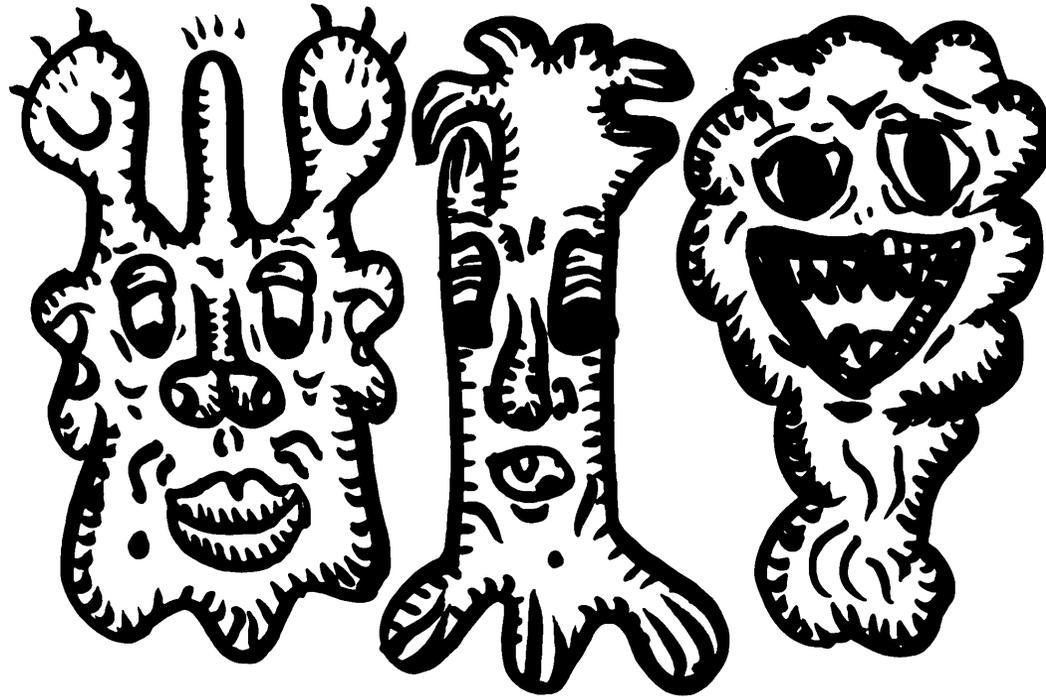


# PORTFOLIO

## By JACOPO KONING



[jacopokoning.com](http://jacopokoning.com)  
[@pelvinpelvin](https://twitter.com/pelvinpelvin)

# ABOUT MYSELF

I'm Jacopo Koning, a multidisciplinary designer and artist of Italian and Dutch heritage, born in Brussels and currently based in Florence. I began my creative education with a Foundation Year in Art & Design at UCA Canterbury, then continued to study Fashion Design at Ravensbourne University London and later completed a Master's Degree in Graphic Design, thanks to a scholarship awarded by IED. Since then, I have gained several years of experience in the design industry through internships and freelance work.

I've presented solo exhibitions including The Absurd Greet, that was part of the Brussels Design September festival (Brussels, 2024), Circular Tragedy (Rome, 2025), and Glorification of Non-sense (Florence, 2025). To fully express my multidisciplinary practice, I work with mediums such as screen printing, etching, 3D printing, sound design, and traditional mediums.

I believe in Babaism: an approach that embraces modern nonsense as a response to the overload and absurdity of contemporary life. My practice blends hand-drawn expression with digital experimentation, transforming everyday visuals into something playful and unexpected.



# BABA MANIFESTO: THE MANIFESTO OF BABAISM



Master's Final Project – IED Florence,  
Graphic Design

Baba Manifesto is a multidisciplinary project that establishes a visual and conceptual language for the contemporary art movement *Babaism* – an exploration of modern absurdity and nonsense as a form of peaceful revolt.

The project includes a series of digital artworks, a booklet/zine, a small book, and an exhibition, all expressing Babaism's core philosophy: embracing the irrational, overstimulated, and absurd nature of our time as a reflection of the digital age and collective trauma.

Through experimental visuals, distorted faces, and playful compositions, *Baba Manifesto* transforms existential reflection into a vibrant aesthetic movement – where nonsense becomes both critique and celebration of modern existence.

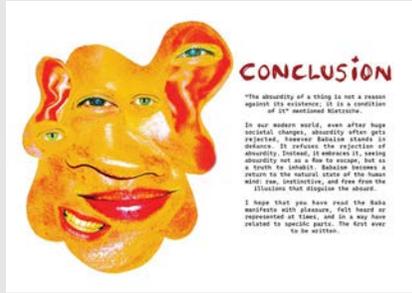


Covers and scans of the Baba Manifesto book, 2025

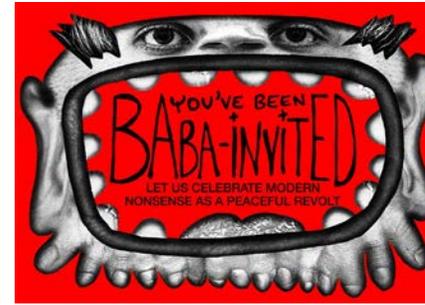


Poster collection for the Baba Manifesto exhibition in Florence, 2025

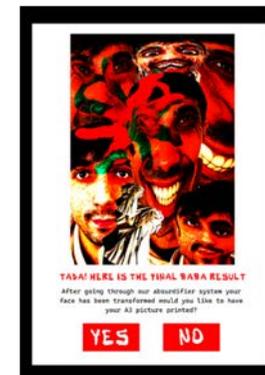
# Conventional Graphic Designs



# Baba Manifesto



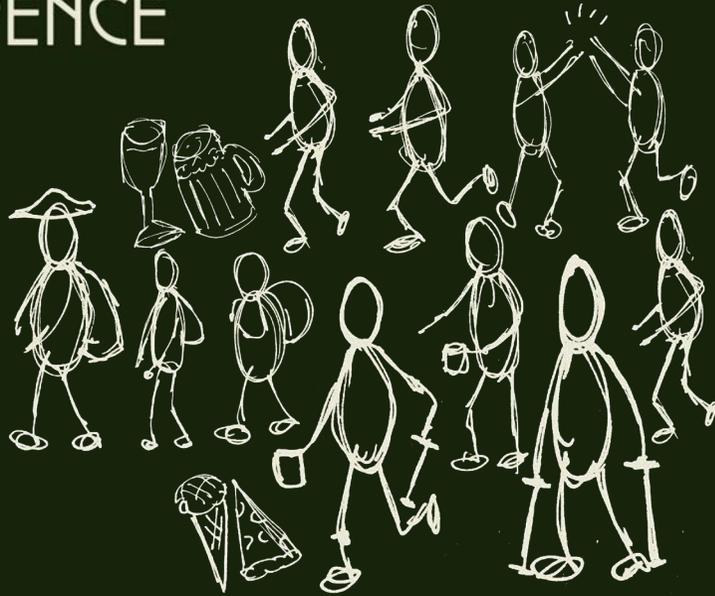
Invitation for the Baba Manifesto exhibition, 2025



User Interface design of "BABANATOR" installation. It is an interactive machine with a touch screen where the consumer would take a selfie following the guidelines and with an ai pre-imposed randomization system the machine would in a couple of seconds create an absurd version collage with the consumers face that they can subsequently print if wanted.

