

JASON NAYLOR

CREATIVELY POSITIVE X POSITIVELY CREATIVE

PRESS KIT



Jason is an award-winning artist, designer, and creative director based in Brooklyn. After earning a BFA in graphic design from Brigham Young University, he moved to NYC to immerse himself into the life, color and magic of New York. He began his professional career working in the Creative Department of M·A·C Cosmetics, where he learned about the business of art and design, and developed his taste for spreading life and color into any and every project he could get his hands on. Six years later, Jason set out to start spreading his own message into the world.

Jason's work consists of bright colors and rich blacks, and regularly contains messages of love and positivity, as he believes that kindness is the key to success. He works in both digital and traditional media, and while his work ranges from typography and illustration, to products and large scale murals, the immediately recognizable commonalities found in his work are his electric color palette and his positivity. Jason's work has received global recognition including the Golden Novum Design Award and two CLIO Bronze medals. It has been featured in numerous publications and blogs and he has been featured on HGTV and the Discovery Channel. In 2018, Jason was named by BUMBLE as one of the 100 Most Inspiring New Yorkers, and his upbeat, colorful creations have found partnership with a range of brands such as Coach, Pepsi, Guess, XBOX and Maybelline.

Jason's mission is to spread color and positivity across the globe. He breathes life into every project with an optimistic attitude, humility and confidence. Jason's brightly colored designs and positive words reflect his zeal for life, his quest for joy and his love of LOVE. Currently, Jason is working towards developing a three dimensional version of one of his favorite motifs... the heart.

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The Upward Spiral of Artist Jason Naylor

Artist Jason Naylor.

By **VITTORIA BENZINE** March, 2021

New York-based Jason Naylor secured the commercial artist's holy grail in May 2019.

THE UPWARD SPIRAL OF ARTIST JASON NAYLOR

New York-based Jason Naylor secured the commercial artist's holy grail in May 2019, when French makeup monolith Sephora celebrated its new Times Square flagship. After fifteen years, the graphic designer, artist, and creative director could ultimately count a permanent billboard at the western world's epicenter amongst his accolades, created to commemorate the retail destination. While Naylor's style and mission have remained consistent since, he's forever exploring new avenues for expression. The artist's first solo show, 'Reading Between The Lines,' recently concluded its run at 150 Grand Street in Brooklyn, marking a new chapter in his adventure.

Naylor's confectionary color palette and proselytized positivity have garnered considerable acclaim—BUMBLE even named him "One of the 100 Most Inspiring New Yorkers." The artist's vibrant streaks of radical joy have animated advertisements for Fenty, Fanta, and Jo Malone alike. He also paints murals prolifically, draping prominent corners in kaleidoscope chromatics, always with a clear message.

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Beauty Between the Lines: Jason Naylor's First Solo Exhibition


March 29, 2021 by Vittoria Benzine





Poetry was never a luxury—the creative impulse is more demand than request. Brooklyn-based artist, designer, and creative director [Jason Naylor](#) has constructed monuments most spend their careers chasing—murals at international festivals, brand partnerships that mass-produce his message, even a permanent billboard in Times Square. These achievements haven't sprung from the ether by fate. They are the results of a painstaking, piecemeal creation on the artist's part, an ongoing process which recently manifested Naylor's first solo show, 'Reading Between the Lines' at a pop up space in Williamsburg, Brooklyn.


Cobbling together eclectic fragments proves a motif throughout Naylor's narrative. The artist grew up in Salt Lake City, not a particularly creative place at the time, but one which still offered workable material. There, he excelled in his high school art classes and enjoyed encouragement from his mother, an artist herself. "All circumstances considered, I had a fairly supportive upbringing in terms of my creative path," Naylor told me over FaceTime.


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BEAUTY BETWEEN THE LINES: JASON NAYLOR'S FIRST SOLO EXHIBITION

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READING BETWEEN THE LINES' BY JASON NAYLOR

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"Jason's brightly colored designs and positive words reflect his zeal for life, his quest for joy and his love of LOVE," the site continues. His portfolio predominantly consists of brand partnerships and large-scale mural commissions, all encouraging viewers to keep their heads high and eyes on the bright side. Through the ups and downs of departing from his family's religion and recovering from substance abuse, Naylor has learned the true value of radical joy. This hard-won experience underpins the authentic vibrance of his jubilant creations, crafted of color and confidence.

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NYC's "The Dream Room" Is A Whimsical Escape From Hectic City Life

Casey Weissman | February 2, 2021 | [Lifestyle](#)



Fifty Hotels & Suites by Affinia in partnership with world-renowned artist Jason Naylor opened "The Dream Room" to help guests escape the hectic city atmosphere to a fantasy world.



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Fifty Hotels & Suites by Affinia in partnership with world-renowned artist Jason Naylor opened "The Dream Room" to help guests escape the hectic city atmosphere to a fantasy world. Affinia Hotels & Suites is offering a new kind of sleeping experience with "The Dream Room". The eccentric and colorful suite reflects a dream-like scape with neon signs, cosmic inspired art and whimsical murals and quotes along the walls. The one-bedroom suite is adorned with three terraces, all focused on transporting you from the bustling city atmosphere to a fantasy world.

Affinia Partners, known for their 'home away from home' experience, teamed up with distinguished artist Jason Naylor on this project to create something truly out of this world for guests. Located in the Fifty Hotels & Suites by Affinia, "The Dream Room" truly transports guest to a dreamy space. Naylor's projects tend to be brightly colored and feature optimistic messages about human emotion, and in this case—dreams. Naylor has

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Sweet dreams are made of this! As the CDC continues to discourage travel, award winning artist Jason Naylor designs mood boosting hotel room aimed to transport guests from reality to a world of fantasy and imagination

- Many Americans are eager to resume travelling following almost a year at home
- 'Staycations might be one way we get to experience a sense of adventure, novelty and exploration right now,' says Psychiatrist Sue Varma
- New York-based Fifty Hotel & Suites by Affinia have collaborated with world renowned artist Jason Naylor on a one-of-a-kind suite that aims to transport you from reality, directly to a world of fantasy and imagination

By **PANDORA AMORATIS FOR DAILY MAIL**
 PUBLISHED: 16:03 EDT, 18 January 2021 | UPDATED: 16:03 EDT, 18 January 2021



