

Vera Chiu writing sample- *Artist bio and exhibition introduction for Jimmy Rice (2022)*

Artist bio

Jimmy RICE, born in 1980, is a Hong Kong artist with more than 20 years of experience in the creative industry. His career spans from advertising art direction, visual merchandising, and expanding into designing for shopping mall displays, festive decorations, interior spaces, and public spaces.

Jimmy had collaborated with many brands including K-Swiss, Pony, Ecko, CocaCola, Calvin Klein CK One, Heineken, Eastpak, Ted Baker UK, Converse, HKTDC, and Hong Kong Creative commune. The diversity of work has helped Jimmy gain a panoramic perspective.

Living in Hong Kong had also allowed him to become curious and absorbent about cultures and technological advancements. As the founder of a classic b-boy crew in 1999, he has the heart to promote Hong Kong street culture.

Jimmy's master in art is Mr. Liang Yi Chuan, a third-generation artist of the Lingnan School. Jimmy merges what he learnt with bold brushstrokes, forming his wild yet Chinese-influenced art style.

In his first exhibition, the R collection, he portrays the irony between humans and the natural environment. By creating 3D sculptures of animal decorations with rifles instead of animal parts, it balances out the brutality by giving power back to nature.

His black terracotta army series, "Black Peace", reflects how humanity is deep-rooted in immorality. During the Warring Period of China, Emperor Qin settled the 'unification' with extreme tactics. Through this series, Jimmy comments on the irony of war and peace.

Jimmy sees that humanity has its many faults, and could benefit from starting over again. He comments on the irony of life seen in his surroundings. Jimmy comments that art should flow with its time and echo its era.

About the exhibition

Jimmy is honoured to be collaborating with the SHOUT gallery in the "Jimmy & Friends" exhibition. After the last two years of turbulence in Hong Kong and a worldwide pandemic, Jimmy hopes to summon the crowd and close the distance between the general public and the artists in town.

Jimmy's talent lies in creating paintings of bold strokes with a touch of Lingnan art influence. His works are inspired by the many happenings in life and also the talented people surrounding him. By working with his artist friends for this show, he hopes to break the idea that the artist works as a lone wolf.

Jimmy feels excited to be working with a list of amazing artists, who are all contributing with the biggest heart and most creative skills. Collaborating artists includes full-time illustrator Clayton Chau,

thread artist Alfred Cheng, musician and music producer Brandon Ho, painter Gammy Kwok, Jimmy's teacher and a third-generation artist of the Lingnan School Liang Yi Chuan, art toy artist Winson Ma and photographer Eric Seto.

Jimmy is also collaborating with one of Hong Kong's greatest F&B corporations, LUBUDS, in producing a masterpiece of grand proportion. The restaurant's effort to preserve the 'Hong Kong-ness' within their branding appeals to Jimmy's taste.

The exhibition features acrylic and oil paintings, sculptures, multimedia art, and interactive video installations, making it a fun and engaging experience for the viewers. In the Metaverse era, Jimmy has also prepared NFT art pieces.

It is in Jimmy's hopes that we take the chance to gather and be together and enjoy an arena of artwork made by Jimmy and his friends.

About Hailum 40 art toys

Is the Hailum 40 a delicious ice cream cone or a piece of poop to you? This is the thin line the creator, artist Jimmy Rice, is trying to make you cross. The figure's shape could be "Poo or cool", but everything is defined by the viewer.

When you see the chubby figure, does it also remind you of a certain restaurant guide? Jimmy is also commenting on how we shouldn't depend on the recommendations of others to define what is good or bad for us. The play on irony is a constant topic of interest for the artist. Through satire, he hopes that we can rethink what we see in our everyday lives.

The Hailum 40 has a lovable body shape, but the face of a realistically frightening skull. Will you judge the figure by its cover? In the end, we are all like Hailum 40, who is just looking for a hug and searching for a bit of acceptance.

About Jimmy Rice x Mira Place

In 2009, Jimmy was invited by Mira Place to create a Christmas-themed decoration that spans from the interior to the exterior of the shopping mall. He sculpted many iconic sculptures of angels and deers with a glistening shine. Jimmy's idea was to 'freeze' and share the joys and jolly of the festive times. To amplify his concept, the sculptures are not only life-size, they are also created in larger scales, some as tall as five metres in height.

About Jimmy Rice x Lamborghini

In 2009, Lamborghini introduced their new model Gallardo, and Jimmy was invited to create a light installation for the luxurious sports car brand. Whilst keeping to the true scale of the automobile, Jimmy innovatively broke down the car's skeleton into smoothly cut acrylic sheets, allowing the work to become

extravagantly stylish when it was lit up. As the centrepiece of the announcement party, the illuminated art reflected the true essence of the car.