

The background is a solid red field covered with a dense, chaotic network of thick black lines. These lines form a complex web of irregular, organic shapes, some resembling veins or a tangled mesh. The lines vary in thickness and direction, creating a high-contrast, textured effect.

Sayson **Atienza**



JAYSON ATIENZA was born in Batangas, Philippines and raised in Jersey City, New Jersey. He started drawing at age 5, first collaborating with his father, who was deaf and mute. Visual language became the most important way he communicated from an early age. He followed his passion and attended college at the School of Visual Arts in New York City, majoring in graphic design and advertising. While at SVA, Jayson developed his signature painting style, which involves a meticulous watercolor and ink approach.

After graduation, he pursued a career as a creative director in Advertising, alongside his visual art. He now focuses all of his time creating art throughout the world. Jayson has expanded the mediums with which he executes art on both traditional and non-traditional canvases for individual collectors, public institutions and corporations.

Jayson created artwork for the new Jordan 9 Guanghua Flagship Store in Beijing. In Shanghai, Jayson created a 4-part permanent art installation for the façade of Nike's new Kicks Lounge. He also created a mural for WeWork's newest co-working office building, designed a limited edition yoga mat with Lululemon to celebrate their launch in China, and collaborated with Ray-Ban. Jayson recently launched a leather handbag line with The DOT at the flagship store in Hong Kong, and was commissioned to create a mural to immortalize advertising legend David Ogilvy at the new Ogilvy Shanghai offices. His art continues to expand throughout Asia.

From 2012-2015, Jayson released 2 customized sneakers through BucketFeet that was being sold worldwide through 500 retailers in 25 countries including Nordstrom. He was also commissioned by Chevrolet to create a mural for a commercial that he is featured in alongside John Legend, toasting the release of the new 2014 Chevy Impala and John Legend's "Made To Love" album track. Jayson was also featured in the MSN Re:Discover travel series in collaboration with Buick.

Jayson's previous corporate art collaborations have also included customized work with the GAP, Mini, Ray-Ban, Hennessy, Marriott Bonvoy, NBA Style, Lululemon, Heineken, RELX, Duxiana, Red Bull, Givenchy, Havaianas, Ace Hotel, EDCO, Details Magazine, Glamour Magazine, Macy's, Bloomingdales, JCPenney and more. His footwear was featured in Guy Ritchie's film, "Rock-n-Rolla" worn by Jeremy Piven's character, and celebrities sport his apparel including David LaChapelle, Tiger Woods, Nigel Sylvester, Trey Smith, Jevon Walker, Dante Basco, Benj Gershman and others.

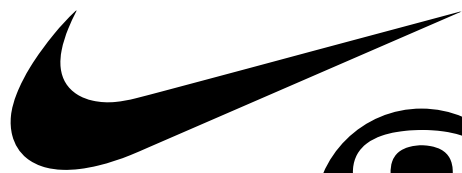
Jayson has exhibited work in both solo and acclaimed group shows, including his representation of President Barack Obama at Manifest Hope (Washington, D.C., 2009), at Manifest Equality (Los Angeles, 2010) and at Re:Form School (New York City, 2010), all of which brought attention to important social issues in the United States. Jayson's work has also been featured alongside notable artists including Jeff Koons, Donald Baechler, Roberto Dutesco, Ron English, Romero Britto, Peter Max, Shepard Fairey, Kehinde Wiley, Spencer Tunick, Yoko Ono, Michel Gondry, and David Choe among others.

Before moving to China to be a creative director on Nike at Wieden & Kennedy's Shanghai office, Jayson spent a decade at BBDO NY, followed by 7 years as a freelance Creative Director/Art Director, working at other notable advertising agencies, all while continuing his artistic pursuits. Of his past advertising campaigns, he is most proud of his work for clients including Guinness, HBO, FedEx, Canon, Pepsi, and The Financial Times. His advertising talents have been recognized by every major awards show globally including The One Show, The Art Directors Club, D&AD, Cannes Lion, The Andy Awards, and The Clio Awards.

Advertising career highlights include winning the Cannes Lion Young Creative Competition, creating a music video for John Lennon's 20th Anniversary Retrospective, which debuted at the Rock and Roll Hall of Fame, and being selected as an Art Directors Club Young Guns 5 Honoree, which honors top talent from around the world under the age of thirty.