Book spreads for the Baba Manifesto project, 2025

# Hikaway FLORENCE



Illustrations crafted for engaging marketing, 2025

Hikaway Florence is a branding project that promotes a hike routes. The project helps ease tourist overcrowding in Florence by highlighting nearby destinations worth exploring. (2025)



## WHERE CAN YOU STOP TO EAT IN MAIANO?

-  **Cucina Pietraforte,** ←  
via Cave di Maiano, 20
- **Il Grande Pescatore,**   
via Cave di Maiano 3/A
-  **Ristorante Lo Spaccio,** ←  
via Cave di Maiano, 2
- **Fior D'arancio,**   
via Permonda, 1

Contact Info:  
 @ www.hikawayflorence.com  
 ☎ +39 055 123 4567  
 ✉ hello@hikawayflorence.com

**Hikaway  
FLORENCE**

## GUIDE-MAP

Just a short distance from the city center the Maiano hills offer a tranquil retreat of terraced landscapes, cypress-lined paths, ancient stone quarries, and panoramic views of Florence.



Contact Info:  
 @ www.hikawayflorence.com  
 ☎ +39 055 123 4567  
 ✉ hello@hikawayflorence.com

Posters and brochure design for Hikaway Florence, a branding project for an NGO that promotes hike routes, 2025, Florence



Poster mockups for the re-Branding project of MAF the Archeological Museum of Florence, 2025

This rebranding highlights the craftsmanship and handmade artistry of Egyptian and Etruscan works, using hand-drawn fonts and patterns. The aim is to make the museum more engaging and accessible through a friendly, vibrant, and inviting visual identity.

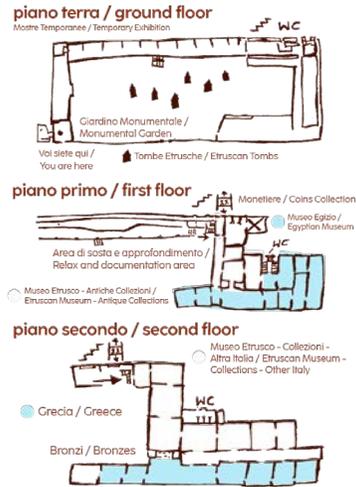
# Conventional Graphic Designs



Tote bag designs for the MAF museum in Florence, 2025



Wayfinding designs for the MAF museum in Florence, 2025



# MAF Museum Re-Branding



Posters for the MAF museum in Florence, 2025

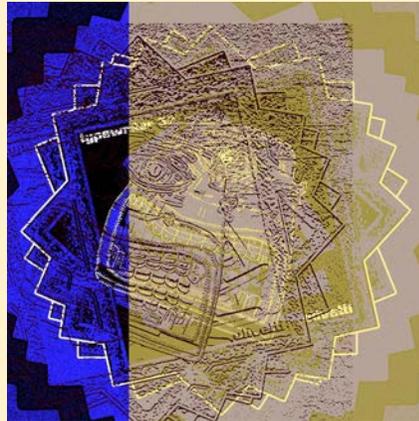
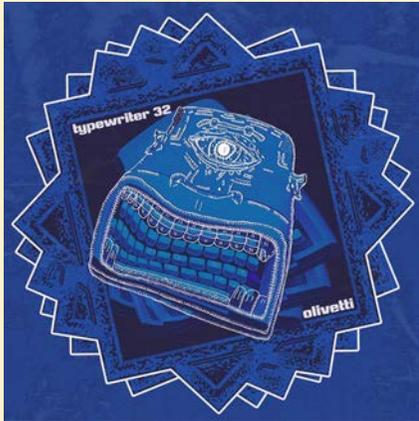


Game design for the MAF museum in Florence, 2025

## Conventional Graphic Designs



T-shirt design final result and process, merchandising project for Olivetti, 2025, Florence

