

Asher Jay Bio:

*I art as I act, and I act as I art.* - Asher Jay

A passion for all things wild inspires Asher Jay to lend a visual voice to help advance wildlife preservation initiatives across the world. Her campaigns and artworks empower the people who encounter them. She explores conservation agendas by cultivating unconventional relationships between the marginalized and the mainstream, to spread new perspectives on known stories. A prominent example was seen last autumn in New York's Times Square, where a crowd funded billboard against the Ivory Trade was installed by Jay in time for the Oct 4th global Elephant Marches. [See more here](#)

“Art for conservation, is a spectacular way of educating and sensitizing the public about the prevalent issues of our time,” says Jay “ I contrast nature’s design with anthropocentric design, to portray our chokehold on all that is magical and wondrous about this world. Every single problem that is prevalent in our time ultimately stems from flawed design. What better way to address issues emerging from and orbiting flawed design than by design?”

Asher Jay is an artist, designer, speaker, activist, writer and conservationist. She is a staunch supporter of animal rights, wildlife conservation, and sustainable development, and she uses all her creative faculties to spark engaging visual discourses with audiences across the globe about contemporary ecological and humanitarian concerns.

She has conceptualized and developed eloquent campaigns for numerous, well-reputed Organizations and is the founder of her very own country, [Garbagea](#). Her most recent undertaking was a collaborative, global, educational art installation, *Message In a Bottle*, which was launched on June 8th 2012 (World Ocean’s Day) by [Sea Speak Sphere](#) , a unified visual platform that Jay developed to foster creative dialogues about marine conservation.

*Message in a Bottle* was on display at the Sag Harbor Whaling Museum, and was at the American Museum of Natural History's Milstein Hall Series in April 2013.

She also produced a series of works for Wild Aid China, released as magazine ads, billboards and posters in China.

[Jay’s work](#) and interviews have appeared on Time Out NY, Tree Hugger, ScienceLine, Scientific American, National Geographic, Nat Geo Newswatch, ecorazzi, Mother Nature Network, Eco Chick, WABC News, and on several NGO blog feeds, including Mission Blue.