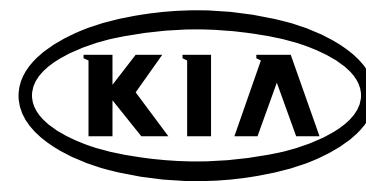
To see Jayson's work and learn more, visit him online at www.jaysonatienza.com/art or instagram: [@jaysonatienza](https://www.instagram.com/jaysonatienza)

*Collab***orations**



GIVENCHY

BOBBI BROWN



THE DOT



ESPN



GLAMOUR

CHEVROLET

wework

MARRIOTT
BONVOY



CONVERSE

bloomingdale's



FILA

THE SHANGHAI
EDITION

DUXIANA



McCANN



Alila

bucketfeet oxygen



BACARDÍ

SHANGHAI TANG
上海滩

JCPenney

TRETORN
EST. 1891 SWEDEN

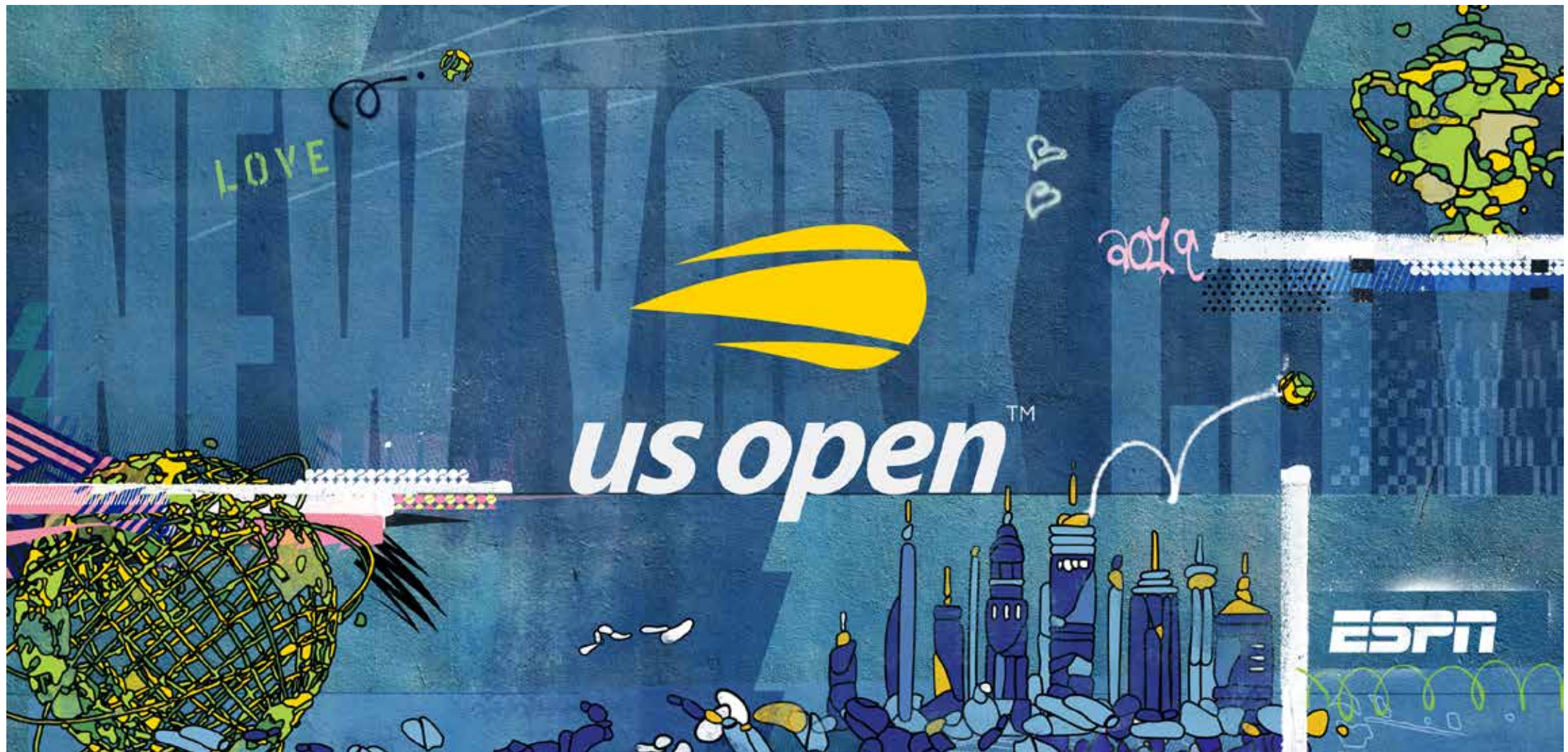
