

# Artsynibs

# Studio



"There is still beauty in pen and ink.  
Enjoy the little things."

STUDIO

## 2015 - 2018



- Established in Manchester, UK
- Invited to demonstrate for Manuscript Pen Co. at
  - The London Stationery Show
  - Creative World, Frankfurt
- Invited to Vienna, Amsterdam, and New York City to lead calligraphy workshops
- Interviewed on BBC Radio
- Collaborated with John Lewis on an Easter ad campaign
- Worked with
  - John Lewis
  - MAC Cosmetics
  - Paperchsae
  - Purple PR
  - Topshop

## 2020

- Invited to return as a demonstrator for Manuscript Pen Co. at Creative World, Frankfurt
- Worked with
  - Jimmy Choo
  - Roger Dubuis
- Survived lockdown

## 2022

- Artsynibs Team expands to 2 resident and 3 ad hoc artists
- Worked with
  - IBM
  - Longchamp
  - Penhaligon's
  - PUIG
  - MAC Cosmetics, SG



## 2019

- Artsynibs Studio relocates to Singapore
- Worked with
  - AMEX
  - Moët & Chandon
  - Meta

## 2021

- Publishes The Joy of Modern Calligraphy under Search Press U.K
- Worked with
  - Cartier
  - Guerlain
  - Luzerne
  - Senreve

## 2023

- Worked with
  - Burberry
  - Chanel
  - Caudalié
  - Dior
  - Grazie Magazine
  - Martell
  - The Hour Glass

# 01 Relationships

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Artsynibs Studio will never be where we are without all our past and present clients.

We pride ourselves in building long-term relationships with our clients, working together to create unique calligraphy experiences.

# 02 Time

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We believe in honouring the process of each project.

We emphasise quality and accuracy in all our personalisation work and classes.

This is our way of respecting our clients, and the recipients of our work.

# 03 Ideas

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We thrive on breaking new grounds and working with people who are willing to leap into the unknown with us.

Calligraphy is more than simply ink on paper.

# Services



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A LOOK AT  
WHAT WE DO



# 01

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ON-SITE  
PERSONALISATION  
& WORKSHOPS



# 02

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OFF-SITE  
PERSONALISATION

# 01

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ON-SITE  
PERSONALISATION &  
WORKSHOPS





## CALLIGRAPHY & ENGRAVING WITH CARTIER, 2021 - 2022

### The Brief

In-store engraving on fragrance bottles and candles for customers across 3 boutiques.

### How we enhanced the experience

To allow more customers to enjoy the customisation service, we offered to calligraph on cards after receiving multiple requests whilst on the job.

