

LINZ LIM | PORTFOLIO

PROFESSIONAL EXPERIENCE

A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION
ADIDAS 60 YEARS OF SOLES & STRIPES PARTY
AIRBNB X EDDIE PENG AMBASSADOR CAMPAIGN
ANTON CORBIJN’S “CONTROL” FILM SCREENING & GUITAR AUCTION
BAO WOW – BUNS WE LOVE!
CTRIP X SHIN TRAVEL AMBASSADOR CAMPAIGN
DUBAI RACING CLUB - LAUNCH OF MEYDAN
DRC MEYDAN CITYSCAPE EXHIBITION
INTERNATIONAL FINANCE SQUARE VIP GALA DINNER
JUICE 10TH ANNIVERSARY PARTY
KLIFD OFFICIAL LAUNCH
ME & CITY KIDS SPRING/SUMMER FASHION SHOW
PULP NATION
ST. REGIS RESIDENCES SOFT LAUNCH
TRIBELUGA
YSL BEAUTY LE CUSHION ENCRE DE PEAU LAMÉ LIMITED EDITION

SELF-INITIATED PROJECTS

A LITTLE BEIJING: YOUR NICHE TRAVEL GUIDE
A LITTLE DAILY DOSE: DISCOVERING CHINESE CHARACTERS THROUGH SHORT STORIES
A LITTLE SOMETHING
ALTERNATIVE BIRDER

Photo: Maria Malas

20 YEARS AFTER WARHOL
AN ANDY WARHOL
EXHIBITION

View iconic original prints from one of the most influential artists of the 20th century, attend workshops conducted by an international art curator and various Andy Warhol experts, and learn about his life and his impact on art.

For print purchase enquiries email info@luminalive.sg.
 For exhibition information, go to www.aisforandy.com.

Presented by
SC[®]
 global
 developments

EXHIBITION OPEN TO PUBLIC ON
 17 & 18 NOVEMBER 2007, 10AM - 10PM
 VENUE: 72-13 MOHAMED SULTAN ROAD
FREE PUBLIC ADMISSION

Managed by
 CANNONBALL
 FUND • S

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PIXELWORK

A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)
 Concept Development / Brand Identity / Art Direction / Web Design / Set Décor

PEOPLE NEED TO BE MADE MORE AWARE OF THE NEED TO WORK AT LEARNING HOW TO LIVE BECAUSE LIFE IS SO QUICK AND SOMETIMES IT GOES AWAY TOO QUICKLY.

EXHIBITION FLOOR PLAN

EXHIBITION DETAILS
17 & 18 NOVEMBER 2007
10AM - 10PM
VENUE: 72-13 MOHAMED SULTAN ROAD
FREE PUBLIC ADMISSION

GUIDED TOURS
Special guided tours led by international art experts will be made available during these times:
17 NOVEMBER 18 NOVEMBER
2pm 2pm
4pm 4pm
6pm 6pm
8pm 8pm
Each guided tour accommodates up to 30 people. Kindly sign up with our exhibition guides. The exhibition will still be open to the public during the times of these tours.

SILK SCREENING SHOWCASES
There will be silk screening showcases during selected times of the day. Kindly enquire with our exhibition guides for more details and timings.

SPONSORS:
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1. MAD
2. SHADOWS I
3. LIZ TAYLOR
4. MURATTI
5. CAMPBELL SOUP
6. BEETHOVEN
7. VENUS / DRAG QUEEN / MARILYN
8. MICKY MOUSE / MOONWALK / SUPERMAN
9. MAD
10. PLUTONIS
11. BANK OF THE BRIST / PARATROOPER BOOTS
12. ELECTRIC CHAIRS
13. U.S.S.R. / WORK BOOTS
14-16. \$ SIGN
17. CAMOUFLAGE
18. GRAPES
19. SHADOWS II

Andy Warhol
POPE OF POP
EXHIBITION

20 YEARS AFTER WARHOL AN ANDY WARHOL EXHIBITION
IS FOR ANDY
SC global developments

Andy Warhol was born Andrew Warhola in Pittsburgh, Pennsylvania, in 1928 to Slovak immigrants, Charles and Julia Zdzienicka Warhola. Exhibiting artistic talent at an early age, he enrolled in the Carnegie Institute of Technology to major in Industrial Design from 1945-1949 (now Carnegie-Mellon University) after graduating from Schenley High School in Pittsburgh in 1945.

After graduation, he moved to New York City and began his career as a commercial illustrator for Glamour. He also drew advertising work for the various magazines, including Vogue & Harper's Bazaar. In 1952, his first solo exhibition was held at Hugo Gallery, New York, of drawings to illustrate stories by Truman Capote. It is around this time that he dyed his hair silver. Eventually he crossed from commercial work to fine art, blurring the line between the two along the way. In the early 1960s, he painted his first works based on comics and advertisements, enlarging and transferring onto his canvases. His hope and colourful silk-screen renderings of liquid objects like Coke bottles and a Campbell's Soup can were controversial but hugely popular and established him as the leader of the Pop Art movement.

As Warhol's celebrity increased, he began to receive offers from magazines and newspapers to make numerous art films, including "Chelsea Girl", "Sleep", "License to Drive" and more. Warhol's various multimedia studies were nicknamed "The Factory" where his films and paintings were created. It was the famous silver Factory in the 1960s that attracted an assortment of people who became known as Warhol's inner circle, a crowd that included Edie Sedgwick, Baby Jane Fonda, Brigitte Bardot, Christine, Candy Darling and many others who were often featured in his films. By the end of the decade, Andy Warhol was himself a celebrity, appearing frequently in newspapers and magazines alongside Factory cohorts like Sedgwick.

In June 1980, Warhol's factory worker and author of the SOUV. Marshaella, Valerie Solanas, who claimed that Warhol had "too much control" over her life, shot Warhol in his studio. The shooting was nearly fatal and left Warhol to doubly change his art and avoid difficulty for the future.

In the 1970s, Warhol turned to portrait painting of celebrities - but his activities had already expanded beyond mere art making; he was in the centre of a corporation that produced films, books, plays, and was involved with television. He also co-hosted interview magazines, and published The Philosophy of Andy Warhol (1975). In this book, he presents one of his ideas on the nature of art.

In the mid-1980s, his television shows, Andy Warhol's Fashion, Andy Warhol's "15 Minutes" and "Andy Warhol's TV", aired nationally on PBS and on Madison Square Garden cable. He continued producing prints, polaroid photos and audio recordings and published a book, "Pictures of the Warhol Studio", right up until his unexpected death. In February 21, 1987 in New York, he passed away as one of the most popular and successful artists of the 20th century.

The Andy Warhol Museum was announced and opened four years after his death in 1991, in Pittsburgh, Pennsylvania in 1994.

"AN ARTIST IS SOMEBODY WHO PRODUCES THINGS THAT PEOPLE DON'T NEED TO HAVE BUT THAT HE THINKS IT WOULD BE A GOOD IDEA TO GIVE."

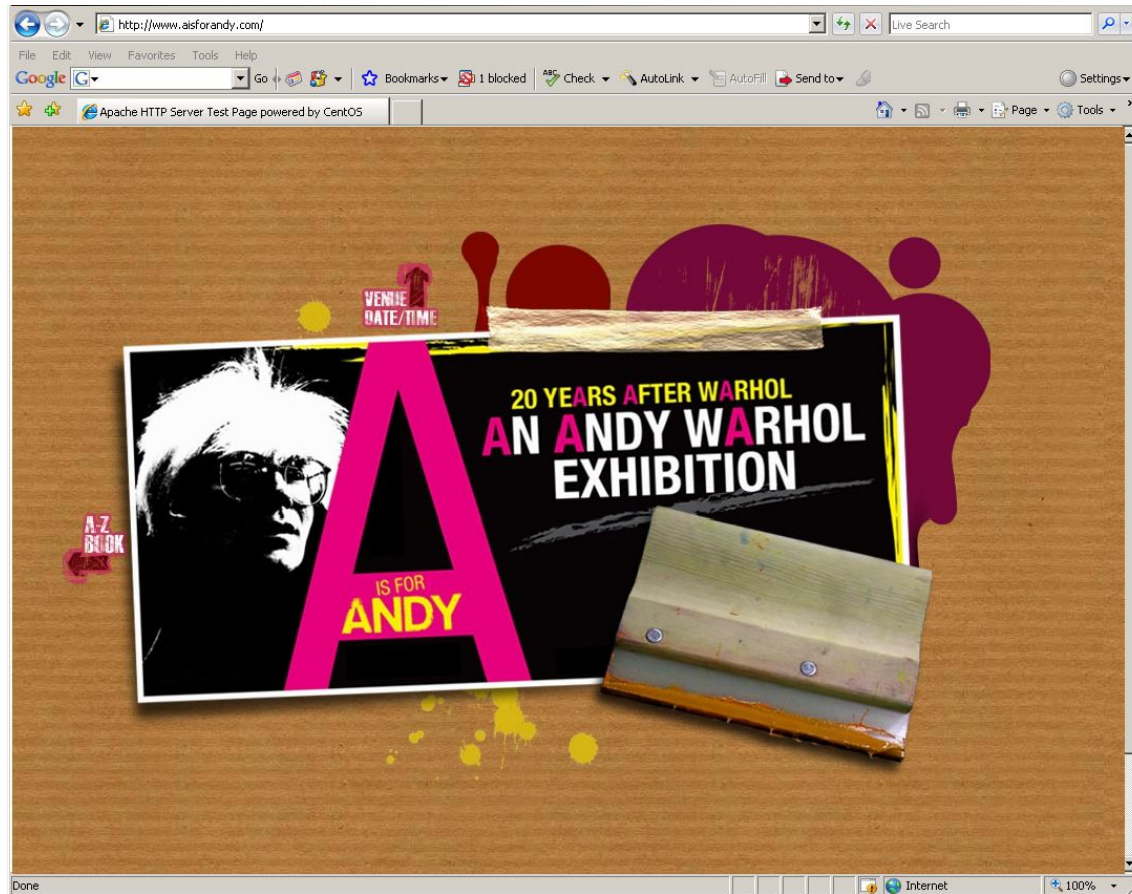
"MAKING MONEY IS ART, AND WORKING IS ART AND GOOD BUSINESS IS THE BEST ART."