DAILY MAIL AWARD WINNING ARTIST JASON NAYLOR DESIGNS ULTIMATE MOOD BOOSTING HOTEL ROOM

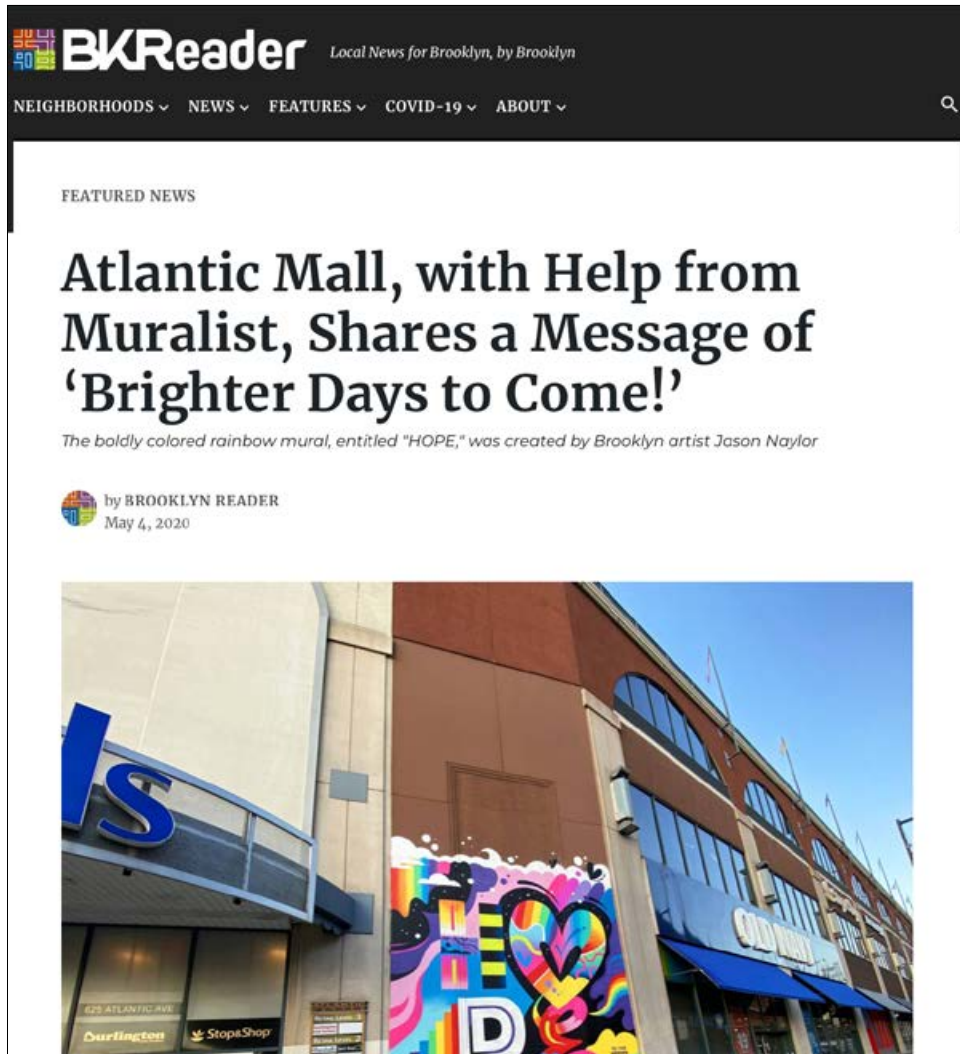
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New York-based Fifty Hotel & Suites by Affinia have collaborated with world renowned artist Jason Naylor on a one-of-a-kind suite that aims to transport you from reality, directly to a world of fantasy and imagination Every inch of the one bedroom suite is covered with colorful murals on the walls, including quotes and neon signs

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ATLANTIC MALL, WITH HELP FROM MURALIST, SHARES A MESSAGE OF 'BRIGHTER DAYS TO COME!'

Atlantic Terminal Mall in downtown Brooklyn just got its own coronavirus tattoo, in the form of another mural.

Commissioned by the terminal's property owner Madison International Realty, the mural, entitled "HOPE," was created by Brooklyn artist Jason Naylor. It is a boldly colored rainbow created to inspire optimism and promise of brighter days as residents power through the COVID-19 pandemic and quarantine.

This isn't the realty company's first public art commission at the terminal. Previously, Madison commissioned Brooklyn artist Patrick Dougher to create "Spread Love" and also partnered with local artists to create the "Take It Easy" mural for MOCADA Museum.'fill the well' philosophy, which

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A Colourful Lettering Utopia | Jason Naylor

ROBYN PITTS / FEBRUARY 28, 2020 / LETTERING

Jason Naylor is an award-winning artist, designer, and creative director based in Brooklyn. After earning a BFA in graphic design from Brigham Young University, he moved to NYC to immerse himself into the life, colour and magic of New York. Jason's work is characterised by bright colours and rich blacks, and regularly contains messages of love and positivity, as he believes that kindness is the key to success. Working across both digital and traditional media, Jason's work ranges from typography and illustration to products and large scale murals.

