# JCDSH MORRIS

DESIGN PORTFOLIO 2025



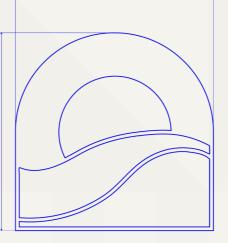
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# HONEY BEACH











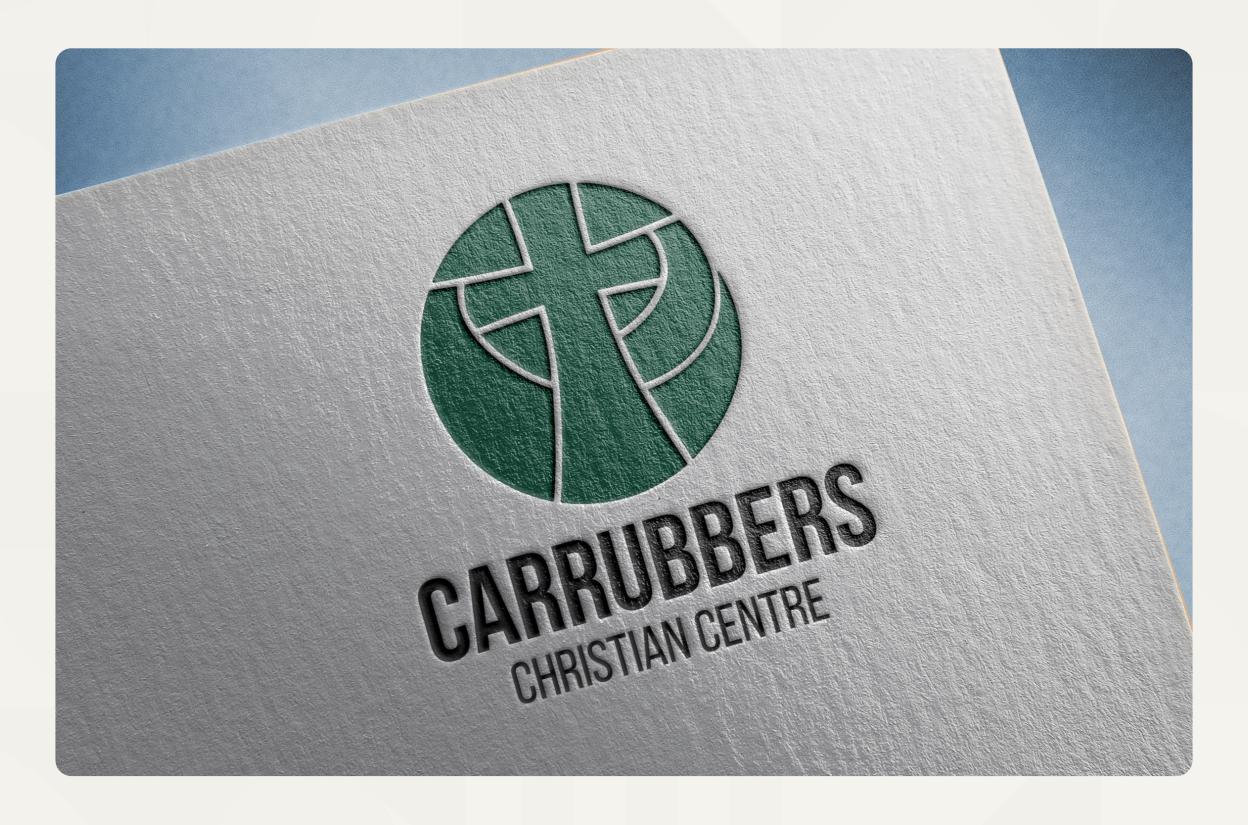




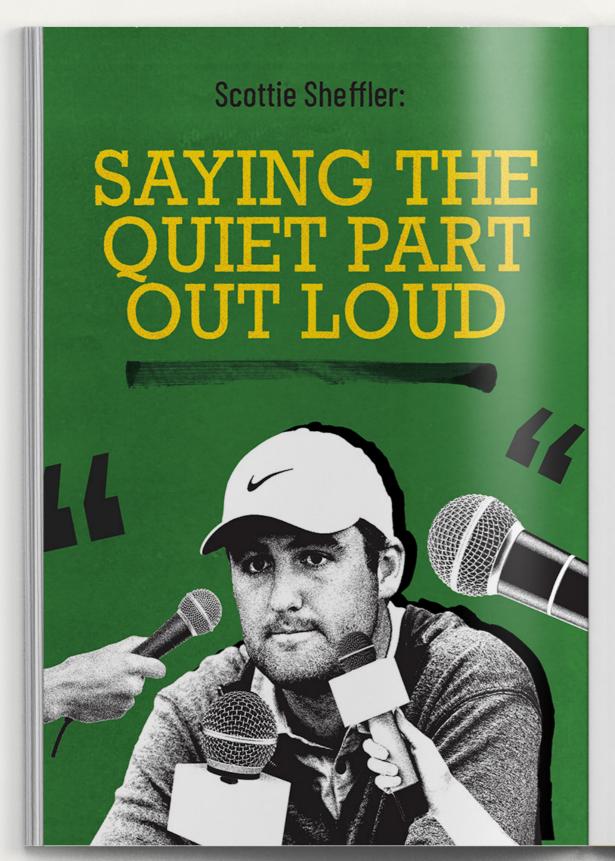




# CLICK THE IMAGE BELOW TO VIEW FULL BRAND IDENTITY







Scottie Sheffler surprised the golfing world with his comments before the 2025 Open at Portrush. Jonny reid examines what we can take from his statements, and how they can point us to an identity beyond sport.

## Scottie Scheffler is not a nihilist.

At least, I don't think so. I've never met him. But the comments that have sent the golfing world into a frenzy come not because he said something shocking—but because he said the quiet part out loud.

"This is not a fulfilling life," he admitted during a thoughtful press conference before teeing off as the tournament favourite at The Open in Royal Portrush.

Sport—even when you're the world number one—isn't meant to fulfill us completely. It can't. And Scottie Scheffler had the honesty and courage to say that.

"There are a lot of people that make it to what they thought was going to fulfil them in life... You get to No. 1 in the world and they're like, 'What's the point?' I really do believe that, because what is the point? Why do I want to win this tournament so bad? It's something that I wrestle with on a daily basis."

Scottie isn't the first to express this—but he may be the first to say it from the very top.