FARMHOUSE | JUICE

variety x **Atienza** Custom Sneaker Display - Sneaker Con - Guangzhou



espn X *loyalkaspar* X *matt taylor* X **Atienza**

2019 US Open Mural Promos - NY, NY



espn X *loyalkaspar* X *matt taylor* X **Atienza**

2019 US Open Mural Promos - NY, NY

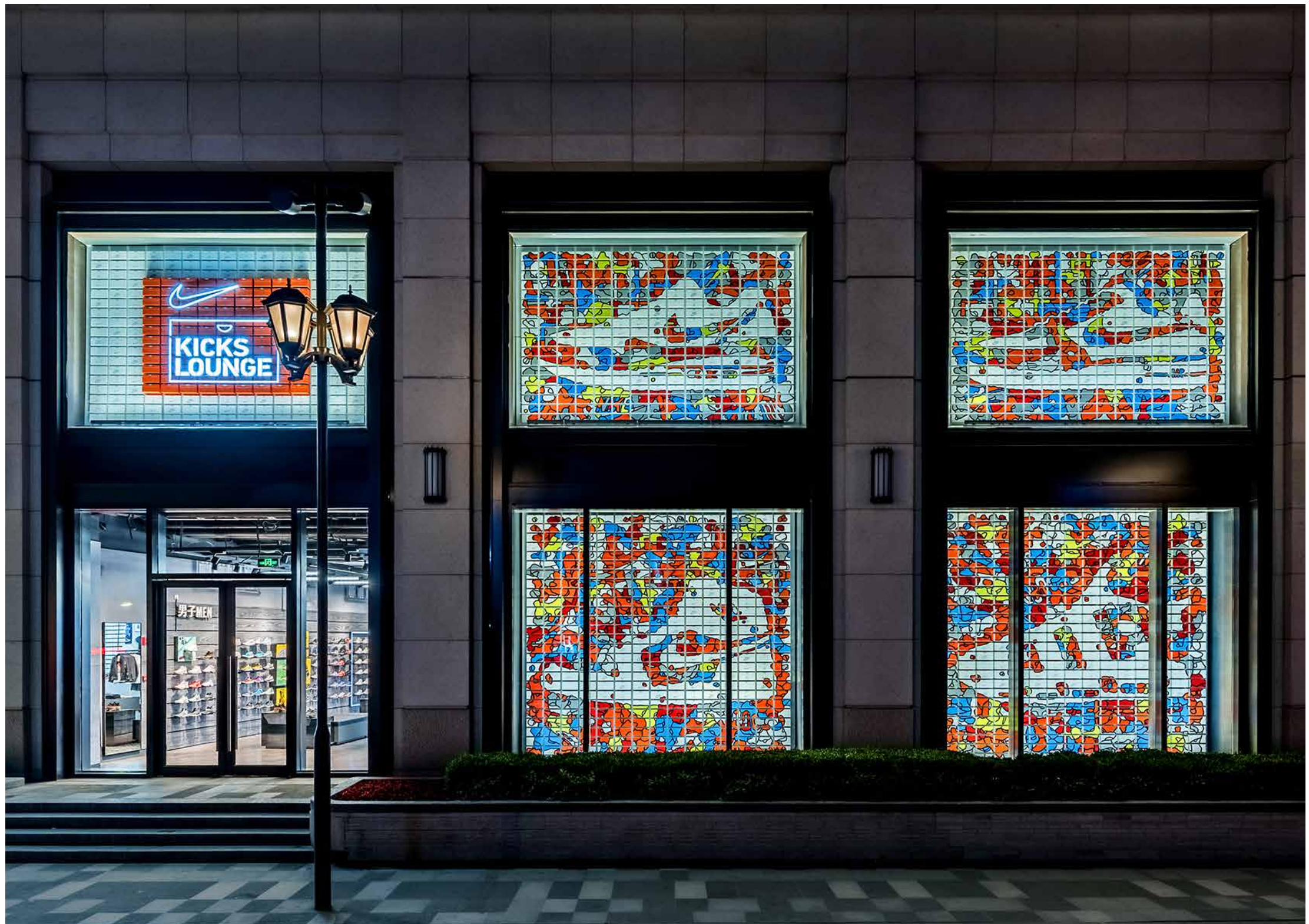


espn X loyalkaspar X matt taylor X **Atienza**

2019 US Open Mural Promos - NY, NY



nike x **Atienza** Kicks Lounge Store Facade - Shanghai



nike x **Atienza** Kicks Lounge Custom Kicks Display - Shanghai



