

INTRODUCTION The following works reflect my most recent efforts in Singapore and Dubai and were produced in, for and around more than 3 countries (Singapore and the South East Asian region, Dubai, parts of Sudan and Africa).

I am very privileged to be exposed to the myriad of cultural nuances that have helped shape (and still do) the way I begin my own creative thought processes and enabled me to become more emphatic in my approach to strategic problem-solving.

In all instances, credit must be shared with creative directors, fellow art directors, planners and strategists, copywriters, photographers, illustrators and other advertising craftsfolk; many of whom I am honoured to call friends today (especially Arnaud Verchere, Vincent Raffray, Peter Walker, Shaun Quek and David Shanks).

Thank you for taking the time to view them.

Jef Tan

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TINEA?
THRUSH?
INFLAMMATIONS?
FUNGAL
INFECTIONS?

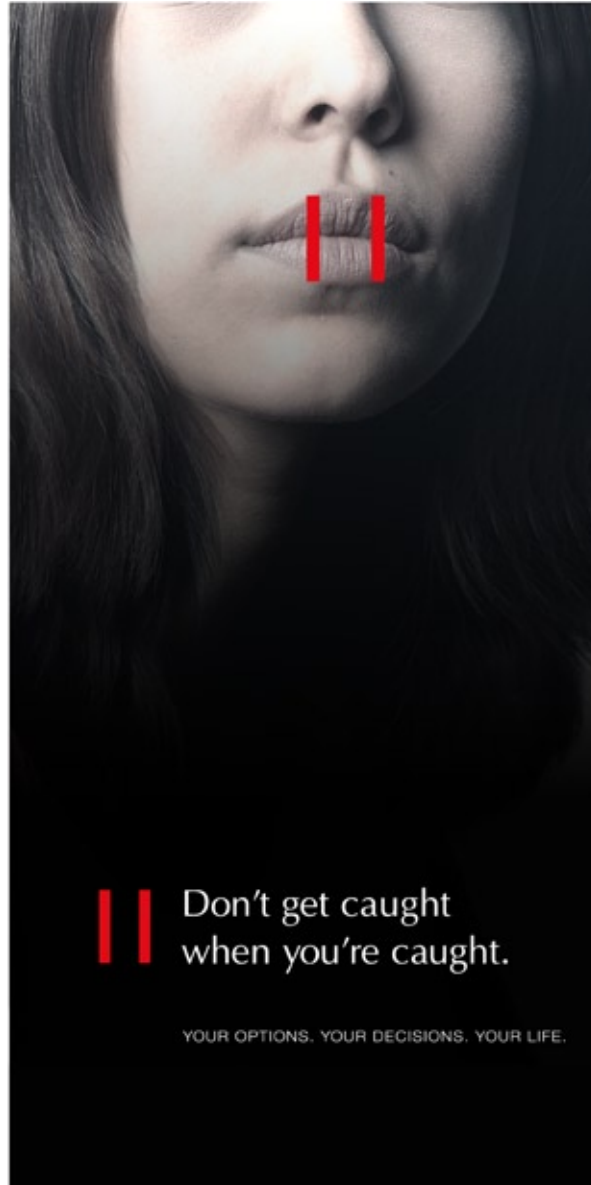
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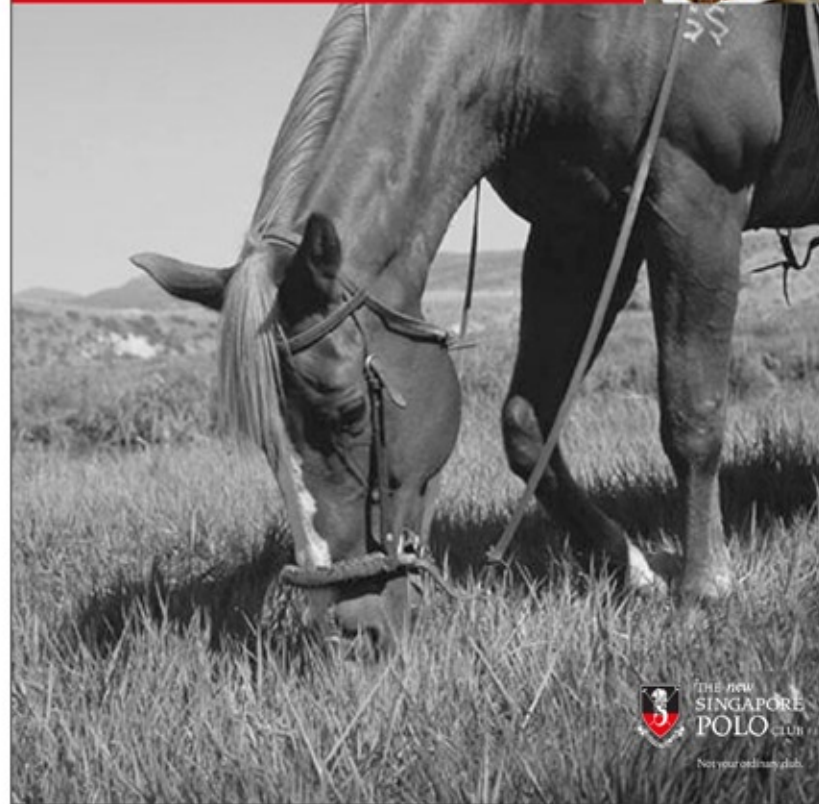
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