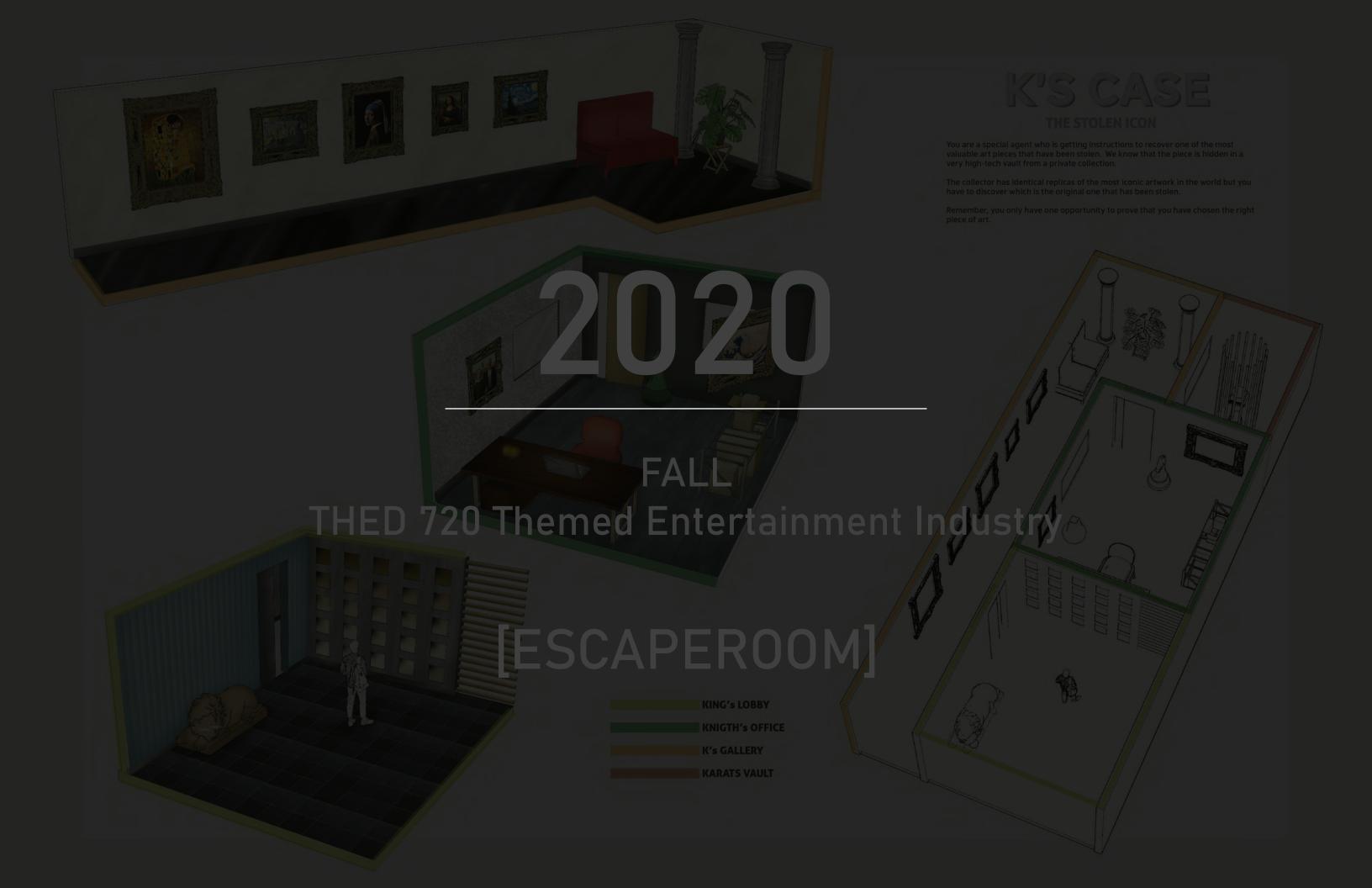




MFA Production Design & Art Direction

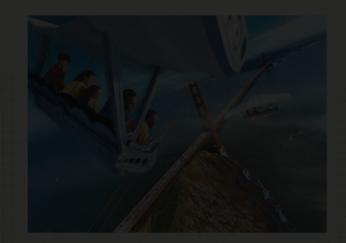
BFA Footwear & Accessory Design Minor: Industrial Design / Jewelry Design















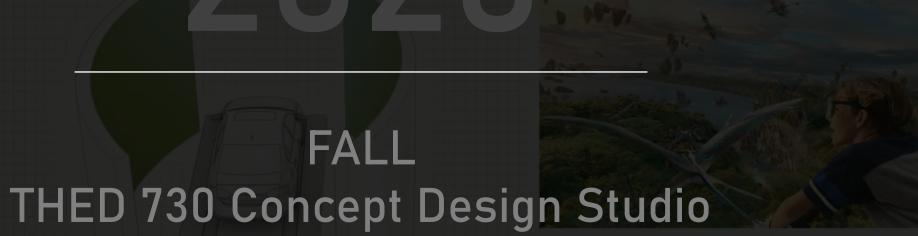






FALL

CARWASH SIMULATOR

















FEATURES





MOTION



WATER

BUBBLES



CONTROL



AIR



PROJECTION MAPPING



FOG



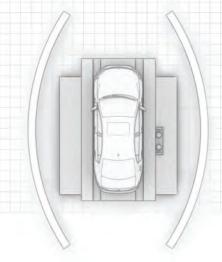
LIGHTS

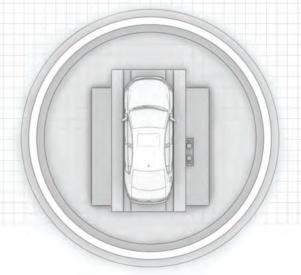


CARWASH SIMULATOR

"WASHING YOUR CAR HAS NEVER FELT THIS REAL"





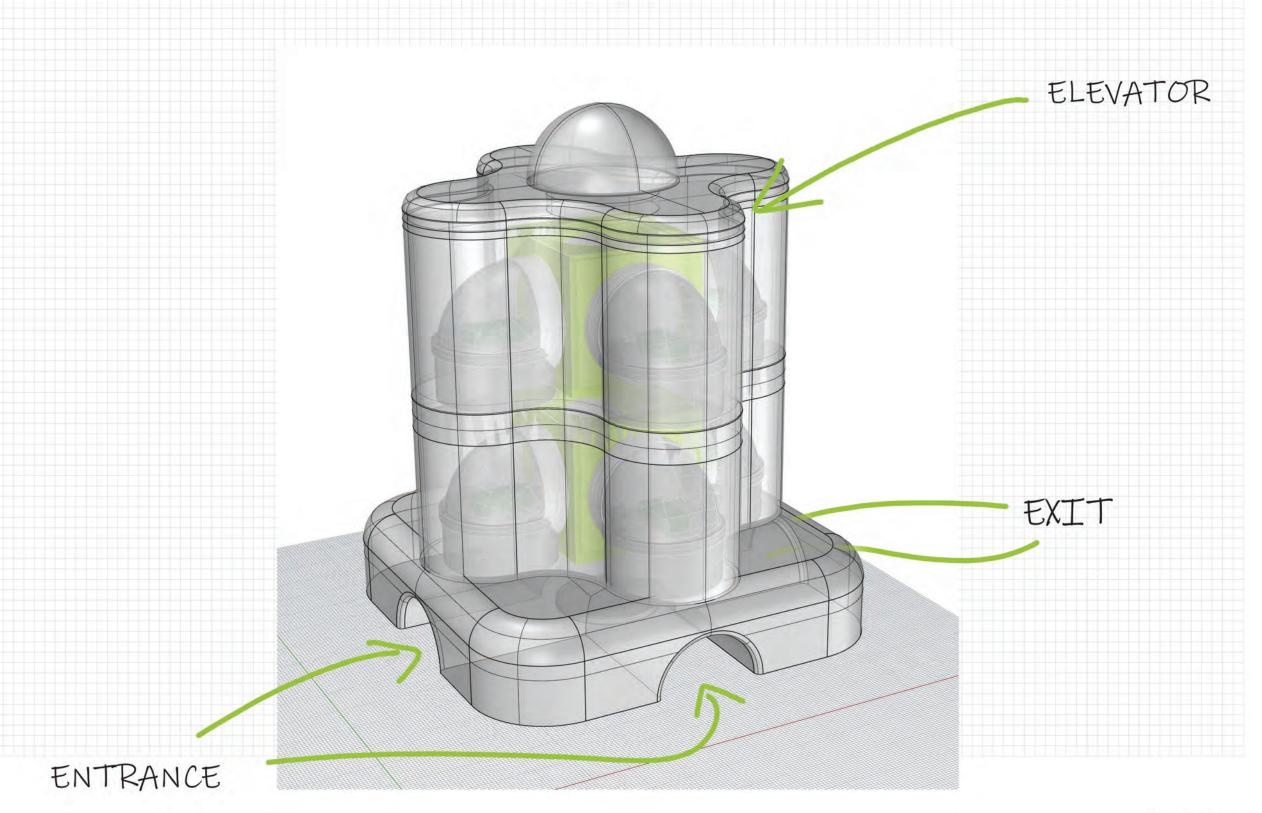


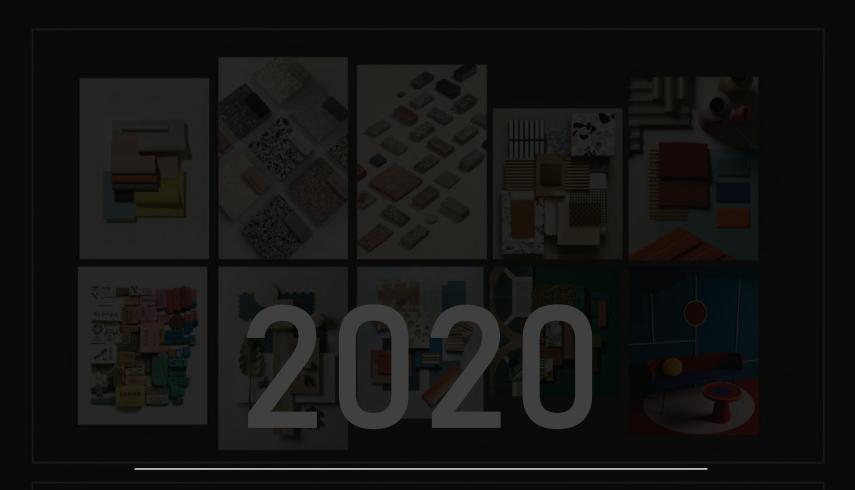


THE CARS ABLE TO CONNECT TO THE SIMULATOR CAN HAVE MOTION CONTROL USING THE STEERING WHEEL AND PEDALS



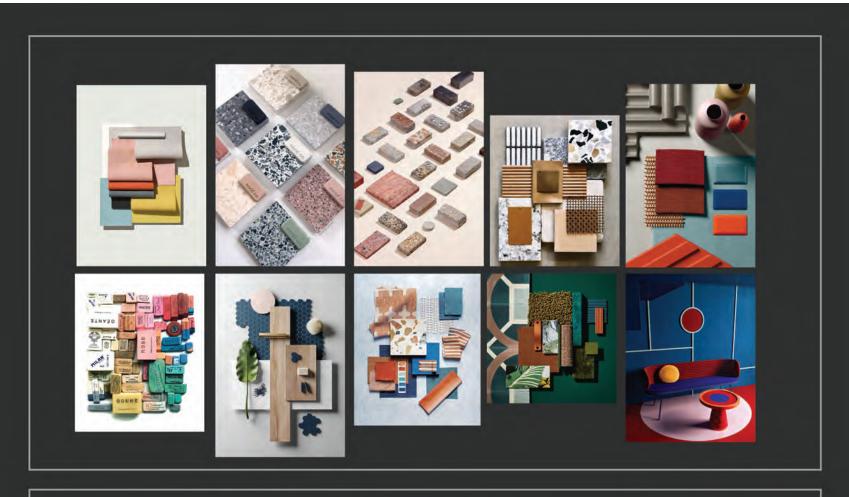


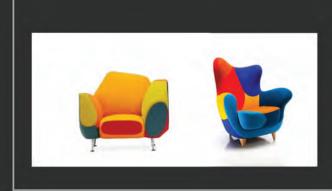


















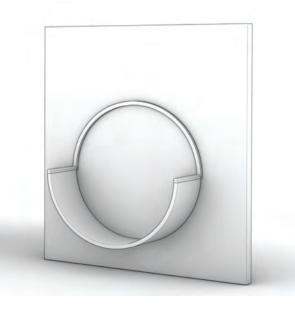








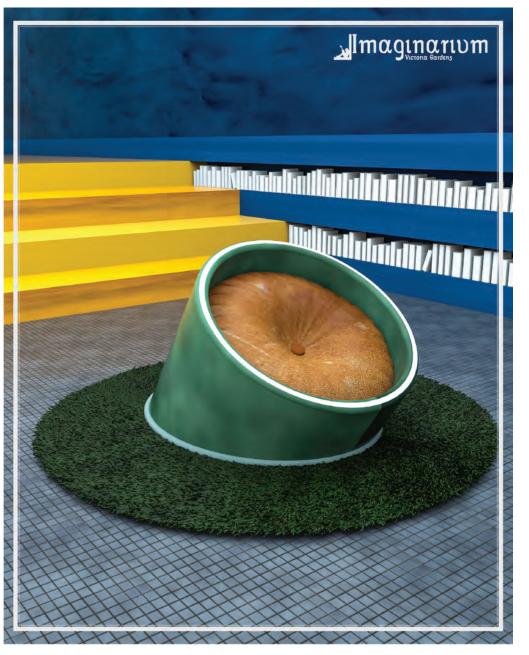


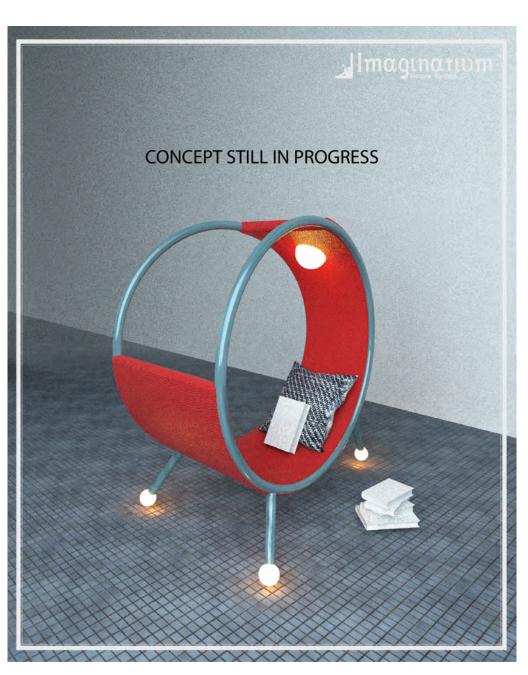








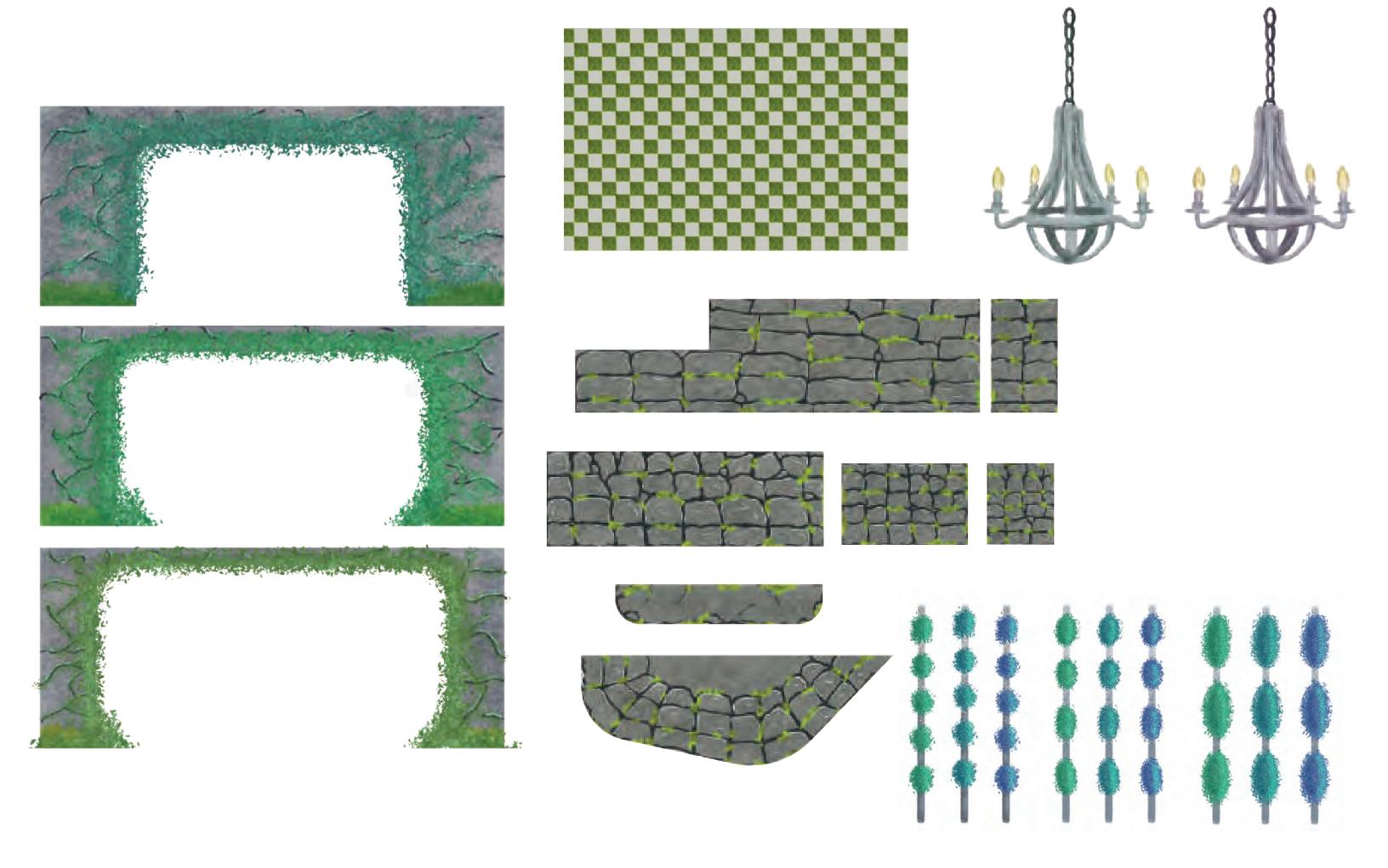


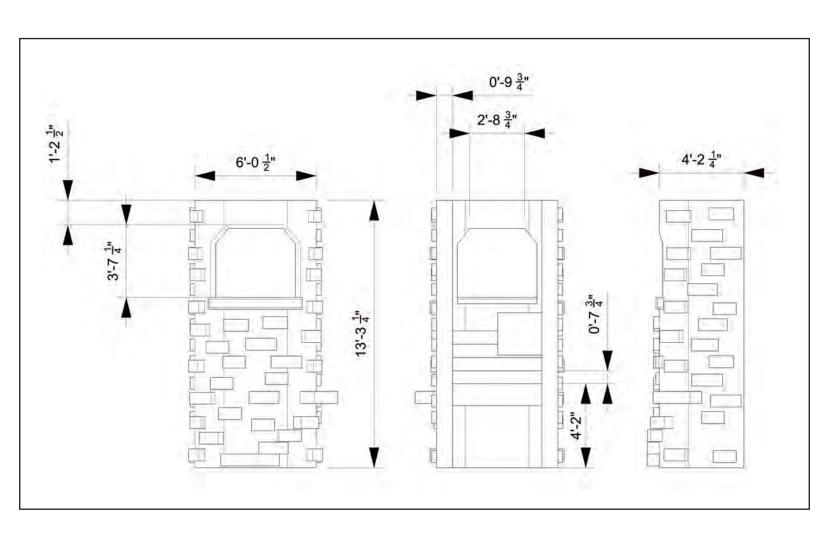


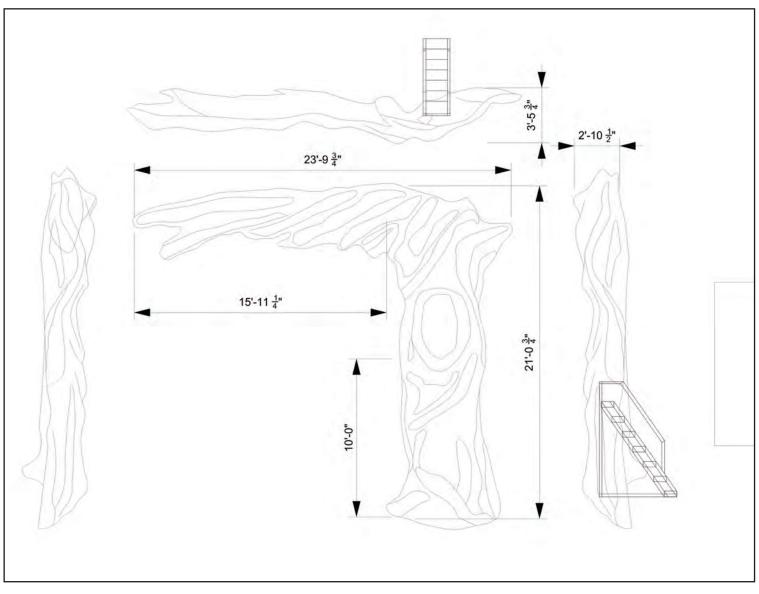
2021 WINTER PROD 726 Studio I

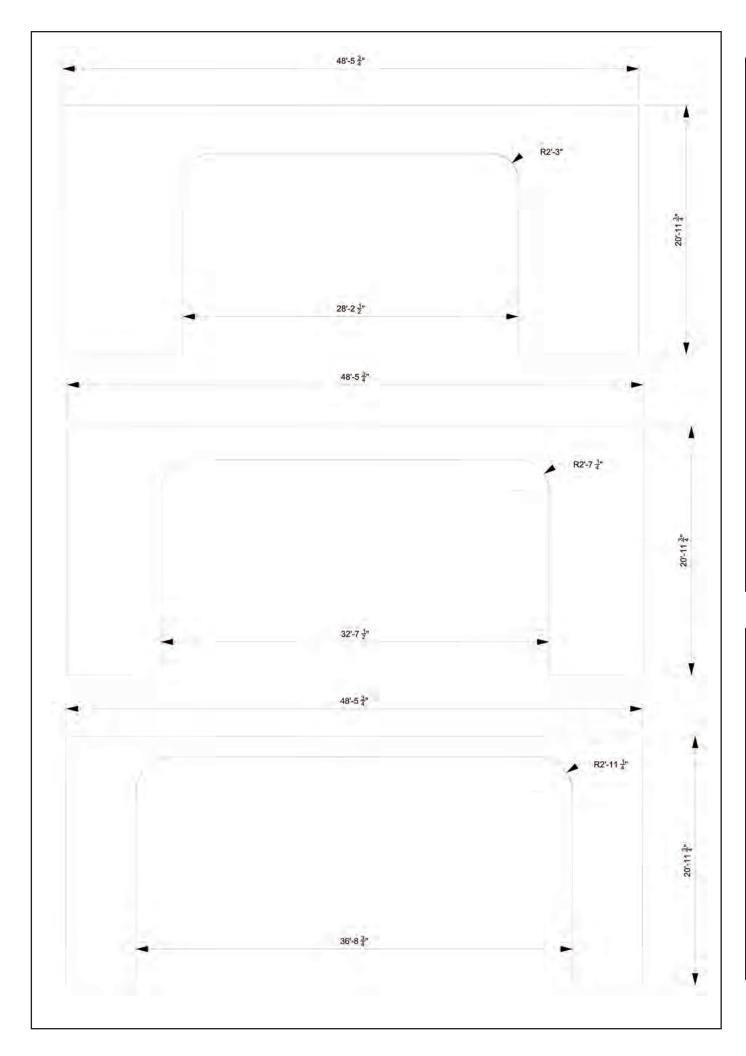
[INTO THE WOODS]

