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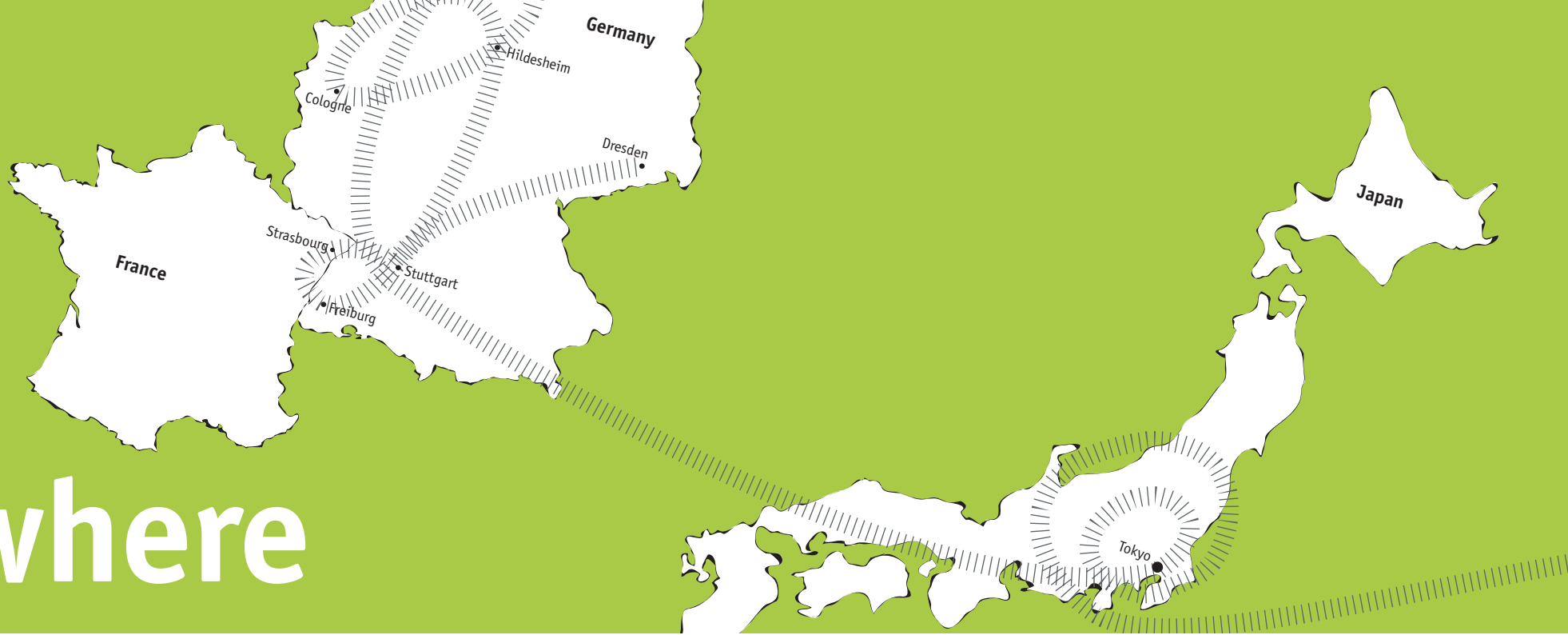
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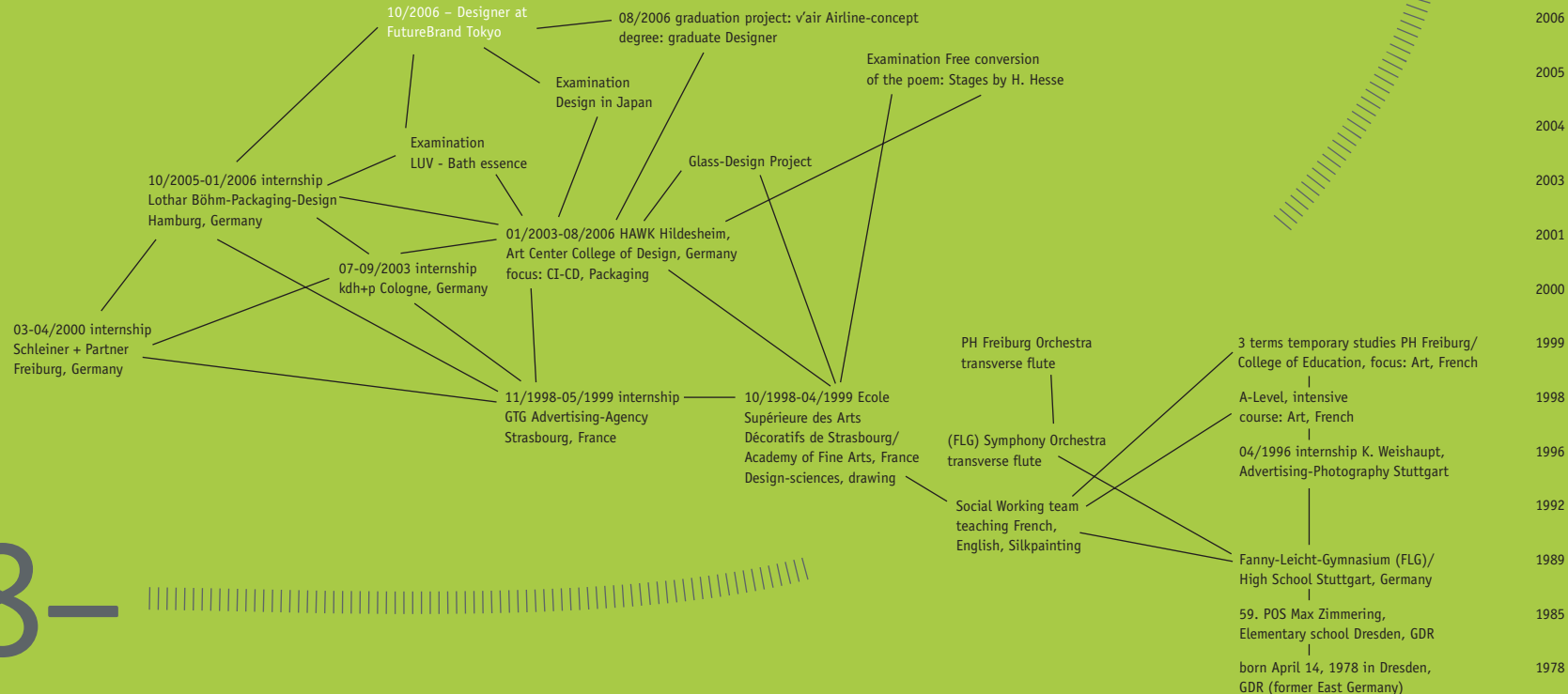
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