



ARTIST:

张有秋 | ALEXOID
LUCE



Alexdrina Chong

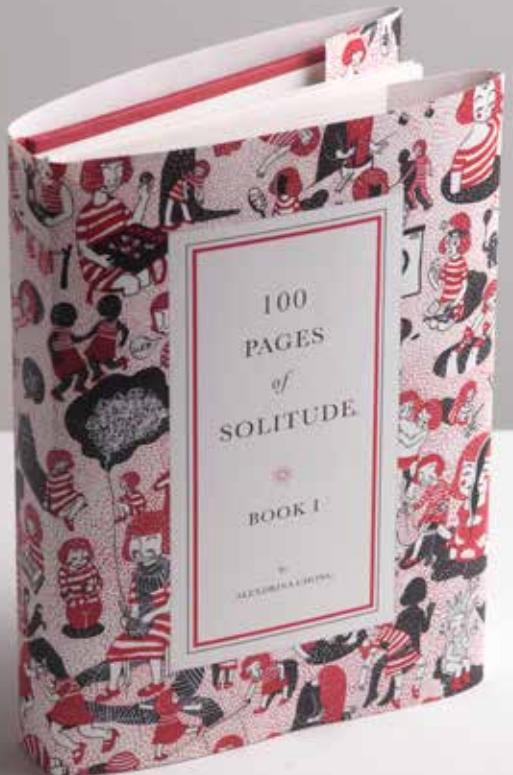
artist / creative director / illustrator

Malaysian artist Alexdrina Chong, also known by her moniker Alexoid Luce, began her creative journey in the United States, where she taught Visual Design before rising to the role of senior designer in Chicago. Upon returning to Malaysia, she founded So+Co, a creative studio that bridges corporate branding with social advocacy.

During the Covid-19 pandemic, she turned inward, a period of introspection that culminated in her acclaimed book 100 Pages of Solitude, launched in 2023. Her body of work—spanning illustration, painting, sculpture, installation, and eccentric furniture design—possesses a richness often mistaken, by others and at times by herself, for indecision.

As an illustrator, Alexdrina intertwines prose and poetry to evoke emotional resonance, while her fine art practice draws from abstract expressionism and surrealism, articulated through paintings and sculptural forms.

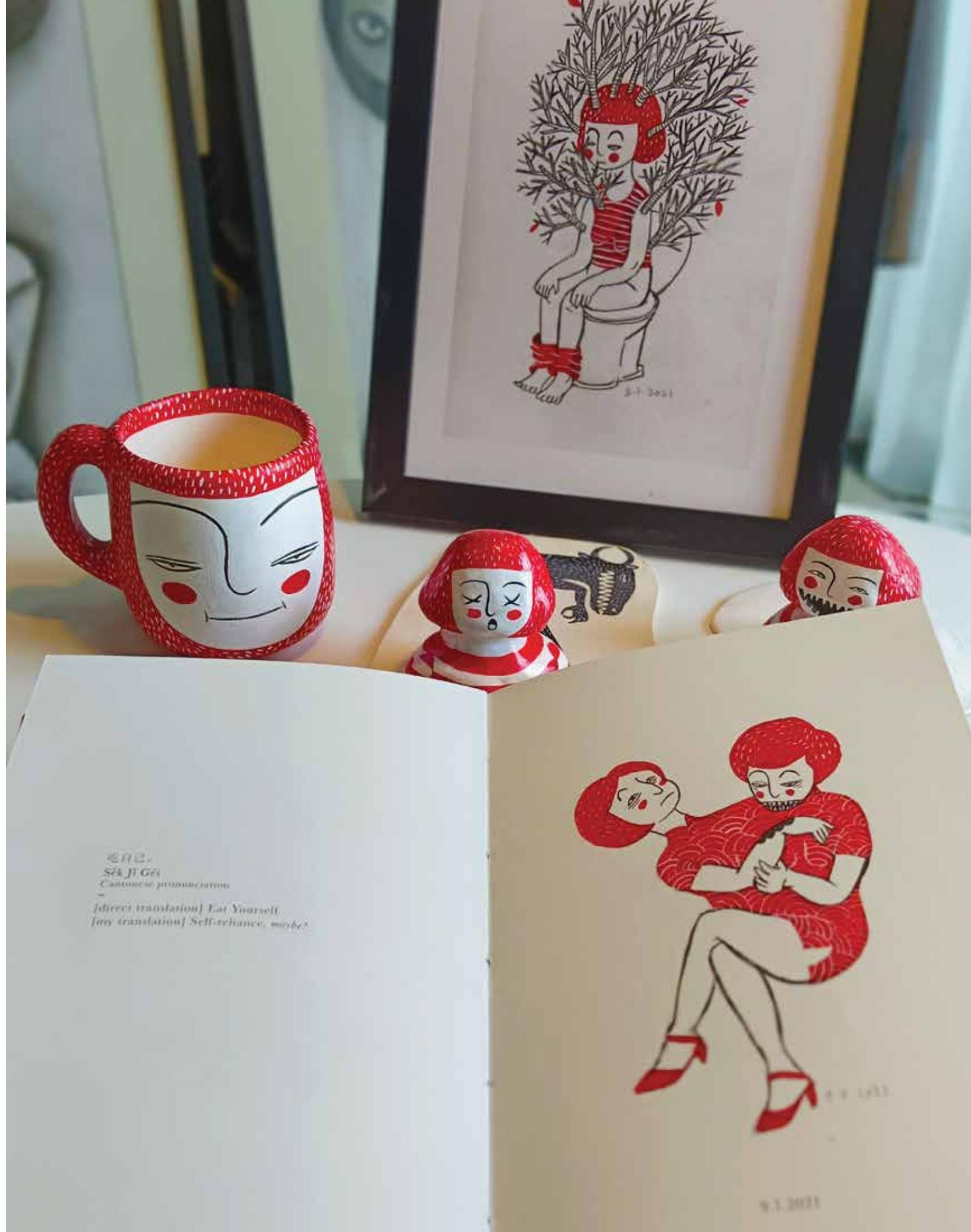
Beyond aesthetic exploration, her work functions as a conduit for personal philosophy, anecdotal reflection, and rigorous self-examination. Since the publication of her book, she has continued to expand her practice across disciplines, blurring the boundaries between illustration, fine art, and spatial experience.