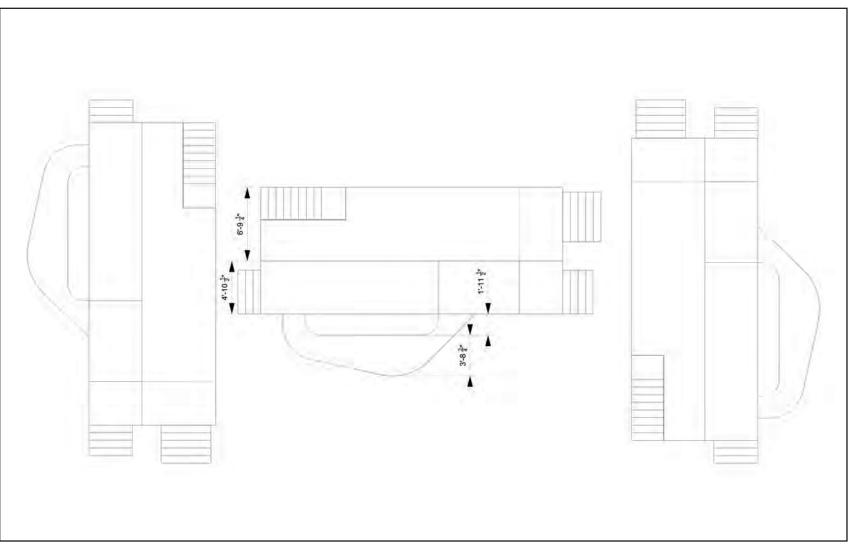


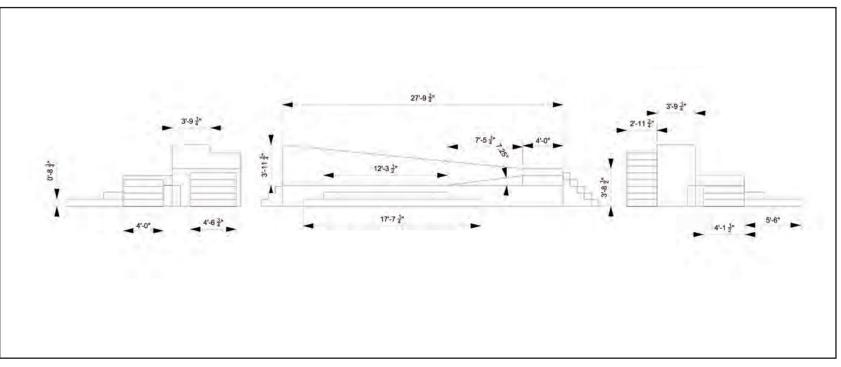






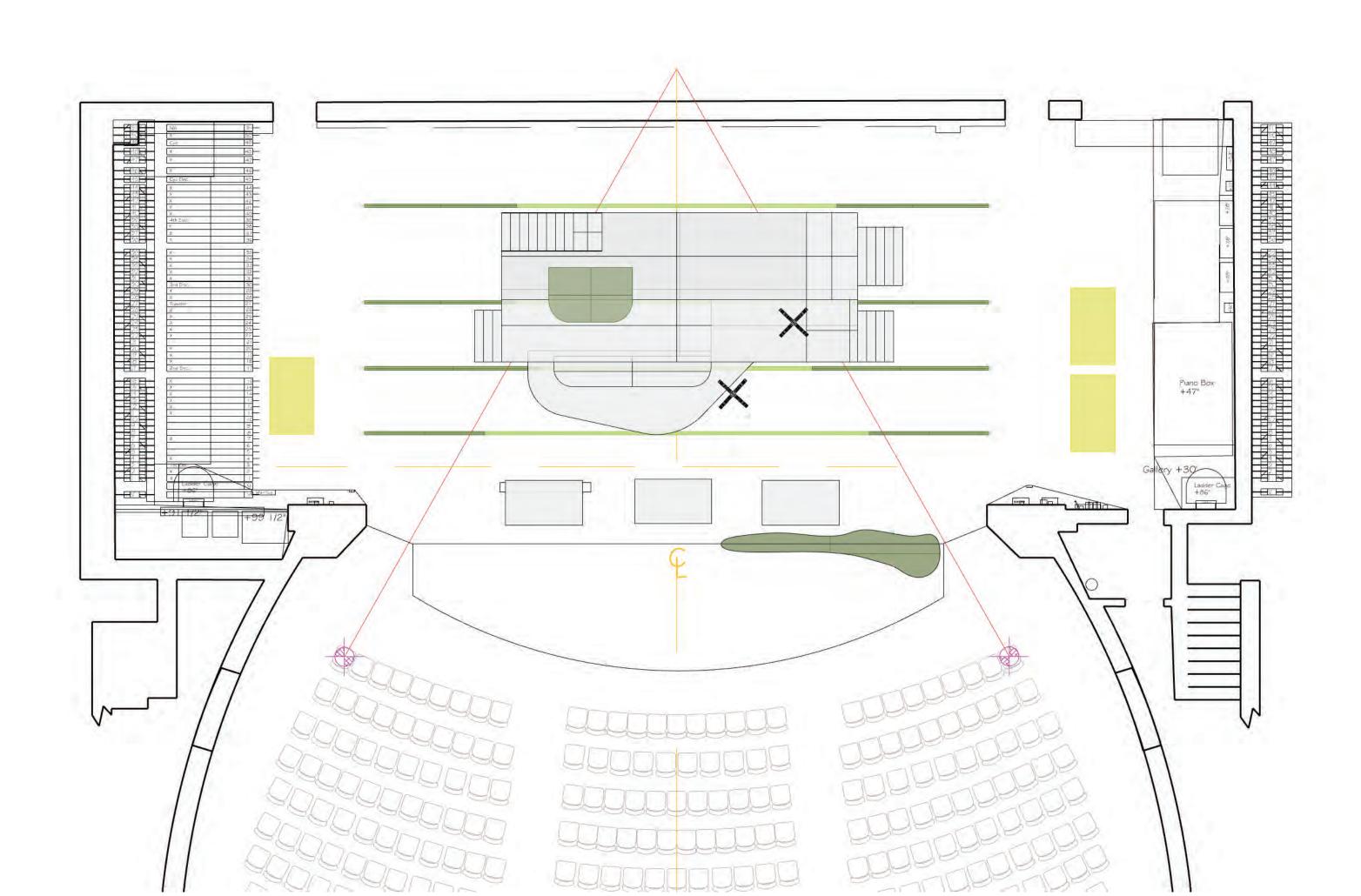


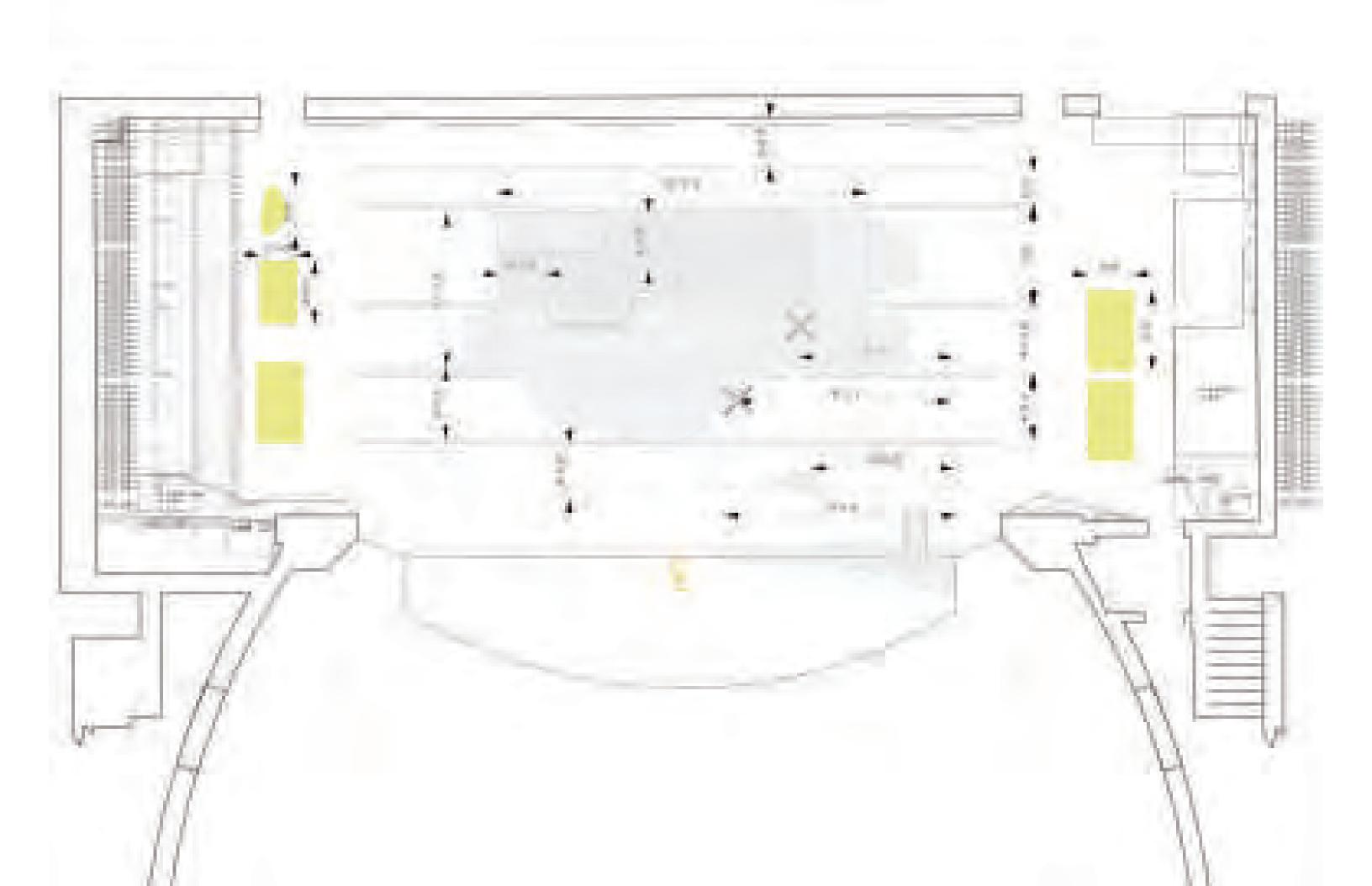














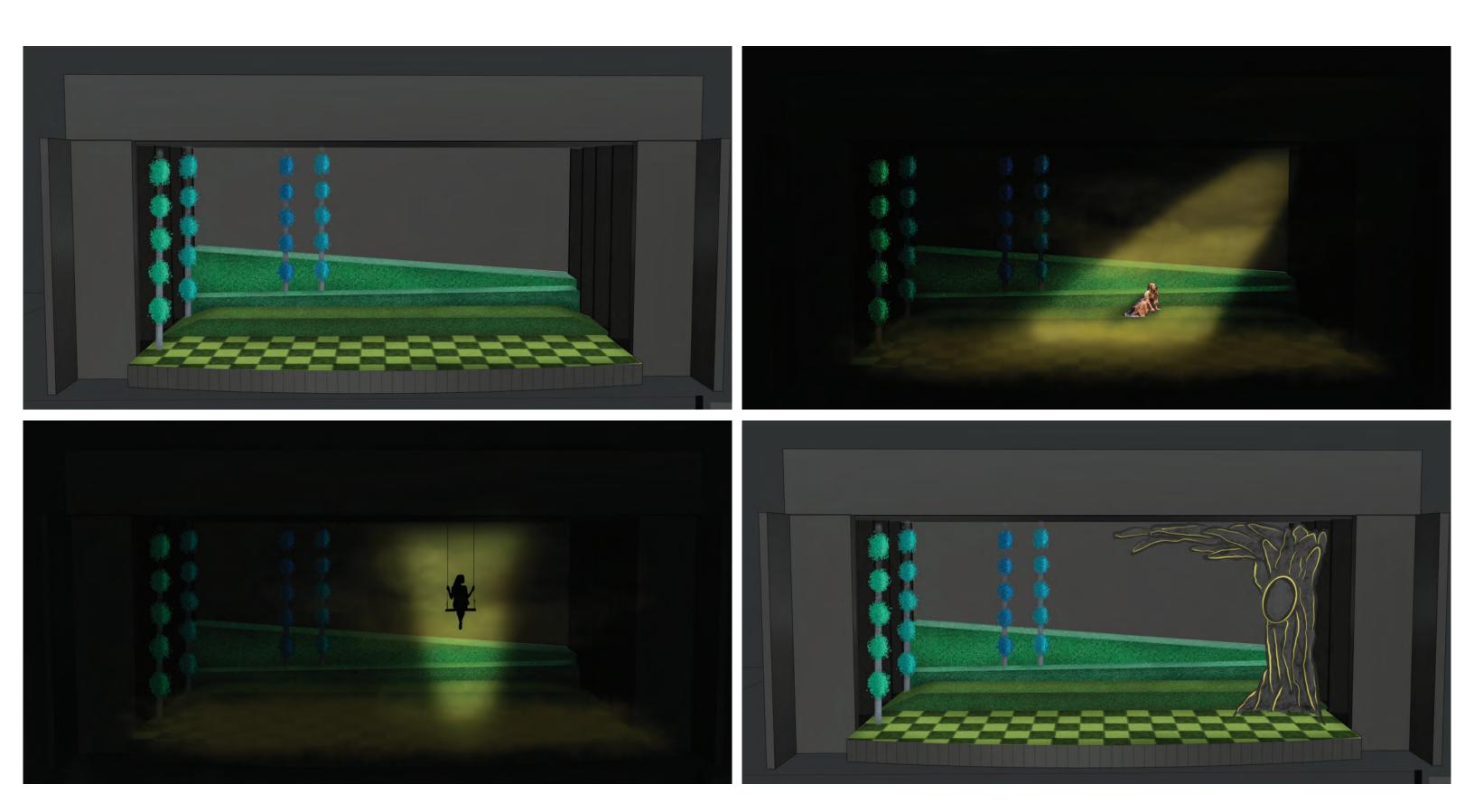












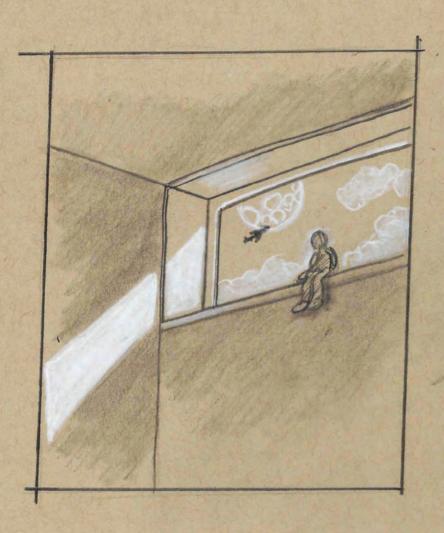
2021

WINTER PROD 750

[TEXTURE RENDERS]







Open Winder

Cast Colors

- Miniature people
- · Unpropositional Space
- · Faraway Kingdom
- · Origin?
- · Tall Windows
- · High mantains
- · Views & air transp

1-40 -

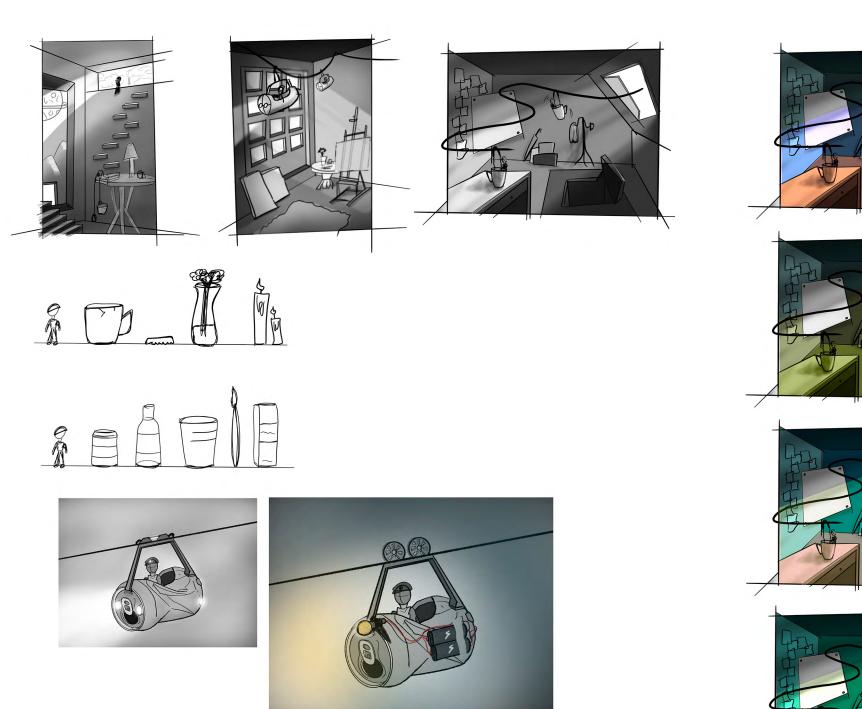
Bright Lights

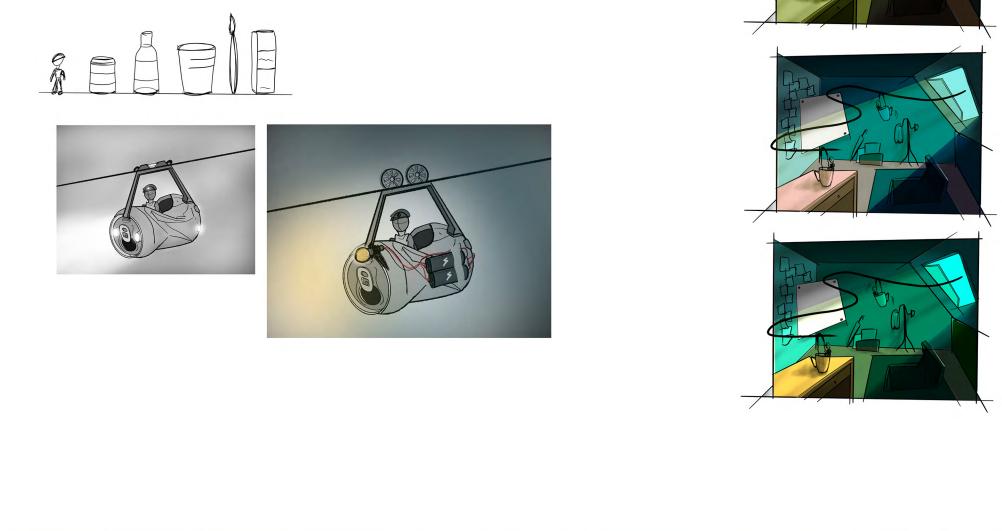




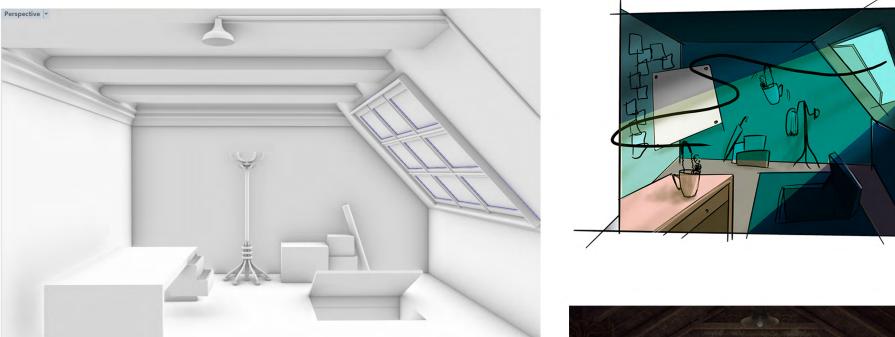
- · Giant Windsw
- · Moon lavel
- · Grothic
- Tiny Peple are adapting
- o Side library
- A balang

Jonathof 21

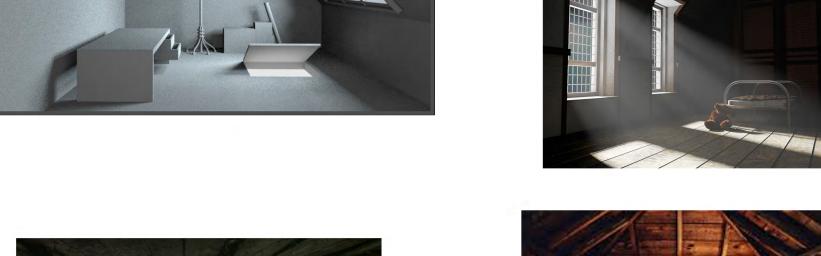






















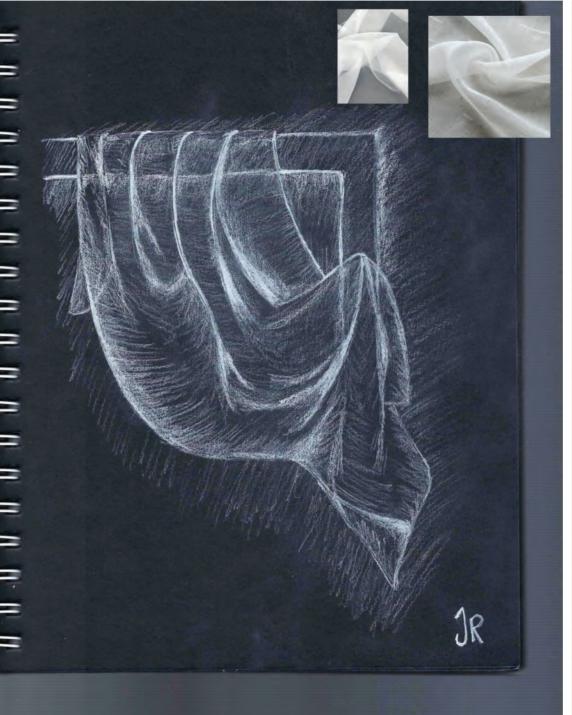


A colorful attic is shown as the main scene. Bright day light is coming through the big windows on the wall. The glass on the windows seems to be frosted by the low temperature happening outside of the room. The view is clear and we can appreciate big mountains covered in snow. Coming from one of the corners in the window frame, there is a small and harmless little human. This figure represents the spirit of joy and creativity. The little person is riding a Cocacola soda hanging from a cable that goes from one corner in the room to the other side. There is a desk full of empty soda cans with some light bulbs and batteries. The idea is to show that even the small things can turn into a fun and magical event. Attics are usually related to things that are forgotten and abandoned, but in this scene is the opposite. The feeling of holiday and sharing is what really matters. The door on the floor is open, giving us a bright glow for whatever magical thing is happening on the lower level.