BIOGRAPHY
COLLECTION

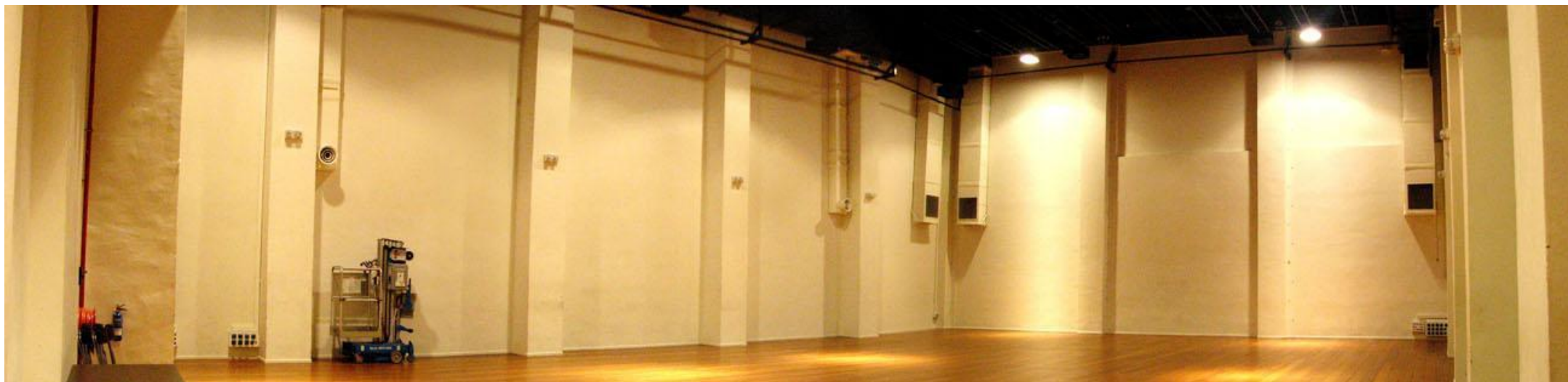
ONCE YOU GOT POP
YOU COULD NEVER SEE A SIGN THE SAME WAY AGAIN



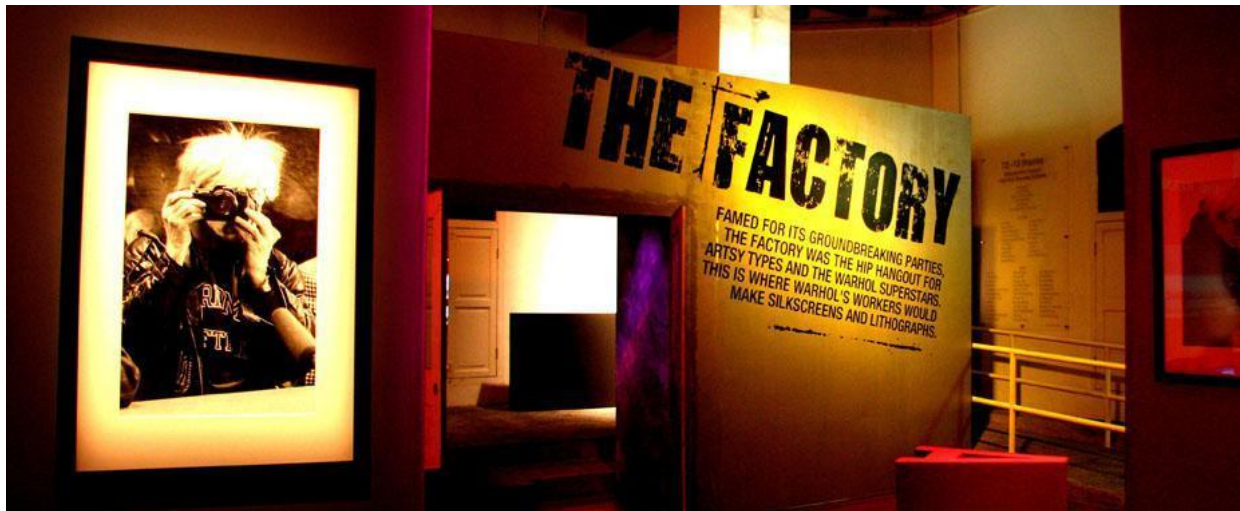
A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor



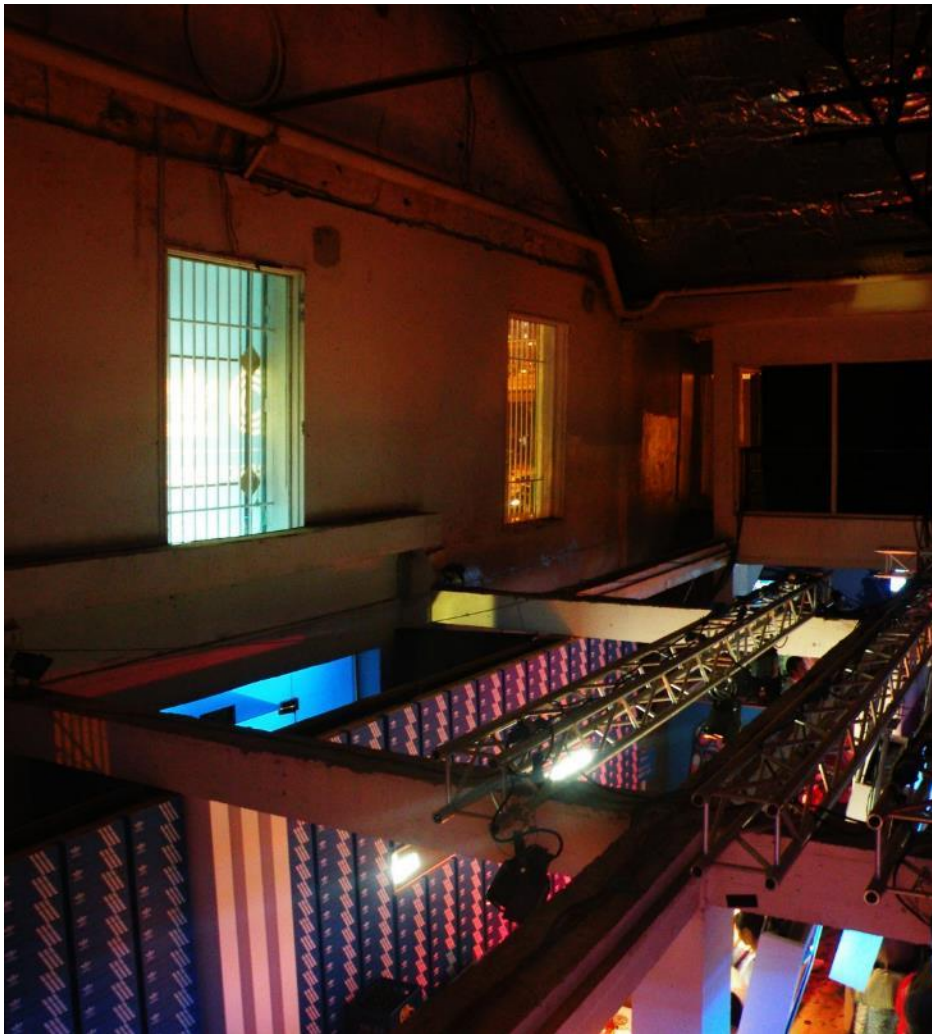
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A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor



ADIDAS 60 YEARS OF SOLES & STRIPES PARTY (Singapore)
Art Direction / Set Décor



ADIDAS 60 YEARS OF SOLES & STRIPES PARTY (Singapore)
Art Direction / Set Décor



AIRBNB X EDDIE PENG AMBASSADOR CAMPAIGN (China)
Slogan & Concept Development / Creative Direction / Content Building

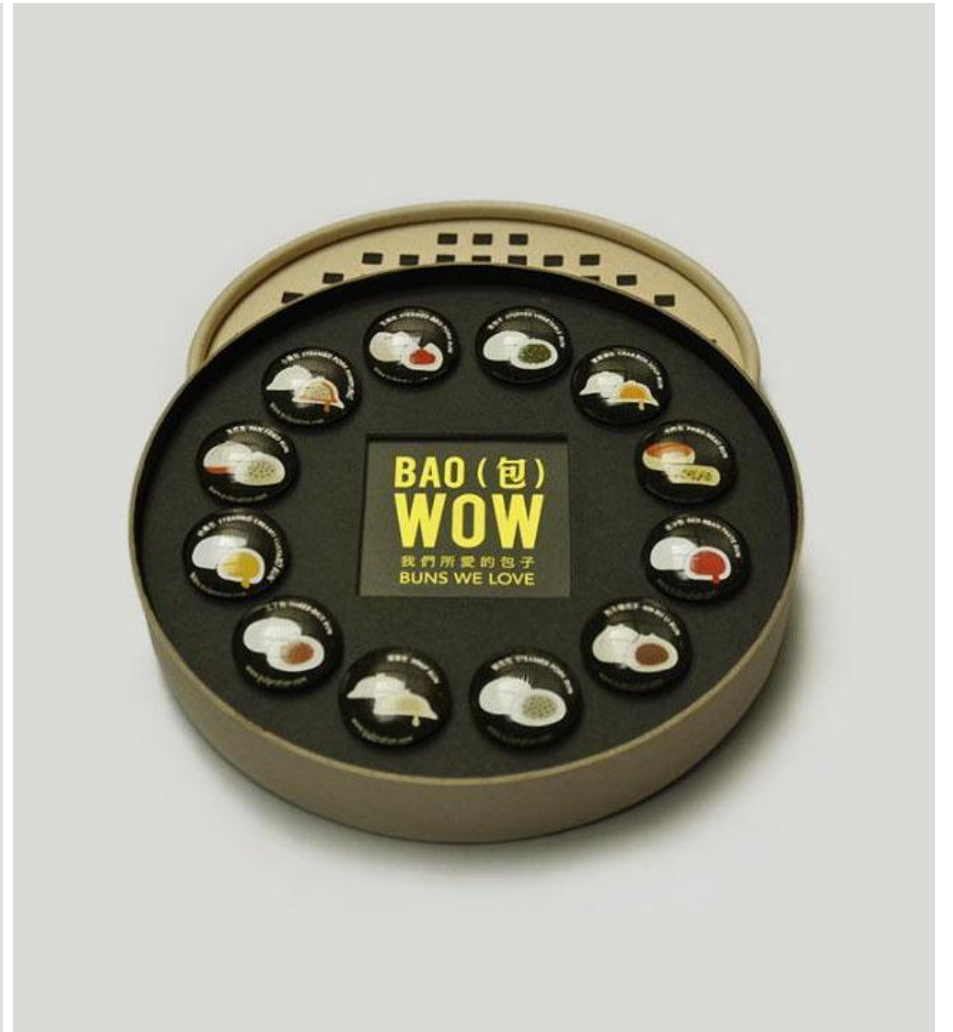
Project Link: 2016 奇屋一夜 | Airbnb x 彭于晏 “够彭友”之旅