And understandably, that confuses us.

### A stonecutter culture

Have you heard the fable of the stonecutter?

A poor man, content in his hard life, delivers a stone to the house of a rich merchant. Envy strikes. He wishes to be a merchant—and his wish is granted. But then he sees a prince, then the sun, then a cloud, then a mountain—each more powerful than the last—and wishes to become each one in turn.

But in the end, he finds his greatest power was simply to be the stonecutter.

Scottie Scheffler, in our eyes, has become the

mountain—the world number one golfer. And yet, he admits it hasn't satisfied him. That unsettles us. It certainly seemed to puzzle many in the golfing media, who have long fantasised about standing where he

In a culture that prizes upward momentum and achievement as the highest form of self-worth, we simply cannot comprehend someone reaching the top and saying: "It's not enough."

Scheffler is wealthy, successful, married—by all standards, he has "everything." And yet he confesses that, in eternal terms, everything is really nothing.

There are a lot of people that make it to what they thought was going to fulfil them in life... (they) get to No. 1 in the world and they're like, 'What's the point?'

Scottie Sheffler, Portrush 2025

### Life as a gift, not gain

In the fable, the stonecutter comes full circle. He learns that true power lies in being who he already was. For Scheffler, the restlessness of sport finds peace in an identity outside of himself.