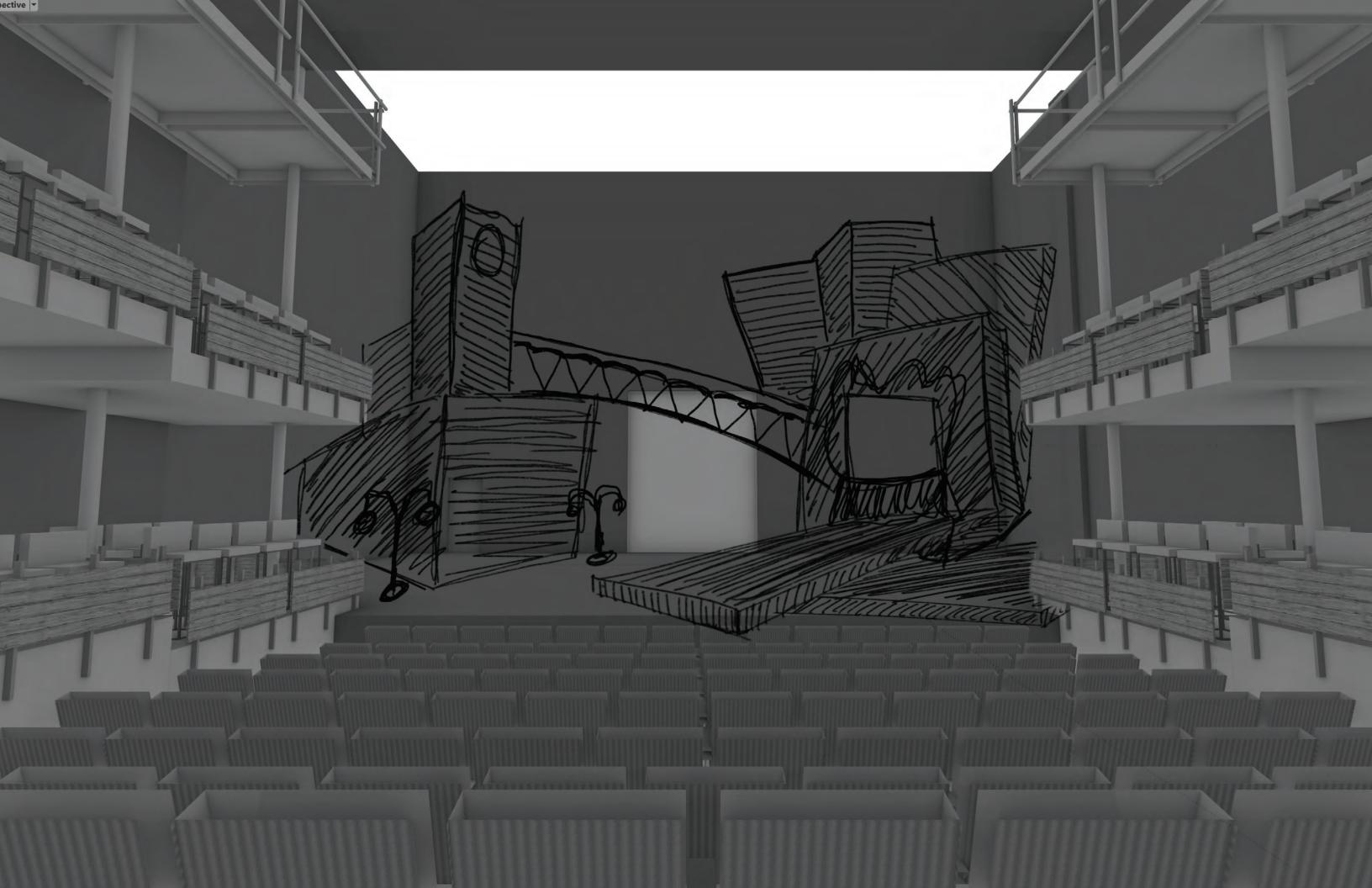


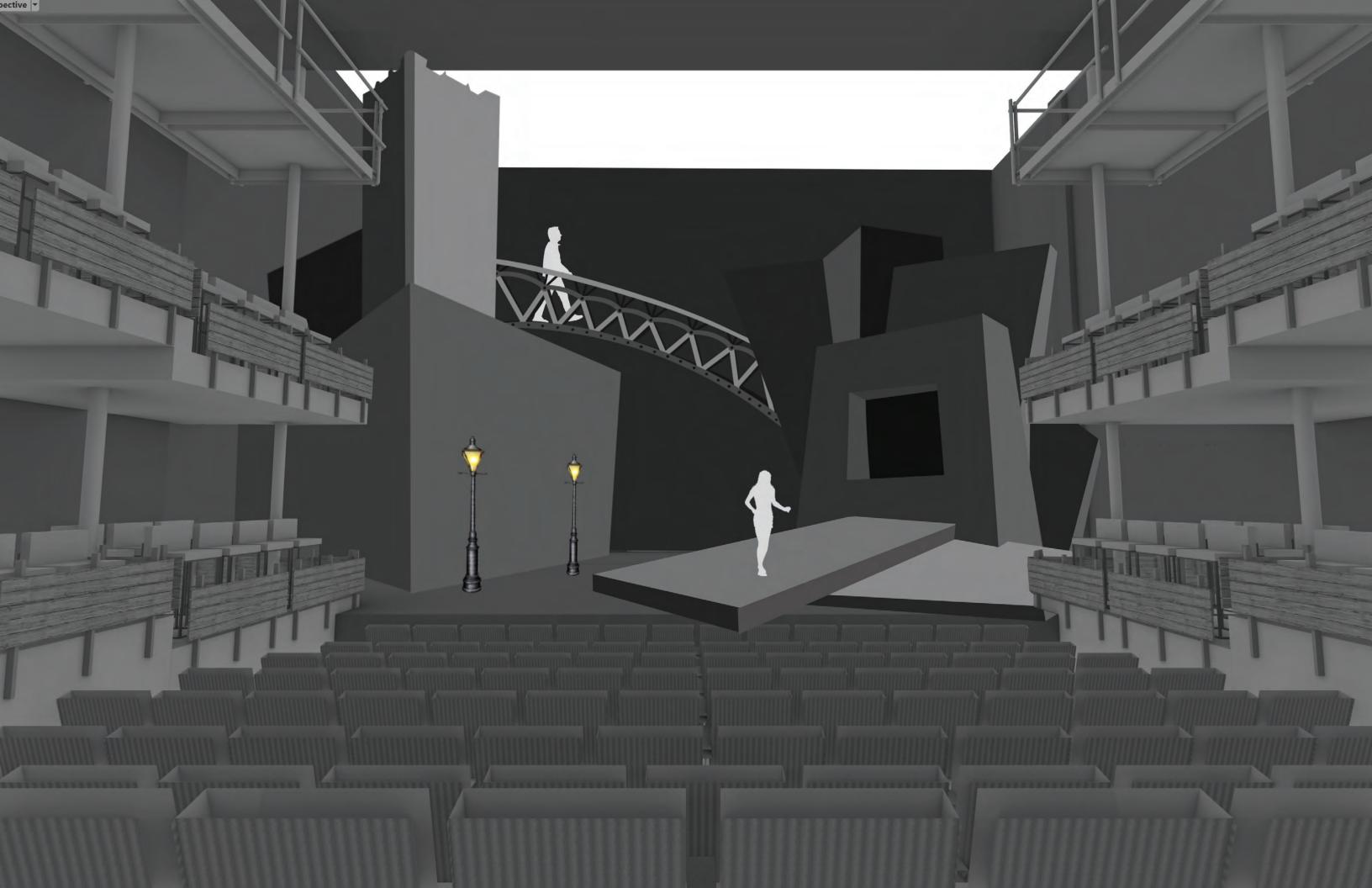


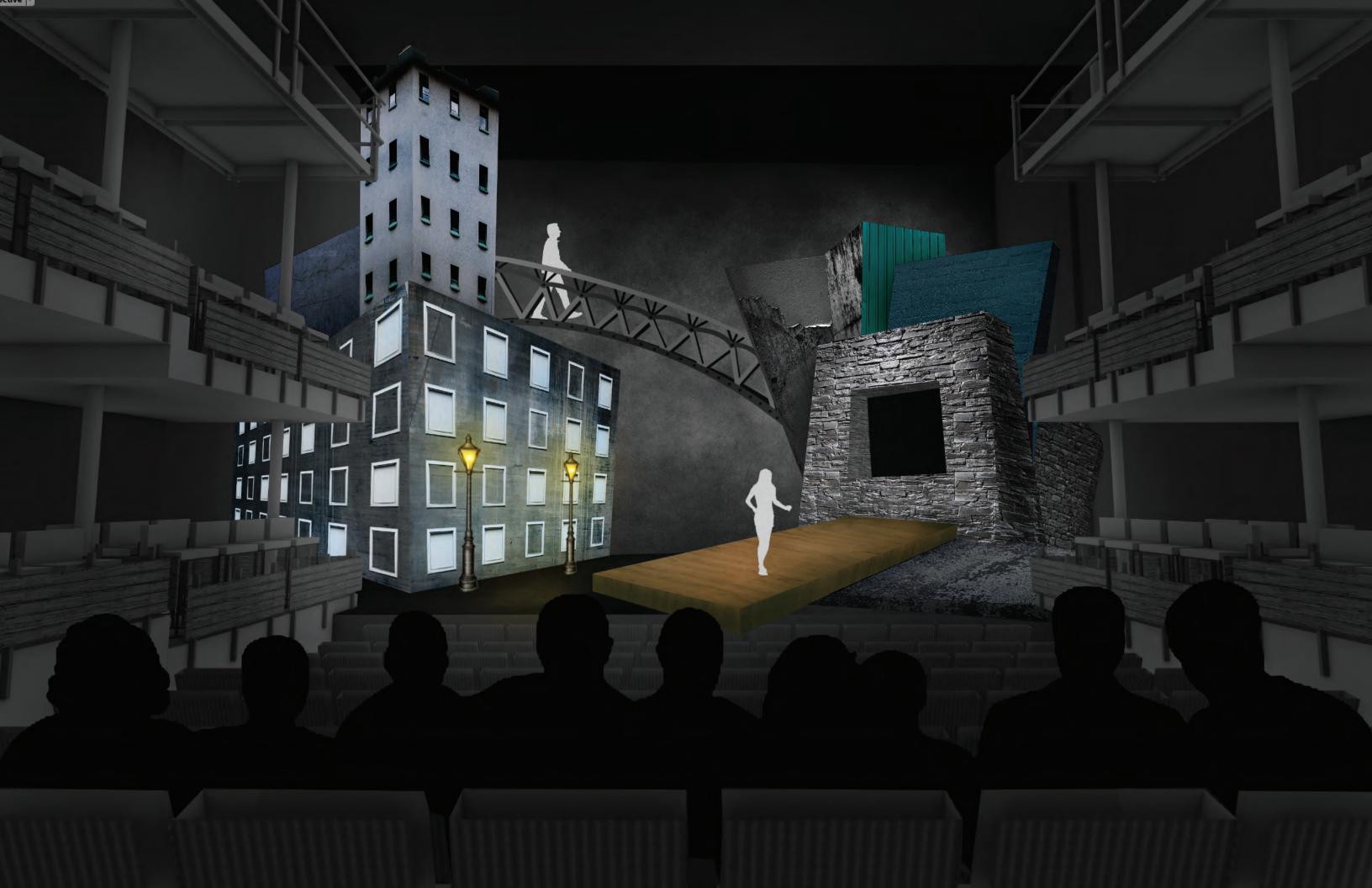


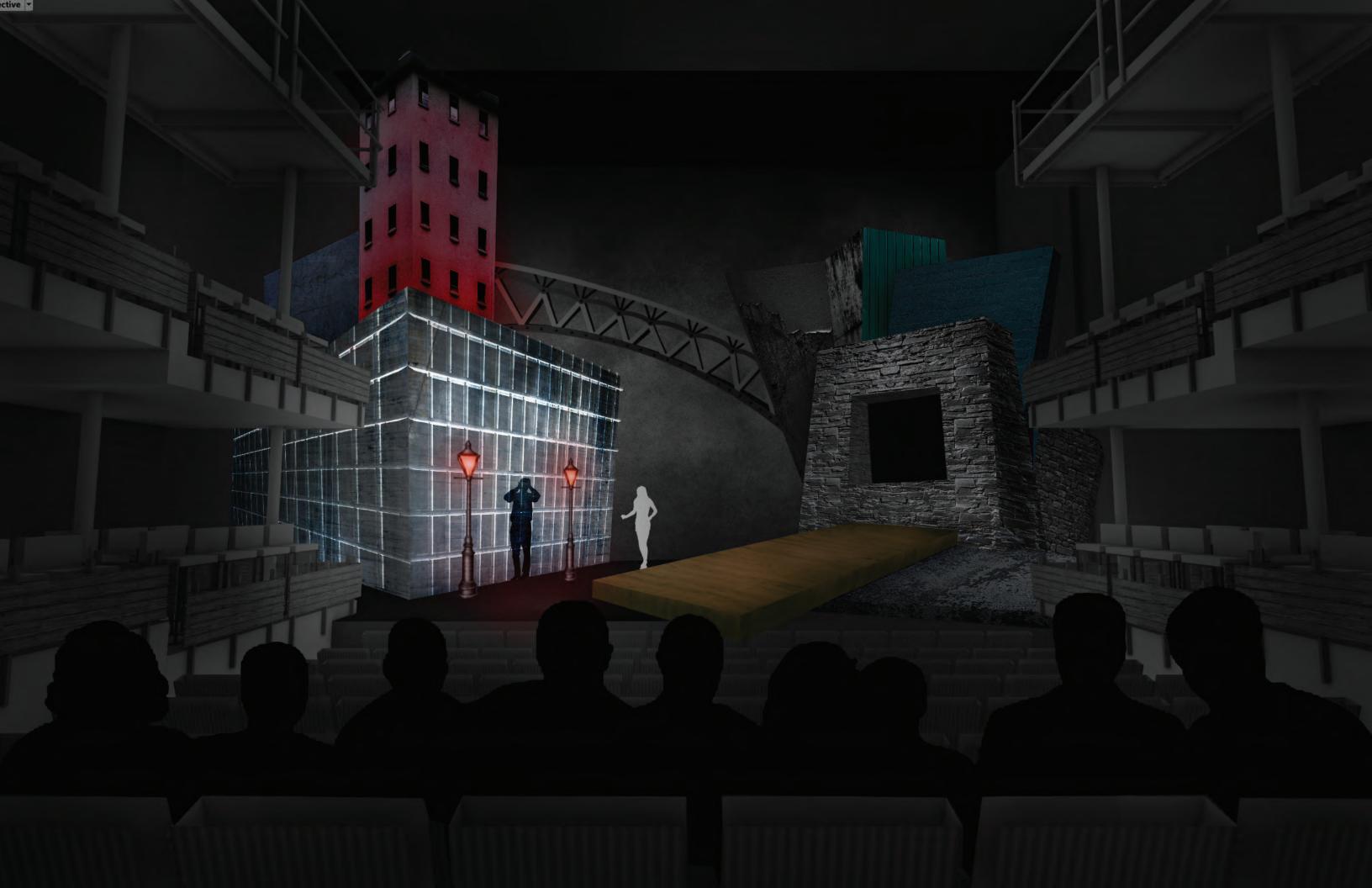


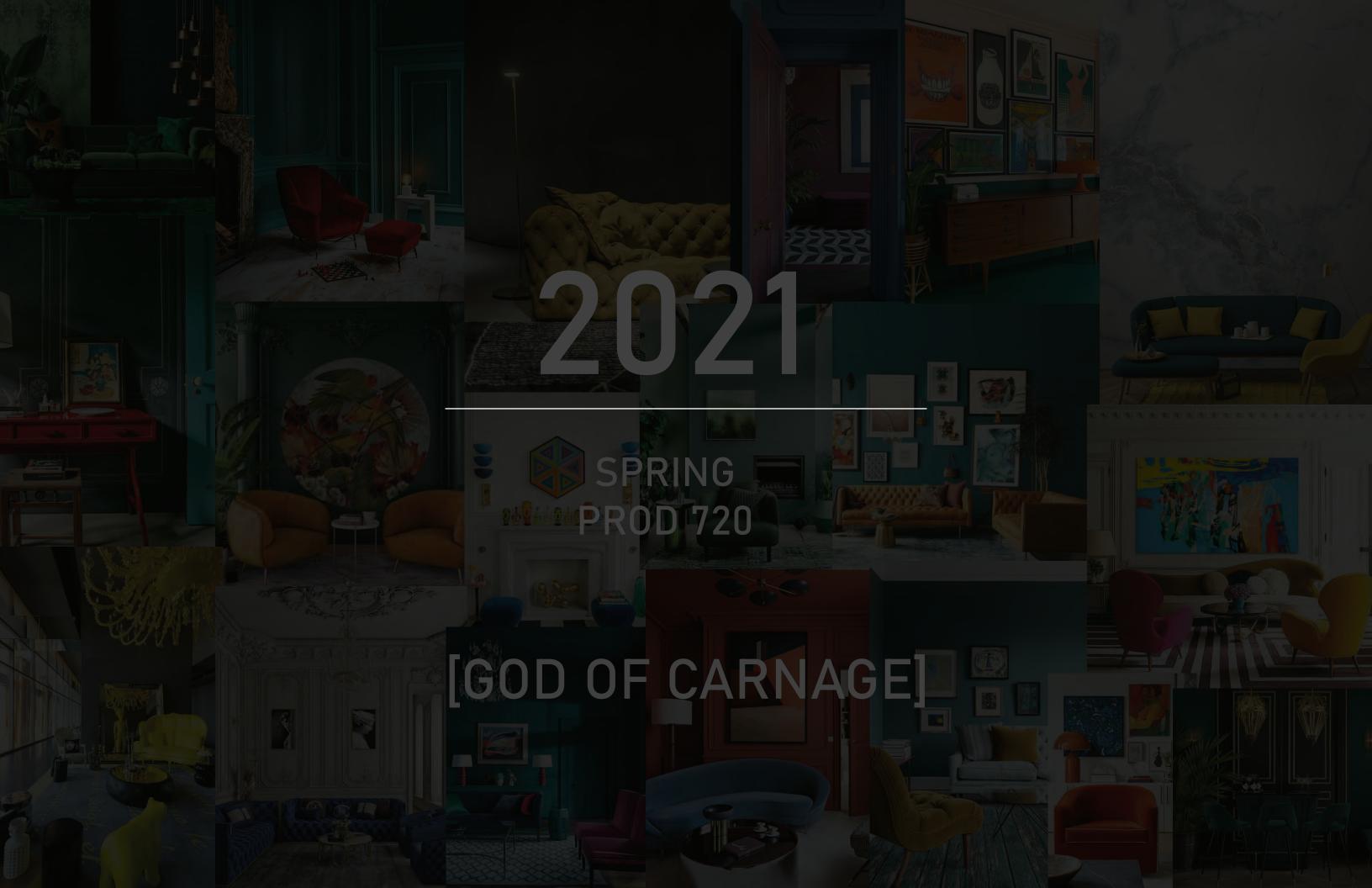


















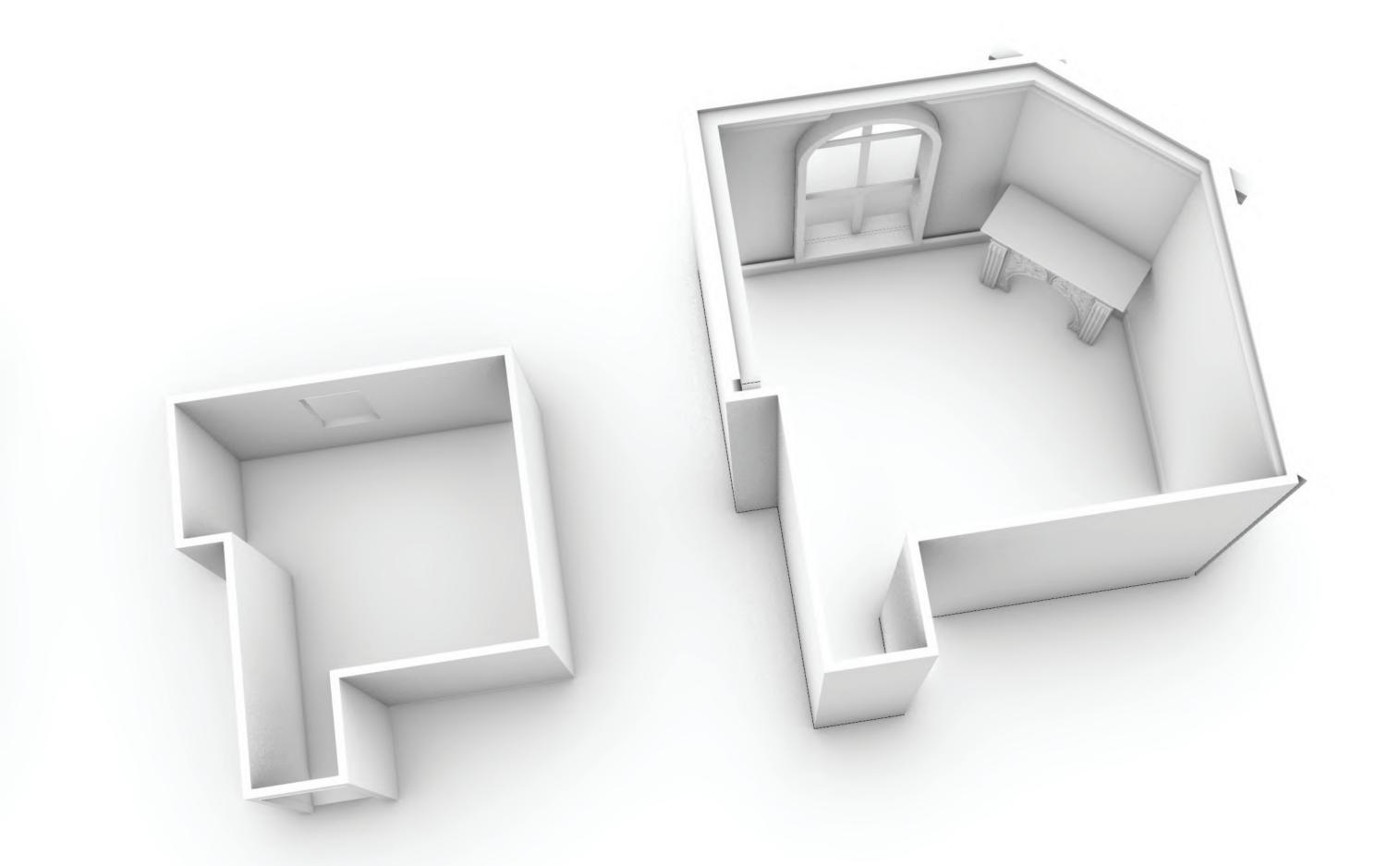




2021

SPRING PROD 720

[CHESS ROOM]



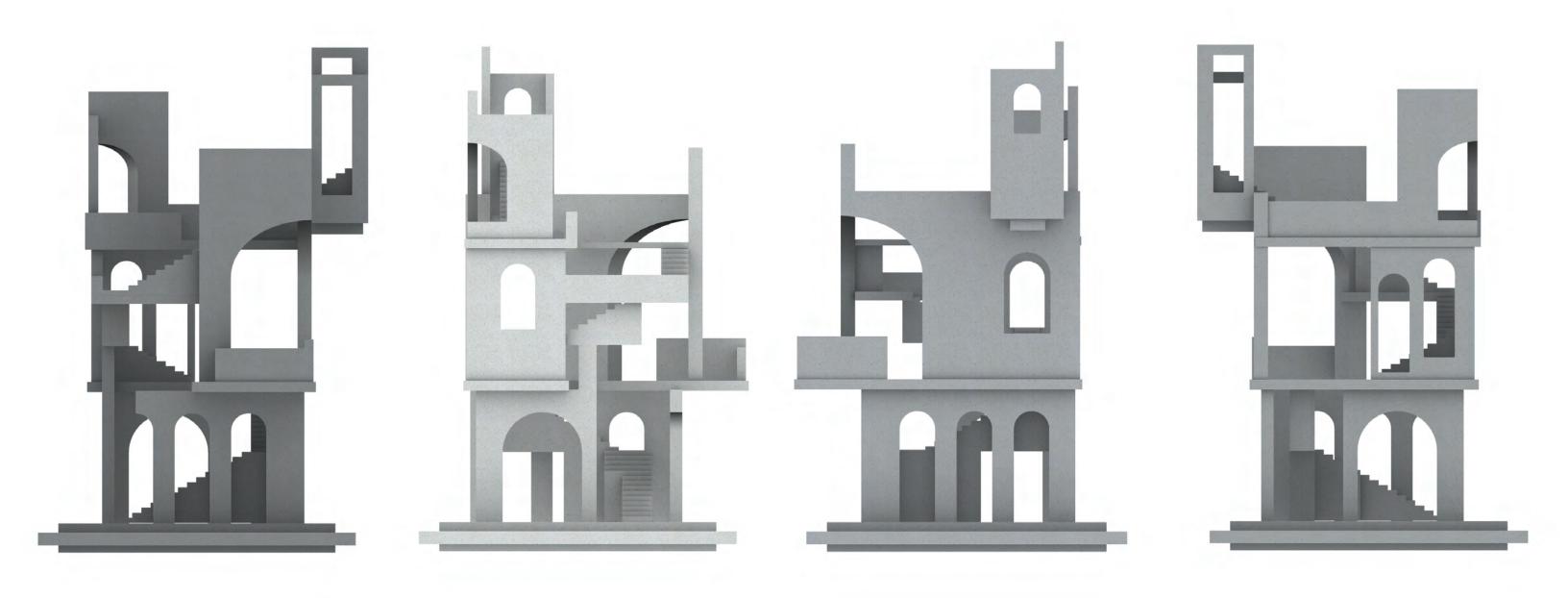






ACT 1 SCENE 1V

Horatio and Marcellus follow after Hamlet and the ghost.











