

PORTFOLIO

ART DIRECTION

Hailing from the south of France near the Mediterranean Sea, I have been designing communication pieces and digital environments for international brands and film production studios for over 17 years. Throughout purposeful travels and wonder of various art techniques, I forge my trust in the inestimable power of art and in an extended definition of the very word.

This portfolio highlights the studio's art direction work, utilizing a diverse range of mediums such as coloured pencil, engraving, clay, wood, bookbinding, digital drawing and rendering.

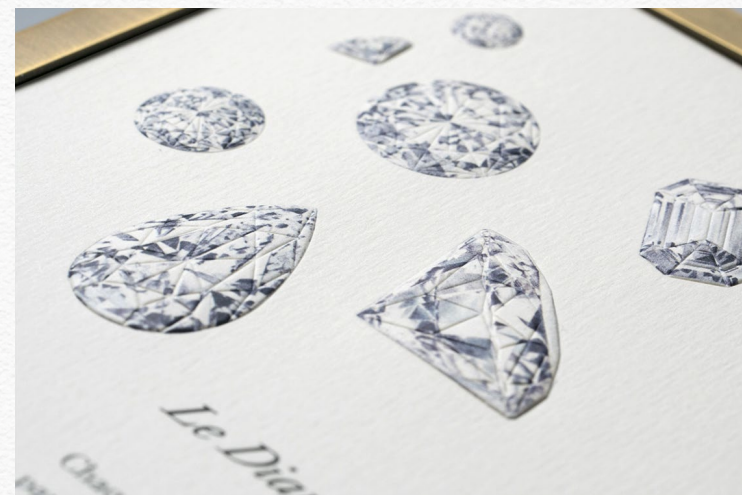
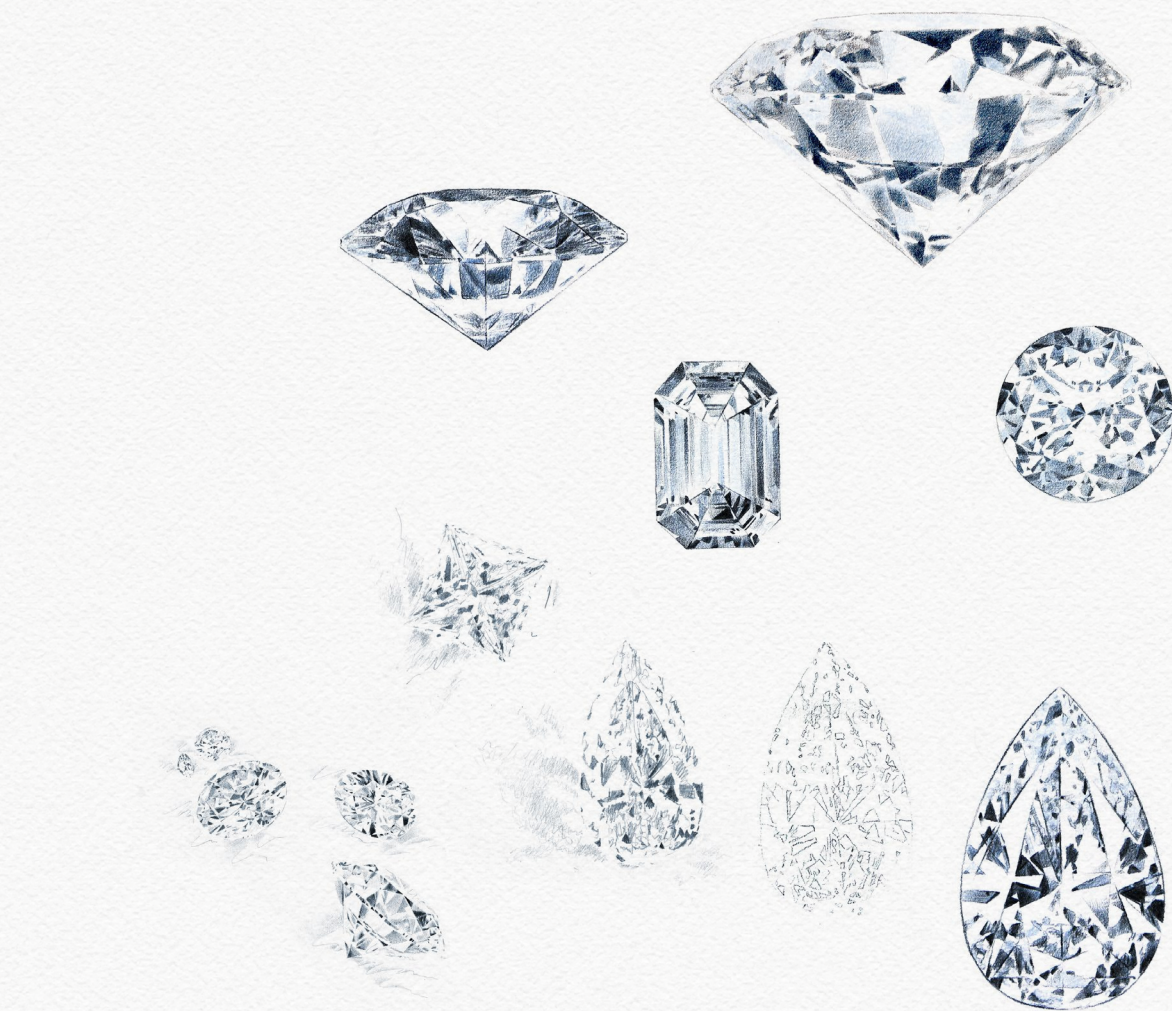
A handwritten signature in dark blue ink, reading "Jonathan Zey". The signature is fluid and stylized, with a long vertical line extending from the bottom of the "y".

Cartier

FREE HAND ILLUSTRATION • *Certificate of authentication presented in display cases*

DIGITAL ILLUSTRATION • *Presentation of the new Clé de Cartier watch for an internal event*

SET DESIGN • *The store windows of Cartier's historical houses*







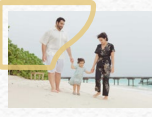
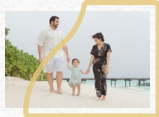