### CASE STUDY 1







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## CASE STUDY 2



# ENGRAVING & HOT-FOILING WITH DIOR, 2023

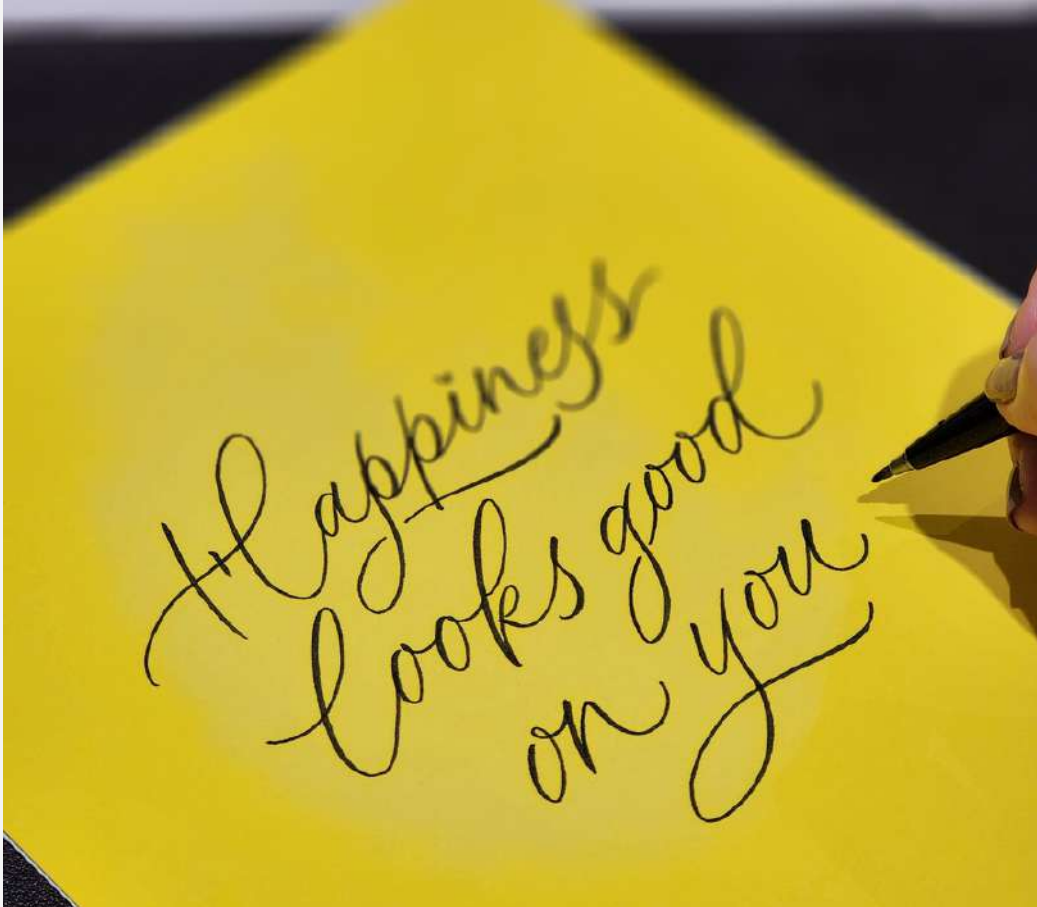
## The Brief

In-store personalisation on the new lipstick cases across 6 boutiques.

## How we enhanced the experience

We recommended personalising with a hot foiling pen because the products couldn't be engraved on. To achieve the metallic finishing, we used silver foil.

Upon the client's request, we pivoted to include engraving illustrations on fragrance bottles after the first day of the activation.



## CALLIGRAPHY / PAINTING WORKSHOPS FOR GUERLAIN, 2023

### The Brief

Curate in-store workshops for Guerlain's customers.

### CASE STUDY 3

### How we enhanced the experience

We started off this project with our standard calligraphy workshop in Feb 2023.

To change things up for our subsequent workshop in Aug/Sep that required us to use the ceramic pot, we proposed a painting workshop with colours and motifs inspired by Guerlain's products.

## LEATHER PAINTING FOR SENREVE, 2021 - 2023

### The Brief

In-store personalisation on all leather goods for new and existing customers.

### How we enhanced the experience

To offer more colours, improve the longevity of the personalisation, and a more luxurious experience, we recommended a switch from personalising with a permanent marker to leather paint.



### CASE STUDY 4

OTHER POTENTIAL ACTIVITIES FOR CHRISTMAS



PAINTING & ENGRAVING  
ON BOTTLES  
(WINE / FRAGRANCE)



CALLIGRAPHY ON  
ACRYLIC TAGS



CALLIGRAPHY ON  
BAUBLES

# 02

OFF-SITE  
PERSONALISATION



## LEATHER PAINTING FOR A FINE JEWELLERY CLIENT

### The Brief

Hand paint initials onto every leather jewellery box.