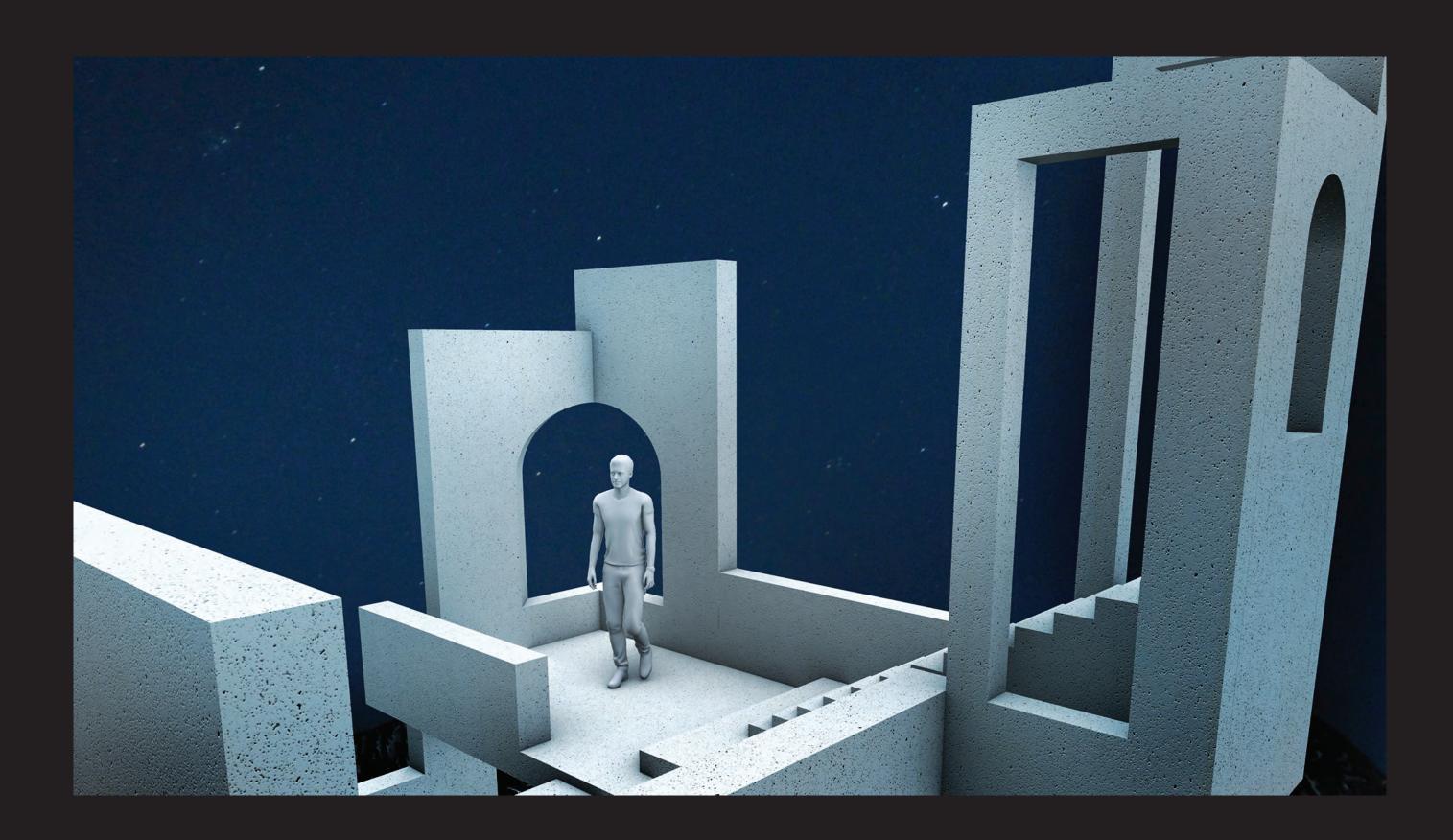














[CHARLIE AND THE CHOCOLATE FACTORY]



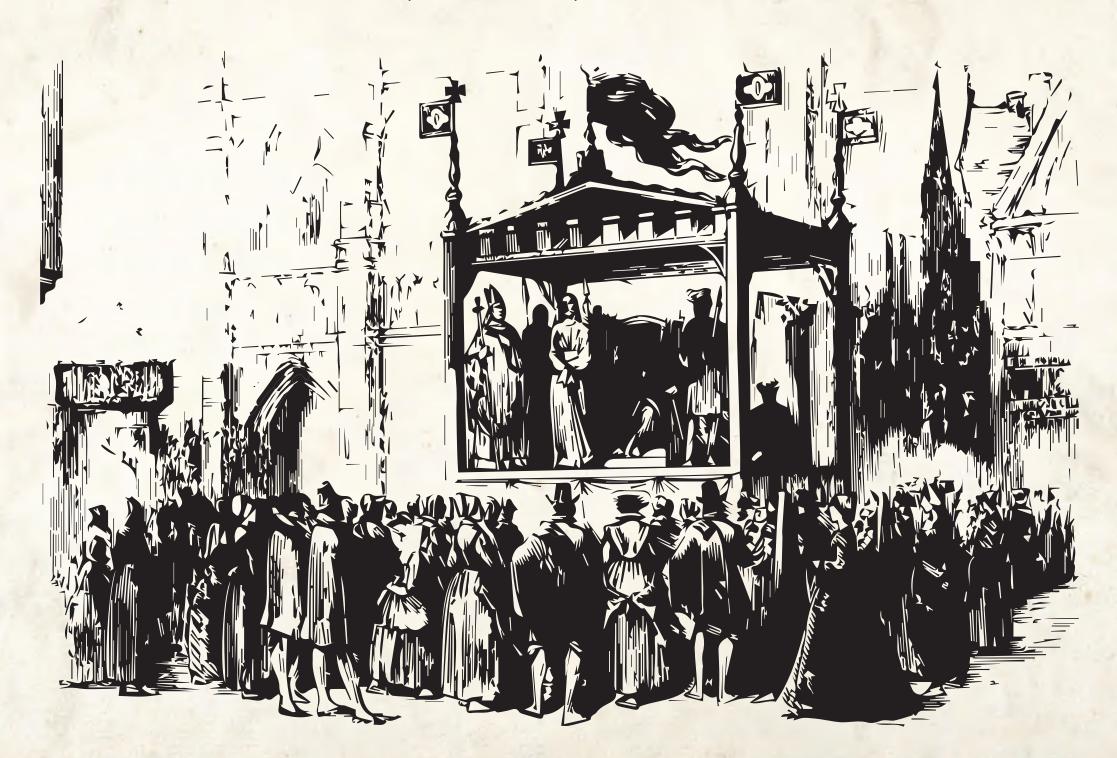
(INTRODUCTION OF TRAVELING PLAYERS AND CARAVANS



EASE OF MOBILITY. PLAYERS MOVE FROM TOWN TO TOWN



RECOGNIZABLE STORIES, SCENERY, CHARACTERS AND BACKGROUNDS



(FUNCTIONAL AND ECONOMICAL DESIGNS



MYSTERY PLAYS MUMMER PLAYS MORALITY PLAYS FARCE

Charle Charle CHOCOLATE FACTORY





RECOGNIZABLE CHARACTERS





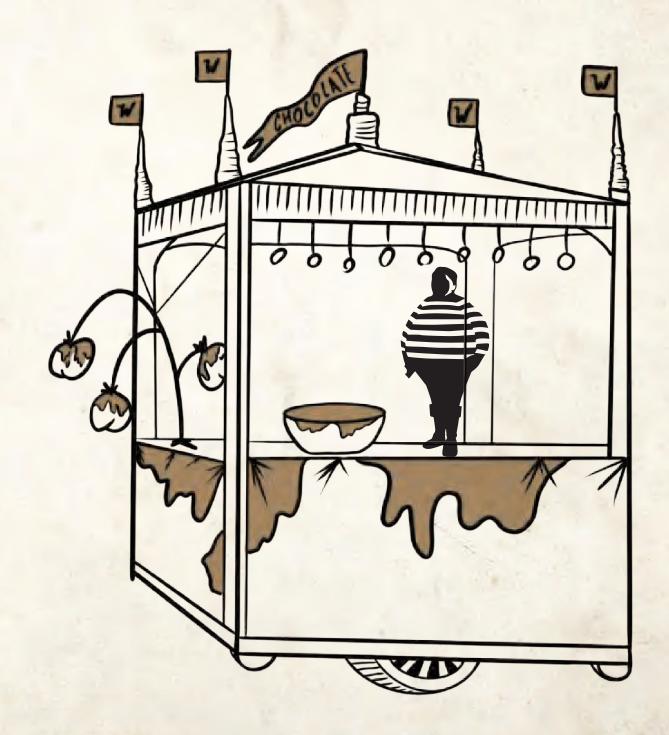
W VIOLET BEAUREGARDE

Violet's attempt to beat a gum-chewing record completely consumes her. At the factory her gum-chewing antics become her downfall when she grabs an experimental piece of gum against Mr. Wonka's advice. She eagerly chews the gum and turns into a giant blueberry. After being juiced by Oompa-Loompas, she leaves the factory changed.



AUGUSTUS GLOOP

A fat boy who loves nothing but eating. Augustus is rude and insubordinate in his never-ending quest to fill his own face. He suffers for his greed in the factory: while sucking from the chocolate river, he falls in and is sucked up by one of the super pipes. He comes out changed on the other side, as evidenced by his new thin body.







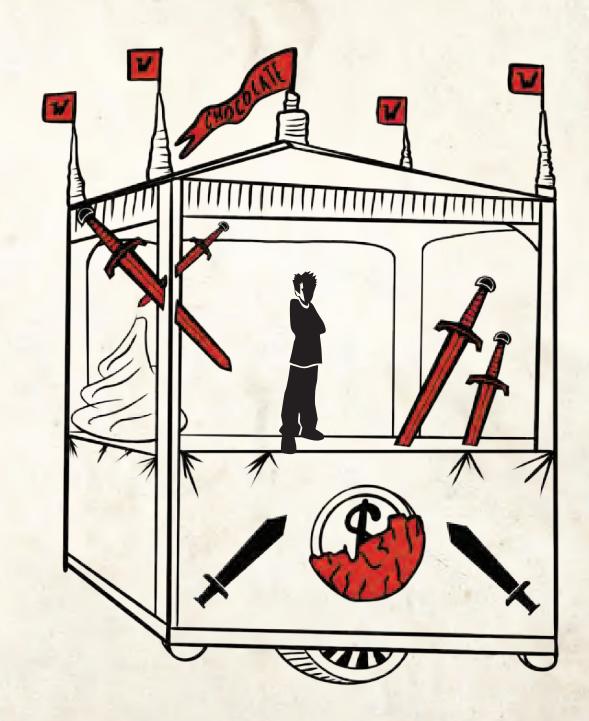
WERUCA SALT

A spoiled brat. Veruca demands anything she wants and throws tantrums until her parents meet her demands. She is mean and completely self-involved, and her parents always acquiesce to her wishes. She demands to own one of Wonka's trained squirrels, but when she marches in to claim it, it deems her a "bad nut" and sends her down the garbage chute.



MIKE TEAVEE

A boy who cares only for television. The more guns and violence on a show, the more Mike likes it. At the factory he wants nothing more than to check out the chocolate television room. Once there he spies the opportunity to be on television himself. Without regard for his own safety, he engineers a filming of himself and ends up shrinking down to a couple of inches. The Oompa-Loompas stretch him out to twice his normal height in the end.

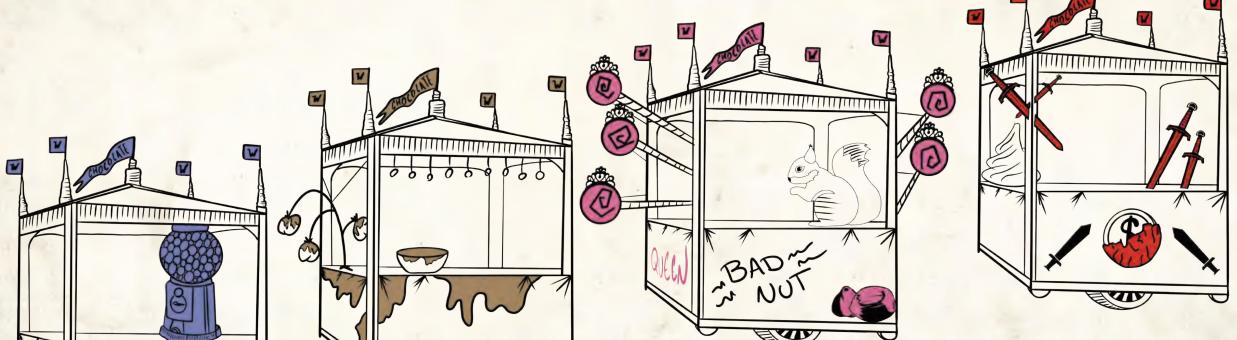


GUM-CHEWING? RECORD

EVD

X





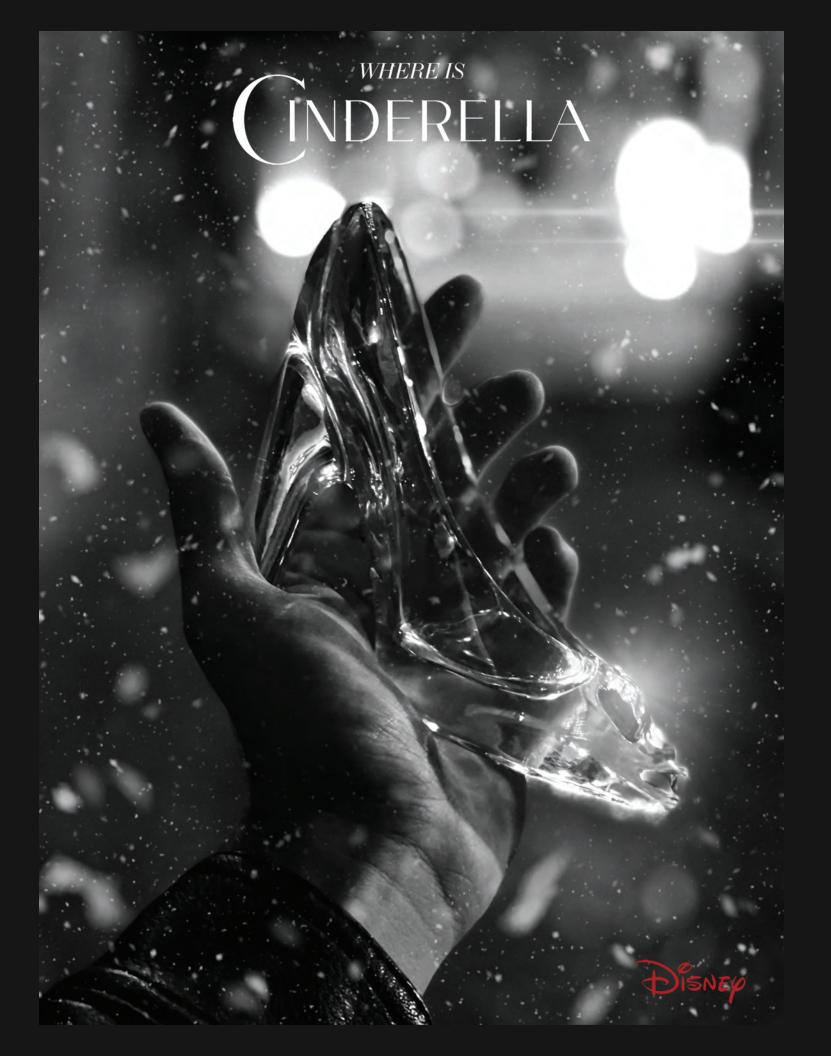
PROD 756
PROF. EWONUS
JONATHAN RUBINSTEIN



2021

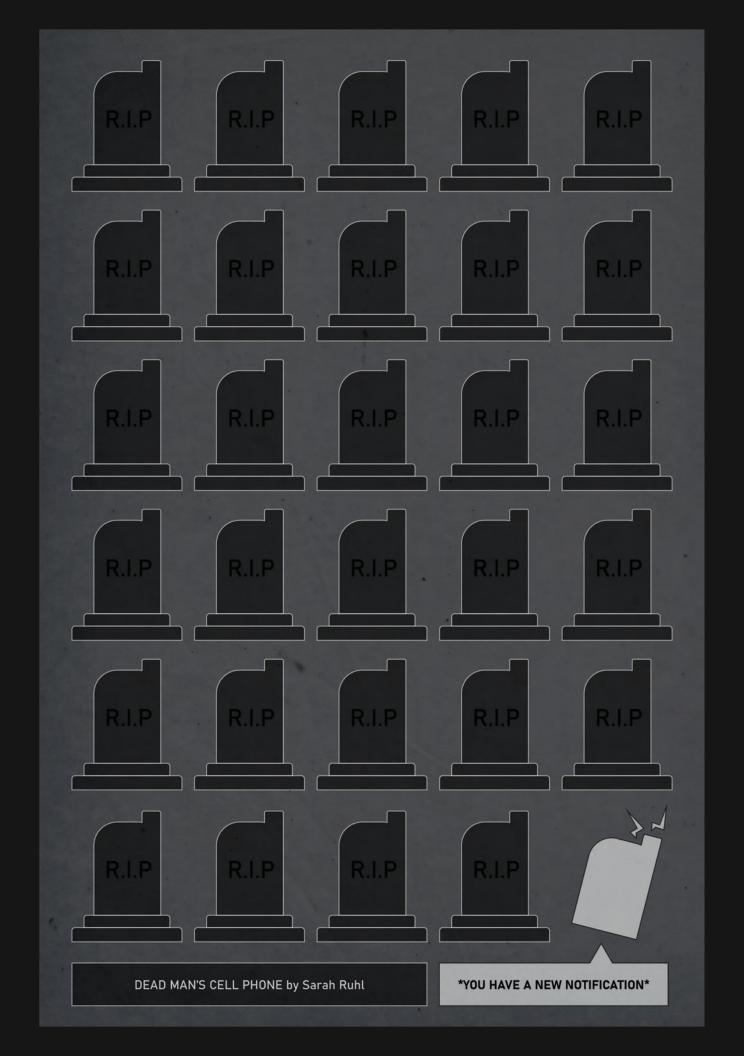
FALL PROD 756

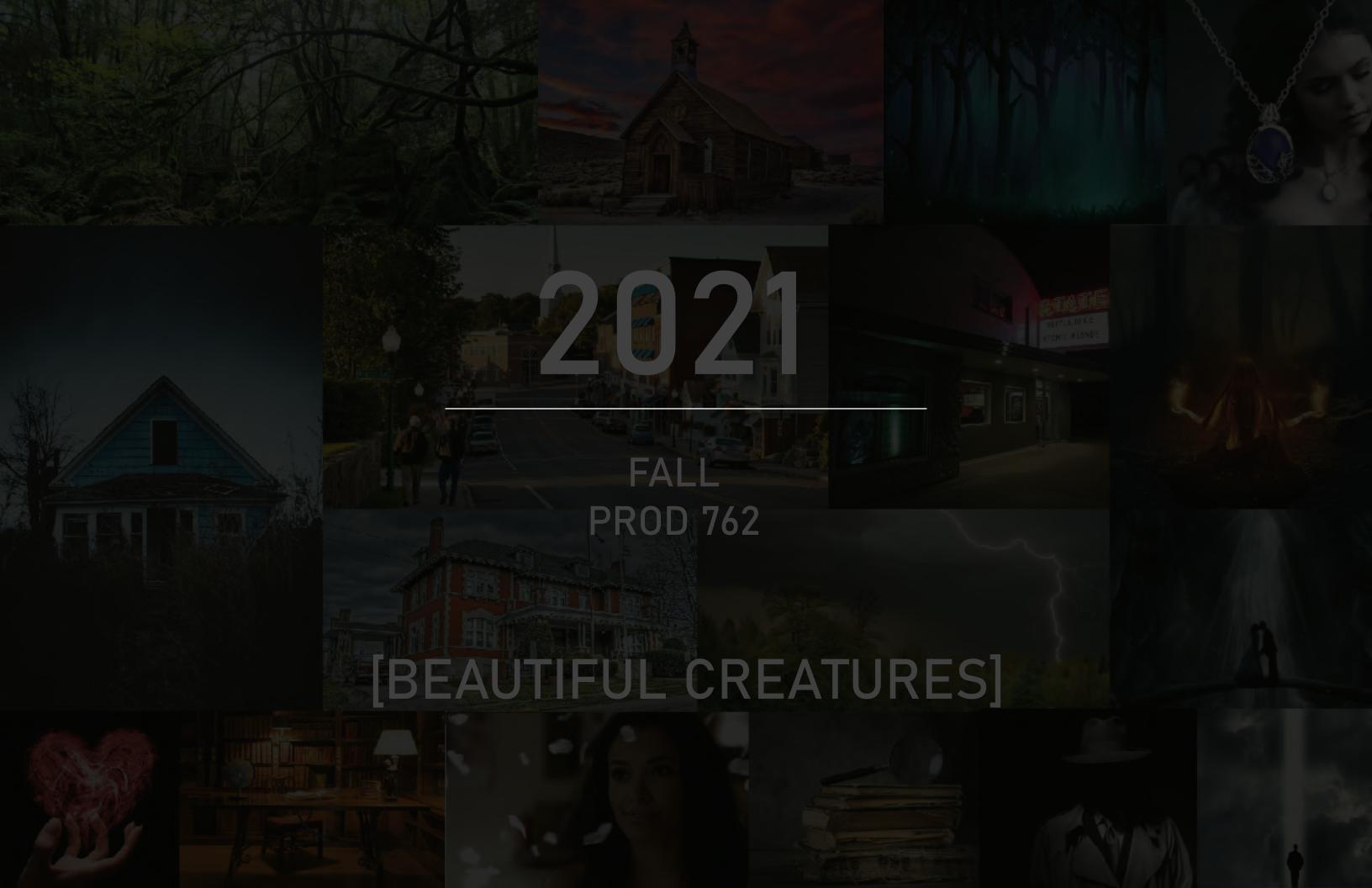
[POSTERS DESIGN]



