zidane, Nicolas Cage, Zhang Ziyi, and the Dalai Lama.

Contrary to the media, Khoo's first love and career was in watches. It was in 2006 that he was trained as a watch expert at the world's biggest watch auction house *Antiquorum*. Under the watchful eyes of world famous watch experts Osvaldo Patrizzi and Etienne Lemanager, he spent several periods of the year in their offices in Geneva, Hong Kong and Shanghai, appraising and authenticating watches for international clients and auctions. Khoo worked in brand management for the world's biggest *Girard-Perregaux* distributor, and later became a watch journalist writing for many of the world's top watch magazines, including *Revolution*, *Prestige's Tic Talk*, *Real Time*, and the world's first online luxury magazine *Goldarths.com*.

After 14-years of watch collecting and investing, Khoo has now started *The Watch Fund*. It is the first structure that seeks absolute returns from professional investment in investment-grade timepieces, and the first in the world that allows investors to hold and wear their investments themselves.

Dominic Khoo was the youngest ever recipient of the National Heritage Board's "Patron of Heritage" award, and currently endorses *Vertu* mobile phones. For his outstanding work he received a royal warrant for photography and watch related services to HRH Prince Hakeem Jefri Bolkiah of Brunei Darussalam.

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