



COULD WE

Collaborate
with artists,
cultural institutions,
festivals and foundations
on transformative
audience encounters.

See narrative potential
within research.

Facilitate
interdisciplinary processes.

Have outcomes
take undisciplined forms.

Shape
narratives
into living,
breathing
ecosystems
that can grow
and evolve instead
of remaining
static narratives.

Navigate
unconventional
futures.

Make context
(not just content)
in which meaning is found.

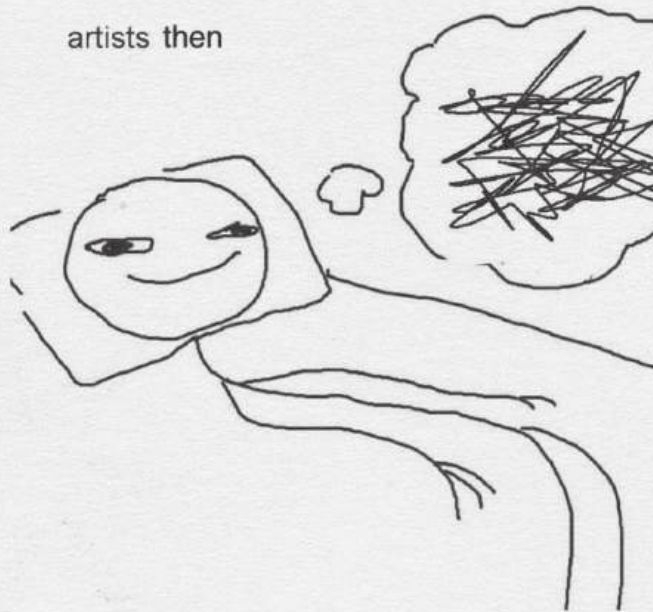
Bridge technology,
physical spaces
and human beings.

Develop frameworks
for public engagement
with complex topics.

Fold care into the algorithm.



artists then



made-up economics
infographics the chain will art does
have value

artists now

need for stability

what is art

financial anxiety

art patrons skull \$FWB

are grifters

art actually kgCO2kWh

has r **self-doubt** amask

number technoutopianism
go up

everyone who

can i even call

myself an artist

is a horrible person





Mama Magnet is a curatorial unit drawing from a multimedia networked body to explore social, ecological and mystical conversations of our times. Seeing storytelling as a dynamic and interdisciplinary practice, we work adaptively together to create art experiences that foster dialogue and aid in sense-making.

Operating from Singapore and the Netherlands, with multilateral links worldwide.

We embrace
multiple mediums,
and intersections
of mediums,
to stimulate curiosity
and environments
for asking questions.

Storylines

don't

always

follow straight

lines.