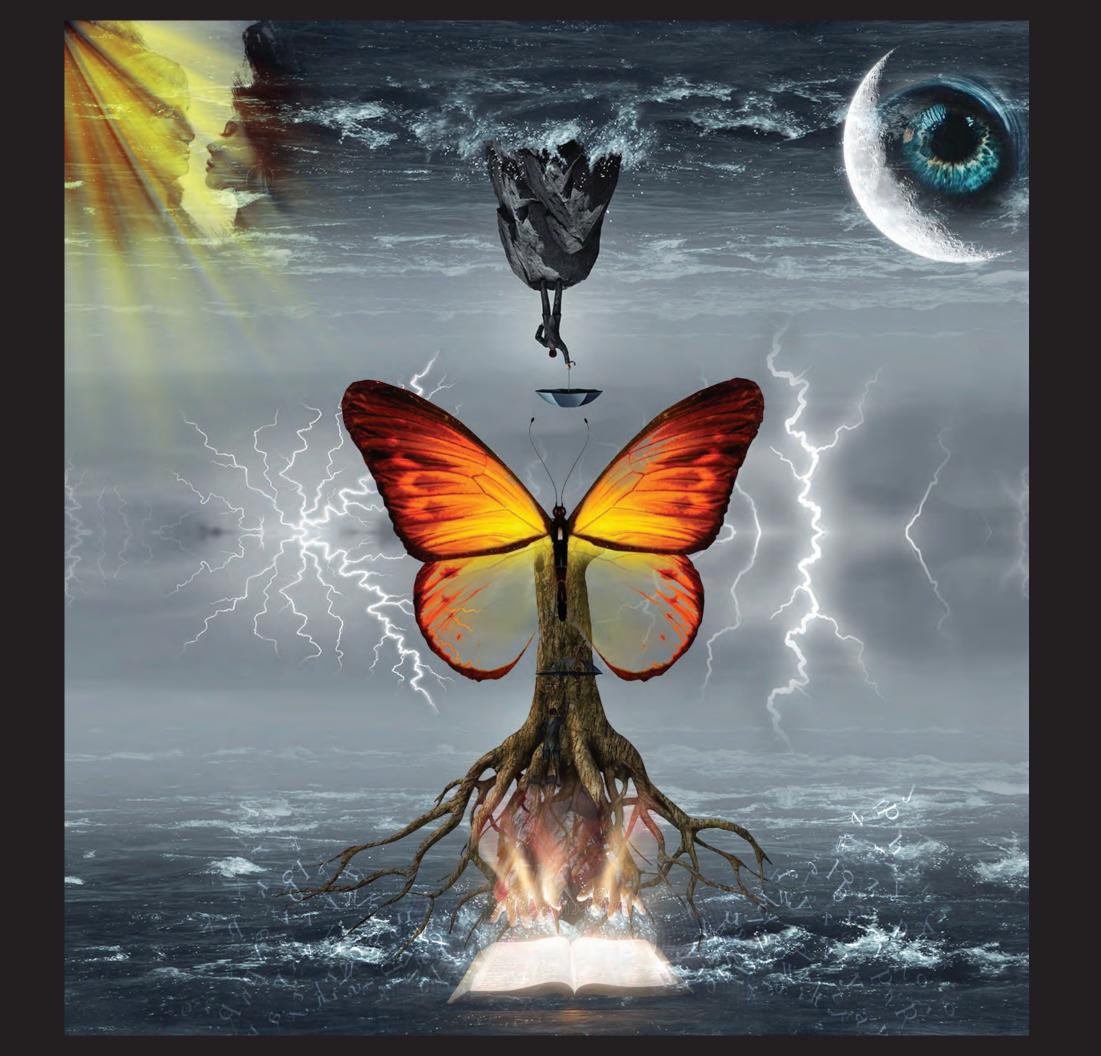


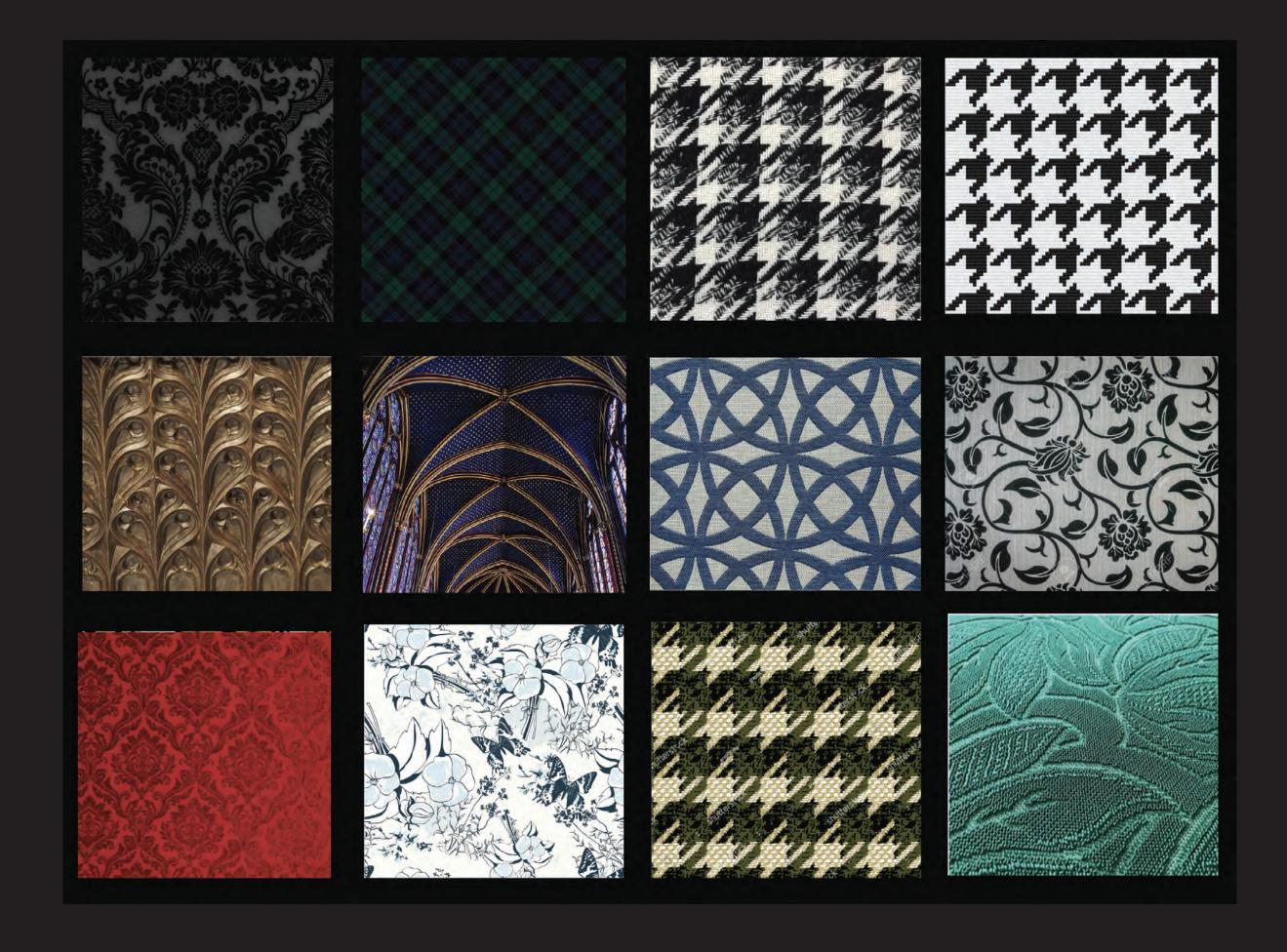


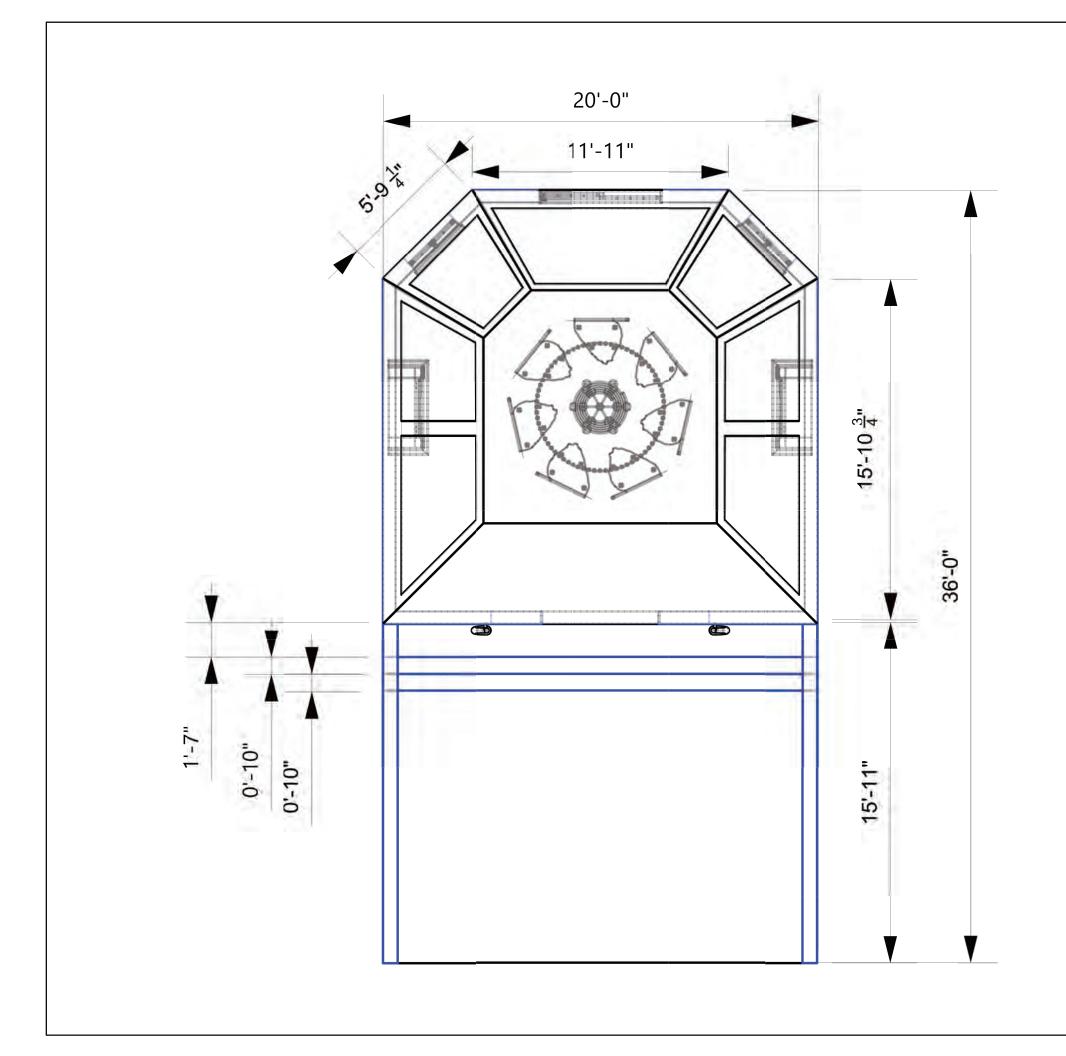




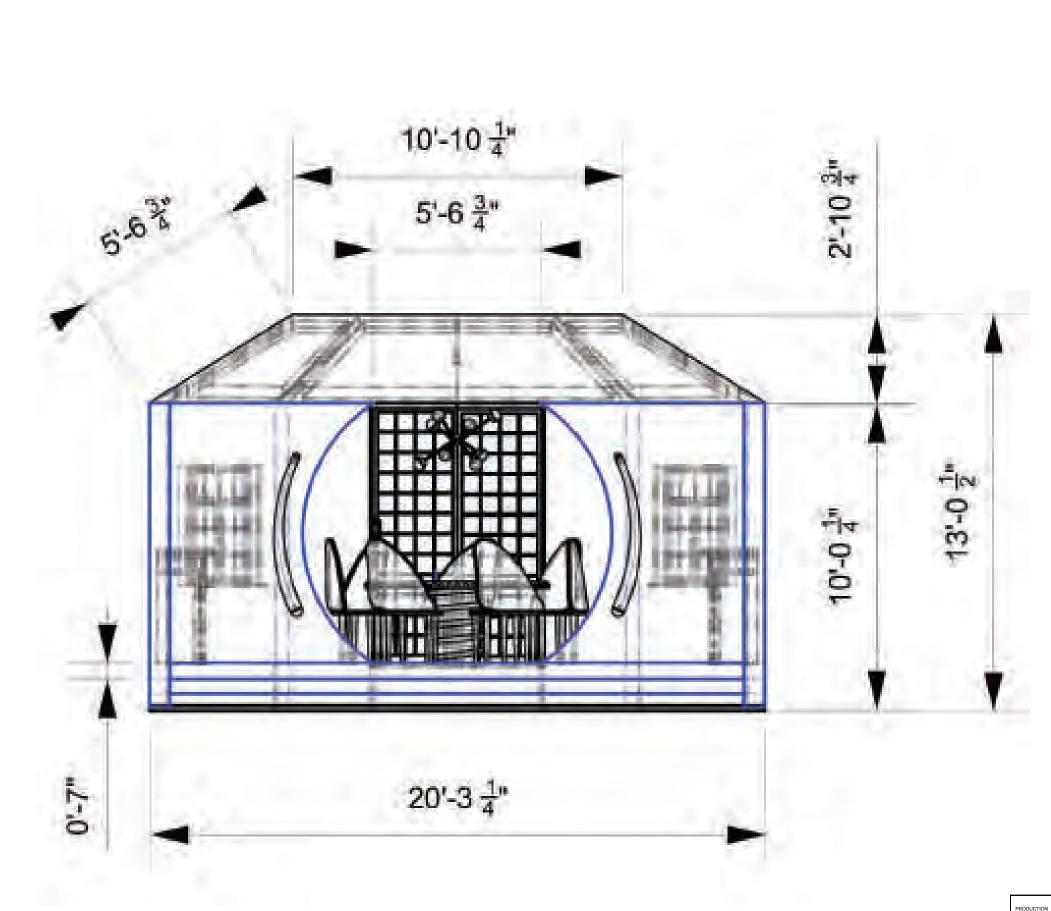




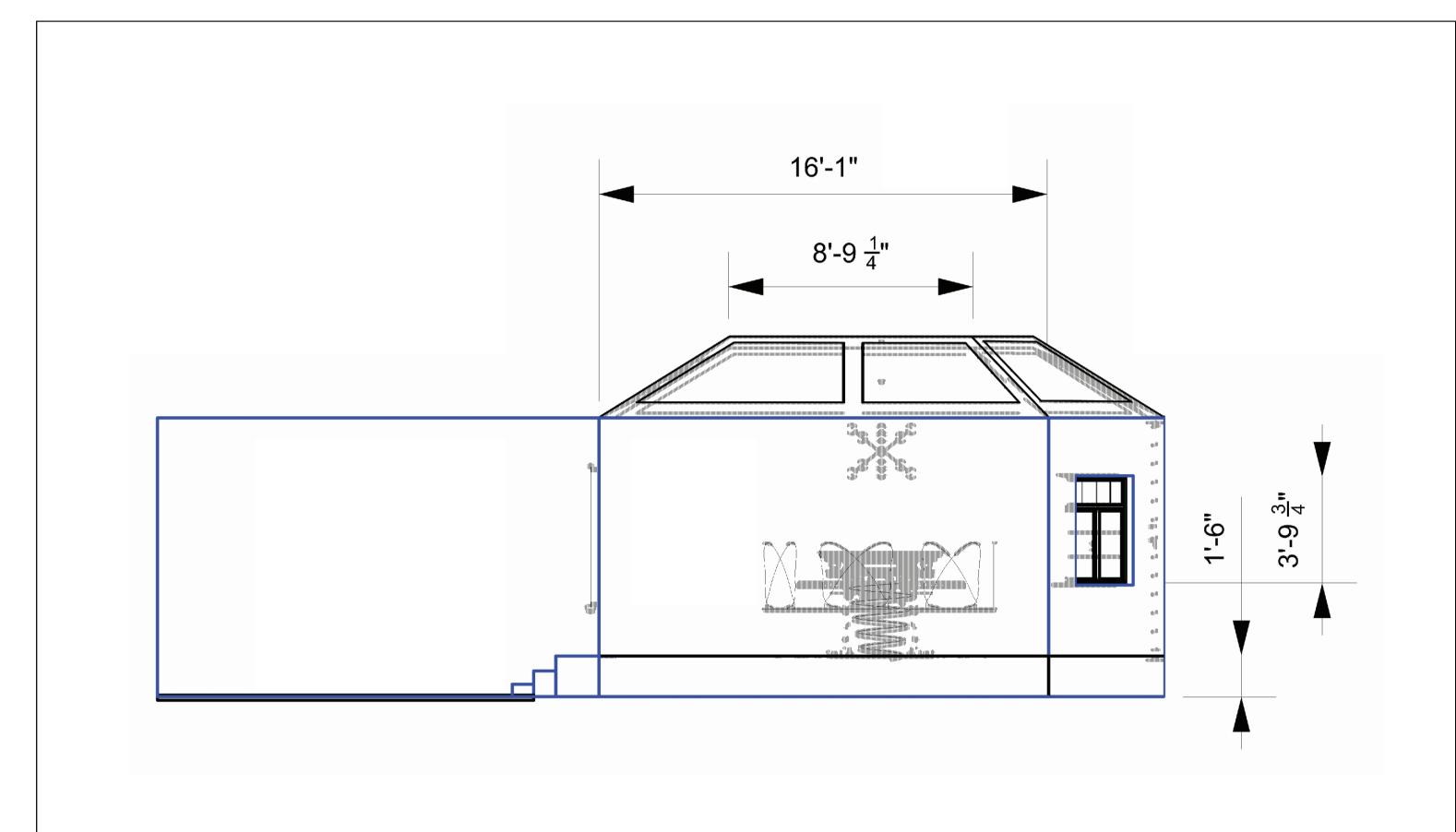




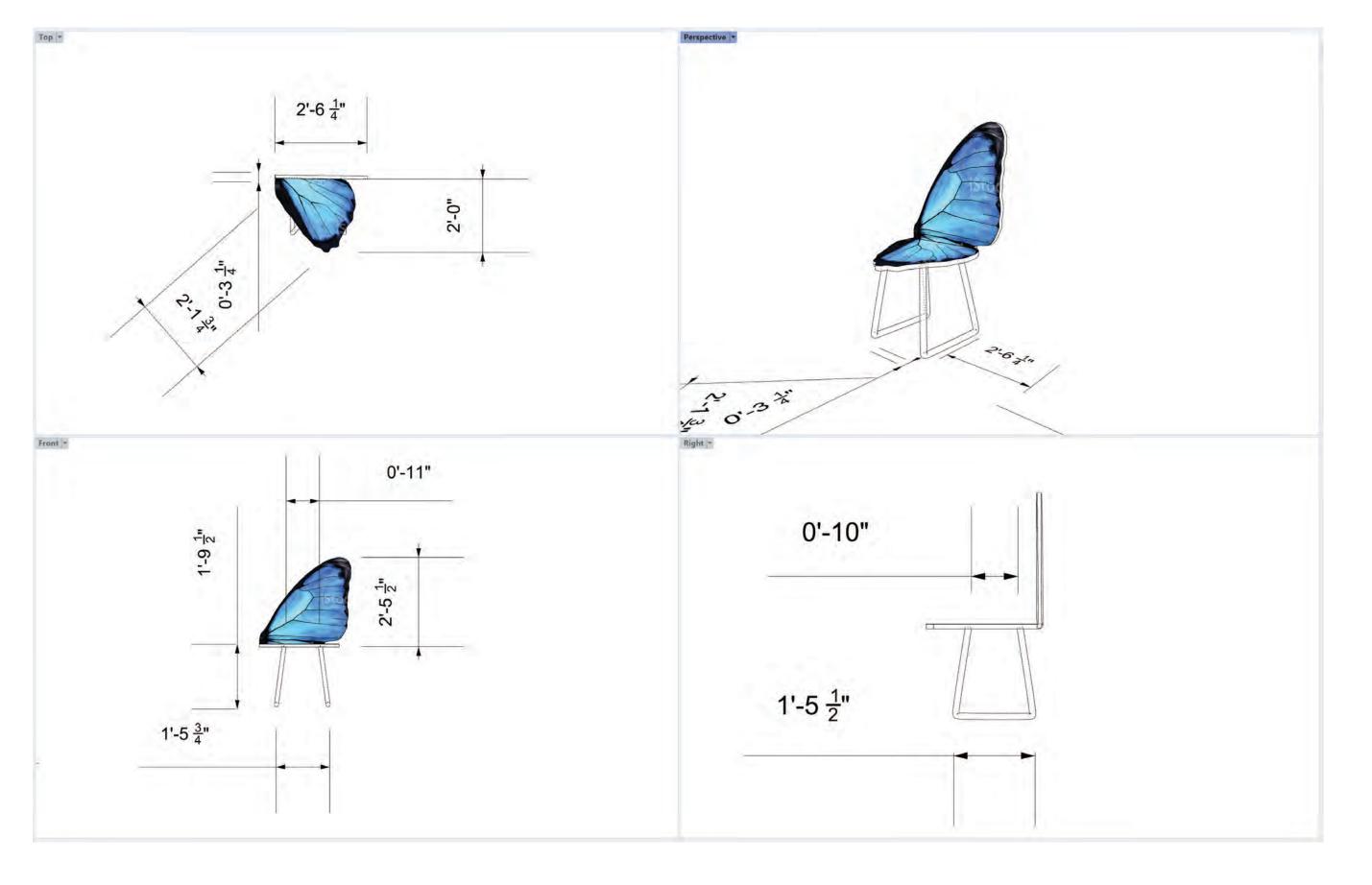
| PRODUCTION | BEAUTIFUL CREATURES | 11/07/2021 | SET 1 |
|---------------------|---------------------|------------|-------------|
| DIRECTOR | RICHARD LaGRAVENESE | SCALE | ' |
| PRODUCTION DESIGNER | JONATHAN RUBINSTEIN | AS NOTED | DRAWING NO. |
| LOCATION | SOUND STAGE | REMARKS | 1 |



