

PORTFOLIO

By JACOPO KONING



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

ABOUT MYSELF

I'm Jacopo Koning, a multidisciplinary designer and artist of Italian and Dutch heritage, born in Brussels and currently based in Brussels. 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.



vArIdUs
cONvEn**T**IONAl
WDrKs

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.

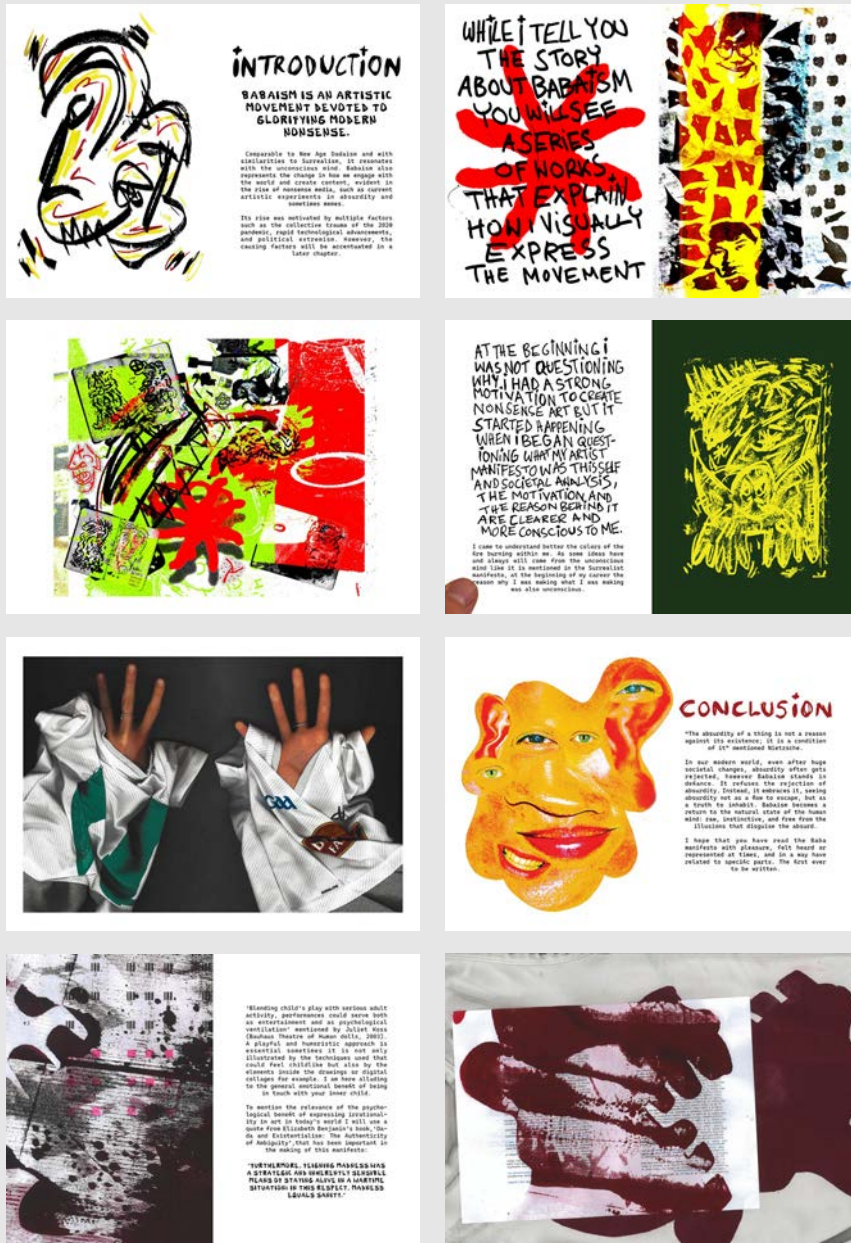


Covers and scans of the Baba Manifesto book, 2025



Poster collection for the Baba Manifesto
exhibition in Florence, 2025

Conventional Graphic Designs

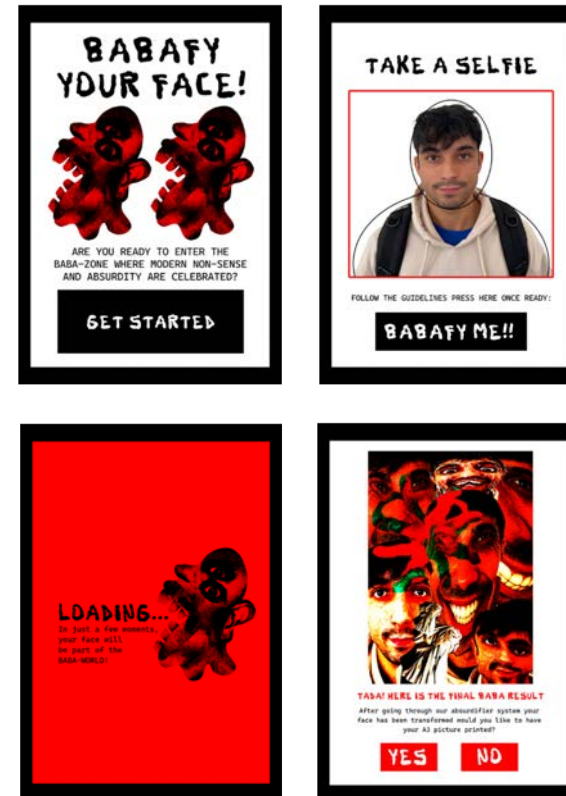


Book spreads for the Baba Manifesto project, 2025

Baba Manifesto

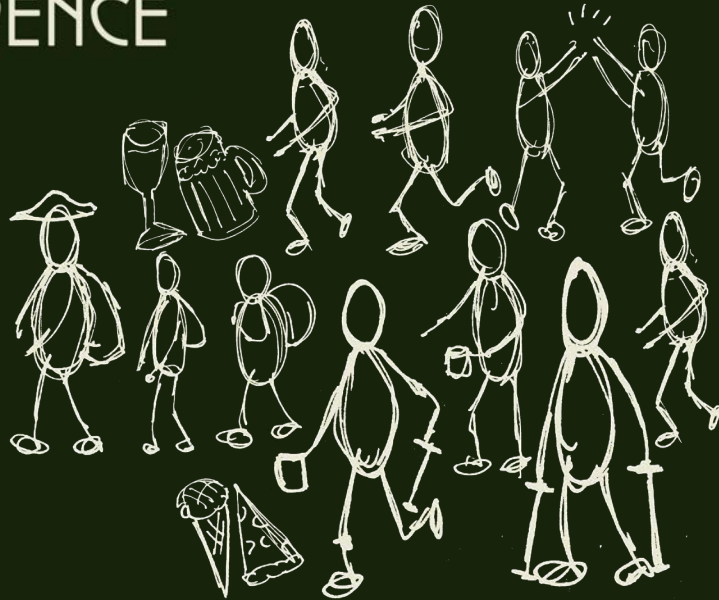


Invitation for the Baba Manifesto exhibition, 2025