> Kaleidoscope of Emotions

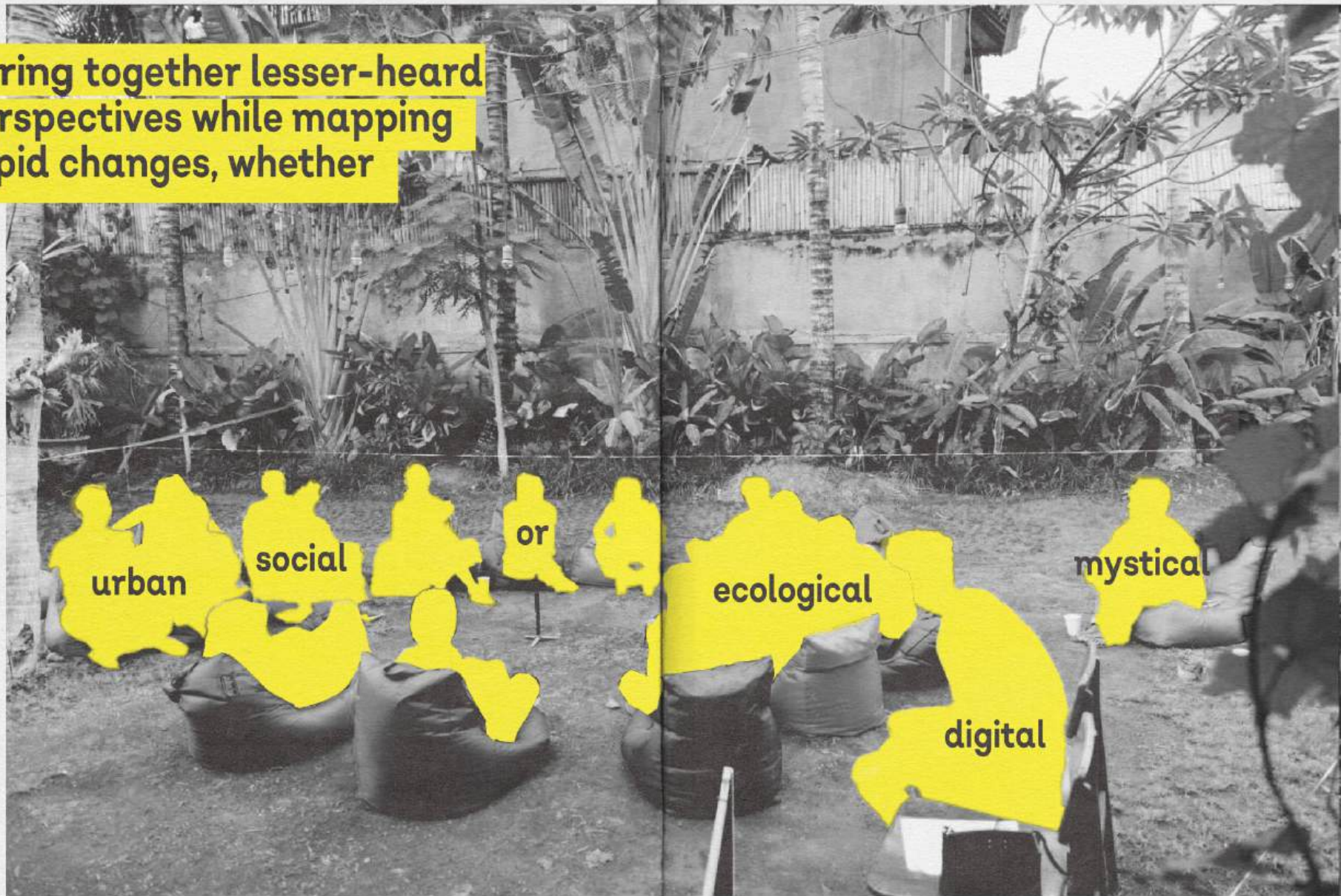
Artwork by Reza Hasni & Kin Leonn. First presented at Singapore Art Week 2022 for 'Happy House' exhibition co-curated by Mama Magnet & The Council.

- 20 time-based digital artworks
- Immersive portals and ambient soundscapes
- Interactive public voting system for new markers of happiness
- 10,000+ visitors
- Conceptual exploration questioning material pursuit in contemporary society



A self-published art book / research document / exhibition archive, Happy Hows?! (2024) paired crowd-sourced data from Happy House with visual responses from 40 invited artists. Design by Van Lim & Ween.

