

FORM N VOID PRESENTS

# SYMPHONY OF CRAFTS



REO MA X  
EDMOND LOOI  
= WAR ON  
CULTURE

25.11.2023 - 11.01.2024

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## PRESS RELEASE

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Enter a world where art breathes life; where the act of creation is an ever-evolving dance; and where every crafted piece tells a tale of transformation. Void opens a new chapter, presenting ***Symphony of Crafts*** by **Reo Ma** and **Edmond Looi**.

Witness the harmonious confluence of two creative minds: Edmond Looi and Reo Ma. Connected by shared dreams and mutual trials, their collaboration transcends their individual crafts, birthing a unique fusion of artistry and innovation.

This chapter is not a static display, but a dynamic and ever-changing narrative of Edmond's journey. Each page of this chapter will unfold through Reo's interpretation, charting a course from Edmond's initial foray into the world of sneakers to his transformative encounter with Reo and beyond.

Our narrative begins with the journey that led Edmond to Reo, a path forged in the crucible of the *War on Culture* collective and *The Great War* street art project. The journey was a dance between two distinct creative minds, each trying to find rhythm and harmony with one another. Within this creative tension, they found unity; their contrasting approaches merging to form a shared vision. Each challenge added depth, each compromise created texture and each resolution splashed colour onto their collective creations. This event is a testament to their perseverance and an homage to their unique fusion of artistry and innovation.

Experience Edmond's transition from a fervent sneaker enthusiast to an artist whose unique creations have caught the eye of the world, fuelled by his disillusionment with the corporate manipulation of the sneaker market, his joy of creation, and the thrill of his work stepping into the spotlight.

The event is also an exploration into the philosophy of design. In *Form n Void*'s vision, designers are essentially artists painting with reality, transforming abstract ideas from their mind into tangible creations in the physical reality. Each creation is a thought brought to life, a piece of their inner world and spirit made corporeal, adding distinctive touches of their perspectives to the world around us.

As you step into this event, you are not merely a spectator but an active participant in a world of imagination, brought to life by your presence. This is not just an invitation to view their works; it is an invitation to live them.

Join us in this celebration of the transformative power of art and the human spirit. Witness a journey of passion, evolution, and self-discovery.

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## 新聞稿

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踏入一個藝術賦予生命，創作仿似一種永不停息的舞蹈，每一件作品都在講述著一個變革歷程的領域。Void迎來新的篇章，呈獻Reo Ma與Edmond Looi的*Symphony of Crafts*。

前來見證兩股創意之河：Edmond Looi與Reo Ma的和諧匯流。透過共同的夢想和試煉，他們的實驗性合作超越了各自的工藝，孕育出獨特的藝術融合與創新。

這一篇章並不是一個靜態不變的展覽，而是透過Reo的詮釋，將Edmond整個創作旅程階段性敘述的動態展示。展覽的每個角落敘述了他道路上的不同里程碑，從他最初涉足運動鞋界的嘗試，到與Reo的變革性邂逅。

我們的敘述將由Edmond與Reo相識的故事開始，這是一個由 *War on Culture* 共同體與 *The Great War* 街頭藝術項目的試煉而啟發的旅程。這次旅程仿似是兩個截然不同創意思維之間的舞蹈，他們各自都在尋找屬於他們的獨有節奏，從起初碰撞式的節拍中達至後來的和諧。在這種創意張力中，他們找到了共鳴，將截然不同的創作方式融合在一起，繪製出共享的作品。每個挑戰增加了深度，每個妥協創造了質感，每個解決方案都為他們的共同創作增添了色彩。這個活動是對他們堅持不懈的證明，是對他們共同旅程的敬意，這個旅程塑造了他們才華的和諧融合。他們的不懈努力產生了一種獨特的藝術創新，超越了各自的工藝。

體驗Edmond從一個熱衷運動鞋的愛好者轉變為一個引起世界關注的藝術家。感受他對運動鞋市場企業操控的失望，他創作的喜悅，以及他的作品走上國際舞台的激動。

這個活動也是對設計哲學的探索。在*Form n Void*的願景中，設計師本質上是用現實繪畫的藝術家，將他們心中的抽象想法轉化為現實世界的有形創作。每一個創作都是一個思想的實現，是他們一部分內心世界在外在世界真實化的結晶，為這世界添加了他們獨特的視角。

當您步入這個活動時，您不僅僅是觀眾，更是置身於一個由您賦予生命的想像世界的積極參與者。這不僅僅是觀賞作品的邀請，更是一個讓您親身活在作品世界的邀請。

一起參與我們共同慶祝藝術和人類精神變革力量的章節。見證一個演變、激情和自我發現的旅程。

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*A Piece of Great War* embodies the synchrony between Edmond and Reo, forged through *War on Culture* and their *Great War* street art project. The concrete tiles in the form of electric sockets originally stemmed from Reo's desire to bring his creations directly to the streets with his own hands as a result of his disappointment towards the inadequate creative support he once received.

His vision of a wall of these socket tiles, once constrained by practical considerations, resonated with Edmond during a visit to Hong Kong. United by shared dreams and the mutual trials they faced as creators, the duo set off to make this vision a reality, giving birth to the first *Great War* in Wong Chuk Hang, and subsequently in Wan Chai and London's Brick Lane.

This miniaturised tribute to *The Great War* encapsulates not just the physical manifestation of their street art project, but also the shared journeys of Edmond, Reo, and their belief in *War on Culture*. Standing as a testament to their collaboration, a fusion of distinct skills and voices crafting a shared vision beyond their individual areas of expertise, and a beacon of their mutual determination to liberalise creativity across different realms.