jordan x **Atienza** Jordan 9 Guanghai In-Store Jumpman Mural - Beijing



stokke x **Atienza** Stokke Beat Limited Edition - Mercedes-Benz Fashion Week



stokke x **Atienza** Stokke Beat Limited Edition - Worldwide



mini X Atienza BMW / Mini Showroom - Shanghai



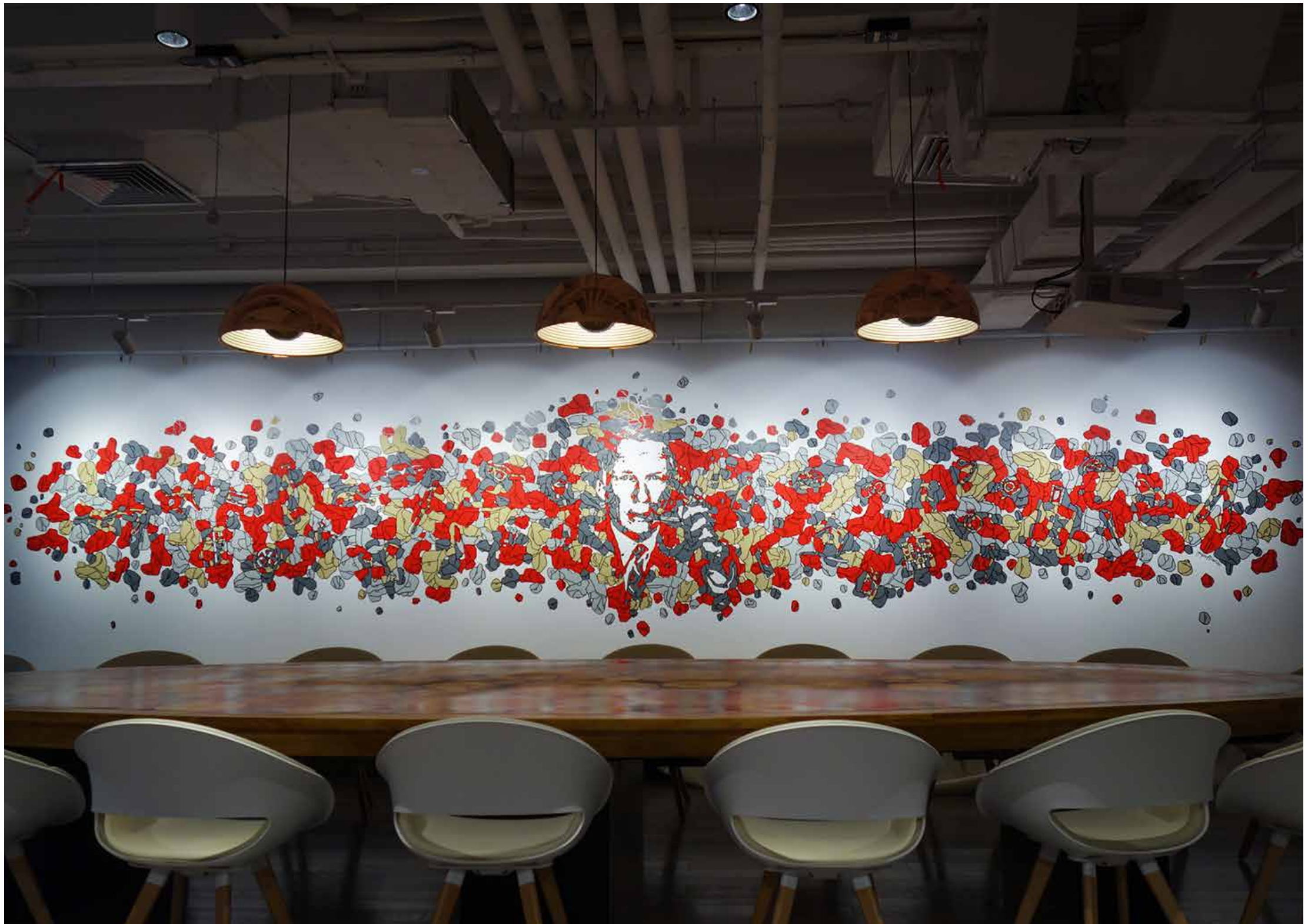
heineken x **Atienza** Heineken Holiday Capsule - Custom Eames Chair - NY, NY



duxiana x **Atienza** Live Art Installation - Xintiandi Design Festival, Shanghai



