

PORTFOLIO



Penlio

Happy New year of the Rabbit!

How's your Year of the Rabbit going so far?
I hope this little special Portfolio issue
brings you lots of joy and happiness!
LONG LIVE FART

ART !

P O R T F O L I O

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CO-VIVE !

Covid is not racist, neither is love. And you?



HE COMMUNICATES THROUGH ARTS WITH MAJOR BRANDS IN THE WORLD !

UQAT - Inspiring Graduates - 27 November 2014

After leaving China for Abitibi-Témiscamingue, Ben Liu obtained a bachelor's degree in multimedia at UQAT in 2009! From his time at UQAT, his incredible talent in the arts and his perseverance in learning the language of Molière already portend a brilliant career for this artist who aims to create a rapprochement between Chinese and Canadian cultures through arts.

While still a student, Ben harvested accolades and his distinctive artistic approach, notably exploited by his panda Benda, a character he created in 2008, brought him numerous merits, including finalist "Personality of the Year 2009" by Forces Avenir, as well as an Emerging Artist from the Abitibi Culture Council.

Following his graduation, Ben saw the doors open to numerous collaborations with the biggest players in the fashion world by leaving Abitibi-Témiscamingue for Montreal. Indeed, since 2011, his creativity has given rise to the visuals of Lise Watier's two latest fragrances: "Something Sweet" and "Baiser de

Neiges". In 2013, his talents led him to collaborate with Dolce & Gabbana while he created stories in illustrations for its collections. At the same time, Ben begins a new column "Dans le calepin de Ben (Inside Ben's Sketchbook)" in the *Journal Métro*! By mainly approaching immigrants to Canada in order to learn about their cultural journeys and their dreams, Ben thus highlights multiculturalism through his artistic creation every Wednesday in the popular newspaper.

Today as culture columnist and advertising illustrator, the works of the artist Ben are associated with numerous presses and brands including Cosmopolitan, L'Officiel, ELLE, Dior, L'Oréal, Microsoft, Veuve Clicquot, "Make-A-Wish" Foundation. and Foundation of CHUM.

Even today, Ben's talent and creativity allow him to reap honors, including the title of Personality of the Year 2015 "Notable Awards" Arts and Cultures. Undoubtedly, Ben Liu is a real source of pride for UQAT.

Ben regularly produces illustrations for the front page of Métro. He thus touches on several subjects, from News (politics and society), through Culture (music and events) to trends (fashion and beauty). He also writes his own long-term visual columns on travel, art and lifestyle in various medias both in China and Canada.

ch.1

Editorial





—
I AM BLACK ACCORDING TO WHITE PEOPLE,
WHITE ACCORDING TO THE BLACKS.
AS A MIXED RACE,
I SIMPLY STRIVE TO LIVE AS THE
ONLY RACE I KNOW: HUMAN.

column

DANS LE CALEPIN DE BEN

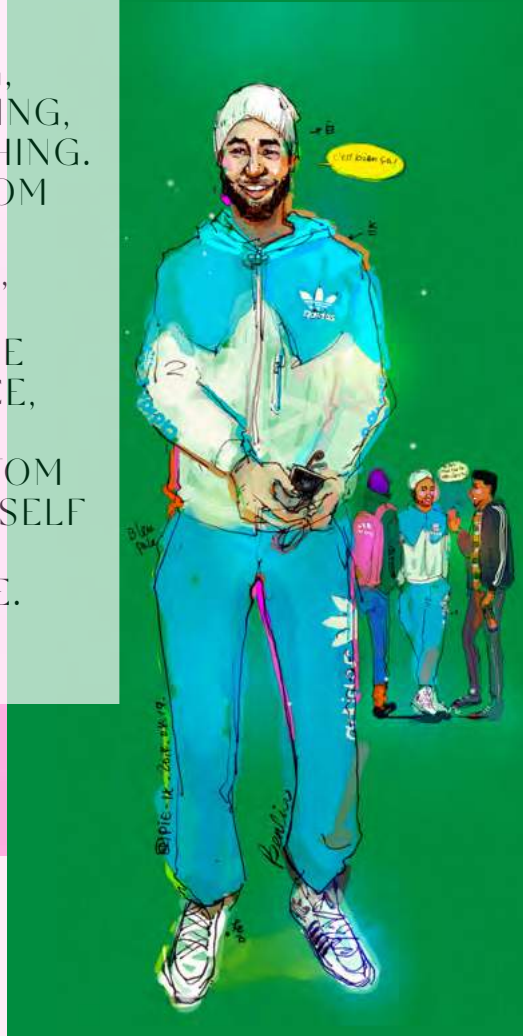


Since the fall of 2013, Ben has been producing illustrations and interviews published every Wednesday by Journal Métro in the column "Dans le calepin de Ben" (Inside Ben's Sketchbook). He sketches the users of public transport and the daily life of Montreal.

The column is a testimony to the diversity of the Quebec metropolis and a love letter to Montrealers.



—
EXISTING,
EXPRESSING,
FLOURISHING.
AWAY FROM
OTHER'S
CRITERIA,
AWAY
FROM THE
PREJUDICE,
LOVING
EVERY ATOM
OF YOURSELF
AND THE
UNIVERSE.