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.

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?

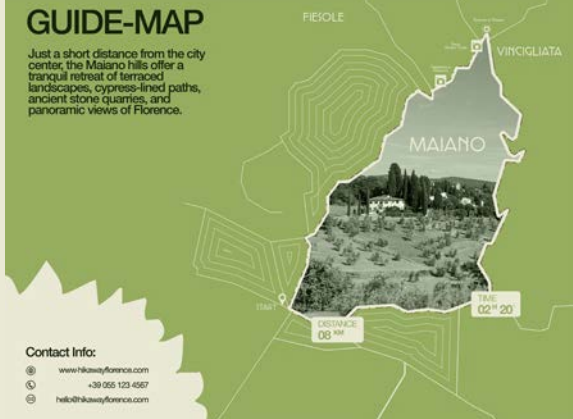
-  **Cucina Pietraforte,** ←
via Cave di Maiano, 20
- **Il Grande Pescatore,** 
via Cave di Maiano 3/A
-  **Ristorante Lo Spaccio,** ←
via Cave di Maiano, 2
- **Fior D'arancio,** 
via Permonda, 1

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



Museo Archeologico
Nazionale di Firenze

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.



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

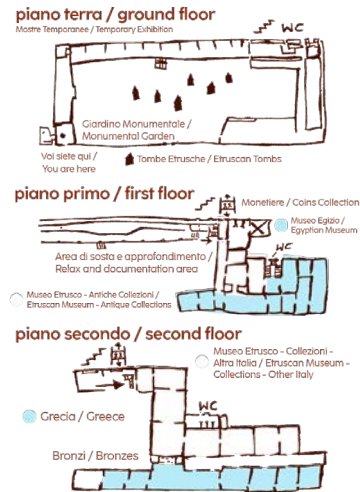
Conventional Graphic Designs



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



MAF
Museo Archeologico
Nazionale di Firenze



Game design for the MAF museum in Florence, 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.