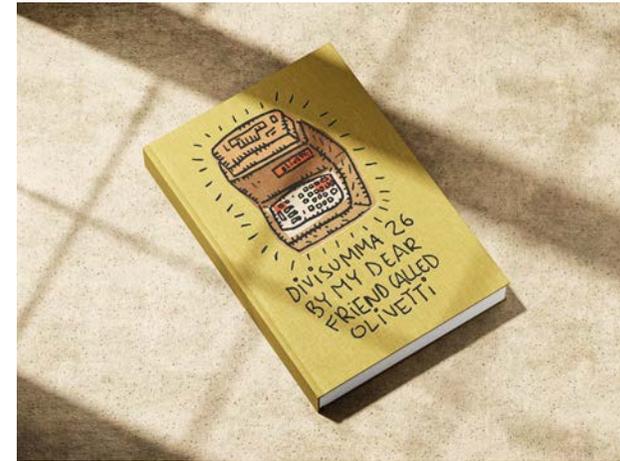


Posters inspired by the Typewriter 32 by Olivetti, 2025, Florence

## Olivetti Merchandising Designs

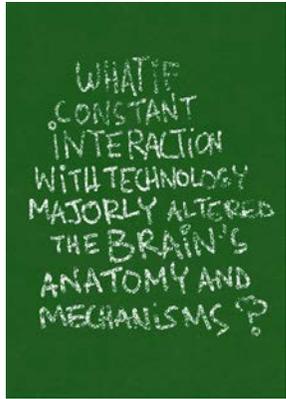


Tote bag design, project for Olivetti, 2025, Florence

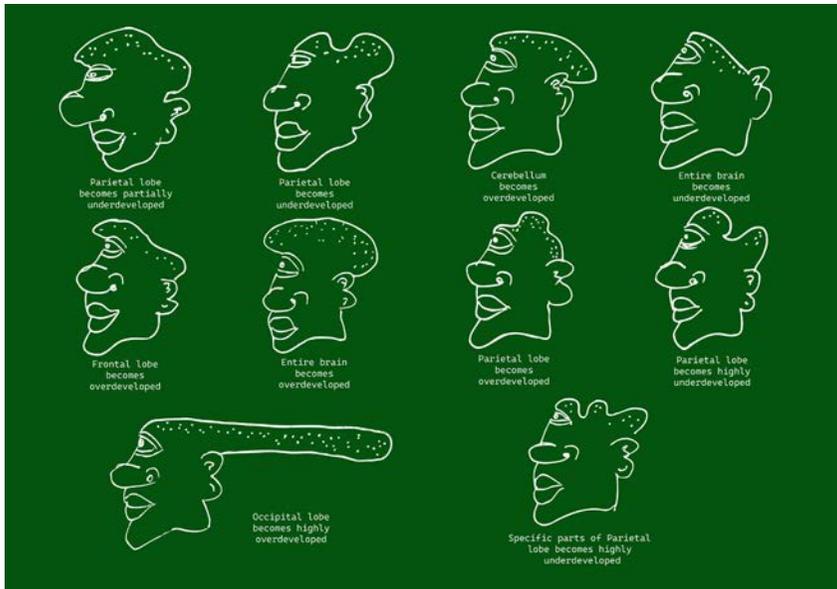


Notebook design, project for Olivetti, 2025, Florence

# Conventional Graphic Designs



What if constant interaction with technology majorly altered the brain's anatomy and mechanisms?, a speculative design magazine, 2025, Florence



Spread from magazine, 2025, Florence

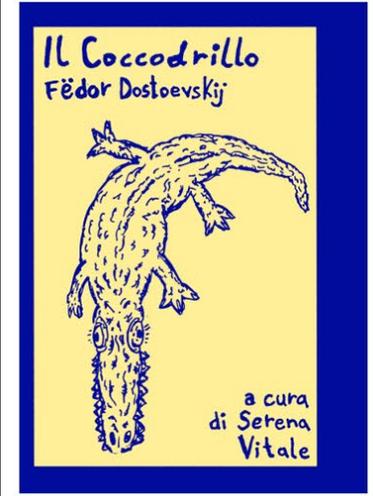
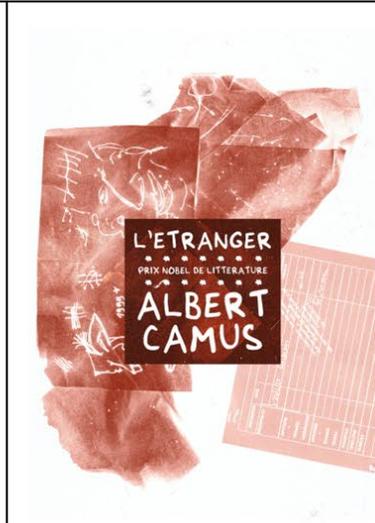
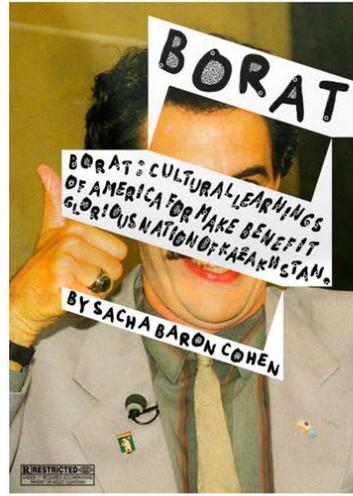
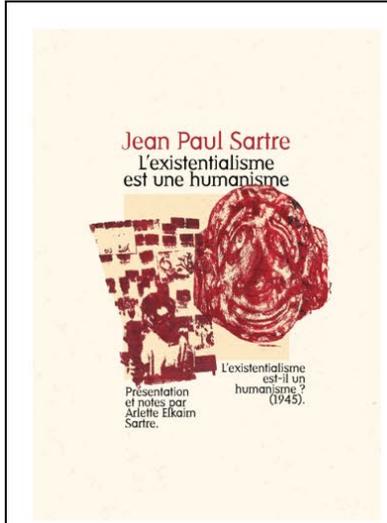
# Speculative Design Zine



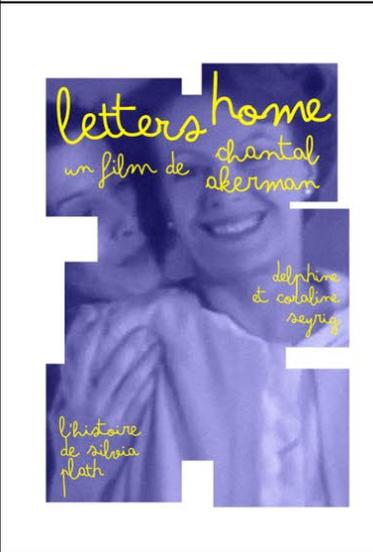
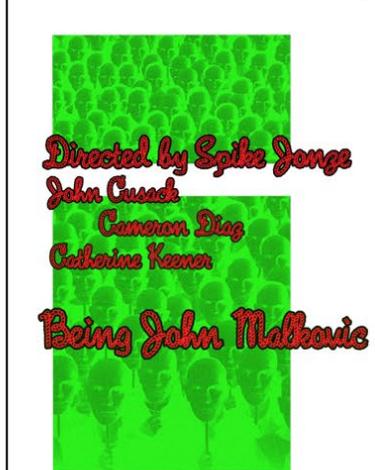
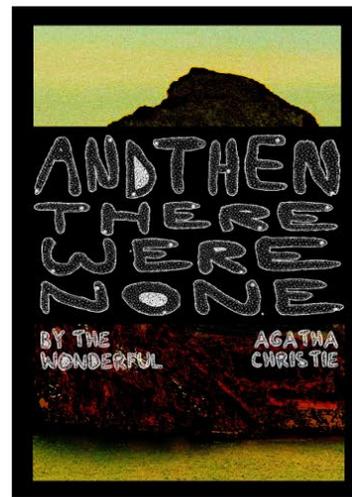
Spread from magazine, 2025, Florence