ANTON CORBIJN'S "CONTROL" FILM SCREENING & GUITAR AUCTION (Singapore)
Art Direction / Set Décor



ANTON CORBIJN'S "CONTROL" FILM SCREENING & GUITAR AUCTION (Singapore)
Art Direction / Set Décor



BAOWOW – BUNS WE LOVE!

Concept Development / Art Direction

Received Hermes Creative Awards 2016 (Platinum), A'Design Graphic & Communication Award, Graphis Design Annual Award and K-Design Award



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Concept Development / Art Direction

Received Hermes Creative Awards 2016 (Platinum), A'Design Graphic & Communication Award, Graphis Design Annual Award and K-Design Award



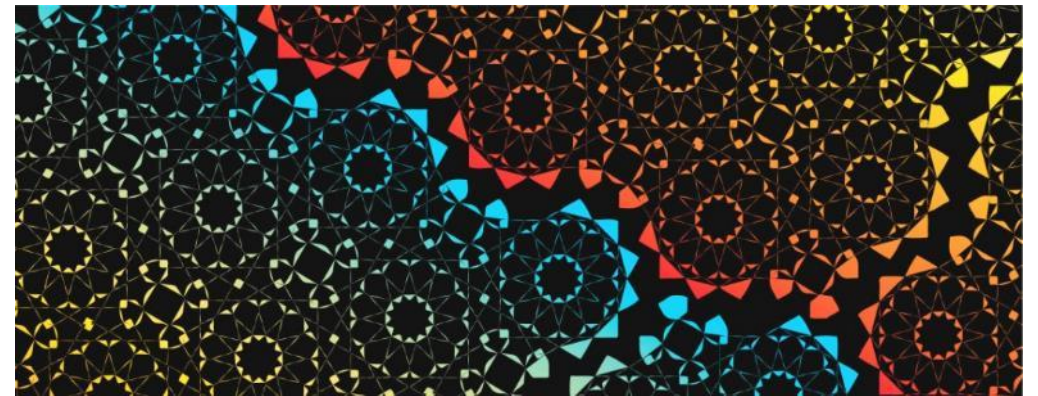
CTRIP X SHIN TRAVEL AMBASSADOR CAMPAIGN (China & Thailand)

Slogan & Concept Development / Creative & Art Direction / On-site Filming

Project Link: 随信所遇 说走就走



DUBAI RACING CLUB - LAUNCH OF MEYDAN (Dubai, Middle East)
Brand identity / Event Design



DUBAI RACING CLUB - LAUNCH OF MEYDAN (Dubai, Middle East)
Brand identity / Event Design



meydan 迈丹

一个高度精致典雅的人间天堂

一种纯净的理念，一个明确的目的。

迈丹是全新的国际赛马之家和无可比拟的新兴城市生活方式。

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迈丹有限公司 MEYDAN LLC

电话: Nad Al Sheba Racecourse, P.O. BOX 9305, Dubai, UAE
电话: +971 4 327 0000 传真: +971 4 327 0007 网址: www.meydan.ae



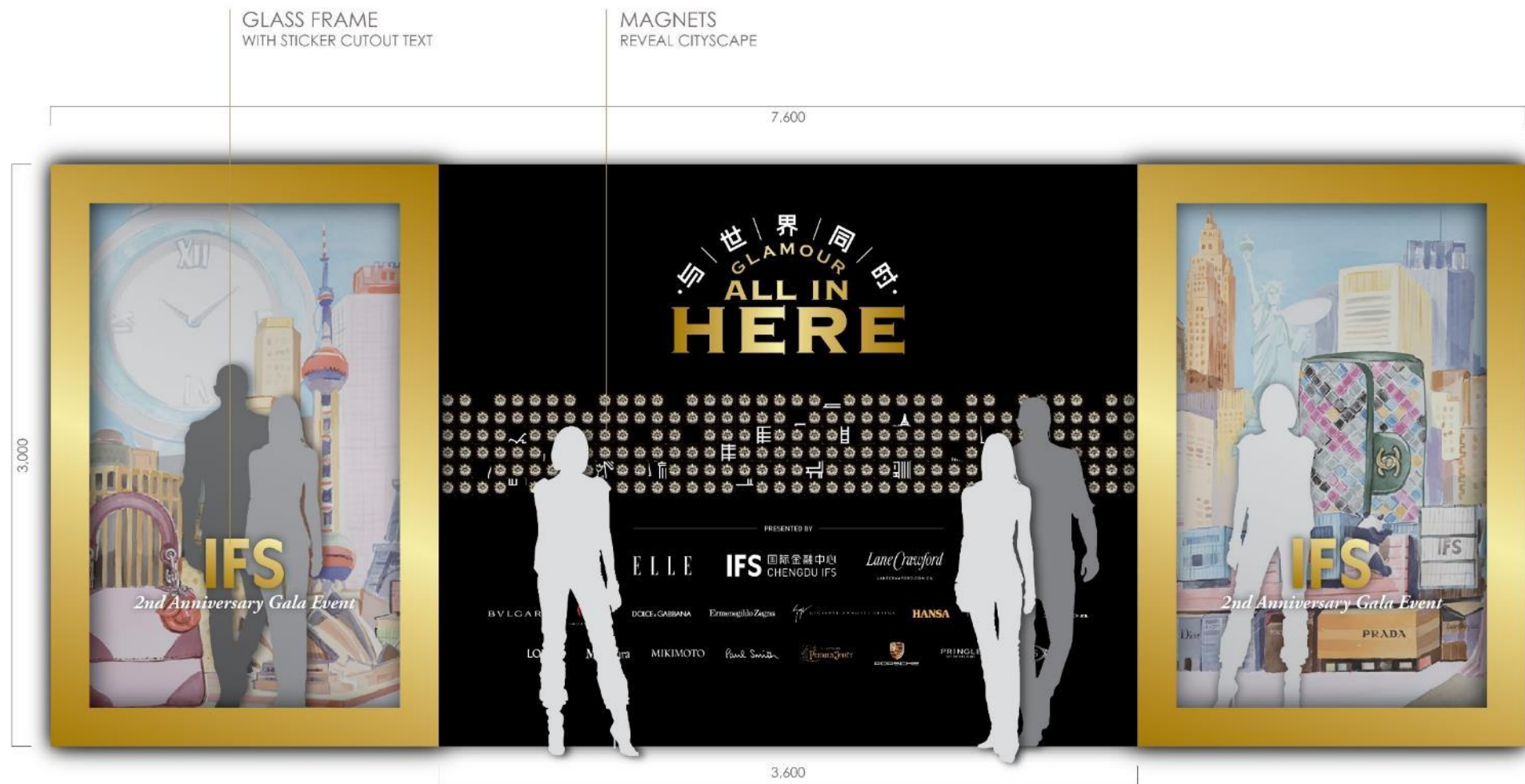
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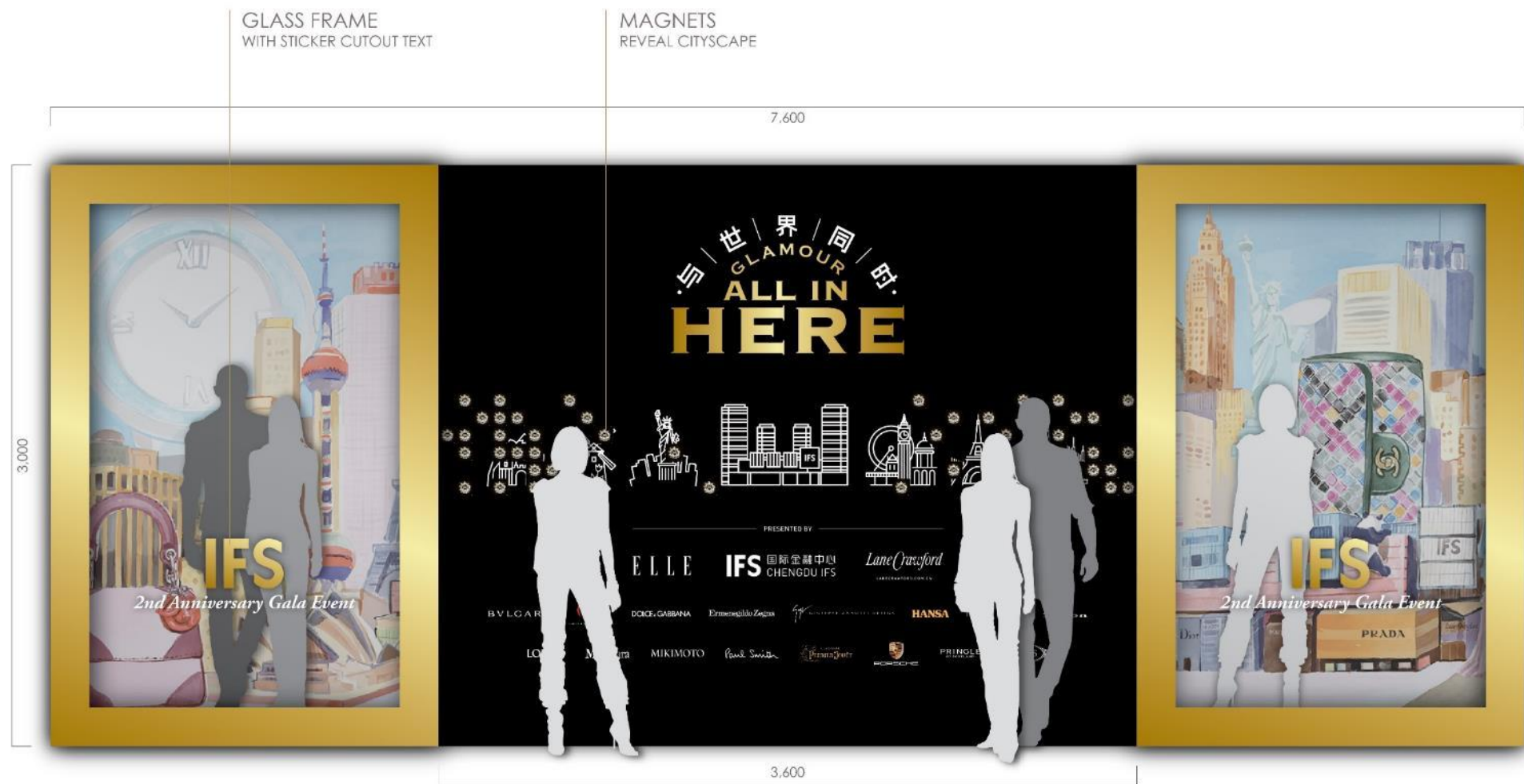
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DRC MEYDAN CITYSCAPE EXHIBITION (Shanghai, China) Event Collateral / UI Design