**We bring together lesser-heard
perspectives while mapping
rapid changes, whether**



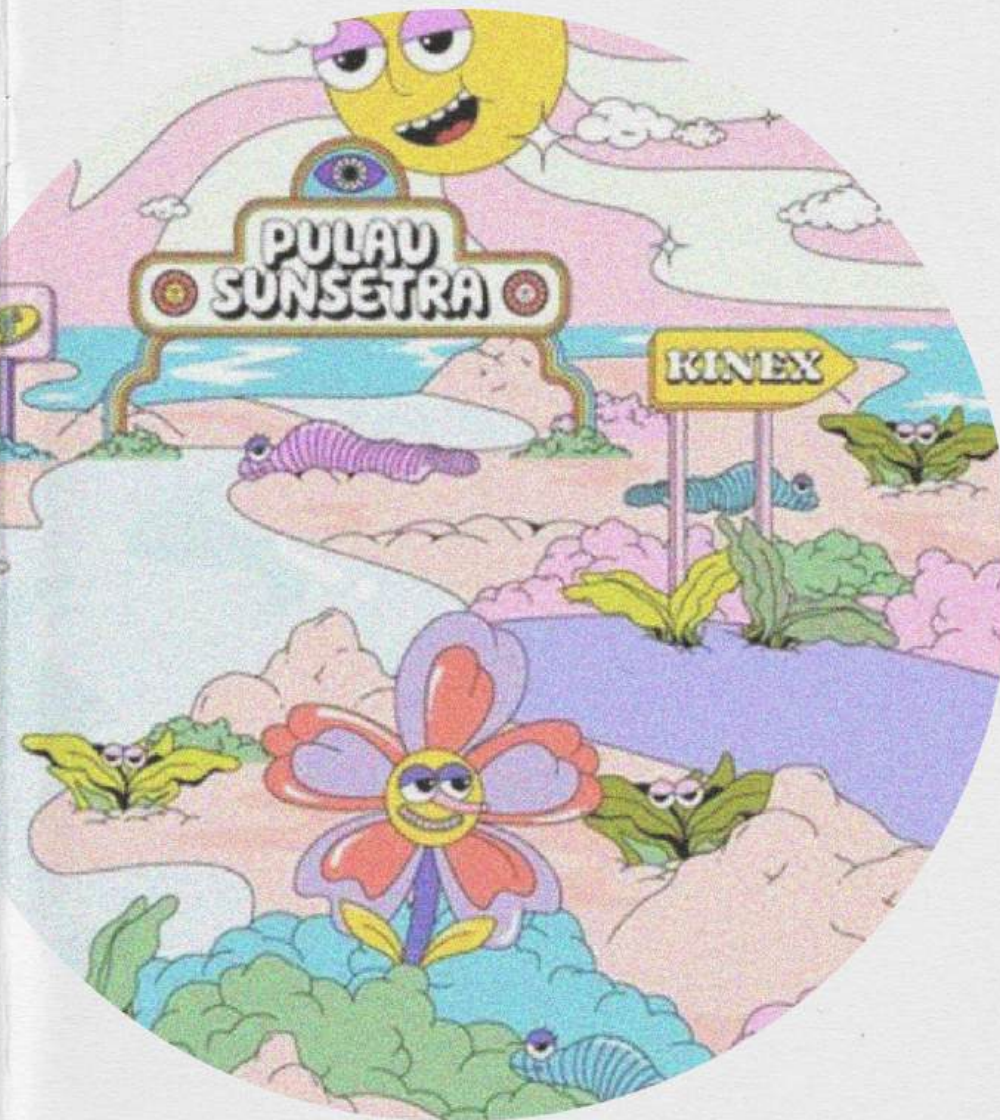
>Soika Vomiter
in our
self-initiated
exhibition,
A Most Absurd Guide,
expresses seriousness
with a sense of humor,
painting observations
of death and
environmental
destruction in
the Philippines.

Originally
a physical show,
the project—exploring
regional socio-economic
peculiarities—unfolded
in 2023 with an
expanded selection of
six artists on the
digital art marketplace
The Upside Space.





> Sunset Sessions Podcast
@ Singapore International Festival of Arts 2021



► Millennial escape fantasies explored through sonic narratives
► Fictional Paradise Island revealed as ecological dystopia through episodic storytelling / madcap rap by Fahim Fazil and Omar Amir of Mediocre Haircut Crew with soundtrack by Ashley Erianah.
► A green dream / a future we could see?

we

Catch



Dropping

attention

spans

through

immersive,
participatory,
and playful experiences.





> Audiences engage with moving AR landscapes, sonic pathways and set pathways through a hybrid psychotropic environment by illustrator Reza Hasni and interaction designer Siah Tiong Hong in Inner like the OutAR, curated for Singapore Art Week 2021. Mama Magnet prompted a reflection on our transactional relationship with nature, highlighting our screen fixation despite a forest existing just outside the Gillman Barracks venue.