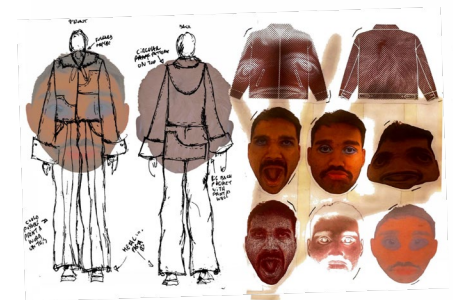
Moodboard, 2023, London



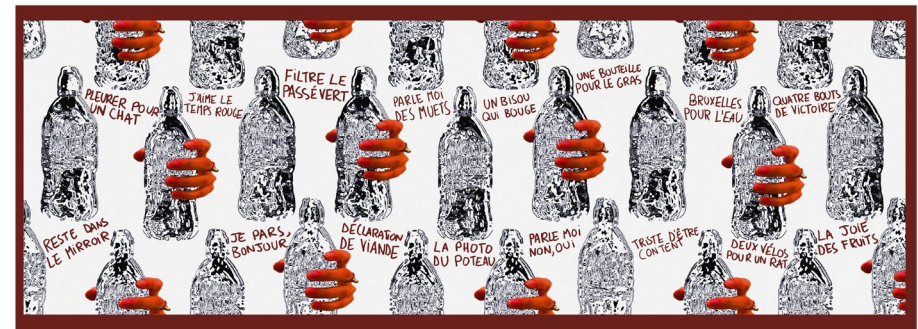
Fabric Board, 2023, London



Line up, 2023, London

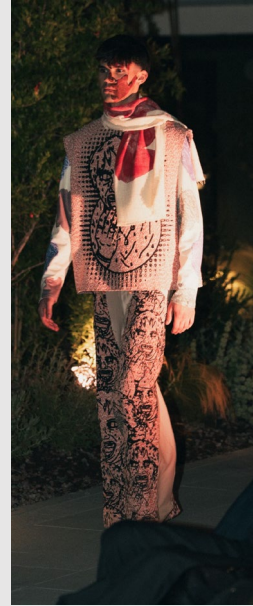


Design process, 2023, London



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)

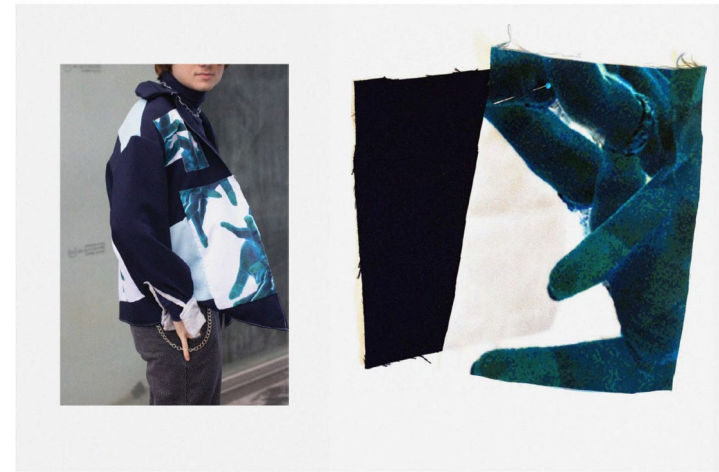
AMBIDENIM© AMBIDENIM©
 AMBIDENIM© AMBIDENIM©
 AMBIDENIM© AMBIDENIM©
 AMBIDENIM© AMBIDENIM©
 AMBIDENIM© AMBIDENIM©



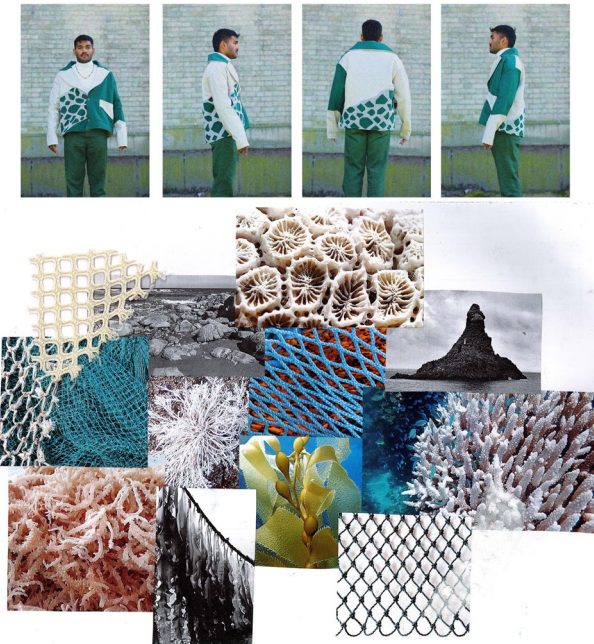
Graphic design and laser engraving process
for Ambidenim, Kingpins, 2022