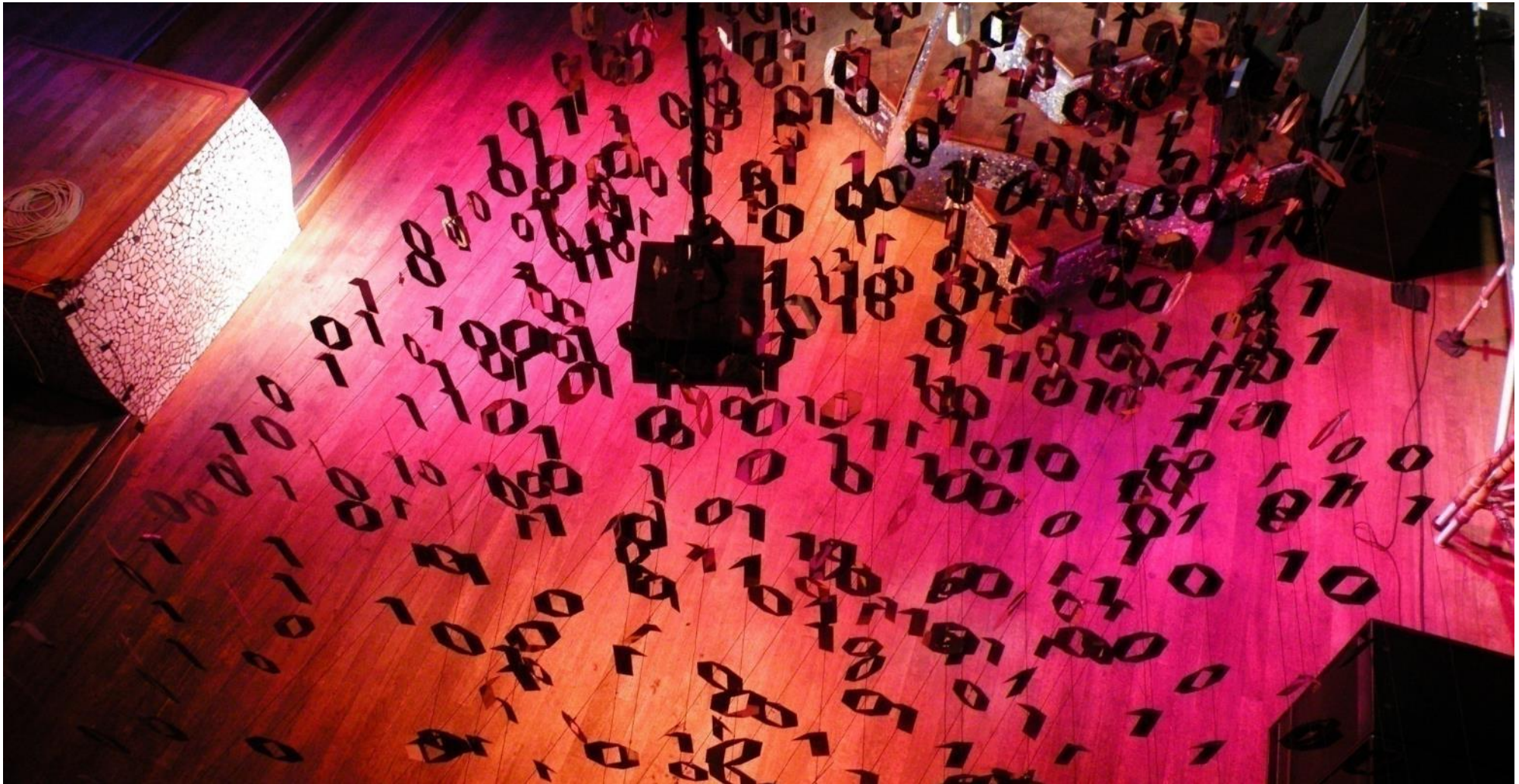
INTERNATIONAL FINANCE SQUARE VIP GALA DINNER (Chengdu, China)
Graphic & Event Design / Event Planning



INTERNATIONAL FINANCE SQUARE VIP GALA DINNER (Chengdu, China)
Graphic & Event Design / Event Planning



INTERNATIONAL FINANCE SQUARE VIP GALA DINNER (Chengdu, China)
Graphic & Event Design / Event Planning



JUICE 10TH ANNIVERSARY PARTY (Singapore)
Art Direction / Set Décor

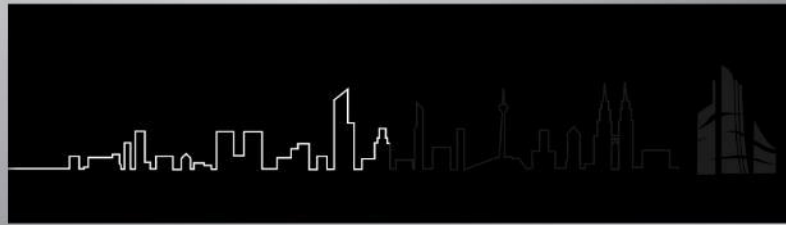


JUICE 10TH ANNIVERSARY PARTY (Singapore)
Art Direction / Set Décor



KLIFD OFFICIAL LAUNCH (Kuala Lumpur, Malaysia)
Graphic Design

INVITATION CASE (FRONT)

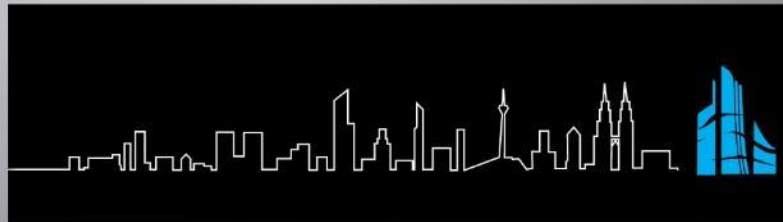


INTERNATIONAL FINANCIAL DISTRICT.
BUSINESS FORMAL

Pulls INVITATION INSERT out
to reveal KL skyline



INVITATION INSERT (FRONT)



WE ARE HONORED TO INVITE YOU TO ATTEND THE LAUNCH OF **KUALA LUMPUR INTERNATIONAL FINANCIAL DISTRICT.**
DATE: **30 JULY 2012, 2:30PM** | VENUE: **JALAN RAWA, KUALA LUMPUR** | DRESS CODE: **BUSINESS FORMAL**

LOOK FORWARD TO A GREATER KL

Please email Sarah at sarah@klifd.com or call +603 2395 6789 (Monday - Friday, 9am to 4pm) by 23 July 2012 to RSVP for the event.