> A visitor becomes a float sandwich at Soph O's solo exhibition, *Infinite play, Overspray, I just want to lie down every day*. (UltraSuperNew Gallery, Singapore, 2022)

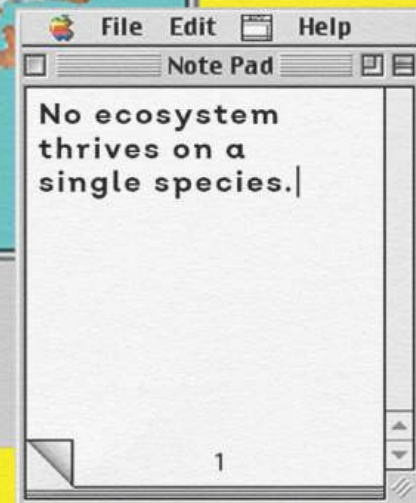
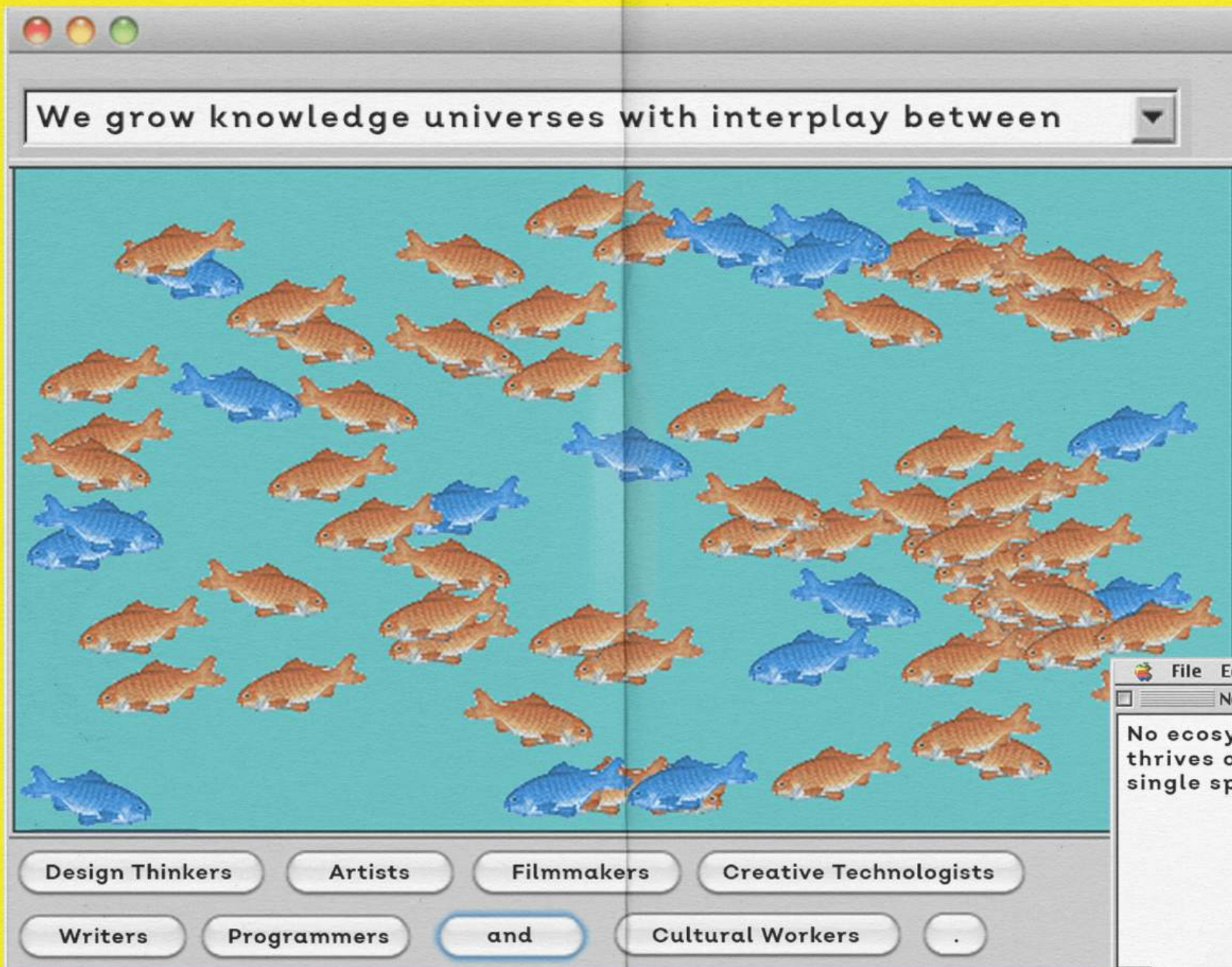


