

Jonathan Mountfort

Creative Director, Autex Acoustics New Zealand



Jonathan Mountfort is the Creative Director at Autex Acoustics New Zealand and the Autex Future Lab, where he leads a multidisciplinary team of designers and innovators dedicated to shaping spaces that look exceptional, sound better, and perform with sustainability at their core.

With a background that spans product design, engineering, and creative direction, Jonathan led the development and certification of the [Autex product Embrace™ Stretch Wool Felt Panels](#) that underwent the rigorous and holistic, GreenTag NaturePositive+ Declaration™ assessment process, successfully being certified at a [PLATINUM level NaturePositive+ Rating of 160 percent.](#)

Johnathan works at the intersection of form, function, and future thinking. His practice is driven by a deep curiosity about how materials, systems, and scientific insights can converge to create meaningful impact across the architecture, design, and building sectors.

Over more than a decade with Autex, Jonathan has played a pivotal role in evolving the company's design practice from its local manufacturing foundations into a globally recognised brand celebrated for its innovation in acoustic solutions. His contributions range from product development and spatial installations to

sustainability-led design initiatives, all guided by a commitment to pushing creative and technical boundaries while keeping people at the centre of every outcome. Jonathan creativity andout delivering work that addresses real-world challenges, inspires creativity, and contributes to a more considered and high-performing built environment.