Final Garment for Ambidenim, Kingpins, 2022



Shirt Garment with sublimation print, 2021, London

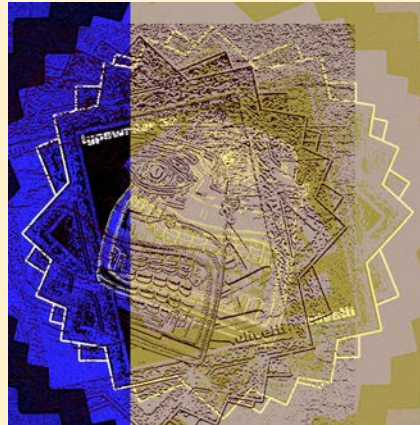


Mood/texture board and garment, for Stefan
Cooke project, 2022, London

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

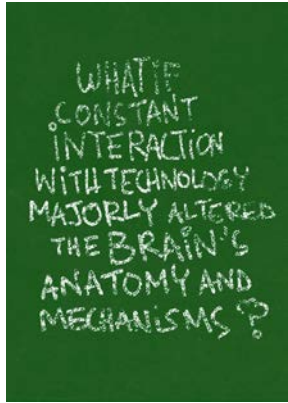


Tote bag design, project for Olivetti, 2025,
Florence

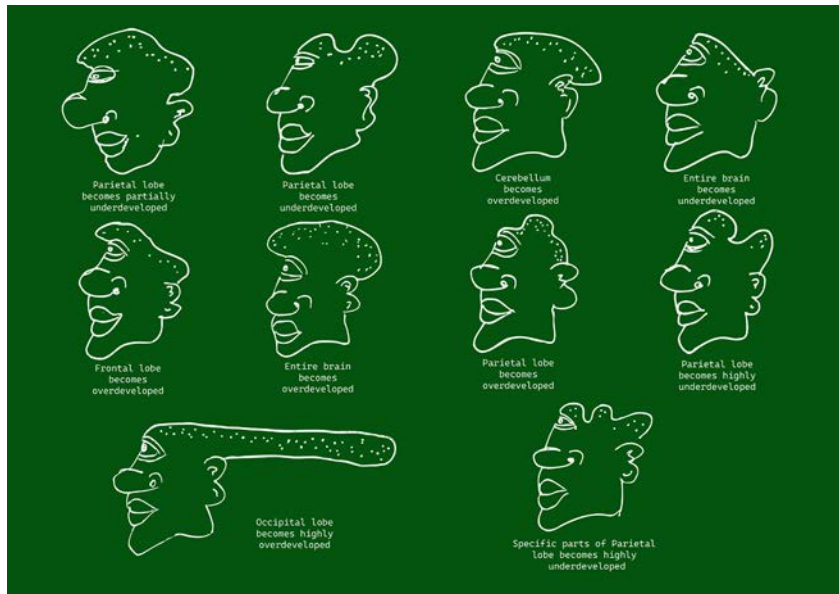


Notebook design, project for Olivetti, 2025,
Florence

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

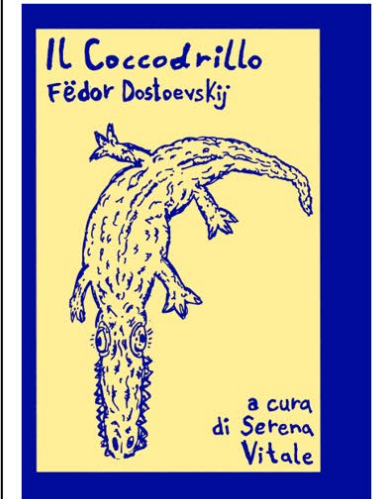
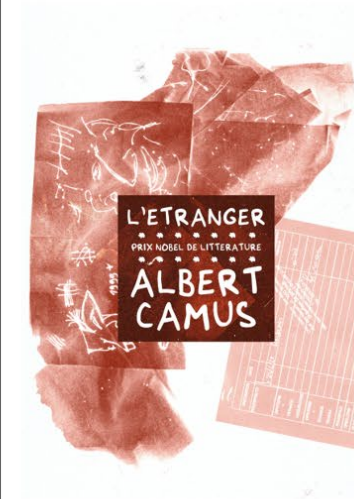
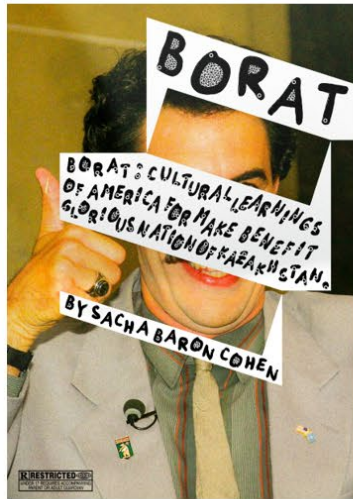
Speculative Design Zine



