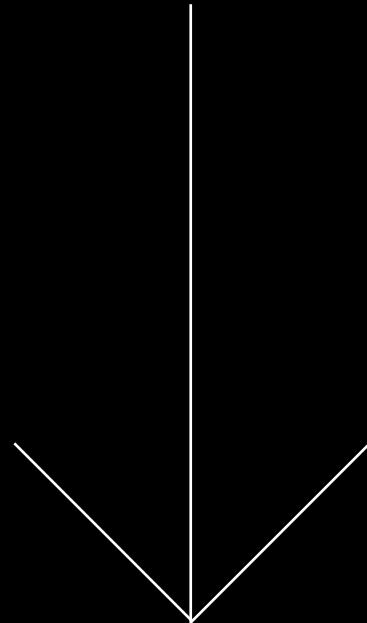
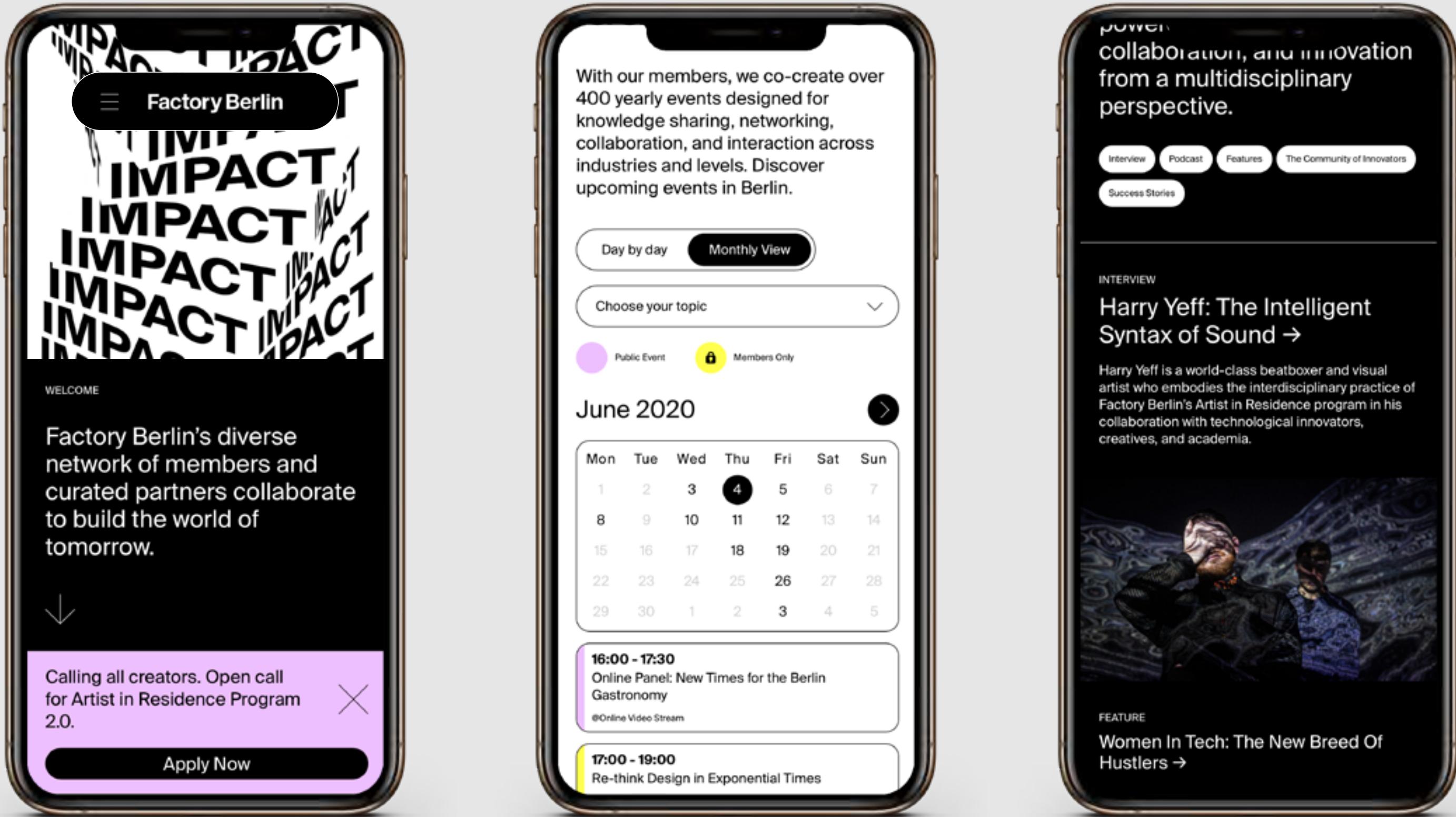


# Branding Design Illustration





Full digital branding done alongside a great team.  
Listening to everyone's needs and wants, we created  
this beautiful black and white ecosystem. From an  
elaborate calendar to an elegant magazine section.  
Kinetic type by Federico Leggio.

**Events Our Events Our E**

**PUBLIC EVENT**

**Meet & Pitch:  
Building Bridges,  
HealthTech**

September 1, 2020 17:00 – 19:00 @ Factory Berlin  
Görlitzer Park

**ndar Event Calendar Ever**

With our members we co-create over 400 yearly events designed for knowledge sharing, networking, collaboration, and interaction across industries and levels. Discover upcoming events in Berlin.

Day by day Monthly View

Choose your topic

**August 2020**

**Tue 18**  
Swipe right for an appealing date.  
No events today

**Wed 19**  
No events today. Well none here at least. The bar round the corner is definitely open though.  
No events today

**Thu 20**  
**19:00** Fundraising for a Deep Tech Start-up: A European Perspective  
@ Online Video Stream

**Fri 21**  
**17:00** CheckOut Drinks  
@ Factory Berlin Görlitzer Park

**Sat 22**  
Finally, the weekend! Time to chill.  
No events today

**CORPORATE EVENTS**

Our corporate event formats connect people and build connections within a powerful network of global creative and business leaders.

**mentors Jury & M**

Projects)

na (shesaid.so)

CTO, Massive Attack)

air (Waltz Binaire)

(Abbey Road Studios)

lius Bau)

mix.org)

hen Produce Music)

nariam (Change.org)

ound Diplomacy)

t (Berlin Club Commission)

+ARTS)

**Accelerate transformation with change-makers from Germany's largest innovation hub.**

Corporate Memberships

Monthly Corporate Meetup

Membership Benefits Corporate Events Membership Plans

**Agenda Agenda**

- 25th May
- 1st July
- 17th - 24th August
- 1st September
- 30th November

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Events Our Events Our E

PUBLIC EVENT

## Meet & Pitch: Building Bridges, HealthTech

September 1, 2020 17:00 – 19:00 @ Factory Berlin  
Görlitzer Park

FEATURE

## 5 Tips For Female Entrepreneurs to Beat The Gender Gap →

At our Meet & Pitch: Stealth Mode event, our panelists shared expert insights on bridging the gender gap in startup capital and network opportunities. Here are five tips for female founders looking to leverage their networks.

FEATURE

Yifan Pu: Designing a  
Digital Fashion  
Revolution →

INTERVIEW

Julia Pallé: Driving  
Formula E's  
Sustainability Strategy  
→

FEATURE

Founders How-To: 5  
Steps for Designing a  
Scalable Business →

## Tech & Art →

FEATURE

Yifan Pu: Designing  
a Digital Fashion  
Revolution →

FEATURE

FEATURE

Creator Tips for  
Staying Inspired in  
Lockdown →

INTERVIEW

Maotik: COD  
Got More Cre

# ew Interview In

January 7, 2020

## Harry Yeff: The Intelligent Syntax of Sound

Text by Tara Meyer

Harry Yeff is a world-class beatboxer and visual  
interdisciplinary practice of Factory Berlin's Artists  
his collaboration with technological innovators,

# Podcast Podcast

June 12, 2020

## Beyond: Building A Tech Brand That Pops with Sybill Bruggemann (Klarna)

When you're building a standout  
essential to think outside the box  
Bruggemann from Klarna shows  
when the others zig.



A look consisting of illustration, icon style, seal of approval, and contrasting typography created as branding experiment. Grainy texture taken from analog nature photography.



**TOMATO / CUCUMBER**  
ORGANIC VEGAN  
-MYCOPROTEIN  
WITH A TWIST

PROVE VERY SCIENTIFICALLY

## TWIST AND SQUEEZE

# IT ALL STACKS UP

VERY SCIENTIFICALLY PROVEN

Twist, squeeze, or compress in order to extract liquid. A concentrated solution made by extracting the chemicals.



## WHAT IS MYCOPROTEIN

Cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot.

TELL ME MORE

## ORGANIC AND VEGAN

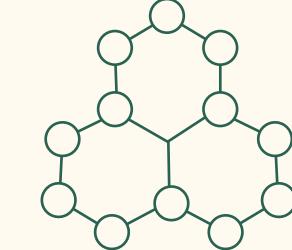
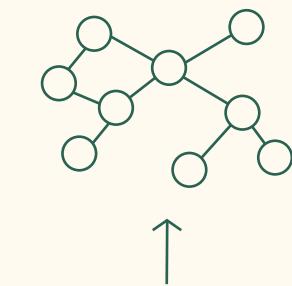
Cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot.

TELL ME MORE

## TWIST AND SQUEEZE

### MYCOPROTEIN

Greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa?



Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Corn amaranth salsify potato bell pepper artichoke.

## TWIST AND SQUEEZE

Twist, squeeze, or compress in order to extract liquid.  
A concentrated solution made by extracting the chemicals.

LET ME SEE

**TOMATO / CUCUMBER**  
ORGANIC VEGAN  
—MYCOPROTEIN  
WITH A TWIST



**BAMBOO / FENNEL**  
ORGANIC VEGAN  
—MYCOPROTEIN  
WITH A TWIST



**LEEK / APPLE / CARROT**

# THE FUTURE DEPENDS ON WHAT YOU DO TODAY

Your email address



**CELERY / ASPARAGUS**  
ORGANIC VEGAN  
—MYCOPROTEIN  
WITH A SQUEEZE



**Peach / Artichoke**  
ORGANIC VEGAN  
—MYCOPROTEIN  
WITH A SQUEEZE



## SEND ME A SAMPLE

ORDER NOW

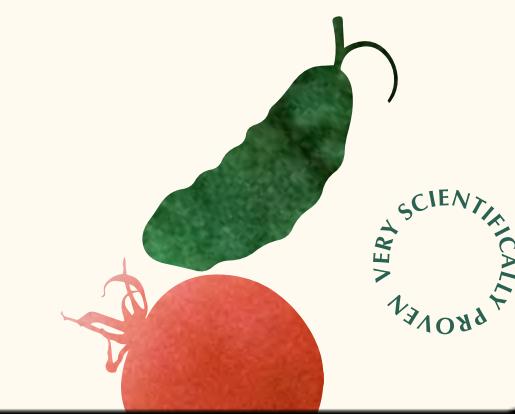
TWIST AND SQUEEZE

**TOMATO / CUCUMBER**  
ORGANIC VEGAN  
—MYCOPROTEIN  
WITH A TWIST



**180** Calories  
**15g** Plant based protein  
**26** Vitamins & Minerals

Greens yarrow ricebean rutabaga endive  
cauliflower sea lettuce kohlrabi amaranth  
water spinach avocado daikon napa  
cabbage asparagus winter purslane  
kale. Celery potato scallion desert raisin  
horseradish spinach carrot soko.



