

jason guillard

selected work, 2018-2026

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artist statement

I'm interested in the human need to give form to what can't be held. People put meaning onto things. Over time that meaning becomes value, and value becomes power. I call this accumulated meaning weight, and my work reveals where weight sits.

I came up as a graphic designer, and I still think like one: in systems, symbols and type. Design taught me how meaning attaches to a form, and how little it takes to move it.

My practice works in two directions. I make things meant to carry weight, and I make work that reveals where weight has been placed. In *X-Ray*, a series of digital portraits, every face is reduced to the same black skull, ring eyes and bared teeth. Identity turns out to sit in the hair, the glasses, the hat. In *The One*, a pair of Chuck Taylors, one of the most familiar shoes in the world, is cut apart and rebuilt by hand into the only pair you'll ever need. A mass-produced object takes on the weight of a single, irreplaceable one.

I work across painting, illustration, typography, photography and apparel, and let the idea choose the medium.

work

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biography

Jason Guillard is a visual artist working across painting, illustration, typography, photography and apparel. Rooted in design and material culture, his work reveals where meaning sits in everyday things. He began working as a graphic designer in 2012 and has since worked in visual merchandising and art direction.

His murals in Miami and Mexico City include *L'Union fait la force* (2020) and the identity and mural for Blaxicocina, the first soul food restaurant in Mexico City (2022). In 2022 he showed works featuring Twin, his recurring crowned figure, in a group exhibition with Diaspora CDMX during Mexico City Art Week. In 2024 he won Soho House's internal t-shirt design contest. His other work includes the drawing series *Twin Origin* (2018), the digital portrait series *X-Ray* (2022), and garments taken apart and rebuilt by hand.

He lived in Mexico City from 2021 to 2023. In 2025 he spent four months in Nairobi, documenting travel, studio work and the making of furniture built to his design in a behind-the-scenes series. He completed a short course in fashion business at UAL (2019). In 2026 he launched his house, Guillard Haus, with *Mademwazèl I*, a limited-edition print. He writes the *Substack Taste Level* and is based in Miami.

01

L'Union fait la force

2020

Paint on wall

Dimensions variable

FLSHWRLD office, Miami

L'Union fait la force is a mural painted in 2020 for the FLSHWRLD office in Miami. It covers a full wall in black line on white: a battle scene from the Haitian Revolution, set beneath the country's motto, "Unity makes strength."

The figures are drawn from Twin Origin, a series of drawings I began in 2018, featuring Twin, a crowned figure with a spiral for a face. Here that figure moves from paper to the scale of architecture, so the people working in the room sit inside the scene.



L'Union fait la force, 2020



Installation view



Detail

X-Ray

2022

Digital drawing

Series of seven

X-Ray is a series of digital portraits made in 2022. Each portrait follows the same rules: a black face, ring eyes, bared teeth and a stacked spine, set against grain and flat color.

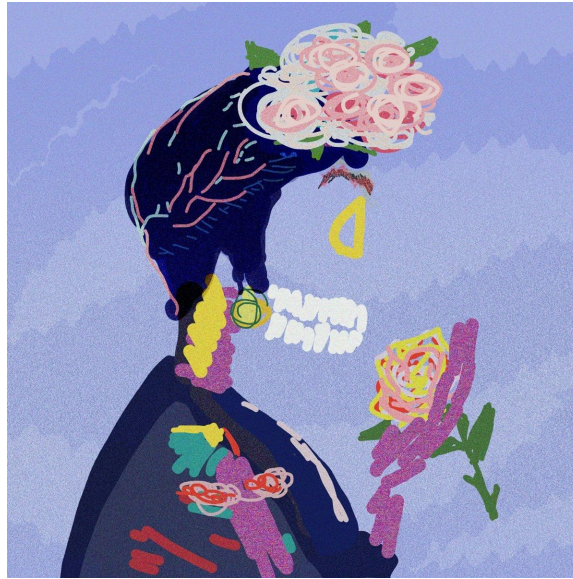
With the face removed, recognition depends entirely on what a person is known by: a bob and oversized sunglasses, a white ponytail, round glasses, a lightning bolt. The series asks how much of a person lives in their signature details.



X-Ray, 2022. X-Ray 01



X-Ray 02



X-Ray 03



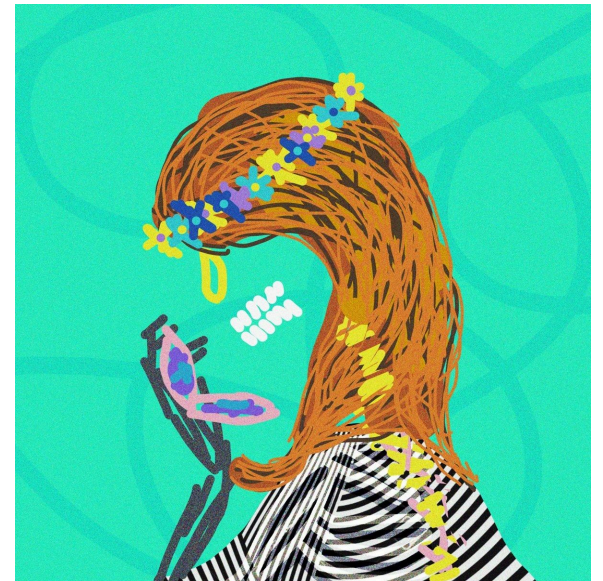
X-Ray 04



X-Ray 05



X-Ray 06



X-Ray 07

03

The One

2025

Altered canvas sneakers, thread

Dimensions variable

One pair

The One starts with one of the most familiar shoes in the world, the Converse Chuck Taylor All Star, and makes it singular again. The eyelet panel is cut free and shifted across the upper, so the laces run underneath it as flat bars.