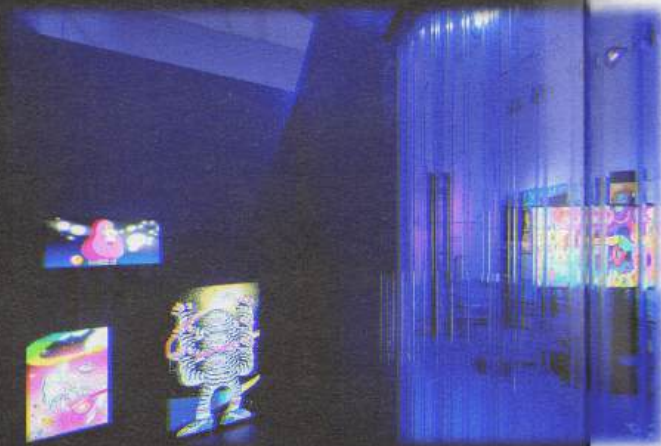
> Centre for Altered Togetherness (2020)

cat.mamamagnet.org

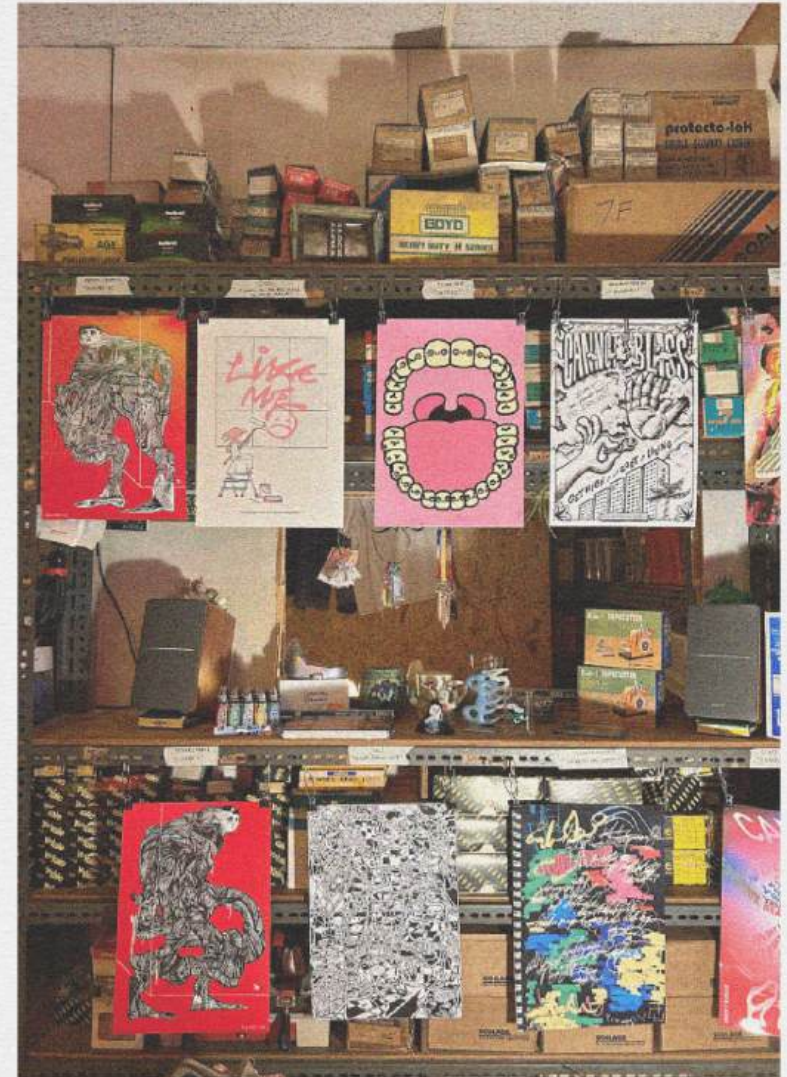
- Imaginary online realm as digital sanctuary during pandemic isolation
- EU - Asia COVID19 remote collaboration
- Individual journeys vs Collective reality
- Geography-defying architecture
- Gravity: optional
- How far can the dimensions of your online presence expand?