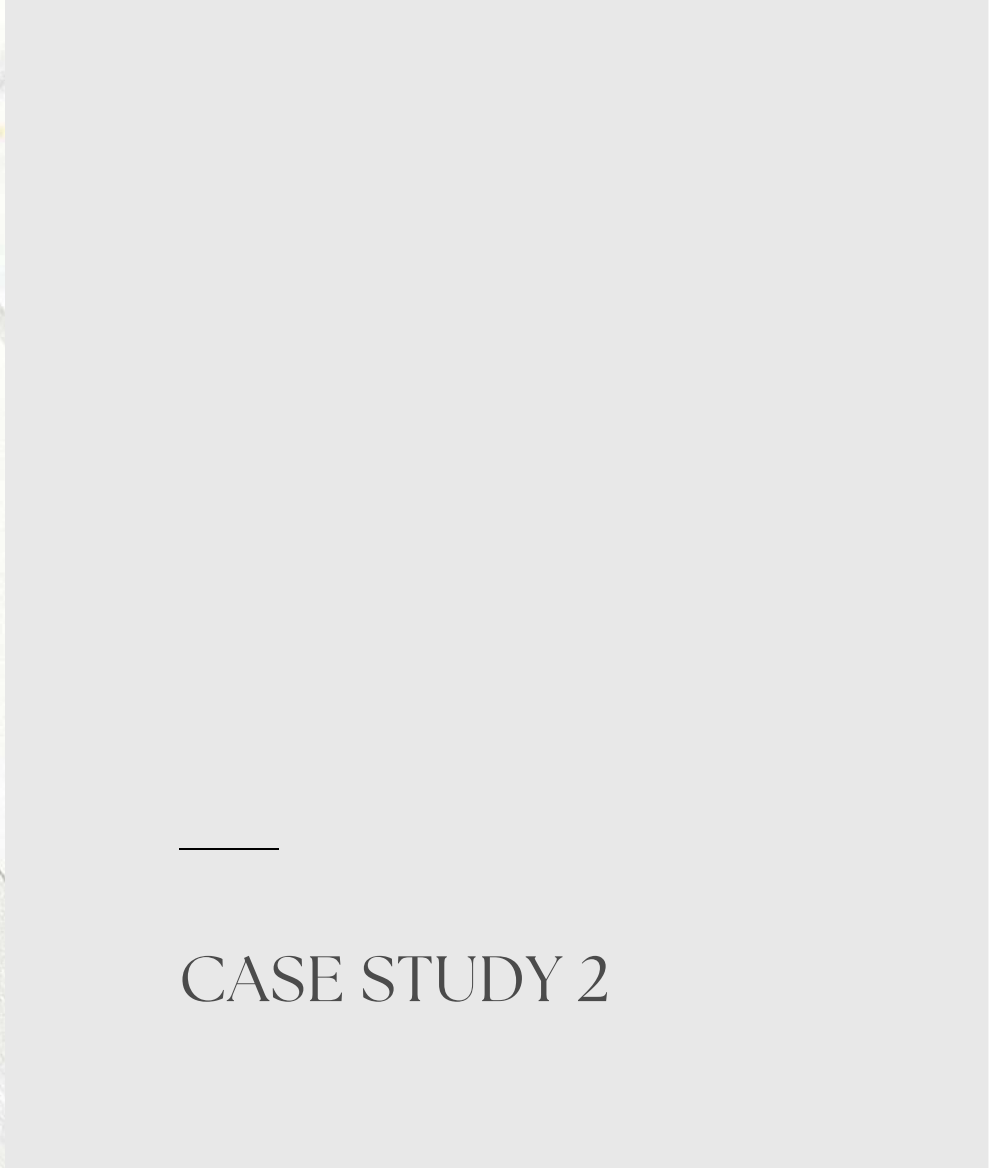
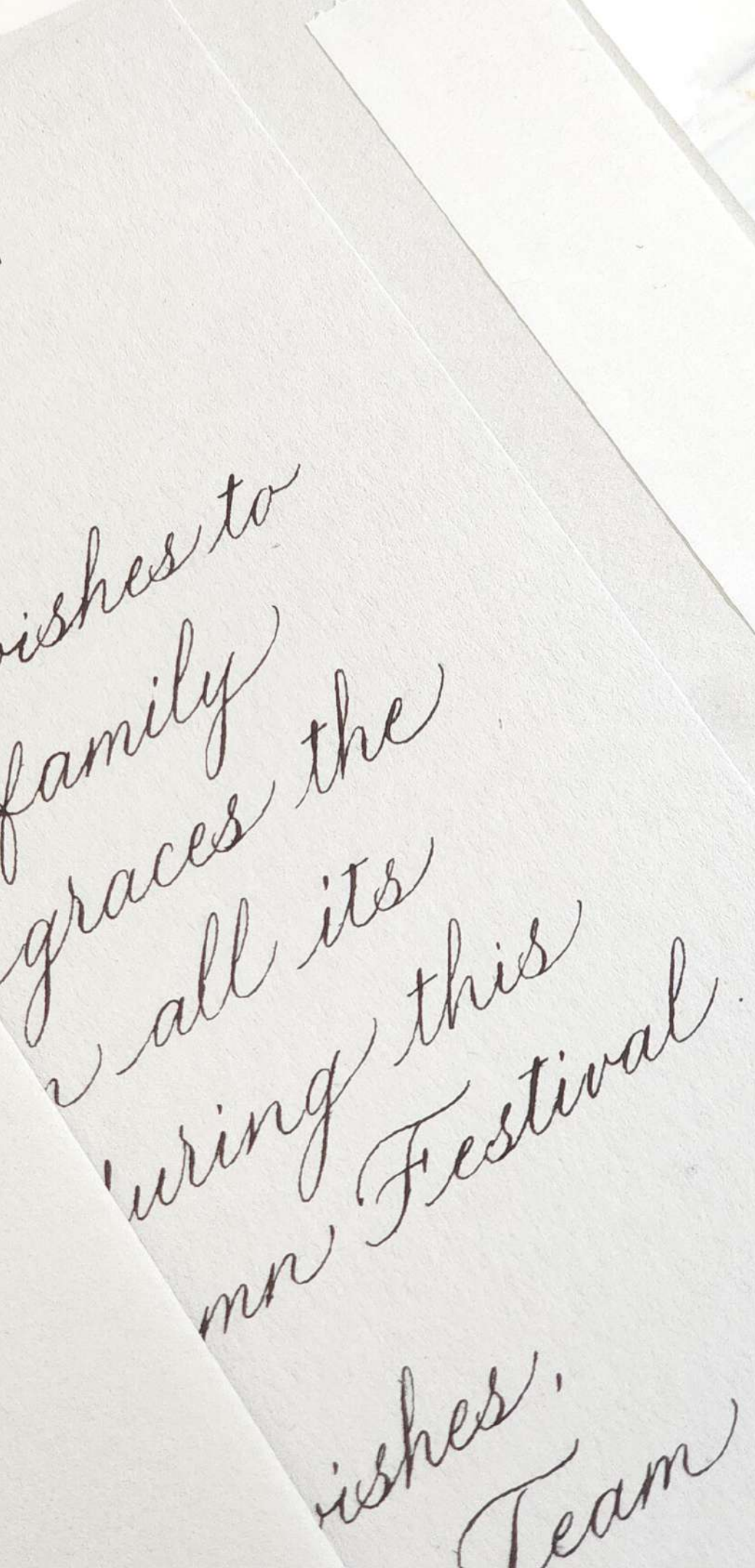
### How we enhanced the experience

