

ART AND SOCIETY



J.ben
BEACH ART
www.jbenart.com

About J.ben

TARAIN Jehan-Benjamin, France, beach art

Jehan-Benjamin, alias J.ben, is a 34 years old project manager and web designer who also works as a "beach art" artist for the past two years, mainly in the Charente-Maritime area, in the central west of France.

Beach Art is an ephemeral art, which consists of designing huge drawings on the beach at low tide, using different sizes of rakes. Imprints left by the rake on the wet sand create a contrast that the artist can then use to play with in order to design his idea. Beach Art comes to life depending on tidewater, meaning that the illustration is then lost on the rising tide.

Passionate by different art form, J.ben discovered this unusual and unknown type of art through research he did on internet, where he found Andres Amador, one of the pioneers in this field. This discovery was for him a revelation.

J.ben knows well about working with the sand, as he worked for many years developing his skills as a sculptor and animator for the world marble championship. His passion for the drones led him to build his first machines, with which he spent some time practicing the pilotage in order to do his first tests in aerial view photography and filming. As the drawings in beach art can sometimes cover a surface of up to ten thousand square feet, using a drone to capture these artworks made sense.

It is because of these reasons that J.ben decided to do his first tests, which happened to be very promising start.

He spent some some time working on more ambitious project in order to test his limits. He realised then big floral drawings or even a complex Polynesian sunset, and the results convinced him about the idea that beach art was something he would want to express himself with. First a hobby, then a passion, then beach art rapidly became his profession which he performs for the last six months.

Being already an experienced graphic and web designer, J.ben built a graphic chart around his artistic universe. He rapidly put online his website where he started sharing the areal pictures of his artwork, before creating more artist pages on social media, where he is welcomed by an audience that rapidly grows week after weeks. After six months, several websites were already covering his artwork which generated a certain enthusiasm for this art relatively unknown to the french public.

J.ben had the idea to draw something as a tribute to the victims of the Charlie Hebdo shooting in Paris, a project that became an official tribute in Royan, where 2500 people gathered around a circle surrounding the drawing of a fist holding a pen, a symbol for free expression. The pictures that captured the moment were a success, and was seen by thousands because of the social networks, which resulted in a number of national press articles, and several television reports. This advertising definitely gave J.ben a boost in popularity.



His motivations

Jben's motivations are numerous but the most important are freedom and communion with nature. The limitless possibilities of a blank canvas offered by beaches at low tide and also the infinite possibility of his art. Through his art he can feed his creativity and at the same time share moments of escape with people. He can bring them a positive vibration in their every day life trough the photos and videos of his work. The incredible feedback of his fans, friends and family are a great motivation too.

His objectives

He's convinced that art can help make this world a better place. Beach art allows him to raise awareness, to pay tribute, to convey strong messages in an original way and finally it can help others in some ways.

The impact of his work in society

He has several times gathered around his frescoes, to defend noble causes. Sometimes, several thousand people. Many associations call on his talent to communicate in an original way on the cause that they defend and thus reach a large number of people. He also work sometimes with schools to include beach art in the educational process.

The involvement of others in his artistic projects shows that we can unite and try in harmony to change things.

Some projects he made with people involved in a good cause

Jben by his will to do good around him has several times gathering people around his frescoes. Sometimes it does it on its own initiative and sometimes associations , compagny or schools contact him to work on beautiful projects. Here are some of these projects.

Own project : Tribute to Charlie Hebdo



This project was his idea to make a tribute after the Charlie Hebdo attack. This bad day marked an attack on freedom of expression. This is what J.ben as an artist wanted to defend in his approach.

All started with a Facebook event that quickly became viral so that around 2500 people came to the beach around his drawing to have a minute of silence for the victims.

Compagny project : A roof for bees

A roof for bees is a company that fights for the safeguarding of bees. They help beekeepers and offer to sponsor bees. Sponsors receive in return the honey harvested from their bees.

This company contacted J.ben to produce a video of communication. The idea of the project was to compare the life in danger of the bee and the ephemeral aspect of the drawing on the sand.



Association project : Stop Notre-Dame des Landes airport



The association Acting for the environment contacted J.ben in order to make a design to symbolize the fight against the construction of an airport in Notre-Dame des Landes. The setting up of this airport would damage the environment because it consumes agricultural land and wetlands with a diverse fauna and flora and especially an airport in this area is not useful.

One of the photos taken during this project was used on the cover of a dedicated book: «Notre-Dame des Landes, the fabrication of a state lie.»

Association project : Step by Step with Alexia

The association Step by step with Alexia asked J.ben to realize a drawing on a beach in Brittany to raise awareness on the syndrome of Smith Magenis. This syndrome is unknown and there is just few hospital that can detecting it, only 4 in France. As a result, children are often misdiagnosed and assimilated to autistic children. Their treatment is therefore not adapted at all.

The association helps families to better diagnose children and helps them equip their children's rooms so that they are better adapted to their behavior.

The medias came to cover the event on the day of the drawing on the beach.



Association and educational project : A heart for Karl



A school has appealed to J.ben to make a drawing in honor of Karl a child who had been waiting for several months for a heart transplant. All his schoolmates came around the drawing on the beach to make a picture and then send it to him at the hospital. The association for organ donation was also present that day to help raise awareness on the subject. The media has covered the event and since Karl has been grafted and is doing well. A new life is offered to him !

Educational project : IMP Mirambeau

A project of several months was realized in collaboration with J.ben and the IMP of mirambeau a specialized school for children with different psychoses.

This new creative activity allowed students to progress in different ways. Some began to draw in class to prepare the next workshop on the beach while they never did manual work before.

Others have surpassed some of their phobias and especially they were able to learn to work better in group, to share ideas and help each others.

The teachers have had very positive results thanks to these workshops on the beach. These collaborative weeks were a real success.



Educational project : SEGPA and ITEP classes from Henri Dunant



This project was realized with the middle school Henri Dunant. Two classes came to make a workshop on the beach. They were made up of children in school failure. The idea was to allow them to work in groups on their own drawings that they had prepared in class before.

They all successfully reproduced their drawings on the beach and when they discovered the result they were all impressed with what they had achieved. They were proud of the work accomplished.

The parents were also impressed by the work done. The work of their children was thus reassessed in their eyes. The project was a success it let punctually forget the students failure and show that these students are able to do beautiful things.

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