ogilvy x **Atienza** Mural for new Ogilvy office - WPP Campus, Shanghai



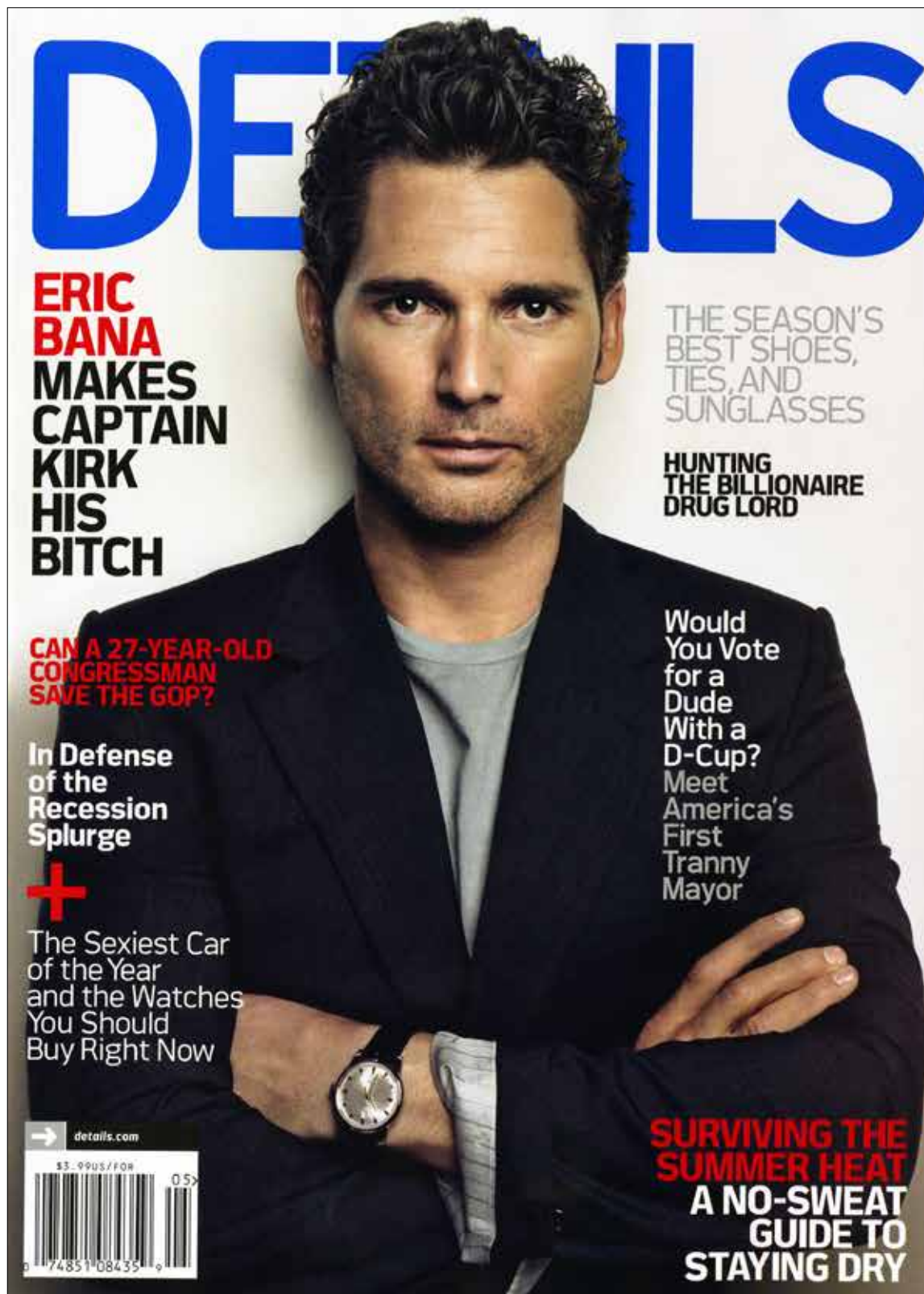
bucketfeet x **Atienza** Bucketfeet Philippines store - Alabang Center, Manila