War on Culture  
*A Piece of Great War*, 2023  
Concrete, liquid nails  
170 x 50 cm

The *War Shoes series* epitomises Edmond's artistic evolution. Born at a crossroad during his career in the footwear industry, these shoes embody his journey of self-discovery - sparked by his encounter with *War on Culture*. Each pair, meticulously hand-made, encapsulates Edmond's transition from a footwear artist to a visionary through exploring the boundless realms of artistic expression.



Edmond Looi  
*War Shoes series, 2023*  
Handcrafted with upcycled footwear  
pieces and materials



In collaboration with students from the Central Academy of Fine Arts in China, *Grandpa's Eye* is a direct critique of the consumerism that pervades modern culture. The original *Grandpa's Eye*, a camera designed to seek alternative perspectives, serves as the centrepiece for this series. Just as the camera encourages viewers to look at the world with fresh eyes, the artwork questions viewers to reflect on their relationship with the consumer goods that surround them.

War on Culture  
*Grandpa's Eye*, 2023  
Acrylique on Canvas  
31 x 37 x 10 cm



Reo Ma is an experimental, avant-garde artist with a repertoire encompassing a diverse array of mediums: installation, sculpture, garment, furniture, painting, photography, interior design, vehicle modification, and many more. Each one a unique conduit for expressing the intricate concepts and ideologies that stem from his life philosophy, with a rebellious nature to prevail social norms. His unconventional definition and treatment of materials offers a multifaceted lens through which we could view the world.

By deconstructing the barriers which obstruct people from feeling the real world, his works help inspire us to live life through the senses and better engage life as it happens, rather than being caught up with distracting thoughts formed by norms.

**“ Living in a world filled with norms often makes oneself follow a path which is considered a ‘good life’, with the illusion that they have consciously chosen the right path for themselves. We are not discouraging the following of norms, but rather we would want oneself to make decisions in life based on their own inner will rather than external expectations.**

**During the span of a busy urban life, we often lack the space, time and an open-mind to reflect about what we truly want and desire; leading to pursuits of readily-available materialistic satisfaction set out by societal norms and forgetting about the deeper spiritual fulfillment. Atelier Reo Ma aims to provide mediums and platforms to inspire urban souls in reflecting what they truly desire during the span of a limited lifetime. ”**





Edmond Looi, a visionary artist from Malaysia, has carved a unique path as a custom footwear artist. With an unwavering passion for sneakers and a knack for innovation, Edmond's transformative journey showcases the power of resilience and creativity.

Struck with a love of sneakers, Edmond's entrepreneurial spirit led him to leave his architectural background and explore the sneaker reselling market. Soon disillusioned by the unrewarding dynamics of the industry, he redirected his passions into the world of sneaker customisation. Edmond's most recognised work is the Dino Collection - Fossil Fuel series, which playfully explores the contradiction between the prehistoric motifs and the modern aesthetic of sneakers, serving as a personal challenge to push his creative limits with a single design. Edmond's commitment to perfecting the Fossil Fuel series demonstrates his relentless pursuit of excellence. Through the iterations of Fossil Fuel versions 1.0 to 4.0, he showcases the continuous refinement of his craft by employing fabric cutouts and precise hand stitching techniques. His unique creations quickly gained global recognition, catching the eye of renowned figures, from football icon Neymar Jr to international artist Erykah Badu.

Edmond's artistic vision extends beyond sneakers by bleeding into the worlds of sculpture, installation, street art and NFTs - continuing to evolve and expand his creative horizons by adopting a diverse range of mediums. Edmond's collaborations with Reo Ma have played a pivotal role in his artistic journey. Through their harmonious blend of talents, he has embraced a broader spectrum of creativity, going far beyond the boundaries of his original craft and artistic expressions. Edmond Looi's journey is a testament to the transformative power of art and the human spirit. It is a journey of passion, evolution, and self-discovery.

## OUR STORY

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**“ In today’s art industry, the market focuses on art pieces as an end product. However, we believe the creative process is what truly allows us to understand the power of art in our society. Art has the power to tap into the universal human experience and connect with the world on a level that transcends logic and science. Just as science has provided countless solutions to humanity, art as a civic muscle also has the potential to guide us in our quest for answers to the complex issues we face as humanity.**

**By providing a platform for the public to witness and take part in this interactive and experimental creative process, *Form n Void* aspires to unlock the full transformative power of art by enabling our society to understand it’s true potential and value. ”**

***Form n Void* is a haven that defies definition. We could be a gallery, artist residency, event space, studio or workshop. We are all of these things and more. We are a playground that envisions to inspire and nourish the human spirit; enabling individuals to explore their innermost impulses, desires and aspirations.**

The roots of artist-run spaces lie in artists collaboratively taking matters into their own hands as a response to the lack of alternative spaces for creative production. As an artist-led collective, our purpose is to enable artists to have full creative control and freedom to experiment with new ideas; to create a sanctuary for artists to create and express themselves in, whilst promoting the importance of art to society beyond numbers and trends.

Art stimulates thoughts and emotions. At *Form n Void*, we provide a platform for artists & creatives of diverse backgrounds, ideologies and skills to create a community where individuality is embraced. Our mission is to inspire new perspectives and collaborations that go beyond the boundaries of what is considered ‘possible’ and into the realm of the unimaginable.