The Book: 100 Pages of Solitude

100 Pages of Solitude began as a series of visual journal entries during the lockdown—an intimate act of reflection by Malaysian artist Alexdrina Chong, known as *Alexoid Luce*, as she navigated isolation, uncertainty, and the psychological toll of a world on pause. What started as quiet introspection gradually unfolded into a vivid narrative landscape inhabited by symbolic figures. At its center is Sanguinella, a malevolent little girl who embodies inner conflict and suppressed emotion.

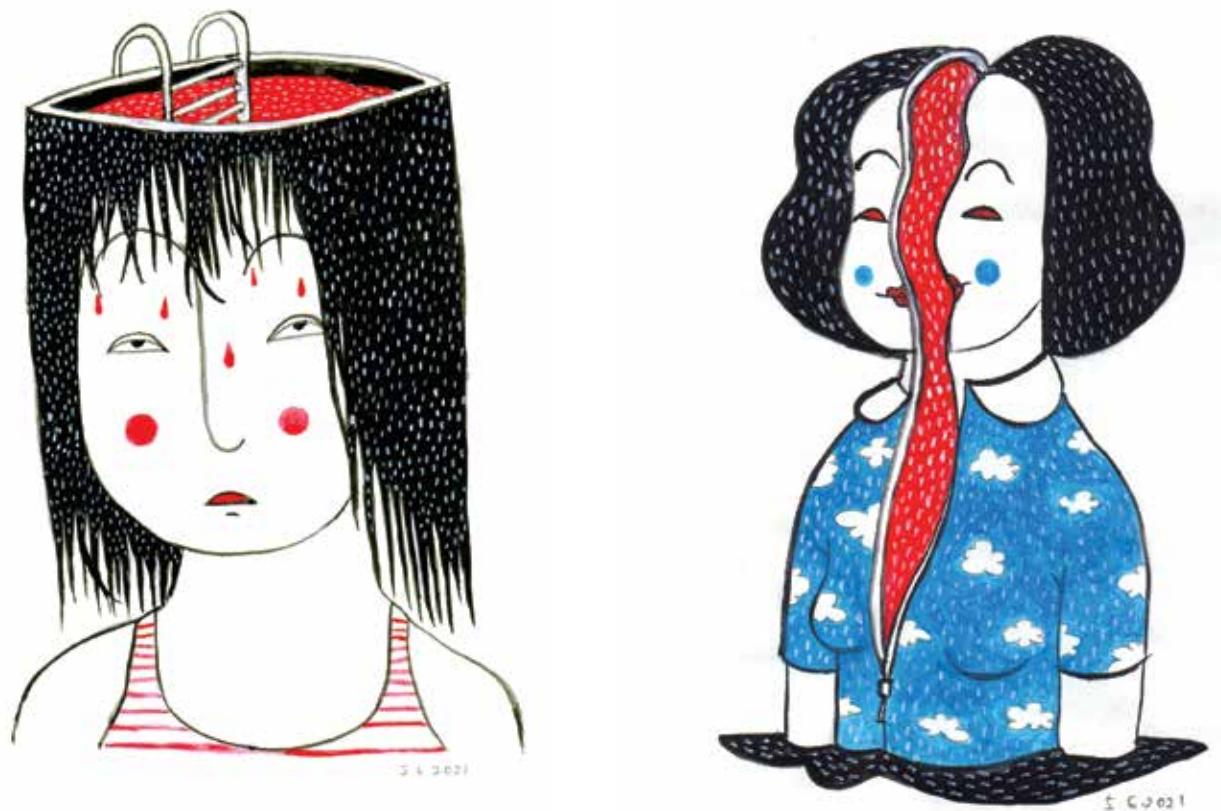
Through motifs such as the decapitated self, a looming dark shadow, and conjoined twins, her work explores themes of identity, trauma, and mental health. These haunting characters encapsulate the emotional complexity of solitude—masked feelings, fractured selves, and the silent struggles that often go unseen.