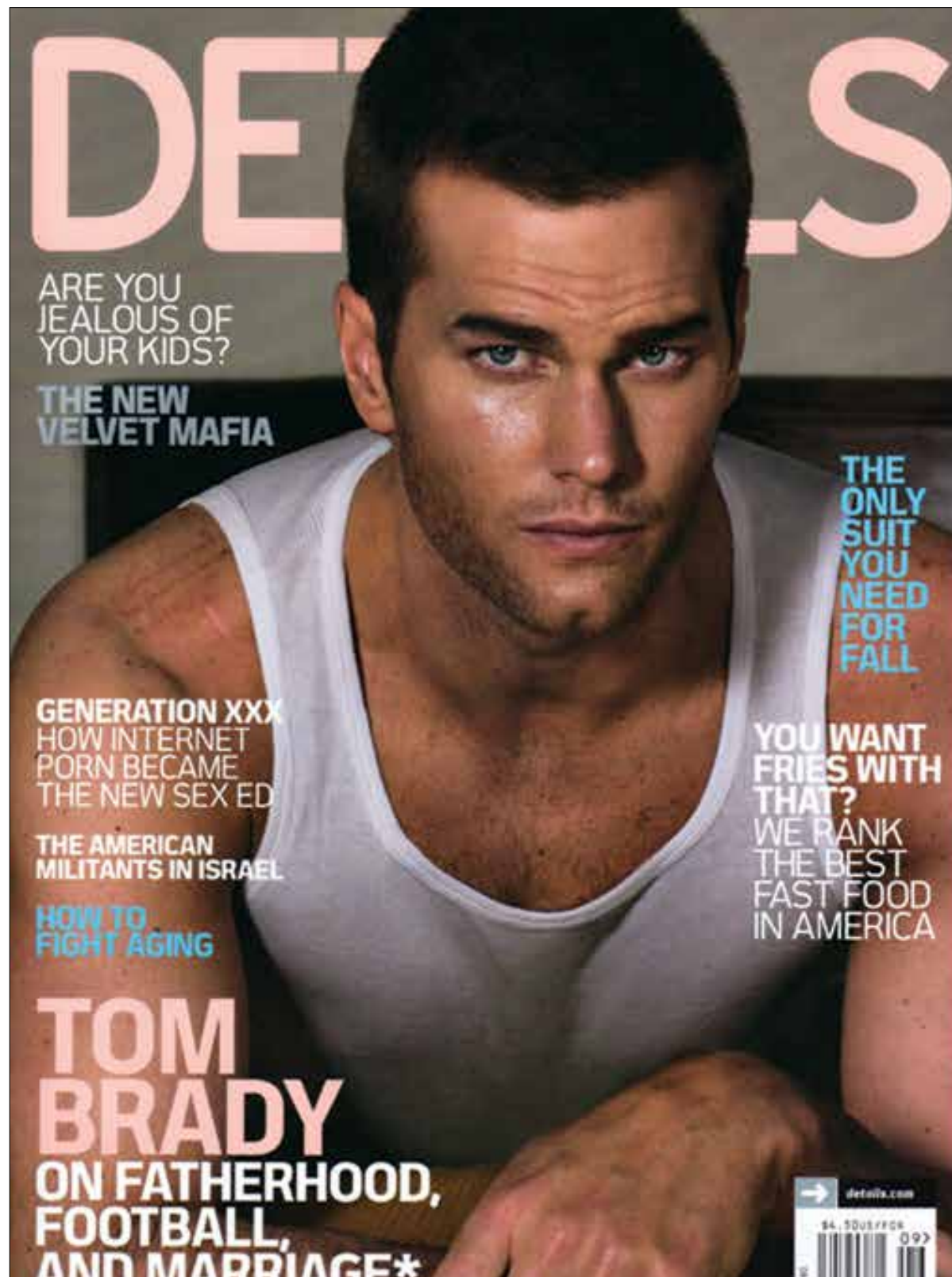
no.6 x **Atienza** Half-Pipe Art installation at NO.6 editing company - NY, NY



details mag x **Atienza** Havaianas Feature - NY, NY



details mag x **Atienza** Havaianas Event Launch - Los Angeles, CA



DETAILS
INSIDER'S GUIDE
INSIDE ACCESS TO SPECIAL PROMOTIONS AND EVENTS FROM DETAILS ADVERTISERS

GREY GOOSE® HONEY DEUCE DELIGHTS
Make your own deliciously refreshing GREY GOOSE® Honey Deuce, the Signature Cocktail of the 2009 US Open.
Add 1 1/2 parts GREY GOOSE® Vodka to a highball glass filled with crushed ice.
Top with lemonade to just below the rim and add 1/2 part Chambord® raspberry liqueur.
Garnish with honeydew melon balls and enjoy!