—
I DON'T
WANNA
LIVE
WITHOUT
MY
FRIENDS.

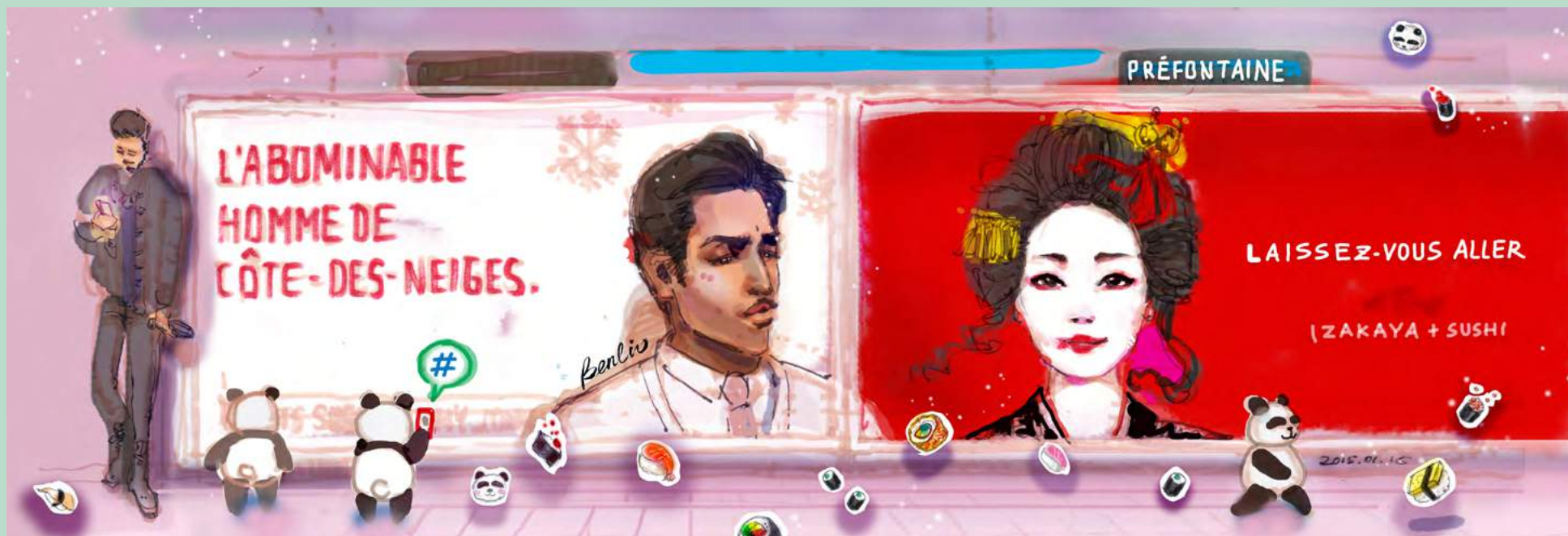


—
OFTEN, WE FOLLOW
TRENDS WITHOUT
CREATING THEM:
WE WEAR THE
PERSONALITIES OF
OTHERS.



—
WE NEED
MORE LOVE
AND MORE
RESPECT
IN THIS
WORLD!







Exhibition *Shades of Montréal* - Dawson Peace Centre, 2018 (Montréal)
A selection of portraits from column " Dans le calepin de Ben " from Journal Métro





Top Chinese Comedians - Cosmopolitan
interactivity between photographs and illustrations







被上帝遗忘的毛孔族

你的背影秒杀众人,明眸皓齿不输韩国女星,甚至像 Miranda Kerr 一样准确拿捏娇羞到性感的表情变化,但,请别走得太近,否则人家会发觉,粗大毛孔能让少女一秒变少妇!哎,怎能甘心靠美图秀秀拯救才能做美人儿,垂泪的毛孔亟待上帝的救赎!

编辑:吴仪 插图: BEN LIU 文:十二日月



我们开新栏目啦!
从此以后,我们将把你从那些被上帝遗忘的问题中解救出来!





REDNESS Issue - Cosmopolitan China
 Right page : PLASTIC BEAUTY Issue - L'Officiel China