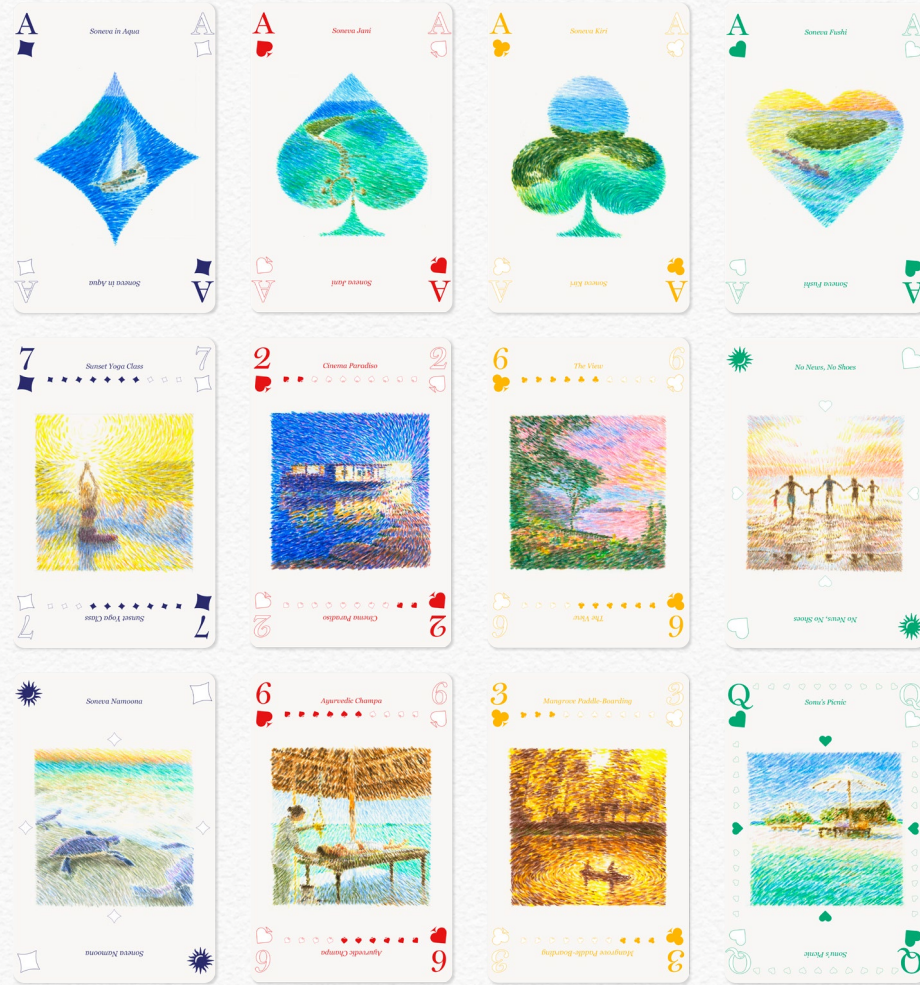
GIFT DESIGN • *Conceptualisation of the guests' experiential souvenir Sensorial Mémoire*

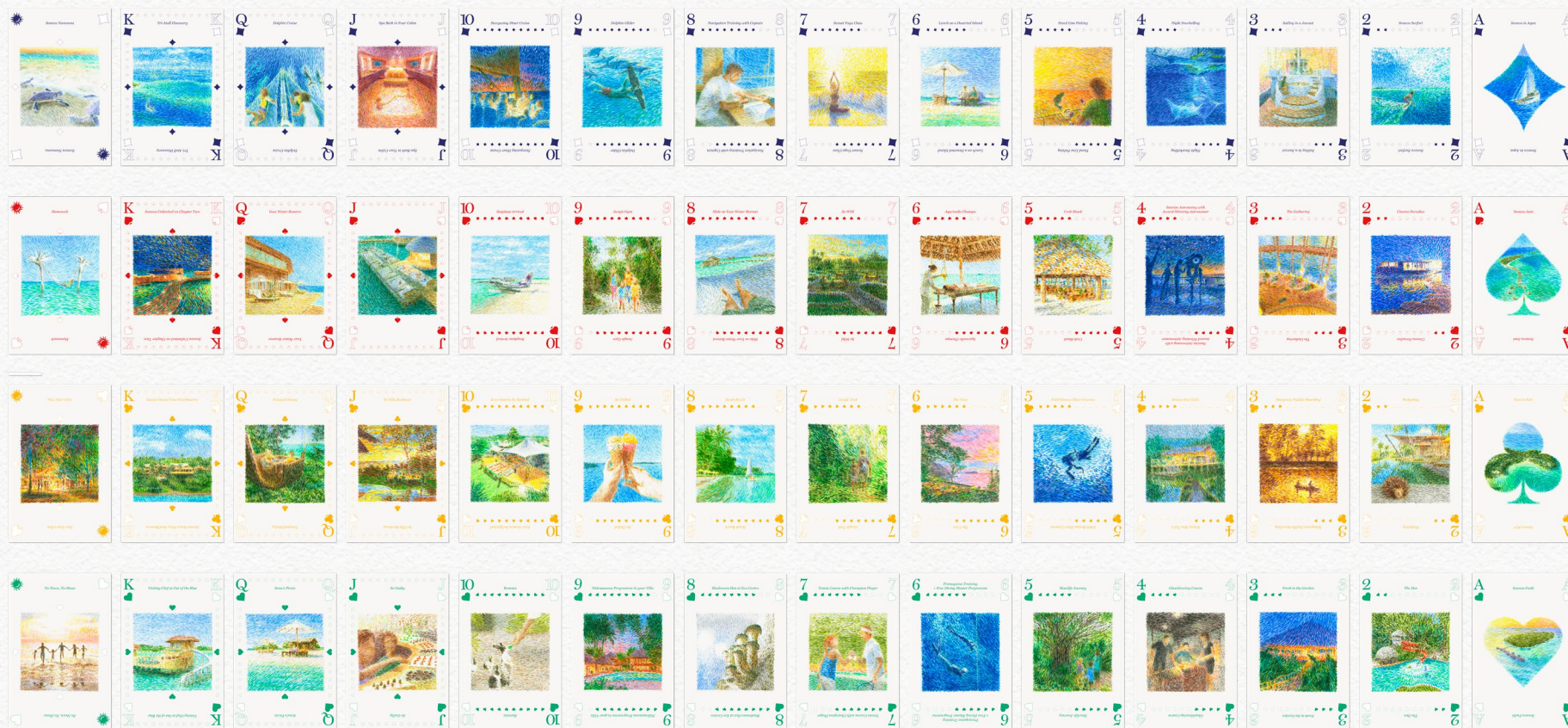
GAME DESIGN • *Soneva playing cards with 56 illustrations of the 4 resort sites*

