



JON-JACOBSEN

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ABOUT ME

A question about space and time was enough for Jon Jacobsen to create a universe of his own. Multidisciplinary and self-taught, for over 15 years his work has focused on delivering high-impact content solutions to a diverse range of clients in the sectors of luxury fashion, beauty, publishing, education, and culture.

Jacobsen's main focus leans on strong conceptualization and the execution of nuanced marketing & communication strategies to reinforce them with vibrant visual components and meticulously curated brand style guides. As a creative who wields the mediums of art direction, photography, design, film and retouching, Jon is always looking for the next professional challenge so that his message can resonate with wider audiences. He is also a good dancer.

FUN FACTS

- At age 15, he went through a *Dance Dance Revolution* stage that made him lose 10kg.
- Jon is quite chill and amenable until *I'm A Slave 4 U* comes out in the club. Be aware.
- He's honest, direct, and very punctual – basically a Dutch soul trapped in the body of a small queer, travel-size Latino guy.

HOBBIES

Yoga, Pilates, Contact improvisation, Trekking, Neuroscience and making curated playlists.

5 FAVORITE ALBUMS

- Music for People In Trouble* – Susanne Sundfør
- Hejira* – Joni Mitchell
- Green* – Hiroshi Yoshimura
- Vespertine* – Björk
- Recto Verso* – Paradis

SKILLS

Software

- | | |
|-----------------------------|------------------------------|
| Adobe Photoshop
●●●●● | Capture One
●●●●● |
| Adobe Premiere Pro
●●●●● | Adobe After Effects
●●●●● |
| Adobe In Design
●●●●● | Adobe Illustrator
●●●●● |

Languages

- Spanish — Mother Language
- English — C1 Level
- Portuguese — A2 Level (in training)

Other skills

- | | |
|----------------------------|---------------------------|
| Leadership
●●●●● | Adaptability
●●●●● |
| Creative thinking
●●●●● | Strategic Design
●●●●● |
| Multitasking
●●●●● | Branding
●●●●● |
| Campaign Analysis
●●●●● | Problem-solving
●●●●● |