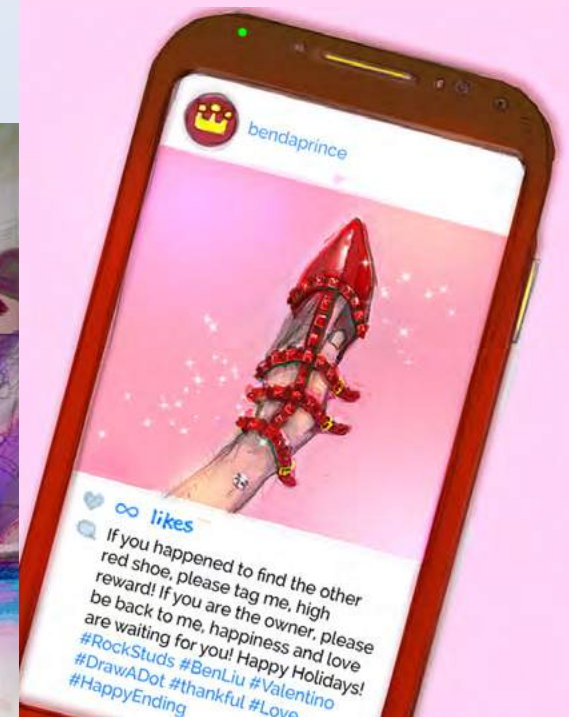


ch. 2

Campaign

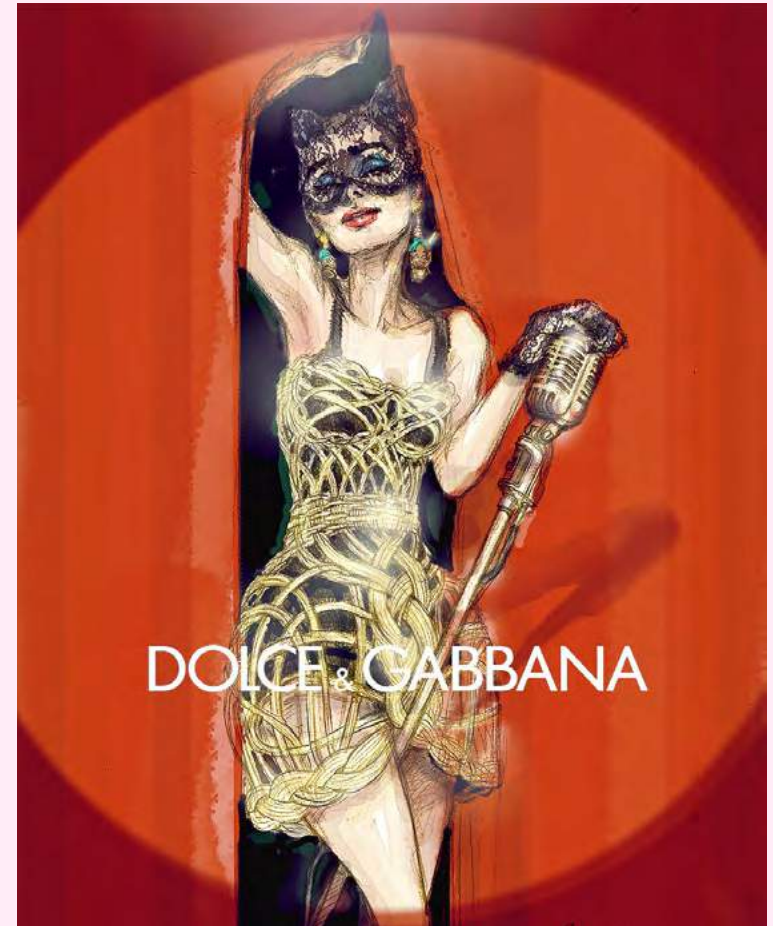
Ben regularly collaborates with renowned brands and magazines from here and abroad. With humor, and in his own style, he draws famous personalities of the 7th Art, fashion, music and comics.





VALENTINO
GARAVANI

VALENTINO - Rock Studs Holidays (2013)
Today's Cinderella at the Berri-UQAM metro station in Montreal





VACANZA
 Superman / Catwoman / Wonder Woman / Green Lantern, all in DOLCE & GABBANA





RÊVE DORÉ - DIOR J'adore - L'Officiel China (2014)

Right page : Andy Warhol in MOSCHINO - L'Officiel Hommes China (2012)

Michael Jackson in ALEXANDER McQUEEN - L'Officiel Hommes China (2012)



THEY TRUST BEN



DIOR

BURBERRY
LONDON ENGLAND

L'OFFICIEL

ELLE

VALENTINO

GUCCI



L'ORÉAL

LISE
WATIER



GIADA

時尚 COSMOPOLITAN

秀 GRAZIA

HOLT RENFREW



Microsoft

**EXER-
CISE!**



黃曉明



BENDA x DIADORA x MAKE-A-WISH FOUNDATION

When fashion meets sport!
T-shirts created to raise funds for sick children
We invite the fashionistas to do exercises.



SUPPER - Karl & Warhol



DO IT YOURSELF

— S e x y B E I J I N G





finalist - Personality of the Year 2009 - Gala Forces Avenir (Québec)

THE BRIDGE BETWEEN EAST AND WEST

François Van Hoenacker - *Métro* - 18 June 2012 at 1pm

In 2006, Ben Liu left his native China to land in... Rouyn-Noranda. While learning French, he multiplied artistic projects and today has accumulated numerous prizes and distinctions. Through the intervention of the panda Benda, a character he created in 2008, Ben Liu explores different universes and social phenomena. Ben Liu's goal: to approach Chinese and Canadian culture through his creativity.

MÉTRO You have done photography, graphic design, animation, drawing... How did you land in Rouyn-Noranda when you arrived from China?