Illustrator: Reza Hasni
 Interaction designer: Siah Tiong Hong
 Initiator, Curator: Mama Magnet
 Soundscape: Tengo la Firma
 Support: National Arts Council





Living System (2023) commissioned by Tezos APAC was a showcase of six Southeast Asian artists interpreting rest and everyday magic in the context of Web3's 'always online' culture. Looping digital artworks took blackout breaks, highlighting the importance of slowing down in a digital world that seems to put its foot simultaneously on the accelerator, and in its own mouth.



> MOODS: research at the intersection of arts, wellbeing, social media and youth.

140 participants / 2023 / 8-month study / addressed a critical gap in mental health findings involving creative and cultural workers in Singapore.

Support: NUS Mind Art Experiential Lab
Venue: Shrub, a zine store housed in a former locksmith shop at Golden Mile Complex



- > Hall of Fame / 17 artists / 230-meters of construction noise barriers into a street art canvas / 2021

Produced Southeast Asia's first official graffiti Hall of Fame in Kampong Gelam, an artist-initiated venture supported by Singapore Tourism Board & Urban Redevelopment Authority.



- > Curated Wildflower solo exhibition for visual artist Patricia Thebez at vocal coaching studio, Sainouspace celebrating stability, freedom, and marking 10-years since her bipolar diagnosis. During the collaborative process with the venue, the artist played with mark-making and watercolours, alongside building new sports routines to alter her patterns.

**We create
pop-up
programming
in surprising
locations
and make the
audience an
accomplice.**



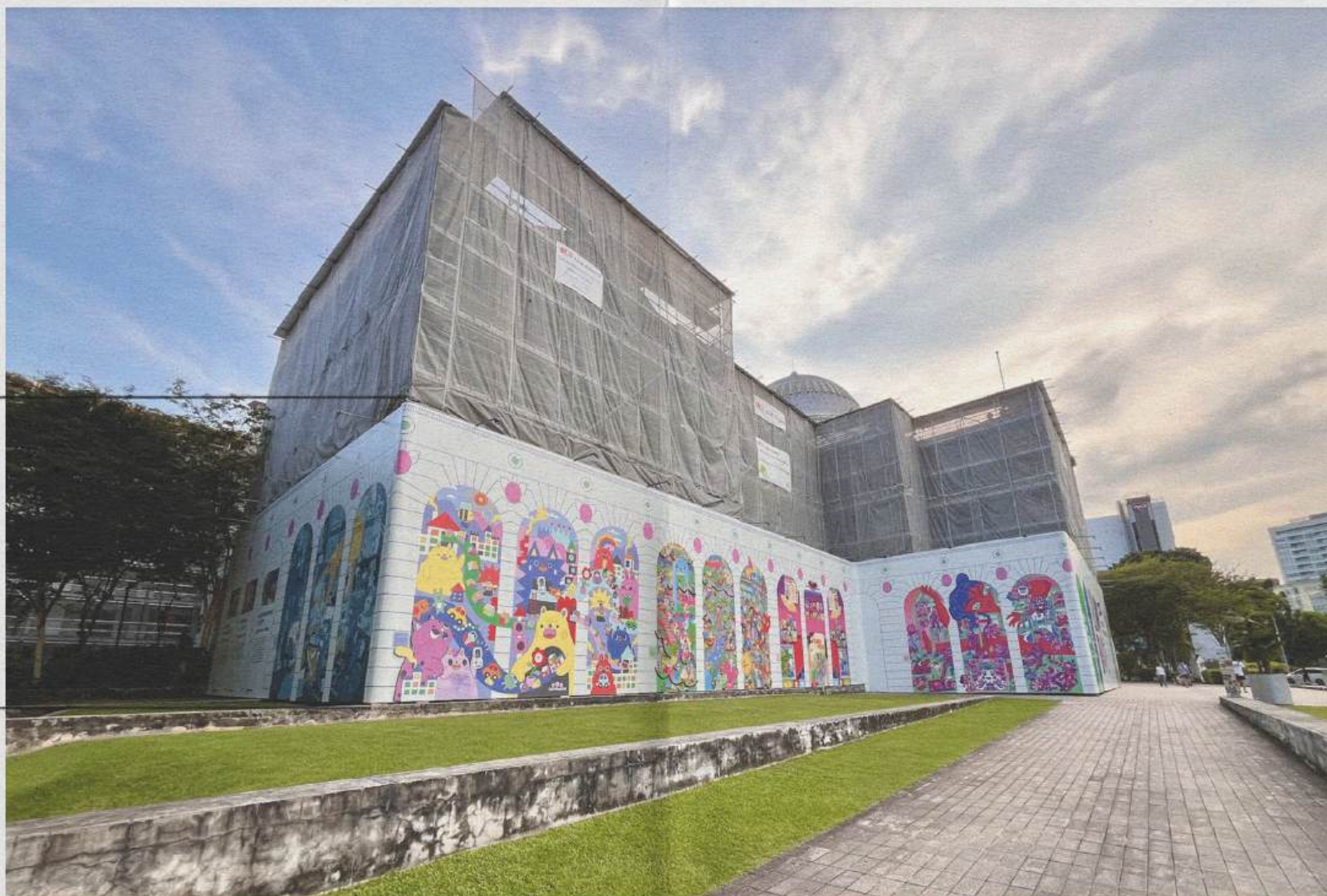
You were right under your nose this whole time.



