



APPENDIX A

About Handxmade

Xin Man started her company, Handxmade, at the young age of 20, backed by a strong passion to create handmade miniatures of anything and everything she wanted to.

Her desire and affinity for the creative arts led her to attain a Diploma in Music and Technology at Singapore Polytechnic, but she quickly realised music was not the right outlet for her. The turning point came when she discovered the world of polymer clay through online videos during her time studying, and since then, she has never looked back.

Xin Man is an autodidact through and through – with no formal education in the various areas of art she currently pursues, she taught herself everything, from learning how to use polymer clay and a variety of other materials, as well as product photography and eventually videography, from YouTube and other e-learning platforms.



Initially, Handxmade started off as a custom-order figurine shop, with the intention to create keepsakes that embody her customers' memories.

As much as she enjoyed this process, she began to realise that the kind of repetitive work required did not satisfy her desire to explore her artistic side further. While working through this internal conflict, attempted to produce videos of herself crafting on the suggestion of a friend, and unexpectedly fell in love with it.

She realised that creating “edutainment” videos of her artwork not only helped spread her love for various art forms but was also a way to share the various insights she gathered while working on projects and the skills she developed with others who watched her videos, especially other aspiring artists.

This allowed her to give back to the community, contributing to the overall ecosystem of online educational content that she herself got her start from.



She decided to try sustaining herself through her art, from YouTube Video Monetisation and on Patreon (now on [Podia](#)) with videos, and also creating monthly stickers pack designs from watercolour/digital illustrations that she self-learnt for her patrons.



A landmark moment for Xin Man was when she, with two other artists, created an entire miniature Hawker Centre diorama for the National Heritage Board in 2018 to promote Hawker Culture and gather support for it to be recognised by UNESCO.

It was featured in media outlets such as TODAY and CNA Insider, and the moving exhibition continues to be displayed at various locations around Singapore today. She also created detailed videos of the entire process of this project, to raise awareness of how much effort goes into creating a piece of art, and she hopes that these videos, like the other videos she produced, contribute to increasing the appreciation of arts in Singapore.





Today, Xin Man continues to create edutainment content that allows her to share her creative endeavours online, hoping her determination and artwork can inspire others, while also providing insight and entertainment.

She hopes that she can continue her lifelong journey to improve her skills in the art department in all aspects, and contribute to the arts in Singapore as much as she can in her own way - no matter how "tiny" it may be.



See a gallery of all the items crafted so far throughout these few years on my [website](#).

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