

IN AN ABSOLUT WORLD

JUSTIN BROADBENT BIOGRAPHY

Justin Broadbent, 28, is an accomplished, Toronto-based, multi-disciplinary artist. His portfolio includes works in video performance, poems, funny ideas, illustration, design, music video direction and installation. Justin is also a self-taught photographer.

A graduate of Ryerson University's New Media program, Justin currently ranks among Toronto's top graphic designers. Among his prestigious accolades, he has performed at the AGO MASSIVE Party and also created the branding and web design for the Oscar-nominated short *I Met The Walrus*. He designed the print work for Ryerson's Kodak Lecture Series and has received design awards from Design Taxi. Justin's design work has garnered recognition from across the globe.

Justin recently began co-directing music videos under the moniker HotDogGarbage for recording artists such as Shad and Metric. He has already achieved a CBC Bucky Award and two 2009 Much Music Video Award nominations for his work.

Justin makes a point of choosing layered projects that challenge his expectations. His work often centres around meaning-of-life-topics which he delivers with a glimmer of charm and wit. Hence, he's often reminding people that the sun is a burning ball of fire floating in outer space.

Justin was most recently commissioned by ABSOLUT vodka to create a one-day, experiential art exhibit that spontaneously appeared in the secret, unused subway station sitting below Bay/Bloor station. The installation was based on the phrase 'In An ABSOLUT World Opportunities Always Pop Up' and featured a subway car filled with trees, a vending machine that dispensed love letters and an opportunity for guests to create their own ABSOLUT advertisements.

Justin's work is inspired by the impossibility of a seed becoming a tree, thrift stores, clever rap lyrics and human perseverance. He spends his spare time outdoors, looking at the world (or the sun) as if for the first time, and growing the collection of porcelain cat figurines that adorn the mantle of his Toronto home. Justin also likes David Shrigley. A lot.