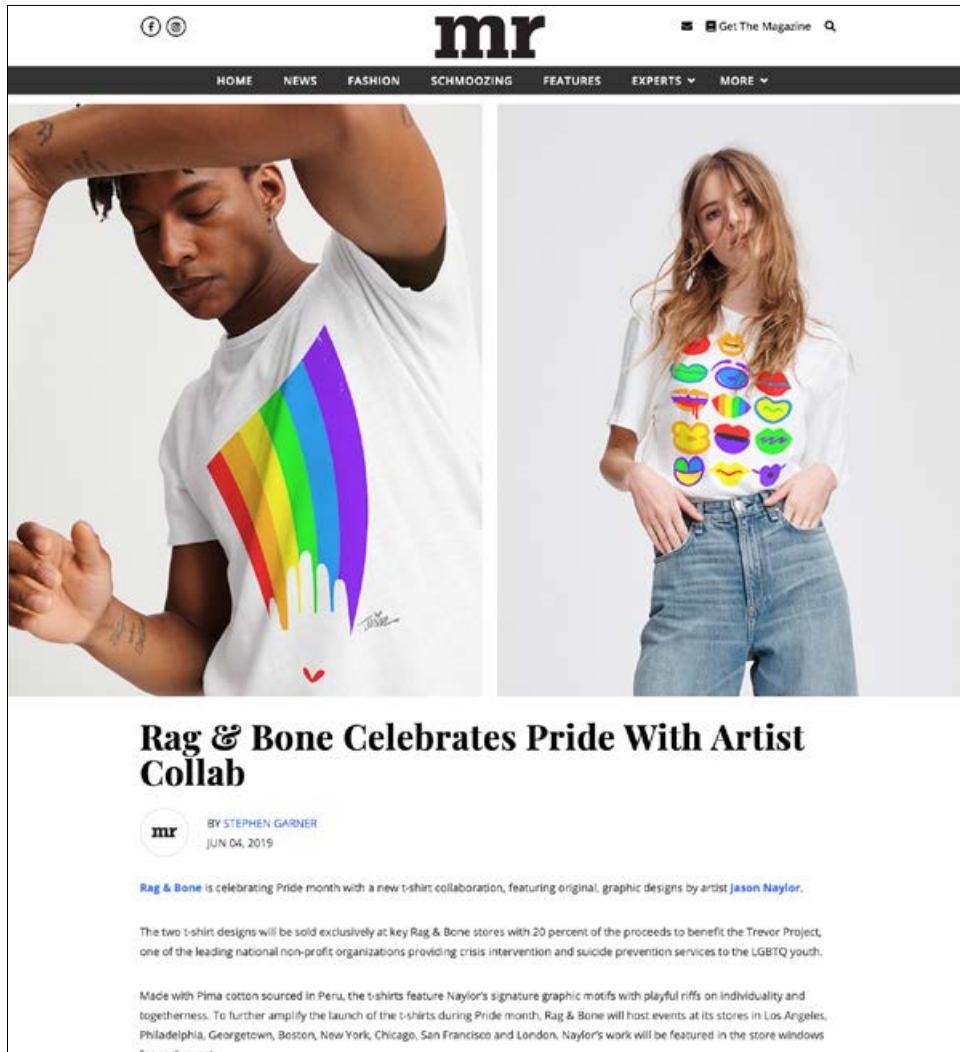
A COLOURFUL LETTERING UTOPIA | JASON NAYLOR

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With a mission to spread colour and positivity across the globe, Jason breathes life into every project with an optimistic attitude, humility and confidence. His brightly coloured designs and positive words reflect his zeal for life, his quest for joy and his love of LOVE. "I like to live by the 'fill the well' philosophy, which is basically just constantly logging visuals, snippets, and bits of info in my brain" explains the artist. This attitude is reflected in his recent art installation titled WILL WORK FOR LOVE where

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Rag & Bone Celebrates Pride With Artist Collab

BY **STEPHEN GARNER**
 JUN 04, 2019

Rag & Bone is celebrating Pride month with a new t-shirt collaboration, featuring original, graphic designs by artist [Jason Naylor](#).

The two t-shirt designs will be sold exclusively at key Rag & Bone stores with 20 percent of the proceeds to benefit the Trevor Project, one of the leading national non-profit organizations providing crisis intervention and suicide prevention services to the LGBTQ youth.

Made with Pima cotton sourced in Peru, the t-shirts feature Naylor's signature graphic motifs with playful riffs on individuality and togetherness. To further amplify the launch of the t-shirts during Pride month, Rag & Bone will host events at its stores in Los Angeles, Philadelphia, Georgetown, Boston, New York, Chicago, San Francisco and London. Naylor's work will be featured in the store windows for each event.

RAG & BONE CELEBRATES PRIDE WITH ARTIST COLLAB

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“Pride is special to me because my baby sister Emilee identified as gay and broke through the barriers of a stringent religion to come out and be herself,” added Naylor. “She advocated for youth in her community to do the same. She recently passed and I am happy to continue to carry her mission of empowering everyone to be who they are. Emilee had worked with Trevor Project to help spread awareness of mental issues and gender/sexual orientation/youth empowerment, and felt strongly that youth need more resources so for me, it’s a no brainer.”

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Coach Enlists Legendary NYC Artists for Striking Public Murals

Tats Cru, Crash, WhisBe, and more iconic writers.



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ARTS

Feb 27, 2018

By Keith Estler

6,181 Hypes

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Coach has teamed up with legendary graffiti writers and street artists based in New York City for an outdoor mural project. The collaboration features striking new murals by SUCH, WhisBe, Tats Cru, Hellbent, Crash, Jason Naylor, and Dain to name a few. A total of 13 murals have been created across the five boroughs, spotlighting each artist's unique take on the Coach signature print.

Follow [Coach](#) on [Instagram](#) to learn more about the outdoor mural project. Moreover, watch The DRiF's mural process in the exclusive video below and find

COACH ENLISTS LEGENDARY NYC ARTISTS FOR STRIKING PUBLIC MURALS

Coach has teamed up with legendary graffiti writers and street artists based in New York City for an outdoor mural project. The collaboration features striking new murals by SUCH, WhisBe, Tats Cru, Hellbent, Crash, Jason Naylor, and Dain to name a few. A total of 13 murals have been created across the five boroughs, spotlighting each artist's unique take on the Coach signature print.

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The spray paint artist lifting New York's spirits: Graffiti pro Jason Naylor brings some much-needed joy to the Big Apple's boarded-up stores with colorful murals and messages of hope

- New York-based artist Jason Naylor is doing his part to lift the spirits of his community by spray painting larger than life murals with inspiring messages across the city
- Jason has collaborated with many fashion brands including GUESS, Schutz Shoes, MAC Cosmetics, Rag & Bone and most recently Coach to paint their boarded-up store windows
- 'Murals and public art are unique because unlike a gallery or digital platform, they are somewhat in your face,' said Jason
- He uses a vivid color palette to support and enhance his positive messages

By PANDORA AMORATIS FOR DAILYMAIL.COM
PUBLISHED: 14:21 EDT, 30 June 2020 | UPDATED: 19:44 EDT, 30 June 2020



THE SPRAY PAINT ARTIST LIFTING NEW YORK'S SPIRITS: GRAFFITI PRO JASON NAYLOR BRINGS SOME MUCH-NEEDED JOY TO THE BIG APPLE'S BOARDED-UP STORES WITH COLORFUL MURALS AND MESSAGES OF HOPE

New York-based artist Jason Naylor is doing his part to lift the spirits of his community by spray painting larger than life murals with inspiring