CLIENTS

American Airlines 


CONVERSE


L'ORIGINALE
PALLADIUM
DEPUIS 1947


THE SUNDAY TIMES
STYLE

SHOWstudio

V MAGAZINE


UNIVERSAL
UNIVERSAL MUSIC GROUP

ual: central
saint martins

POLITICO

 BRITISH
COUNCIL

ART DIRECTION



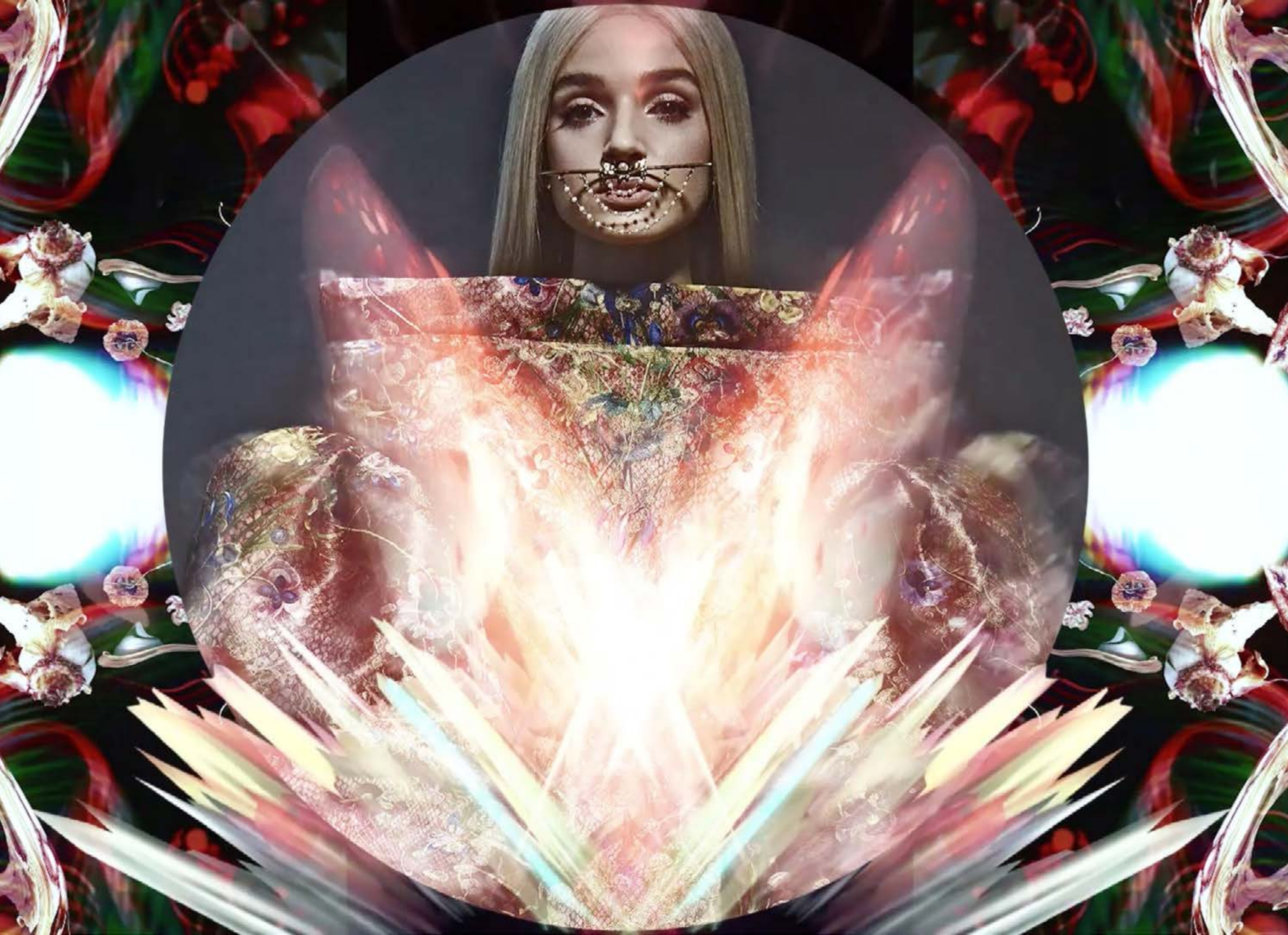
SOCIAL MEDIA



DESIGN & COMMUNICATION



BRUNITH



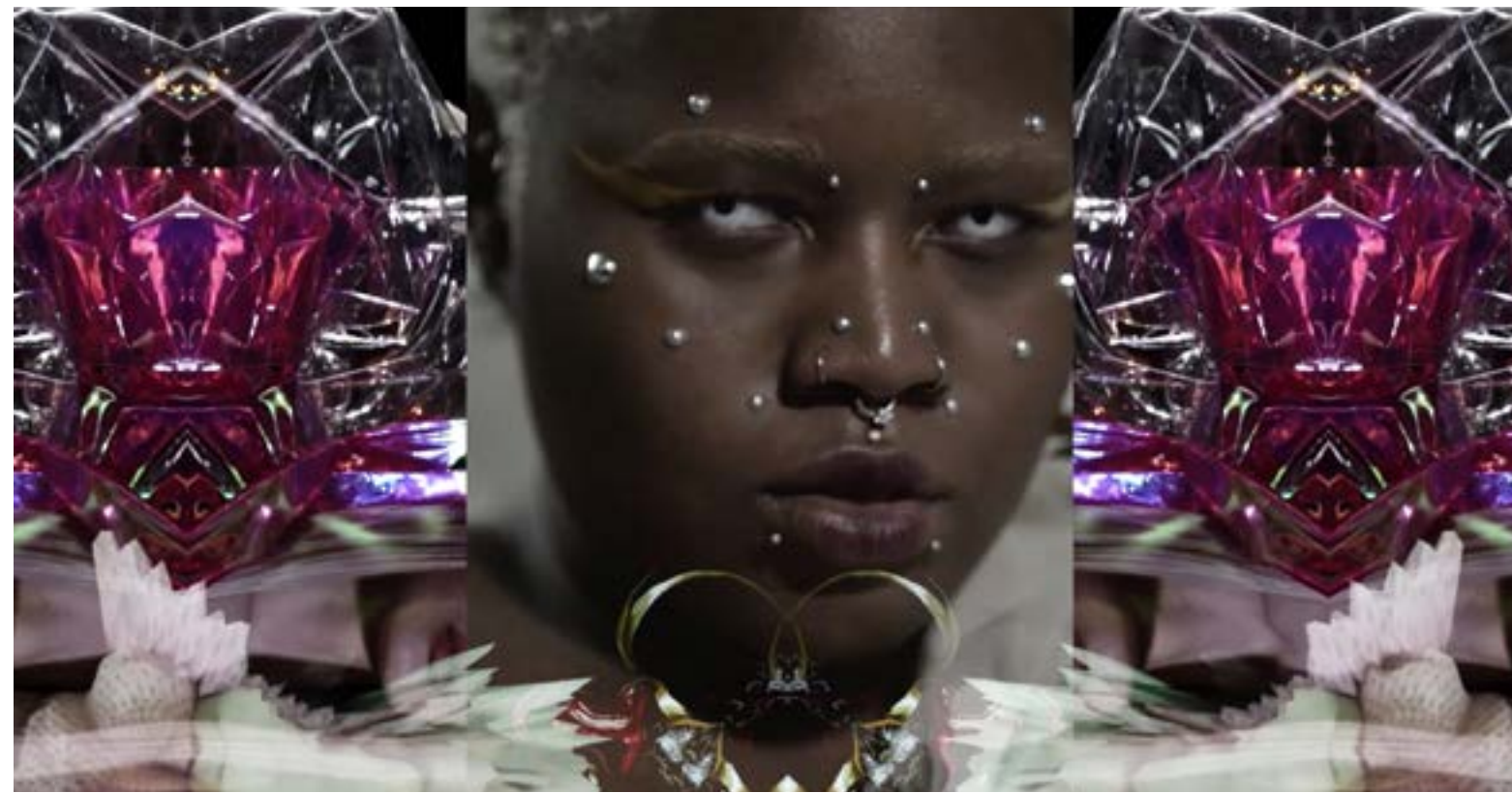
KAIMIN

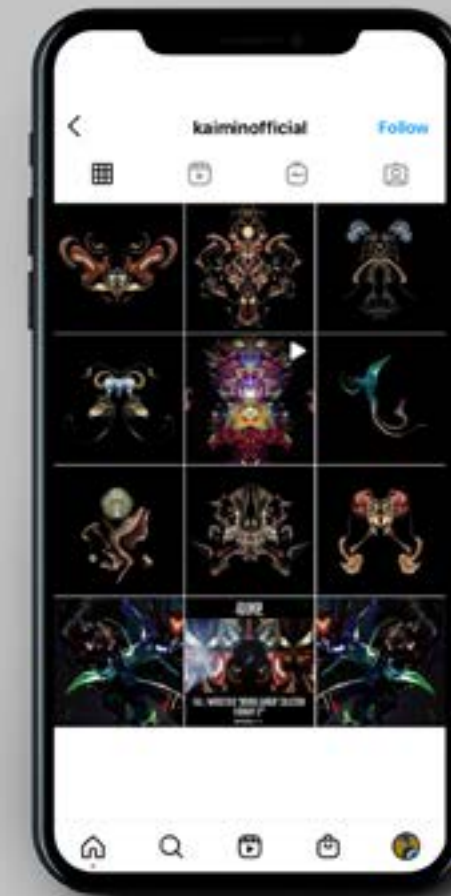
Remotely managed and directed visuals for the brand's debut at NYFW, as well as supervising their social media marketing.

Following the client's brief, a series of surreal illustrations were made based on the garments from the collection, which later were animated using digital and analog techniques.

The project required managing a fast-paced photoshoot, being in charge of a 15+ members team, including influencers and celebrities from the New York entertainment scene.

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REMOTE DIRECTION / FASHION FILM / DIGITAL ILLUSTRATION





SOCIAL MEDIA SUPERVISION

The imagery and visuals for this collection were edited using Adobe Premiere Pro and After Effects. Many effects were created on an iPhone using the Glitché app.

Instagram posts, as well as invitations to the event, were designed using short clips from these videos, and the illustrations created for the occasion.



ILLUSTRATION PROCESS

The client's brief required *the creation of insects resembling a female reproductive system*. With this in mind, images from the collection were processed on Adobe Photoshop using algorithms that distorted these images into a catalogue of abstract shapes. Once this stage was finished, each *insect* was brought to life by manually ensembling these forms, taking being from the abyssal fauna as reference.



Chile Violates Human Rights

Digital campaign largely focused on notifying international journalists and citizens about Human Rights abuse at the hands of Chilean security forces, supported by the current government amidst the *Estallido Social* (lit. *social outburst*) movement that took place in October 2019.

Civil protests took place throughout Chile in response to a rise in corruption, cost of living, privatisation and inequality prevalent in the country. While authorities avoided spreading this news around the globe, social media became an important vessel to inform and viralize the magnitude of these events.



ART DIRECTION / GRAPHIC DESIGN / DIGITAL ACTIVISM

PERSONAS CON HERIDAS OCULARES: 157

QUERELLAS JUDICIALES
 HOMICIDIO: 5*
 TORTURAS: 132
 VIOLENCIA SEXUAL: 18

Chile Viola Los Derechos Humanos

HERIDOS EN HOSPITALES: 1574
 DETENIDOS: 4316
(REPORTE INDH 01/11/19)

HERIDAS POR ARMA DE FUEGO NO IDENTIFICADA: 305
 HERIDAS POR DISPARO DE PERDIGONES: 473
 HERIDAS POR DISPARO DE BALA: 40

*INDH SOLO CONTABILIZA HOMICIDIOS PERPETUADOS POR AGENTES DEL ESTADO

OCULAR DAMAGE INCLUDING EYE LOSS: 217

JUDICIAL ACTIONS CONCERNING:
 HOMICIDE: 5*
 TORTURES: 246
 SEXUAL VIOLENCE: 58
 ATTEMPTED MURDER: 7

Chile Viola Human Rights

INJURED IN HOSPITALS: 2381
 DETAINEES: 6362
(INDH REPORT: 11/15/19)

INJURIES CAUSED BY UNIDENTIFIED FIRE ARMS: 407
 INJURIES CAUSED BY BUCKSHOTS: 866
 INJURIES CAUSED BY BULLETS: 42

*INDH ONLY ACCOUNTS FOR HOMICIDES PERPETRATED BY STATE AGENTS

Chile Violates Human Rights

INJURED IN HOSPITALS: 3449
 DETAINEES: 8812
(INDH REPORT 06/12/19)

352 CITIZENS SUFFERING SEVERE EYE TRAUMA

JUDICIAL ACTIONS CONCERNING
 HOMICIDE: 6* / ATTEMPTED MURDER: 11
 TORTURES: 544 / SEXUAL VIOLENCE: 108

INJURIES CAUSED BY FIREARMS
 UNIDENTIFIED: 198 / BULLETS: 51
 BUCKSHOTS: 1554 / PELLETS: 180

*INDH only accounts for homicides perpetrated by state agents

Chile Violates Human Rights

REPORT Nº3
01/11/2019

Creative direction and images by Jon Jacobsen • Report by Charis McGowan • Special Thanks to Javiera Allende and Manuel Cerpa

LEGAL ACTIONS ARE BEING TAKEN



OCULAR DAMAGE INCLUDING EYE LOSS: 157

- INJURED IN HOSPITALS: 1574
- DETAINEES: 4316

JUDICIAL ACTIONS CONCERNING:

- HOMICIDE: 5*
- TORTURES: 132
- SEXUAL VIOLENCE: 18

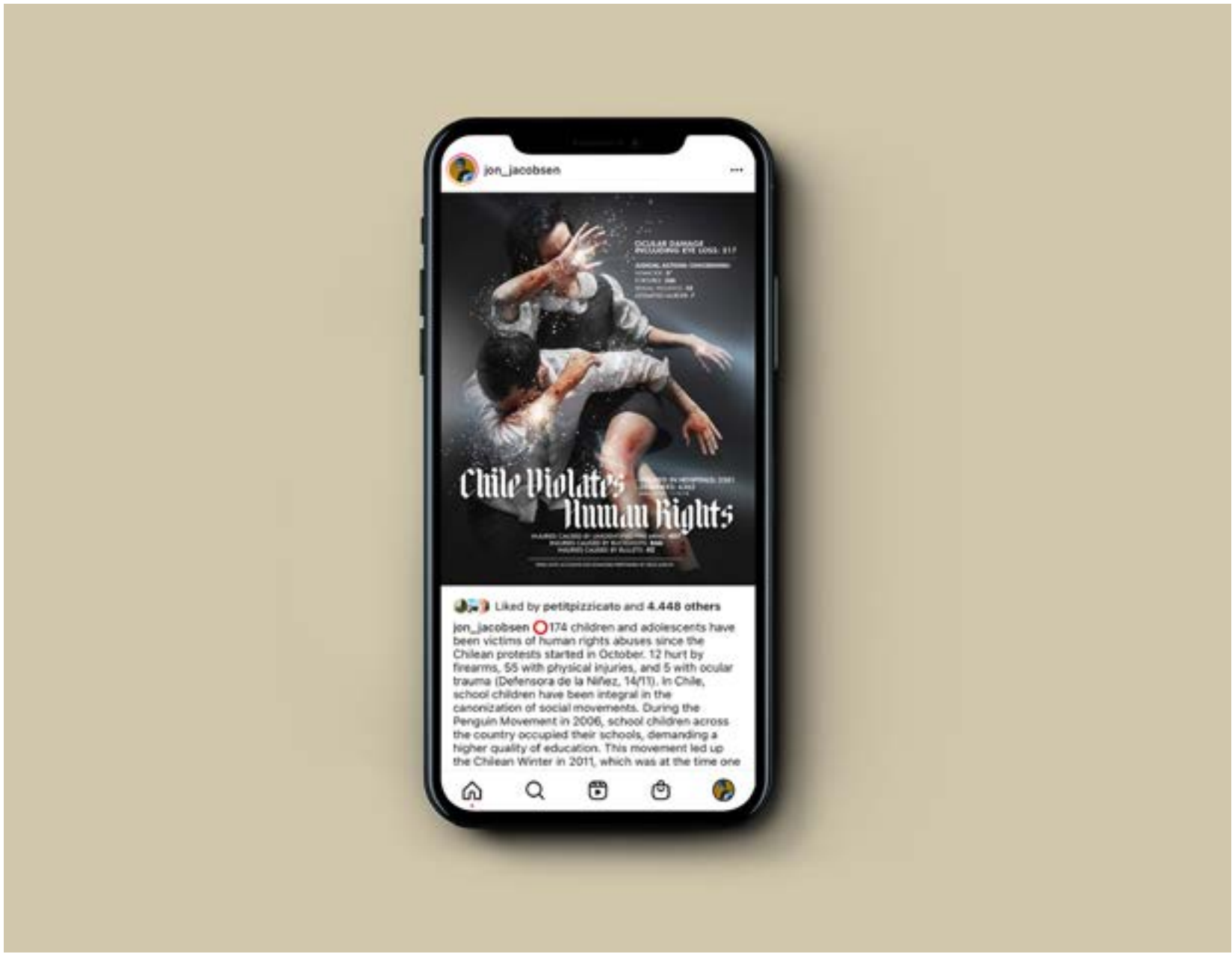
NUMBERS OF INJURIES REGISTERED BY THE NATIONAL HUMAN RIGHTS INSTITUTE (INDH) ARE OVER 1500+ CASES, HOWEVER RED CROSS OFFICIALS BELIEVE THAT NUMBERS ARE FAR HIGHER (2500+)

Human rights violations continue in Chile, with the state and police officials failing to respond to disturbing and troubling issues.

Since the protests started a little over two weeks ago, 23 people have been killed. 16 of these deaths are citizens who died during looting activity — some burned to death during the fires. However, autopsy reports have found bullet wounds in the bodies of at least one of the fire victims — evidence of questionable state activity. Many suspect some of the fire victims were actually murdered by police.

Legal action is being taken against President Sebastian Piñera and his cousin Andres Chadwick, the former minister of internal affairs. Arguments claim that they are directly responsible for the five deaths.

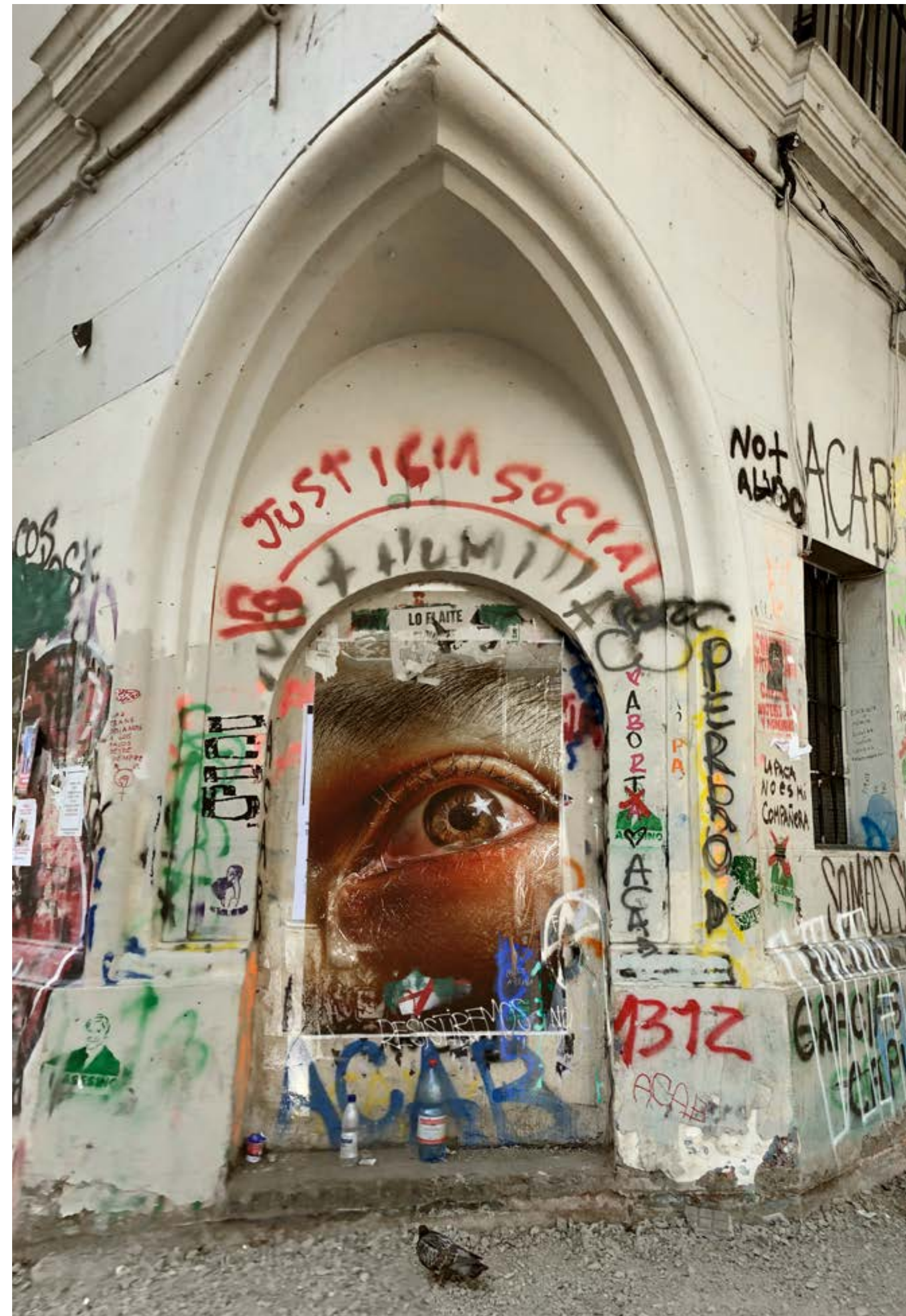
Injured victims are numerous. While the military are no longer on the streets, the Chilean police continue to use violent methods to repress protesters. Directly firing tear gas canisters and pellet shots at the faces of civilians has resulted in over a hundred cases of eye mutilation. Many have lost their eye as a result of this.



SOCIAL MEDIA STRATEGY

By taking reports from the National Institute of Human Rights (INDH) as direct reference, a series of weekly informational posters for Instagram were created, detailing the cases of human rights abuse with impactful, symbolic images featuring recurring elements in these events, such as the eye (injured by rubber bullets), the star of the Chilean flag, and school students – who were the main participants in the wake of this social movement. Additionally, I collaborated with journalist Charis McGowan, who wrote short articles to fill the captions of each viralized post.

These reports were later used to create a newsletter directed to international journalists and personal contacts around the globe.

