

Director Ben Briand has been newly touted as the one to watch. He is quickly becoming known for his diverse talents and abilities across many projects. As a child of what ,he has recently been quoted in the press as the 'Spike Jonez Revolution', he works in many mediums. As the creator of music videos, short films, video installations and commercials Ben has been recognised as a director who has a firm grasp on multiple visual language styles and techniques.

Born in Melbourne and growing up in Sydney he spent most of his teenage weekends watching Rage music videos and cutting VHS to VHS short art films together with his school friends. By the age of 21 he was teaching the new complexities of digital video production and post production language in the highly regarded Bachelor of Digital Media at the University of NSW. His strong technical ability combined with an unorthodox visual approach allowed him to take out the first place and \$10 000 prize for the Government initiative, Play Now, Act Now, with his short film 'Leaving'.

Ben has become the youngest and most recent director to join the highly regarded Cherub Pictures film production company. Amongst the ranks of fellow members Andrew Dominik (Chopper, Assassination of Jesse James), Cate Shortland (Somersault), John Curran (The Painted Veil, We Don't Live Here Anymore) and Justin Kurzel (Blue Tongue), Ben has created some of the most memorable commercials in recent times. His work on the Contiki travel cinema commercials is highly unique, shooting across 11 countries in the last year alone.

Part of Ben's uniqueness is his hands on approach; he makes pro-active choices to be involved in many aspects of the creation of his projects. In addition to wearing the hat of Director, Ben is recognised also as a writer, editor, trained FX compositor and digital colour grader. On his most recent project as winner of the *MTV Optus 180 Project* entitled Hammer Bay, he also takes on the role of onscreen actor, playing a fabricated documentary filmmaker.

Most recently his spot for Ballantines and Cola caught the attention of Steve Jobs himself, CEO of Apple Computers. Upon seeing the commercial, he selected it as the benchmark for style and capabilities for their new Color application that will compliment Final Cut Pro. The product launches the company's foray into revolutionising the aesthetic of commercial and film production worldwide.

Ben's interests are founded in the investigation of authenticity and most notably the fabrication of that sensation. His work often mixes visual languages and styles. His background in documentary, cinema and the art gallery space all have a place in his style. He is highly influenced by music and his work undeniably always projects a distinct mood onto the viewer.

Ben is now 27 and lives in Sydney.



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