INVITATION INSERT (BACK)

WWW.KLIFD.COM



MR LOREN IPSUM
Color of space character
affectionate Viburnum corollae
vibrant indigo magna

KLIFD OFFICIAL LAUNCH (Kuala Lumpur, Malaysia)

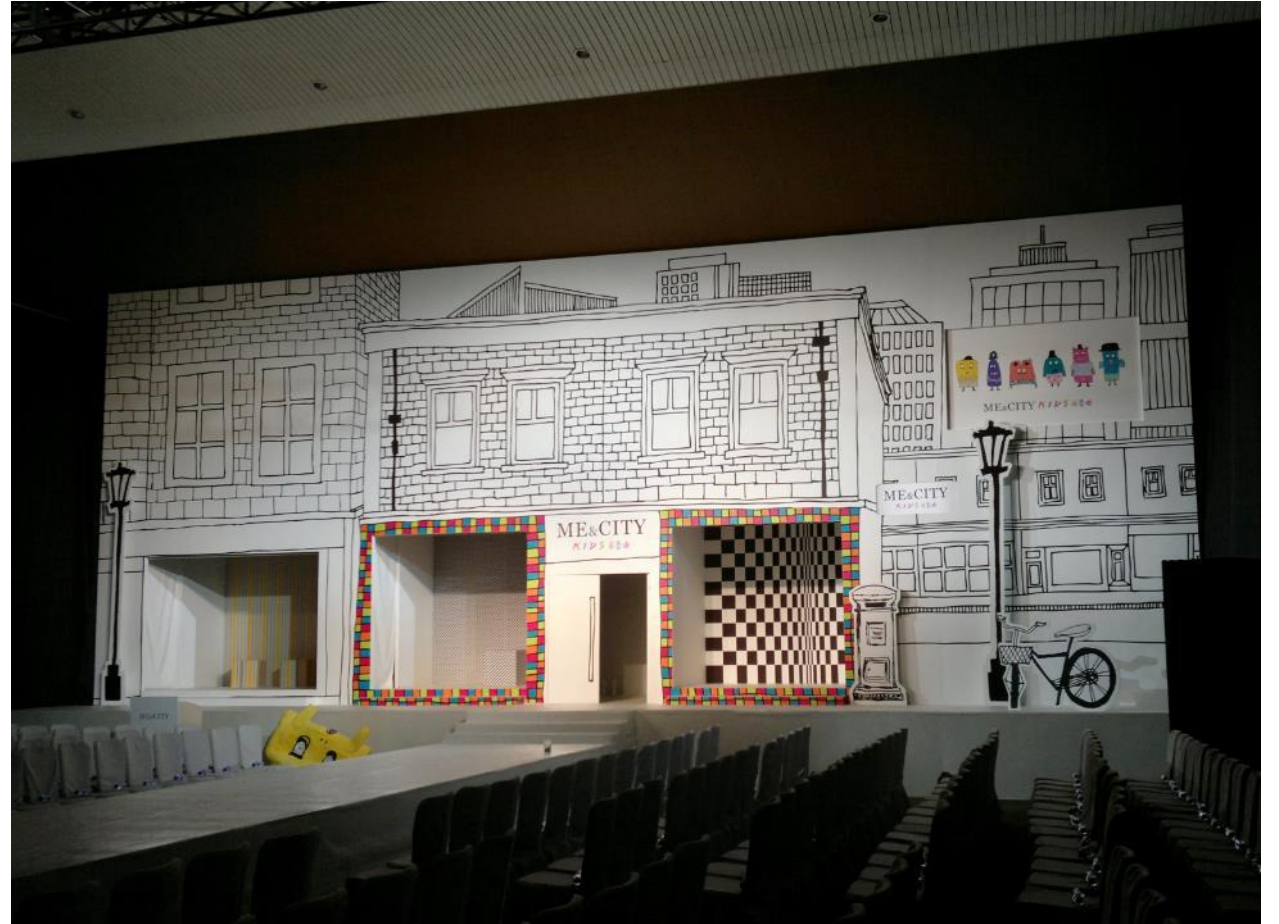
Graphic Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW (Shanghai, China)
Concept Development / Event Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW (Shanghai, China)
Concept Development / Event Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW (Shanghai, China)
Concept Development / Event Design



PULP NATION

Concept Development / Brand Identity / Creative Direction / Web Design / Content Creation

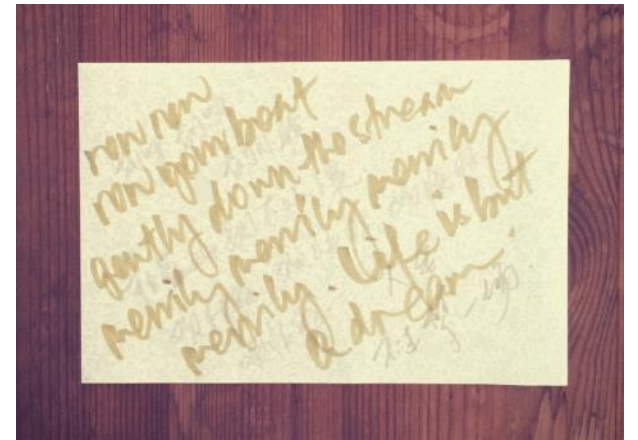
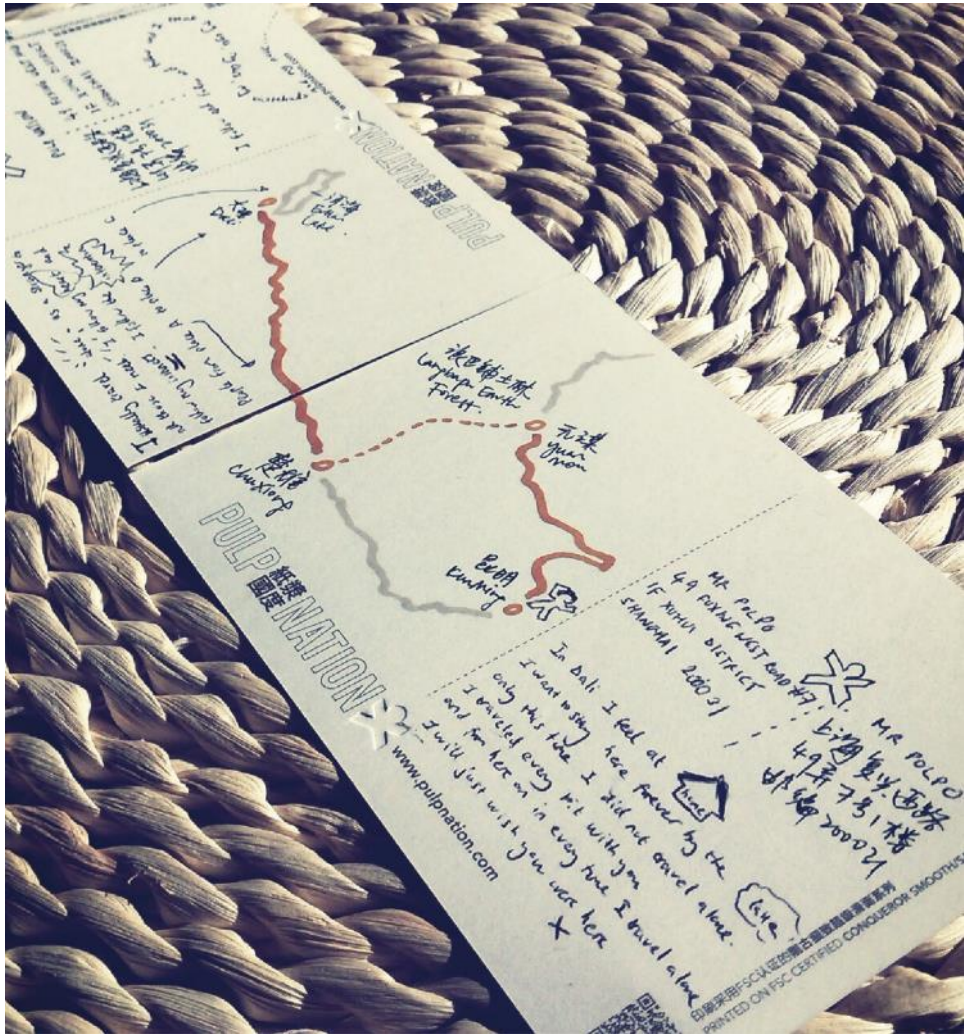
Received Hermes Creative Awards 2015 (Platinum)



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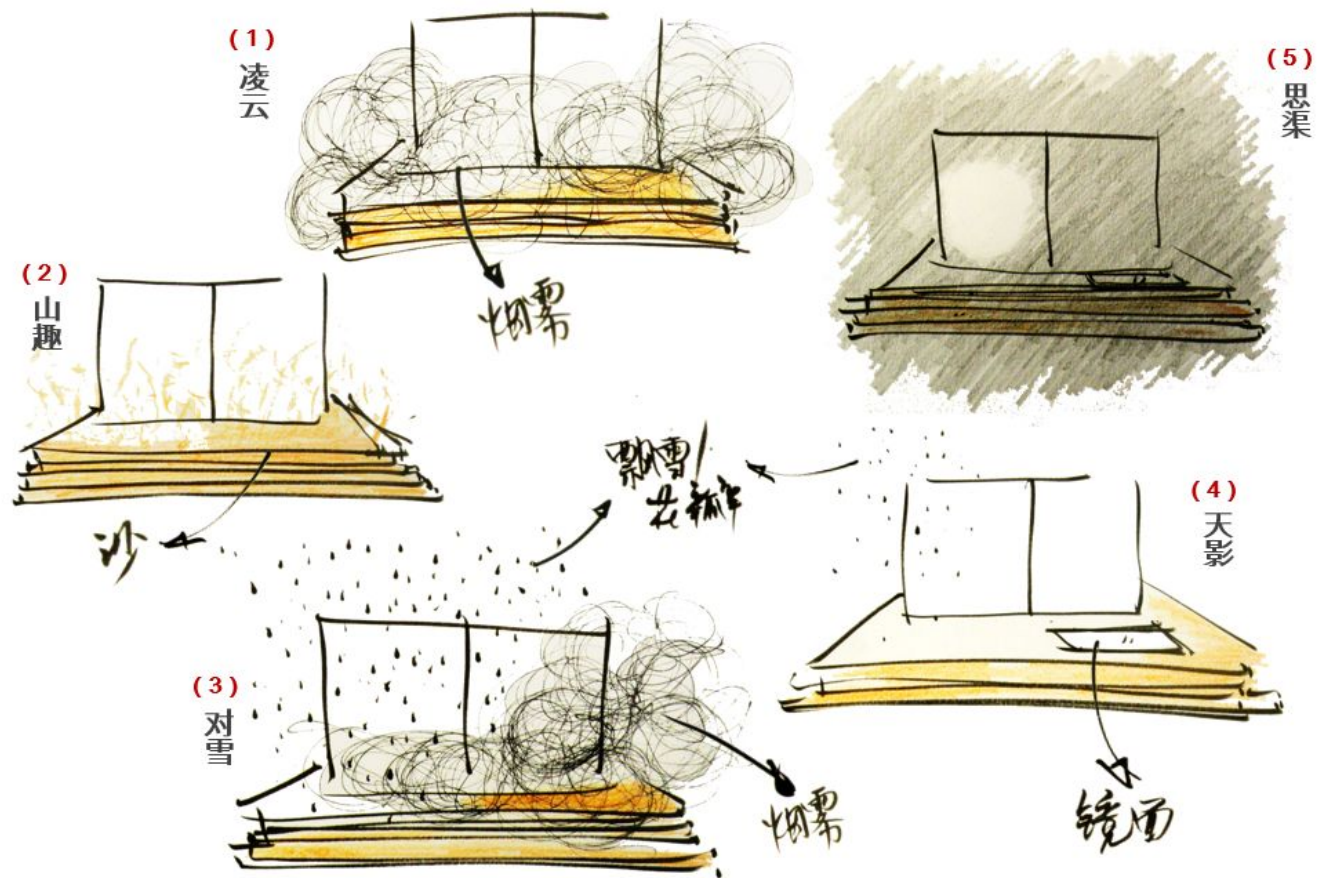
PULP NATION