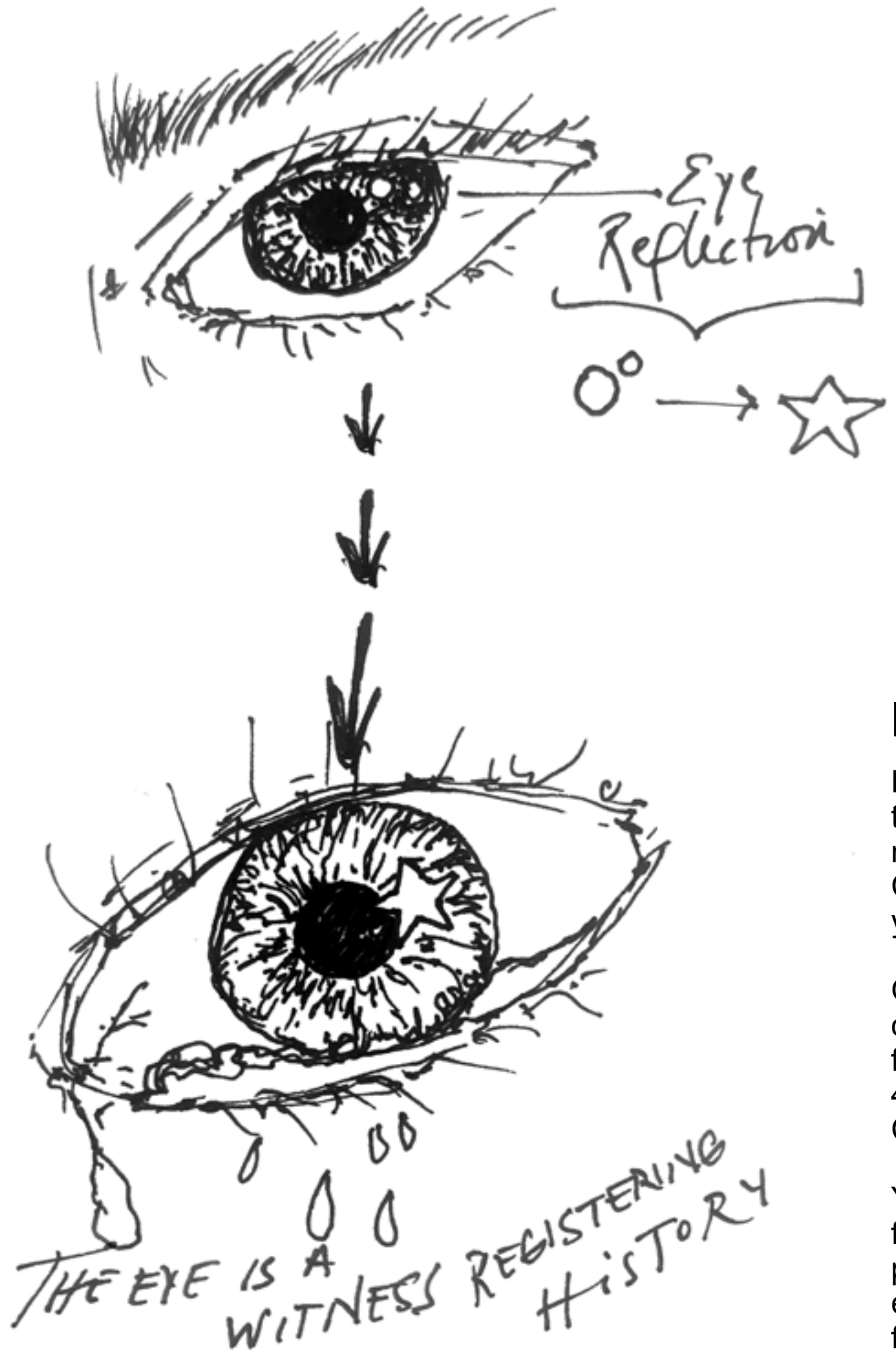


CITY INTERVENTIONS

Although the campaign was created for digital platforms, some of these images saw the lights in the streets of the city in installations supporting the cause.

- ◆ The image on the left features a suffocated being holding a broken star inside his head and was installed at the Angeles Custodios church in Santiago de Chile.

- ◆ The right image features a macro image of a fearful eye reflecting the Chilean star and it was installed near Plaza Dignidad, the main center point where demonstrators would gather.



RESEARCHING PROCESS

Each poster makes a direct reference to the symbols observed during the protests, mainly featuring the star (present in the Chilean flag), the eye and the figure of a young student.

Ocular trauma from rubber bullets was one of the common cases of abuse from security forces during the demonstrations. With over 450 cases, the eye became a symbol of Chile's unrest.

Young students from lower-middle-class families were another emblem of this period. Exhausted from the inequality they experience in their lives, they became the first ones to go out in the streets to protest.



DIE VERWANDLUNG

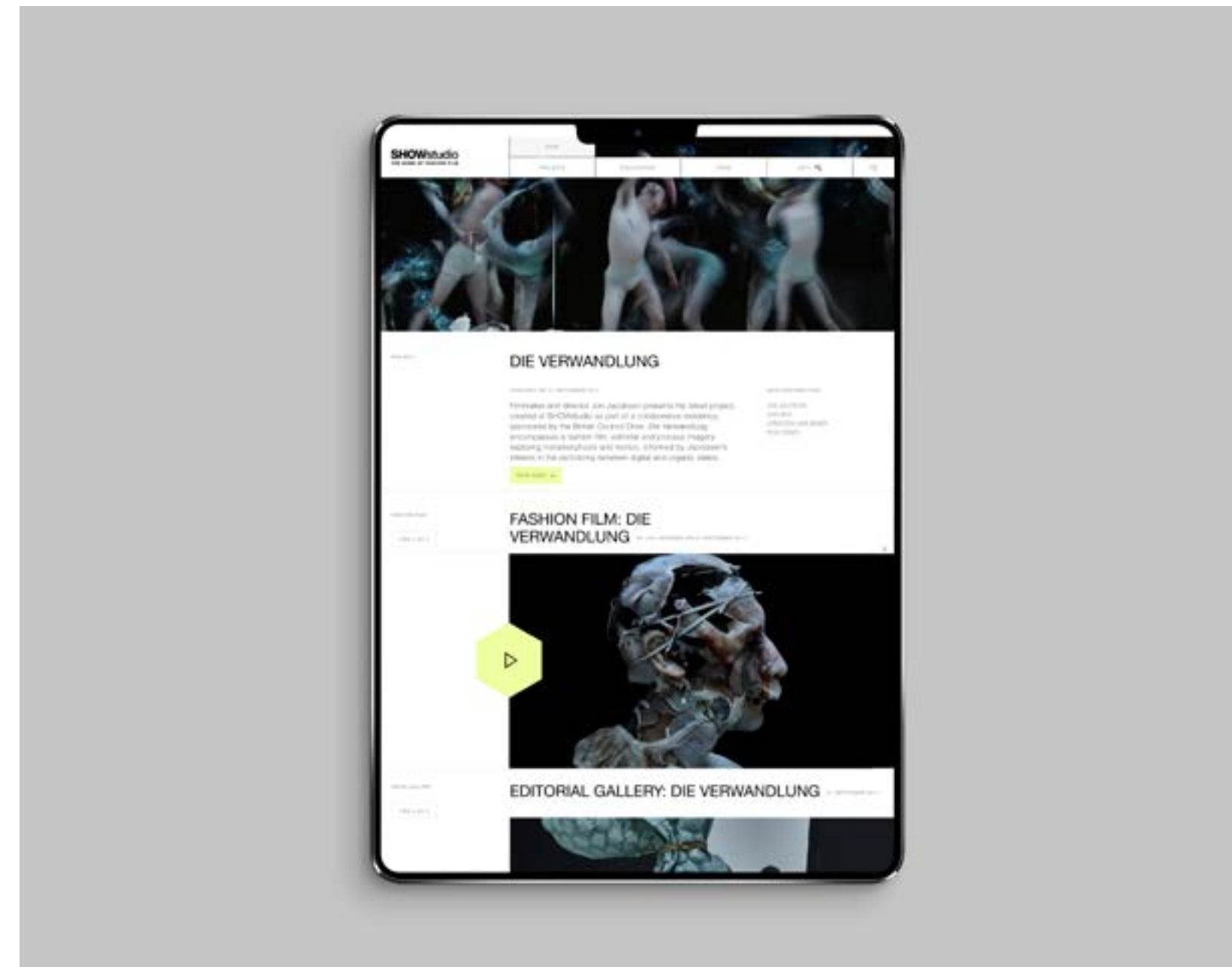
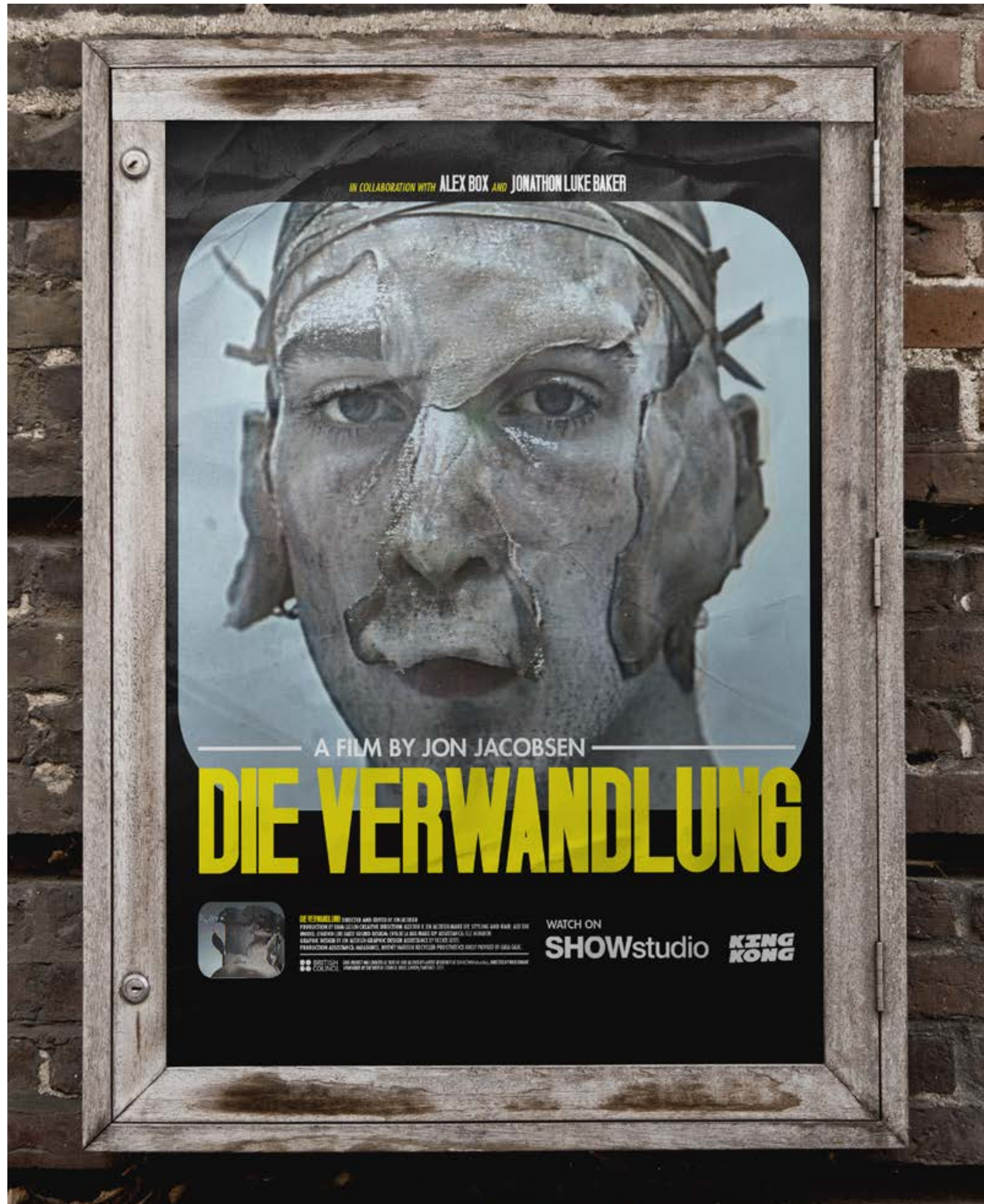
Series of still images and a conceptual fashion film directed at SHOWstudio under the role of artist-in-residence, sponsored by the British Council under their cultural exchange program between Chile and England.