THE ART SESSIONS • *Implementation of The Art Sessions on Soneva Fushi*

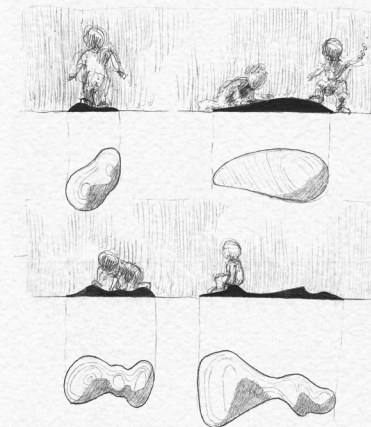
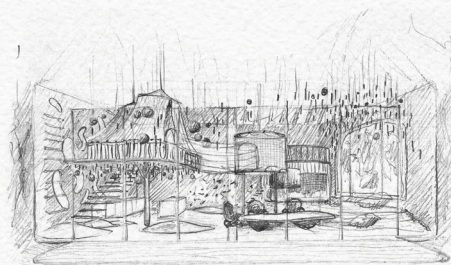
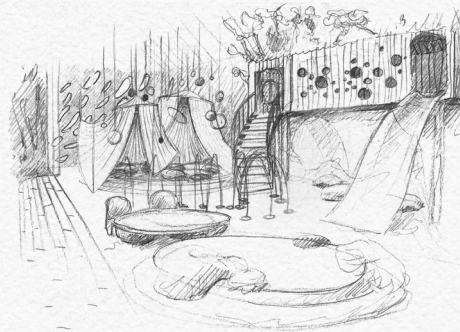
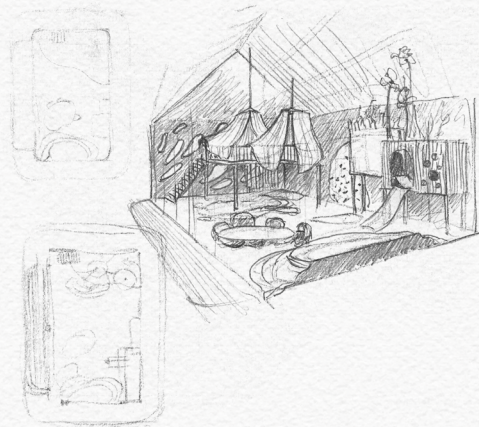
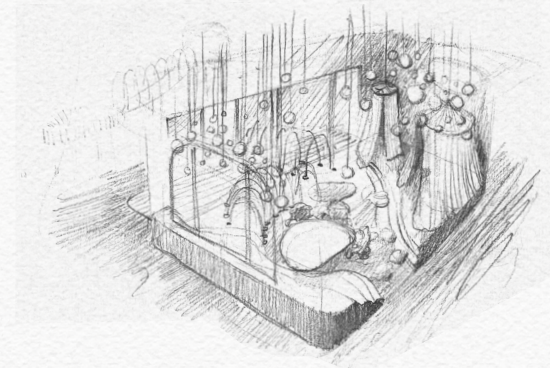
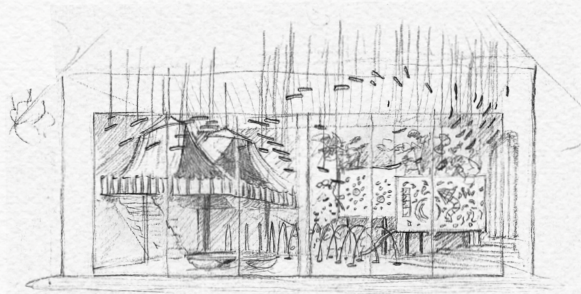
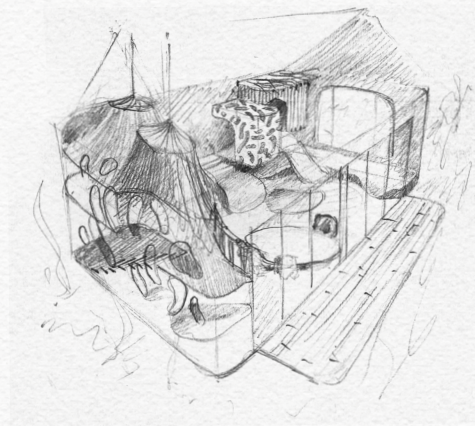
INTERIOR DESIGN • *Design of the future toddler room*







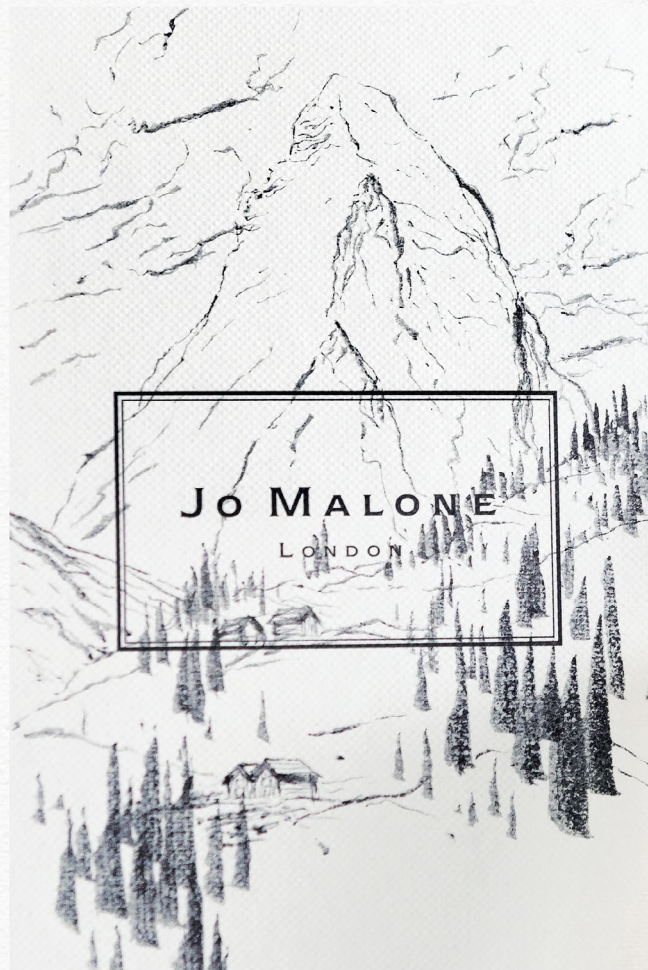




Jo Malone

LONDON

LIVE DRAWING • *Customised gift boxes in the boutiques in Geneva and Zurich during Christmas Events*



SFER·IK

MUSEION

BRAND IDENTITY • *Emblem design*

WEB DESIGN • *Concept Design*

CAMPAIGN DESIGN • *Configurations exhibition*

“ • *Alchemy exhibition*

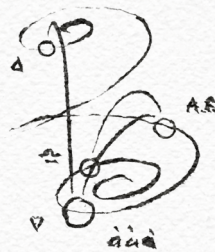
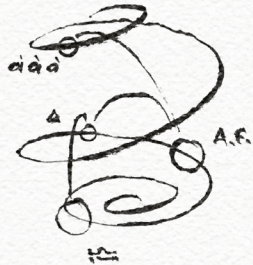
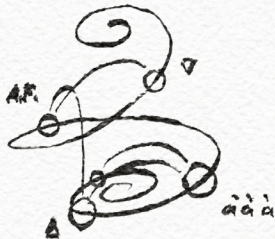
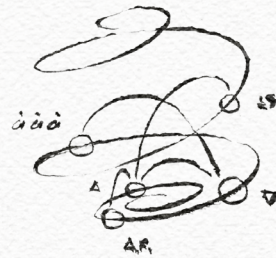
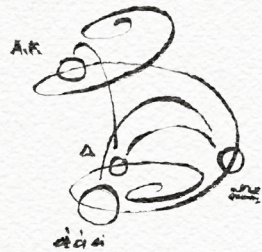
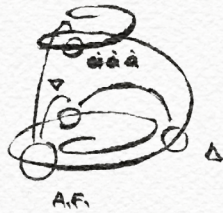
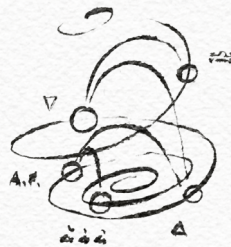
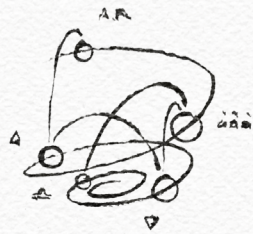
“ • *Alliga exhibition*