BEN It was quite a trip! I was living in China and I found the University of Quebec in Abitibi-Témiscamingue (UQAT) through an exchange program. After registering at UQAT in 2005, I wanted to know more about Rouyn-Noranda. I did a search on Google Maps, but Rouyn-



Noranda was not listed there yet... I wondered what I was getting myself into! But the people have been so welcoming and warm. Since then, I discovered Montreal and I fell in love with this city!

MÉTRO And why your character BENDA the panda?

BEN I collaborate with magazines and brands for fashion and culture projects, in which I present Benda the panda in different contexts. This character is a kind of alter ego, to approach society, culture, fashion and the arts, sometimes with humor and derision. Benda is gentle on the outside, but he also has a lot of character... an animal that is both peaceful and full of hope.



-
- Extracts of column *BENDA IN CANADA*
 - Interurban MAHEUX - travels between Abitibi & Montréal
Ben was chosen as one of UQAT's ambassadors



PHOTO _ @ ISTHAISOH

LISE WATIER - MTL 375° Collection

Ben is an artist who shines not only here, but radiates also elsewhere.

- Mme Lise Watier



Ben works with the prestigious Canadian brand Lise Watier Cosmétiques on several special collections.

He collaborates in the Art Direction and creates illustrations that create buzz across Canada. Original and atypical, they boost the advertising campaign and also rejuvenate the brand image.

Result, successful launches for the last two perfumes: Something Sweet and Baiser de Neiges.

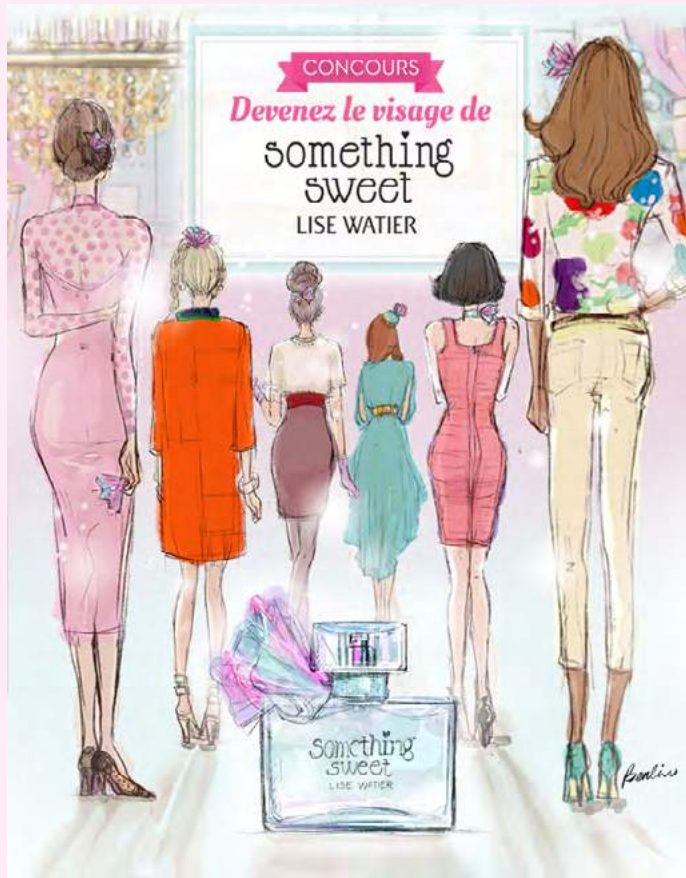
LOGO design - 45th Anniversary (2016)



LISE WATIER - Baiser de Neiges



♪ Zou bisou bisou
Judith Dubeau



LISE WATIER - Something Sweet

Contest: looking for the face of the new fragrance



Launch of the perfume Something Sweet (2012)

LET'S TAKE A BREAK . . . FOR OUR EYES.



ch. 3 TV/ Cinema

With a theatrical and cinematographic artistic background, Ben has collaborated on various television shows and short films. As a cultural ambassador, he lent himself to the game of the camera as both actor and director.



SAUVEZ LES MEUBLES - Vanessa Sicotte (CanalVie, 2014)
Two custom-ordered BENDA panda paintings for the TV show

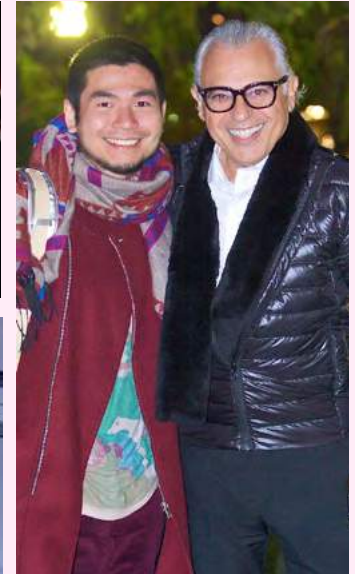


A beautiful souvenir
for life !