The project was built over a period of three months, sharing the complete process via live-streaming and connecting with other creatives of the fashion industry.

As an artist-in-residence, my job also consisted of representing Chile during events organized by the British Council, hosting the IFS exhibition at Somerset House.

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ART DIRECTION / PHOTOGRAPHY / FILM / MULTICHANNEL STRATEGY





MULTICHANNEL STRATEGY

To reach a wider audience and leverage the impact of the project, a multichannel launch was planned by connecting with King Kong Magazine to feature the project on their September issue.

At the same time, the film was released at Santiago Fashion Film Festival, Copenhagen Film Festival and SHOWstudio.com, where visitors could have an exclusive look at the process behind the project as well as a logbook featuring drawings and studies done during the residence.



LIVE-STREAMED PROCESS

The process of this project was live-streamed on SHOWstudio's social media accounts, including interviews and talks where photographs, drawings and studies of fashion trends were shared with the viewers for educational purposes.

All final images were edited using Adobe Photoshop, Premiere Pro and After Effects.



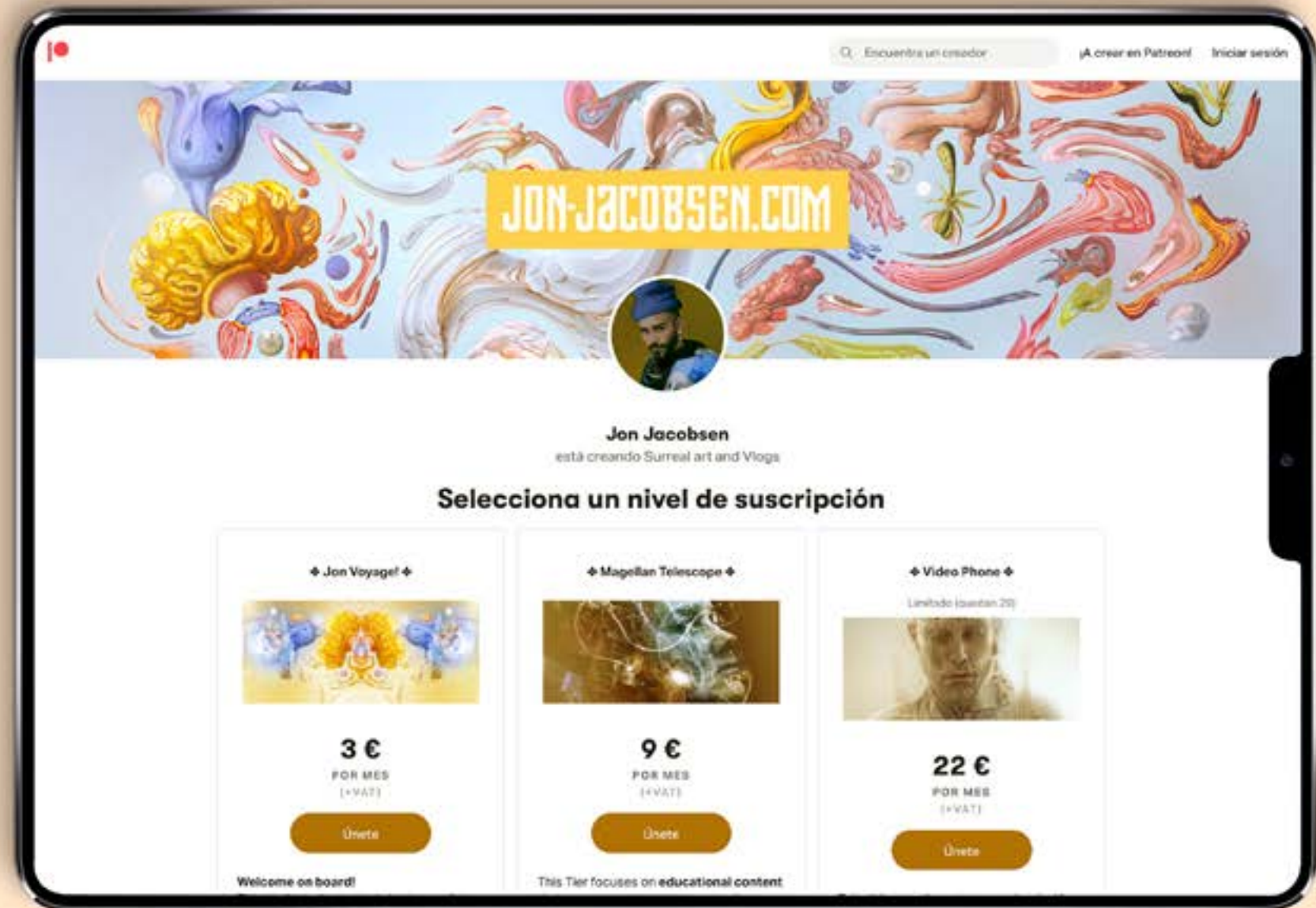
HOMESICKNESS

For over 15 years, I have been developing a series of self-portraits depicting topics of narrative identity, tradition and queerness.

From this frame of reference, these concepts converge on the relationship between the body and its dialogue with the space and the objects around it that hold a specific connection or symbolism, either socially or from a individual perspective.

'Homesickness' was created while recovering from COVID-19 and was launched as a multichannel project, connecting my social media accounts with Patreon.