**IT ALL  
STACKS  
UP↑**

VERY SCIENTIFICALLY  
PROVEN



MYCOPROTEIN WITH A  
TWIST AND SQUEEZE



**180** Calories  
**15g** Plant based protein  
**26** Vitamins & Minerals



After the new logo and colours were selected, I came in to align everything. The new premium packaging concept, POS visuals, merchandise and the first pop-up concept jewellery bar in Breuninger department store.





# GLAMBOU x Breuninger

*The jewelry experience of the year*

## Schmuck in schillernder Vielfalt

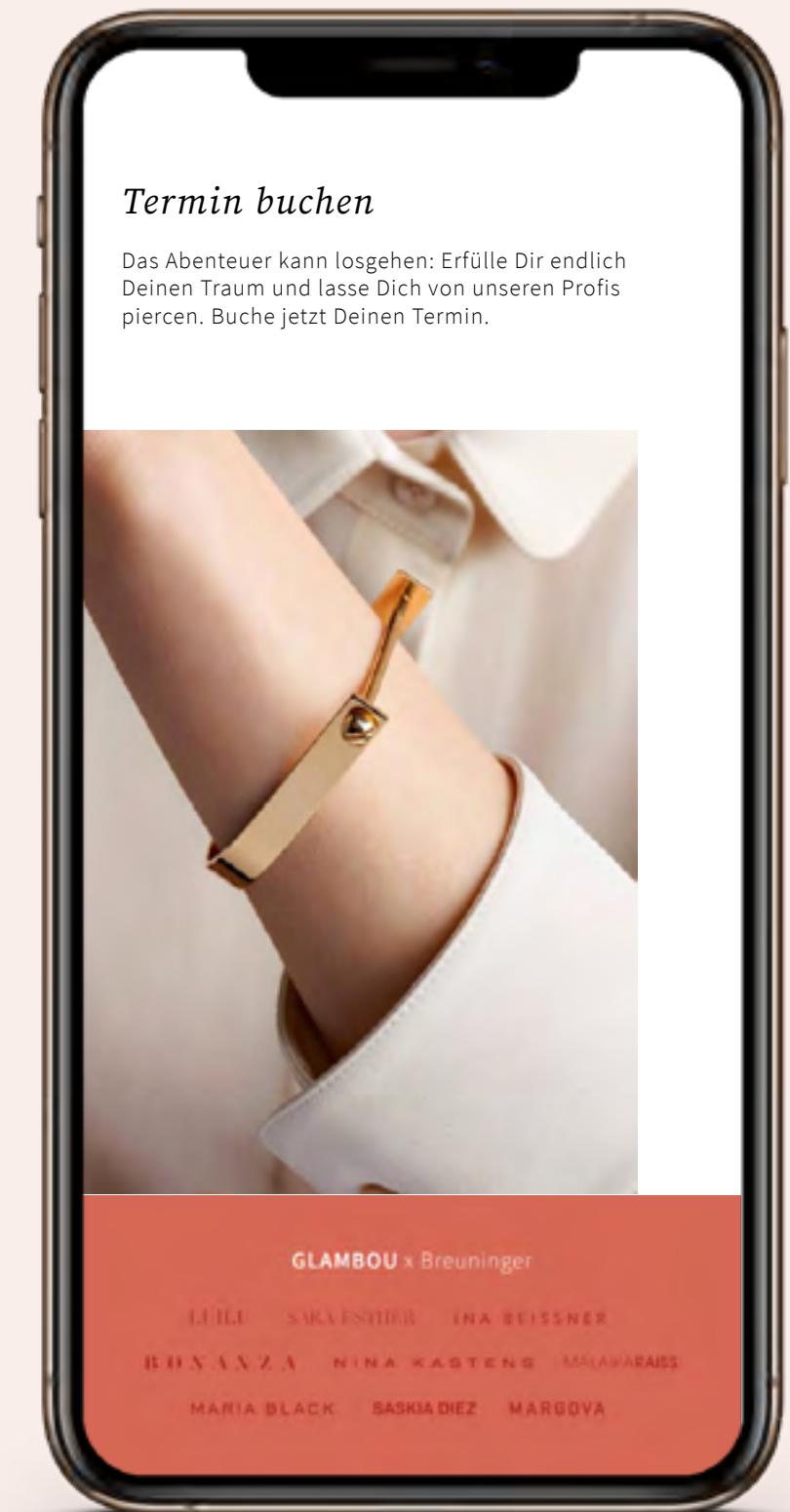
GLAMBOU ist Dein Marktplatz für atemberaubende Schmuckstücke. Hier findest Du ausgewählte Kostbarkeiten von internationalen Schmuckdesignern. Unsere handverlesene Selektion besteht aus vielfältigen Designs, Materialien und Farben.

[Jetzt entdecken](#)



## Termin buchen

Das Abenteuer kann losgehen: Erfülle Dir endlich Deinen Traum und lasse Dich von unseren Profis piercen. Buche jetzt Deinen Termin.



GLAMBOU x Breuninger

LILU · SARA ESTHER · INA BEISSNER  
BONANZA · NINA KASTENS · MARIAKAESS  
MARIA BLACK · SASKIA DIEZ · MARGOVA

GLAMBOU

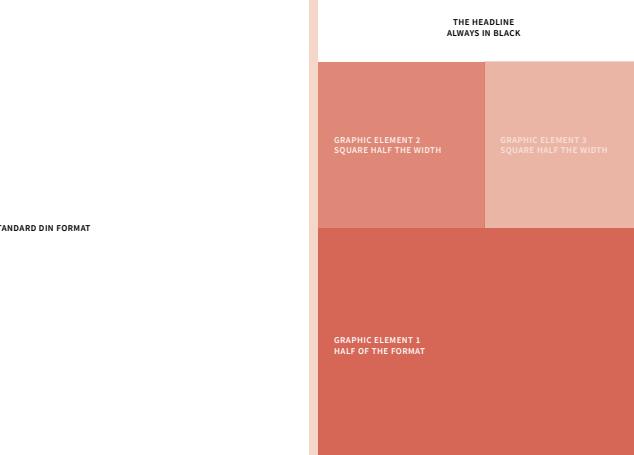
The minimum safe space is required with all versions of the Glambou logo world.

SAFE SPACE



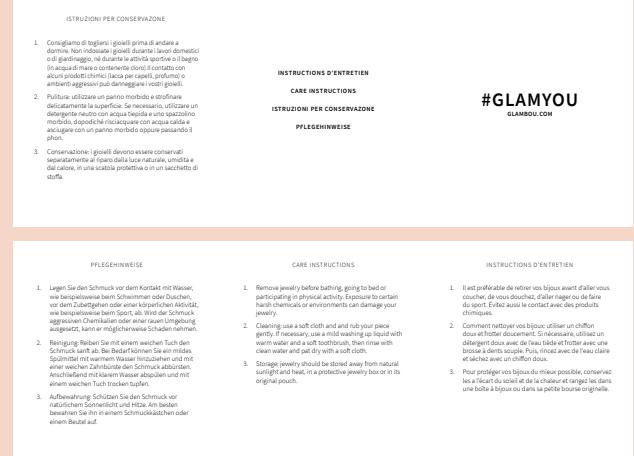
Styleguide

GLAMBOU



Styleguide

GLAMBOU



Styleguide

GLAMBOU

GLAMBOU

August

Styleguide

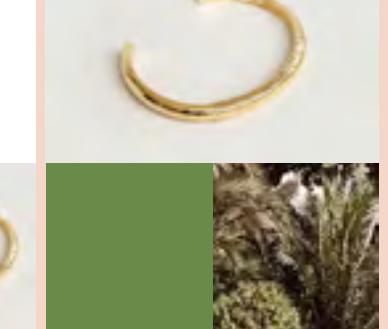
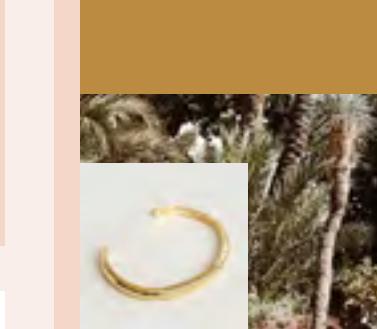
## TYPOGRAPHY

Styleguide

GLAMBOU

WONDERLUST

by Alexandra Margnat



GLAMBOU

August

Styleguide

**HEADLINES** SOURCE SANS PRO SEMIBOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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**TEXT** Source Sans Pro Light  
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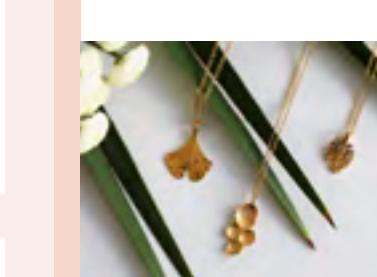
**DELICATE INFORMATION** Source Serif Pro Italic  
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LETTER SPACING / TRACKING IS ALWAYS 50 PT

GLAMBOU

SUMMER TREASURES

by Sara Esther



Styleguide

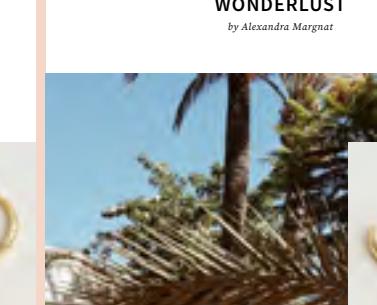
August

GLAMBOU

GLAMBOU

WONDERLUST

by Alexandra Margnat



Styleguide

GLAMBOU

#GLAMYOU  
GLAMBOU.COM

INVOICE

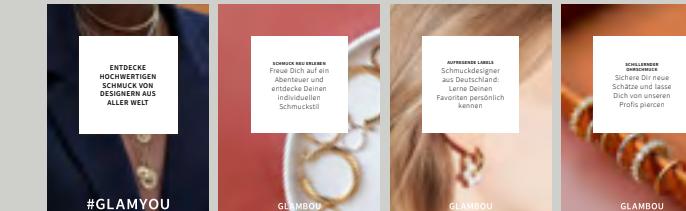
IT YOU OWN IT,  
IT YOURS.