>A retrospective show by Arwin Hidayat, featuring unique wax-dye batik works, distorted human/animal forms, and disordered thought processes, presented in an unconventional format during a one-weekend rave by Strange Weather collective, performances by experimental-gamelan-trio, Uwalmassa, and butoh movement ensemble, RAGAURA.



7m



> Play:Date

Curation and artwork development for a 7m mural (our tallest so far) commissioned by the National Museum of Singapore on their exterior façade from July 2024 to January 2025.

- > 5 illustrators
- > Tactile activation
- > Childhood nostalgia
- > Commercial toy mania

WHO WE HAVE WORKED WITH,

- > Aliwal Arts Centre
- > National Museum of Singapore
- > Museum of 21 Century Design
- > Peranakan Museum Singapore
- > Singapore International Festival of Arts (SIFA)
- > Singapore Writers' Festival
- > Ketemu Project Indonesia
- > The MeshMinds Foundation & United Nations Environment Program
- > booking.com Singapore
- > Offtrack Singapore
- > Tezos APAC
- > The Upside Space
- > Warner Bros Discovery
- > Space Objekt
- > Figment
- > National Arts Council
- > LASALLE College of the Arts

FREQUENT COLLABORATORS

- > Brenda 'HelloPigu' Tan
- > Igor Hoogerwoord
- > Siah Tiong Hong
- > Reza Hasni
- > Taketo Kobayashi
- > soph o.
- > Cheryl Ho
- > Van Lim
- > Howie Kim
- > Didier 'Jaba' Mathieu
- > Bjorn Calleja
- > Krack! Studio
- > Kristal Nelson

MAMA MAGNET CONTAINS:

<Player select>

1P

Tulika Ahuja is an independent curator, writer and strategic consultant with a focus on experimental practices, their socio-cultural commentaries and emerging technologies. She founded Mama Magnet in 2020 after serving curatorial stints at the now defunct Kult gallery and art x tech startup MeshMinds Foundation.

Her practice centres on approachability, explored through research, exhibition-making and framework-development for accessible art encounters and alternative artist ecosystems. To this extent, she creates (facilitates, writes, curates, connects networks, speaks, moderates public talks and consults on) conditions for audiences to navigate urgent issues of our time, from ecological, social, urban, digital, to the invisible and mystical.

2P

Shivram Gopinath is a partner at Mama Magnet Amsterdam, where he fosters interdisciplinary collaborations and partnerships that bridge contemporary artistic practice, media, and public engagement. He is also interested in exploring how technology could be wielded in service of reducing fragility in the artist ecosystem and expanding its scope. He brings over 15 years of experience in branding and advertising, and plenty of emotional baggage.

As a writer, his practice spans poetry, editorial work, manuscript development and workshop facilitation. *Dey* (Ethos Books, 2025) is his debut poetry collection.

BONUS

<Also worked here>

Megan Chia
Hanae Gomez
Nabilah (Nabs) Lukman
Gracie McCubbin
Ashley Erianah
Jenson Tan
Zhen Qi Teo

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