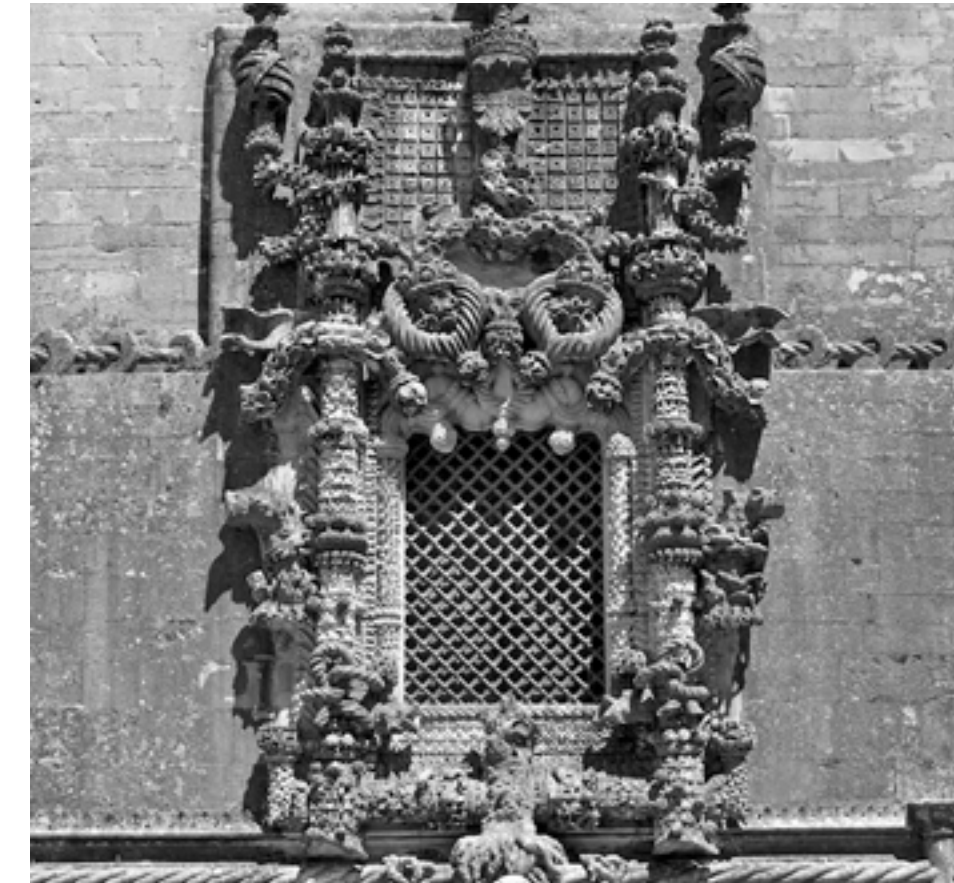
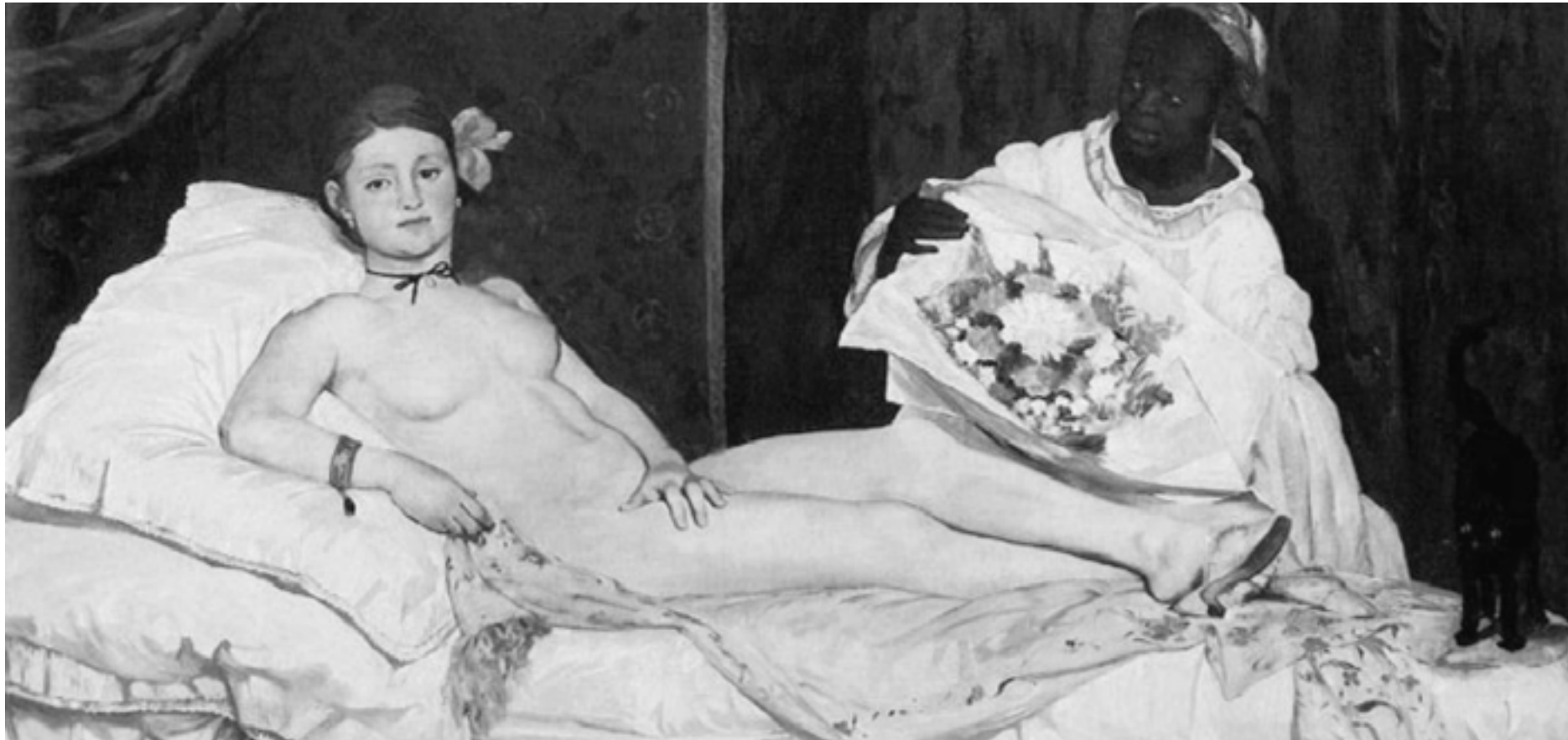
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ART DIRECTION / PHOTOGRAPHY / MULTICHANNEL STRATEGY



MULTICHANNEL STRATEGY

In addition to the main artwork, a curated Spotify playlist was made for Patreon.

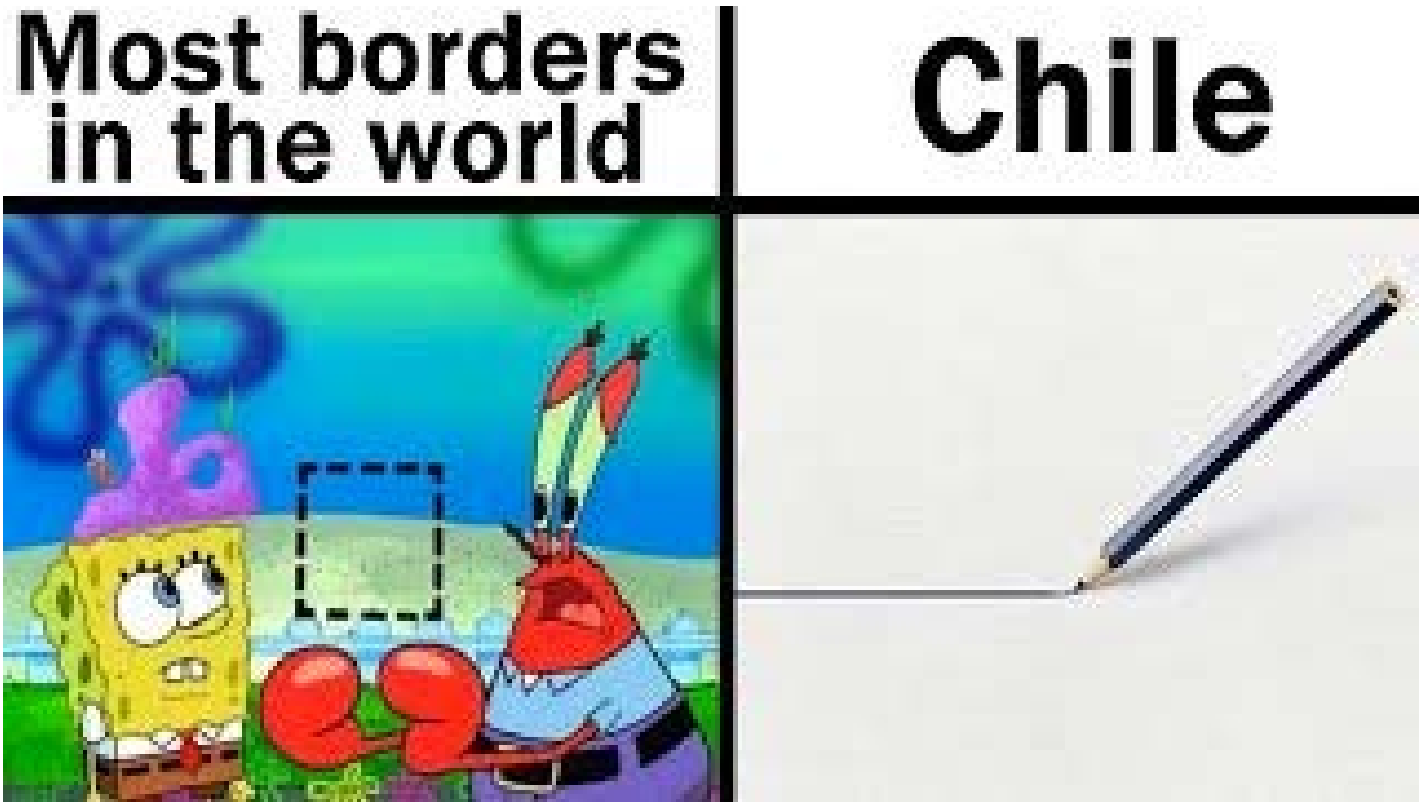
All subscribers acquired access to this and other exclusive educational content, including classes (Via OBS Software), podcasts, monthly downloads and one-on-one creative consulting.



