

Meiihow

Art Licensing & Design

Surtex Booth 547

Meiihow means **A Wonderful Daily Life**, an art licensing & design agency under Sun Color Co. Ltd., one of the top publishers in Taiwan that has been established for over 25 years. Our list includes many award winning artists with commercial design experiences in various fields including home decoration, stationery and gift, greeting cards, textiles, wall art, public advertisements and other products. Providing a wide variety of styles, we would like to enhance the quality of living, and help companies to succeed in sales through our great artworks. Should you have any question or require further information, please contact Beth Chang at beth_c@meiihow.com.

Meiihow Artists



Stanley Dai (Szu Jui, Tai)

Artist Stanley Dai has great experience working with corporations both in Taiwan and abroad including Microsoft, Epson, Samsung, Snow Brand, HTC, etc. He is inspired by ancient European fairy tales. By combining mysterious religious codes with classic aesthetics, he weaves enchanting and glamorous exotic lands through ingenious and satiric humor. These fantastic and beautiful paintings in a magic Gothic style lead the viewers to experience a variety of expressions of love.

Chiu Road (Li Chi, Chiu)

Chiu Road has performed amazingly in product packaging, magazines, and publications. In 2014, her work Vegetables won the 38th Golden Tripod Award/Book Illustration Award in Taiwan. Her style combines childlike imagination with a touch of black humor, and her works have been included twice in Sticker Bomb, a sticker illustration book published by SRK, UK.



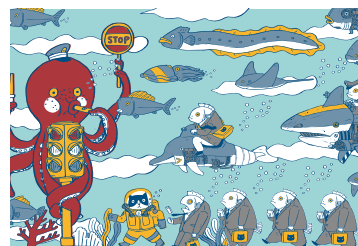


Andrea Cat (Ya Chu, Chang)

Andrea's love and care of pets has not only defined Andrea Cat's brand personality, but also initiated her cooperation with Hot Pets and other pet magazines for illustrations. She published her first picture book "Cats on Fuli St." in 2012 and started her own brand "Andrea Cat." She likes to draw cats in exquisite and warm styles. In 2015, she also caught up with the global trend of adult coloring and published the Andrea Cat Coloring Book: Cat Holiday: Cats' Fantastic Pressure Free Coloring Book.

Croter (Tian Shian, Hung)

Croter excels in combining various illustration styles with design and depicts the diverse realities of life in a naive tone by integrating mythologies with irony and using surreal styles. He has commercial cooperative experiences through working with Leo Burnett, Ogilvy and Mather, and other 4A agencies, and his artworks are widely distributed in international magazines, such as Cosmopolitan, Times, etc. in Mandarin Chinese version.



Summerise (Shao Chih, Hsia)

Summerise's exquisite painting style hides powerful graphic stories. He won the Excellence Award of 3x3, the Magazine of Contemporary Illustration, in 2015 and the Excellence Award in the 2013 Greater China Illustration Awards. He has worked with Athena Chuang for print design, which was published for the 2015 New York Fall-Winter Fashion Week. He has been in charge of graphic design of Peter Pan's concert 30 Legacy, and his works also have been invited to be exhibited in Eslite, the ultimate base of culture and creativity in Taipei, as well as the National Museum of History.

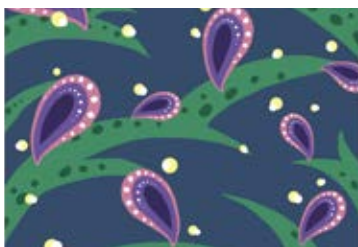
Mr. FF (Cheng Feng, Tsai)

Mr. FF mainly works with department stores, restaurants, and publishers of children's books. His works reflect the beauty, truth, and virtue covered by the complicated reality in simple perspectives in hope to bring people infinite happiness. Between 2009 and 2016, he held nearly ten individual exhibitions, having great experiences in all of them.



Miss Cyndi (Sin Yi, Lin)

Miss Cyndi is skilled at depicting animals and women. She has painted covers for famous magazines in Taiwan such as La Vie. Because of her narrative precision and artistic graphic design, Miss Cyndi has become one of the most ideal illustrators for campaigns of Eslite, Shin Kong Mitsukoshi, and other channels. With great experience in individual exhibitions, art columns, and commercial cooperation, she was invited to be one of the lecturers for the 2015 Adobe Creative Cloud User Convention.

