

Food
Lifestyle
Interiors
Production
Photography

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JONATHAN MAY

Photographer

Recognised as one of Sydney's most exciting emerging photographic talents, Jonathan imbues his subjects with humour and poignancy. His instinctual ability to take a concept and tell a fascinating visual story is both innovative and compelling.

Starting early, Jonathan won awards for Photography at school, but fell into a career in publishing print production, followed by advertising production. However, his night forays seeking and shooting interesting subjects became more frequent and he realised that he could no longer ignore his desire to shoot.

Jonathan's great love is the quirky, creative, concept-driven advertising that comes out of true collaboration with art directors.

Jonathan loves to find interesting characters and unconventional locations, using colour and treatments to heighten the visual experience. Always looking for subtle humour, his work visually engages us by drawing us in to share the experience of the subject.

Jonathan has several exhibitions under his belt, including one in Moscow's Central House of Artists (the first ever Australian to do so) in 2007, as well as various joint exhibitions in Sydney in 2008, 2009 and 2010. Jonathan won the 2009 Sydney Morning Herald "shoot the chef" competition with his hilarious portrayal of Manu Fieldel on a unicycle, dressed as a circus performer. Jonathan was also a finalist in Australia's most prestigious photographic portrait prize HEAD ON 2010, with his image of John Terelli posing nude in a suburban front yard. This image was then featured on the May 2010 cover of Art Monthly.

Lurzers Archive magazine named Jonathan one of their Top 200 International Advertising photographers in 2010.

Making the transition from agency producer to freelance photographer, also places Jonathan in the unique position whereby he has worked closely with both Creatives and Account Service within the agency environment. One of Jonathan's strengths is that he understands the required balance of production and client constraints without compromising the integrity of the creative vision.

Jonathan's 9 years working in Advertising Agencies has given him wonderful opportunities to collaborate with some of the best creative minds in the world. Now he is working towards making his own mark in the industry with his fun and dynamic imagery.

Jonathan's current clients include Vodafone, Solo, Daylesford, Sony, Hoyts, Westfield, Telstra Bigpond, Beatdisc Records & RTA.

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