Shony Rivnay was born in Rehovot Israel. He currently lives in Ramat Hasharon and works in Tel Aviv. He was educated at the Bezalel Academy of Arts. After his graduation from Bezalel in 1979, he worked in Tel Aviv for Tal Arroyo Advertising until 1982 and Arieli Advertising until 1986. From 1986 to 1993, he worked for DDB Needham in New York. During this time he received many top accolades in many of the most prestigious creative advertising awards in the world such as New York Festival, the Art Director’s Club, Effi, Clio, Cannes and more. In 1993, he returned to Tel Aviv and began working at Bauman Ber Rivnay, where he worked until 2002. His recent exhibitions include How Things Work at Tavi Dresner Gallery in Tel Aviv (2008), and group exhibitions Me and my body: Israeli Art in the 70s, Museum of Tel Aviv, by Moti Omer (2008) and With Justice in His Art He Will Live: Hebrew Art, Lohamey HaMachtarot Museum.