

The Creative Strategist

Creative conceptualizer
Visual and interactive designer
Music composer
Sound designer

PETER WONG email:
nexus@nexuscreative.com

Education

- Diploma in Audio Engineering (with distinction)
- Diploma in Graphic Design, major in Multimedia
- BA Design (Curtin), Major in Multimedia, Minor in 3D Animation and Marketing

early 90s

where it all began

Won two jingle competitions, both consolation prize between 1995-97

Obtained a distinction in diploma of Audio Engineering in SAE (1996), third highest of the batch

first half

Obtained straight A's in final semester (6) diploma in Graphic Design in December 2000

Won the Presidential Scholar award as one of the top students in the Graphic Design batch (1998-2000)

Being the first student in college history to obtain straight A's for the Graphic Design degree stream, semester 8, December 2001

Awarded full scholarship from Limkokwing Institute for bachelor's degree stream in 2001. Skipped the bridging class due to outstanding academic performance

Nexuscreative.com debut won the Golden Web Awards in January 2001 and was among the top ten sites of the month (5th position). The website was also featured in Cool Sightings.com

This was how Nexuscreative started.

www.nexuscreative.com/paradise

Awards



www.nexuscreative.com/Experientialism

second half

Released the debut album, *Peacevolution* in conjunction with World Peace Conference 2003 held in Kuala Lumpur.

Established *Nexus Creative Music & Design* in 2005.

With the revamp of the website, Nexuscreative.com coveted the COOLHOMEPAGES.COM award in January 2006

In 2007, Nexuscreative.com website was showcased in Web Design Index 7

"Where is Heaven?" a new age piece entered into finals of Astro AEC's Sounds of the Human World music competition in 2007

Released 2nd album, *Paradise* in 2009

In 2009, a revamped Nexuscreative.com won an honorable mention in Creativity Awards Annual 40

The Nexus, Peter's music persona, became a featured music artist in Jango airplay, an international radio station in 2010

Nominated for best music documentary score for Discovery Channel's *Eye on Malaysia: The Seasmiths* in 2010

Launched *Experientialism*, an online art gallery project collaboration with other creative talents and celebrity Vanessa Chong in 2010

Various graphic works showcased in Istockphoto.com from 2010-2011

Invited as guest speaker on topics of design and sound for KBU International college and Swinburne University of Technology, Sarawak in 2011

Debuted as music composer for two theatrical movies - *Kisah Paling Gangster* (Action) and *Pasar Malam* (Comedy) in 2012

www.jango.com/music/the+nexus

ENTERTAINMENT + PROFILE + TIMELINE

2013

Signed up as a teaching partner with Saito College. As a teaching partner, the objective is to train a group of graduating students to be ready for the industry by giving them actual projects to work on.

Debuted as a film director for the short film "Reflections". Also involved as the narrator, editor, composer, sound designer and music composer in post production. "Reflections" stars celebrity Billy Ng (Keping Gangster) and Vanessa Chong (The Amazing Race Asia)

"Avalon" obtained a score of 82 from the critics and became a featured artists in Reverbnation. Subsequently, skyrocketed to Rank no.1 in Electronica genre, local (Kuala Lumpur) and under Top 20 (17th spot) of all genre, in Malaysia

Featured twice in Malaysia SME newspaper in late 2013. Second story, "Music and Creativity for SMEs" was the cover story in ICTBuzz.

www.reverbnation.com/petewong

www.nexuscreative.com/Reflections

Peacevolution was launched in conjunction with the fashion student's graduate show, "ASIAN FUSION" organized by Limkokwing University. The event was covered in Faces magazine in 2004



PRESS

Together with Tan Sri Lim Kok Wing presenting the album Peacevolution to the then Deputy Prime Minister of Malaysia (Prime Minister of Malaysia in the following year), at the KL World Peace Conference in 2003