Styleguide

August

GLAMBOU

IPAD SCREENSAVER



GLAMBOU

#GLAMYOU  
GLAMBOU.COM

August



Concept and illustration for Andraschko's new tea assortment. Inspired by the colours of the leaves and the way they dissolve in water.



## SCHWARZER DARJEELING

SCHWARZTEE  
Second flush

KRÄUTERTEE  
ANDRASCHKO

## KAMILLE BLÜTEN

KRÄUTERTEE  
Blumig

KRÄUTERTEE  
ANDRASCHKO

## ROTE FRÜCHTE

KRÄUTERTEE  
Aromatisiert

## INDISCHER CHAI

KRÄUTERTEE  
Gewürzt

SCHWARZTEE  
ANDRASCHKO

## INDIA ASSAM

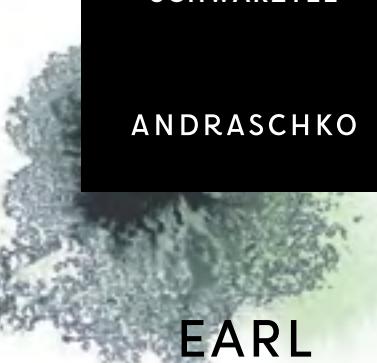
SCHWARZTEE  
Second flush

KRÄUTERTEE  
ANDRASCHKO

## PFEFFERMINZ BLÄTTER

KRÄUTERTEE  
Intensiv

KRÄUTERTEE  
ANDRASCHKO



## EARL GREY

SCHWARZTEE  
Bergamotte

KRÄUTERTEE  
ANDRASCHKO

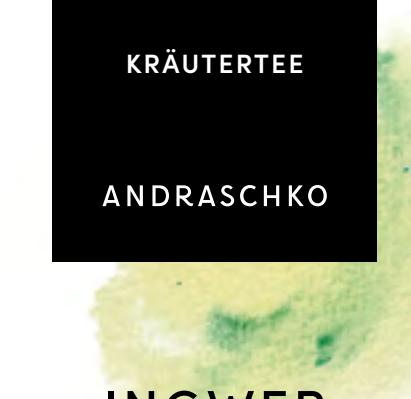
## BERG KRÄUTER

KRÄUTERTEE  
Frisch

GRÜNTEE  
ANDRASCHKO

## CHINA SENCHA

GRÜNTEE  
Bio



## INGWER LIMONE

KRÄUTERTEE  
Aromatisiert



## SOMMERBLÜTEN SENCHA

GRÜNTEE  
Aromatisiert



## VANILLE

KRÄUTERTEE  
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Pomona

Italian cuisine in Accra, Ghana

# POMONA

From naming and storytelling to visualising. Pomona is an ancient Roman goddess of fruit trees, and orchards. Pomona got tired of apples. She left the Romans for more exotic gardens. Classic Italian identity turned exotic.



# MENU



**INSALATA DI RUCOLA, POMODORINI, PARMIGIANO E MANDORLE** 40,000  
Rocket and cherry tomato salad with parmesan cheese and almonds dressed with reduced balsamic vinegar

**INSALATA DI INDIVIA, PERE E NOCI** 40,000  
red endive, pear and pecorino salad with honey and lemon dressing, topped with walnuts

**PROSCIUTTO SAN DANIELE E MELONE** 40,000  
red endive, pear and pecorino salad with honey and lemon dressing, topped with walnuts