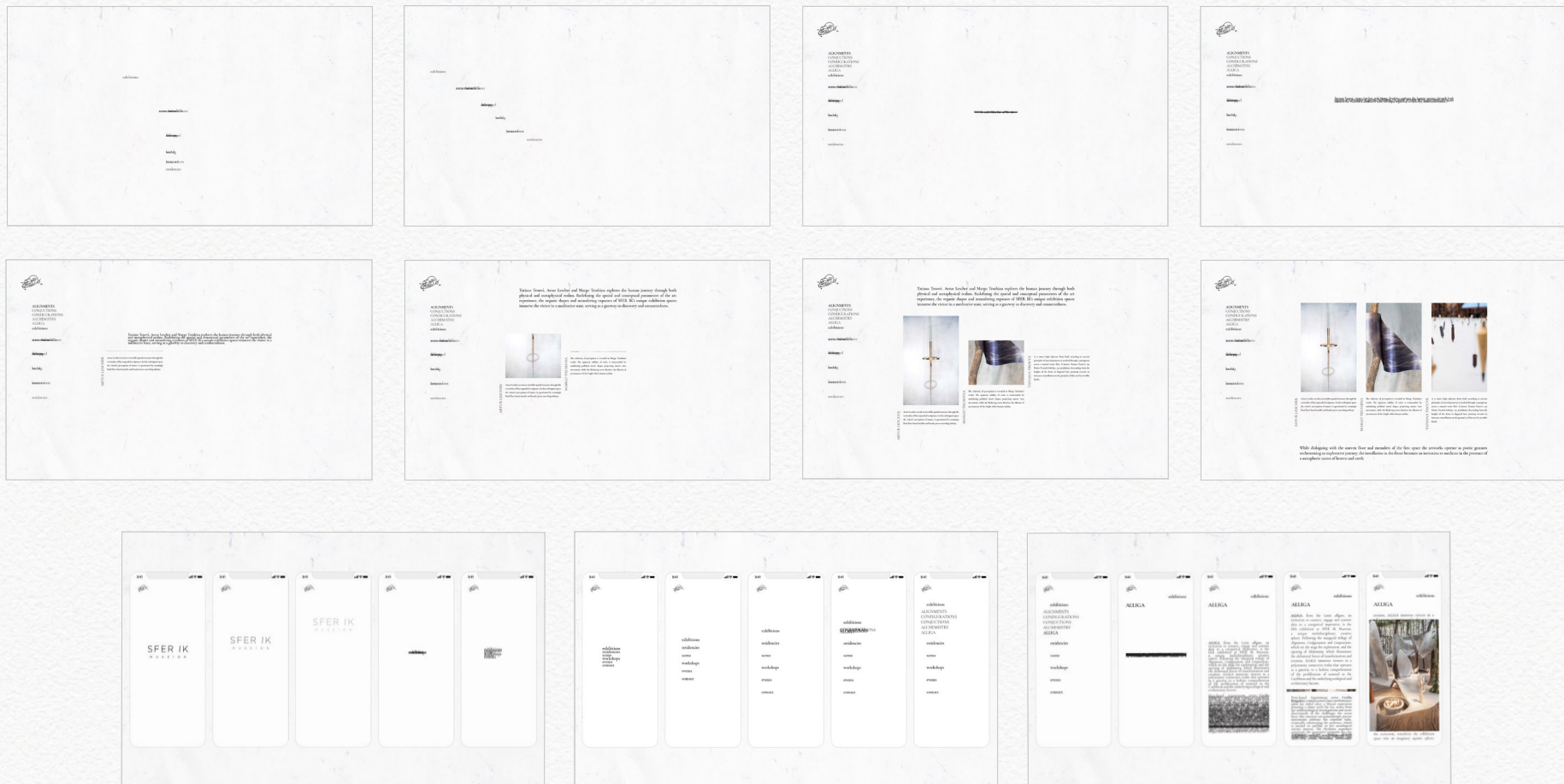
“ • *Sceno by Sfer Ik*

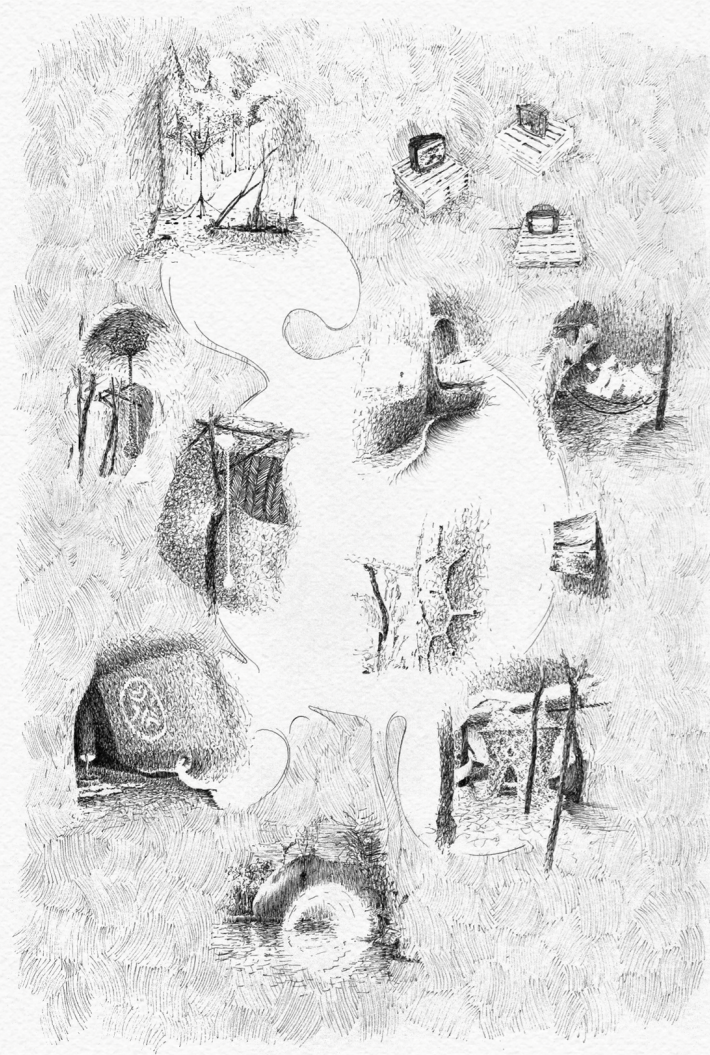
“ • *Azulik AlUla inaugural communication*