We created a style fitting of the client's branding and colour matched the shade of gold as close to the logo as possible.

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### CASE STUDY 1





# HANDWRITTEN CARDS FOR A FAMILY OFFICE

## The Brief

Handwrite a set of greeting cards and envelopes of the clients of the Family Office.

## How we enhanced the experience

The client had specific branded cards and envelopes that we had to use to calligraph on.

We had to perform an ink test to find the most suitable option that will fit the kind of writing style requested by the client.



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Corporate Clients:

- AMEX
- Cartier
- Dior
- F.B. Journe
- Guerlain
- Martell
- MB&F
- Meta
- Moët & Chandon
- Penhaligon's
- Tudor





# Testimonials



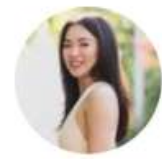
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DON'T TAKE  
OUR WORD FOR  
IT..

It's a joy working with Joyce. She's pleasant, accommodating, and professional. Our guests were very pleased with the lovely calligraphy cards and engraving work she created. Looking forward to more such collaborations!

Thanks,

DANA GOH  
REGIONAL BRAND MANAGER | SALES & MARKETING, PUIG BRANDS  
CHRISTIAN LOUBOUTIN BEAUTY | PENHALIGONS | CAROLINA HERRERA | PACO RABANNE | JEAN PAUL GAULTIER



**Novianty Chai** · 1st  
Public Relations Manager at Guerlain (LVMH)

Live Events

★★★★★ 5.0 · February 28, 2023

It was my first project with Joyce and definitely not my last. Joyce brought a new light and give life to calligraphy. I am in awe on how much passion she poured into her works & handling all our last min requests efficiently and seamlessly. It was such an awakening experience for me, to realise the importance of being slow and following through the whole session of calligraphy workshop - yet, something I'd hopefully embrace one day. Thank you Joyce for being so supportive on our first project!



**Isabelle Ng** · 1st  
Marketing (MAC/Bobbi Brown)

Live Events

★★★★★ 5.0 · February 12, 2023

Joyce is pleasant and was so much fun to work with. She's very helpful with meeting our event needs and was prompt with her replies. High quality work from her team and definitely will recommend them to anyone who needs an engraver!



**GET IN TOUCH**

- Email: [hello@artsynibs.com](mailto:hello@artsynibs.com)
- WhatsApp: +65 8042 4027



**TELL US MORE**

- On-site or off-site?
- Calligraphy / Engraving / Painting / Need our advice?
- What's your budget & expected pax?
- What's your deadline?



**WHAT'S NEXT?**

Once we're happy with the terms, we'll sign an agreement and depending on your timeline, we'll be expecting the first samples at our studio for testing.



**LET'S NEGOTIATE**

There are no fixed hourly rates since every project is different and we'll quote you once we get all the details of your project.

We're always open to negotiating something that's mutually beneficial!

hello@artsynibs.com

Singapore & U.K.



*Joyce*  
LEE