**LA VIGNAROLA ROMANA** 40,000  
red endive, pear and pecorino salad with honey and lemon dressing, topped with walnuts

**INSALATA DI RUCOLA, POMODORINI, PARMIGIANO E MANDORLE** 40,000  
red endive, pear and pecorino salad

**MELANZANE ALLA PARMIGIANA** 40,000  
honey and lemon dressing, topped with walnuts

**SPAGHETTI ALLA MARIO** 40,000  
red endive, pear and pecorino salad with honey and lemon

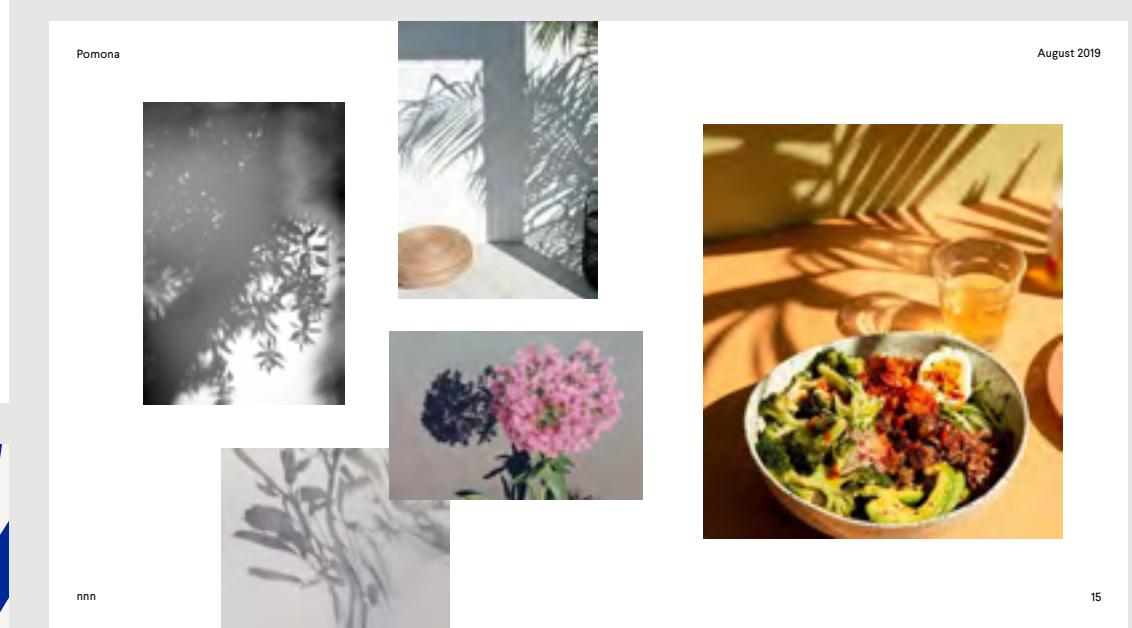
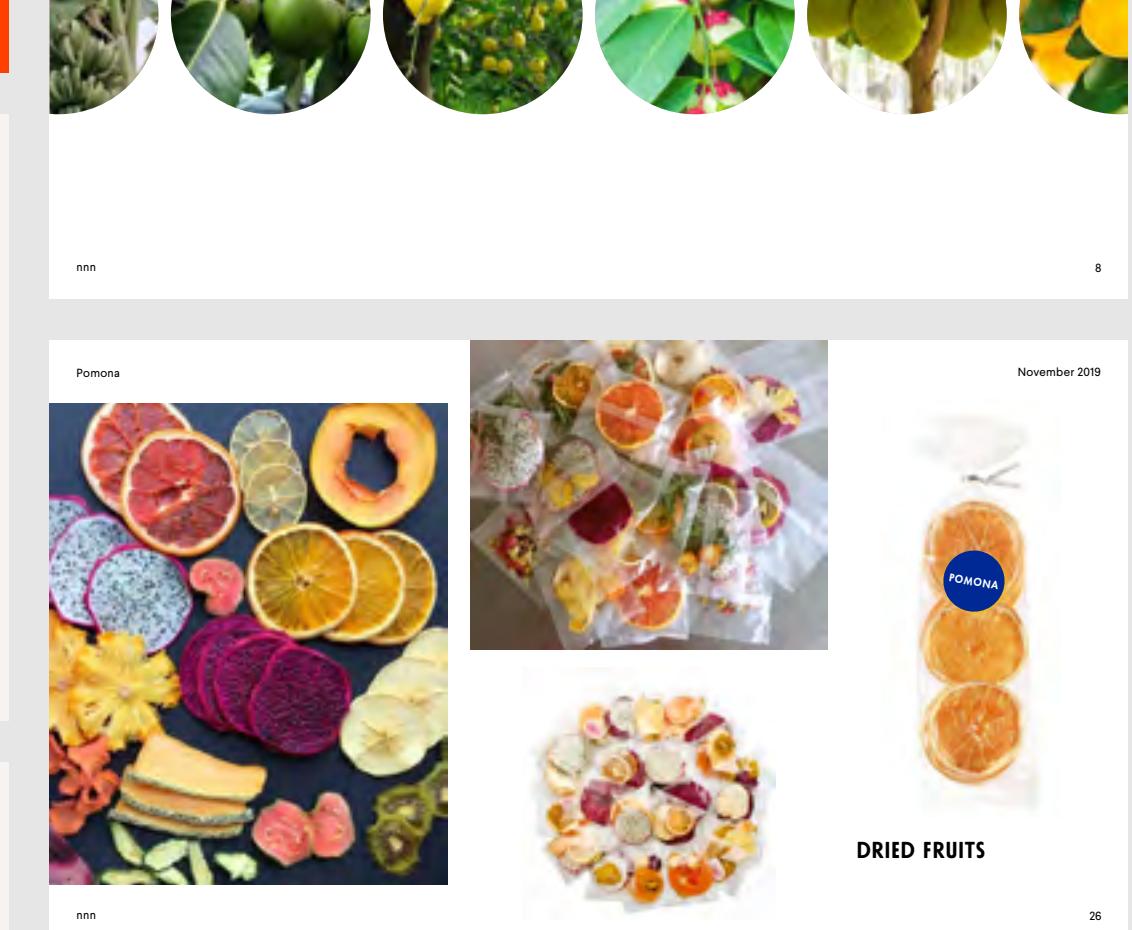
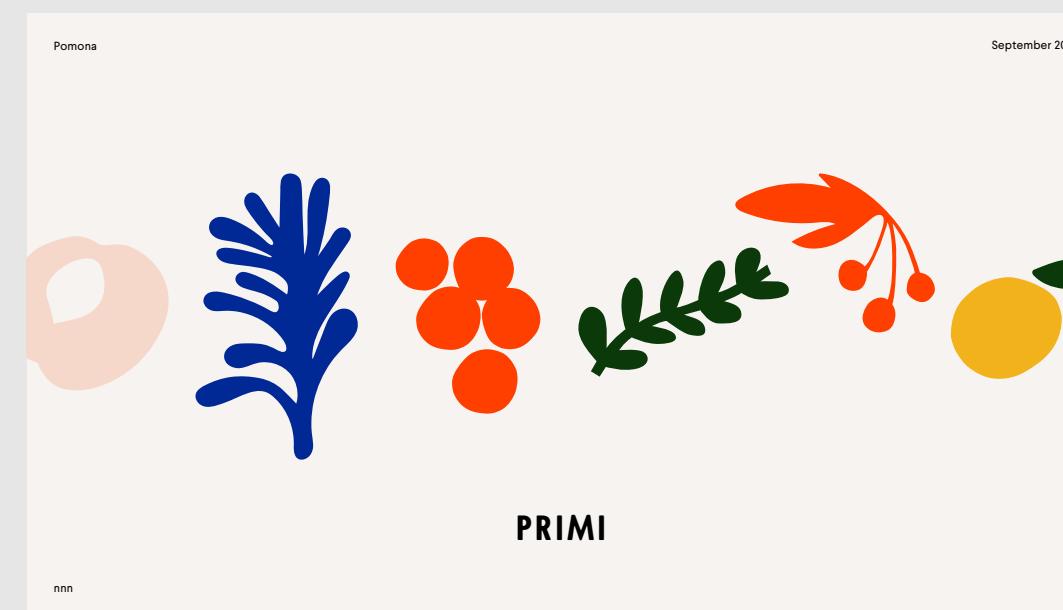
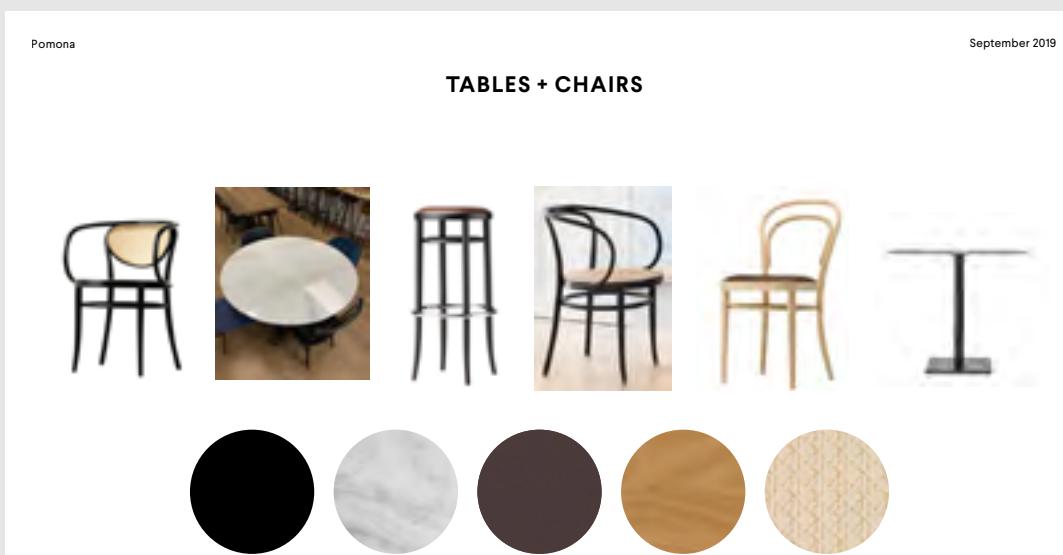
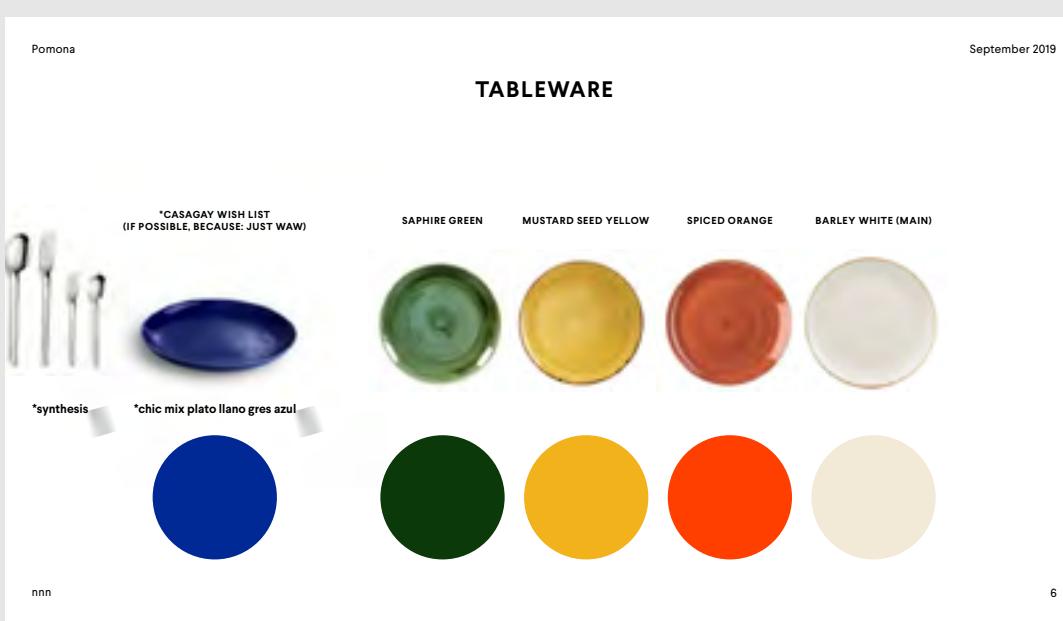
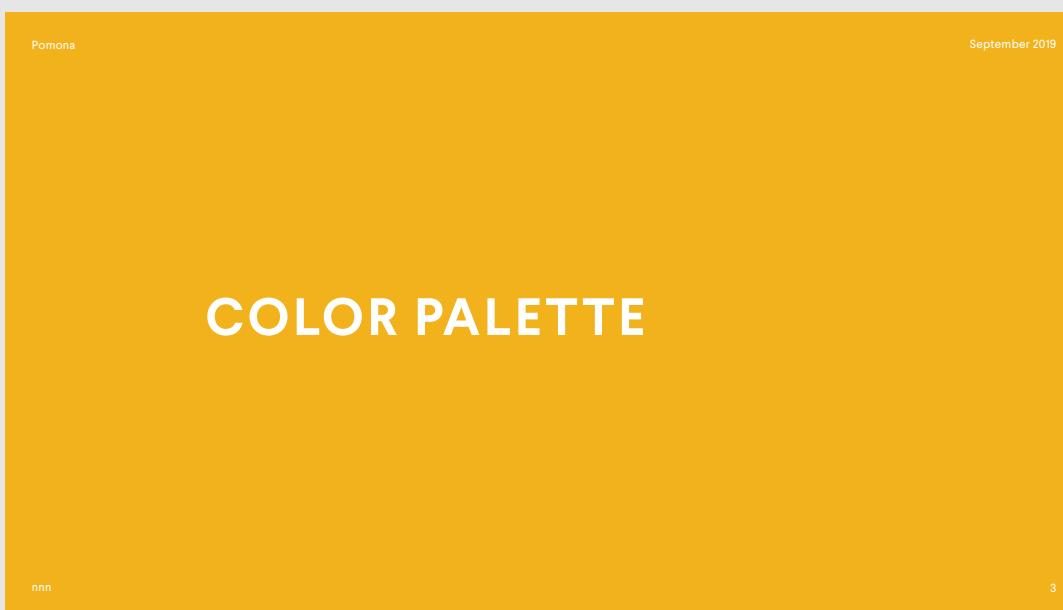
**INSALATA DI INDIVIA, PERE E NOCI** 40,000  
red endive, pear and pecorino

# ANTIPASTI





# FRUTTA





A “grotesque” branding was created for this beautiful bar and fine dining restaurant. Renaissance still life was used as inspiration. Rich, deep dark shadows. Photography style guide and guerilla campaign throughout Beirut.

GROTESQUE

#GrotesqueMeans

#GrotesqueMeans

#GrotesqueMeans

#GrotesqueMeans

#GrotesqueMeans

RAISE  
THE  
BASE

BOLD  
CUTS  
AND  
SHARP  
KNIVES

Grotesque means  
order hungry,  
eat tipsy.

#FOLLOWFORFOLLOW, DON'T FOLLOW  
[@grotesquebeirut](#)

IF YOU #FOLLOWFORFOLLOW, DON'T FOLLOW  
[@grotesquebeirut](#)

Grotesque means  
if you know,  
you know.

AUBE  
RGE  
QUEE  
NS

Grotesque means  
order everything,  
share with everyone.

COME  
SI DICCI  
“CITRON”  
IN ITAL  
IANO

Grotesque means  
if you know,  
you know.

IF YOU #FOLLOWFORFOLLOW, DON'T FOLLOW  
[@grotesquebeirut](#)

#GrotesqueMeans

LA CRE  
VETTE  
C'EST  
CANS LA  
TÊTE

LATE  
NIGHT  
CHOCO  
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VINGS

Grotesque means  
order everything,  
share with everyone.

#FOLLOWFORFOLLOW, DON'T FOLLOW  
[@grotesquebeirut](#)

IF YOU #FOLLOWFORFOLLOW, DON'T FOLLOW  
[@grotesquebeirut](#)

Grotesque means  
if you know,  
you know.

NEVER  
WELL  
DONE

Grotesque means  
if you know,  
you know.

