



**Yonathan Dominitz**  
founder of Mindscapes  
1959 - 2024



**Franck Vinchon**

Empowering marketing leaders to create and scale the most loved, bold...

Lovely meeting with him in Cannes. I'm really sad. Great person.

...



**Pully Chau**

Proven leader. Game Changer • 3 times Cannes Jury; Think beyond...

Ravid, deepest condolences to you and Yon's family. His wisdom will live on.

...



**Marija Vicic**

Executive Director at Two Rivers

Such a sad news, Yonathan was such a precious person. My deepest condolences to you and his family.

...



**Raluca Kovacs**

Mom | Founder @Punk Communication | CoFounder @Better

I'm deeply sorry for your loss Ravid. I remember him from the 1st session we had almost 18 years ago. Amazing storyteller - made creativity feel so easy and exciting. My thoughts are with you. ❤️

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**Marin Kostov - Muro**

Executive Creative Director at Ozone.bg

Yonathan to me was a teacher, a mentor and a friend. My condolences to you and his family. So sorry. ❤️

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**Laura Bonelli, PhD**

Senior Creative / Copywriter ° PhD in Cognitive Psychology ° Local Amb...

Ravid, this is absolutely heartbreaking. Yonathan acted like a true game changer in my career. His workshop at Eurobest 2015 was revolutionary for me. I also spent a year of Postdoc focusing on how Mindscapes evolved the work of creative templates from the Israeli school of ad research. I can't believe this. May he rest in peace.

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**Mirko Mandic**

Communication Expert in EU funded projects. Fueled by Passion, Focus...

I am deeply sorry to hear this heartbreaking news. I still can't believe it. My sincerest condolences to all of Yonathan's family and friends. He was an incredible person and partner. My thoughts are with you all during this difficult time.

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**Christophe Muesser**

Founder

This is so sad news. Yonathan has changed many agencies and creative folks around the world for the better. Besides all his talents, culture, and smartness, Yonathan was a very kind person. Sad news indeed.

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**Paul Kasprovschi**

Research & Evaluation Director GRF+ Brand Strategist

Dear **Ravid**, my deepest respect and gratitude towards Yonathan and what he means for the creative industriei!

...



**Atara Bieler**

Yonathan was a dear, considerate, and sensitive person. My condolences to Roni and the children. May his memory be blessed. ❤️



**Gili Weintraub**

So sad. Yonathan was truly a special magical person



**Tali Cohen**

So sad. A truly exceptional professional. Kind and so deeply human. A huge loss.



**Meirav Oz**

What a dear and noble man. So sad.



**Uri Levron**

A dear, smart, extraordinary man. So sad.



**Ranen Carmel**

Inconceivable. Smart beloved man.



**Chris Rawlinson**

So sad to hear this, such a wonderful chap 💔



**Razvan Capanescu**

Such sad news for all of us!! Our deepest condolences, dear **Ravid!** **Yonathan** was a brilliant mind, an amazing creative thinker and overall an extraordinary person! He will be deeply missed! ❤️



**Асхат Ускембаев**

Yonathan!!! The legend! My condolences, **Ravid Kuperberg**



**Emilia Stefanova**

So sad news, such a great loss. The world has lost a bright mind and a good person, a great mentor with a warm heart. Sincere condolences!



**Gabriela Lungu**

Such sad news 😞 I'm really sorry, **Ravid**. Rest in peace, **Yonathan**. You've forever changed my way of working.



**Flonia Vasia Gjollma**

Such sad news, and such a great loss. **Yonathan Dominitz** was very humble and unique. Our experience with mindscapes was truly valuable and we were lucky to have had the chance to learn from him as a mentor. My deepest condolences to his family and friends. May he rest in peace!



**Simona Suman**

Chief Creative Officer VML Germany

I'm so sorry for your loss. He was a brilliant man.



**Steve Latham**

September 8 at 12:28 PM · 👤

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Today I received the sad news that [Yonathan Dornitz](#) lost his brave fight with cancer. I met Yonathan at Cannes Lions 15 years ago where he became a regular speaker over the years.

Whether it was workshops to the Academies or the Festival programme, Yonathan always left the audience with a notebook full of ideas and takeaways. That is the sign of the best kind of speaker and he was that.

I always appreciated him & [Ravid Kuperberg](#) during the lockdown when we brainstormed new ideas to generate revenue whilst the world was on pause. He was so generous with his time, ideas and IP he really was one of a kind.