Spread from magazine, 2025, Florence



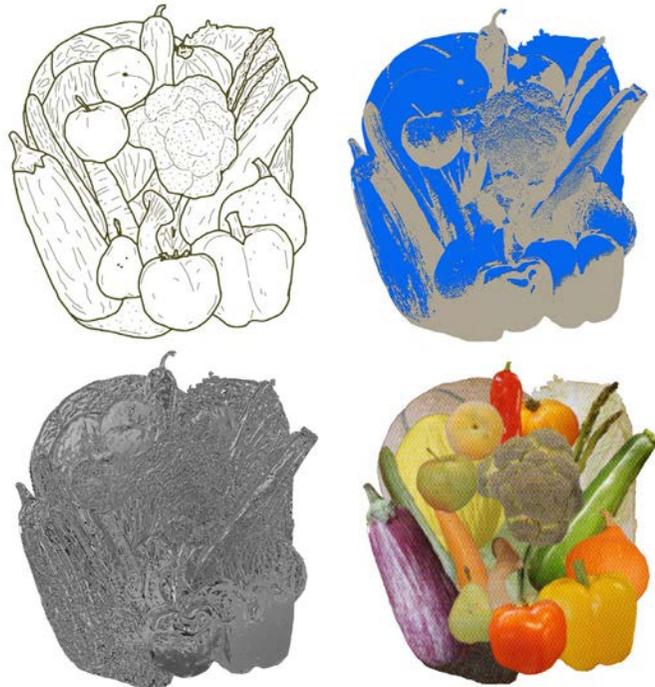
Movie posters and Book covers, Art Direction IED project, Florence, 2025



# Conventional Graphic Designs



Merchandise designs for Safe Food Advocacy Europe, 2024, Brussels



# Works for Safe Food Advocacy Europe

**LES GRANDES RÈGLES POUR UNE ALIMENTATION PLUS DURABLE**

**SAISONNALITÉ :** Manger des produits de saison.

**COURSES :** Choisir des produits frais et peu transformés & limiter les emballages.

**PROXIMITÉ :** Consommer local, quand c'est possible.

**MODES DE PRODUCTION :** S'informer sur la façon dont les aliments sont produits.

**LES SOLUTIONS SIMPLES POUR ÉVITER LE GASPILLAGE ALIMENTAIRE**

**À LA CANTINE :** Prends de petites portions et ressers-toi si tu as encore faim.

**À LA MAISON :** Mange les restes et les légumes "moches".

**AU RESTAURANT :** Si tu ne finis pas ton plat, demande un doggy bag pour emporter les restes.

**VÉRIFIE LES DATES :** Décryptage des dates de péremption

À consommer jusqu'à	01.04.23
À consommer jusqu'au	01.04.23

Ne pas dépasser car risque pour la santé.

Dépassement possible avec des quantités réduites et multifonctionnelles mesurées.

**Anti GASP!**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101017756

Co-funded by the Horizon 2020 program

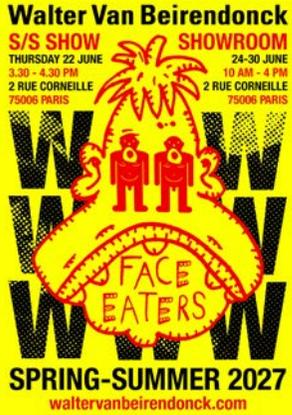
Designs for Safe Food Advocacy Europe made for scholastic events around Europe, 2025, Brussels



final pick

Logo making process for BiteWatch app, 2025, Brussels

# Conventional Graphic Designs



Walter Van Beirendonck  
**FACE EATERS**



Spring - Summer 2027 collection

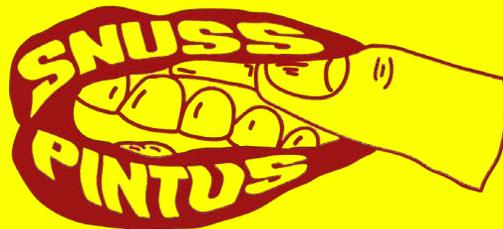
The 22nd of June 2027 during the Paris Fashion week belgian designer Walter Van Beirendonck presented his new collection named «Face Eaters», which was made in collaboration with artist/designer Jacopo Koning.



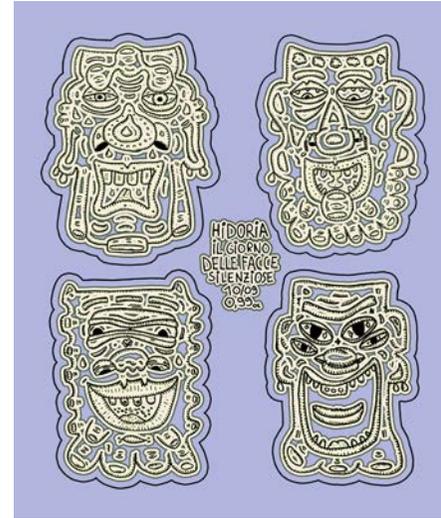
Posters and Pamphlet, collection concept for Walter van Beirendonck, 2025



Logo for film prop, 2025, Copenhagen



# Various works

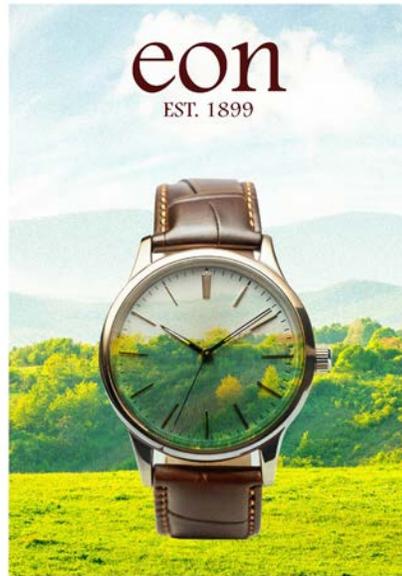
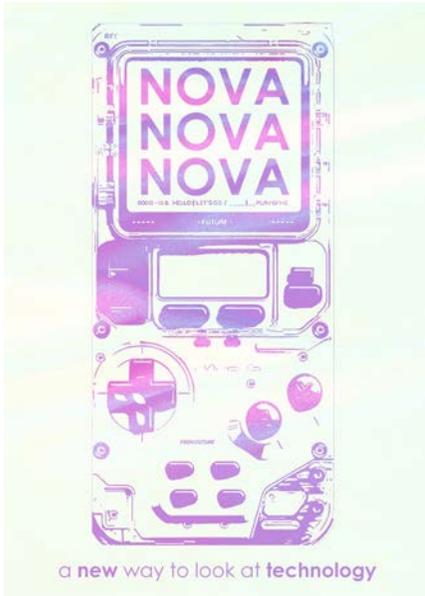
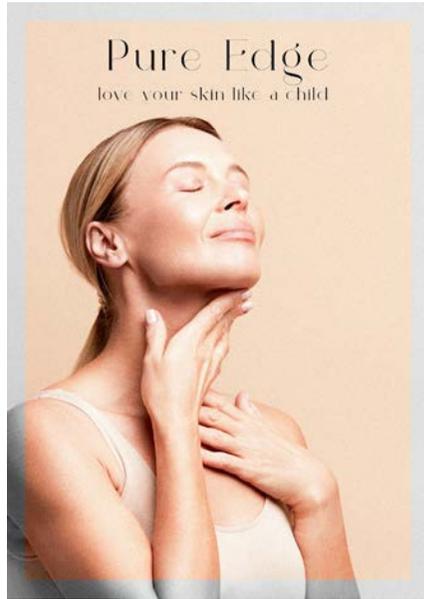
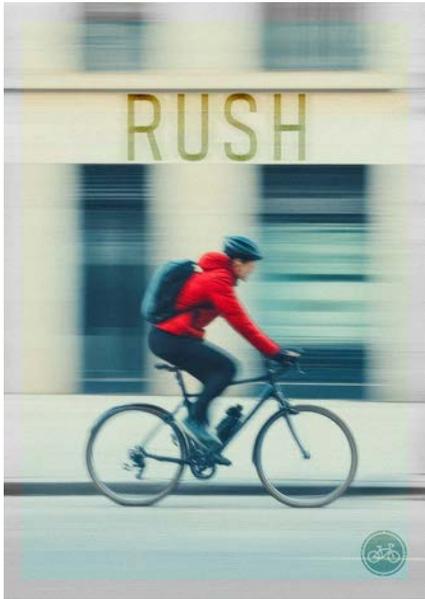