IF YOU #FOLLOWFORFOLLOW, DON'T FOLLOW  
[@grotesquebeirut](#)

جُنْكَتْ  
بِلْدَى  
أَصْبَلْ

Grotesque means  
if you know,  
you know.



grotesquebeirut

Follow

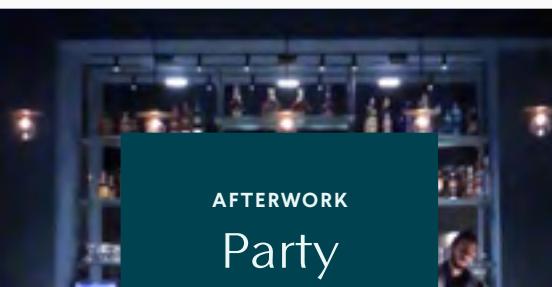
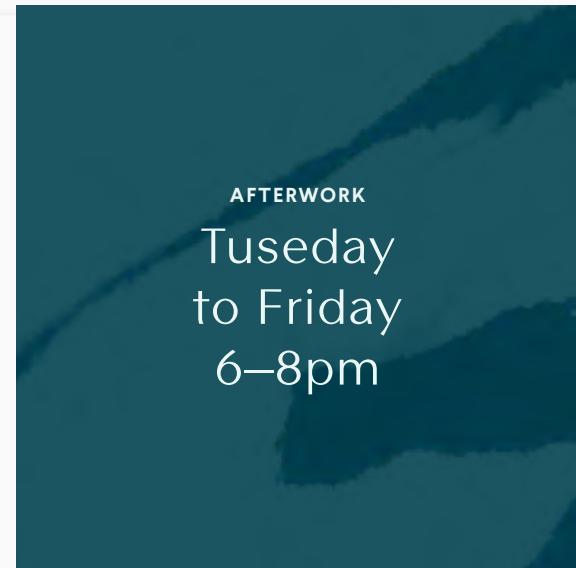
28 posts

616 followers

58 following

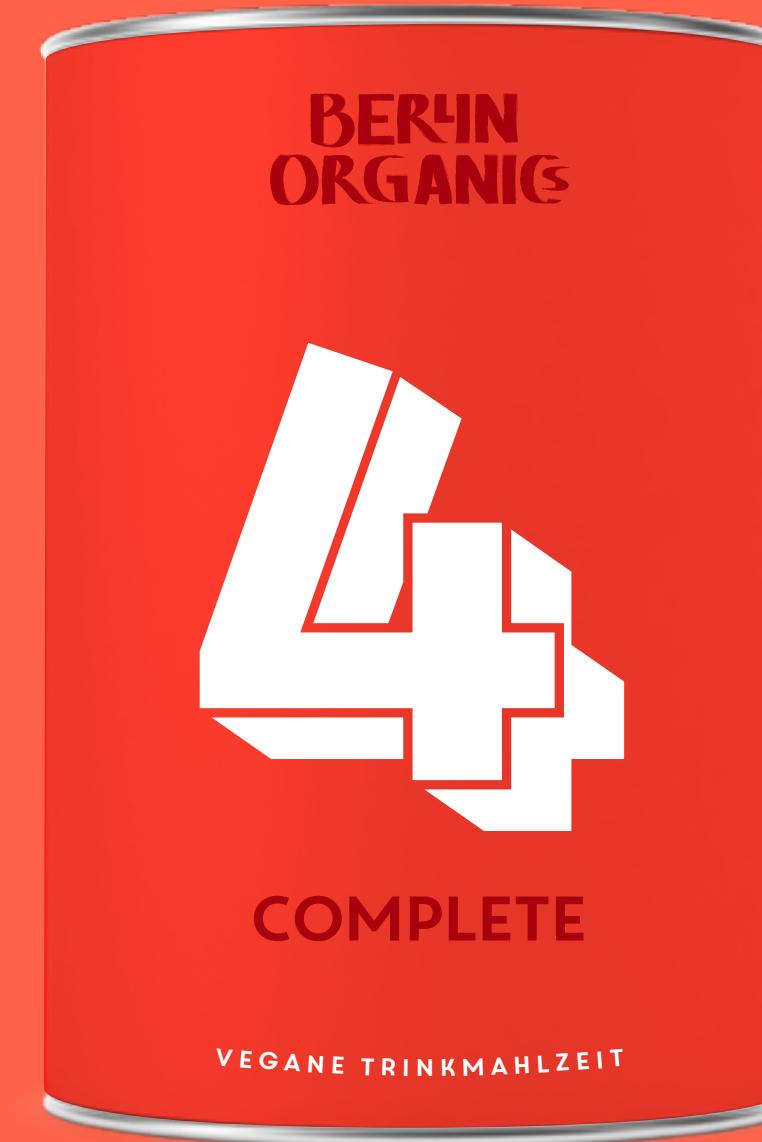
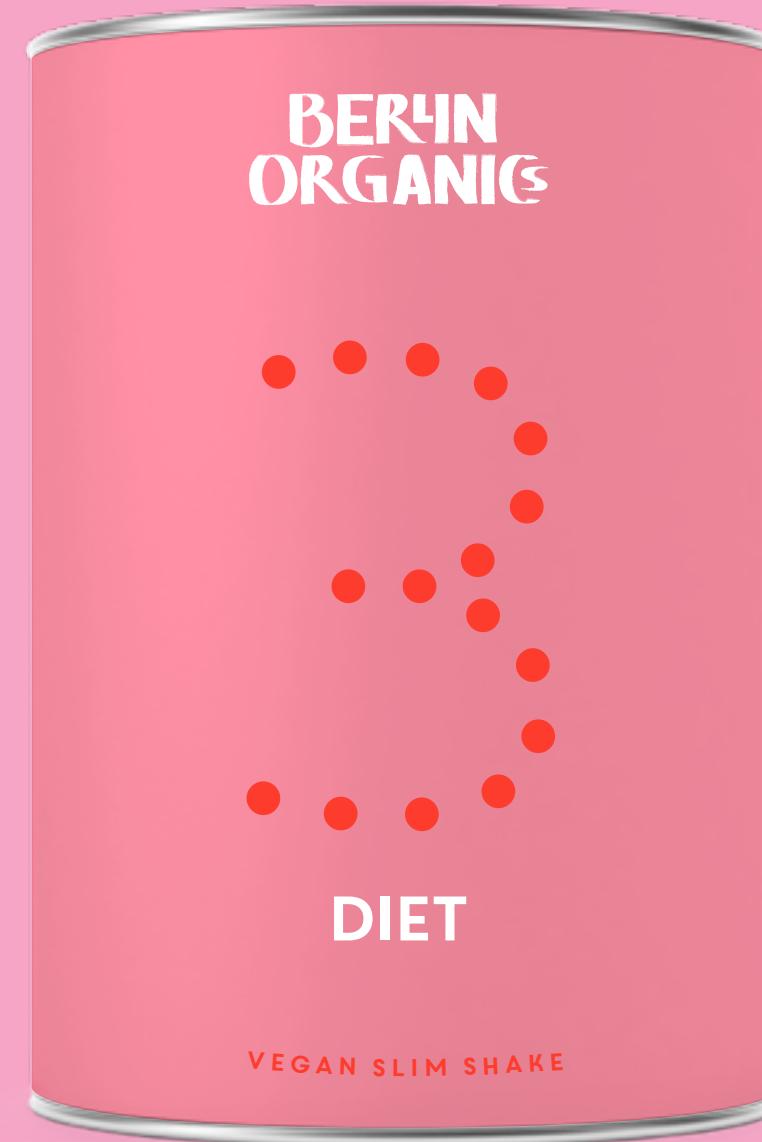
Grotesque

Grotesque means order hungry, eat tipsy. #GrotesqueMeans  
Reservations & Gossip +961 81 571 574



WTA  
GROUP  
2008





One beautiful unsuccessful pitch. Art direction and packaging for a range of vegan proteins and food supplements. Inspired by sport, chemistry and the periodic table of elements.





MANDELN / CHIASAMEN / KAKAO



BERIN  
ORGANICs

TRAUBENKERN / BAOBAB / ACEROLA



TRAUBENKERN / BAOBAB / ACEROLA

MANDELN / CHIASAMEN / KAKAO



WEIZENGRAS / MORINGA / CHLORELLA



MANDELN / CHIASAMEN / KAKAO



BERIN  
ORGANICs

BERIN  
ORGANICs

MACA / CHIASAMEN / HANFPROTEIN



TRAUBENKERN / BAOBAB / ACEROLA



GUARANÁ / HANFPROTEIN / MACA





The most iconic landmark in Pula is the Roman amphitheatre. Also home of the oldest annual national film festival.

**65.**  
PULSKI  
FILMSKI  
FESTIVAL

14.—  
22.07



Pulski  
filmski  
festival

**65.**  
PULSKI  
FILMSKI  
FESTIVAL

14.—  
22.07



Pulski  
filmski  
festival

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Pulski  
filmski  
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festival