Sending my thoughts and best wishes to his family, to Ravid and everyone who knew him. We lost a member of the Lions family and we all miss that dear man. 🙏❤️



**Cristiana Spataru FCX-I**

Senior Marketing Transformation Consultant

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Incredibly sad. Incredible charisma and impact. Really sorry for your loss.



**Lana Bedeković Rosandić**

Owner at Alert d.o.o. and Webfluential d.o.o.

...

Ravid, this is so sad, my condolences to you. Yonatan was fantastic person, this is really heartbreaking. I loved him very much since I first met him long time ago 😭



**Max Ngari**

Executive Creative Director | Grand Prix & Gold, Dentsu Northstar Peopl...

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My sincere condolences [Ravid](#) and the entire Mindscapes family 🙏🙏🙏  
Yonathan trained us, after which we won our first lion; May he rest in peace



**Max Ngari**

Executive Creative Director | Grand Prix & Gold, Dentsu Northstar Peopl...

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❤️❤️ Yonathan trained so many of the greats in our industry. A piece of him will always be with us. For that we remain grateful. My condolences to the family and entire Mindscapes team. Poleni sana 🙏🙏🙏



**Saba Mahmood**

Freelance - Digital Delivery | Project Director | Programme manager | SPM

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Deeply sorry for your loss, my condolences to you and Yon's family. He was an amazing person and great storyteller. It was a pleasure to have known him, he'll be remembered fondly.



**Susan Makau MCIM** · 1st

Marketing Communications. Education. Co- Founder ISA- International S...  
6d · Edited · 🌐



I am deeply saddened to learn of [Yonathan Dominitz](#)'s passing. He was an exceptional human being—strong, gentle, self-assured, exceedingly wise, and intelligent, with a deep love for his family.

During his last workshop in Kenya in May 2023, Yonathan shared that he had been diagnosed with cancer. I was certain he would overcome it, as he radiated such inner strength and positivity. Sadly, a different path was destined for him. He was not only a friend but also the face of Mindscapes at [International School of Advertising](#)

I can confidently say that many award-winning campaigns have emerged from the creative minds that participated in Mindscapes workshops. [Max Ngari](#) and [Emuron Alemu](#) led the pack with the [#MostEligibleBachelor](#) campaign, which won a Silver Lion at the prestigious Cannes Festival.

Yonathan will be deeply missed, but I find comfort in knowing that [Ravid Kuperberg](#) is committed to carrying on his legacy. My thoughts and prayers are with Roni, his wife, and their two children.

Rest in eternal peace, Yonathan. You did your part. You have left empty. ❤️



**Teresa Makori**

1st East African Winner - The One Club Next Creative Leaders; 2023/24...



His mind has touched so many through Mindscapes. A gentle giant has gone to sleep, may we carry his torch well through the gems he imparted onto us. 💕



**Jesse Munene**

Co-Founder & Creative Director



A great mind and even greater trainer. We lost a good one 😞



**Brian Njagi**

Creative Director EABL Digitribe/Ogilvy Africa



He definitely set me off in my earlier days in advertising. He shall be missed 🙏



**Lenny Nganga**

CEO Omnicom Media Group East Africa



Very sad news, Yonathan was a font of knowledge, very passionate about creativity, a gentle soul and all round a great man. I am privileged to have been a recipient of his knowledge, and sharing many a meal when he visited Kenya. From his life I take away a vital lesson to share my expertise and elevate our practice.



**Jacquie Muhati**

Deputy Director & Head of Brands

Oh No💔! What a loss **Susan Makau MCIM**. So sorry, i remember the last training he facilitated for my team and we were praying for his recovery so we can have another session 💔. So grateful he managed to share his gift in creative thinking. May his soul rest in peace.



**Carol M. Nyaga**

Helping Brands & Businesses harness the power of MarComms to drive ...

Oh no 💔 what a shocker!

He was so passionate about strategic thinking and creativity, and it showed in the way he ran the Mindscapes training.



**Sharon Muriithi**

Passionate about building brands

Such a great mind. RIP



**Efraim Linial**

Unbelievable. Jonathan started his career in advertising in my agency: Linial DDB Tel Aviv.