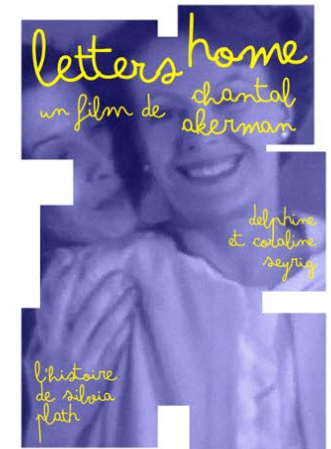
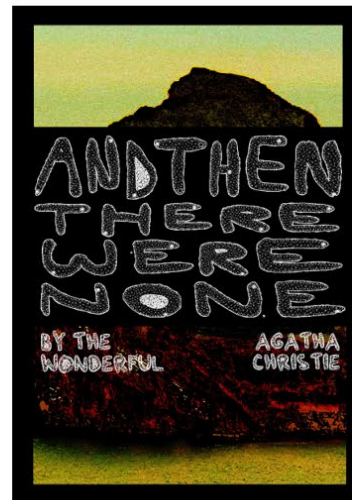
Spread from magazine, 2025, Florence



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



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



final pick

Logo making process for BiteWatch app, 2025, Brussels

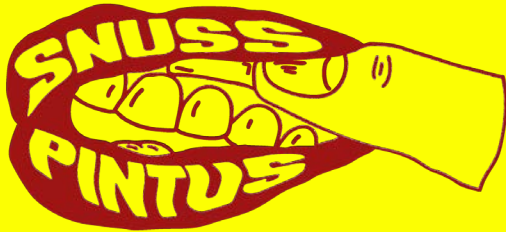
Conventional Graphic Designs



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



Logo for film prop, 2025, Copenhagen



Various works

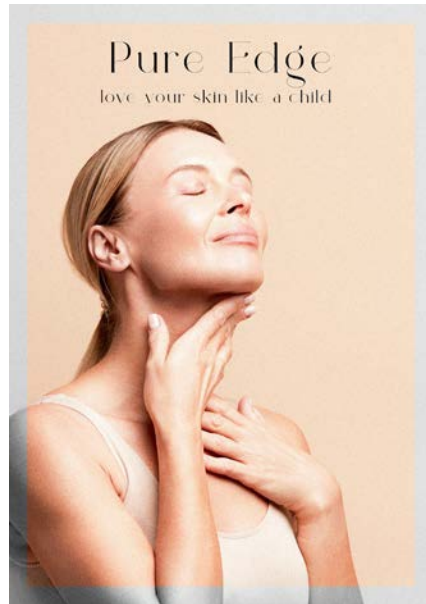
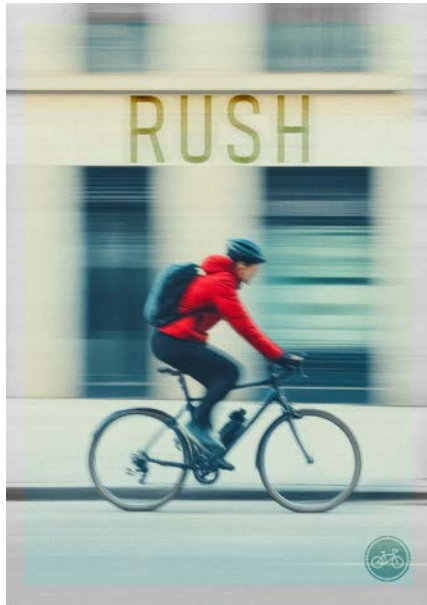


Hidoria Project, currency and stamps for imaginary country, 2024, Florence



Sticker for music video promotion, 2024, London

Conventional Graphic Designs

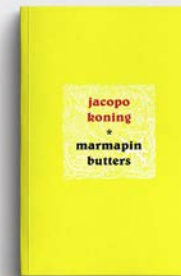
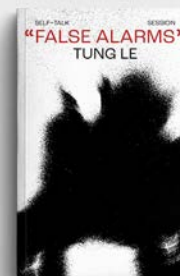


Advertisement posters for conceptual brands in different sectors, IED Florence, 2025