Concept Development / Brand Identity / Creative Direction / Web Design / Content Creation

Received Hermes Creative Awards 2015 (Platinum)



ST. REGIS RESIDENCES SOFT LAUNCH (Lijiang, China)
Creative Direction / Event Design & Production / Event Planning & Management



ST. REGIS RESIDENCES SOFT LAUNCH (Lijiang, China)
Creative Direction / Event Design & Production / Event Planning & Management



ST. REGIS RESIDENCES SOFT LAUNCH (Lijiang, China)
Creative Direction / Event Design & Production / Event Planning & Management



FORM
Size of the name card is made narrower (than the usual) with a diecut edge of “{ }” to illustrate the slender and elegant Belugas on the surface of the ocean.



TYPOGRAPHY

Usage of a Serif font to portray the iconic profile (fins & tail) of a Beluga; “3” is in place of “B” to indicate the company’s eco-eystem (3 parts). By putting “I” close together, there’s visual harmony to read it as “B” - which symbolises the combination of different elements and people to become one single unit.

TRIBELUGA
毕隆嘉

TRIBELUGA (Korea & China)
Brand Identity

COLOURS

Pantone 549C



Pantone 430C



FONTS

Baskerville Old Face EF Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

~1234567890-=[]\;,:./~!@#%&*0_+{}|:”<>?

方正大标宋体

一 二 三 四 五 六 七 八 九 十

壹 贰 叁 肆 伍 陆 柒 捌 玖 拾

Avenir 35 Light / 45 Book / 85 Heavy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

方正细黑一体

一 二 三 四 五 六 七 八 九 十

壹 贰 叁 肆 伍 陆 柒 捌 玖 拾

윤명조110

일이삼사오육칠팔구십

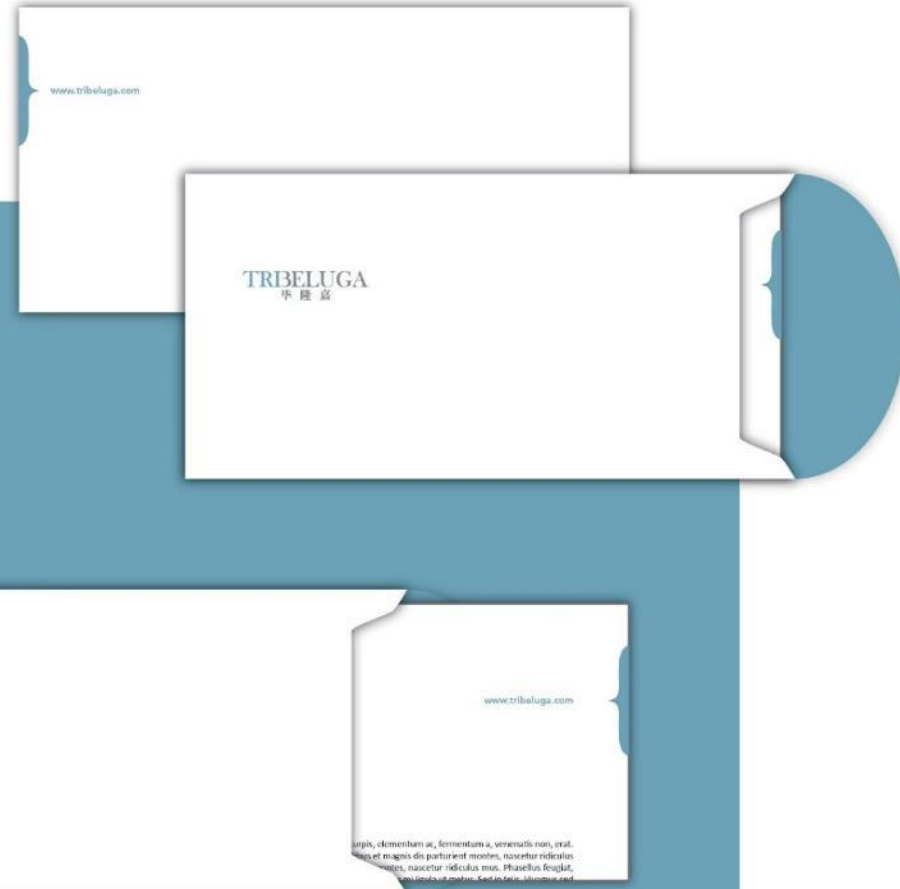
LETTERHEAD



NAMECARD



ENVELOPE



TRIBELUGA (Korea & China) Brand Identity



YSL BEAUTY LE CUSHION ENCRE DE PEAU LAMÉ LIMITED EDITION (Singapore & China)

Social Media Content Creation - Video Storyboard & Art Direction

Received Muse Creative Award 2021 (Platinum), NYX Video Awards 2021 (Grand Winner)



A LITTLE BEIJING: YOUR NICHE TRAVEL GUIDE

Concept Development / Creative Direction / Photography / Copywriting / Book Launch

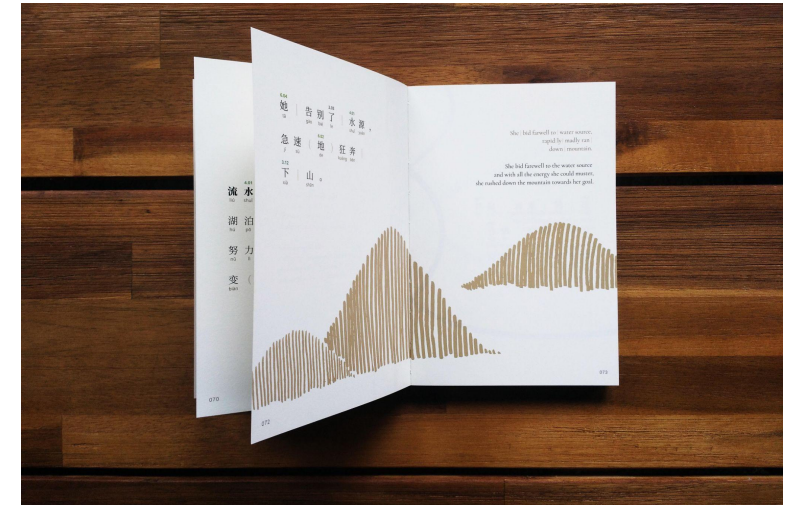
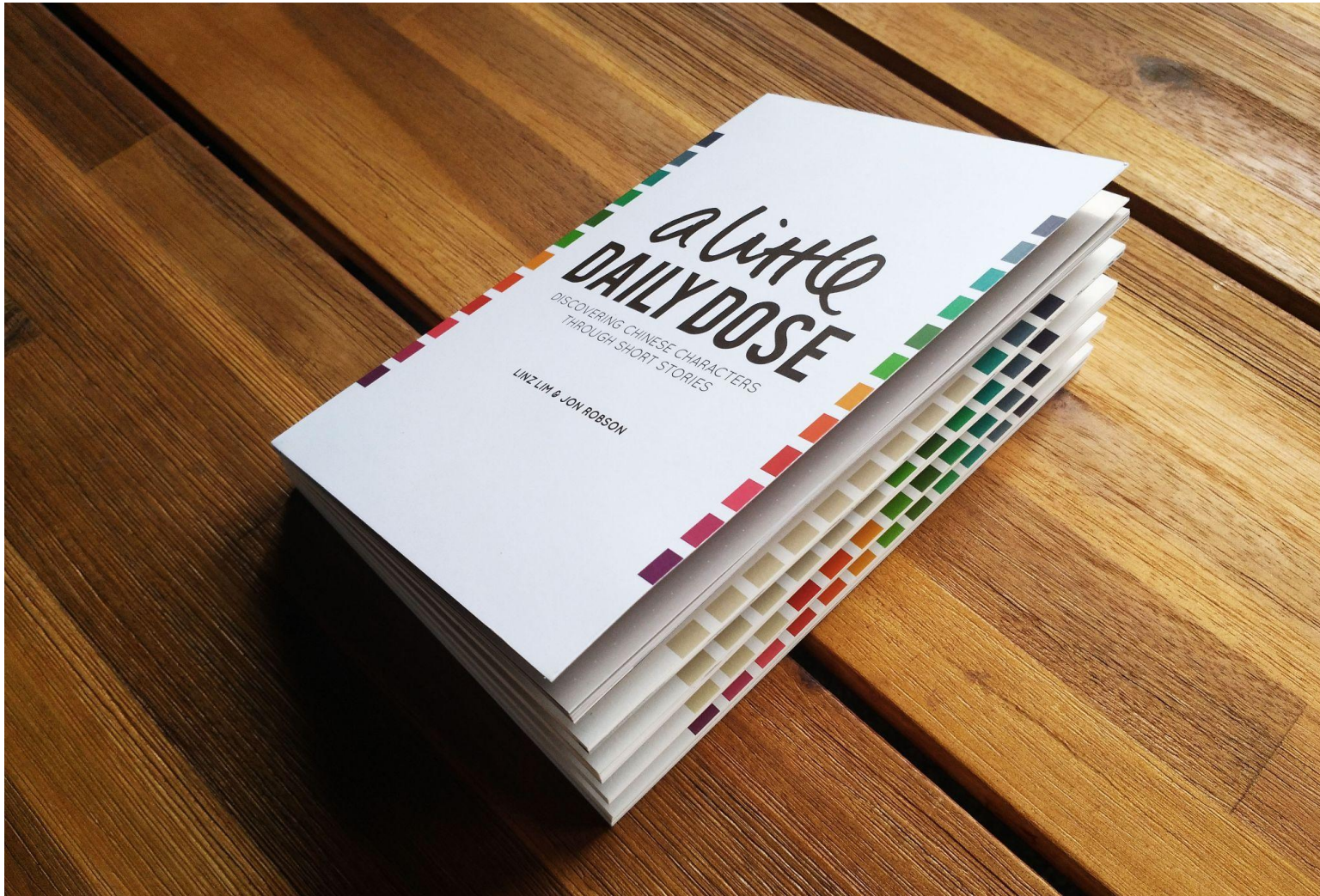
Received Red Dot Design Award 2008; Featured in PSFK's "Good Design in 2009" Catalog; Showcased at "Books on China" Frankfurt Book Fair 2009