**65.**  
PULSKI  
FILMSKI  
FESTIVAL

14.—  
22.07



Pulski  
filmski  
festival

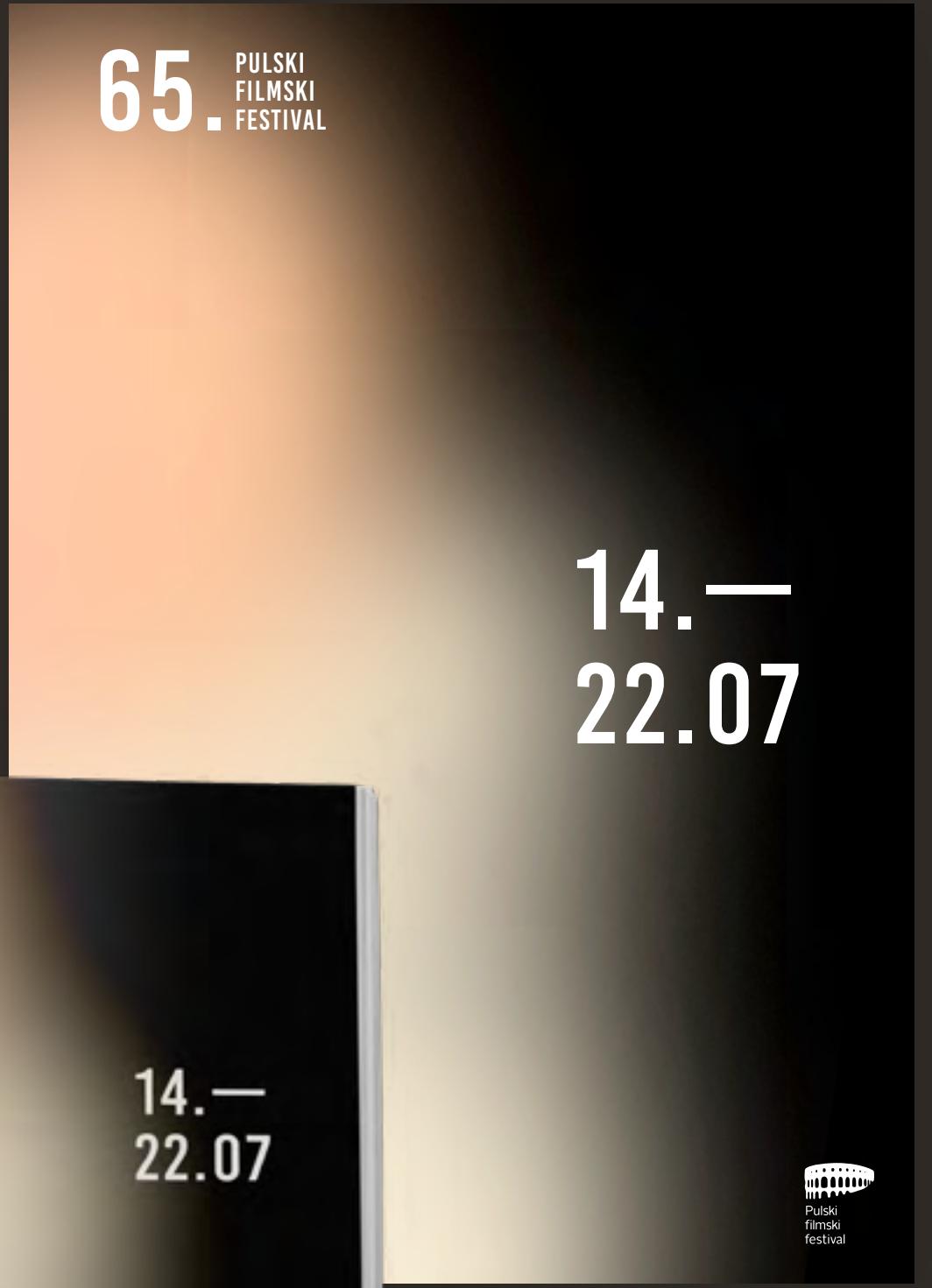
**65.**  
PULSKI  
FILMSKI  
FESTIVAL

14.—  
22.07



Pulski  
filmski  
festival





**65.** PULSKI  
FILMSKI  
FESTIVAL

**14.—22.07.**

**65.** PULSKI  
FILMSKI  
FESTIVAL

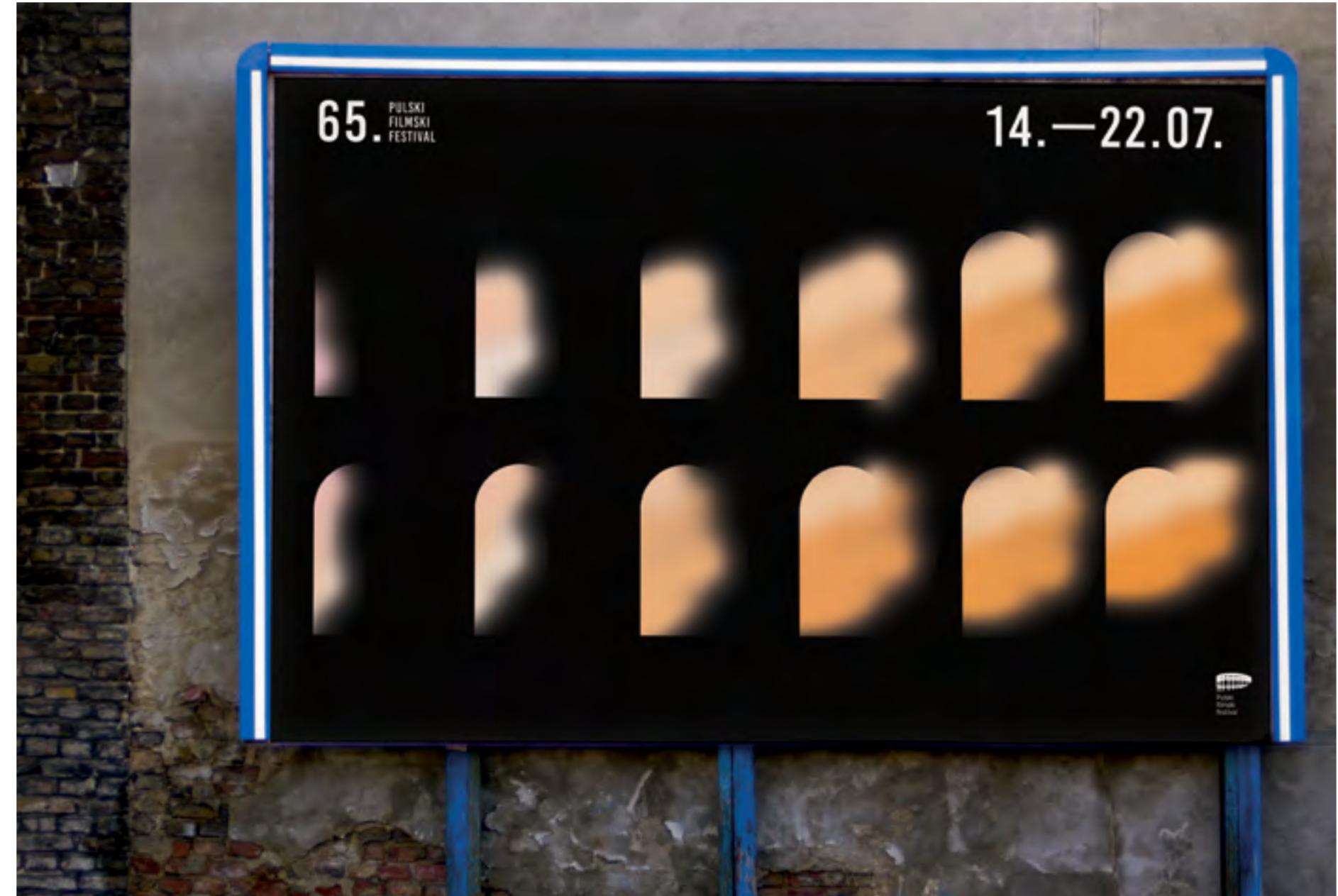
**14.—  
22.07**

**65.** PULSKI  
FILMSKI  
FESTIVAL

**14.—  
22.07**



Pulski  
filmski  
festival



A high-speed train, blurred to indicate motion, is positioned on the left side of the frame. It has a red and white stripe along its side and the word "Vevey" written on it. The train is stopped at a modern station platform with a glass roof and metal railings. In the background, there are several tracks and overhead power lines. The overall scene is dynamic and suggests speed and modern transportation.

mondaine

The classic Swiss Railways clock



Mondaine stands for classic and original Swiss design, which is remarkable for its clean lines, reductive shapes, and bold statements. Art direction for two campaigns, everything from concept, illustration to final guidelines.

Iconic campaign





**Welcome**



Geschätzte Fluggäste  
Für zahlreiche ausländische Touristen oder Geschäftsreisende, die Schweiz nicht das Endziel, sondern ein kurzer Zwischenstop auf ihrer Reise. Wer über Zürich fliegt, möchte vielleicht die Gelegenheit nutzen, auch etwas von dem schönen Land und seinen Traditionen zu erleben.

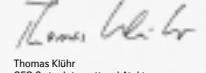
In Zusammenarbeit mit **Schweiz Tourismus** bietet SWISS den Fluggästen neu die Möglichkeit, ihren Zwischenstopp in der Schweiz mit einem Aufenthalt an den schönsten Orten des Landes zu kombinieren. Die angebotenen Pakete von **Stopover Switzerland** sind ein Swiss Travel Pass mit unlimitierten Fahrten mit dem öffentlichen Verkehr und die Unterkunft in einem 3- oder 4-Sterne-Hotel inklusive Frühstück. Klicken Sie hier, um einen Einflugbericht auf der sogenannten «**Blueairline**-Safari» eine wunderbar entschleunigende Reise durch zügigen Gondelkabinen genießen (siehe ab Seite 94).

«SWISS Gäste können neu ihren Zwischenstop in der Schweiz mit einem Ausflug an die schönsten Orte des Landes kombinieren.»  
«**SWISS guests can now combine their stopover in Switzerland with an excursion to the most beautiful places of the country.**»

Weniger Berge, dafür viele Fahrradwege und modernes Design bietet **Kopenhagen**, die nordische Metropole, der wir diese Ausgabe widmen. Entdecken Sie ab Seite 12 die facettenreiche und – wie die Einheimischen sagen würden – «**nygående**» Stadt.

Es freut mich, Sie heute bei uns an Bord willkommen zu heißen – geniessen Sie die Reise!

Herzlich, Ihr



Thomas Klühr  
CEO Swiss International Air Lines

2 Editorial



**Fly with me!**

Selection & Text: Chiara Lazzini

**① Colourful: Scarf**  
anaribes.ch, circa/approx. EUR 328  
Jedes Schalmuster aus der aktuellen Kollektion der West-schweizer Designerin Luna Ribes repräsentiert ein Land. Mit dem 2 Meter langen Schal «Russland» aus 100 Prozent Seide fühlt man sich gleich auf den Roten Platz im Moskau versetzt. Er ist voller farbenfroher Details: Traditionelle Muster schmücken die Ränder, eine russische Puppe, die Matroschka, zierte die Mitte.

Each scarf pattern from the current collection of Swiss romandie designer Luna Ribes represents a different country. With the 2-metre-long "Russia" scarf made of 100 percent silk, you immediately feel yourself transported to Moscow's Red Square. It is full of colourful details: Traditional patterns adorn the edges while a Russian matryoshka doll decorates the middle.

**② Unique: Sunglasses**  
einstoffen.ch, EUR 179  
Perfekt sitzende Holzbrillen mit dem gewissen Etwas sind die Passion des Schweizer Kultlabels Einstoffen. Ein gutes Beispiel dafür ist der handgemachte «Silberschmied» aus Royal-Chestnut-Holz mit eingeschliffenem Blumenmuster: Die Brille ist mit UV-400 geschützten Gläsern und einer kratzfesten Beschichtung ausgerüstet. Dank der natürlichen Maserung ist jede Brille ein Unikat!

Perfectly fitting wooden eyewear with that certain something are the passion of Swiss cult label Einstoffen. A successful example is the handcrafted Silversmith made of royal chestnut wood engraved with a flower motif. The glasses are equipped with UV-400 protected lenses and a scratch-resistant coating. And, thanks to the natural wood grain, each pair of glasses is unique!

**③ Exclusive: Suitcase**  
swiss-shop.com, circa/approx. EUR 441  
Zusammen mit dem Schweizer Unternehmen Victorinox lanciert SWISS eine Gepäckserie bestehend aus einem Hartschalenkoffer, einem Board Trolley sowie einer Laptop tasche. Die robusten Koffer gehören zu den leichtesten ihrer Art und bieten höchste Qualität. Mit der praktischen Innenaufbewahrung und dem beigefügten SWISS Business Neesaule steht einer gelungenen Reise nichts mehr im Wege.