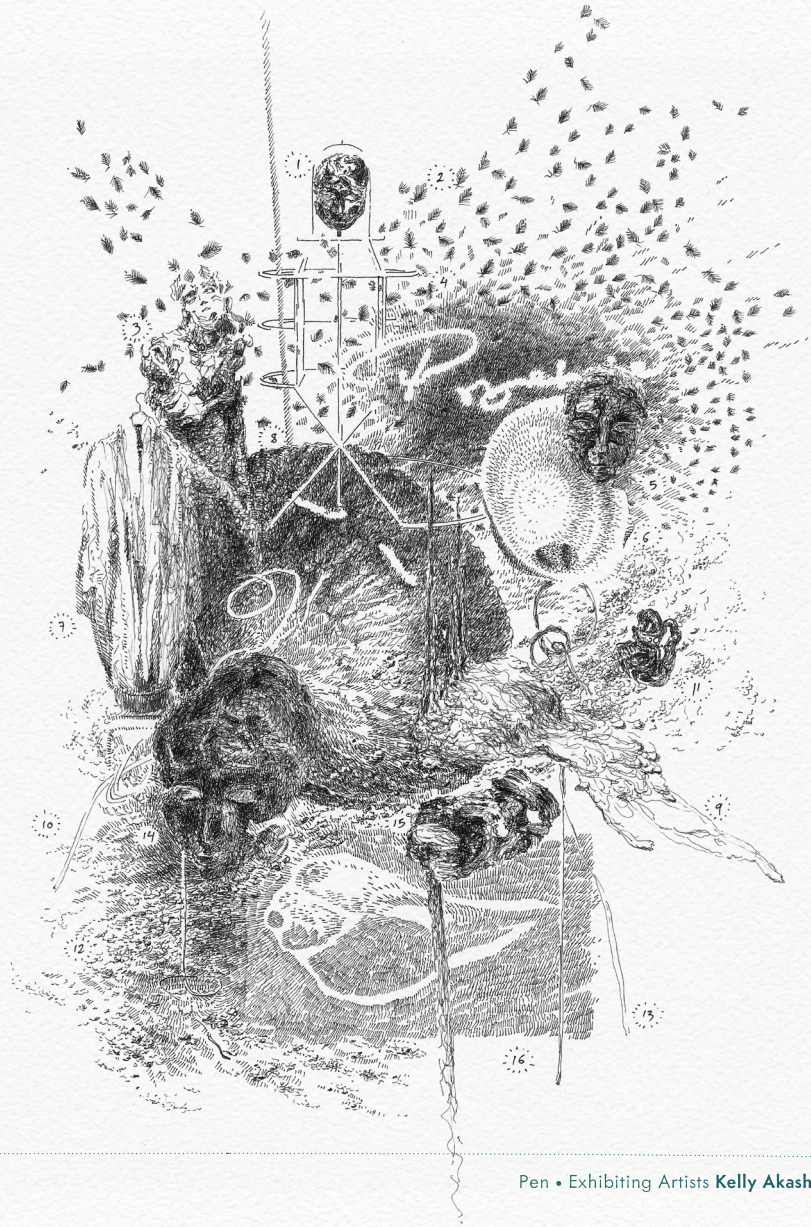
PRODUCT DESIGN • *The museum's guestbook*

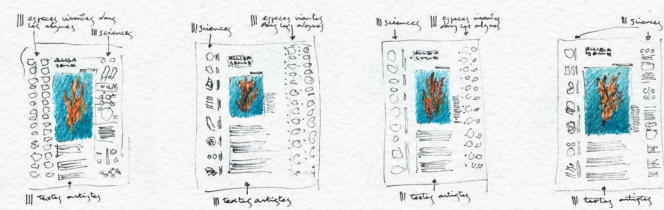
THE ART SESSIONS • *Art Session with Ladle Tulum*











by **ALLIGA***
by SFER IK
PROGRAM
September 4-6, 2019

*Alliga refers to the name of the community of Alliga, based on the concept of Alliga.

We are delighted to welcome you as part of a selected group of gifted and inspiring individuals to a carefully curated interdisciplinary connective experience to contribute to crafting a holistic solution for the renaissance of seaweed in the Caribbean.

with **CECILIA BENGOLEA**
AKI INOMATA
SISEL TOLAAS

ALLIGA
by SFER IK

day 1
continued

September 5, 2019

6 pm
Opening of ALLIGA

8 pm
Performance by Cecilia Bengolea

8 pm
Ocean-Themed Benefit Dinner

10 pm
Intention Setting

In the evening you are invited to the opening of SFER IK's fifth exhibition, ALLIGA, featuring Cecilia Bengolea, Aki Inomata and Sissel Tolaas.

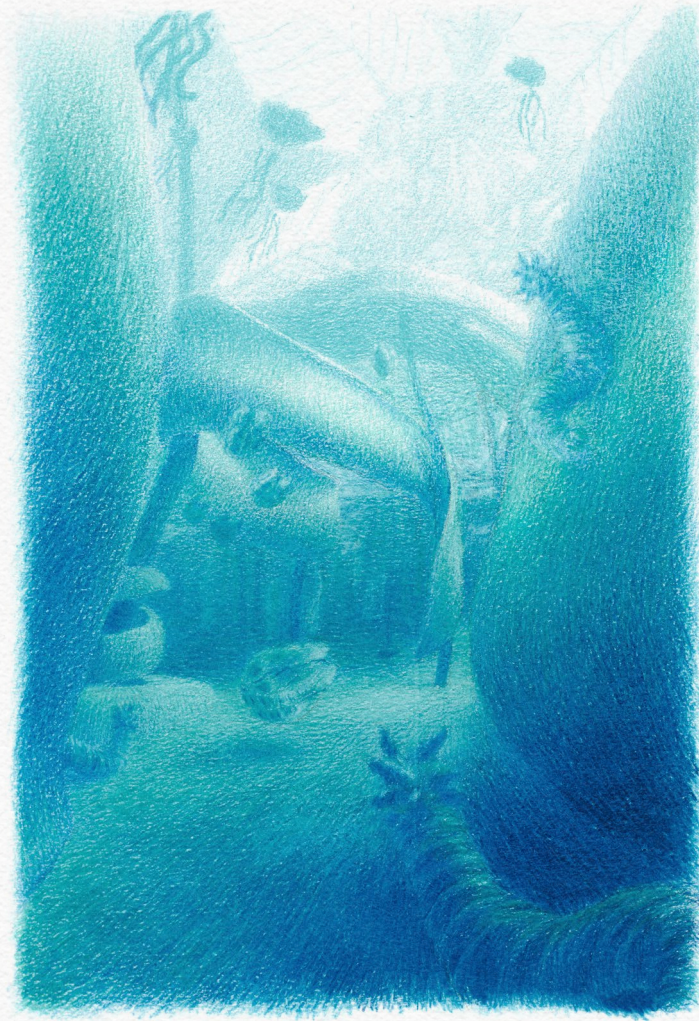
Experience an interactive dance performance by Cecilia Bengolea where woven shaped sculptures interwined with fans, keepers of the experience, transform the exhibition space into an immersive aquatic sphere the equilibrium of which we are called to consider and feel for.