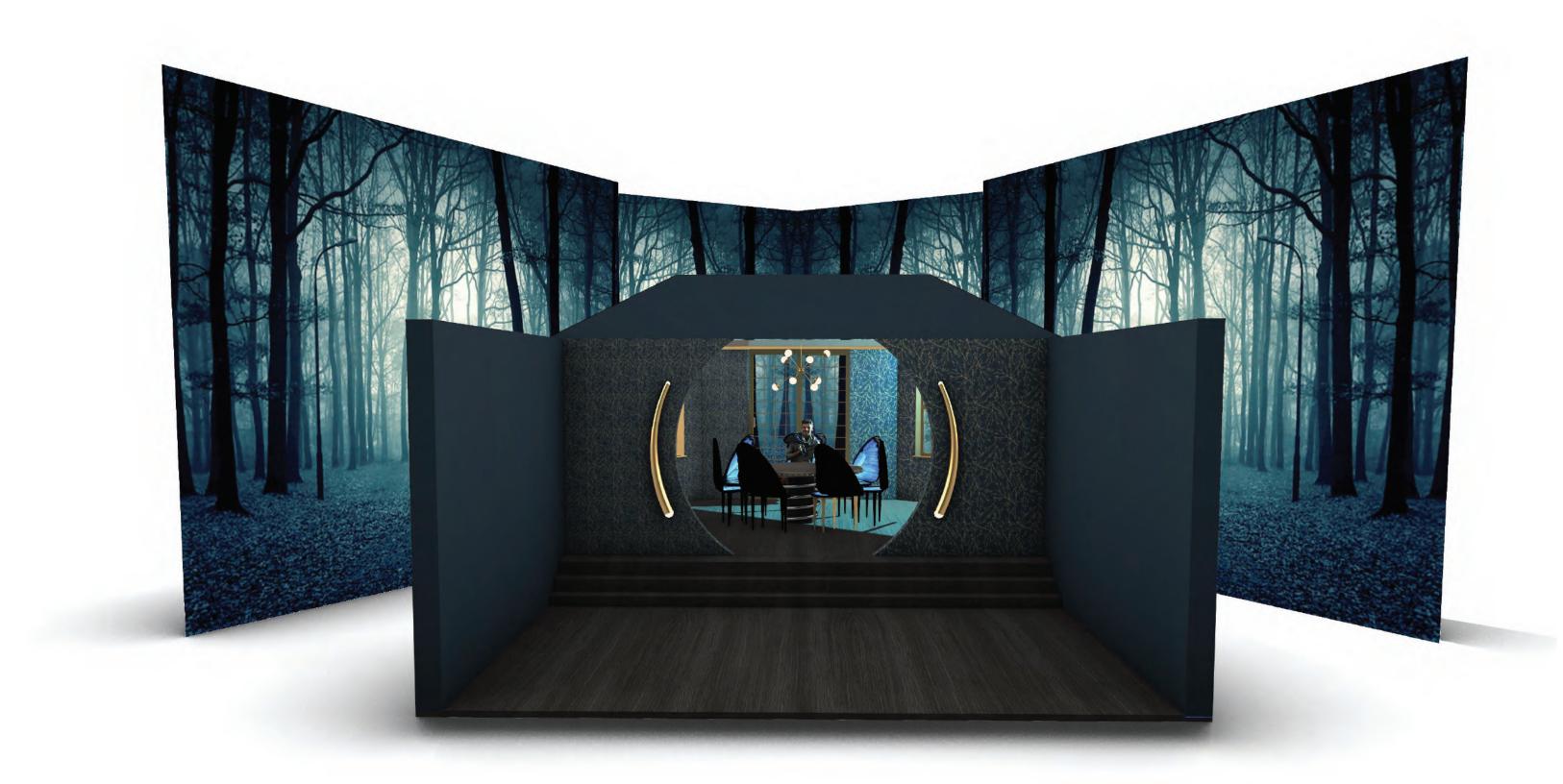
| | 05441755111 0054711050 | DATE SET | |
|---------------------|------------------------|------------------|-----|
| PRODUCTION | BEAUTIFUL CREATURES | 11/07/2021 | 1 |
| DIRECTOR | RICHARD LaGRAVENESE | SCALE | ' |
| PRODUCTION DESIGNER | JONATHAN RUBINSTEIN | AS NOTED DRAWING | NO. |
| | | DRAWN BY | |
| LOCATION | SOUND STAGE | REMARKS | 2 |

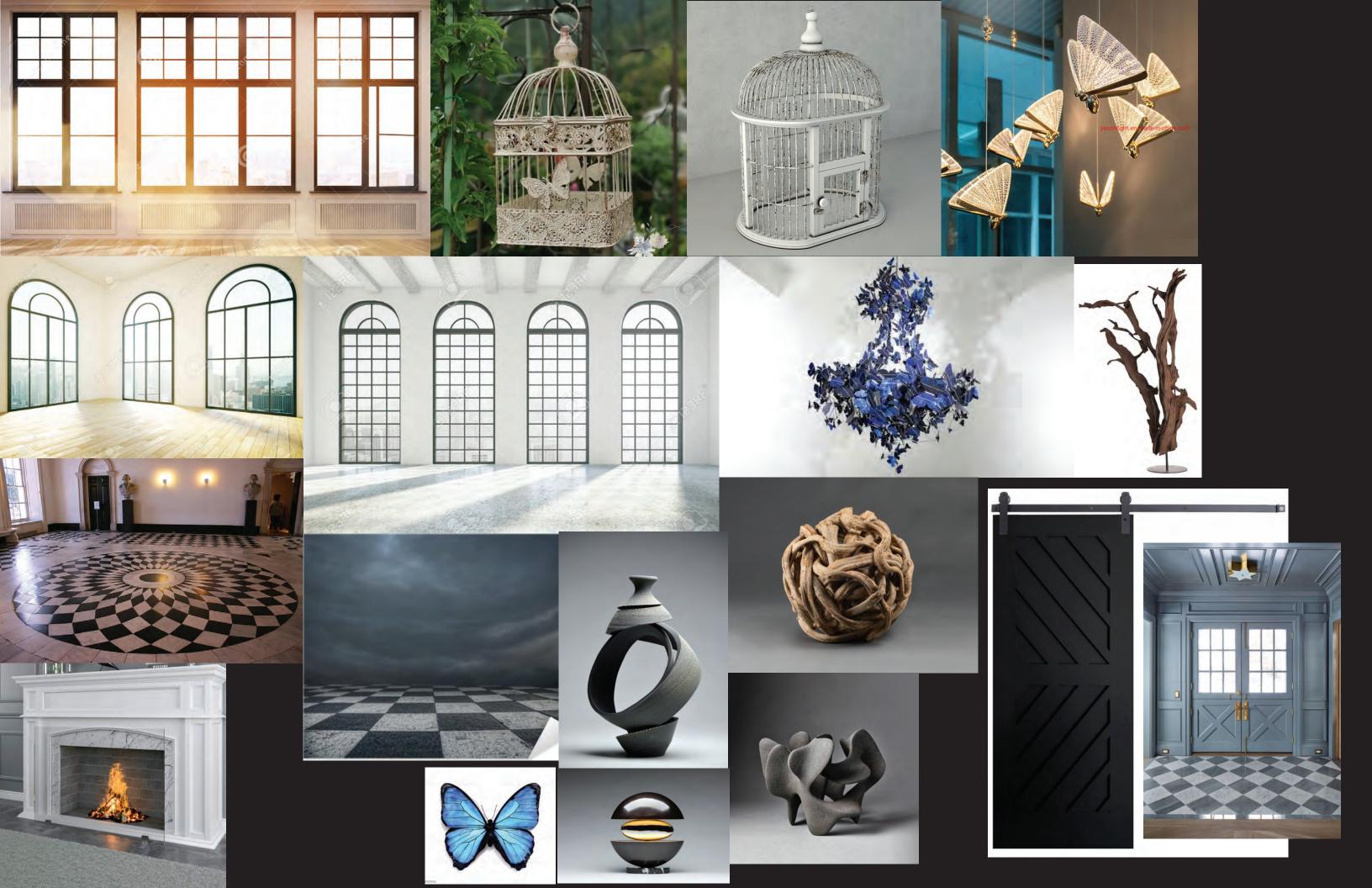


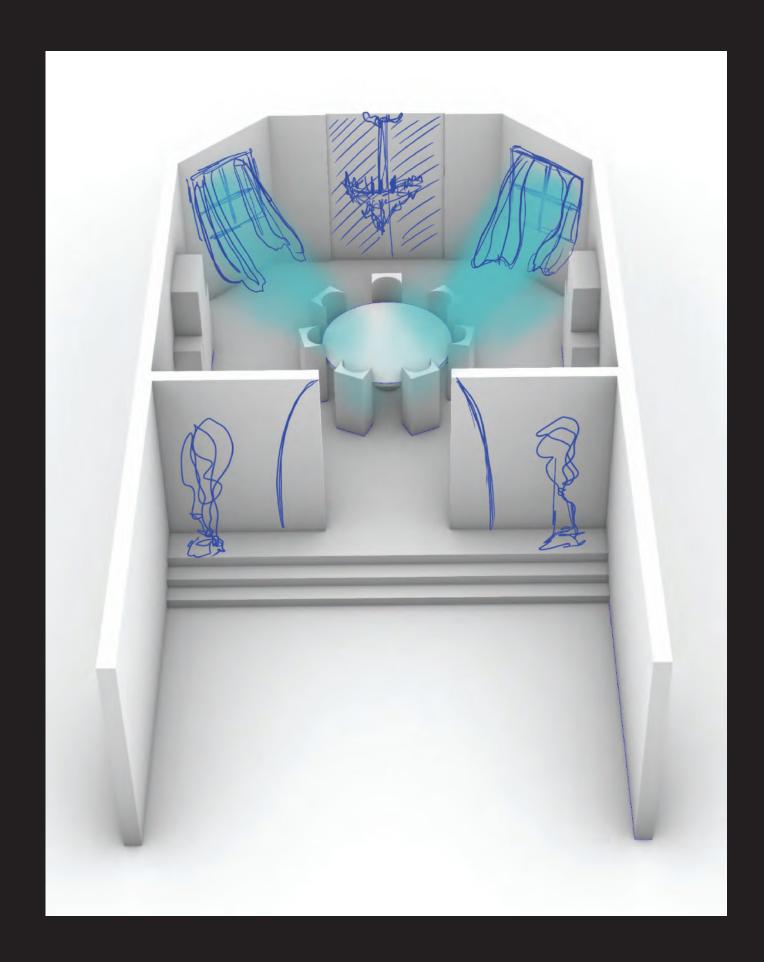
| PRODUCTION | BEAUTIFUL CREATURES | 11/07/2021 | SET 1 |
|---------------------|---------------------|------------------|-------------|
| DIRECTOR | RICHARD LaGRAVENESE | SCALE | |
| PRODUCTION DESIGNER | JONATHAN RUBINSTEIN | | DRAWING NO. |
| LOCATION | SOUND STAGE | DRAWN BY REMARKS | 3 |



| PRODUCTION | DEALITICIII CDEATLIDEC | 11/07/2021 | SET 1 |
|---------------------|------------------------|------------|-------|
| DIRECTOR | RICHARD LaGRAVENESE | SCALE | 1 ' |
| PRODUCTION DESIGNER | JONATHAN RUBINSTEIN | AS NOTED | |
| LOCATION | SOUND STAGE | REMARKS | 4 |



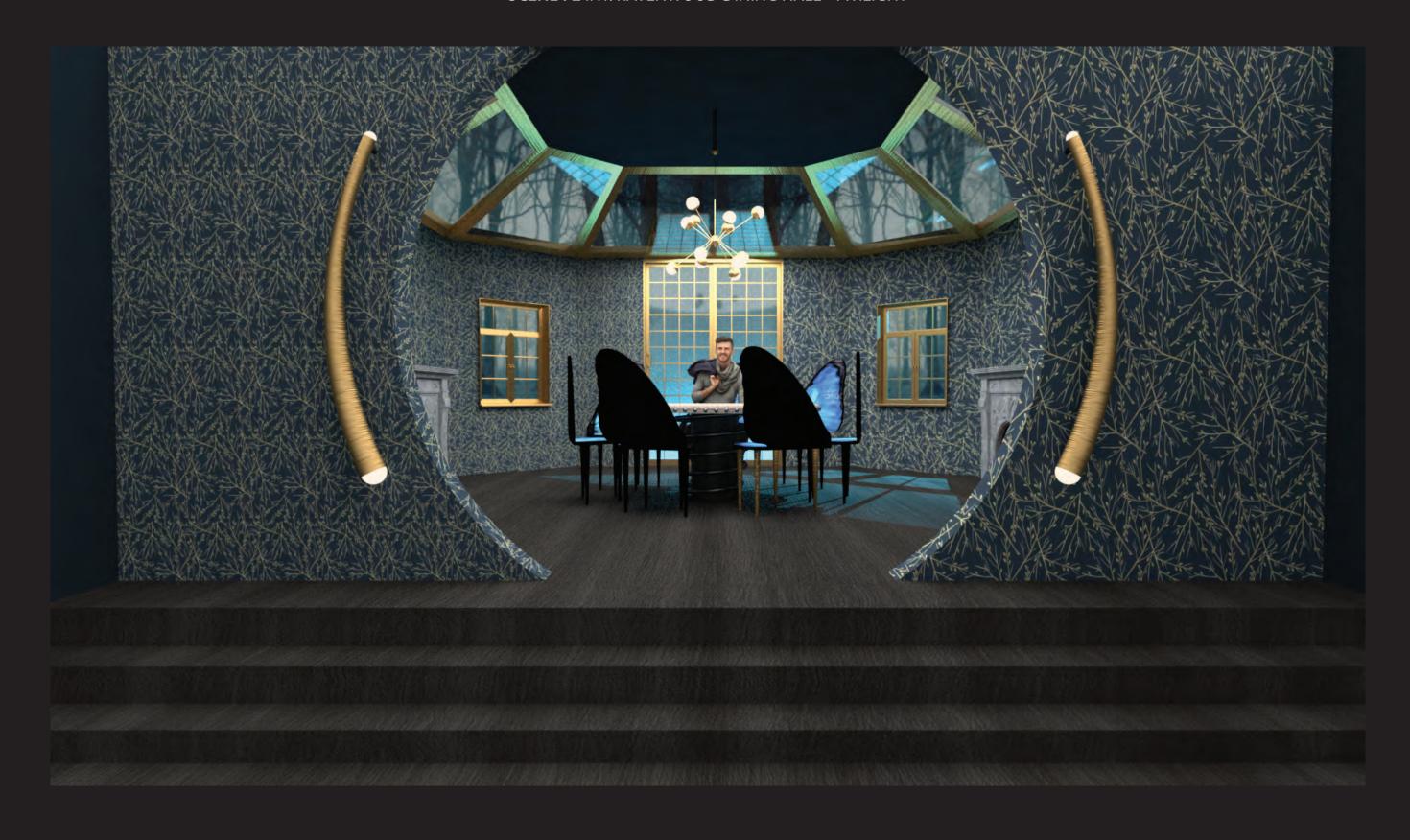






BEAUTIFUL CREATURES

SCENE 72 INT. RAVENWOOD DINING HALL - TWILIGHT



BEAUTIFUL CREATURES

SCENE 72 INT. RAVENWOOD DINING HALL - TWILIGHT



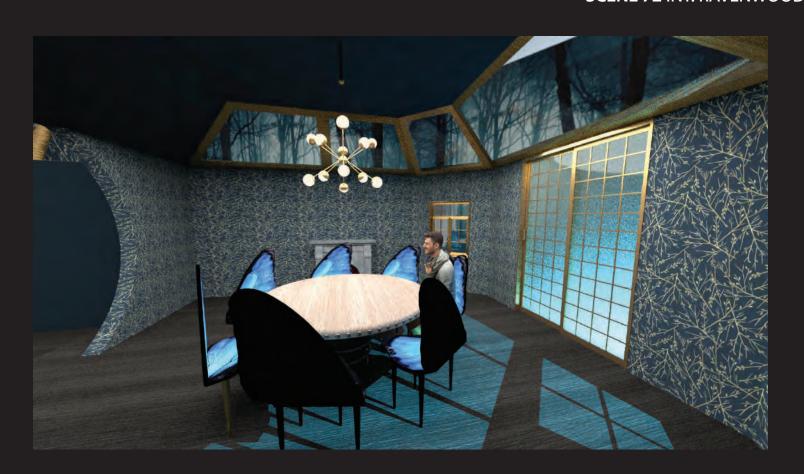






BEAUTIFUL CREATURES

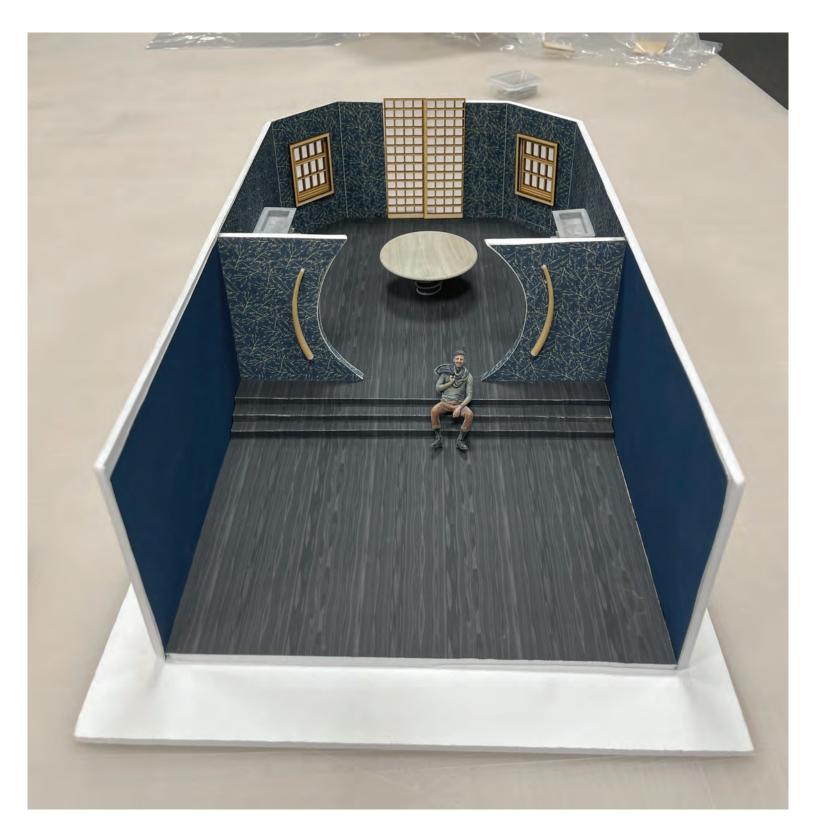
SCENE 72 INT. RAVENWOOD DINING HALL - TWILIGHT