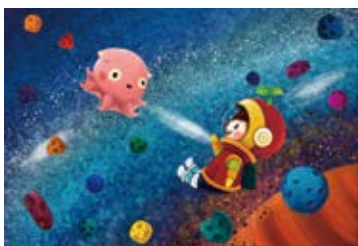


Hung (Hua Hung, Liao)

With a humorous and sharp but also warm and considerate perspective, Hung has created a character widely recognized by city women—Mei Mei. He is currently an official artist for Vogue and Line. His clients include famous brands both in Taiwan and abroad, such as Estee Lauder, Watson's, Neutrogena, etc.

Ching (Chia Ching, Lu)

Ching's childlike and carefree style particularly coincides with issues regarding lifestyle, leisure, and tourism. He has worked with the Macau Government Tourism Office and Taiwan's Tourist Shuttle Pingxi Route. His works include fashion, publication, corporation identity design, etc. He has worked with Vogue, Coca Cola, Avene, and other international brands.



Fumi (Tzu Wen, Huang)

Fumi's style is warm and fantastic. She excels in expressing childlike innocence by combining watercolors and computer graphics. Her works have been invited to be exhibited at the SK-II Rising Designer Awards in Japan.

Karen Chiu (Kai Lin, Chiu)

With commercial design experiences, Karen Chiu is now a pattern designer, focusing on the design of patterns in socks and children's clothing. In addition to textiles, she used to design stationery items including gift wrap, stickers, notebooks, paper tapes, seals, post-its, and other scrapbooking materials. She excels in all works regarding graphic design or illustration.



Noir Noir Shih (Pei Yin, Shih)

Noir Noir Shih studied illustration at École Supérieure d'Art de Lorraine Epinal in France. Her works and commercial cooperation have been diverse, covering picture books, game art, graphic design, packaging design, etc. Her style is warm and healing. She has held many individual exhibitions and is also experienced in participating in international exhibitions.

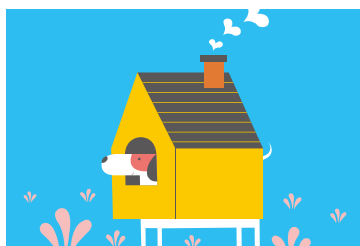


Ginar Liu (Chi Chun, Liu)

Ginar is a famous picture writer in Taiwan. Her works have diverse styles and bright colors. She excels in a wide variety of topics, from carefree children to the love of introverted adults. She has cooperated with Spanish brand Lewis Walt to design shoes, and her works are widespread in newspapers and magazines.

Bunnico Cheng (Ju Min, Cheng)

Bunnico is the first professional bunny photographer in Taiwan, as well as the founder of Friend Rabbit, a group that cares for stray rabbits. Her works won first place at the 2014 TIVAC. In addition to holding tour exhibitions from gallery to gallery, she has also given exclusive interviews to major newspapers in Taiwan, including Apple Daily and United Daily News, as well as professional photography magazines, such as Digiphot.



Tony Chen (Ying Hao, Chen)

Working as a professional illustrator for more than ten years, Tony focuses mainly on illustrations for books, newspapers, and magazines, and various mascots, as well as graphic design. In recent years, he has been creating illustrations and writings to express his own thoughts and depict the utopia in his heart with the beautiful and imperfect things of life.

Nicko Huang (Yen Han, Huang)

Nicko's style is diverse, colorful, and childlike. Skilled at illustrations for children, she has won the Best Illustration (Advertising) Award, Greater China Illustration Awards, and Character Design Taiwan Excellence Award. Her works have been displayed in Taiwan, Malaysia, Shanghai, Hong Kong, and China, and her clients include CTBC, HTC, uni-president, CPBL, Benesse, etc.



Iris Chang (Chiung Wen, Chang)

Since 2003, Iris has been engaged in creating reference books with colored pencils, picture travel books, picture books, etc. She has served as a lecturer and judge at Xue Xue Institute and children's painting contests throughout Taiwan. Also, she has a gift for rendering animals with the gentle lines of colored pencils, presenting happiness and healing feelings with a childlike perspective for the viewers.