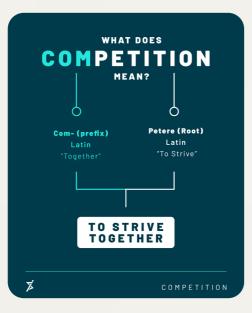
For Scheffler his angst at golf finds its peace in him placing his confidence, not in himself, but in an identity outside of himself.

He's spoken openly about the tension he feels: that golf is both deeply important and entirely irrelevant. As sports journalist Kyle Porter put it:

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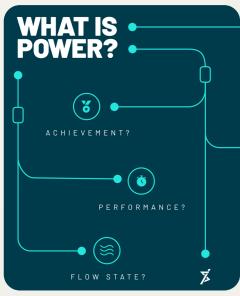












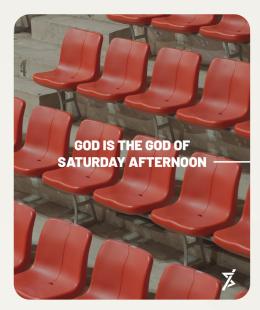
















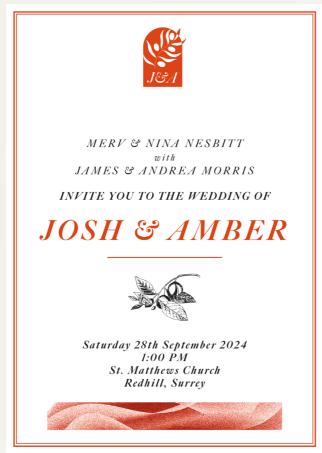




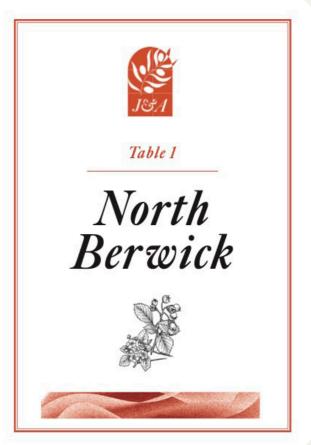








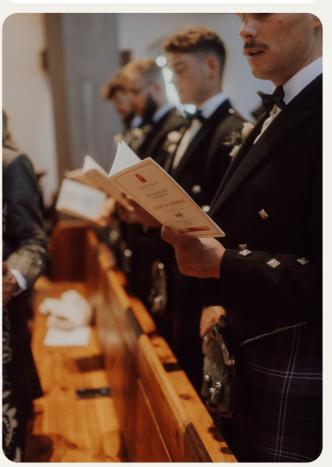




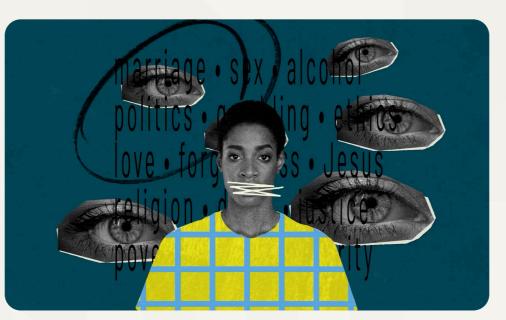


















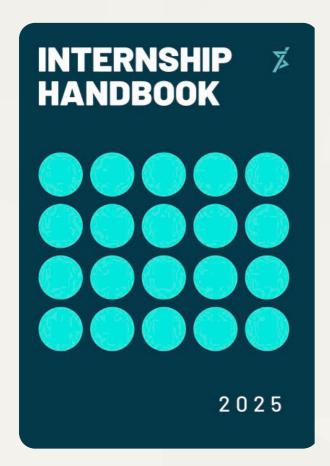














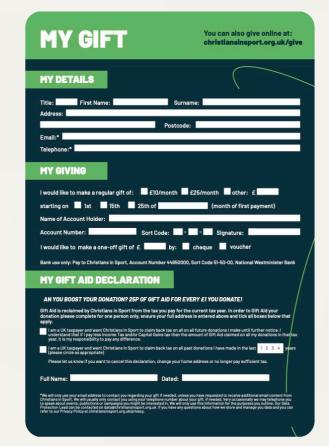
sport. We plan to give you plenty of experiences and training, which will stretch

and develop you as a leader in gospel work.