GREY GOOSE
World's Best Tasting Vodka

BY RESPONSIBLY CONSUMING GREY GOOSE AND GREY GOOSE AND DESIGN ARE REGISTERED TRADEMARKS AND THE FLAME GOOSE DEVICE IS A TRADEMARK. IMPORTED BY GREY GOOSE IMPORTING COMPANY, MIAMI, FL. VODKA 40% ALC. BY VOL. / 80 PROOF VODKA. EACH BOTTLE 1.0 L. BY VOL. / 33.8 FL. OZ. DISTILLED FROM GRAIN.

Jay Lyon, Nicolas Potts, Jayson Atienza, Jay Nash, and Kyle Howard

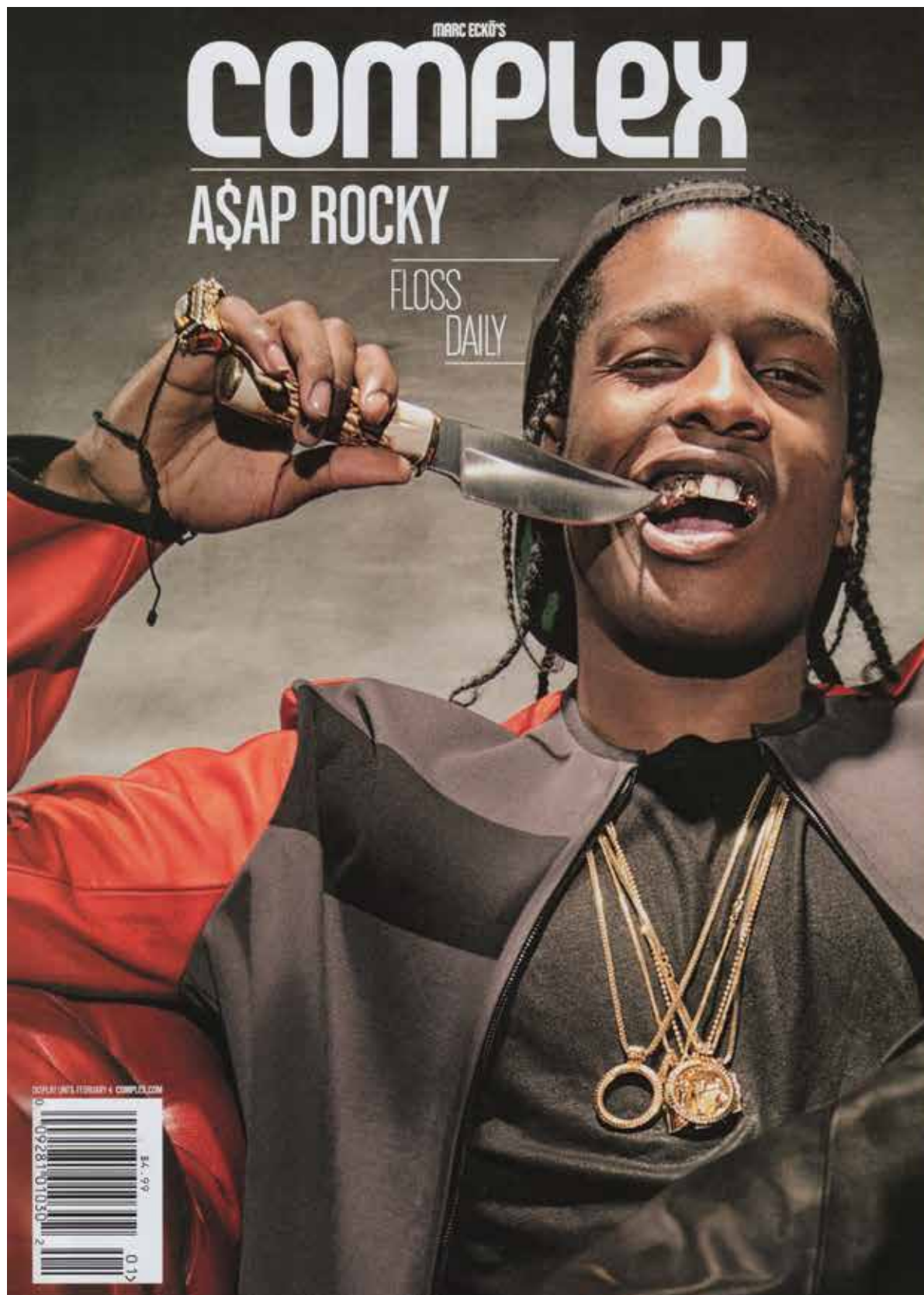
Rachel Greenhouse from Havaianas and Alex Meraz

Calvin Klein Jeans
Introducing Calvin Klein Jeans Body, a revolutionary new jean with a body defining fit. Calvin Klein Jeans Body is uniquely designed for a more contoured shape and engineered for an enhanced profile.
Visit calvinkleinjeans.com for more information and to see images from the Fall 2009 advertising campaign featuring Eva Mendes and Jamie Dornan in the sexy new Calvin Klein Jeans Body.