- Saskia Thuot, TV host, entrepreneur



saskiathuot.com



- LE MONDE EN GROS (ICI-RadioCanada, 2013)
- FÊTEZ-VOUS? (ICI-Artv, 2014)
- Interview by Lolitta Dandoy (Toronto Fashion Week, Ruby-TFO, 2013)
- Interview by Gregory Charles
- With Joe Mimran
- Portraits of Pénelope McQuade and Herby Moreau

Cinema

Un Pick-Up à Rouyn

Travel diary of a Chinese student in Abitibi-Témiscamingue

featured in —

LES RENDEZ-VOUS
DU CINÉMA QUÉBÉCOIS

FESTIVAL
CINÉMA
ABITIBI-TÉMISCAMINGUE
ROUYN-NORANDA

REGARD



La rencontre entre un Abitibien pure laine et un étudiant chinois donne lieu à des conversations pour le moins absurdes. L'incompréhension est palpable, ce qui n'empêche pas les deux individus de finir sur le même vélo.

Rencontre entre la Chine et l'Abitibi

(M. Poulin) Sept étudiants en multimédia de l'UQAT ont participé l'an passé à une expérience hors du commun: produire un film en 48 heures avec un cinéaste de la relève. Il en est sorti *Un Pick-up à Rouyn*, un film présenté au Festival lundi après-midi.

Un Pick-up à Rouyn, *Journal de voyage de Lou Doi*, de son titre en anglais, raconte l'histoire loufoque d'un étudiant chinois de l'UQAT qui doit aider un Abitibien de passage afin de repérer son pick-up.

«Nous avions comme titre imposé *Un Pick-up à Rouyn*. À partir de là, nous avons rencontré une barrière sur les problèmes de communication entre un étudiant chinois et un

Abitibien que tout sépare. Ça donne lieu à une situation vraiment cocasse. Les deux personnages sont vraiment aux antipodes, raconte un des réalisateurs, Julien Péro.

Arsenault.

Le film a été tourné et produit en moins de 48 heures, une véritable expérience formatrice pour les étudiants, telle aussi pour le cinéaste invité, Frédéric Pelletier.

«Ça été une expérience super intéressante. On a appris beaucoup et je suis sûr que Frédéric aussi. Avec autant de personnes pour prendre des décisions, ça demande beaucoup de rigueur. Heureusement, il n'y a pas eu de problèmes. Tout s'est bien déroulé», confirme M. Arsenault.

Encounter between
China and
Abitibi



UN PICK-UP À ROUYN

Director _ Frédéric Pelletier
Cast _ Gaston Chartier, Ben Liu

Festival Cinéma Rouyn-Noranda
Édition 2008

Festival Regard Chicoutimy

Les Rendez-Vous du Cinéma
Québécois

O (animation)

The highly symbolic journey of a drop of water.

Art Director _ Ben Liu
Animation _ Ben Liu,
Jie Bian, Ke-yu Chen,
Laurent Descheneaux,
Marie Owona, Ran Li,
Shu-hua Xiao

Festival Cinéma Rouyn-Noranda
Édition 2009

C'EST LA WE

Lives of four Chinese in Rouyn-Noranda. Nostalgia, melancholy and love.

Director _ Xue-Fei Ji
Art Director _ Ben Liu
Camera _ Ben Liu
Cast _ Xue-Fei Ji, Ben Liu,
Hao-Yuan Zhang, Xiao-Xuan Zhao