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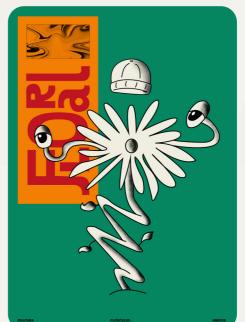


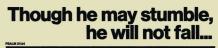


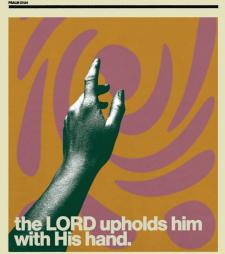


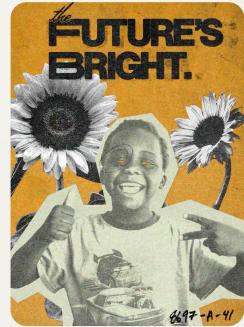


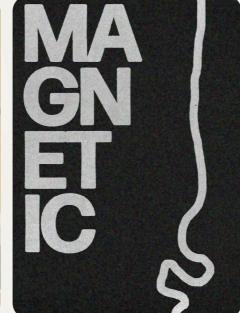




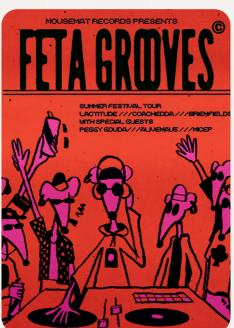




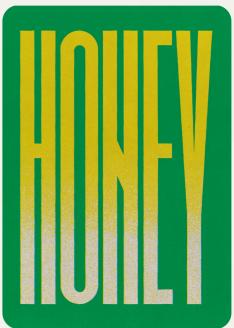


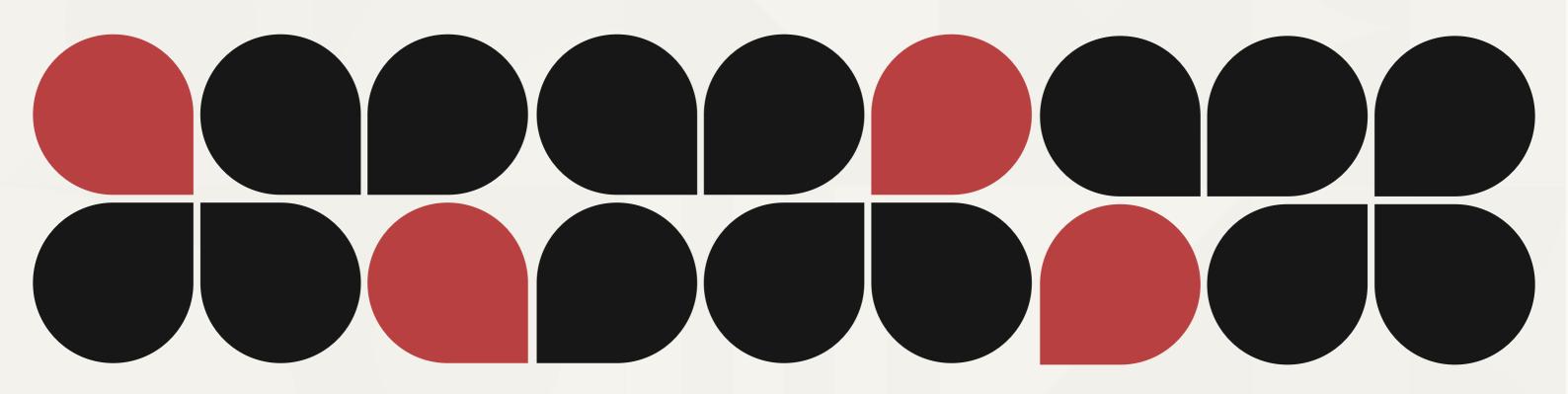












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