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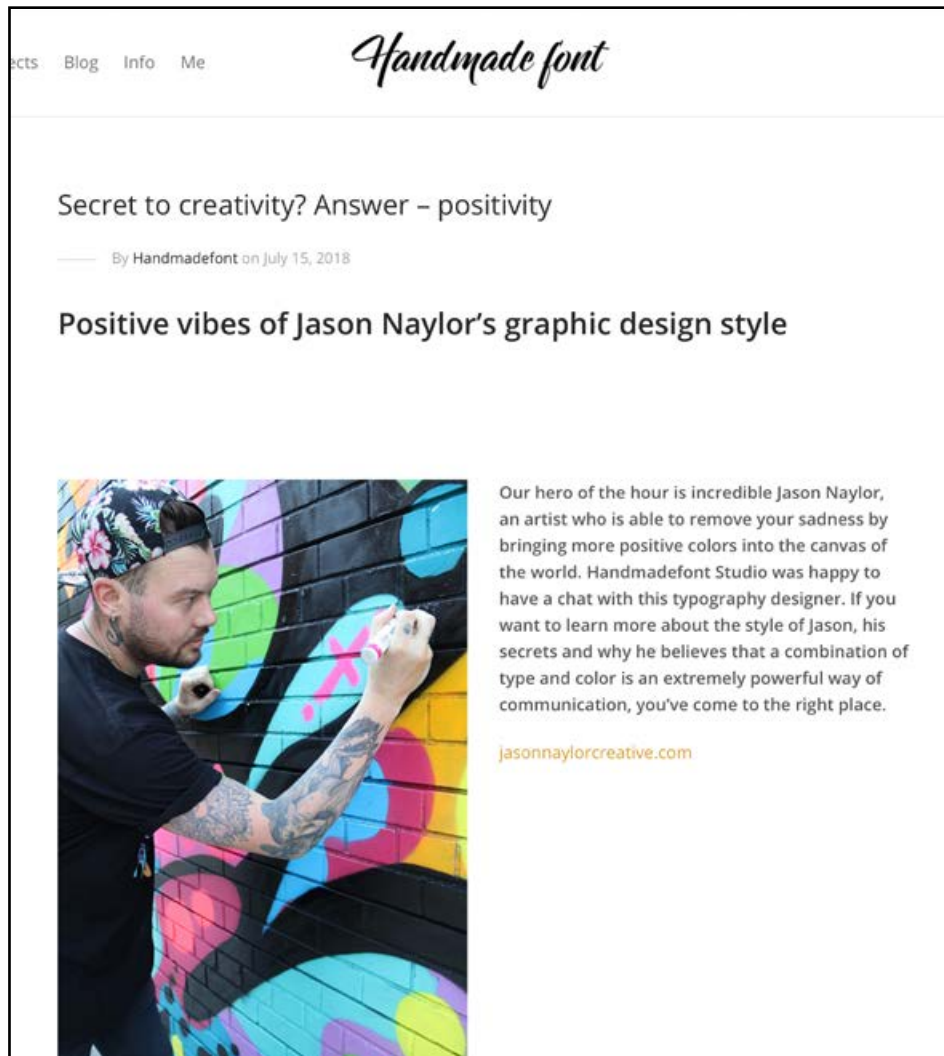
NEW YORK'S ROGER SMITH HOTEL PERFECTLY CAPTURES THE CITY'S THRIVING ARTS AND CULTURE SCENE

ELLE: Who are the artists whose works have been shown at the hotel?

DD: We have had artists create site-specific murals on the walls of Lily's [Bar], including the award-winning graphic novelist Danica Novgorodoff, artist and hit Instagram doodler Jon Burgerman, as well as The New Yorker cartoonist Jeremy Nguyen. [The current work we have on show, a rapturous circumferential mural by street artist Jason Naylor, is instantly recognisable and very 'New York'.](#)