Festival Cinéma Rouyn-Noranda
Édition 2007

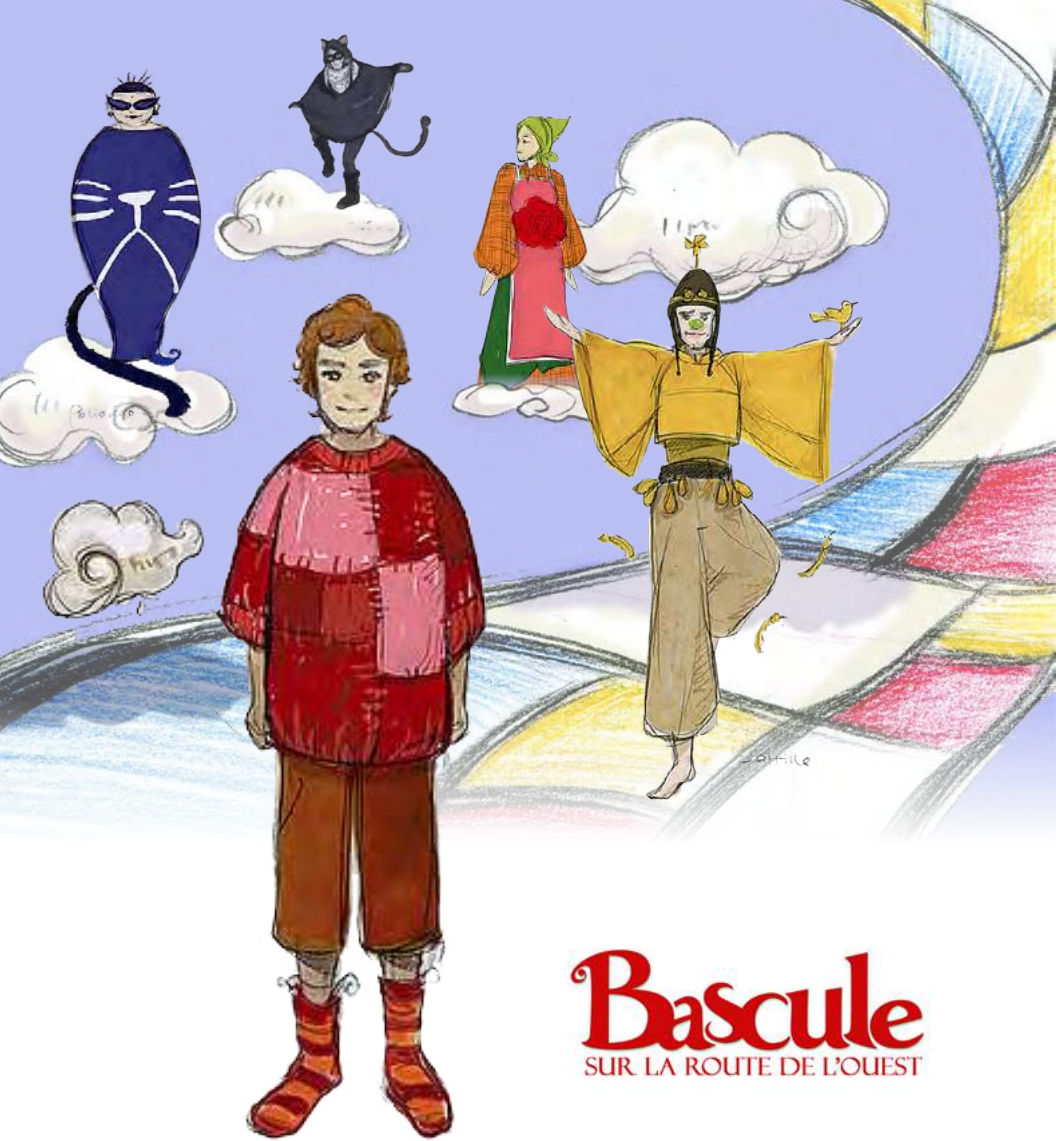
Ben's storyboard helped us win a contract,
I hope to work with him again coz he's a gem to work with

- Katherine Macnaughton, Bis Film



Storyboard NUANCE 's advertising





Bascule

SUR LA ROUTE DE L'OUEST

THEATRE - costume & set design + photography



ch. 4 Event

As invited artist, Ben has made several Live-sketches as well as customizations with stylish elements on gifts and products at various fashion festivals and VIP events.

- Festival Mode et Design
- Toronto Fashion Week (invited by Microsoft)
- Flash Mode par Dick Walsh
- Velvet par Veuve Clicquot
- Gala Fondation CHUM
- Festival de Jazz de Montréal





LOUIS VUITTON / GUCCI
personalized gifts / cards for special days



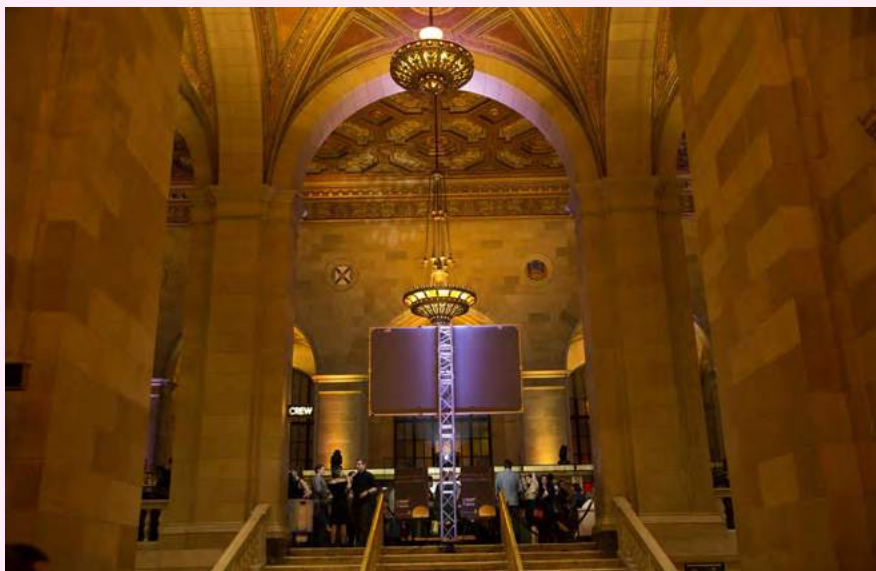
GIADA



When Ben draws you, you feel like
he knows you better than yourself.