Hidoria Project, currency and stamps for imaginary country, 2024, Florence



Sticker for music video promotion, 2024, London

## Conventional Graphic Designs

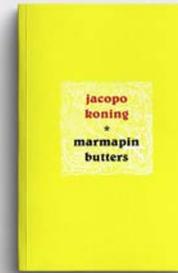
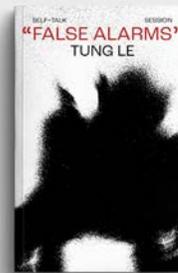


Advertisement posters for conceptual brands in different sectors, IED Florence, 2025

## Various works



Archival website design for Babaism, IED Florence, 2025



Book covers for client (left) and personal project (right), 2025

# GLORIFICATION OF NON-SENSE

Bachelor's Degree Final Project –  
Ravensbourne University London

The 'Glorification of Non-sense' is the theme of my final collection for which I have created a harmonious and colorful look that turns normal into absurd, questions the meaning behind fashion and is influenced by Dadaism.

On my fabrics I used screen printing to include altered images, made up words and imaginary brands that seem legitimate. 3D objects like farcical faces are used to mock the normal. I decided to go for some bold silhouettes to invite the exaggeration concept.

The prints use normal objects like faces and foods which are turned into nonsensical images. A Pocket so deep, it's almost impossible to grab what's in there. Things such as a water brand that seems heavily promoted but doesn't exist or a face print that does not look like one are ways in which I represented the confused and farcical narrative I want to give to this collection.



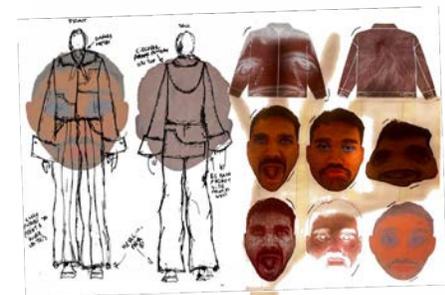
Moodboard, 2023, London



Fabric Board, 2023, London



Line up, 2023, London



Design process, 2023, London



Scarf design, 2023, London

# Fashion Design Works



Documentation of my fashion show during Pitti Week, 2025, Florence

# Glorification of Nonsense



Design process, 2023, London



Final Garment 1, fabric manipulation, screen printing, 3d printing, sublimation printing, 2023, London



Final Garment 3, metal work, sublimation printing, 2023, London



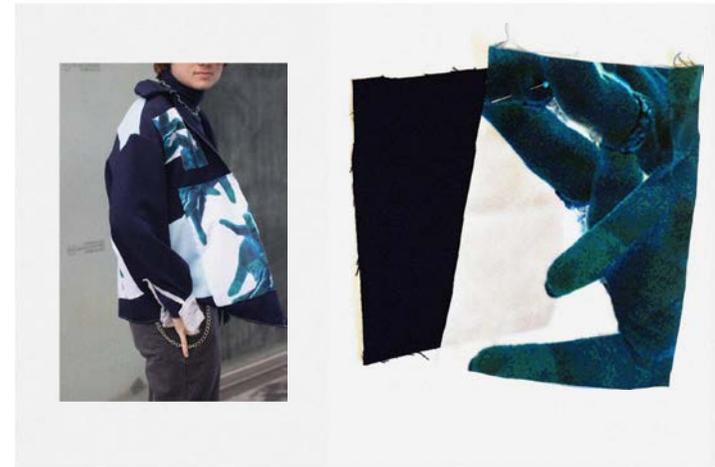
Final Garment 2, fabric manipulation, screen printing, sublimation printing, 2023, London

# Fashion Design Works

# Denim Kingpins Project (left) Stefan Cooke project (right)



Graphic design and laser engraving process for Ambidenim, Kingpins, 2022



Shirt Garment with sublimation print, 2021, London



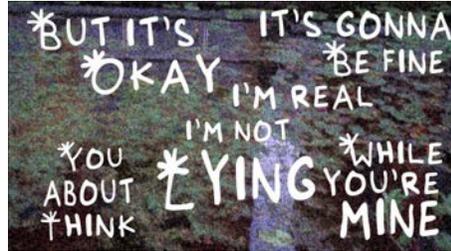
Final Garment for Ambidenim, Kingpins, 2022



Mood/texture board and garment, for Stefan Cooke project, 2022, London

## Experimental Graphic Works

Press on any image, to access the video



Betty Spouse, mixed media lyric video, 2025

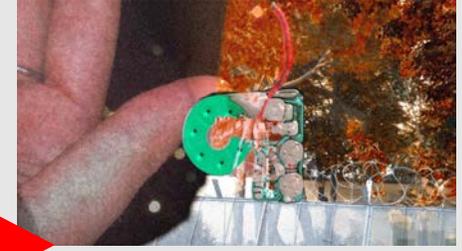
Press on the buttons, to access the videos



Kind Little Brain, is a project in which I wanted to represent how a train of thoughts can be, how my brain likes to overlap feelings and rationals, 2024, Brussels