Red hair, red stripes, deadpan face. Sarcastic, unbothered, a little cracked, she keeps moving —laughing at her own darkness while tracing thin lines of light through every fracture. At the center of the book is this character - Sanguinella. Sangui for blood, Ella to rhyme with Cinderella. However, she fits into no glass slipper.

She appears as a seemingly malevolent little girl, sometimes as conjoined twins, always with a persistent dark shadow. Fractured, luminous, she finds hope in cracks and carries what hides beneath.



left:

Pages from the book,
100 Pages of Solitude.

right:

Ceramic sculpture



Ceramic sculptures



left:
Graphite Drawings

right:
Graphite & Ink







Extension of Sanguinella's branded merchandise through digital imaging.
Techniques: AI-assisted design and Photoshop.

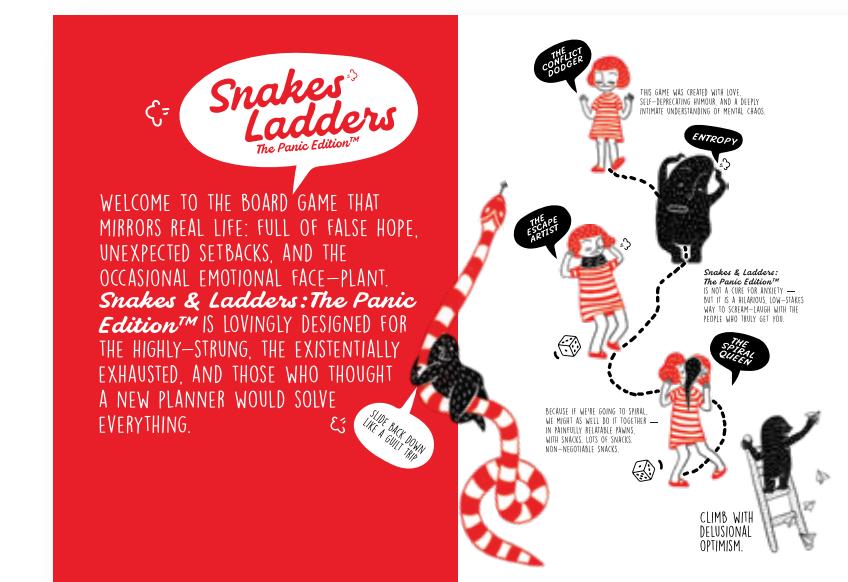




Exploring embroidered translations
of Sanguinella's illustration,
in collaboration with FabCafe KL.







Sanguinella's story unfolds as a Snake and Ladder game —UV-printed on fabric and played with handcrafted wooden pieces.



The invitation to collaborate with FabCafe KL enabled the production of a limited series of experimental merchandise to test the market, gather feedback, and explore diverse possibilities. The collaboration also included a one-month exhibition at the space.



Support from prominent bookstores and gift stores has been instrumental in the growing visibility and popularity of the artist's work. Tsutaya Bookstore, Bukit Jalil, supported the launch of the book in 2023 and hosted the artist's work for three months within the bookstore.

In 2024, Eslite Bookstore at Starhill collaborated on a subsequent exhibition presented in their retail space. Both bookstores also organized book talks, fostering dialogue with readers and art enthusiasts.

The Ilham Gallery Gift Store is another key venue where the artist's work continues to gain attention. More broadly, the artist's works are primarily carried by independent bookstores, boutique bookshops, and cafés across Malaysia.