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Handmade font

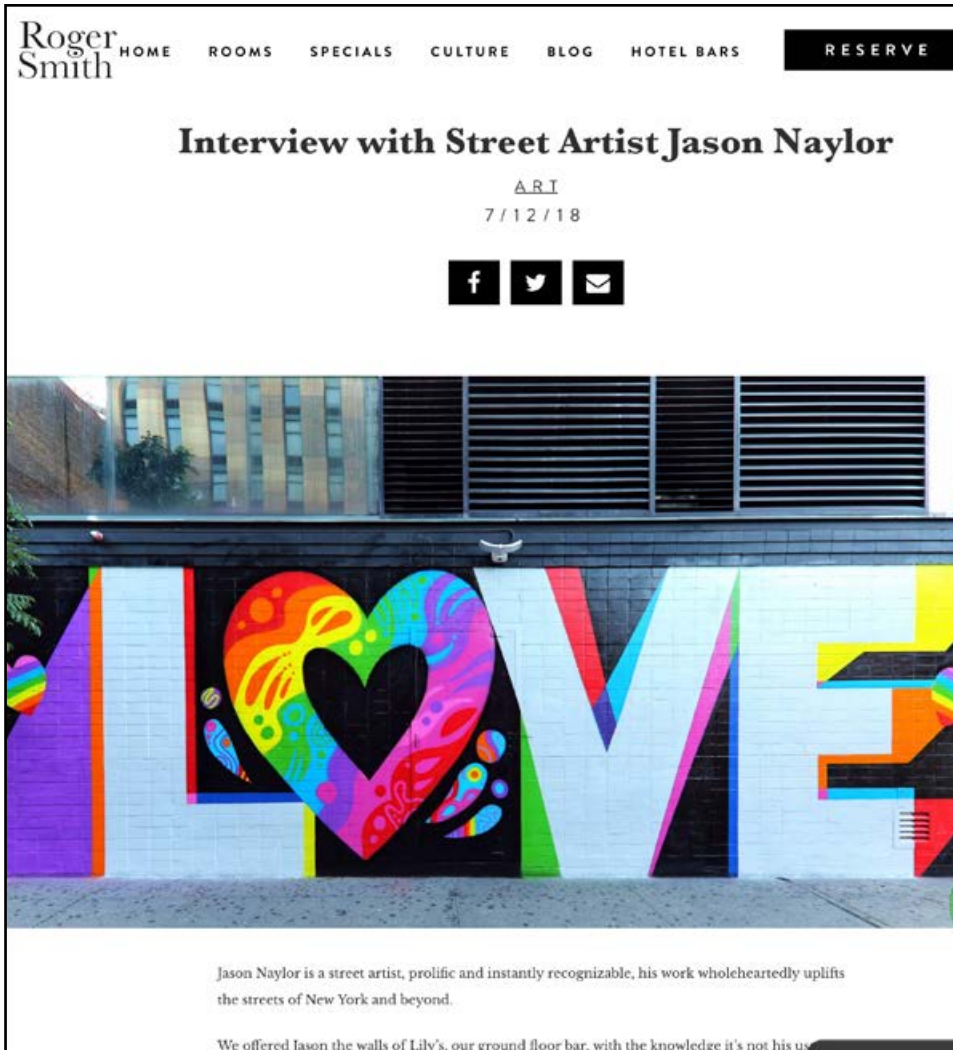


POSITIVE VIBES OF JASON NAYLOR'S GRAPHIC DESIGN STYLE

Our hero of the hour is incredible Jason Naylor, an artist who is able to remove your sadness by bringing more positive colors into the canvas of the world. Handmade font Studio was happy to have a chat with this typography designer. If you want to learn more about the style of Jason, his secrets and why he believes that a combination of type and color is an extremely powerful way of communication, you've come to the right place.

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Roger Smith



INTERVIEW WITH STREET ARTIST JASON NAYLOR

Jason Naylor is a street artist, prolific and instantly recognizable, his work wholeheartedly uplifts the streets of New York and beyond.

We offered Jason the walls of Lily's, our ground floor bar, with the knowledge it's not his usual 'beat' but he is also a man who is game for a new challenge.

We are thrilled that Jason brought is positive energy and vibrant vision to Roger Smith!

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JASON NAYLOR

BY: IANA VELEZ

“Do you remember when you were too cool for LOVE? When you were too busy being tough or mecho to let any one know that you actually have feelings? Well, were you really tough? Because guess what...that shit is over...love is on fire. All the cool kids are into it. And I’m proud to say that I think love is tough, cool, masculine, AND manly. And NOW is a great time to talk about it. So get into it...get on the love train with me, and if you’re not, then start learning. Learn to love LOVE. Because love can change the world.”

— Jason Naylor

“JASON NAYLOR”

“Do you remember when you were too cool for LOVE? When you were too busy being tough or macho to let any one know that you actually have feelings? Well, were you really tough? Because guess what...that shit is over...love is on fire. All the cool kids are into it. And I’m proud to say that I think love is tough, cool, masculine, AND manly. And NOW is a great time to talk about it. So get into it...get on the love train with me, and if you’re not, then start learning. Learn to love LOVE. Because love can change the world.”

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She Sure Can: Jason Naylor on Mott Street | Street Art | Sold Magazine

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Artist Spotlights

She Sure Can: Jason Naylor on Mott Street

March 8, 2018 | Sarah Sansom

On a chilly Sunday I watched and chatted with muralist, typographer and illustrator Jason Naylor, as he created a new mural in Nolita, NYC. You may be familiar with his bright colors, rich blacks and positive messages of his street work in FSG Park, Chelsea and Bushwick to name a few.



I love it when artists match their work - scarf by Nuno. Wisp.

I asked Jason about the mural as he worked:


Sarah Sansom: What is "She Can"?

Jason Naylor: "SHE CAN" is a [Space NK initiative](#) celebrating woman-owned beauty brands, and is correlating with [International Women's Day](#). Take a look inside the store, you can learn more from their friendly staff, and happy to help you out.

SS: Who is "She"?







JN: "She" to me represents anyone. It happens to be Women's Day and all that, but really aren't we equal? And isn't that the real point? I believe that everyone can win; he, she, her etc... that's irrelevant. Humans are equal... and anyone and everyone CAN! It's about possibility, opportunity, taking action and being what you want to be!"

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January 8, 2019

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SHE SURE CAN: JASON NAYLOR ON MOTT STREET

“TODAY, I painted that wall. March 4th, 2018: 7 years later. I didn't ever think I would have this opportunity, but you know what they say about luck. Hard work and preparation meet opportunity... so I guess I'm lucky. I've been hustling, and I want to thank Fillin Global and Space NK for the opportunity. I guess we are all lucky!”

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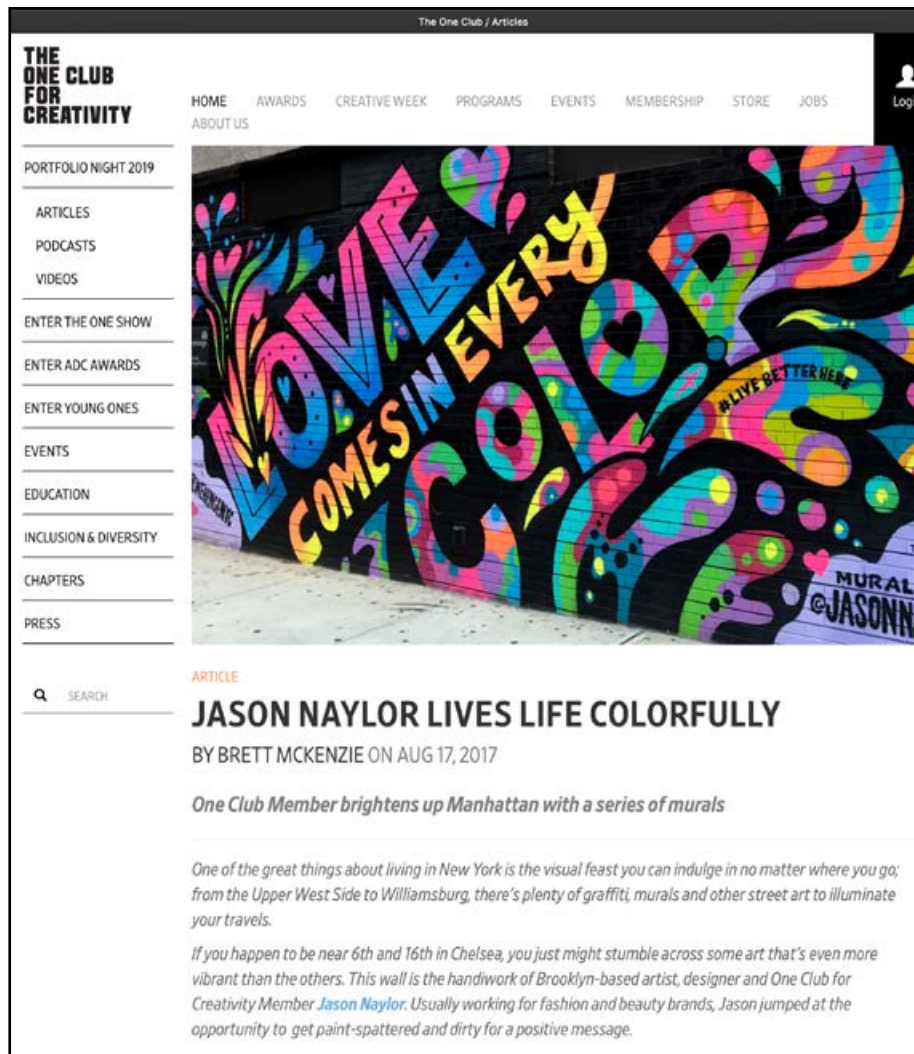
SW
Magazine