HAVAIANAS & DETAILS CELEBRATE THE FLIPSIDE
On May 20, Havaianas and DETAILS took over Hollywood hotspot Mykhouse to celebrate THE FLIPSIDE—featuring actor Kyle Howard, artist Jayson Atienza, singer-songwriter Jay Nash, and Tamarana musical duo Jay Lyon and Nicolas Potts—as seen in the May issue.
With signature Patrón cocktails in hand, the crowd of 250 A-listershipershipped for the rustic vocals of Jay Nash and laid back sound of Tamarana as each took to the stage for live performances. Partygoers were also invited to visit the 'Make Your Own Havaianas' station to customize and take home their own personalized pair of flipflops.
To check out the entire collection from Havaianas go to havaianasus.com and log on to DETAILSinsider.com for more on the men featured in THE FLIPSIDE. Also, visit DETAILS on facebook for additional party pictures.

havaianas®

complex mag x **Atienza** KIA Soul Art Collaboration - NY, NY



JAYSON ATIENZA / NYC HEART; KIA SOUL



JAYSON ATIENZA is a busy man. Born in Batangas City, Philippines, he grew up in Jersey City, NJ and now lives and works in New York City. After already having a successful career in advertising, Jayson's unique visual flair combining watercolor and ink started to take on a life of its own, so he branched out as an independent artist and also started his own non-profit, P.A.I.N.T. (Philippine Artists Inspiring New Talent), dedicated to helping young Filipinos gain access to the arts.

Jayson created his large canvas painting, "Crescendo from the Soul," as part of the Kia Soul "In My Mind" digital art installation. The piece was inspired by the rhythm of "In My Mind" as, while he was painting it, Jayson says he envisioned smoke building upwards, corresponding with the crescendo of the music. At the song's apex, he saw the Kia Soul emerging from the cloud of smoke, with the colorful "flashes of light" in the painting being representative of the Soul's unique LED lights. Jayson says that "In My Mind" and the experience of riding in the Kia Soul call to mind being on an epic road trip, with his other favorite feature of the car being the UVO in-vehicle infotainment system, which allows him to sync his phone and music to the sound of his voice, all without ever taking his eyes off the road.

CHECK OUT THEIR DIGITAL ART
INSTALLATIONS IN THE FINAL MUSIC VIDEO
AT WWW.YOUTUBE.COM/KIA.



elleMen x Atienza Duxiana + Atienza Live Art Installation - XTD

ELLEMEN 睿士

首页

衣

食住行

身体活动

人前人

宠物

专栏

长故事

有文化

活动

4+2 Club

Gallery

Feature

设计上海@新天地设计节，让设计和艺术点亮上海

2017-03-10 ELLEMEN 睿士


3月6日至3月19日


DUXIANA + Atienza Live Art Installation


实地艺术装置

位置：新天地时尚马当路入口

设计师：Jayson Atienza







Scan QR Code via We Chat to follow Official Account

cnbc x Atienza

Havaianas RIO Olympics 2016



The image is a screenshot of a Twitter profile page for CNBC (@CNBC). The profile header shows the CNBC logo, the name "CNBC", and the handle "@CNBC". Below this, statistics are listed: TWEETS 112K, FOLLOWING 983, FOLLOWERS 2.41M, and LIKES 2,944. A "More" dropdown menu and a "Following" button are also visible. The main content area displays a tweet from CNBC (@CNBC) dated August 17. The tweet text reads: ".@havaianas are everywhere in Rio. Since 1962, 3.5 billion pairs of their flip-flops have sold around the world." Below the text is a video player showing a pair of white Havaianas flip-flops with a colorful, abstract pattern of green and yellow shapes. The video player has a blue bar at the bottom with the text "3.5 BILLION" in large yellow letters and the CNBC logo. Below the video player, the tweet's engagement metrics are shown: 78 retweets and 93 likes. Below the tweet, another tweet from CNBC (@CNBC) dated August 17 is partially visible, with the text "4 signs you don't have what it takes to be an entrepreneur" and a link "cnb.cx/2bBxwLd via @cnbcmakeit".

CNBC @CNBC · Aug 17

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