

## Master of multi-tasking

### A multi-talented artist talks about her first full-scale presentation in Southeast Asia

- Published: [17/06/2016](#) at 04:00 AM
- Newspaper section: [Guru](#)

Yu Jordy Fu is an internationally renowned designer, artist and architect, as well as the CEO of the M&J design firm. She is also the Creative Director of Fashion TV, the owner of fashion brand J by Jordy and the only Chinese artist to ever have been commissioned to create art for the luxury French brand, Hermès.

This month, she's introducing her first full-scale presentation of multi-disciplinary design in Southeast Asia at Gaysorn. "Jordy's Multi-Disciplinary Showcase @ Gaysorn" features her first-ever piece of vertical installation art and some never-before-seen pieces, including a magnificent centrepiece over 250 metres long and 18m tall, titled Gaysorn's Clouds. The artist likes to play with light and shadow and is known for using ancient Chinese paper cutting techniques to create awesome contemporary art. Gurutalks to this well-rounded talent about her exhibition.



Yu Jordy Fu.

#### **You wear many hats -- an artist, furniture designer, fashion designer, among others. Which one do you think defines you the most?**

I work in many different disciplines, from architecture, interior design, paintings, sculptures, furniture and product design to fashion. I believe there are no boundaries in between. Creativity has no limits. The only limit is your imagination. As an artist and architect, my role is to make this world a better place and that's what I am aiming to do.

#### **Tell us about this project with Gaysorn.**

"Artisan" is the theme from Gaysorn. They were looking for an international artist whose work is focused on crafts, and they found my cloud sculptures, so they invited me. I am pleased to work with Gaysorn as its a great lifestyle shopping centre. My company M&J is also a lifestyle brand, so our philosophies are a good match. I believe art should not just be sitting in galleries or museums, but should be found in public spaces, so as to tell stories and inspire people. The cloud sculpture for Gaysorn was inspired by the "Artisans of Gaysorn", from exclusive jewellers, suit makers and bag makers. The intricate patterns on the Cloud tell the story of Gaysorn. I want to inspire people to discover the beauty of everyday life.

#### **Why are you fascinated with ancient Chinese paper cutting?**

Because it creates interesting shadows and light. My paper sculptures are all three dimensional. Through lights and shadows, the artwork brings magic to the space.

**What's the most challenging thing about vertical installation art?**

Structuring and installation was challenging because this piece is 250 metres long, so it had to be separated and hung as six pieces. We had a team of 20 people working until 6am everyday until all the pieces were up.

**Is there any other art field you haven't explored but want to?**

I have done most of the fields in art, but there is always something to learn and there is always room for improvement, so I am always pushing myself to be better. There are many new things I want to explore. For example, currently, I am exploring how to incorporate lighting into my fashion design and creating contemporary tea sets with traditional Chinese purple clay.



---

**"Jordy's Multi-Disciplinary Showcase @ Gaysorn" is on display from now until Jul 31 at Gaysorn. For more information, visit [www.gaysorn.com](http://www.gaysorn.com) and [www.facebook.com/gaysornshoppingcentre](https://www.facebook.com/gaysornshoppingcentre).**

**Related search:** [Yu Jordy Fu](#)

**About the author**

Writer: [Napamon Roongwitoo](#)

Position: Former Guru section Editor