THE POWERFUL ART OF JASON NAYLOR

I think optimism is such a powerful thing, and I think it should be used and celebrated in my art. Art is so subjective and everyone is entitled to experience how they choose. Especially visual art. You can see something and decide you like the way it looks or hate it or whatever, but if the message embedded in the artwork resonates with you, you might just realize that you like the way it looks visually without having even made a deliberate decision about its aesthetic. Communication is such a powerful tool as well. Like, if the message rings true to you, you likely won't care as much if red is your least favorite color but its writtin in red. And I like to use messaging and typography in my art to relay the messages more directly. Be happy, be positive, be yourself. These are all messages that you can find in my work... and visually I use alot of color to support those themes.

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THE ONE CLUB FOR CREATIVITY



JASON NAYLOR LIVES LIFE COLORFULLY

ONE CLUB MEMBER BRIGHTENS UP MANHATTAN WITH A SERIES OF MURALS

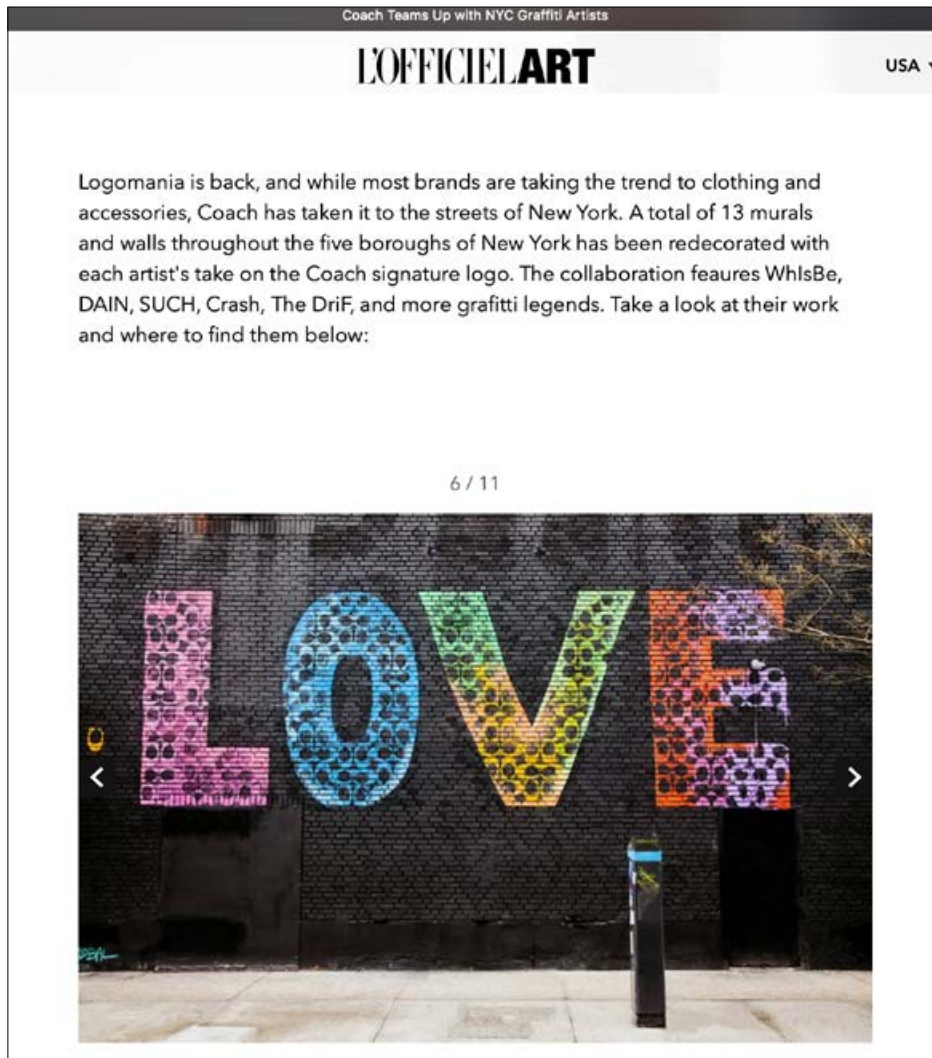
One of the great things about living in New York is the visual feast you can indulge in no matter where you go; from the Upper West Side to Williamsburg, there's plenty of graffiti, murals and other street art to illuminate your travels.

If you happen to be near 6th and 16th in Chelsea, you just might stumble across some art that's even more vibrant than the others. This wall is the handiwork of Brooklyn-based artist, designer and One Club for Creativity Member Jason Naylor. Usually working for fashion and beauty brands, Jason jumped at the opportunity to get paint-spattered and dirty for a positive message.

We had a chance to meet up with Jason and chat about his colorful creations.

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L'OFFICIELART



THE COACH LOGO, AS REIMAGINED BY NYC GRAFFITI ARTISTS

The American brand has partnered up with New York's most prominent graffiti writers to reimagine the Coach logo on walls and murals all over the city.

