

KeyA to Debut New Collectibles and Meet Fans at POP TOY SHOW Singapore 2026



Singapore, Singapore Aug 21, 2026 ([Issuewire.com](https://www.issuewire.com)) - Yanran Chen, the artist who created the original IP KeyA, returns to [POP TOY SHOW \(PTS\)](#) Singapore from August 21 to 23, 2026, presenting a selection of new collectibles and signature works to art toy enthusiasts and fans in Singapore.

Asia's landmark art toy event, **POP TOY SHOW (PTS) Singapore**, officially opened its doors from

August 21 to 23 at Sands Expo & Convention Centre in Singapore. Since making its debut in the Lion City, PTS Singapore has grown into one of Asia's most influential events dedicated to the art toy industry. Art toy enthusiasts from around the world have gathered in Singapore to experience this annual celebration of contemporary toy and pop culture.

This year's PTS Singapore brings together more than **100 leading art toy artists from around the world**, creating a dynamic platform where diverse creative styles and cutting-edge ideas converge.

Among the participating artists is **Yanran Chen**, who returns to PTS Singapore with her original IP, **KeyA**. The exhibition marks the global debut of several new KeyA collectibles, including the **KeyA [?]Voyage Log[?] Figure** and the **Q-Style [?]Daydream Buddy[?]Figure**. Previous signature works, including the **BlinkBot** and **BuddyGlow** figures, are also on display.

The presentation offers a diverse range of collectibles catering to different levels of collectors—from accessible, high-value figures designed for a broad audience of art toy enthusiasts to large-scale art sculptures with strong collectible and artistic value.

For years, **Yanran Chen's practice has extended across painting, sculpture, moving image and IP character design**, allowing her to develop a distinctive and highly recognizable creative language. With the “**girl**” as a recurring conceptual anchor, Chen seamlessly combines mechanical coolness, organic textures and cyber-inspired elements to create a unique artistic world where the virtual and physical constantly intersect.

Through her return to PTS Singapore, Chen presents a mature yet youthful and pioneering visual language to audiences of art toys and contemporary art around the world, offering a distinct perspective on the creative energy and independent artistic voice of China's emerging generation of artists.

About the Artist

Yanran Chen, born in Beijing in 2005, is one of the most influential artists of her generation. Her multidisciplinary practice, spanning painting, sculpture and video, centers around the iconic image of the “girl.” Working across painting, sculpture, video and character design, Chen blends mechanical, organic and cyber-inspired elements to explore the boundaries between dreams and reality, identity and transformation.

Her work has been exhibited at major international art fairs and cultural platforms, including **Art Basel Hong Kong and ComplexCon**, as well as exhibitions across Asia, Europe and the United States.

Beyond the art world, Chen has collaborated with internationally recognized brands including **GUCCI, CASETiFY and LEUCHTTURM1917**, extending her artistic language into fashion, design and popular culture. She has also worked with brands including **Balenciaga, Givenchy and R13** as a creative collaborator and model, and has been featured in publications such as **Numéro, Wonderland, V China and L'Officiel**.

In 2026, Chen was named to the **Forbes 30 Under 30 Asia** list, further recognizing her growing influence as one of Asia's emerging young creative voices.

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