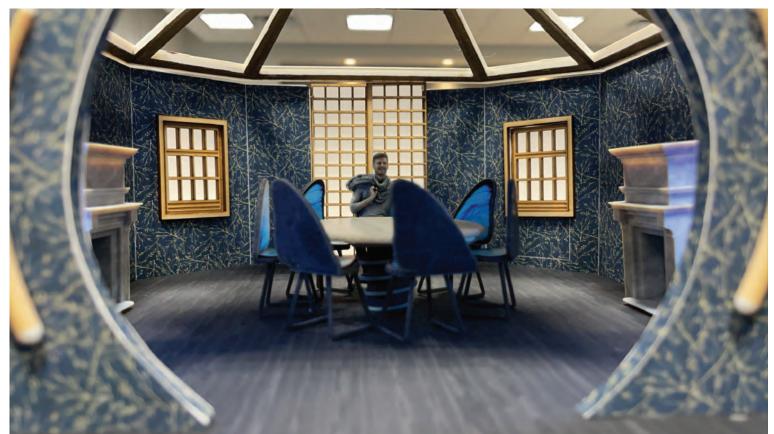


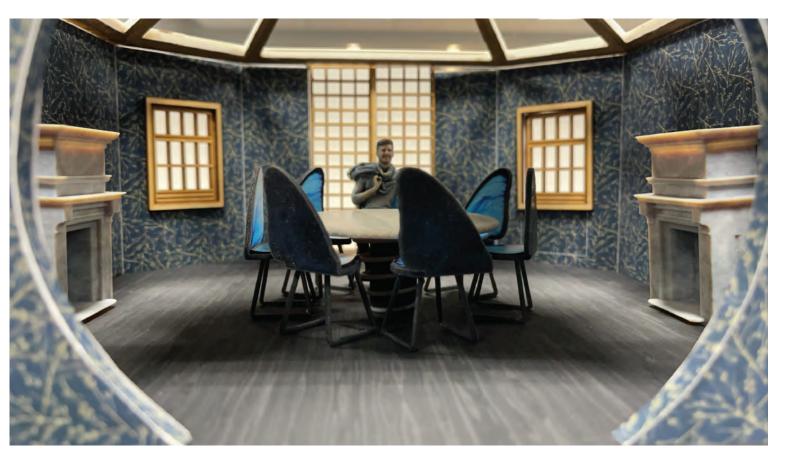






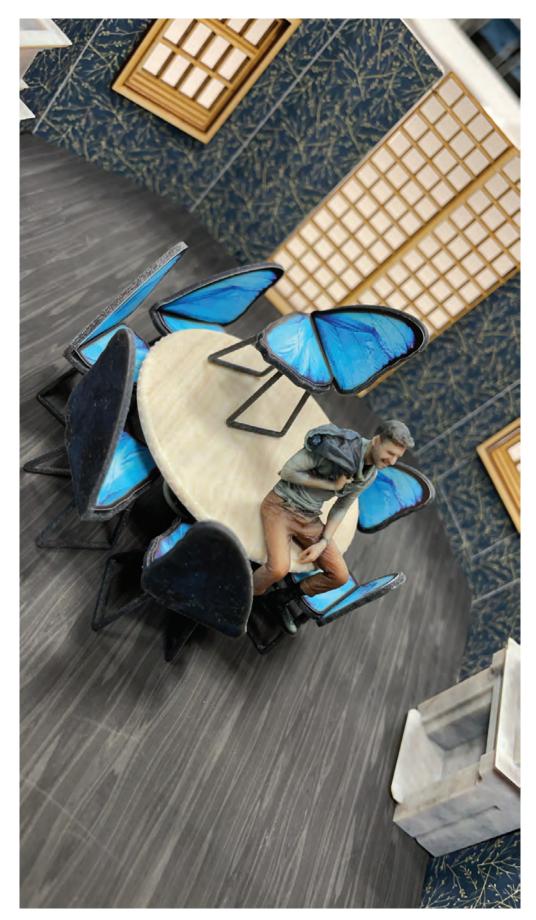










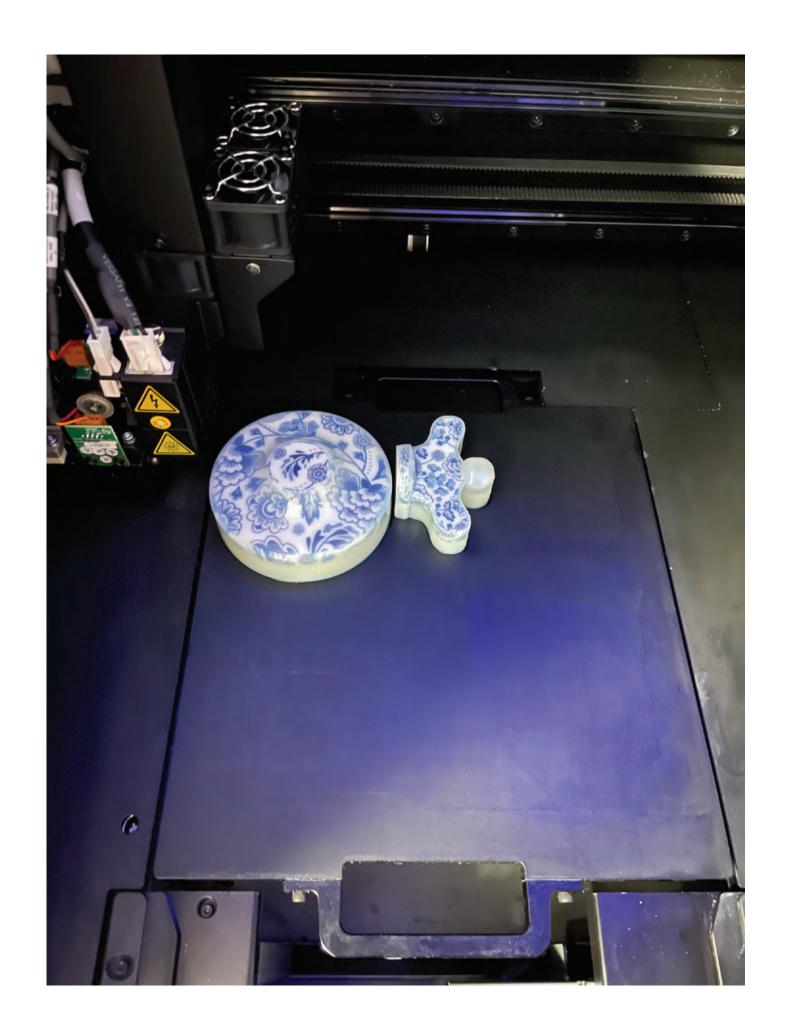


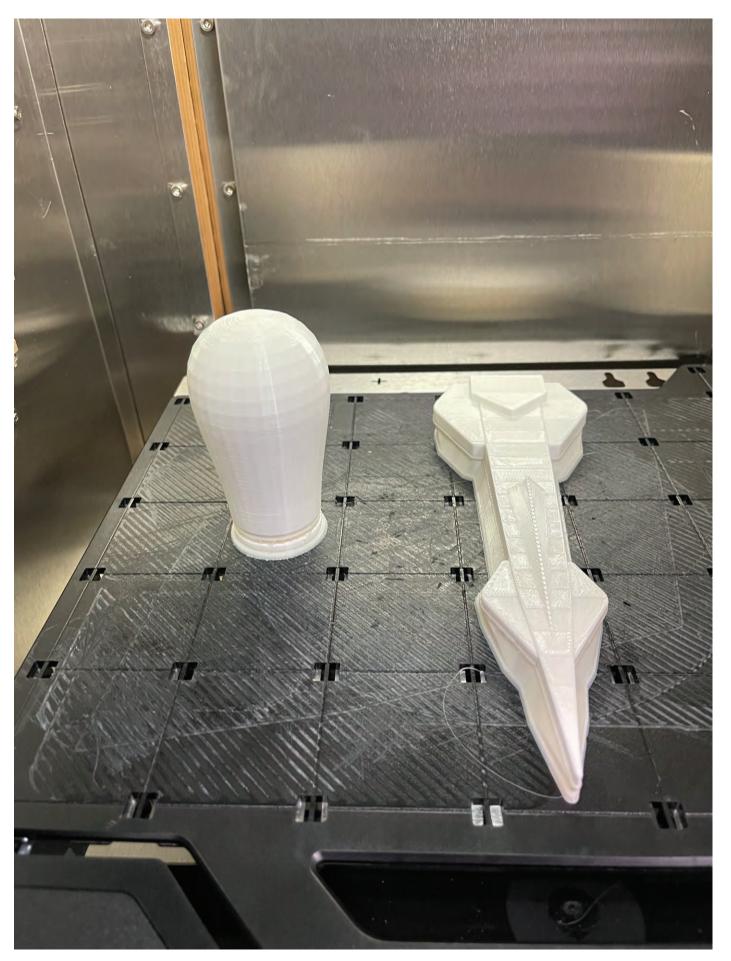


2022

WINTER PROD 761

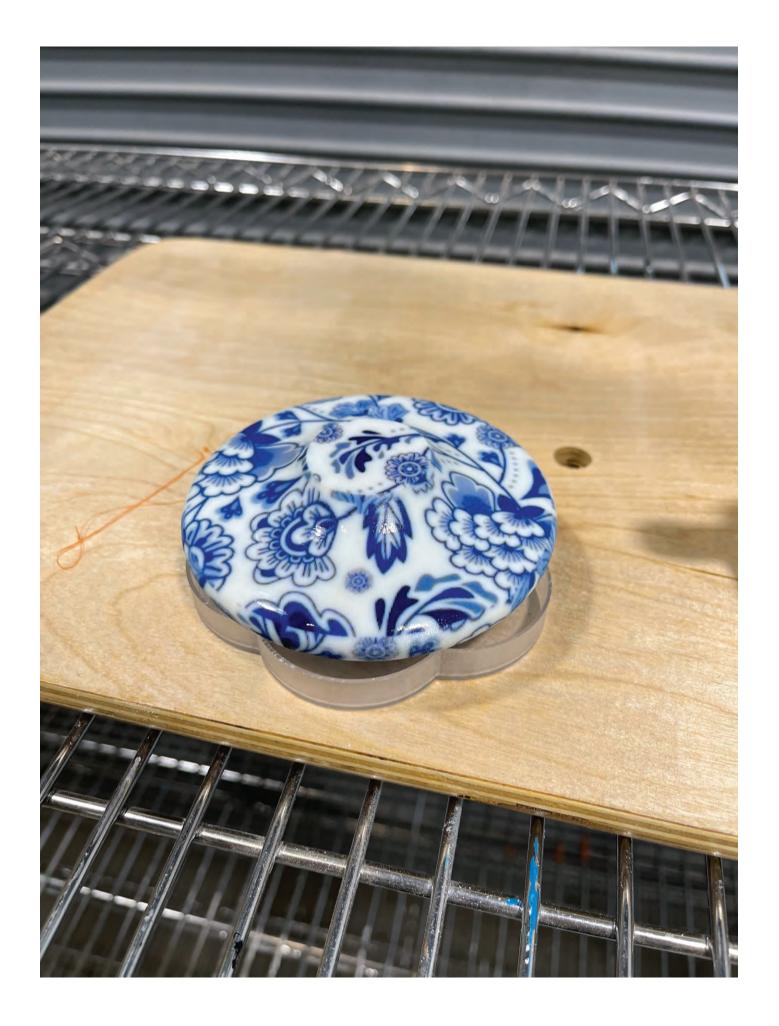
[DAGGER DESIGN]

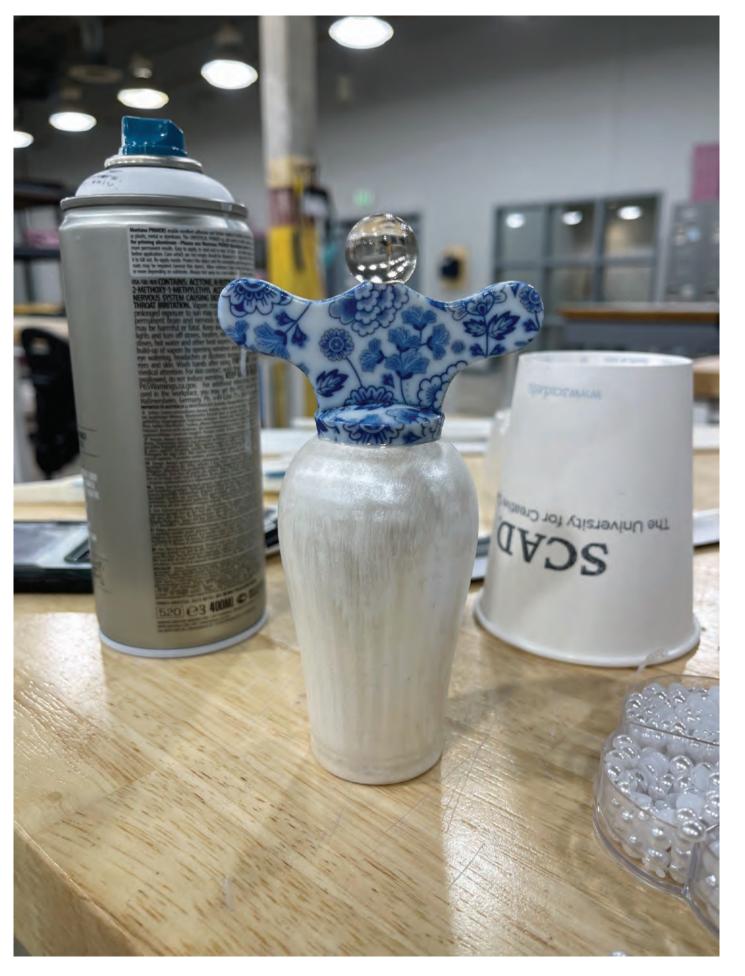


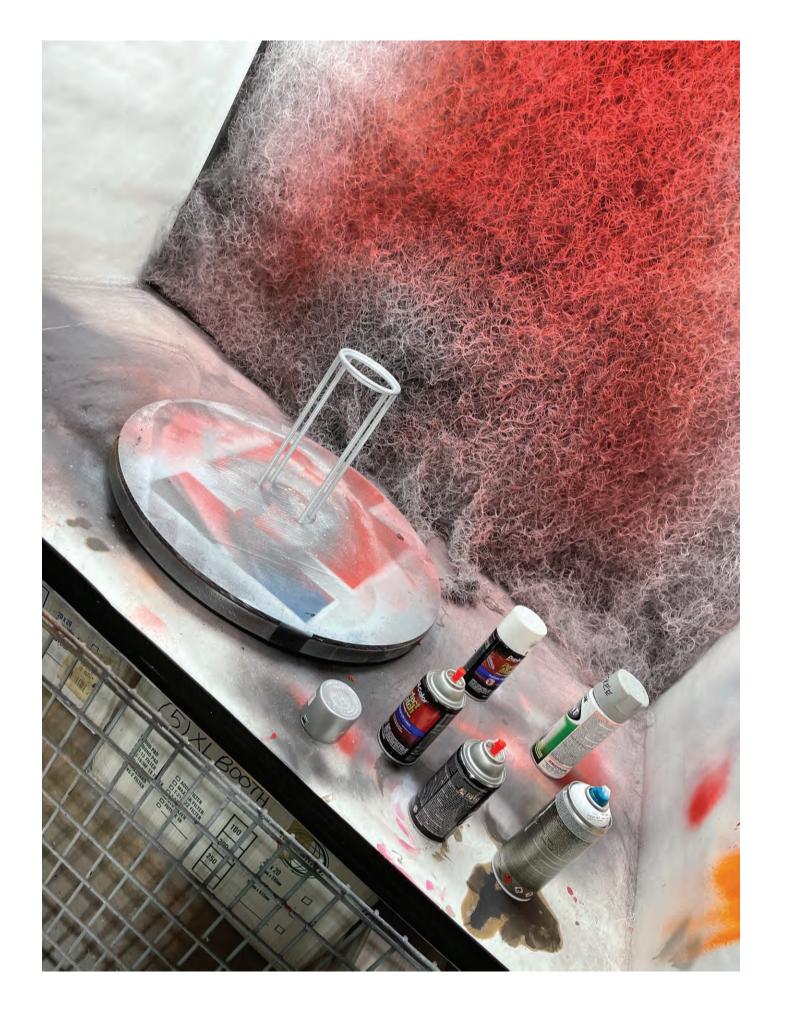




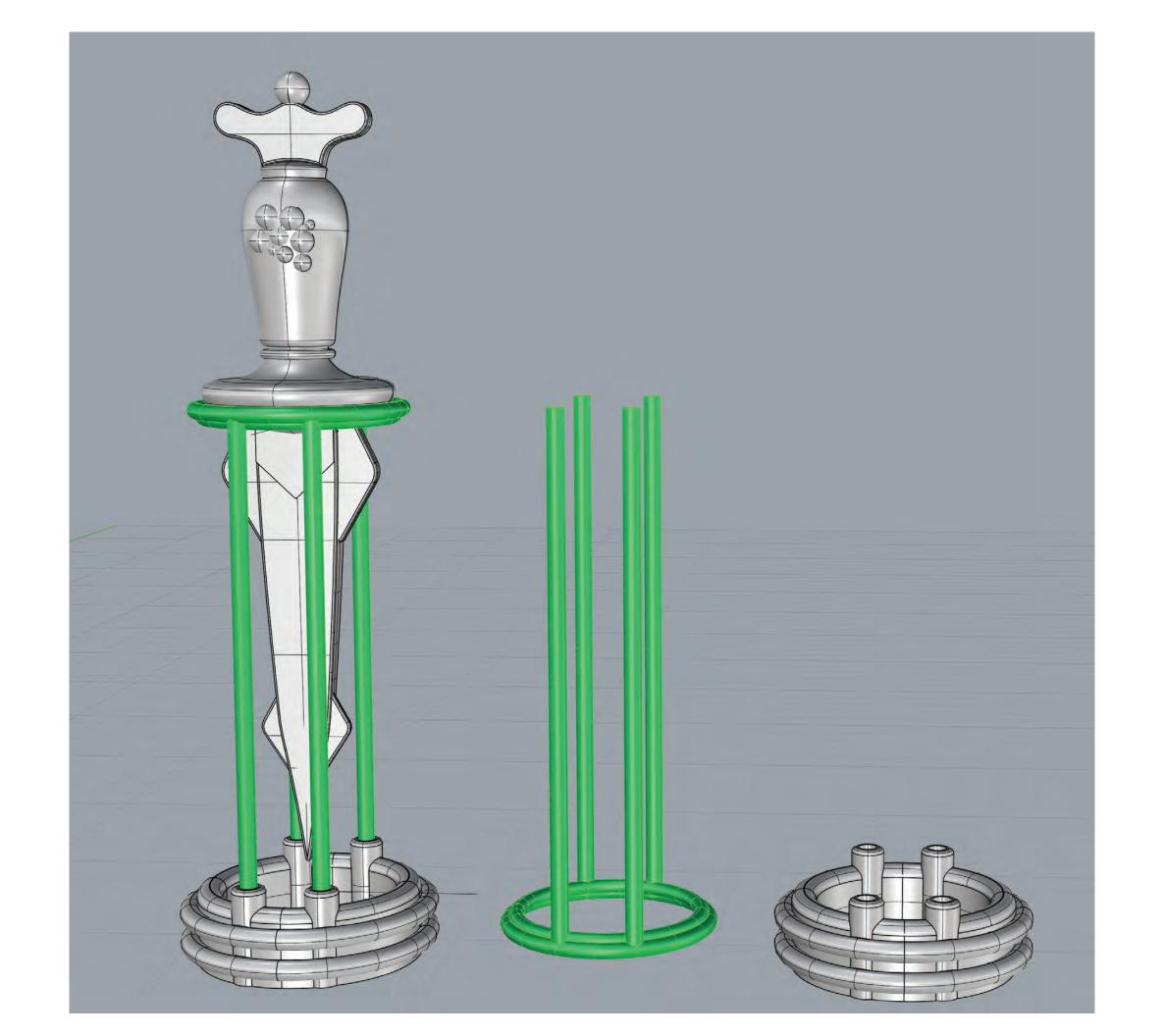


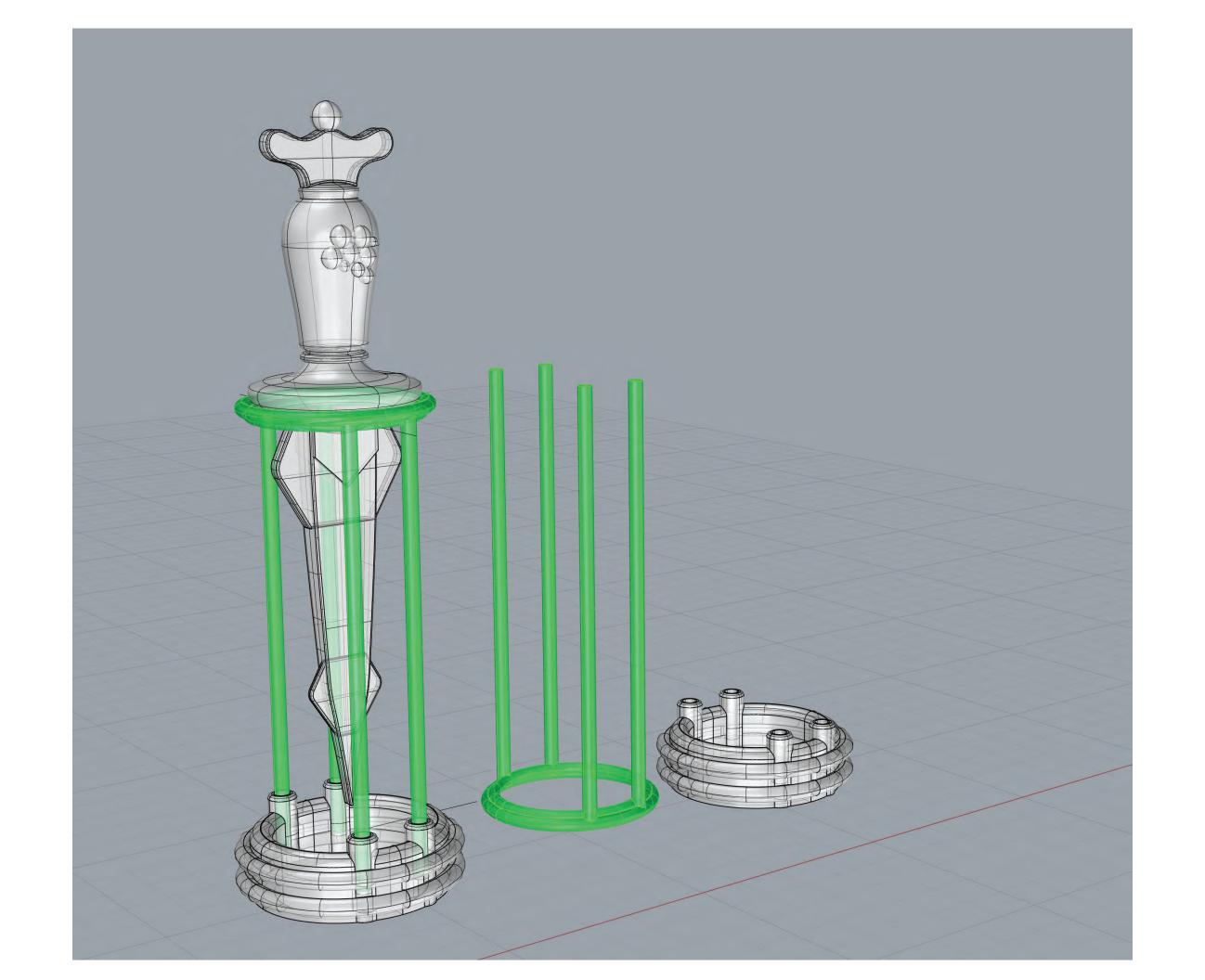


















2019 - 2020 Design Apprentice - Men's Accessory



2018 Accessory Design Internship - CKJ Team

Calvin Klein

Calvin Klein

In 2018 I had the incredible opportunity to join the summer internship program at Calvin Klein as the Accessory Design Intern for CKJ. This was my first experience working in the fashion corporate world. I learned so many things that helped to understand more the business side of this industry in a creative environment. We were working under the directions of the creative director Raf Simons.







Before graduating in Spring 2019, and after an interview process, I got selected to be the Design Apprentice at Coach NY for the SLG's Men's Team. I moved to New York City right after finishing school.

We were working under the creative direction of Stuart Viever. This experience has changed my life forever. I have always dreamed to live and work in NYC, and having the opportunity to be a part of such a big and well known fashion brand made me grow personally and professionally in the best way.

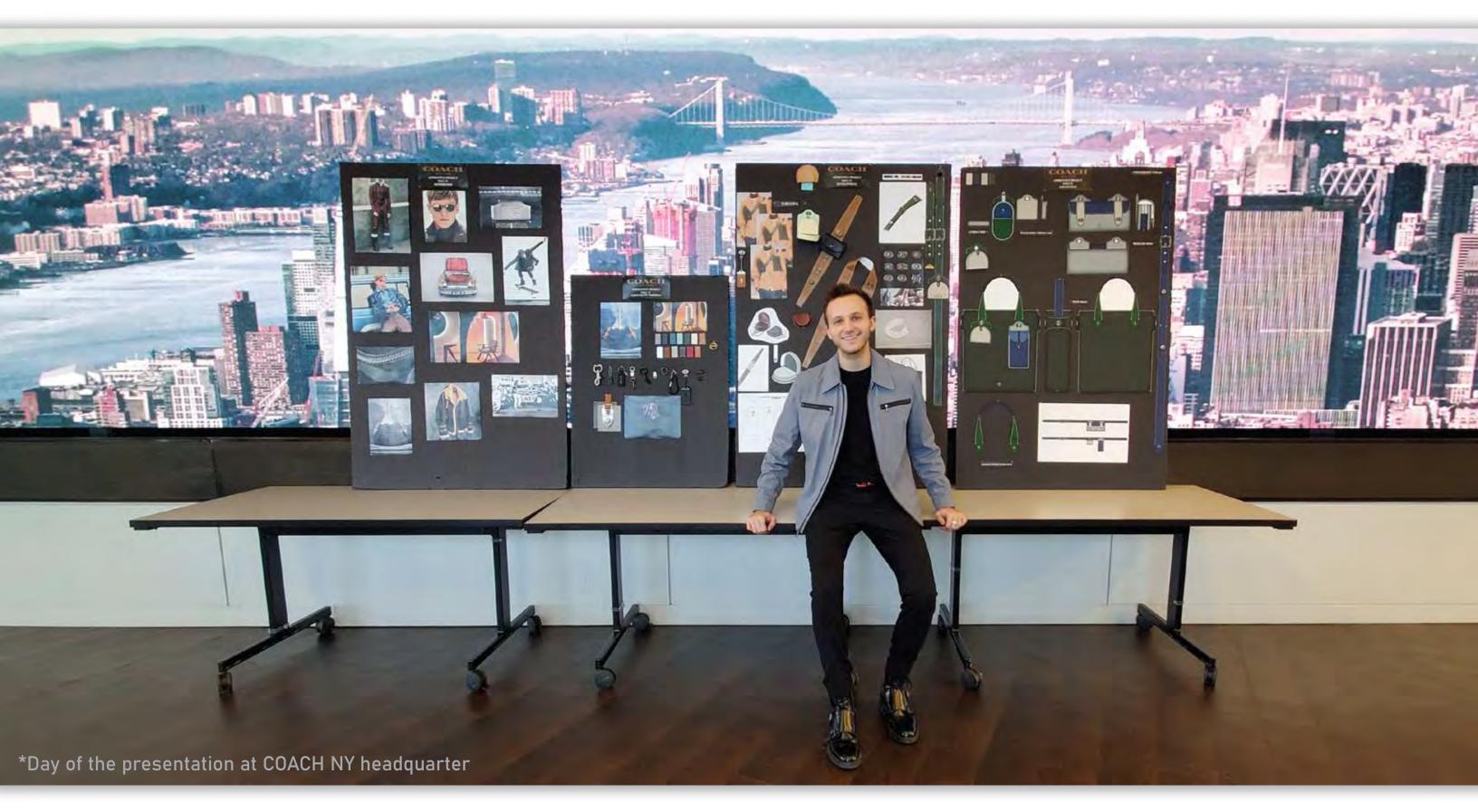




During the apprenticeship program I was tasked with creatig a new collection that represents Coach but also myself as a designer. I worked on this project for 3 months and I had the opportunity to make a presentation in front of the design leadership teams.

Researching, sketching, prototyping and final renders were some of the key components to successfully achieve my vision for this collection. *Please reach out if you want to see the entire collection





















F.A.M.E. Alligator Competition

Overall Winner on the FAME (Florida Alligator Marketing and Education) design competition.







THE INDEPENDENT HANDBAG **DESIGNER AWARDS**...

Two SCAD students are Independent Handbag Designer Award winners

The 2018 Independent Handbag Designer Awards recognized two SCAD students with awards for their elegant handbag designs, with the winners receiving cutting-edge equipment or a prestigious internship opportunity.