- Stéphanie Claire, L'ORÉAL

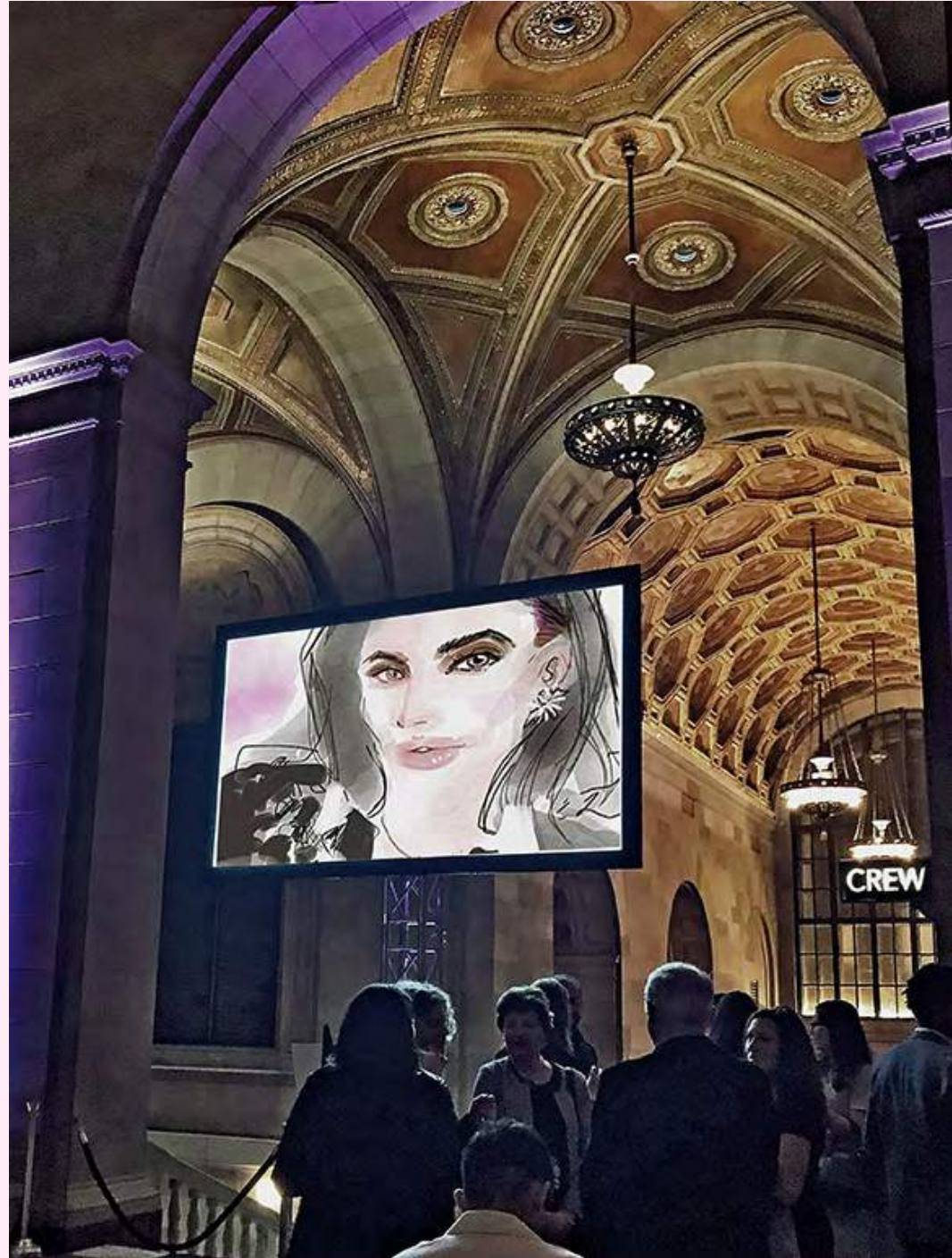




FONDATION CHUM
- Fund-raising Gala -

Digital portraits on iPad and
the processes projected on
the giant screen

@ Crew Café Montréal





Journal Métro at the Fashion & Design Festival, Live-sketch portraits on site and contest for readers of his column "Dans le calepin de Ben"

ch. 5

Music / Design

Music plays a big role in Ben's inspiration. Sometimes he sings nostalgic old songs, sometimes he draws the images through the melodies and designs imaginary record covers, other times he makes music videos for his cover songs.



imaginary DVD
Parler à mon père



Je voudrais décrocher la lune / Je voudrais
choisir un bateau / Je le remplirais des images
Et des parfums de mes voyages
Parler à mon père - Céline Dion

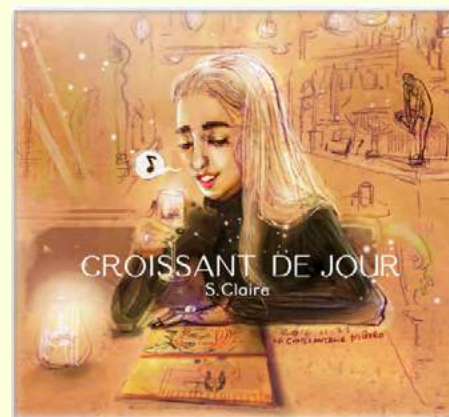


Beaucoup de mes amis sont venus des nuages
Avec soleil et pluie comme simples bagages

Tu pourras repartir au fin fond des nuages
Et de nouveau sourire à bien d'autres visages

L'amitié - Françoise Hardy

あなたのいいねに
染められ！
TERESA TENG



Françoise Hardy / Teresa Teng



Cover Song of RAINBOW (Shanghai Rainbow Chamber Choir)
conception / clip / montage / sing _ Ben Liu

Left : conception sketches



watch
THE CLIP



With 15 years of expertise in visual art, advertising and editorial projects, Ben has developed an elegant and humorous style by offering fluid and aesthetic visions.