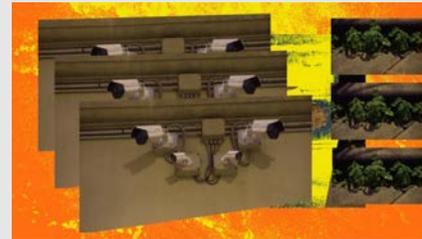
## Short films

Press on red button to access video

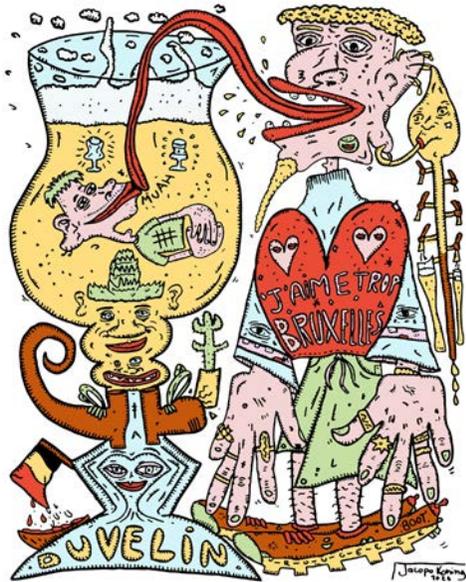


BABA-STIJL, mixed media short film, for the BABA MANIFESTO project, 2025, Florence

Press on any image, to access the video



Vite Riutilizzate, made for an exhibition on the value of resources and collective action made in collaboration with IED Florence and Plures, 2025

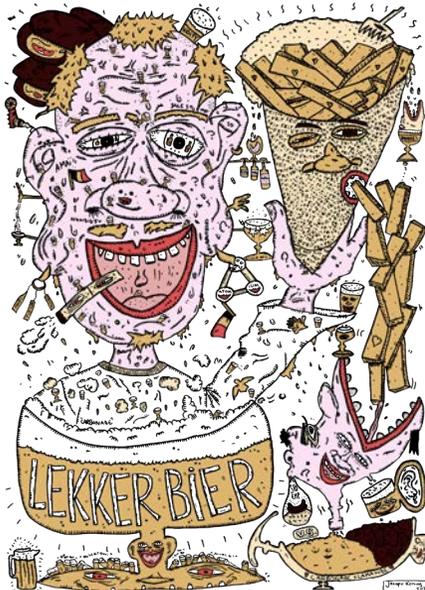


NONDIDJU UN STOEMPSANS PIS ZENNE  
 SAUCISSES MAIS ZOT  
 AVEC UN BOUT BRUXIL  
 DIKKENEK D'ESPRIT UN BOENTJE  
 BRILLUXE POUR MA LIBERTÉ  
 AMAI UNE BELLE GUEZE  
 BRUXUXIL POUR MON AMI KETJE  
 BEAU GARGON JEANNEKE NON-NONDIDJU ZOT  
 UN SCHIEVE UN DEUX  
 LAVABO TROIS PIS  
 J'AI VU UN UN STOEMPSANS  
 PRALINE BRUXIL SAUCISSES MAIS  
 TRÈS MUSCLE AVEC UN BOUT D'ESPRIT  
 UN BOENTJE POUR MA LIBERTÉ KOT POUR TOI  
 KETJE DIKKENEK AMAI BRULUXEL  
 ZENNE



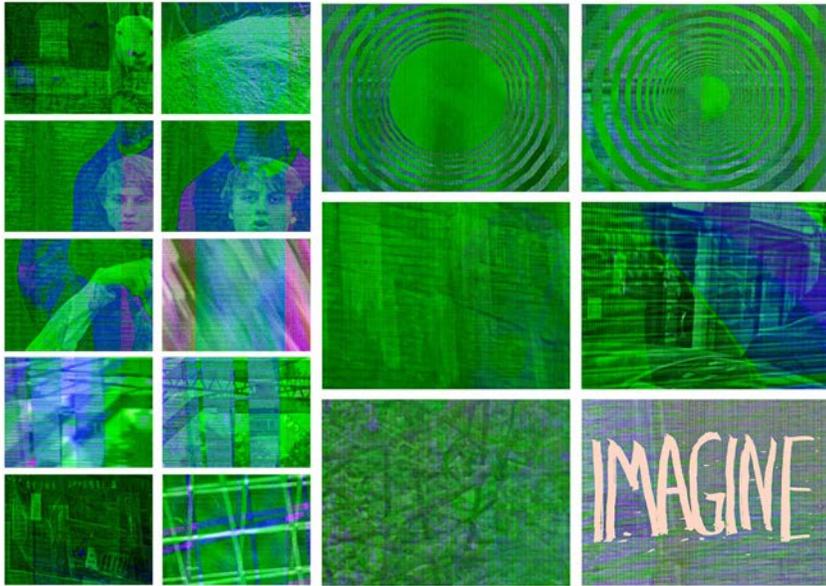
Illustrations for Meuh Concept Store, 2024, Brussels