THE LIMKOKWING ASIAN FUSION GRADUATE SHOW JAN 7, 2004 | Atmosphere, 12SI
LESSONS IN GLAMOUR

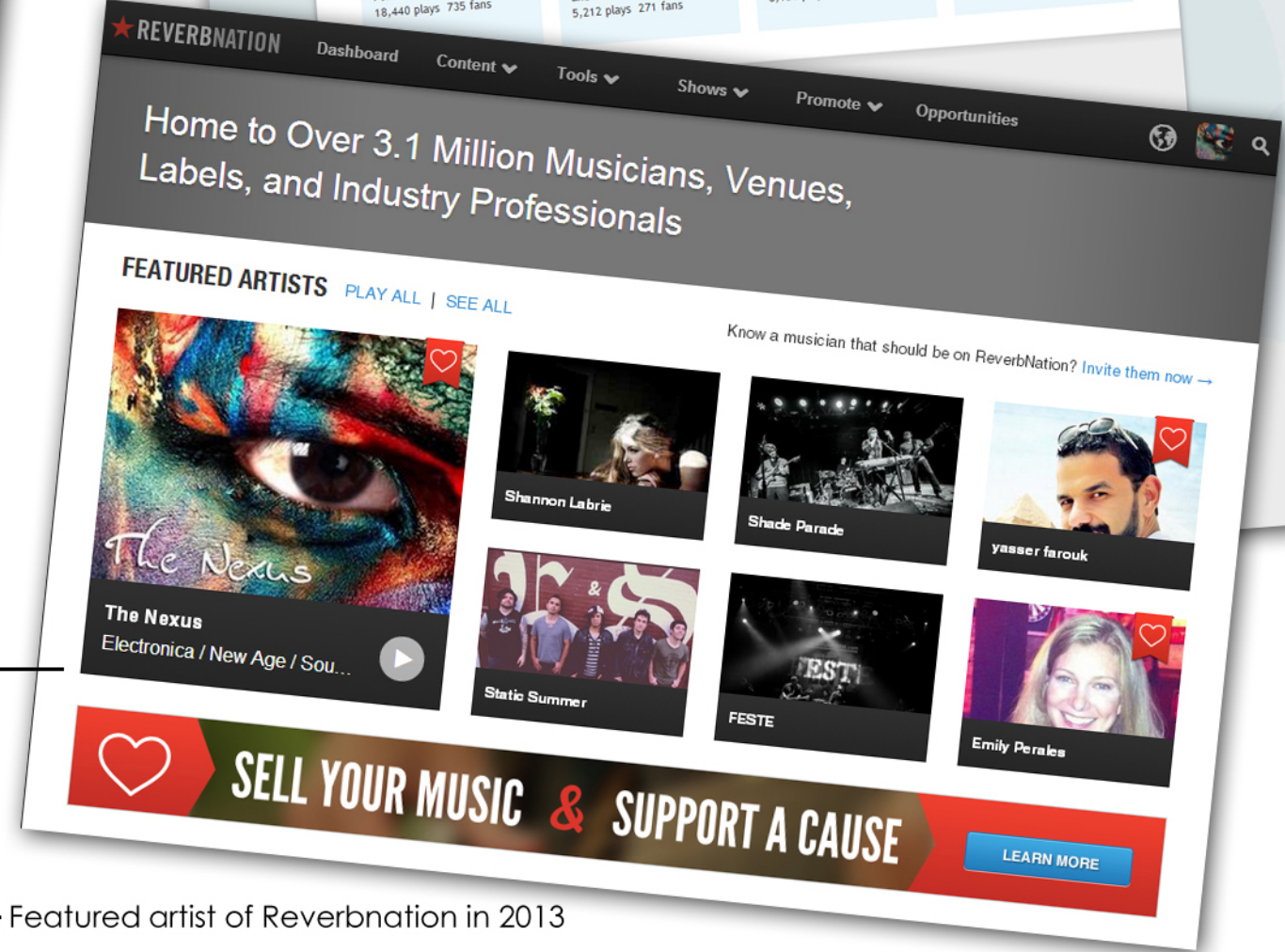


PIX BY RICKY HENG | BY CHRISTINE LEONG

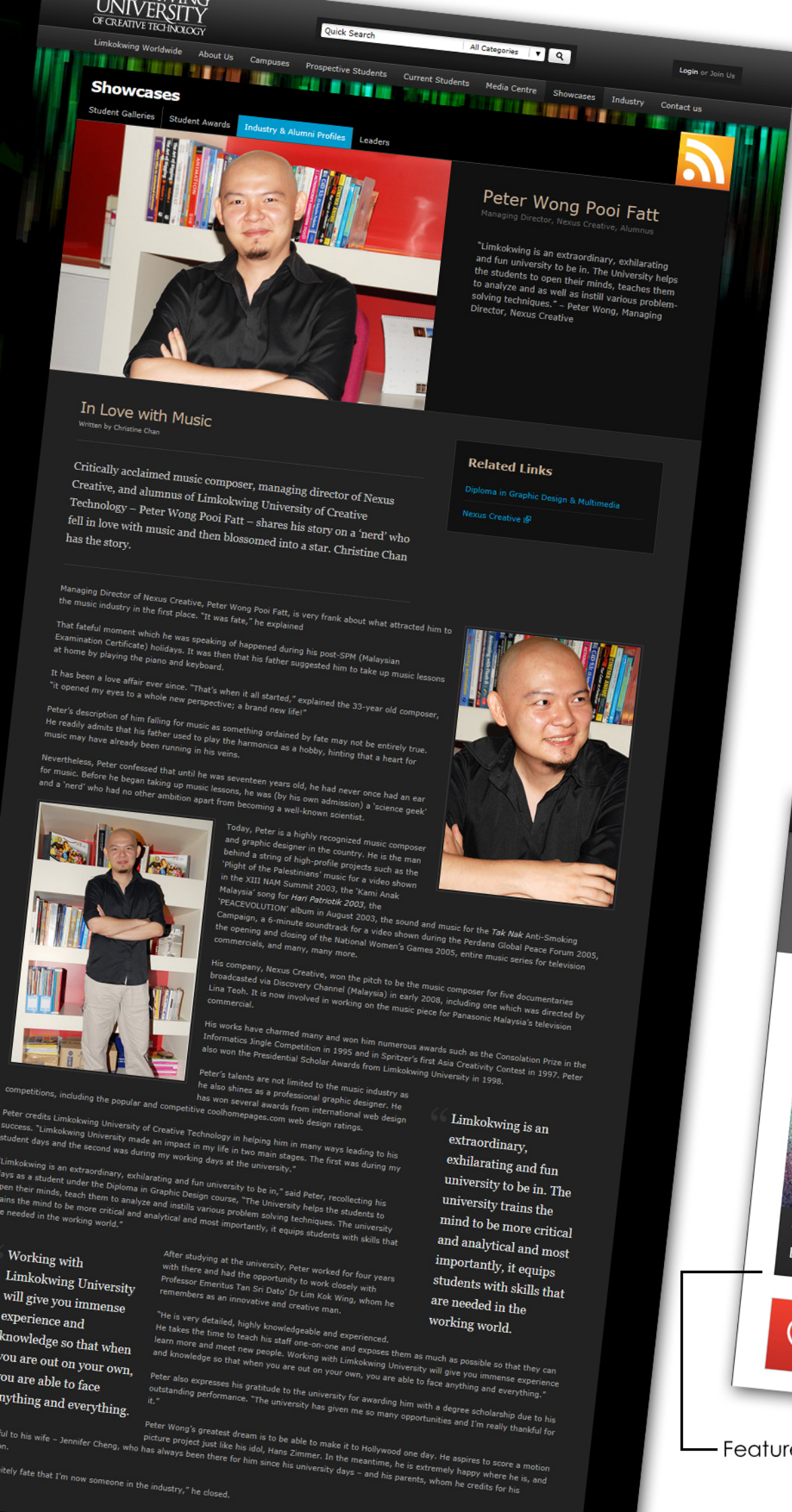
TIMELINE

PRESS

Featured artist of Jango
(now Radioairplay) 2010



Featured artist of ReverbNation in 2013



Limkokwing
University
Alumni
interview 2009

P6

pillars
NEXT GEN

The Sound Of Music

A passion for music and design led Peter Wong, 38, to amass an enviable set of skills in sound design, composing, multimedia design, and film directing among others. Wong offers his unique brand of original concepts and products through his company Nexus Creative. Here, the award-winning Creative Strategist and Audio/Visual Creative Specialist shares how he came into this creative path, what Nexus Creative is about, and his dreams.

