Zohar Shoef

Product Designer by education.

Had an elaborate career as manager of operations in a large P.O.P design studio, working with the biggest clients in Israel.

During 2011 he decided to leave the commercial field and started working with artists, eventually founding 'Zohar Shoef Complimentary Design' studio.

The idea was using the variety of modern materials and technologies used in production industries as tools to realize and maximize the potential of art and artistic vision.

The projects vary from pure technical solutions allowing better mobility, longevity and ease of use for stage performance sets, to a complete and boundless realization of an artistic vision.

Among the studios clients are Choreographers, Ella Rothschild, Yossi Berg & Oded Graf and Ohad Naharin for Bat Sheva Dance Company.

Theatre directors, Yehezkel Lazarov for Gesher and Habima Theaters, Yair Sherman for Be'er Sheva and The Cameri Theaters and Amir Kliger for Haifa Theater.

Puppeteers, Yael Rassuli and Gadit Cohen and Orit Leibovitz Novitch.