Various works



Archival website design for Babaism, IED Florence, 2025

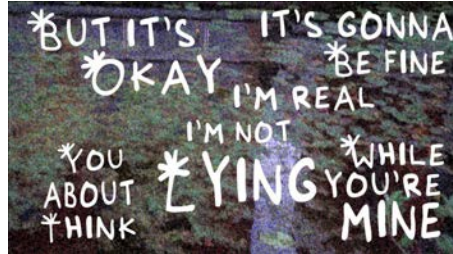


Book covers for client (left) and personal project (right), 2025

various
experimental
works

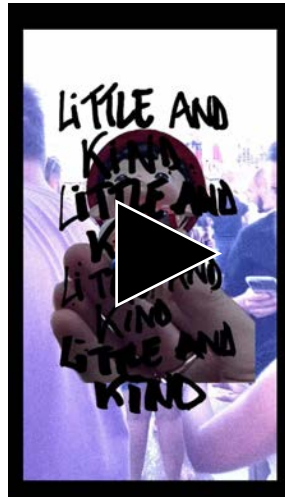
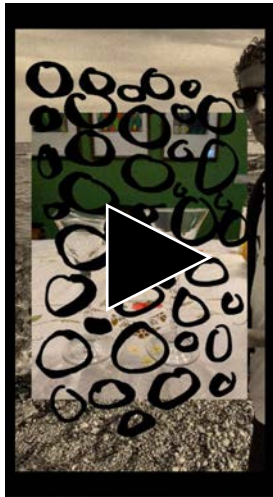
Experimental Graphic Works

Press on any image, to access the video



Betty Spouse, mixed media lyric video, 2025

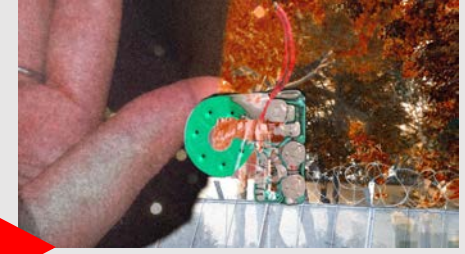
Press on the buttons, to access the videos



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

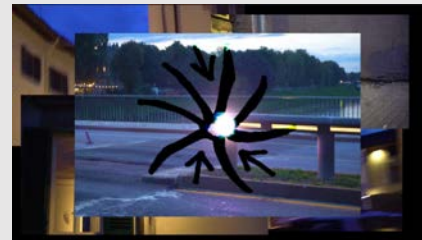
Short films

Press on red button to access video

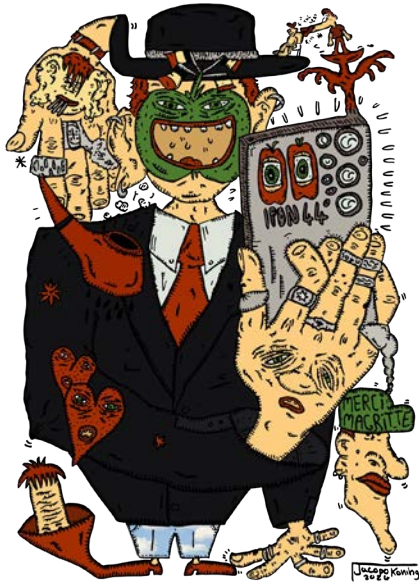


BABA-STIJL, mixed media short film, for the BABA MANIFESTO project, 2025, Florence

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 STOEMPSANG PIS ZENNE
 SAUCISSES MAIS ZOT
 AVEC UN BOUT BRIXIL
 D'ESPRIT UN BOENTJE
 POUR MA LIBERTÉ
 UNE BELLE GUEZE
 POUR MON AMI
 KETJE
 ZOT
 AMAI
 BRUXUXIL
 BEAU GARGON JEANNEKE
 UN SCHIEVE UNDEUX
 LAVABO TROIS PIS
 J'AI VU UN
 PRALINE BRIXIL
 TRÈS MUSCLE
 UN STOEMPSANG
 SAUCISSES MAIS
 AVEC UN BOUT
 D'ESPRIT
 UNBOENTJE
 POUR MA LIBERTÉ
 KOT POUR TOI
 A CHARLEROI
 A MAI
 BRULUXEL
 ZENNE
 KETJE DIKKENK