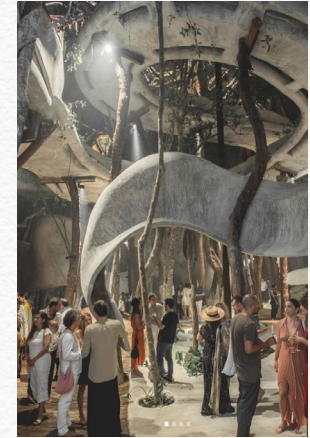
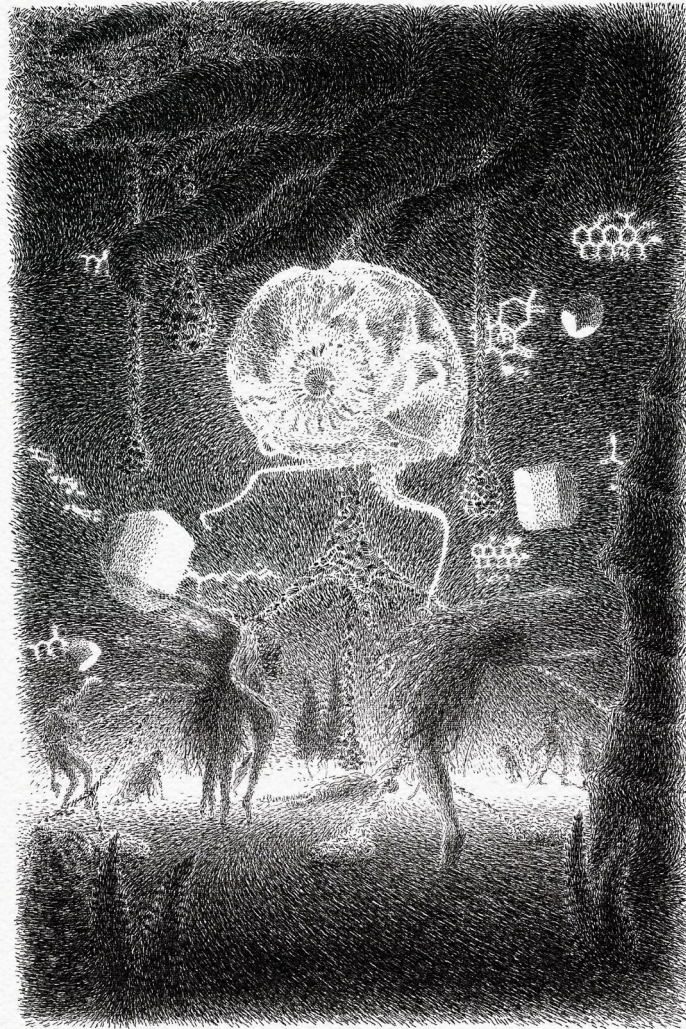
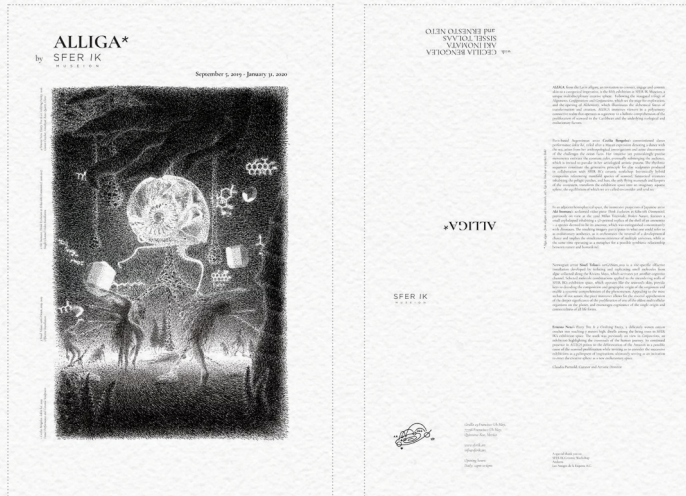
The progression of Japanese artist Aki Inomata's acclaimed video piece 'Think Evolution as Kiko-ko (Communist, anti-war, currently on view at the Alliga: Festival Broken Nature, features a brown crab inhabiting a 3D printed shell form opening as a metaphor for a possible symbiotic relationship of man and nature.

The underwater experience is completed by Berlin-based Norwegian artist Sissel Tolaas's affective installation containing small molecules from local seaweed, opening a different channel of perception.

The opening will be followed by an ocean-themed dinner prepared by JACQUEL CORREIA's creative chef.

An intention setting session will ensue.





by **SCENO**
by **SFER IK**
MUSEION

January 11, 2020
4:30 - 6:30pm

PLANT MUSIC WORKSHOP
of the Plant Intelligence Series



For the launch of SCENO by SFER IK join us for an innovative **PLANT MUSIC WORKSHOP** with Joe Patitucci of Data Garden who will take you through his process of creating plant music from real-time biodata streams using PlantWave with Ableton Live.

SPACE LIMITED
information and RSVP at
event@sferik.art

by **SCENO**
by **SFER IK**
MUSEION

PROGRAM
December 21, 2019

• Maybe one day we will be able to spend the night dancing in the museum, not like a night club, but as a spiritual place where we can receive and radiate energy through our spiritual body. • Ernesto Neto



The winter solstice is the climax of planetary inhalation.
The birth of the sun after the dark night.

The point when the passive matter of the human world
becomes the radioactive centre of gravity.

The celebration where the light enters our mineral core
and lifts us towards greater aliveness and freedom.

Join the tribe in the celebration of
an **ALCHEMIC SOLSTICE**

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by **SCENO**
by **SFER IK**
MUSEION

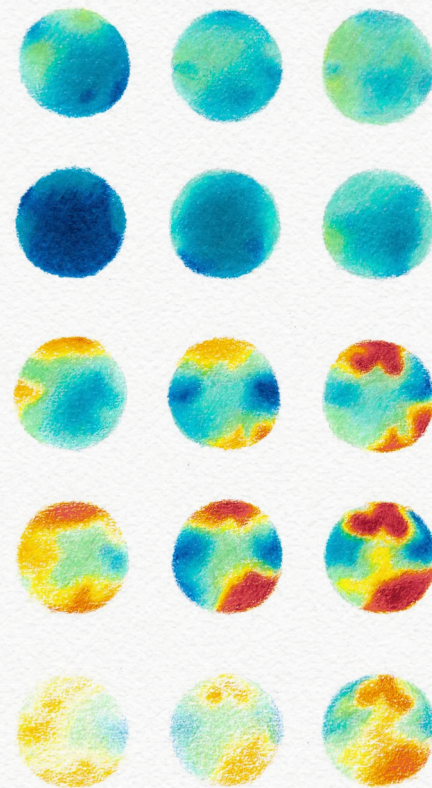
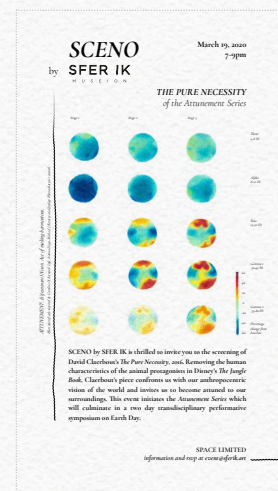
January 12, 2020
4 - 5:30pm

GREEN ALCHEMY
of the Plant Intelligence Series



For the launch of SCENO by SFER IK join us for an introduction to **GREEN ALCHEMY: Spagyrics and the Creative Forces of the Cosmos in Plants**, led by green alchemy practitioner Gabriel Zapata.