By Chow Ee-Tan

PILLARS: How did Nexus Creative come about?

It's a long story. I only started to discover my passion for music when I was 17. I wanted to go into the music industry but it didn't work out. I did a Diploma in Audio Engineering and I had come out with more than 20 demos but I wasn't going anywhere. So finally I decided to take up graphic design and multimedia in Limkokwing University of Creative Technology. I was 22 then. After I graduated, I was given the opportunity to become a music producer at Limkokwing's production house called CCC (Centre for Content and Creation), where I composed and produced music for corporate videos for four years. I had also released my first album, Peacevolution. So when I started Nexus Creative, it was natural to have a blend of music and design.

What does Nexus Creative do and how has it grown over the years?

We offer a wide range of expertise and services from corporate videos to short film, music production to graphic and web design, and also branding. Basically anything that needs a creative input. Because I have four years experience working in the industry, I had established a network with different production houses and clients when I began. It is basically a one-man show and now my wife is in business development and helps to service clients and manage accounts. I work closely with many industry professionals and freelancers, consultants and designers, and many of them have worked with me for more than four years now.

How would you call yourself and what is your primary role?

That's the problem. I don't want to limit myself to one field as I am trying to break the barrier. But I guess you can call me a creative strategist or creative consultant. Whenever you want to develop a creative idea, I can help. My responsibility is everything from the top to the bottom, from discussing and identifying the creative problem area to implementing it. I deal with customers directly with personalised service.

How would you describe yourself?

I am a sponge. I like to be exposed to as many

things as possible in life, not only for business. I also like to teach and share industrial knowledge, and I have been teaching voluntarily. I have been invited as guest lecturer for Swinburne University in Sarawak, KBU, and as a teaching partner for Saito College. I feel that working in various different places give you more inspirations.

What is the most challenging aspect of your job?

Besides the cost, the biggest challenge is the mentality of the clients and the younger generation. Many clients do not understand there is a value to creativity. It is not at a fixed price. Some even take offence to the pricing as they want something cheap and good. And to me, today's young people's mentality towards work is so different, it may affect the industry in the future.

How do you position your company and its services to stand out among the rest?

We give very personalised service and I personally follow a project from beginning to end. Usually customers only hire me for something different and creative as what I offer is quite different.

Where do your inspirations come from?

It is all in the subconscious. It is like what David Lynch, one of my favourite directors, teaches: We have an ocean of creativity that resides in our subconscious mind. If you are passionate of what you are doing, you can dig into this ocean of creativity and there is where inspirations come from. I would sometimes close my eyes and imagine a design that would just pop up. It is hard to explain.

What other projects are you considering?

Nexus Creative has been mainly doing personal and commercial projects. I would like to do something bigger, to promote certain values in society. I feel performing arts need a boost in Malaysia, and I want to play a role myself and help promote certain art forms to inspire the younger generations. I am now working on a musical that is something simple and experimental. I am also writing a script for a movie. I hope to get a grant and turn it into commercial project. It is all a matter of exploring and looking at the potential of making them happen. I am



trying to blur the line between the creative and commercial. Once you blend the art and the commercial together, people will know there is a value in art. And I want to create that kind of mentality.

What is your dream and future direction for Nexus Creative?

I would best describe my direction as turning my business into a creative playground. It

needs passion to drive creativity, so to have passion I have to reinvent myself after a while and constantly come up with new direction, new challenges, new dreams, and more ambitious projects. I hope I can one day work in Hollywood. Either to have a movie produced or be involved in scoring soundtracks for movies. I also dream of coming up with a PC game one day. The future of Nexus Creative is ever evolving but this is what I'm aiming for at the moment.

ICTBuzz

Music and creativity for SMEs

By Lavanya Hari Rajah

Music can play a significant role in businesses and in the long run, can even become an asset. While the utilisation of music is more widespread among large corporations compared to small and medium enterprises (SMEs), it has become increasingly important to all. In a recent interview with MALAYSIA SME®, Nexus Creative CEO Peter Wong offered some insight into music as a promotional tool on the business front.