A LITTLE BEIJING: YOUR NICHE TRAVEL GUIDE

Concept Development / Creative Direction / Photography / Copywriting / Book Launch

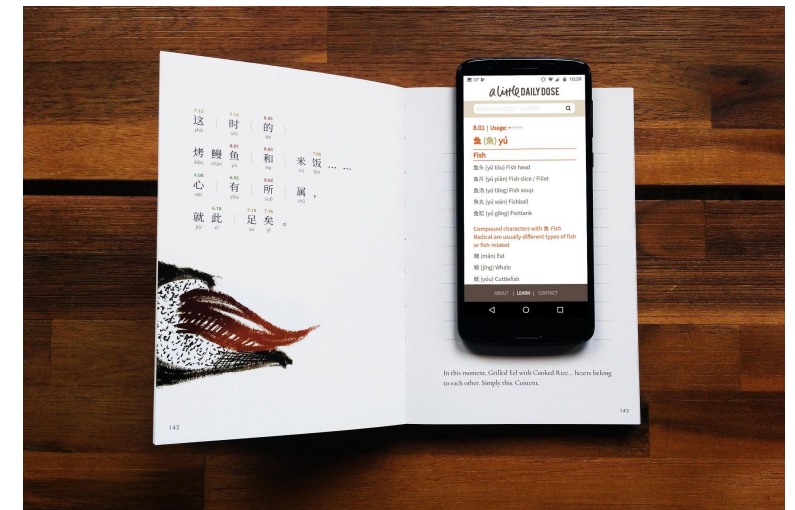
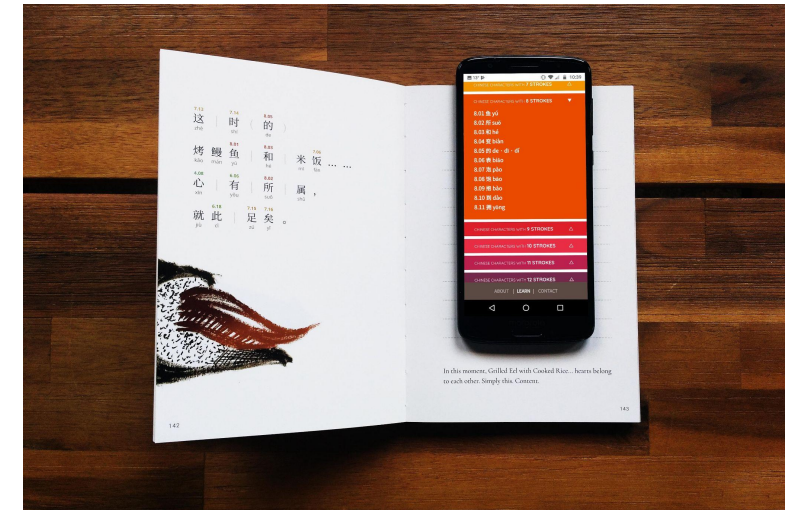
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A LITTLE DAILY DOSE: DISCOVERING CHINESE CHARACTERS THROUGH SHORT STORIES

Concept Development / Creative Learning / Story Writing / Illustration / Website Design

Received Hermes Creative Awards 2019 (Platinum); Featured in [Hoodline.com](https://www.hoodline.com) and [Slanted.de](https://www.slanted.de)



A LITTLE DAILY DOSE: DISCOVERING CHINESE CHARACTERS THROUGH SHORT STORIES

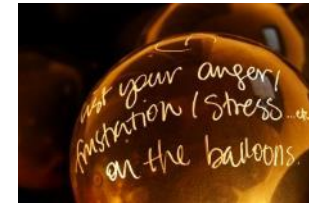
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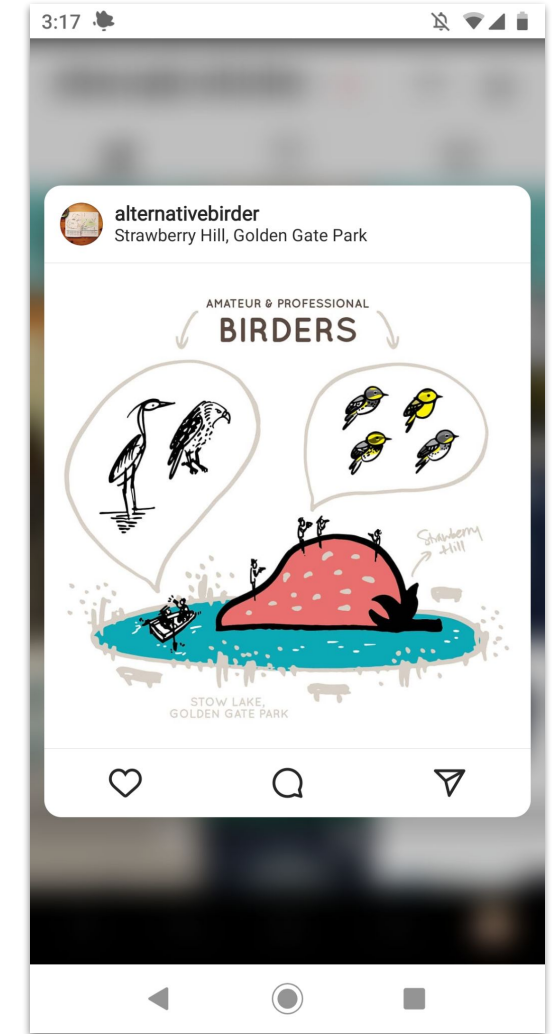
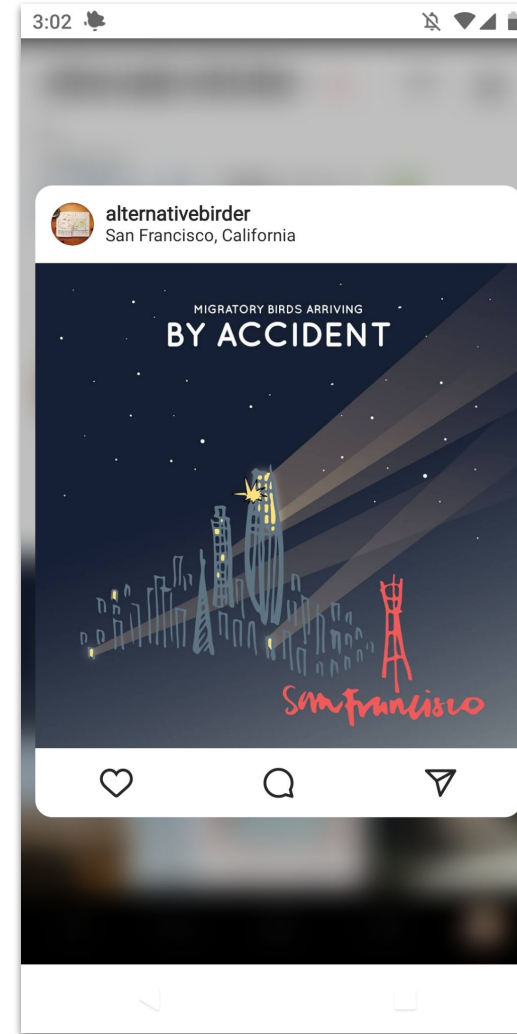
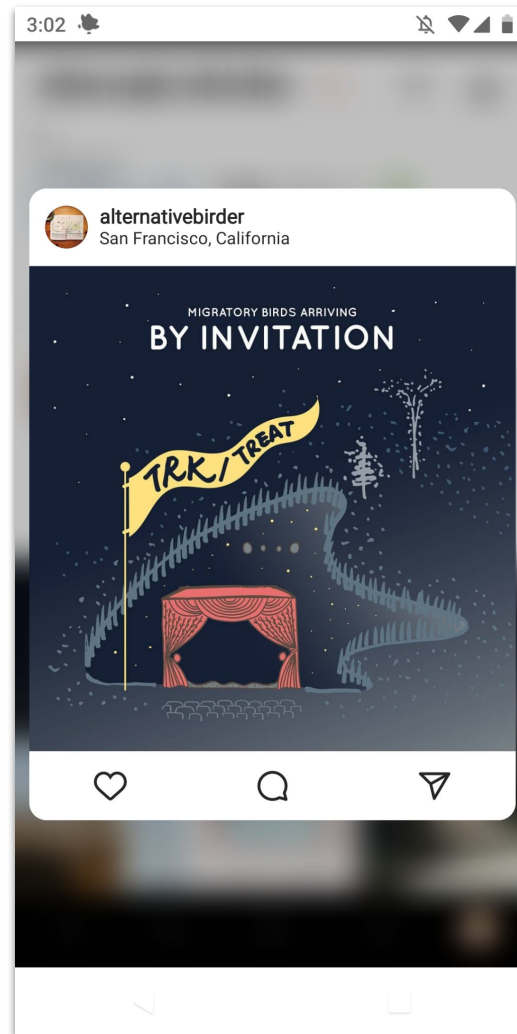
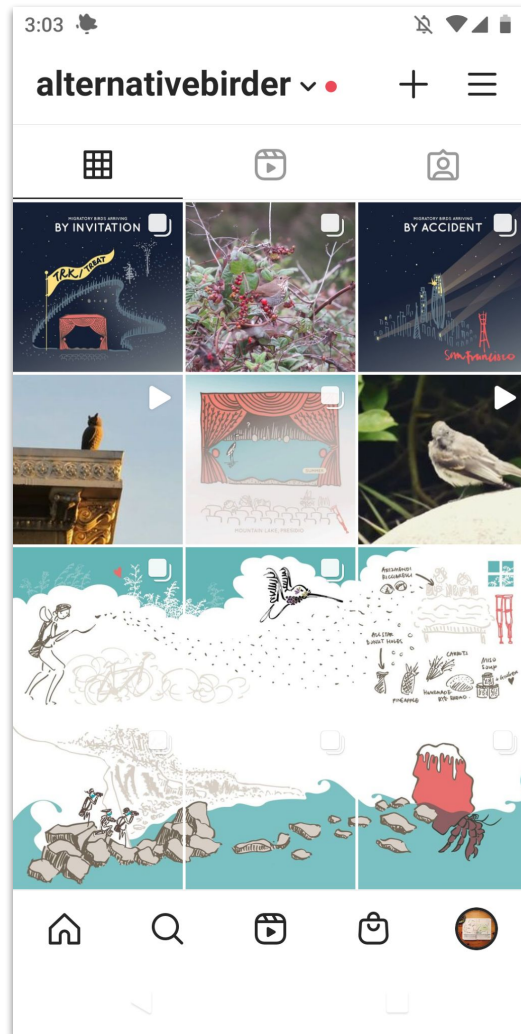
A LITTLE SOMETHING