SPACE LIMITED
information and RSVP at
event@sferik.art







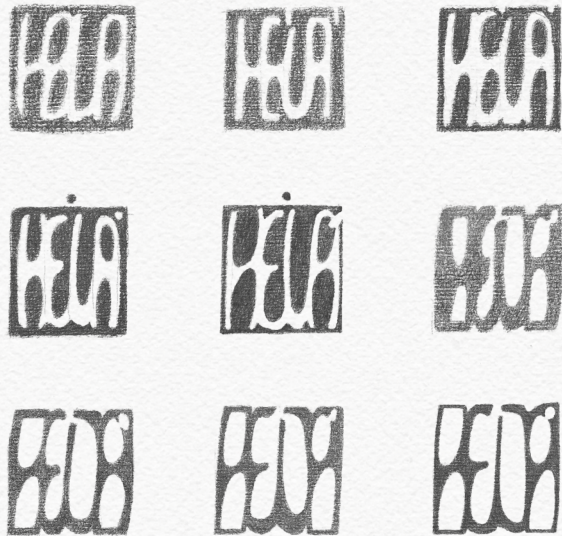
A Z V L I K

BRAND IDENTITY • *CEO's logotype and business card design*

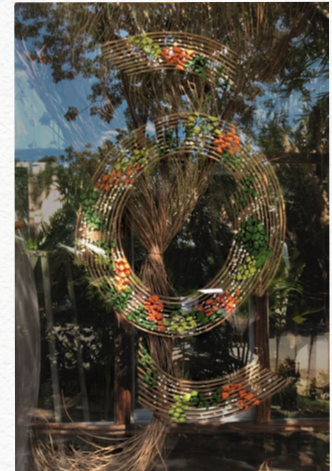
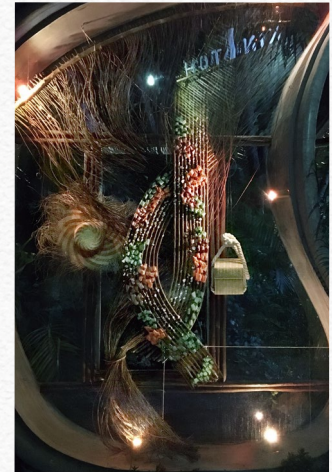
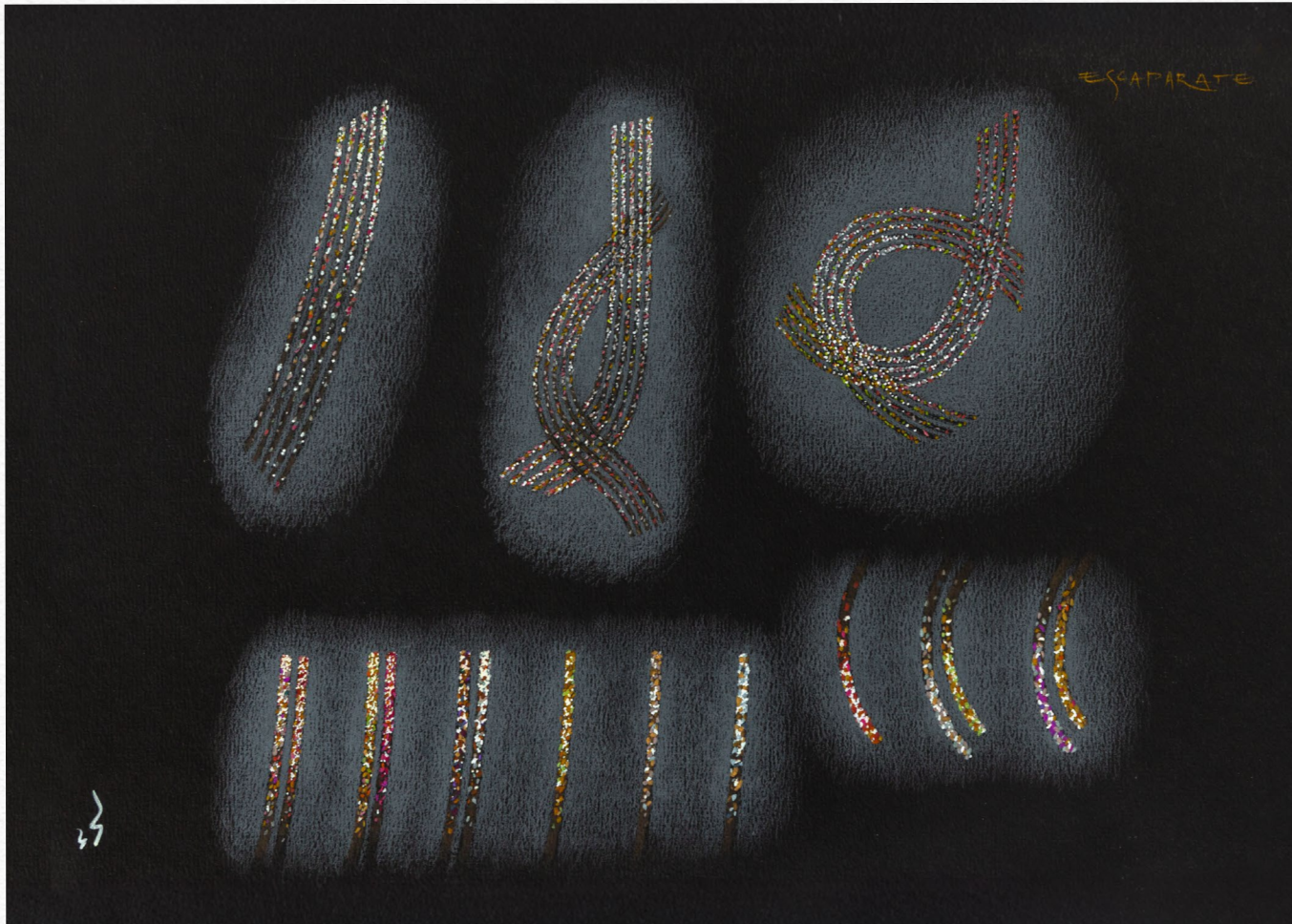
BRAND IDENTITY & PRODUCT DESIGN • *HE'LA': the Azulik's melipona honey brand*