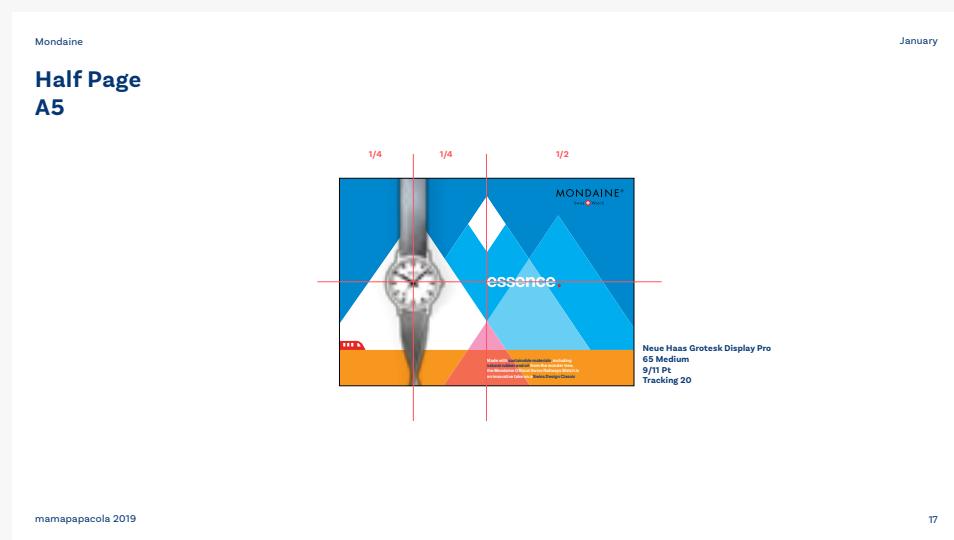
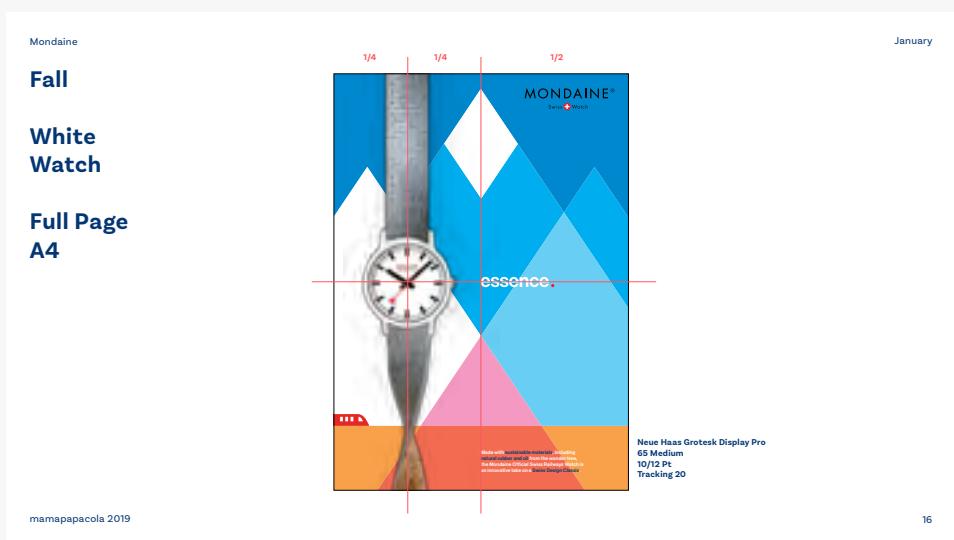
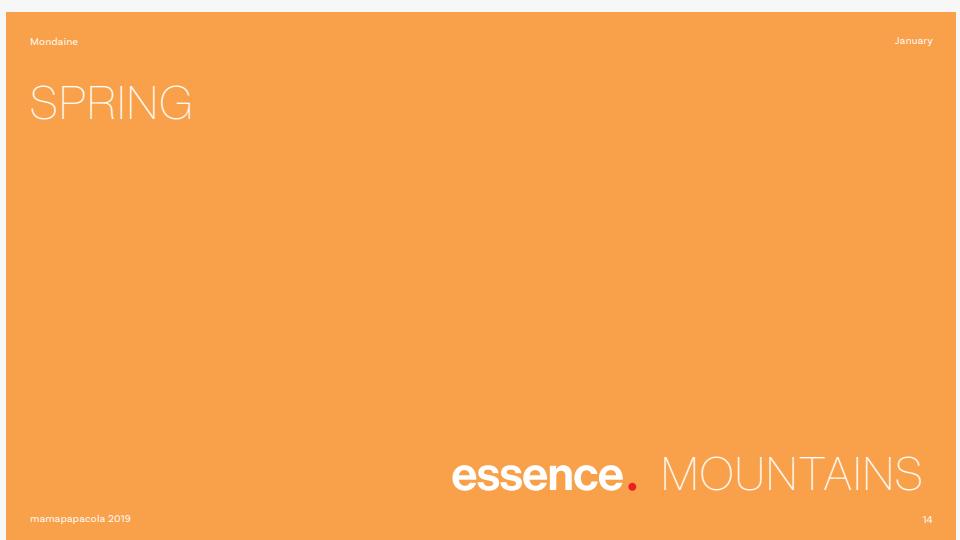
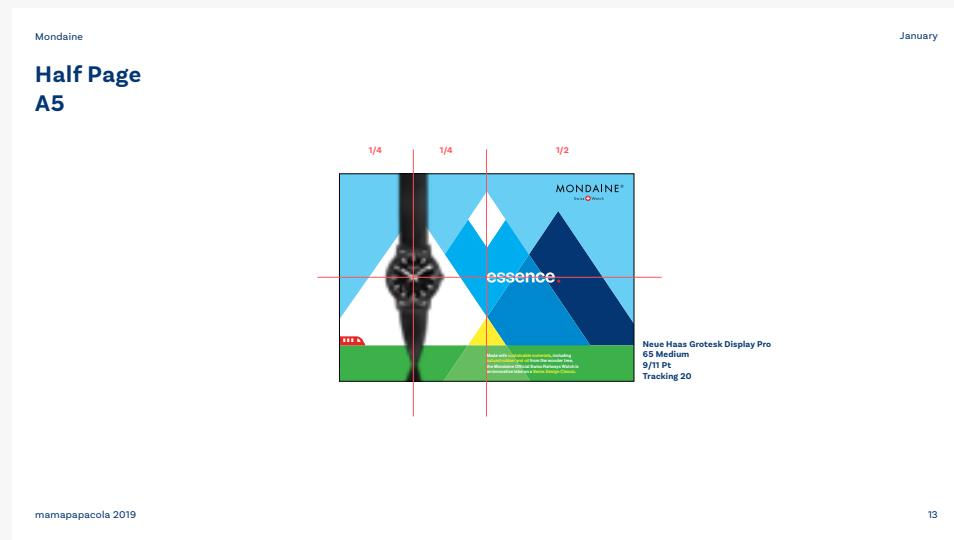
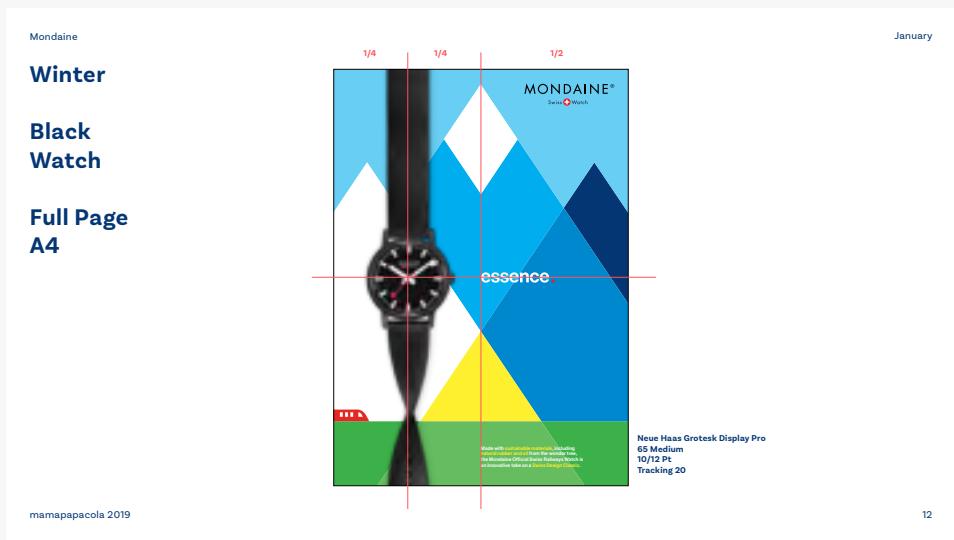
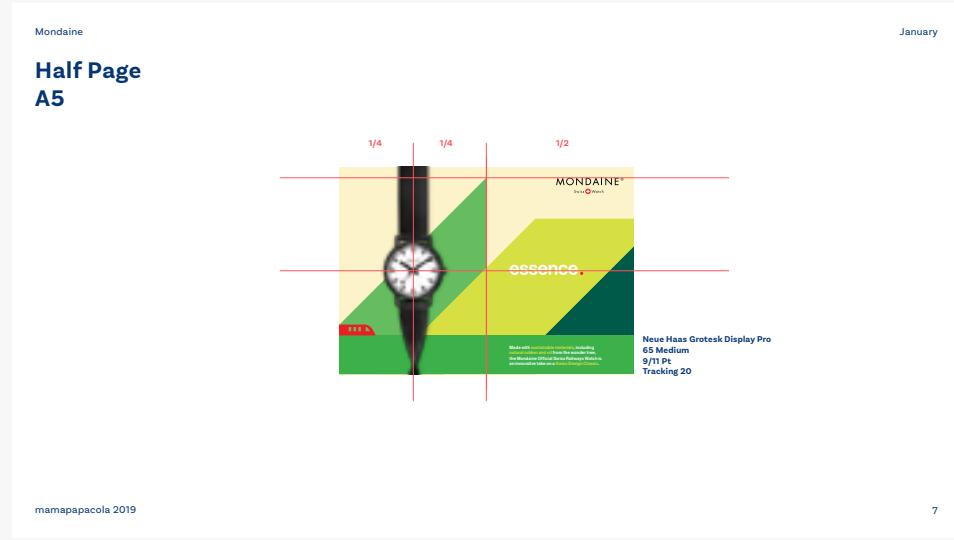
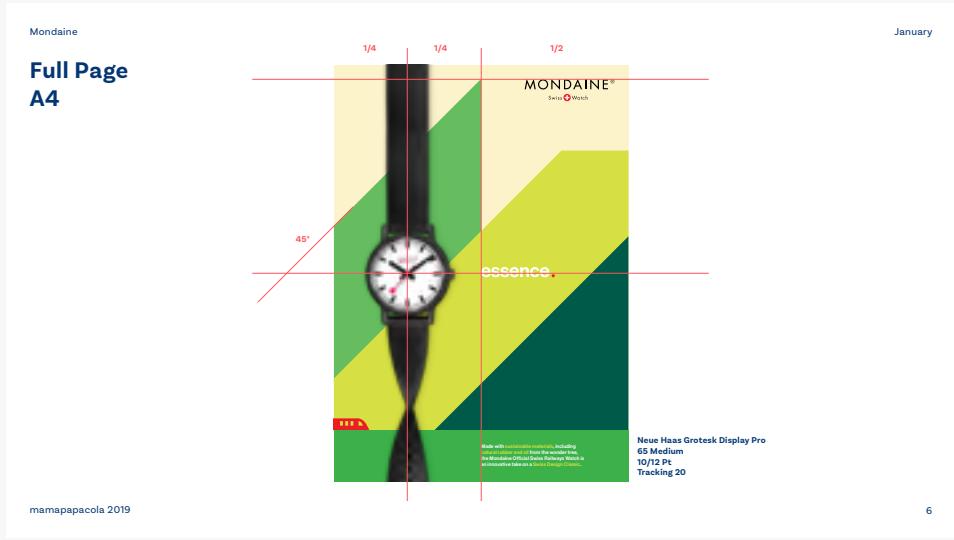
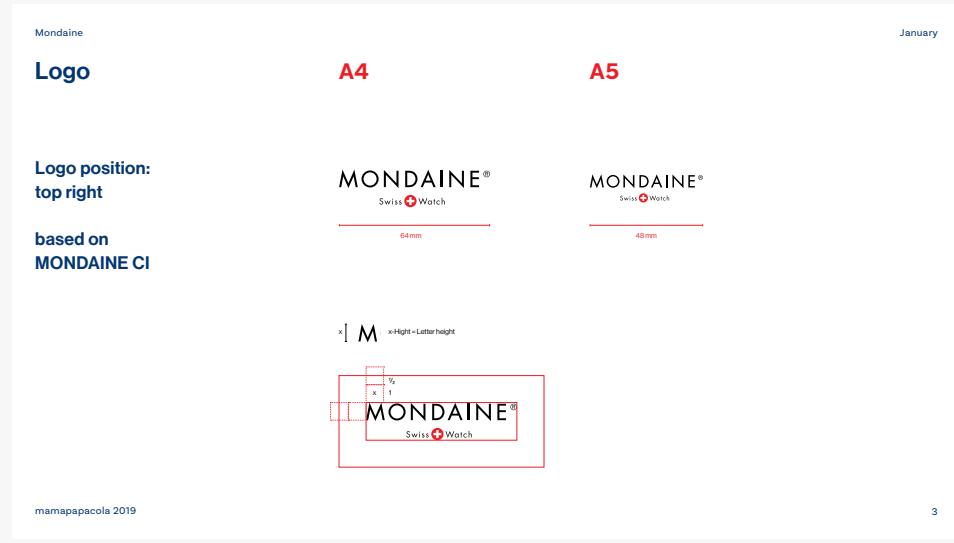
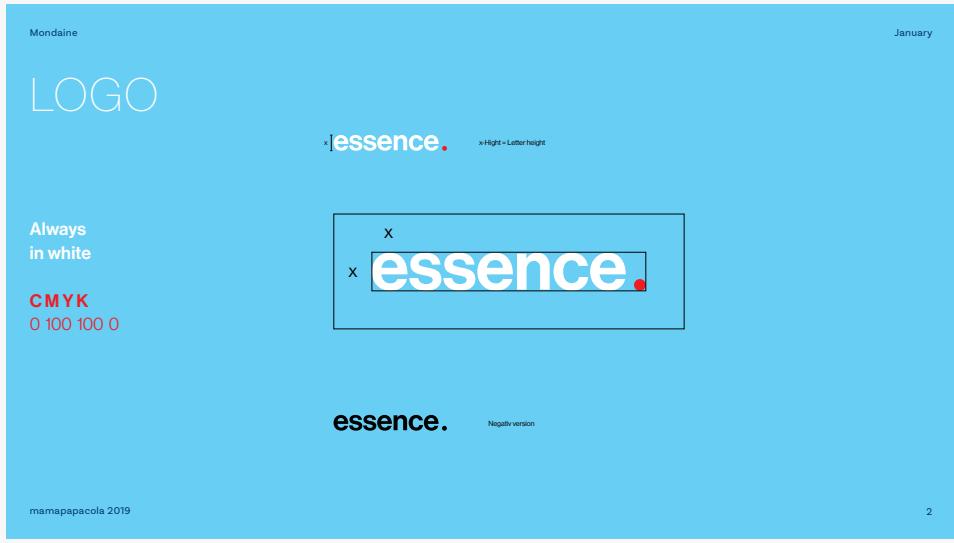
Together with the Swiss company Victorinox, SWISS is launching a luggage series consisting of a hard-shell case, a board trolley, and a laptop bag. These sturdy suitcases among the lightest of their kind and offer the highest quality. With the practically organized interior and the included SWISS Business Neesaule, nothing stands in the way of a successful journey.