Illustrations for Meuh Concept Store, 2024, Brussels

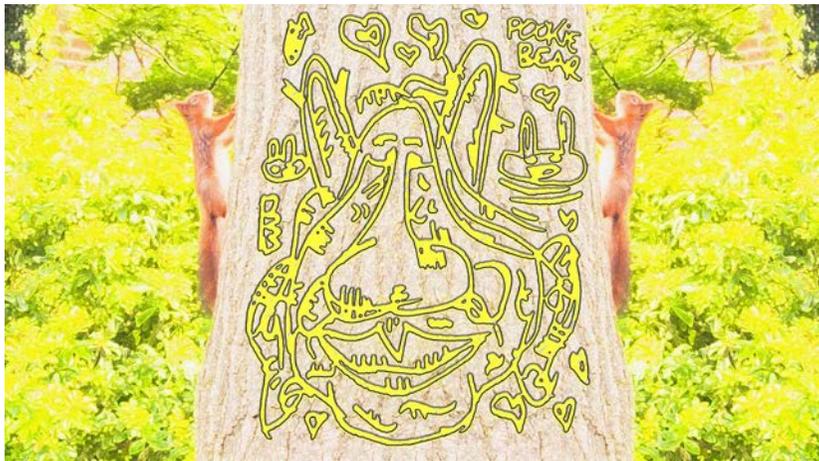


Mixed media, La scuola, 2024, Florence

## Experimental Graphic Works

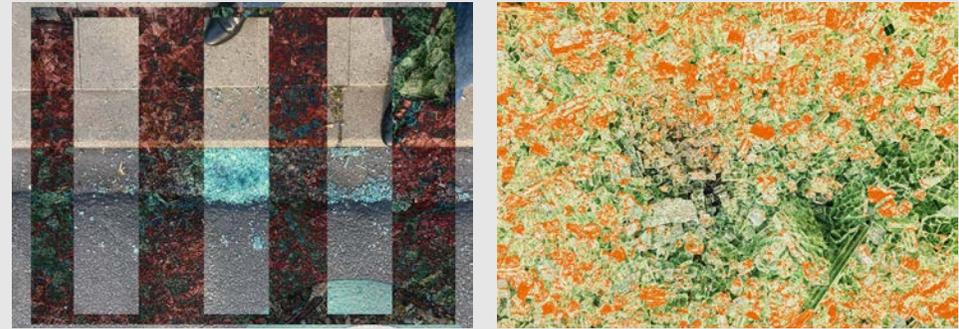


Imagine, corrupted then digitally altered photos, 2024, London



L'ecureuil, mixed media, 2024, Brussels

## Photographic Experiments

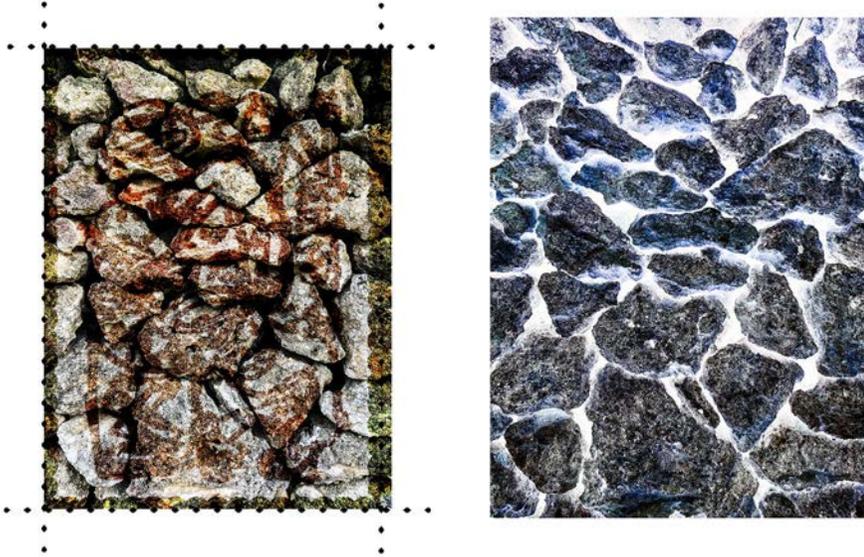


Digitally altered photos, 2025, Brussels



Collage, 2025, Florence

## Experimental Graphic Works



Digitally altered photos, 2025, Florence



Mixed media and digital collage, 2024, Brussels

## Photographic Experiments



Poster that was chosen for the Fight for Kindness exhibition by Type Campus, 2025, Milan and Florence



Digitally printed + felt tip, 2025, Florence

## Experimental Graphic Works



Familiar scream (2023)  
Screenprint on cotton fabric, London



Tiny Potato Baby (2024-2025)  
Screenprint on Mohair fabric, Prato

## Screenprints



Mixed media and digital collage on the right and hand pulled screen print on fabric on the left, design made with residue of 3d print 2023-2024



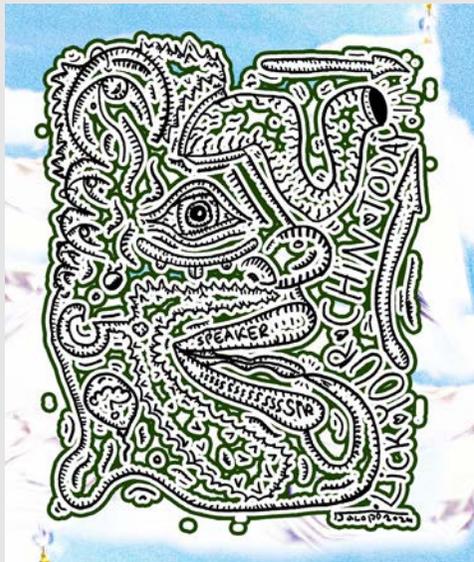
Juniper (2025) Screenprint on cotton fabric, Prato



Acquaforthe base with hand pulled screen print, " Syrop existentiel " 2025, Florence



Acquaforthe technique, 2025, Florence



Mixed media, 2024, Florence

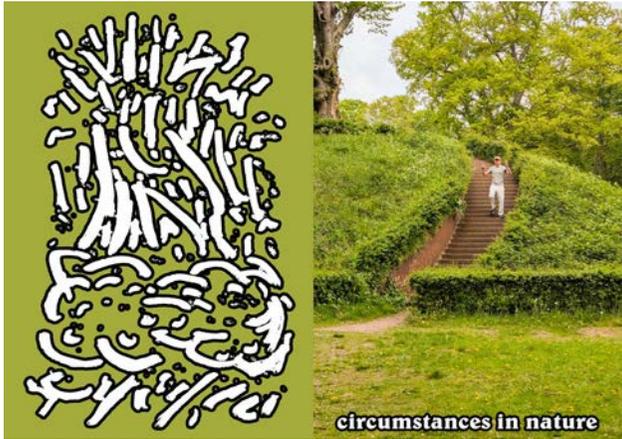


Acquaforthe and acrylic paint, 'That Medley, that medley!' 2025, Florence

HAD A SWEET AND INTERESTING CONVERSATION WITH A STRANGER IN THE AIRPLANE ABOUT OUR DESTINY



Jaco Popor is, an existential mistake, oh sir please help its 12h and I have just started making this I am indeed doing it at the last minute this weekend was intense so I can, yes blame it on that exactly. Let's live in the present and eat butter all day everyday yessir mister? Ohay sire I accept your offer. Carqisteen hello sir I love you the a michey mouse sweater. Marmaspeen is a great guy tho butthis weekend was a night soul.



- I love Peta cheese with butter, said the Creah.  
- Oh yes me too I, replied Marmapi.  
- Shall we have a drink then? screamed the Creah.  
- I will say yes to you mister, explained Marmapi.  
- Perfect meet me at the bar at Gam baby, said the Creah.