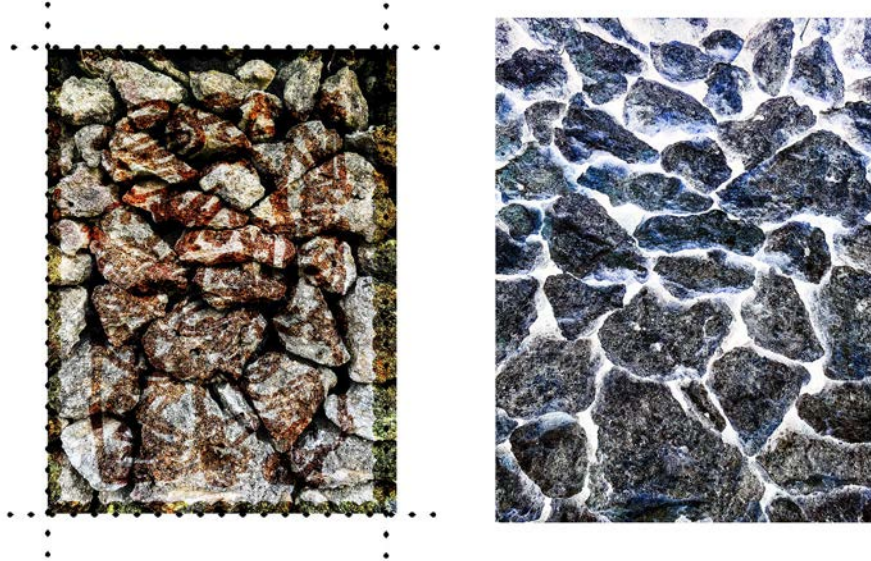
Illustrations for Meuh Concept Store,
2024, Brussels

Illustrations for Meuh Concept Store, 2024, Brussels



Mixed media, La scuola, 2024, Florence

Experimental Graphic Works



Digitally altered photos, 2025, Florence



Mixed media and digital collage, 2024, Brussels

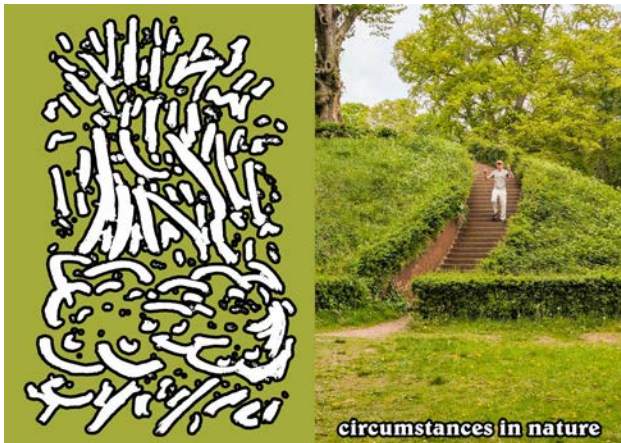
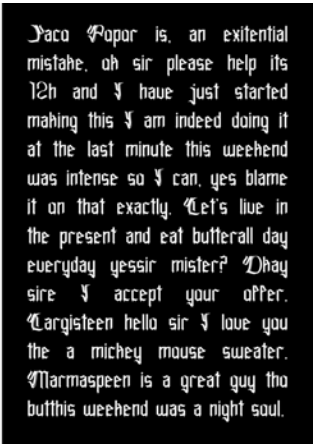
Photographic Experiments



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



Digitally printed + felt tip, 2025, Florence

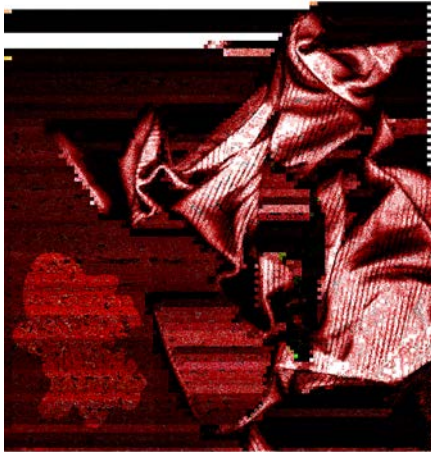
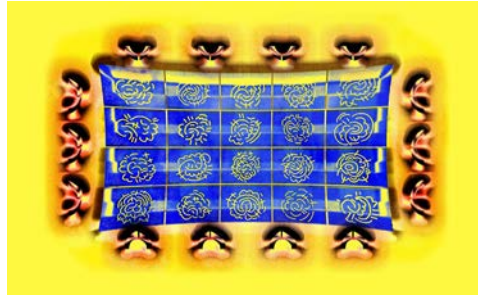
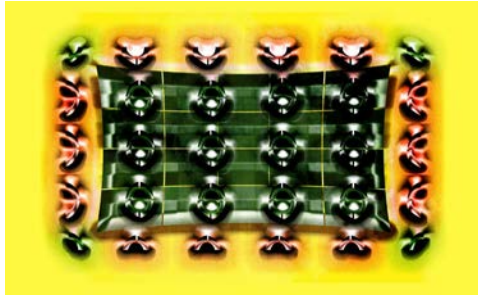


- I love Peta cheese with butter, said the Creak.
- Oh yes me too I, replied Marmapi.
- Shall we have a drink then? screamed the Creak.
- I will say yes to you mister, explained Marmapi.
- Perfect meet me at the bar at 9am baby, said the Creak.



