



## Lio Yeung

Lio is an Art Director and Visual Artist in Hong Kong. He is a dedicated art based creative who has 8 years experience in the advertising field. He starts his career in JWT before joining Leo Burnett and grey worldwide. He believes that advertising is all about idea, and creative shouldn't be bounded by format. His work has also been recognized by numerous international and local awards like Cannes, D & AD, One Show, Clio, Andy Awards, ADC, London International award, AWARDS, Spikes Asia, AdFest, etc. In 2009, he was awarded Hong Kong Young design talent awards and offer a scholarship to work in Studio Dumbar in Netherlands.

Believing commercials can be art, he further his studies in MA Visual Communication in Chelsea in London in 2010. He set up Art-Glossary magazine with Masa Inaba in 2011 to create a platform for artist and designers to discuss the definitions of art and to share ideas and experiences.

With good observation to life and surroundings, Lio wants to explore the obstacles in seeing through paintings and sculptures. His first exhibition was held in agnès b gallery from Oct 2011 to Feb 2012, known as "A is Green, R is Red", which explore the possibilities in seeing, through painting, sculptures and photography. At the same time, he published his first book "IF Red is Green" and established a creative party known as "Young and Innocent."

### Exhibitions

- 2013 "Look" Exhibition - Intelligence infinity: Inspiration through Art. Hong Kong Heritage Museum, 12.05-23.09 2012 First Solo Exhibition "A is Green R is Red" - agnès b.'s gallery Hong Kong 15.10.11- 06.02.12 Creative Ecologies - Hong Kong Heritage Museum
- 2011 "If Red is Green - Betwix and Between Exhibition" – London Tin Tin Exhibition- Hong Kong Heritage Museum