Concept Development / Creative Direction / Story Writing / Photography / Book Launch



A LITTLE SOMETHING

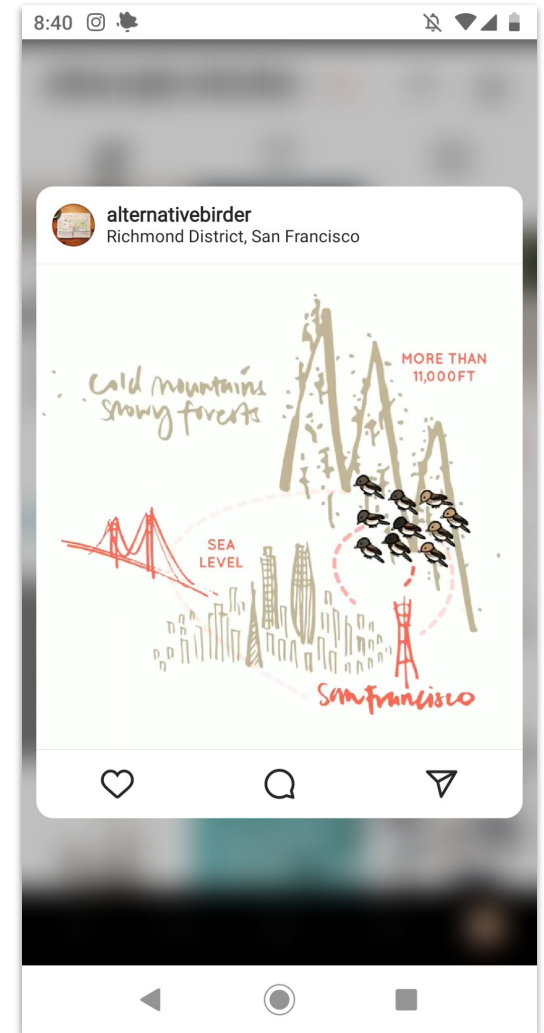
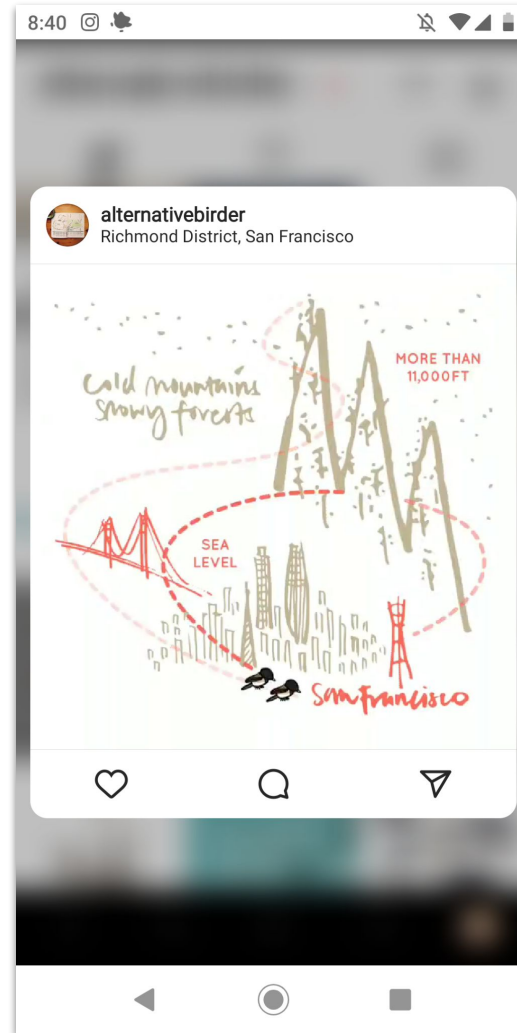
Concept Development / Creative Direction / Story Writing / Photography / Book Launch



Alternative Birder

Illustration / Digital Art / Creative Learning / Social Media Content Creation

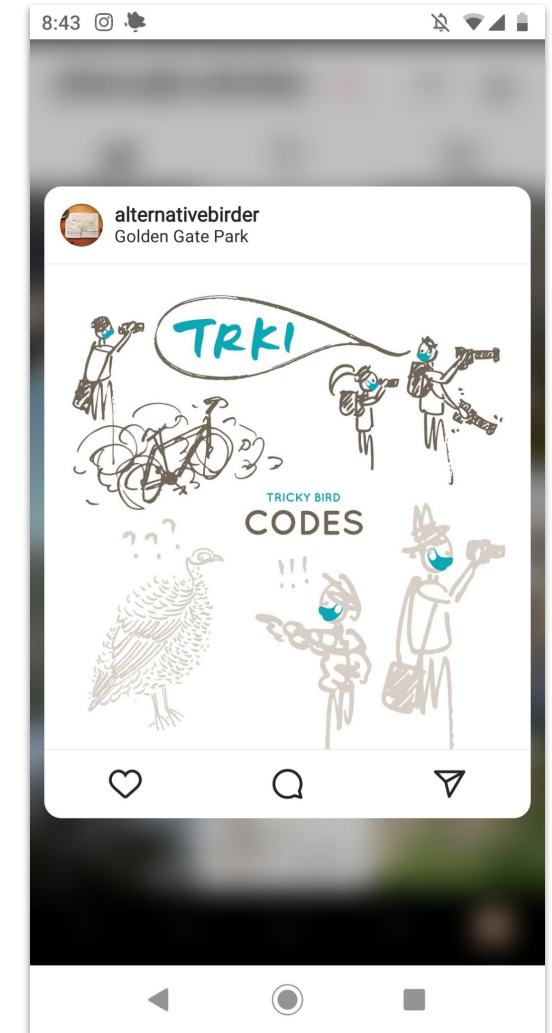
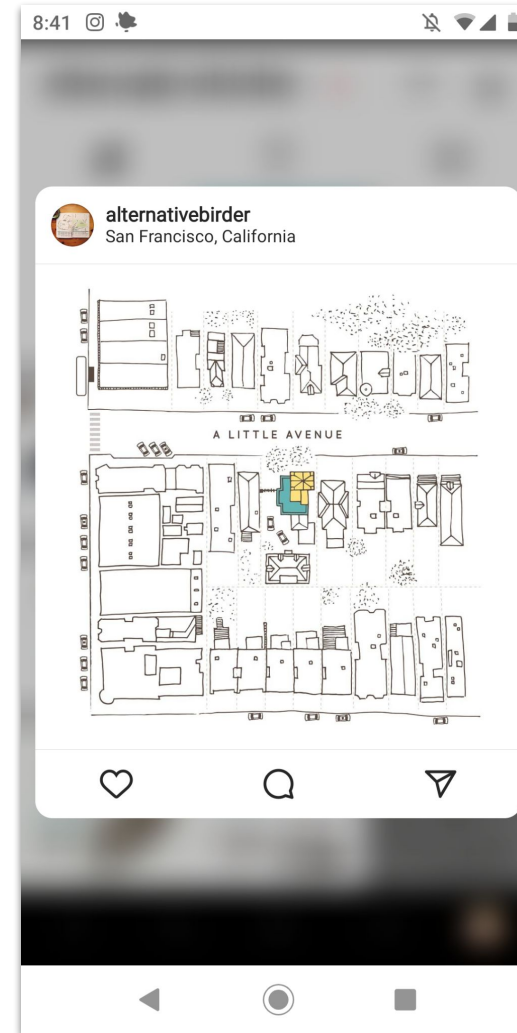
[Project Link: @alternativebirder](https://www.instagram.com/alternativebirder)



Alternative Birder

Illustration / Digital Art / Creative Learning / Social Media Content Creation

[Project Link: @alternativebirder](https://www.instagram.com/alternativebirder)



Alternative Birder

Illustration / Digital Art / Creative Learning / Social Media Content Creation

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LINZ LIM | **PORTFOLIO**

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