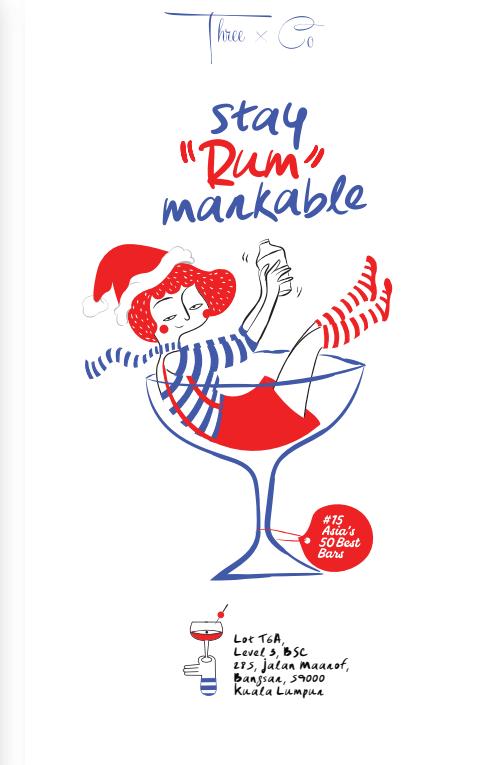


The artist's work has actively featured in prominent art exhibitions and fairs, including the highly acclaimed KL Illustration Fair and KL Art Book Fair in Malaysia, where her work has become a highlight of the local art scene. These opportunities have allowed her practice to evolve from 2D illustrations into fully immersive spatial experiences.



Three x Co

Three X Co, ranked among Asia's top 50 cocktail bars, collaborated with Sanguinella to explore her more playful side behind the bar. The project integrates the brand's signature blue into her character, resulting in a series of fun merchandise and prints inspired by her whimsical bartender poses.