RESEARCHING PROCESS

Research is an important part on the creation of these self-portraits, linking traditional elements from art history with contemporary life and specific references to Latin American culture, in this case, popular celebrities and sex symbols from the 70s. 'Homesickness' also features references to Portugal tradition as part of my experience moving to this country a year ago.

**WHEW! WE'RE ALMOST DONE
LET'S TAKE A BREAK WITH THIS MEME
ABOUT MY HOME COUNTRY**



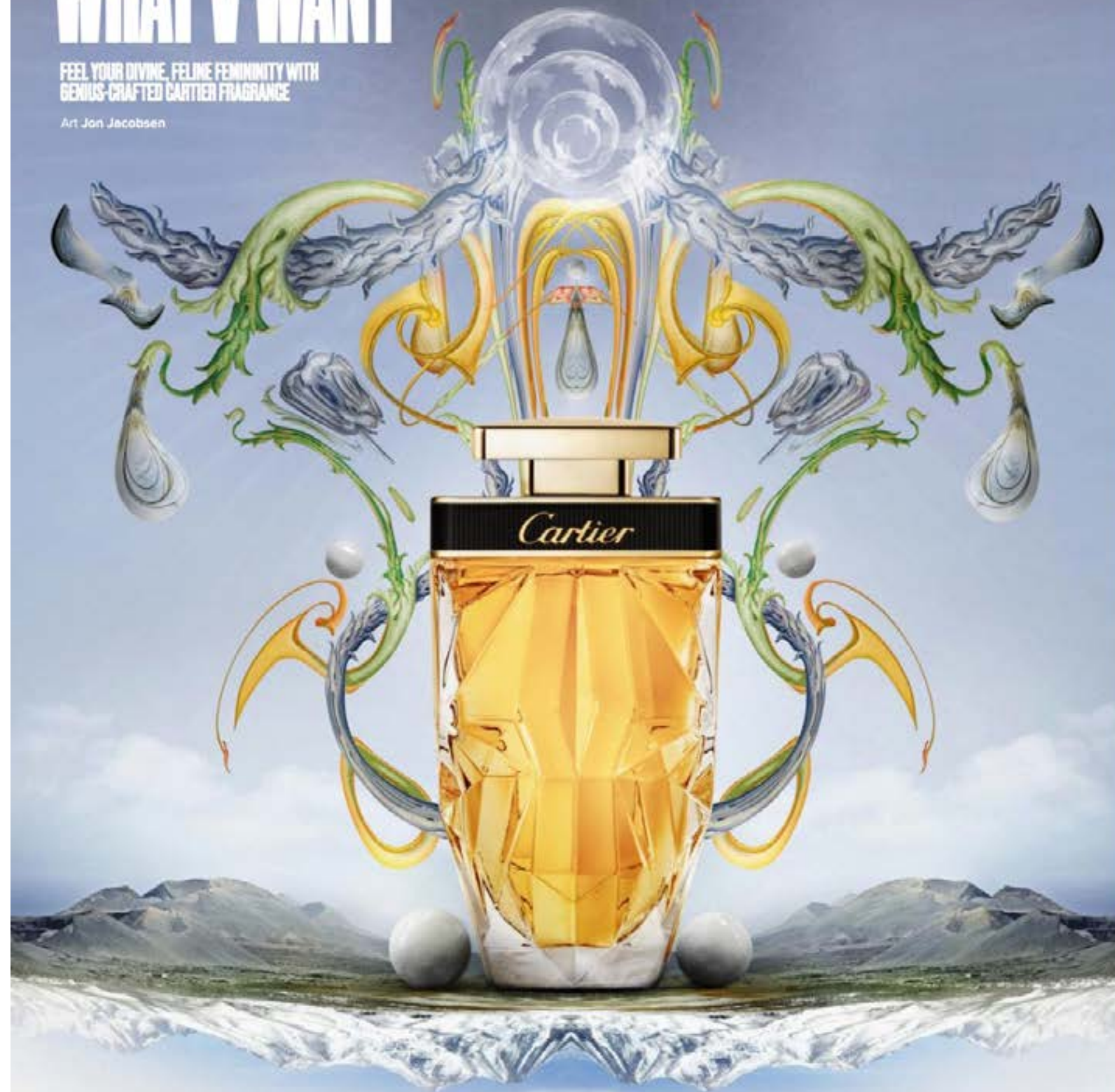


**POSTER DESIGN &
ILLUSTRATIONS**

WHAT V WANT

FEEL YOUR DIVINE, FELINE FEMININITY WITH GENIUS-CRAFTED CARTIER FRAGRANCE

Art Jon Jacobsen



Fragrance Cartier
La Panthère Parfum, 75 ml
(\$158, available at
Cartier boutiques nationwide)

Cartier's panther dates back to 1914, when jet-black onyx first appeared on a wristwatch. The motif soon crystallized as a proto-logo, borrowing a nickname from seminal designer Jeanne Toussaint: "La Panthère." As the big cat insinuated itself as part of maison DNA, it also aligned with cultural moods: a 1928 cameo on a Cartier minaudière perfectly evoked the era's dynamic, self-possessed woman. In 2014, La Panthère emerged in fragrance form—a natural evolution, to paraphrase biologist Theophrastus and La Panthère Eau de Parfum's press notes: "The panther is the only animal that smells good naturally." But Cartier perfumer Mathilde Laurent's take on the mascot, which recently celebrated its five-year anniversary, included a grain of salt. Rather than take the theme literally, Laurent's fragrance philosophy echoes the liberated ideals that attended the Roaring-Twenties-era Panthère. "So many perfumes are based on abstract ideas of seduction: the notion that people and animals need to seduce to survive," she says. "But I think [we are] much more than that. Seduction is not the be-all and

end-all. It's one reason to wear perfume, but the first reason is pleasure and self-confidence, and aesthetic satisfaction." With COVID limiting opportunities for seduction, Laurent's focus on personal, aesthetic satisfaction is right on point. Outside of fragrance, Maison Cartier has a full, multisensory menu of quarantine hacks. Fondation Cartier, the independently operated art museum in Paris, shares its mother brand's wanderlust: During the confinement period, the museum held virtual exhibits like bioacoustician Bernie Krause's "The Great Animal Orchestra," a 60-minute Amazonian soundscape. Soon to come at the Fondation is a visual homage to olfaction: "Cherry Blossoms" by Damien Hirst, slated for Spring 2021. But as boundless as art can be, fragrance at Cartier remains an art unto itself—one with its own visual and practical histories. As Laurent maintains, "Just as one can enjoy accessing art through music, painting or sculpture, an appreciation of olfaction both elevates and awakens oneself." **SAMUEL ANDERSON**

POWER UP

IN THIS ISSUE:
16 HEROES
18 HEART BEATS
20 GLOBAL MUSIC
26 TIKTOK DIARIES
28 TRENDING
30 GEN V
32 SAWEETIE SECURES THE BAG
34 NORTH SOUTH EAST WEST
38 SUPER HEROIC
50 INTO THE WOODS
62 V TIME MACHINE
70 BLOW UP
82 FIELD OF VISION
90 EMILY RATAJKOWSKI
96 WHAT V WANT