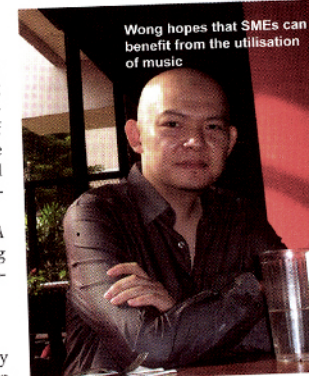
Music in advertising

Due to its nature, music can play a very important role in advertising, as it can linger in the minds of consumers. Currently, only larger corporations are willing to channel their investments towards the creation of digital music works for their advertisements.

For example, the "Think-Intel" collaboration between Intel and other computer manufacturers was an initiative to encourage "brand recollection" among consumers.

Today, there is a platform that makes it possible for SMEs to come up with some viral videos for their products and achieve success in promoting their businesses.

"With the advent of YouTube, many SMEs now no longer need to fork up a chunk of fortune to advertise on television or cinemas. While using Facebook and other social media, we are now slowly trying to convince them that besides spending on video production, assuming that they can afford it, they should



Wong hopes that SMEs can benefit from the utilisation of music

invest a bit further on sound so that their products being presented in the video are comparable to world-class standard productions," Wong explained.

"The main thing we believe in is to help SMEs in setting them on the right path to branding. Before we even get to the part of branding, the image or impression of the company is very important," he added.

Sharing his experience, Wong said, "We have been asked to evaluate the image or identity of companies in many situations, and were eventually engaged as branding or design consultant to give their companies a facelift. With other organisations, they were discouraged by our pricing. The main problem we have identified with most is how the company conveyed their services, philosophies to their potential clients."

One element that could contribute to

their overall predicament is bad publicity. Companies do not understand that in creating promotional materials, the way words are arranged is crucial in producing the desired impact.

When words are too draggy, they would subdue public interest. Too flowery or gimmicky descriptions would leave potential clients thinking that the company lack substance.

When asked if any particular kind of industry that would be interested in music as a mode of advertising dissemination, Wong said, "Actually no—I accept challenges from different industries and will work on any situations or conditions if it's feasible."

Wong added, "We have once worked with a very small firm and with a ridiculously low budget. However, we found it fun, so we took the project anyway! In general terms, I would say we'd rather work directly with clients than going through agencies or production houses."

"Again, it's the reason why I kick-started non-commercial projects myself—to show them not only the concept that a small team could deliver, but also the power of music and sound and how it can provide a better experience overall," Wong elaborated.

Moving forward

Costs aside, it is believed that music is the most effective element in digital advertising. There are a lot of shortfalls, and if the industry went back 20 to 40 years ago, it is as effective as sending snail mail advertising, compared to today's Facebook advertising. What happened is that it has

shifted to a different medium. No doubt, it can now cover global audiences.

"The traditional way of conventional print media is failing, and not only SMEs will benefit from digital advertising, but corporations as well. Everyone is doing it, and it's getting saturated, and there are many exploitations and failures if it is not carried out properly," Wong said.

When asked about his plans for the coming year, Wong told MALAYSIA SME® that he will be collaborating with an opera singer in the US.

"I will be trying his music with a US movie production house, but to elaborate a bit further in detail—both of our companies are experimenting ideas of producing certain elements of the video, and then we would send over via internet our material and see how we can composite and layer the video footages to produce a music video for the client," Wong said.

In terms of providing his services for SMEs in the future, Wong believes that the music industry is growing and his company is getting some fair bit of branding and video production from local clients. The Malaysian clientele is slowing growing, but in the meantime, it is a potentially tricky venture to explore into.

Ultimately, looking into the future, it is anticipated that one day, the works for a commercial project would be as fun as kick-starting a non-commercial project. By fusing the elements of fun into work, individuals will be able to input their creativity into their work and pave the way for the production of better promotional materials through the use of music. **MEME**

Featured in
Malaysia SME,
Pillars, 2013

Cover story in Malaysia SME, ICTBuzz, 2013