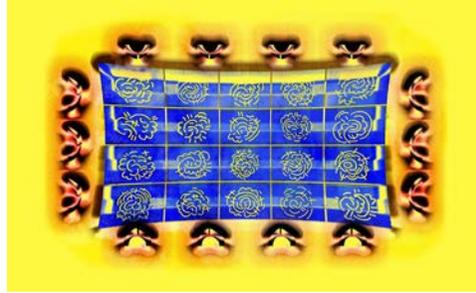
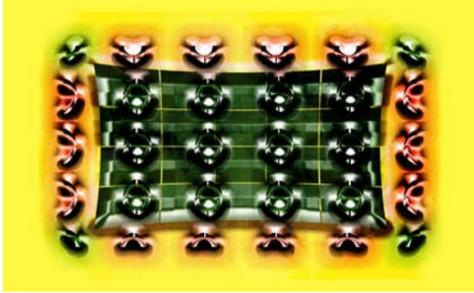


Pages for Art/graphic book, "Marmapi Butters", an experimental graphic visual/art book, that illustrates moments of my life during the month of April, IED project, 2025, Florence

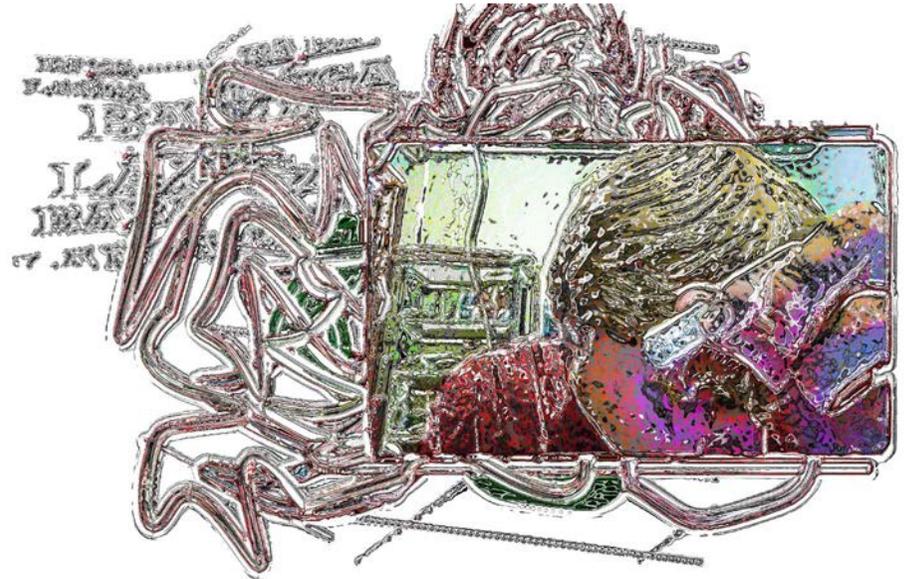
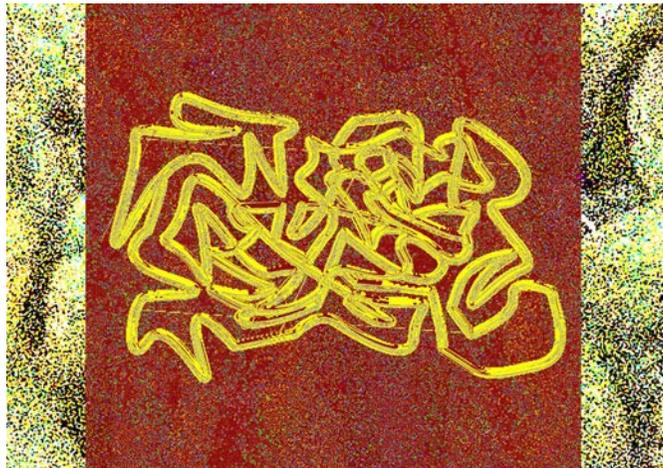


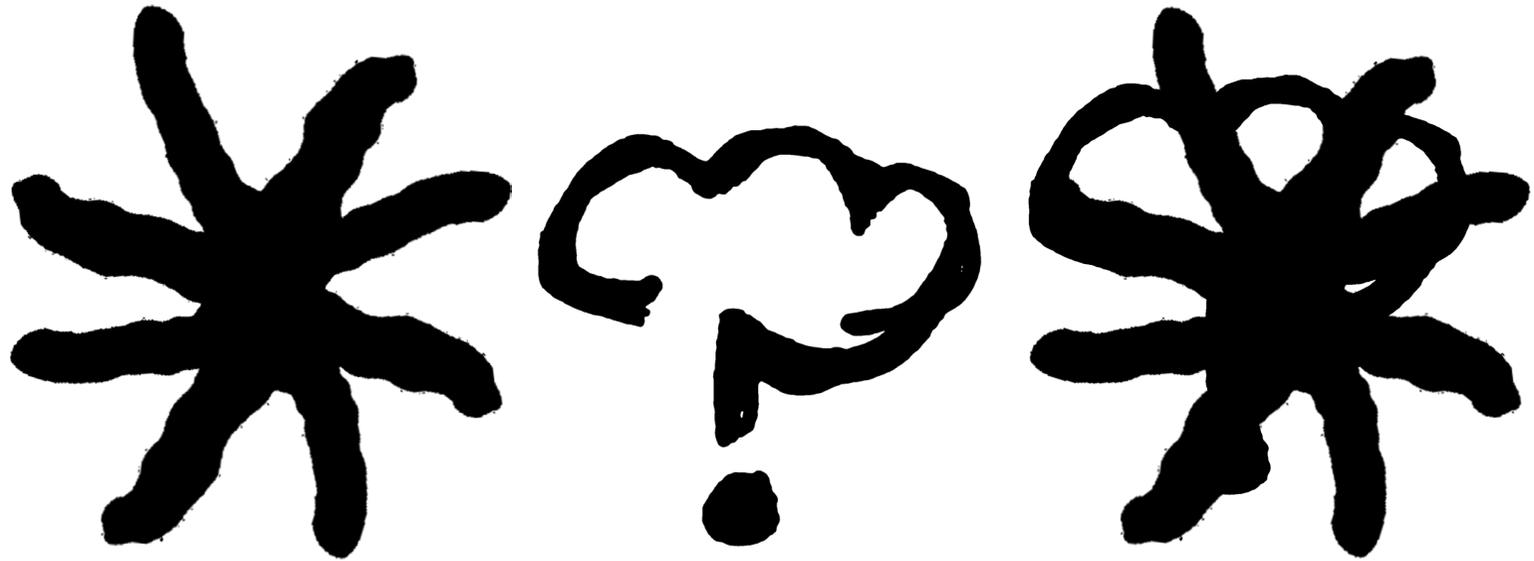
Experimental Graphic Works

Digital Art



Collection of digital art made in 2025





THANK YOU!