SET DESIGN • *Zak Ik: the Azulik's fashion boutique*



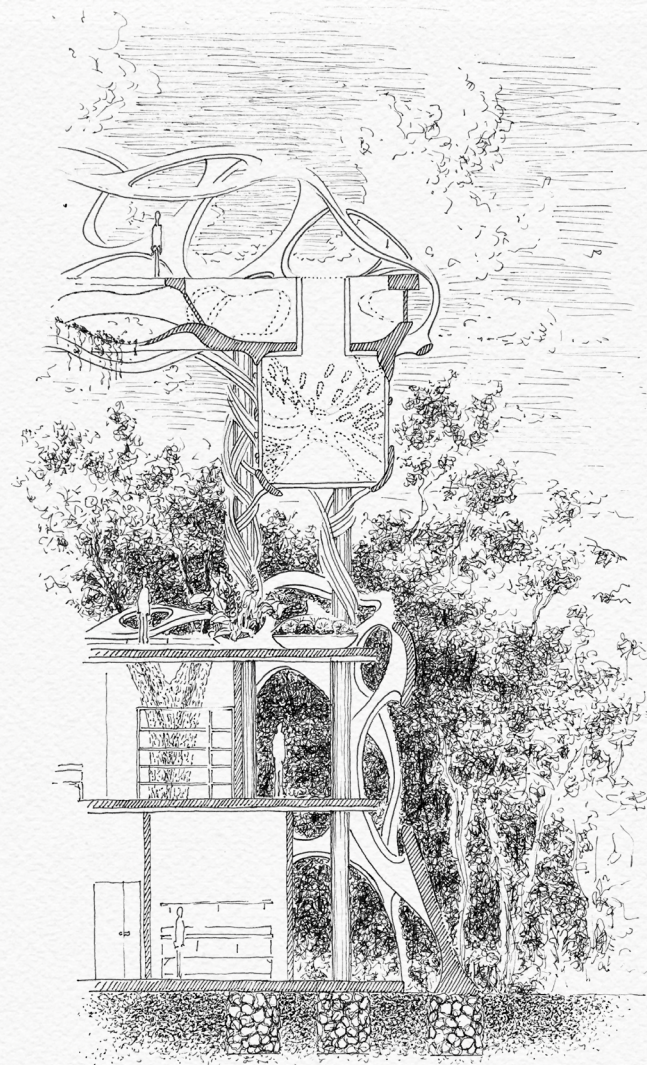


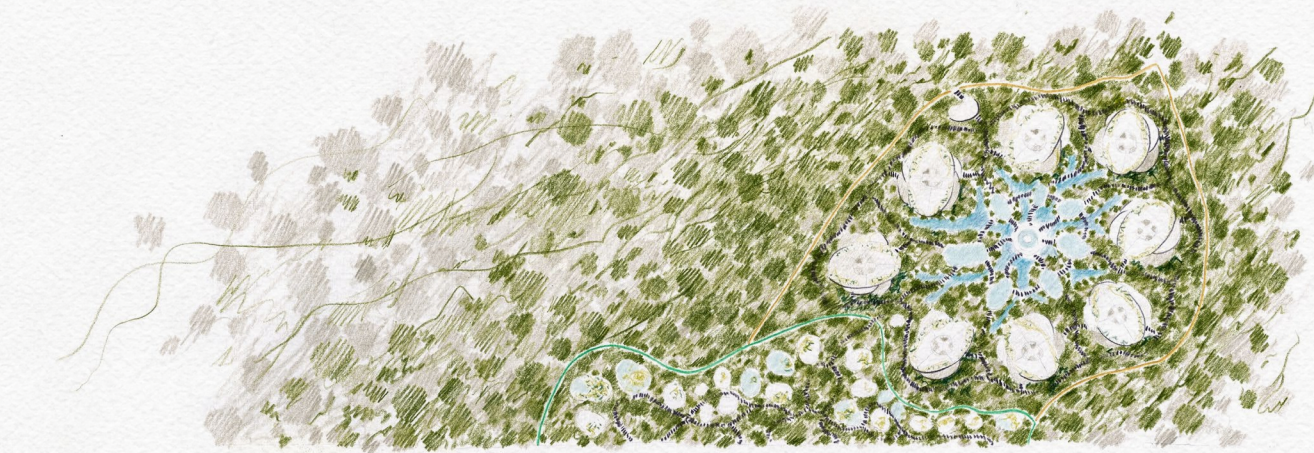




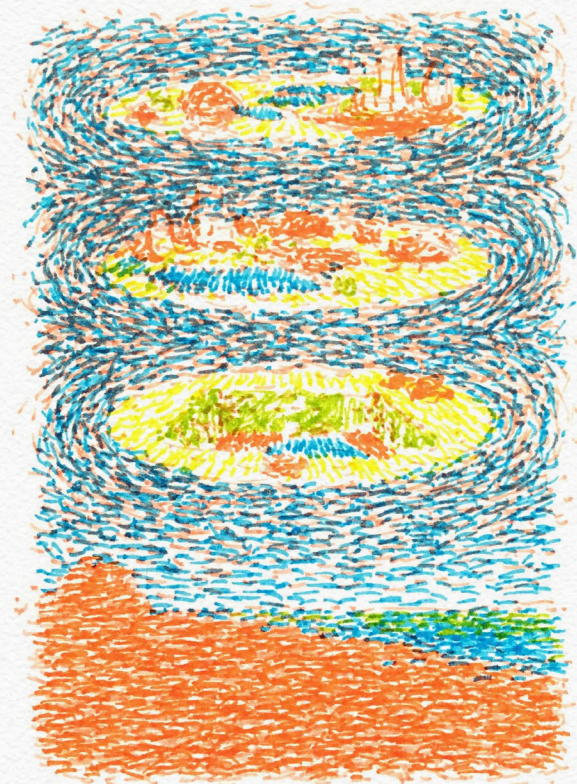
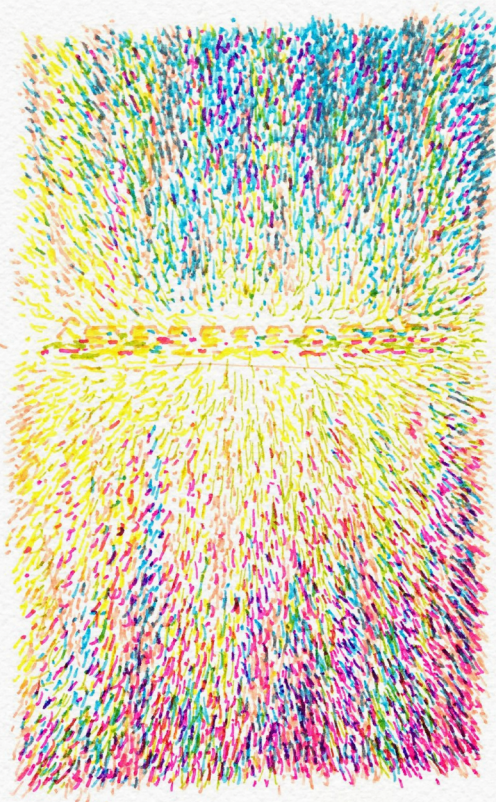


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- FREE HAND ILLUSTRATION** • *Temple, the Azulik creative center in Francisco Uh May*
- ” • *Nest Houses: private residences and boutiques in Tulum*
 - ” • *Translate the studio’s vision into symbolic illustrations*



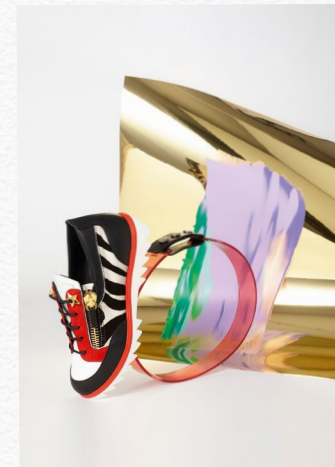








SET DESIGN • *Editorial for Mixte Magazine N°7 & N°8*





Christo et
Jeanne-Claude

COORDINATOR ART INSTALLATION • *The Floating Piers at Italy's Lake Iseo from 18 June to 3 July 2016*



il est temps de partir

www.jonathanbey.com • jonathanbey@me.com

Apple Inc.

Cartier



JO MALONE
LONDON



Christo et
Jeanne-Claude

NETFLIX

SFER·IK
MUSEION

A Z V L I K

Soneva