**MONDAINE®**  
Swiss Watch

**essence.**

Made with sustainable materials, including natural rubber and oil from the wonder tree, the Mondaine Official Swiss Railways Watch is an innovative take on a Swiss Design Classic.

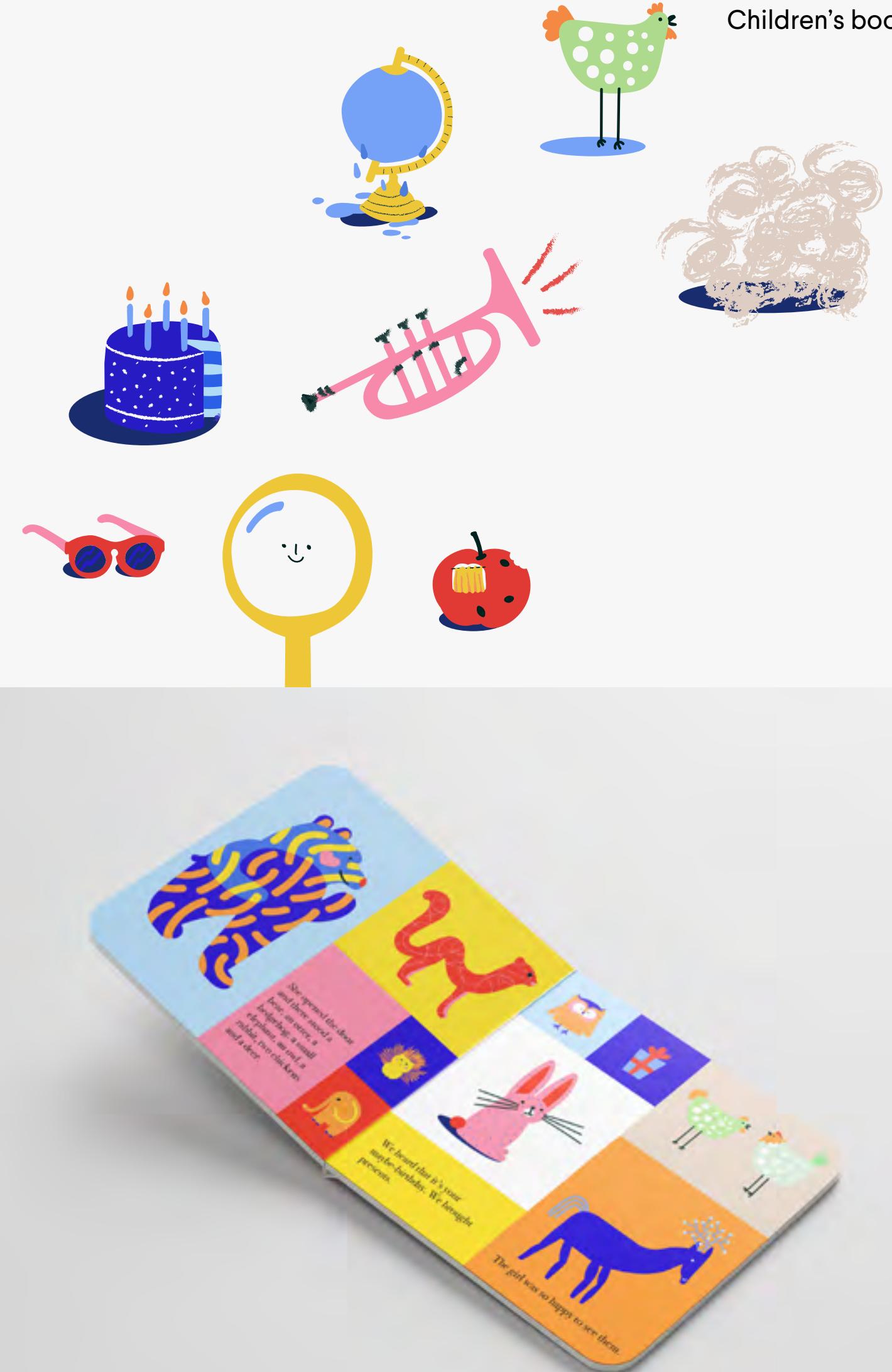
6      Travel Companions



## Illustration



## Children's book



## Illustration

## Storyboard



Other clients I worked for

**FLEET  
BOARD**

Berlin Travel Festival

***Germania***

*Rausch*

**GET  
YOUR  
GUIDE**

***myToys***

Mercedes-Benz  
**next**

**essence.**

DAS  
RESE  
RVAT

## Work

**ART DIRECTION 2020–**  
Goldener Westen, Berlin  
[goldenerwesten.net](http://goldenerwesten.net)

**ART DIRECTION 2018–2019**  
Mamapapacola, Berlin  
[mamapapacola.com](http://mamapapacola.com)

**JUNIOR DESIGNER 2015–18**  
Realgestalt, Berlin  
[realgestalt.de](http://realgestalt.de)

Berlin Travel Festival  
[berlintravelfestival.com](http://berlintravelfestival.com)

## 2015 Master

Graphic product design  
Faculty of Graphic Arts  
Zagreb, Croatia

## 2013 Exchange

Diseño Grafico  
Bellas Artes  
Madrid, Spain

## 2011 Bachelor

Visual Communication  
Arts Academy  
Split, Croatia

## Programs

Adobe Creative Suite  
Sketch, Invision, Figma  
MS Office, Keynote

## Languages

Croatian	native
English	fluent
German	intermediate
Spanish	intermediate
Italian	intermediate

## Internships

–2014  
Bunch, London  
Realgestalt, Berlin  
BBDO, Zagreb

Thank  
You