At the same time, his cultural columns in the press in Canada and China allow him to express his concern for diversity and benevolence, through writing, photography and illustrations.

His clients include Louis Vuitton, L'Oréal, ELLE, L'Officiel, Microsoft, ICI Radio Canada and the Make-A-Wish Foundation.



@BendaBenLiu

hello.benliubenda.com
benliubenda@gmail.com

BEN LIU

/ EDUCATIONS

- 2009 Bachelor of Arts - Interactive Multimedia and Art Production,
Université du Québec (UQAT)
- 2006 Bachelor of Arts - Animation,
Communication University of China (CUC), Beijing

/ PUBLICATIONS

- 2017 - Column " Art ▪ Life ▪ Zen ", G-Life Magazine (China)
- 2013 - 2015 Column " Dans le calepin de Ben ", Journal Métro (Canada)
- 2012 - 2016 Art Direction + Illustrations
for the Front pages of Journal Métro (Canada)
- 2008 - 2011 Column " BENDA in Canada ", 1626 Magazine (China)
- 2010 - 2016 Art Direction + Illustrations for magazines :
ELLE, Cosmopolitan, Marie Claire, L'Officiel, Grazia ...
- 1998 - 1999 Comics " The Mysterious Cosmos ", Shenzhen Youths' Daily (China)

/ AWARDS

- 2016 Personnalité Arts et Culture, Notable Awards – finalist (Canada)
2010 Personnalité 2009, Forces Avenir – finalist (Canada)
2009 Artiste de la Relève, Conseil de la culture de l'Abitibi (Canada)
- 2008 Prix Relève Desjardins,
Court-métrage « Un Pick-up à Rouyn »,
27^e Festival du cinéma international en Abitibi-Témiscamingue (Canada)
- Best Interactive Artwork Award, « BENDA »,
3rd Aniwow! International Animation Festival (China)*
- 2005 *Best Logo Design Award, Teresa Teng Foundation (Hong Kong, China)*
2000 *1st Prize of Painting, concours d'art 21st Century ▪ Internet ▪ Me (China)*

/ LANGUAGES

French
English
Chinese (mandarin + cantonese)
Japanese (basic)

/ DIVERS

2023 Lecturer - Art, Aesthetic
- Merits&Tree Law Office
- DESON Design

2015, 2018 Lecturer - Illustration
- Collège Dawson

One of the
Best Canadian Illustrators.

- Draw A Dot.

Ben is committed to going
beyond all borders.

- Forces Avenir

/ EXHIBITIONS

- 2018 *Shades of Montréal*, Dawson Peace Centre (Montréal, Canada)
2013 *Lanterne Chinoise*, Plateau Mont-Royal (Montréal, Canada)
2011 BENDA x LvXiao, Tokyo Gallery + BTAP (Beijing, China)
2010 O, 29^e Festival du cinéma international en Abitibi-Témiscamingue (Canada)
2009 BENDA, L'Écart... lieu d'Art actuel (Rouyn-Noranda, Canada)
2008 *Cheer*, Chaoyang Stadium (Beijing, China)
2000 *Dear Alma Mater*, Guan Shanyue Art Museum (ShenZhen, China)



PHOTO _ GANG

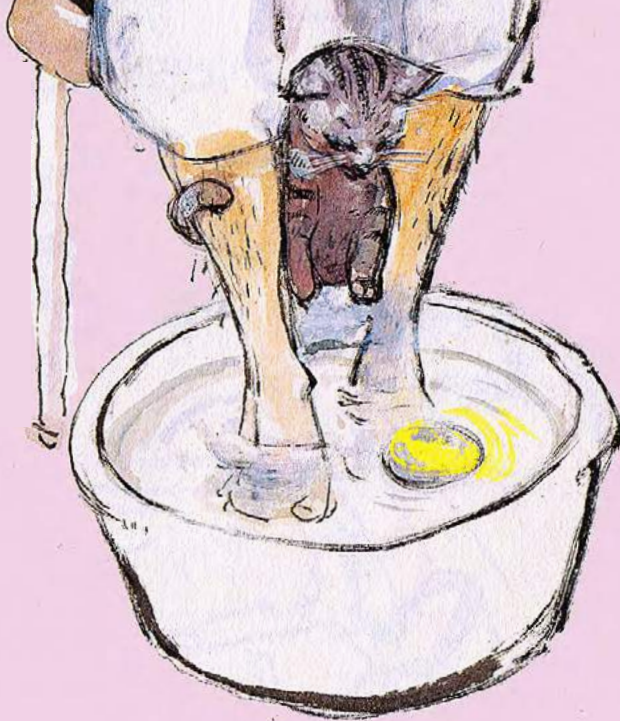


THANK YOU
for your time

—
*Would be a pleasure
to draw your dreams !*

benliubenda@gmail.com





hello.benliubenda.com



@BendaBenLiu