

HOAS

HOUSE OF AURÉ STUDIOS

PRESS KIT 2026

Many rooms. One Creative HOAS.

Creative solutions with international reach



ABOUT

A HOAS for creative work.

House of Auré Studios exists because too many organisations carrying real value stay invisible to the people who would choose them. We build the strategy, the identity, and the storytelling systems that close that gap.

We work between China and the world. That position shapes everything we make: work that has to read correctly in more than one culture, and a studio built to move between them.

House of Auré Studios believes creativity is the act of bringing ideas, stories, and possibilities into existence. Every person, culture, and organisation carries something valuable that deserves to be seen, expressed, and shared with the world. We approach creativity as a bridge between imagination and impact, combining strategy, storytelling, design, and technology to create meaningful work that connects people across cultures.

VISION

A world where every person, culture and organisation with something valuable to offer is seen, understood and chosen, wherever they are.

MISSION

We bring ideas, stories and ambitions into the world. Through strategy, storytelling, design and technology, we build the spaces, platforms and systems that connect people across cultures, from Shanghai to Africa and beyond.

BOILERPLATE · FOR PUBLICATION

House of Auré Studios (HOAS) is a multidisciplinary creative studio based in Shanghai, China, connecting ideas, people, brands and markets. HOAS brings strategy, design, storytelling, voice, production, cross-cultural collaboration and development together under one roof, working with businesses, organisations, founders and creative partners with international reach. Founded by Judy Poswa. Learn more at houseofaure.studio.

HOAS is pronounced like "house".

The people behind the HOAS.



Judy Poswa

Founder and CEO · Performs as Jorj Auré

Born in Durban, South Africa, Judy has lived in China for 9 years. Based in Shanghai, she leads creative direction, brand design, and production across the studio. Fourteen years in design, an architecture degree, four awards across three films in two years, IMDb-credited voice performance, and the official Shanghai 48HFP identity. She entered the entertainment industry through voice acting, performing as Jorj Auré, and has since built a decade of work connecting education, culture, and industry across three continents.

Creative direction

Brand identity

Key art

Voice



Glenda Poswa

Managing Partner and Senior Copywriter

An applied and computational linguist who treats language as the system through which meaning travels: speech, writing, gesture, image, tone, symbol, and silence. Her research began with how protest communicates, and moved through strategic communications for a values-led global policy campaign into digital marketing, AI, and podcasting. She now works on how language behaves inside algorithmic systems, how belief forms through repeated narrative framing, and how communication online can be built more deliberately. At House of Auré Studios she leads creative AI integration and writes the studio's copy, helping clients use AI to amplify their voice.

Copywriting

Narrative Strategy

Creative AI

Natural Language Processing

Cross-cultural Storytelling

CREATIVE NETWORK

We build the team around the brief. Specialists come in when a project needs them, and step out when it is done. House of Auré Studios works with a curated network of specialists and stays accountable for the whole of the work.

Our HOAS has many rooms.

House of Auré Studios brings different forms of creative thinking, making and connection under one roof.

01

Strategy

Thinking before making.

02

Design

Giving ideas a visual language.

03

Storytelling

Making ideas understood, remembered and shared.

04

Voice

Because some ideas need to be heard.

05

Production

Turning creative direction into things people can experience.

06

Cross-Border

Connecting creative work across cultures and markets.

07

China Connect

On-the-ground support for international business visitors in China.

08

Development

Growth, skills and confidence for youth, women and people with disabilities.

09

AI & Tech

Practical AI and immersive tech for people, teams and organisations.

LOCATION

Based in China, connected globally. We read both sides of the table.

CREATIVE

We build the systems the content lives inside.

MARKET

We help brands communicate across cultural contexts, in any direction.

Selected work.

470,000+ documented views across published features	25+ published press features across CN and international media	11 film projects, 10 delivered and 1 in production
4 film and design awards won	14 yrs design and creative experience	1 official city visual identity designed

SHORT FILM · 2025

SNAP

48 Knights · SH48HFP 2025

Award-winning short film made in 48 hours, now pitched for feature adaptation. Winner of Best Film Poster and the She Rewires Resonance Award.

BRAND IDENTITY · 2025

48HFP Shanghai · Official identity

48 Hour Film Project Inc.

The official Shanghai 48HFP logo and merchandise, used across events and platforms.

CROSS-BORDER · 2025

Hengdian delegation and SNAP pitch

Hengdian World Studios · Dalynn Studio

Part of the first international delegation exploring China's short-drama industry, then pitched SNAP at the Hengdian festival.

FILM POSTER · 2026

The Spring Glitch 春季故障

Dalynn Studio × Frame X Femme

Poster for a women-led short film. Jury Prize at FilMarathon x Nikon 2026.

CROSS-BORDER · 2026

South African Government & Business Delegation

HOAS · China Connect

Hosting South African government and business representatives in China.

EVENT · 2026

S-Tron China 2026

She Rewires · West Bund Art Center, Shanghai

The panel "Going Global, Going Local: The Cultural Intelligence Behind Tech Expansion".

FEATURED PRESS

In the news.

Our founder has been featured in CCTV2, CGTN, China News and Tide News.

CGTN

Foreign producers visit China's Hengdian Film Studios to learn about micro dramas

CHINA NEWS

Video coverage of the Hengdian short-drama exchange, 401,000+ views

TIDE NEWS

Coverage of the first international exchange on short-drama cooperation at Hengdian

JH NEWS

Coverage of overseas filmmakers exploring short-drama cooperation at Hengdian

ZMG NEWS

Global Short Drama and Cross-Cultural Film and TV Cooperation Forum

DALYNN STUDIO & CCTV2

Dalynn Studio: Forging History at Hengdian

48HFP SHANGHAI

Story Behind the Story won the Best Poster Award

48HFP SHANGHAI

48HFP Shanghai logo launch

ON THE GROUND



With Team South Africa, WorldSkills Shanghai 2026



Shanghai, 2026



Consulate-General of the Republic of South Africa, Shanghai



Shanghai Talent Summit

At a glance.

Name	House of Auré Studios (HOAS)
What we are	A multidisciplinary creative studio connecting ideas, people, brands and markets
Base	Shanghai, China, with international reach
Studio	Room N821, 8F, Jihui Building (Hongkou SOHO), No. 575 Wusong Road, Hongkou District, Shanghai 200081
Founder and CEO	Judy Poswa (performs as Jorj Auré)
Managing Partner	Glenda Poswa
Rooms	Strategy · Design · Storytelling · Voice · Production · Cross-Border · China Connect · Development · AI & Tech
Who we've worked with	Dalynn Studio · Frame X Femme · KnowledgeLink · North Gate Films · PiWiz · Raving Lunatic Media · 48 Hour Film Project Shanghai · SheRewires Singapore · The Barstow School · The Bund Frequency · Blue Range Agency · eThekwini Municipality · hARTslane · Limecut Studios
Website	houseofaure.studio
Social	LinkedIn: linkedin.com/company/house-of-aure-studios Instagram and TikTok: @houseofaurestudios · X: @houseofaure Founder: @jorjaure

PRESS ENQUIRIES

Interviews, features and media requests.

Contact the studio directly.

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Logos and photographs in this kit are supplied for editorial coverage of House of Auré Studios.

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