He was such a nice person, wise, strong/soft kind of man, polite, hard working... a kind of a perfect person. I can't believe he is no longer with us. 😭😭😭😭



**Mohammed Ali**

Creative who loves to connect dots that deliver creative business soluti...

This is so sad. Learnt alot from him.



**Kush Loothra**

Oh my god this is sad news, I had the privilege of attending his sessions here in India and it was truly an amazing and enlightening experience. May his soul rest in peace.



**Ben Omol**

Communication Partner | Integrated Marketing Strategist | Digital Strate...

This is quite sad. I learned a great deal from him, which continues to inspire me—my condolences to the family.



**Rachanah Roy**

Ty Sofia for letting us know ... Yonathan was avery inteligemt,softspoken amazing human being .. I feel.privileged that our oaths crossed ... Sincere and heartfelt condolence to his family and loved ones .. feeling very sad indeed



**Jackie Tonui**


Regional Marketing | Communications | Public Relations | Brand Manage...

So sad to hear of Yonathan's passing. I really enjoyed his Mindscape classes and his charming nature. Poleni to the greater ISA family 🙏



**Anthony Wolch**

He was a kind, gentle, deeply intelligent man - who I was proud to call a friend. I worked with him in Helsinki and also in Toronto. So sad to hear of his passing - His memory should be a blessing for everyone who had the privilege of knowing him. B"H

 **Sofia Cohen** is 😞 feeling sad with **Yonathan Dorninitz**.  
September 9 at 1:34 AM · 🌐

I have sad news for all who knew Jonathan Dorninitz. He passed away yesterday after a tough battle with cancer.

Jonathan was the founder of Mindscapes - a speaker, instructor, and leader of creative projects and programmes to upgrade advertising agencies and companies. He has visited Bulgaria many times as a speaker at the [ΦΑΡΑ](#) festival and held trainings for many of the advertising agencies in the country. Longtime partner of [Cannes Lions International Festival of Creativity](#) and he has been an inspiration to me and an example of a good person and professional. He has taught me a lot of things - techniques for creativity, strategy, and communication efficiency. He was extremely insightful and was able to organize ideas and processes of imagination into useful systems. I still have the notes of my first workshop with him. They have even more value now because we will no longer be able to hear it live. The techniques he taught us are timeless, and I recommend to everyone who is engaged in creative ideas to find his lectures and materials.

We also met as friends in Sofia and in Slovenia and in Israel and I will never forget how a lunch or a coffee shared with him in Tel Aviv became a feast for the mind and heart. The world will miss him a lot. His memory will be a blessing.


Зихроно ливраха!  
May his memory be a blessing! 😞

[🔗 · See original](#) · [Rate this translation](#)




 **Sagit TZUR LAHAV**  
President of the board | A Gamechanger with a cause.

He shall be remembered and missed; carry on his and your journey mindscapes !!!

 **Sue Bennett Synodinos**  
a beautiful soul has left us. my love and compassion to Roni and his children

 **David Kisilevsky**  
I am saddened by this news. I had the privilege of knowing Jonathan. Although we only met once, he made a lasting impression on me which I will cherish for the rest of my days. Deepest condolences to his family and friends. Goodnight my friend, and may flights of angels sing you to your rest. 🙏

 **Deepesh Jha**  
My deepest condolences to Yonathan's family. He was a brilliant mind with great clarity of thought.

 **Rafael Marinescu** ▸ **Yonathan Dorninitz** ...  
September 9, 2024 · 👤

So so so sad... you truly inspired me and I am grateful that I got to know you. Rest in peace my dear friend Yonathan!

**Vaidas Matulaitis**

3 days ago · 🌐

The loss of [Yonathan Dornitz](#) is deeply felt, as he not only fought valiantly against cancer but also illuminated the paths of those lucky enough to know him. His strength and wisdom touched many lives. Meeting him was a transformative experience, and his spirit will forever shine brightly in our memories. R.I.P. Yonathan, your light will forever guide us. 🙏

Yonathan, the founder of Mindscapes, was a prominent speaker and instructor dedicated to enhancing the creative capacities of advertising industry. With a longstanding partnership with the Cannes Lions International Festival of Creativity, he has made significant contributions to the ad industry. In addition to his professional endeavors, Yonathan has devoted years to volunteer work at Hospiz in Israel.



**Nalin Yapa** is with **Yonathan Dornitz**.

September 8 at 9:50 PM · 👤

Rest in peace, Yonathan 🥺

