

**TAY KEWEI**  
[HTTP://WWW.TAYKEWEI.COM](http://www.taykewei.com)



Singer, song-writer, entrepreneur, erhu-player, are just a few words to describe Tay Kewei, a young Singaporean singing sensation. Set to dazzle Asia with her smooth and captivating vocals, Kewei has come a long way since her Project Superstar days in 2006. Then 22, this talented and sweet girl-next-door who is also adept with the violin, piano and guitar has garnered a sizable following from her Youtube videos, blogs and website.

### **THE PATH LESS TRODDEN**

Unlike many of her university peers who have settled comfortably in jobs related to their field of study, this NTU Mass Communications alumnus has chosen an unconventional career path – to follow her dream of inspiring people through her music.

Nothing fazes the young singer from moving forward in the music arena. Kewei has carved her own opportunities by self-funding her own EP and tours. Yours Truly, a company that provides live band music for special occasions like weddings and events, is the brainchild of Kewei and her partner. Perseverance and a strong entrepreneurial spirit have kept her dream alive.

Kewei self-funded the production and first release of an independent EP with her keyboardist Lee Ein Ein. The EP titled “KEEP!” features three original tracks from the two ladies. Impressed by Kewei’s performances covering his songs, Hong Kong’s singing star Khalil Fong surprised Kewei at her recent performance in Hong Kong to jam with the dainty duo at their showcase.

## MUSICAL BELIEFS & ENDEAVOURS

Under the watchful eye of her father, an erhu teacher, Kewei started at the tender age of 3 learning the traditional Chinese instrument. The long tedious hours made Kewei detest the erhu, however as time passed, she developed a unique passion and appreciation for the instrument and its place in today's music. It was this versatility and love for music that brought her the recognition of Taiwanese artist David Tao.

In the summer of 2005, Kewei was roped into David Tao's "Love Can" world concert tour as a backup vocalist and erhu player. Impressed by Kewei's strong and husky vocals, David later invited Kewei to be in the Hennessy Artistry, The Art of Mixing private showcases in Guangzhou and Shanghai, as well as the opening of Hotel Ponte 16 in Macau.

Again displaying the independence that has taken her so far, Kewei has resisted being tied to a particular style, instead choosing to transcend mainstream boundaries by performing in a myriad of genres ranging from Chinese and English pop, Jazz to even Chinese classical music.

## PERFORMING EXPERIENCES

Wala Wala Cafe and Bar at Holland Village, the bar famous for supporting local artistes invited Kewei to perform there in 2006. She is still a regular there on Tuesdays continuing to enthral audiences there who have looked forward to her performances there every week.

On the international scene, beside David Tao, Kewei has toured with Wang Leehom, A-Mei and JJ Lin, performing on their world tours in more than 50 shows over 18 cities.

In April 2009, she was specially selected to represent Singapore on Taiwan's wildly popular reality Singapore competition One Million Star Season 5, a testament of her singing abilities.

Locally, she has collaborated with the Singapore Chinese Orchestra where an original composition of hers was specially arranged and performed by the orchestra. She has also performed on the inaugural Singapore Entertainment Awards in 2009 and 2010

A versatile singer, she is also active in the English pop-jazz scene in Singapore, with solo acts including the Jazz By The Beach event at Sentosa, collaborations with the Philharmonic Winds for a pop concert and showcases at the Esplanade Lunchbox Finale.



## CONQUERING THE WORLD

As Kewei expands her stage, she anticipates more opportunities to engage with people from all walks of life; to share her experiences as a musician, as well as to learn and grow from those she meets.

Drawing inspiration from her idol, singer environmentalist, Jason Mraz, Kewei hopes not only to further mature musically, but to use the stage to spread the environmental message. Concerned about the massive amounts of plastic produced and discarded mindlessly, Kewei penned and expressed her disquiet by posting up the song on Youtube; *“Plastic Mannequin Love”*. She earnestly hopes her music can be a subtle but influential way to encourage environmental awareness.

As Kewei continues to find her star on the centrestage, she will be a force to be reckoned with in Singapore, Asia Pacific and the rest of the world. Look out for her!

For more information, please visit <http://www.taykewei.com> and <http://taykewei.blogspot.com>