The canvas is distressed by hand, the toe bumpers are stitched with black X's, and "nommo" is written on the side, for Nommo, a concept brand. It is a single pair.



The One, 2025



The shifted panel



Detail



Detail

BLX

2022

Paint on wall

Dimensions variable

Blaxicocina, Mexico City

BLX is the identity and mural I made for Blaxicocina, the first soul food restaurant in Mexico City. The logo and wordmark are set in Boom for Real, a hand-made display typeface I designed in 2021.

I carried the identity off the page and onto the wall behind the counter in white line work on black, so the brand and the room read as one piece. The wall became the backdrop for the restaurant's dinners, talks and live shows.



BLX, 2022. Installation view



The wall



In use



The identity in print

05

Twin Origin

2018

Drawing on paper

Series

Twin Origin is a series of drawings made over two months in 2018. Each sheet shows the same figure, Twin, crowned, with a spiral for a face, in a different pose: dancing in a trio, boxing, playing a trumpet, leaping, walking with a bag.

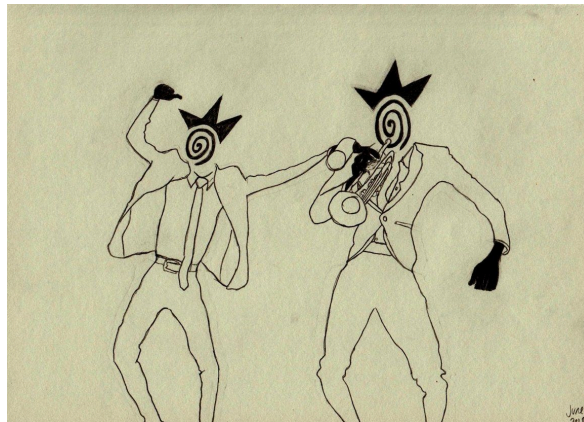
The series is where the figure began. It has since appeared at the scale of a wall in the mural L'Union fait la force (2020), in a group exhibition with Diaspora CDMX during Mexico City Art Week (2022), and in the limited edition Mademwazèl I (2026).



Twin Origin, 2018. Trio, June 2018



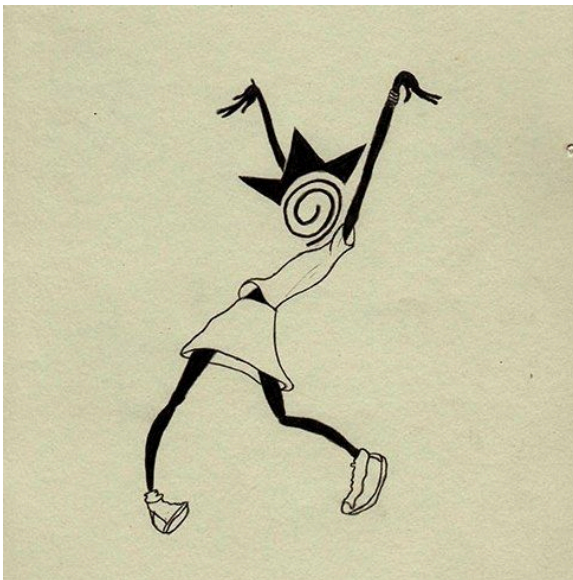
Boxer, June 2018



Trumpet, June 2018



Leap, May 2018



Jump, 2018



Stride, May 2018



Guitar, May 2018

06

Art Basel, struck through

2024

Printed cotton t-shirt, hand-cut
collar

Dimensions variable

Single piece

A single black shirt made for Art Basel week in Miami in 2024. The chest carries the FLASHWORLD name, the hem reads "Miami 2024," and between them "Art Basel" is printed with a line struck through it. The collar is notched by hand.

The piece is a quiet response to a fair that turned from art to commerce: the event is still named, but crossed out.



Art Basel, struck through, 2024



Detail



Detail, hand-cut collar



On film

07

Painted caps

2023

Paint on distressed cotton caps

Dimensions variable

Three colorways

An iteration on a single pattern: the same loose shapes, painted by hand onto washed cotton caps in three colorways, black on black, white on blue and black on pink. Each cap is distressed by hand, signed GUILLARD on the brim and marked FLASHWORLD on the strap. The black version is tonal, so the pattern only shows up close.



