



Jesse Willenbring

Artist.Curator.Art Director.

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CURATORIAL PROJECTS

- 2016 **AMJMBSJW, Non Objectiv Sud, Tulette, FR**
Selected and worked collaboratively with 3 American artist's for 2-week residency in the south of France colminating in 3 month exhibition.
- 2015 **Construction Barrier Project, Standard Time LA**
Developed a series of curated murals and interactive installations to exist within a branded marketing campaign.
- 2014 **2J Locust Projects, FL / Pacific Design Center, CA**
This ongoing collaboration with sculpture Justin Beal, explores merchandise branding, authorship, display strategy, and furniture.
- 2013 **Open Canvas, Absolut / Sid Lee**
Worked with Sid Lee to select artists, develop and produce, two entire-block takeovers in Williamsburg, NY and Hyde Park, San Francisco.
- 2012 **Don't Perish, Rose Colored Glasses, Grupe, etc.**
Over the course of several exhibitions, themes of collaboration, exhibition design, historical reference, ethics, and production were explored.

BRANDING IDENTITY

- Present **Erin McKenna's Bakery NYC**
Several logos, an interactive baking app, store display's, menus, packaging, and merchandise.
- 2015 **Pattycake**
Logo and user interface design for this quirky, artist driven app that mashes 16 MP3's together.
- 2014 **Other Half Brewery**
Designed logo and delivered a template-based packaging system that allows the client to invite artists to create custom designs while never losing the brand's identity.
- 2013 **The Cadillac Hotel**
This never realized re-brand of a hotel on the boardwalk of Venice Beach, CA, referenced the height of the jazz age in the south of France.
- 2012 **Alltyr Clinic**
Alltyr is a medical clinic specializing in progressive addiction treatment. The clean, direct approach has included a book, website, and merchandising.

BRANDED CONTENT

- Present **Erin McKenna's Bakery NYC***
Art direction for all branded video content for the web and social media platforms of this reknowned bakery.
 - Present **JWDB, with Darren Bader**
This collaboration explores the aesthetics of a brand by working with galleries via a fictional advertising agency.
 - 2015 **Poliça "Lime Habit," Totally Gross National Product***
Art directed and produced this animated music video and instagram teasers for the lead single of this bands latest release.
 - 2014 **Red Bull Sound Select, Hyper Hyper***
Art directed a promotional video illustrating a hard partying SXSW weekend in 30 secs.
- *The Sunset People:**
Director, Animator, Editor: Bevin McNamara
Art Direction, Graphic Design, Illustration: Jesse Willenbring

BOOK DESIGN

- 2016 **Monograph, Karl Haendel; Hatje Cantz**
This forthcoming survey book will be my second collaboration with this artist.
- 2014 **You Should Have Heard What I Just Seen; Gregory R. Miller & Co.**
This broad survey of artists and their relationships to music required a concept that was able to unify a large, extremely diverse amount of content.
- 2013 **FEAR, Karl Haendel; Ampersand Ampersand**
This typography driven book looks at all things people fear via online chat rooms.
- 2013 **Sara&Gerald, Joan, Marcel, & Matisse, P&Co.**
Designed and curated a community broadsheet. This collaborative project revolved around aesthetic discourse and cultural analysis.
- 2010 **(Carter Mull, Aram Moshayed)**
- 2010 **Oiant, Darren Bader; Alex Zachary and KLT**
Built on top of *Esquire* glossy magazine pages and other found images, this is a 10 survey of acclaimed artist Darren Bader.
- 2010 **Sustainism is the New Modernism, Joost Elffers; DAP**
Working with NYT bestselling publisher Joost Elffers, this book is a system of logos to promote sustainable practices that can be globally understood.
- 2008

EDUCATION

- 2010 **MFA, Hunter College, NY, NY**
- 2007 **BFA, Hunter College, NY, NY**
- 2001 **Associates in Art Direction, Academy of Art, SF,CA**

SKILLS

Illustrator, Photoshop, InDesign, Office & innumerable analog production capabilities.