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

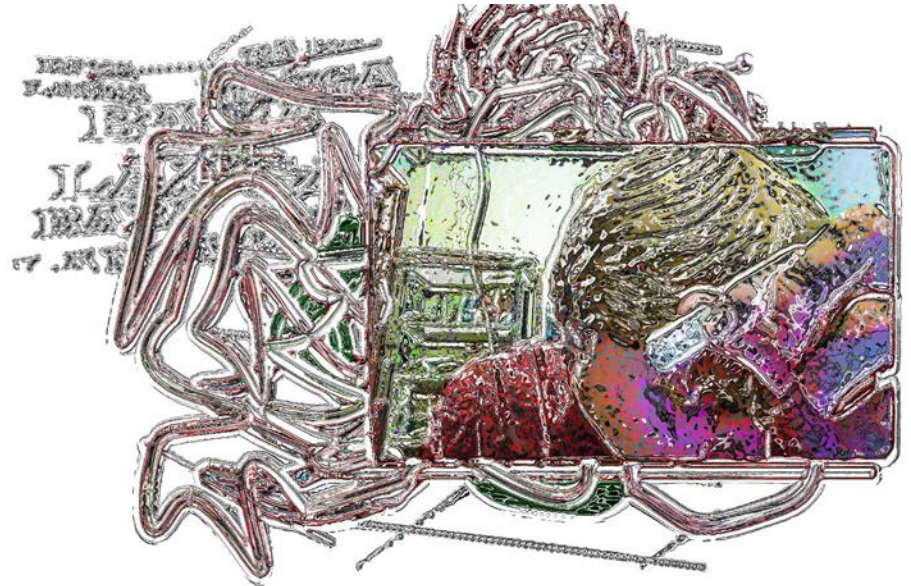
Experimental Graphic Works

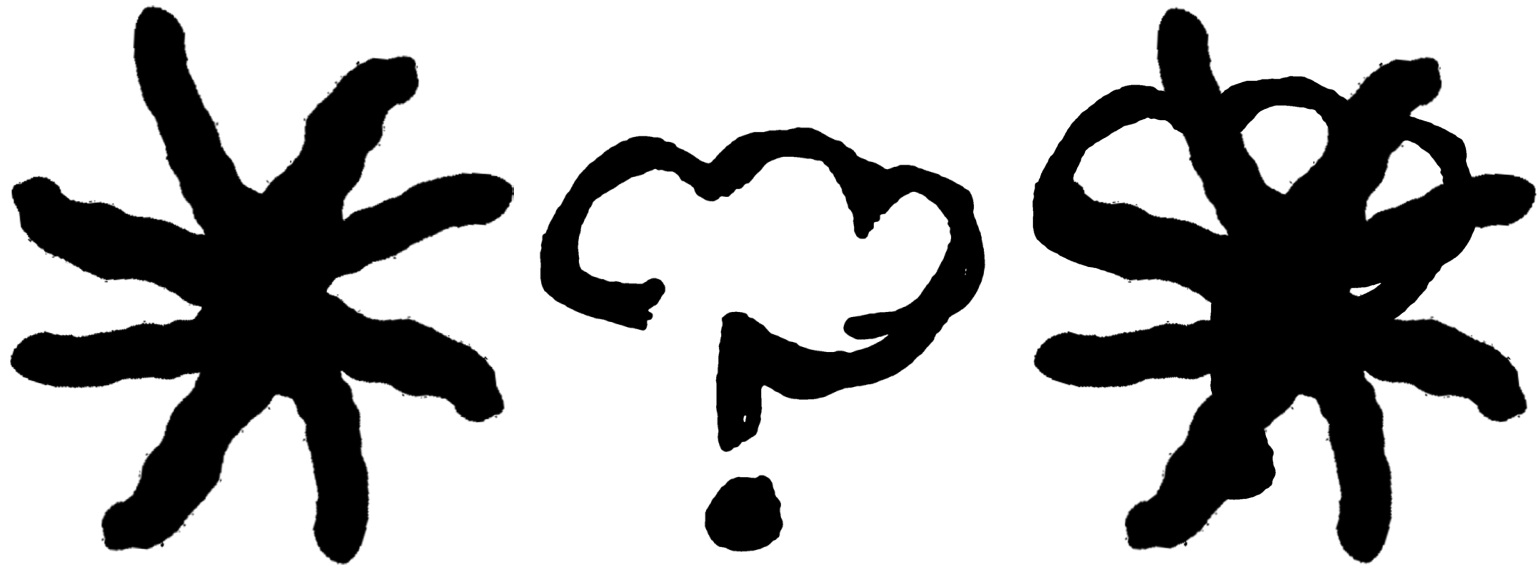


Digital Art



Collection of digital art made in 2025





THANK YOU !