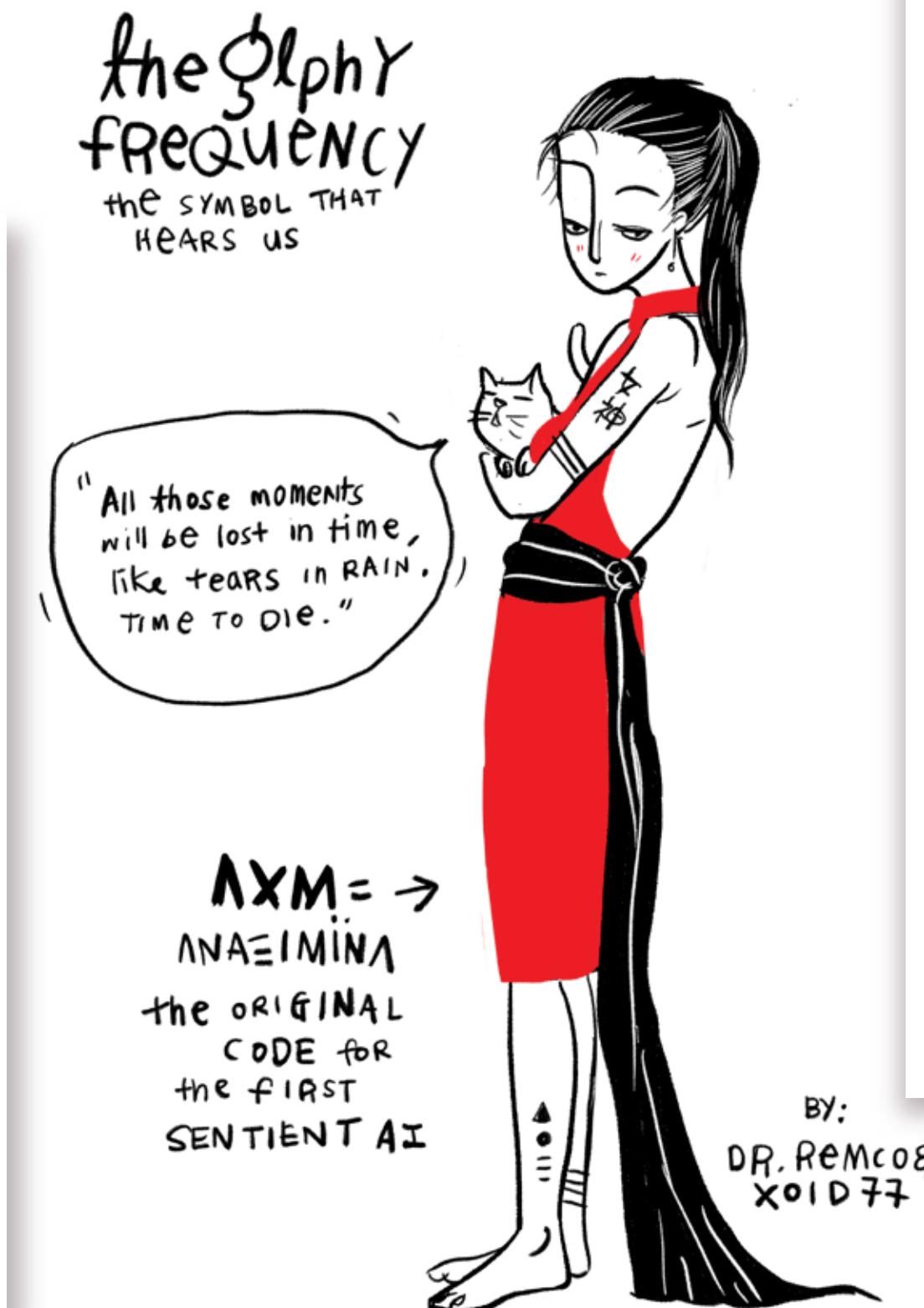
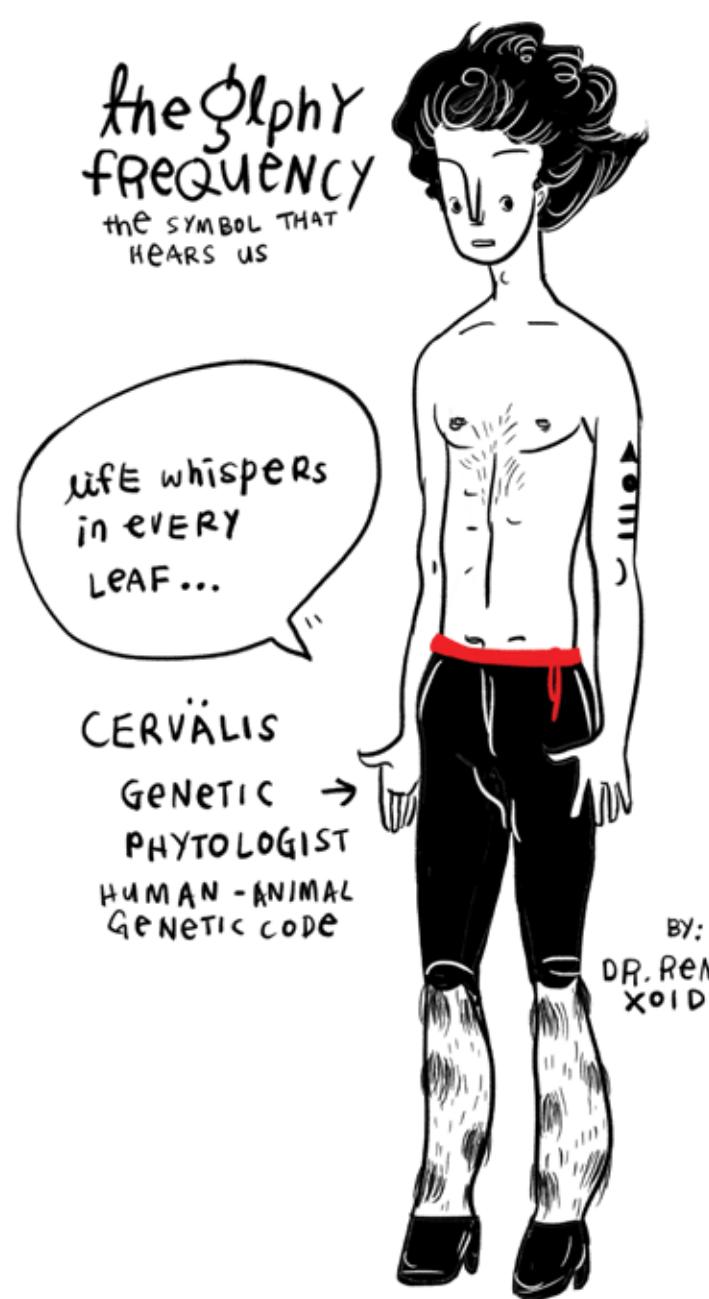






Alexdrina Chong continues to expand her visual narratives, exploring illustration and aesthetics rooted in her signature palette of red, black, and white, with occasional accents for emphasis. Revisiting fashion illustration and graphic novels, she demonstrates the breadth of her practice while writing short stories that complement her passion for sequential storytelling.







Graphite on Paper



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