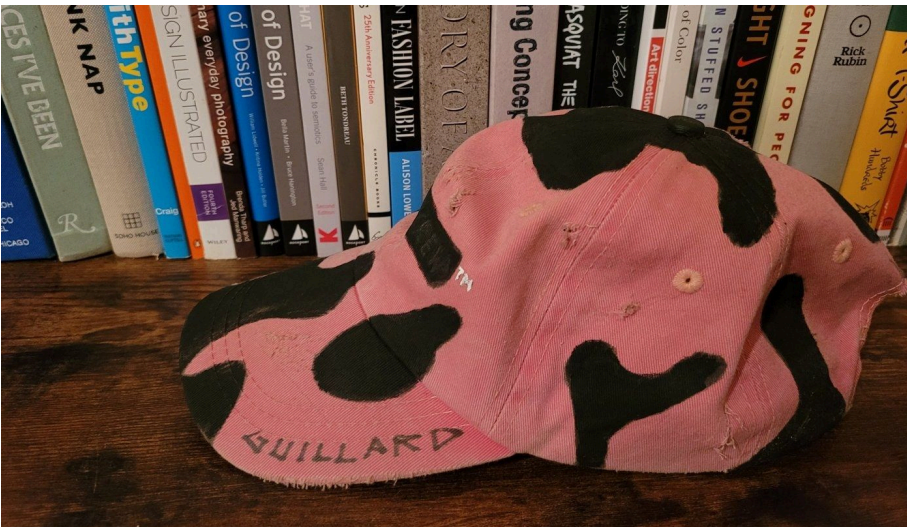
Painted caps, 2023



The three



White on blue



Black on pink



Detail

08

The session

2026

35mm color film

Series

With Visual Collective Miami

Shot on a Pentax K1000 with Fujifilm 200 film, at a photography session hosted by Visual Collective Miami. Instead of the finished image, these frames hold on to everything around it: the light stands, the paper backdrop, the photographer at work, and the models between poses.

Models: @blims.media and @nellimarks.



The session, 2026



The session



The session



The session



The session

09

Wings

2020

Paint on stucco

Dimensions variable

Commission, Miami

Wings is a mural commissioned by a short-term rental host to bring life to a property's outdoor patio in Miami. I measured and sketched the layout directly on textured stucco, planning around the pipes and fixtures on the wall, then painted the piece by hand in a four-color palette.



Wings, 2020



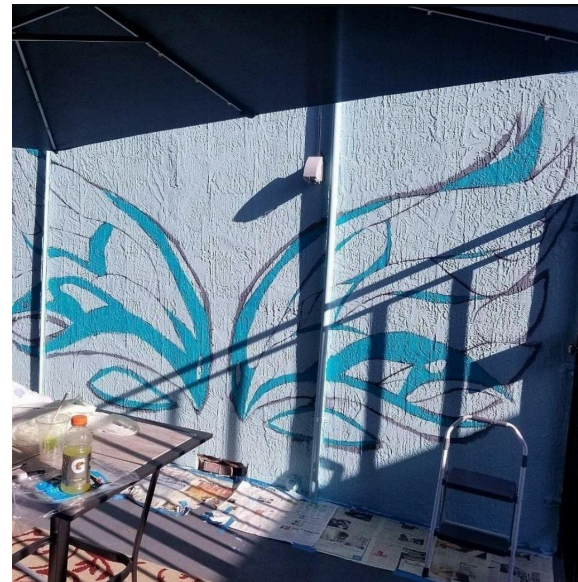
Process: measure



Process: sketch



Process: line work



Process: color

10

Haile Selassie

2020

Acrylic on wood fence

Dimensions variable

Miami

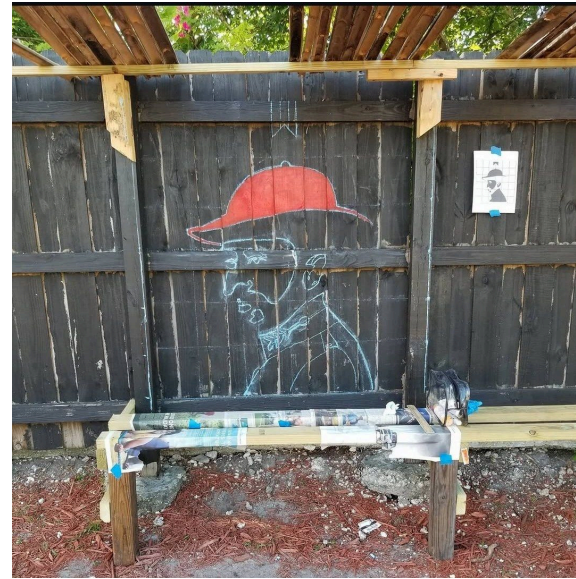
A portrait of Haile Selassie, painted in 2020 as a gift to a venue in Miami. I worked from a gridded reference, laid out the drawing in chalk across the fence boards, then painted it in flat, graphic color. The wall later served as the backdrop for a music video.



Haile Selassie, 2020



Process: reference



Process: first color



Materials



Detail

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