Jonathan Rubinstein was selected as the winner of The BERNINA Best Handmade Handbag award for his "Satchel Bag," a hand-sewn tote with themes of futurism and minimalism. Rubinstein's bag is made from natural vegetan, with an interior of silver metallic kidskin and waxed blue thread. Rubinstein won a state-of-the-art BERNINA 560 sewing machine to use in his studies and professional pursuits:

Zhu Wang was named winner of The Global Brands Group Best Student Made Handbag for her "Drum" handbag, a structured bucket bag made of vegetan leather, acrylic and fitted mirror pieces. Her award includes the opportunity to work with the Global Brands Group as a design apprentice.

The 12th annual Independent Handbag Designer Awards saw 45 finalists chosen from a pool of 1,500 applicants. The 10 winners were announced at an awards ceremony held in New York in June. Winners received a variety of prizes based on the award's sponsor, from equipment to an opportunity to continue their design pursuits to feature stories in major accessory design magazines.

Independent Handbag Designer Award winners

Project: "Satchel Bag"

Jonathan Rubinstein (B.F.A. accessory design)

Project: "Drum"

1 of 2

· Zhu Wang (M.A. industrial design)

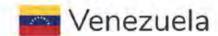




2018

JONATHAN RUBINSTEIN - JR

Winner of the The BERNINA Best Handmade Handbag

















NEW BEGINNINGS

University Savannah College of Art and Design

Lead Designers Jonathan Rubinstein

Design Team Jonathan Rubinstein

Prize(s) Silver in Accessory / Bags

Entry Description

This backpack takes inspiration from the connection between the present and the future. The warm brown represents the "now" and the metallic the "later." Two different types of rivets were applied to achieve the robotic feeling. The acrylic pieces were digitally designed and then laser cut in order to get the sharp shapes and clear cuts. The straps are reversible to get both of the colors in the composition. Everything is handmade, and the title refers to the incorporation of new technology for the "New Beginnings."



AWARD IDA 2018, Silver

WINNING UNIVERSITY
Savannah College of Art and Design

WINNING DESIGNER
Jonathan Rubinstein

CATEGORY Accessory-Bags

PROJECT NAME New Beginnings































ONCE

University Savannah College of Art and Design

Lead Designers SCAD Student Designer

Design Team Jonathan Rubinstein, Jessica Rubinstein, Becca Hopper, Lucia Artigas, Sonal Kawata, Wesley Wu

Credits Photo by : Javier Asturias

Prize(s) Gold in Accessory / Bags

Entry Description

ONCE Collection celebrates the 50 years anniverssary of the Apollo 11 Mission (1969). The designs are focused on the incorporation of technology and the experience of the user. Everything is handmade and every piece is one of a kind. Futuristic / Stellar / Luminous". That's one small step for man, one giant leap for mankind",



AWARD IDA 2019, Gold

WINNING UNIVERSITY Savannah College of Art and Design

WINNING DESIGNER Jonathan Rubinstein, Jessica Rubinstein, Becca Hopper, Lucia Artigas, Sonal Kawata, Wesley Wu CATEGORY Accessory-Bags

PROJECT NAME ONCE





J RUBINSTEIN







My senior collection was selected to be a part of a private presentation with Steve Madden himself and his team.

J RUBINSTEIN













In 2018 my twin sister Jessica Rubinstein who also went to SCAD for Fashion Design, got chosen to represent the school at the SUPIMA Design Competition. We collaborated together to make these 5 looks collection and we got the opportunity to show them during New York Fashion Week and Paris Fashion Week.







This is a photoshoot of my senior collection produced and photographed by SCAD that was requested by the school's fashion department.



Since the quarantine started almost 5 months ago, I have been working on some personal projects. I finally gave myself the time to learn some programs that I have always wanted to learn, such as Cinema 4D, SketchUp and also continuing to improve my skills in adobe programs like Illustrator and Photoshop to apply them to my next projects.







Having a minor in Industrial Design gave me the opportunity to really understand how 3D modeling works. Since then, I have been very fascinated by rendering and the realistic appearance that they can get.

These are some render explorations made with Rhino and Cinema 4D.

















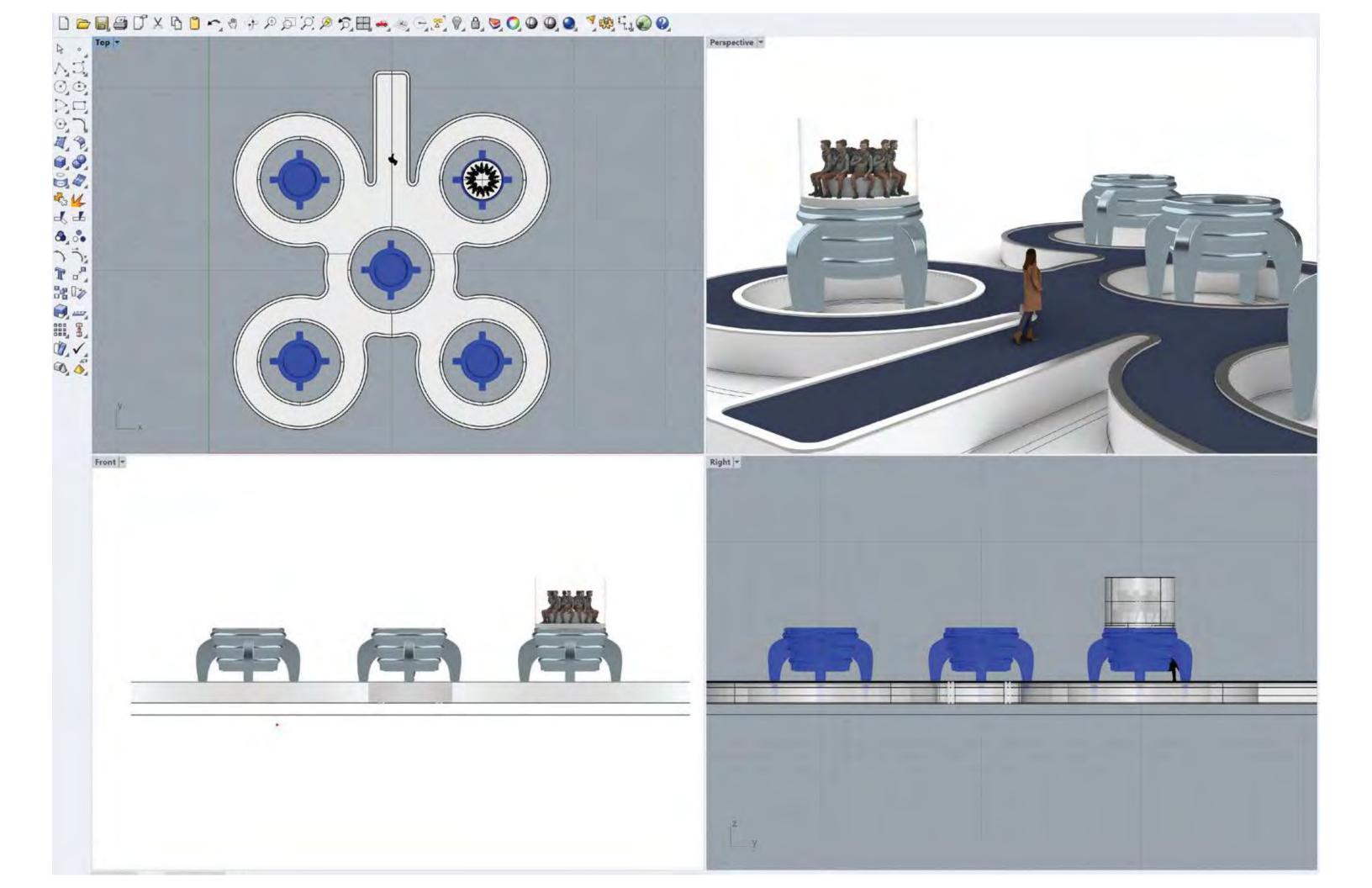




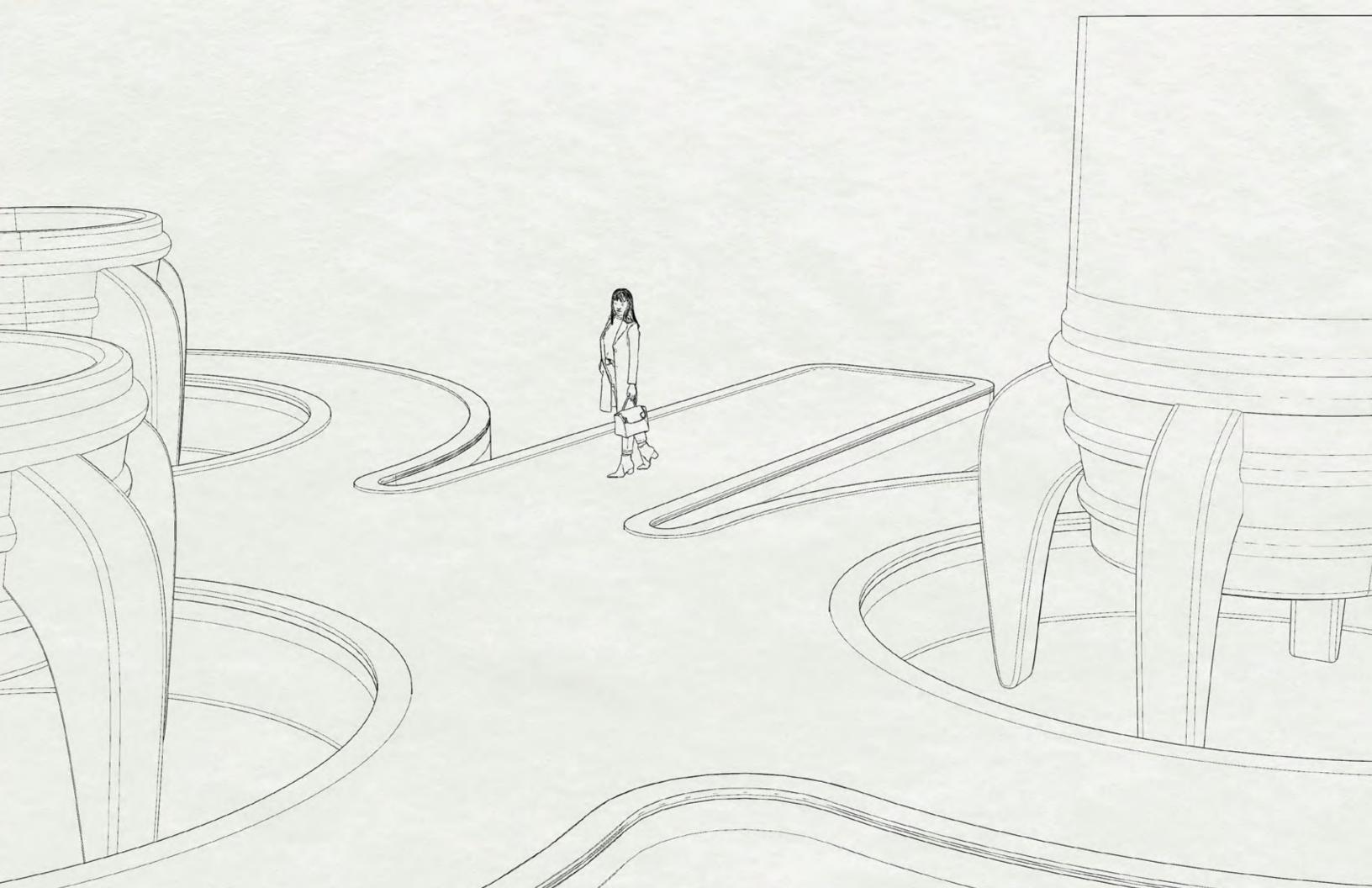


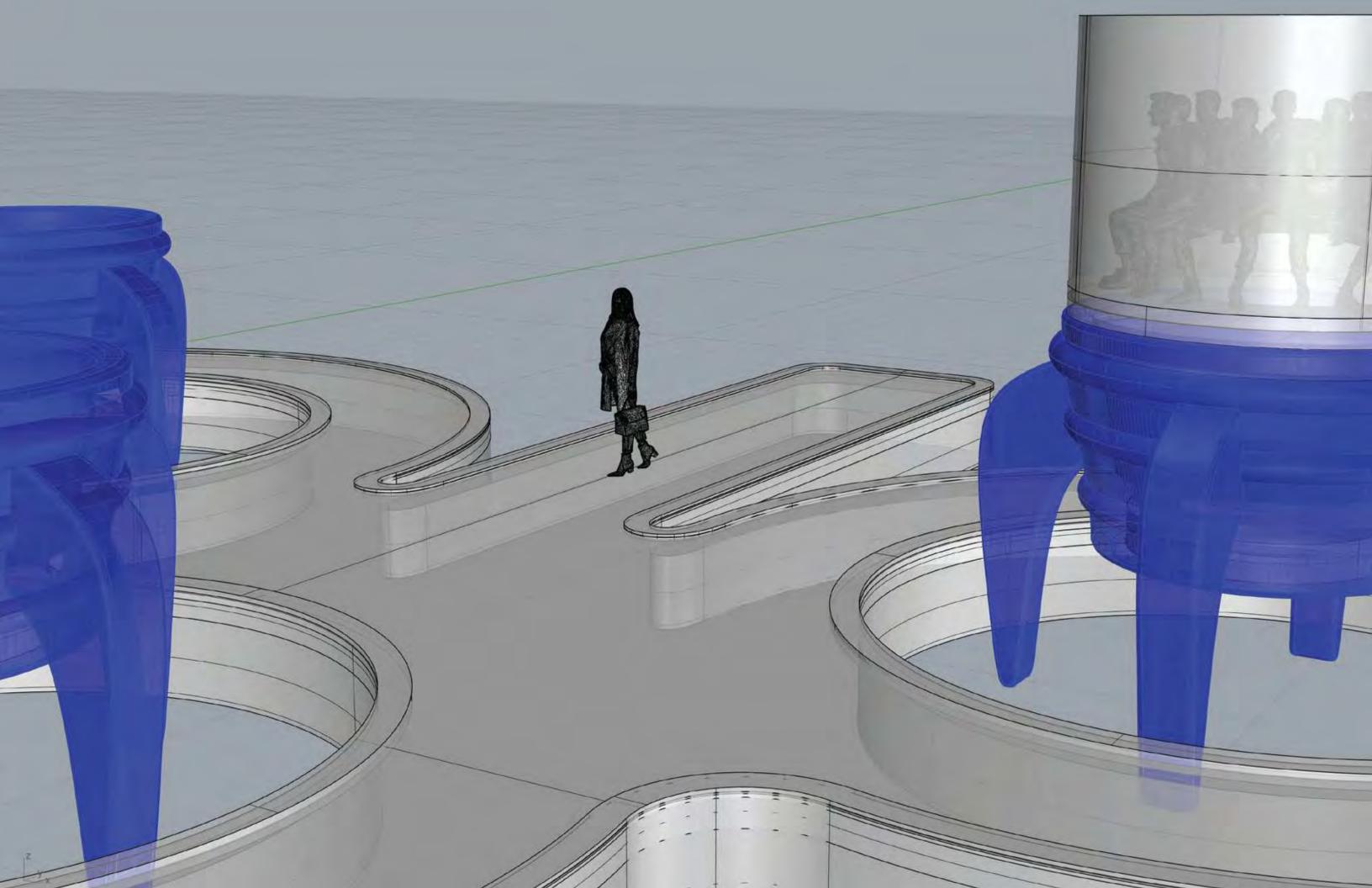
Special events such as movie premieres, the launching of a new product or even fashion shows, have always called my attention. These 3D programs have led me to explore ideas and different concepts to visually communicate innovative sets and experiences.

These renders are made in Rhino and Cinema 4D.











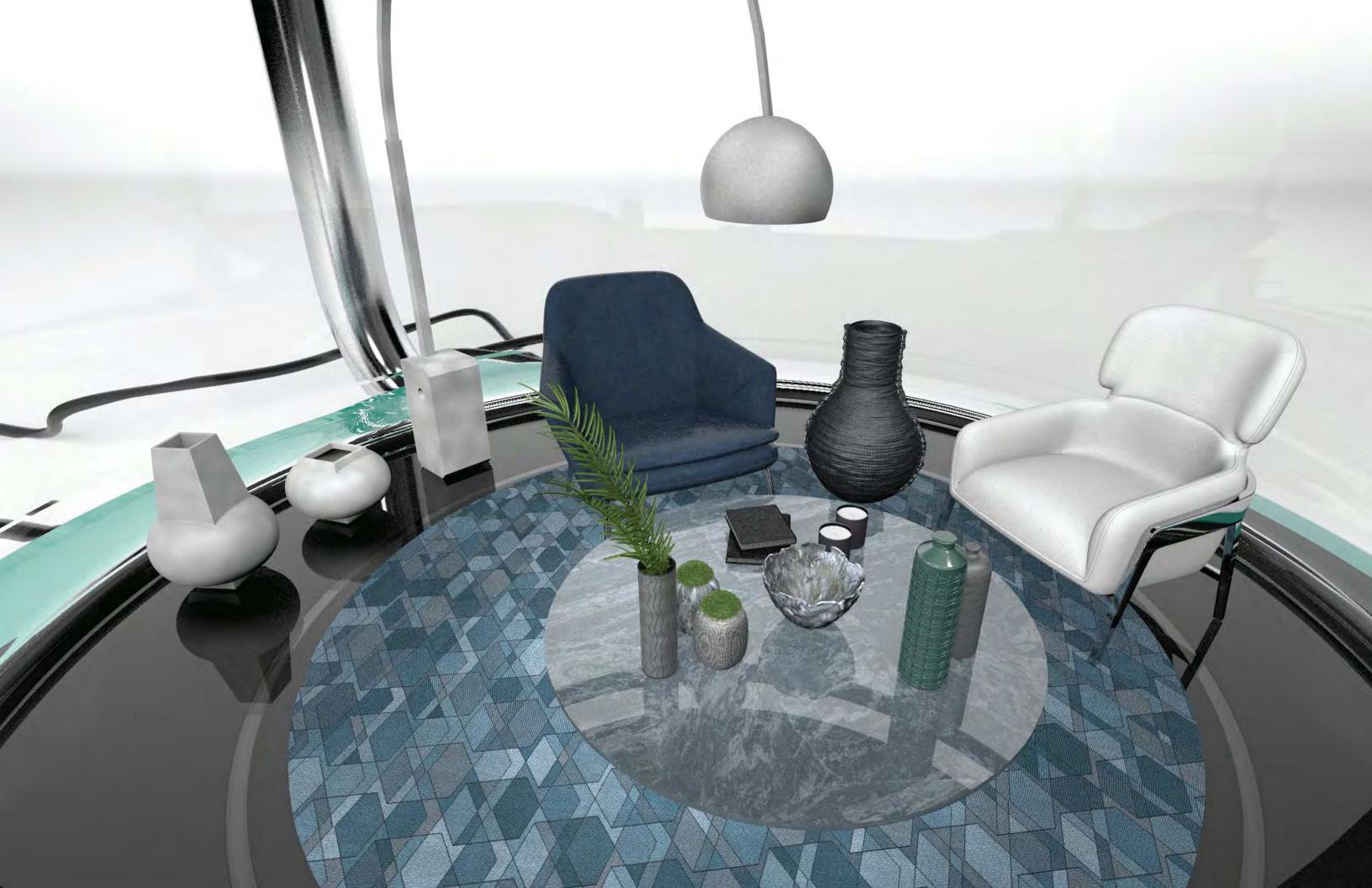


What I find fascinating about the 3D modeling world is that no matter how crazy the ideas are, if you can imagine it you can create it without limitations. I consider myself a visual oriented designer, and having the tools to communicate what I have in mind through 3D programs makes it more efficient and realistic to express my ideas.

These renders are made in Rhino and Cinema 4D.

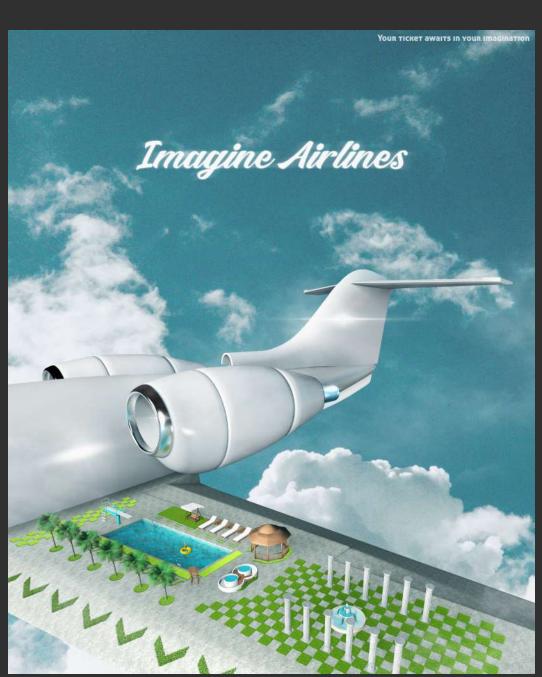


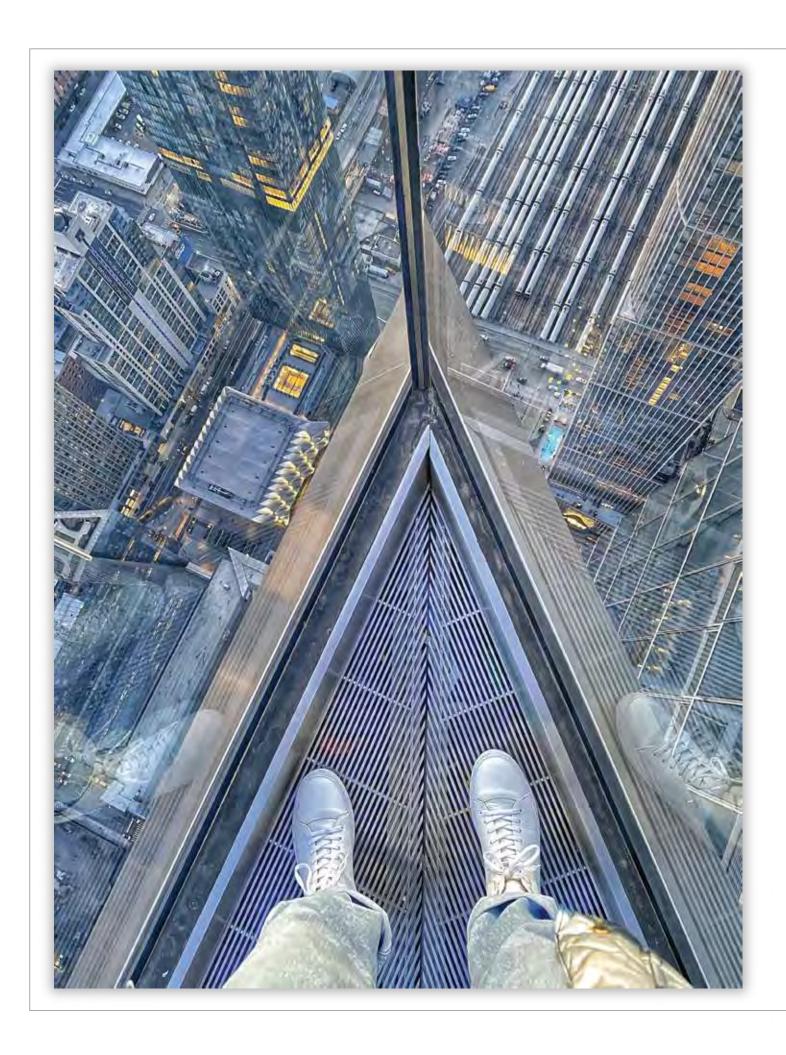












JONATHAN RUBINSTEIN's

TO BE CONTINUED....