Logomania is back, and while most brands are taking the trend to clothing and accessories, Coach has taken it to the streets of New York. A total of 13 murals and walls throughout the five boroughs of New York has been redecorated with each artist's take on the Coach signature logo. The collaboration features WhlsBe, DAIN, SUCH, Crash, The DriF, and more graffiti legends. Take a look at their work and where to find them below:

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A Day In The Life: Jason Naylor

APRIL 27, 2019 | IN CULTURE | BY HLHAWKE

Photography by [Drew Reynolds](#)

A day in the life of artist, designer, and creative director, [Jason Naylor](#)



A DAY IN THE LIFE: JASON NAYLOR

APRIL 27, 2019 - IN CULTURE - BY HLHAWKE



Photography by Drew Reynolds

A day in the life of artist, designer, and creative director, Jason Naylor


Photographic feature of Jason working in studio and on street

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JASON NAYLOR – CALIFORNIA LOVE
10. APRIL 2019 • MURALS • VIDEOS

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As a young man, Jason Naylor was in love with California in the United States. What started as summer holidays to visit family, became a burning that could not be filled with anything else. It's a good thing that later in life he met the love of his life. And this got the ball rolling to absorb as much of it's

JASON NAYLOR - CALIFORNIAL LOVE

APRIL 2019

Photography / Video by Brad Devins

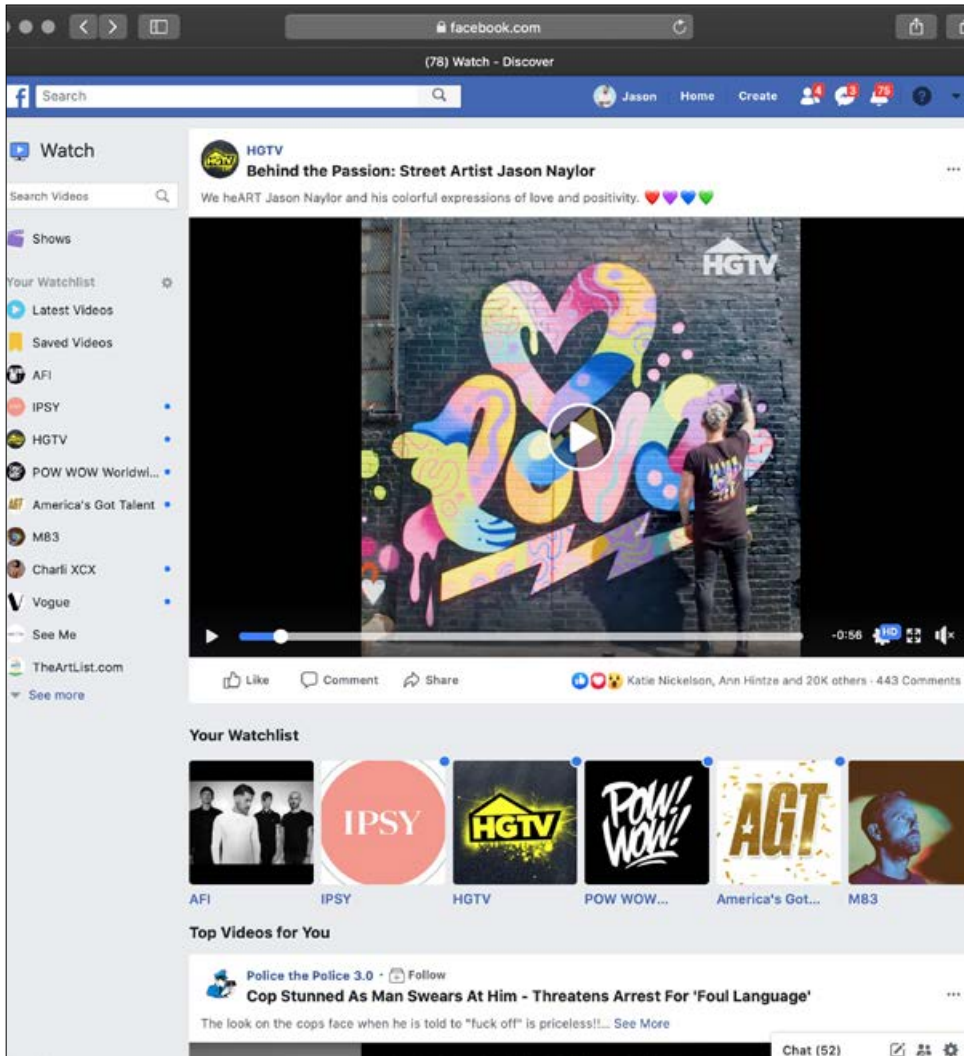
“In Cali you can let the wind blow through your hair and the sun shine on your face. Dreams come true in California. Magic happens. Love spreads like color onto walls and into hearts. This is California Love...”

As a young man, Jason Naylor was in love with California in the United States. What started as summer holidays to visit family, became a burning that could not be filled with anything else. It's a good thing that later in life he met the love of his life. And this got the ball rolling to absorb as much of it's positivity as he could. After long periods of visiting his new flame, Cali grew on him more and more. The allure of the sun the colors and the ocean are far from his daily reality back in Brooklyn NYC. In his own words, “In Cali you can let the wind blow through your hair and the sun shine on your face. Dreams come true in California. Magic happens. Love spreads like color onto walls and into hearts. This is California Love...”

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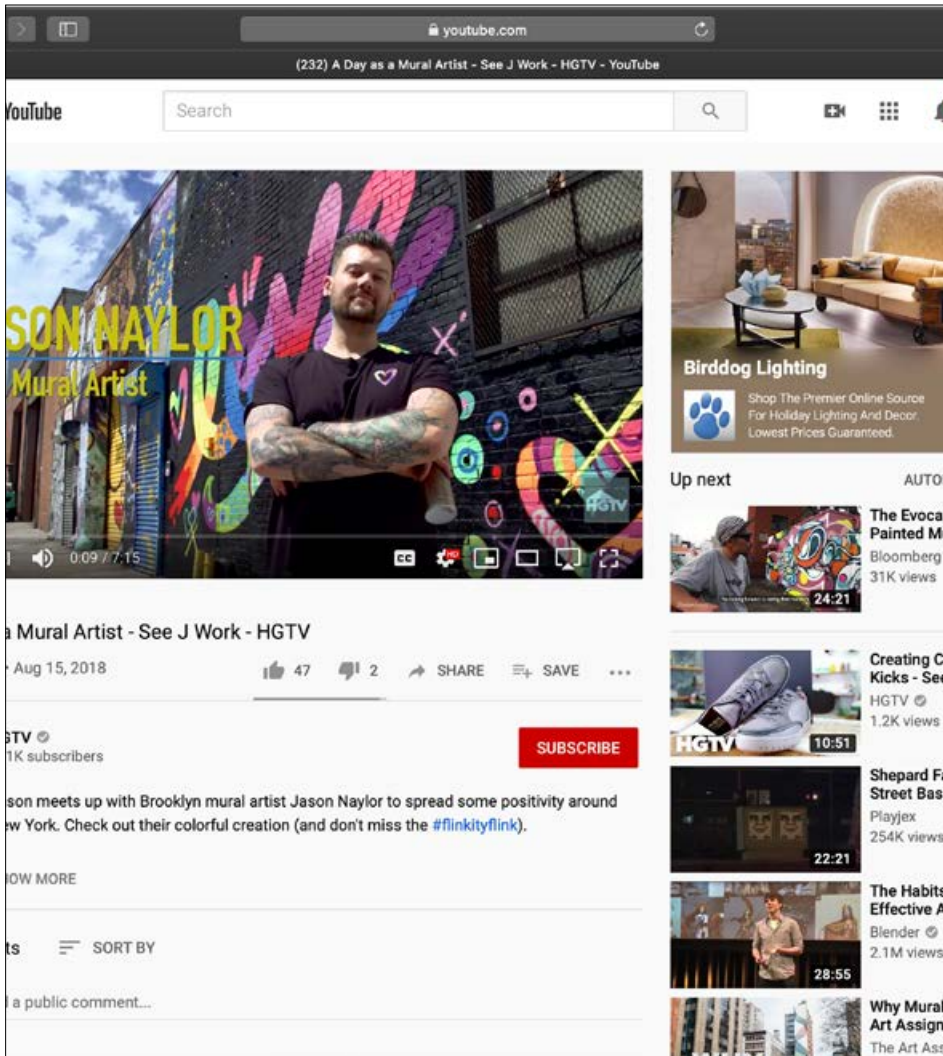
BEHIND THE PASSION: STREET ARTIST JASON NAYLOR