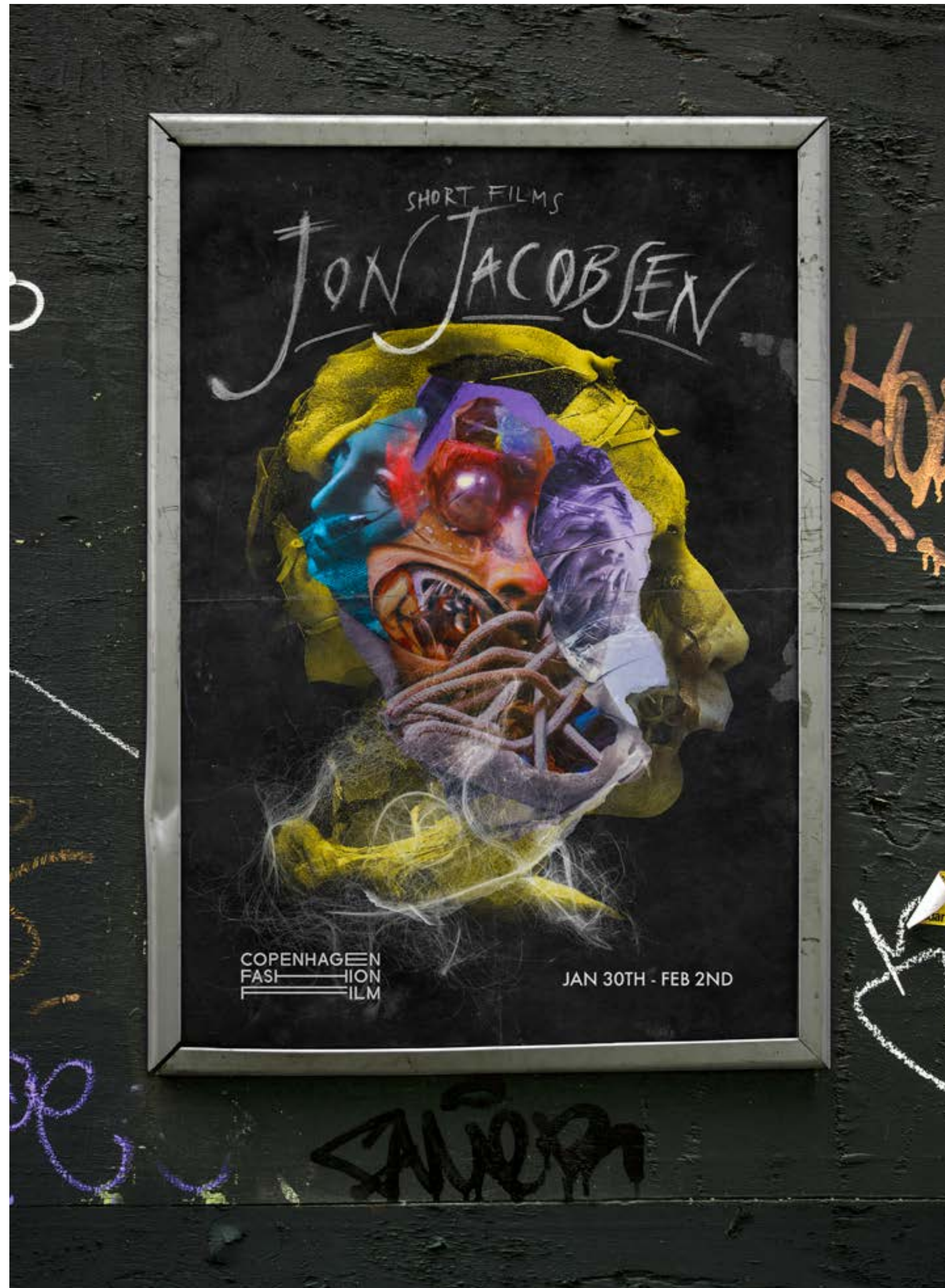


On the cover:
Laura wears
Jacket Louis Vuitton
Briefs, stockings
Isa Boulder
Ring Chrome Hearts
Bandana, worn as top
style's own

Clockwise from top:
Bulgari Serpenti Rings
(1, 3, 8, 10, 11, 16)
Serpenti Earrings
(2, 4-6, 9, 12, 15)
Serpenti Bracelets (7, 14)
(\$8,500–\$44,000, Bulgari.com)











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COLLABORATORS

SHOWstudio, British Council, KAIMIN Inc, Central Saint Martins, Converse, Universal Music, BBDO Chile, Ripley Chile, Santiago Fashion Film Festival, Copenhagen Fashion Film Festival, Viña del Mar International Song Festival.

MAGAZINES & PRINTED MEDIA

V Magazine, Sunday Times Style, Paper Magazine, Politico, TUSH, Harper's Bazaar Chile, King Kong, Vanity Teen, Infringe Magazine.

ARTIST FEATURES

LOVE Magazine, VICE, The Huffington Post, WIRED, i-D Magazine, Hi Fructose Magazine, Juxtapoz, Fubiz, The Creators Project, Medium.

AWARD & HONORS (LAST 5 YEARS)

2020 – Click Awards – Latin America
Finalist contestant on his way towards to the World Photographic Cup 2021

2020 – Buenos Aires Fashion Film Festival. Buenos Aires, Argentina.
Official Selection – 'EDÉN'.

2018 – Pulsar Awards. Santiago de Chile.
Nominated film – 'Die Verwandlung'. Best soundtrack category.

2017 – Visual Arts Award. Municipality of Santiago. Santiago de Chile.
Honorable Mention – 'Die Verwandlung'. Video art category.

2017 – IFS. Somerset House. London, United Kingdom.
Honorable Mention – 'Animita' best group exhibition.

2017 – Buenos Aires Fashion Film Festival. Buenos Aires, Argentina.
Official Selection – 'Ekeko'.

2016 – SHOWstudio Fashion Film Awards. London, United Kingdom.
Nominated Film – 'Insula'. Ten best worldwide fashion films.

2015 – Museo de Artes Visuales. Santiago de Chile.
Finalist of "Arte Joven Contemporáneo" Contest.

EXHIBITIONS

SOLO EXHIBITIONS

- 2017** – "Ekeko" – Copenhagen Fashion Film Festival (CFFF)
Etage Projects, Copenhagen, Denmark.
2016 – "Ekeko" – Santiago International Fashion Film Festival (SAIFFF)
Fundación Providencia, Santiago, Chile.
2014 – "Mapas" – Sientoxciento Arte Contemporáneo. Santiago, Chile.

ART FAIRS & BIENNIALS

- 2016** – PULSE Contemporary Art Fair. Miami, FL. United States.
2015 – Ch.ACO. Centro Cultural Estación Mapocho. Santiago, Chile.
2015 – 12th Biennial of New Media Art. MNAB. Santiago, Chile.
2013 – 5th Biennial of Design. CCEM. Santiago, Chile.

SELECTED GROUP EXHIBITIONS

- 2021** – 'Night Projections' – SHOWstudio. London, United Kingdom.
2020 – Museu a Céu Aberto de Portugal – Coimbra. Portugal.
2020 – 'Chile Resuena' – Universität Der Künste. Berlin, Germany.
2019 – Copenhagen Fashion Film Festival (CFFF) . Copenhagen, Denmark.
2017 – "Plums Fest" – (Digital Business Space). Moscow, Russia.
2017 – "Animita" – IFS. Somerset House. London, United Kingdom.
2016 – "SHOWstudio Fashion Film Festival" . London, United Kingdom.
2015 – "GIF-GIF-GAF" – Electromuseum Gallery. Moscow, Russia.
2015 – "Monsieur L'ordinateur" – Quartier Général Centre d'art Contemporain.
La Chaux-de-Fonds, Switzerland.
2015 – "Arte Joven Contemporáneo" – Museo de Artes Visuales. Santiago, Chile.
2013 – "The solitary body: Self-portraiture In Contemporary Photography".
MACT/CACT Arte Contemporanea. Ticino, Switzerland.
2012 – "Vanguardia Mistral" – Centro GAM. Santiago, Chile.
2009 – "Hombre" – Museo Nacional Vicuña Mackenna. Santiago, Chile.
2008 – "Amarillo Kaf'ak" – Maremagnum. Barcelona, Spain.
2006 – "Expoblogs" – National Library. Santiago, Chile.

ART RESIDENCIES

- 2017** – SHOWstudio
Project: 'Die Verwandlung'. Tutorship by Nick Knight.
Sponsorship by the British Council.



**LOOKING FORWARD TO
CONNECTING WITH YOU**



KIND REGARDS!



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