HGTV FACEBOOK WATCH featured Jason in an exclusive video interview about passion, positivity and street art.

- 20K likes
- 443 Comments
- 2.9K Shares
- 1M Views

[VIEW VIDEO](#)



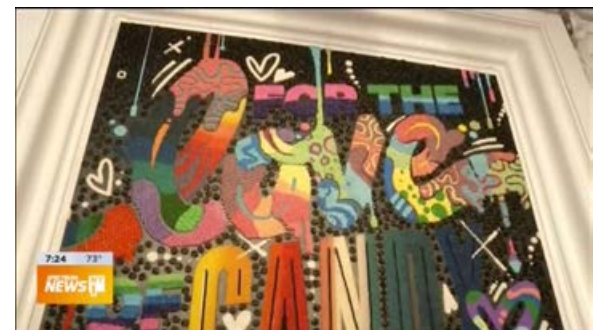
A DAY IN THE LIFE OF A STREET ARTIST - SEE J WORK

HGTV YOUTUBE SERIES, “SEE J WORK” featured Jason in the episode where Jason Pickens, the star of the show, experiences a day in the life of different professions. Jason and Jason Pickens spent a day in the life being a street artist.

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THE CANDYTOPIA POP-UP IN NYC WILL ADD SOME SWEETNESS TO YOUR 'GRAM

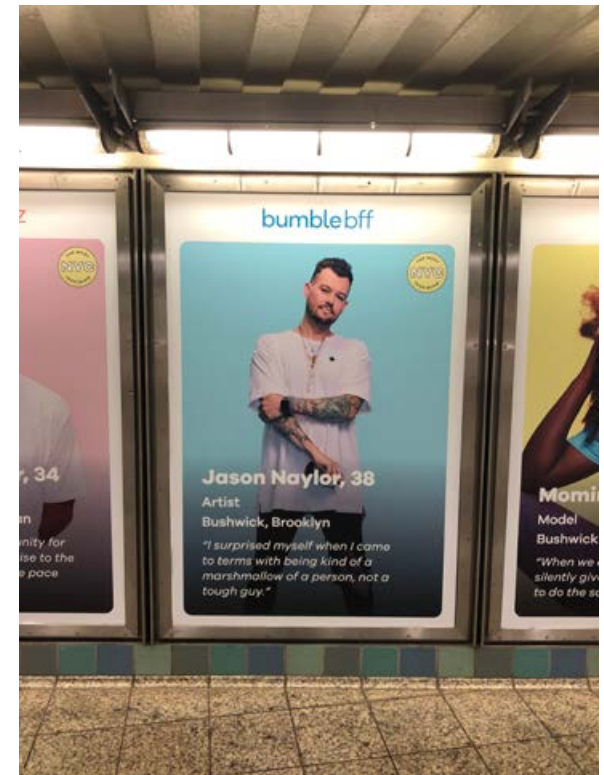
Jason was commissioned to design and execute 2 murals for the IG sensation pop-up, CandyTopia...



[VIEW CLIP](#)

BUMBLE'S 100 MOST INSPIRING NEW YORKERS

Jason was selected as one of the 100 most inspiring New Yorkers, for a NYC wide campaign



CHARITY

#GIVEASIGN

Jason created this mural banner in collaboration with INDIEWALLS which hung directly across the street from Sloane Kettering hospital in NYC. The mural was designed as an expression of gratitude for the essential workers during the pandemic.

RELATED PRESS
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B+ FOUNDATION PAINT THE NIGHT CHARITY

Jason volunteered his talents to help raise money for the B+ Foundation. Mural backdrops for the "Paint the Night" Charity which raised money to help childrens cancer.



YOU ARE NOT ALONE MURALS

To help spread mental health awareness during the month of May, several artists including Jason, painted murals around the city.

PRESS:

[BUSHWICK DAILY](#), / [BROOKLYN EAGLE](#), / [SECRET NYC](#)



SUSAN G KOMEN RACE4THECURE MURALS

Jason volunteered his talents to help raise money for the Susan G Komen foundation with finish line murals at the 2018 and 2019 Race4theCure



ONLINE PRESENCE

INSTAGRAM

FOLLOWERS **60.6k**

WEEKLY AVG REACH **90k**

WEEKLY AVG IMPRESSIONS **290k**

AUDIENCE = **64% F 36% M**

AUDIENCE PRIMARY AGE **25-34**

TIKTOK

FOLLOWERS **73.9k**

WEEKLY VIDEO VIEWS **217k**

AUDIENCE = **86% F 14% M**

PINTEREST

MONTHLY VIEWERS **421k**

MONTHLY IMPRESSIONS **951k**

FOLLOWERS **2k**

AUDIENCE = **65% F 35% M**

AUDIENCE PRIMARY AGE **18-24**