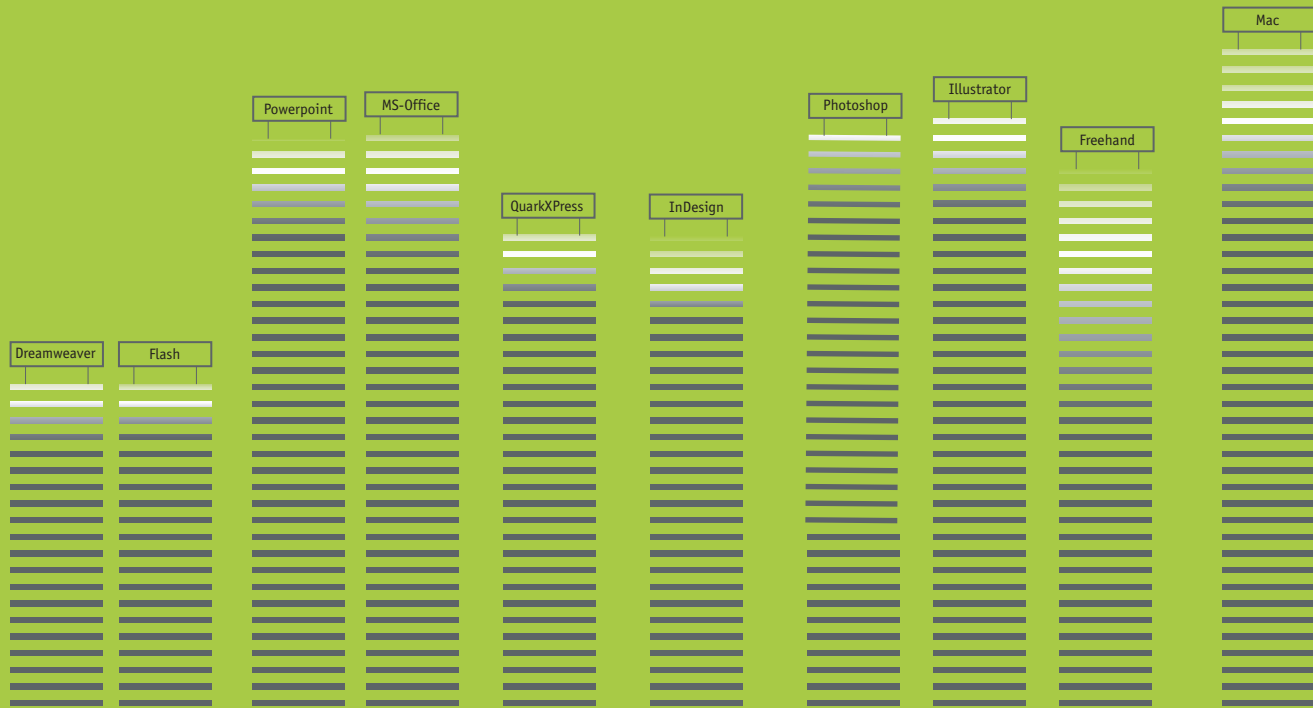


CV

1978-



MAC Skills



LANGUAGE Skills





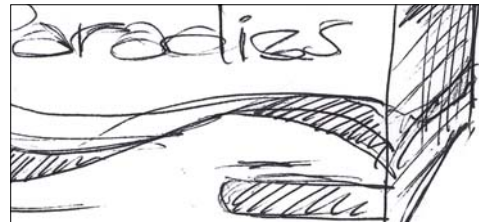
packaging



the response: Attractive package for color slide films, using the *swoosh* to express the brand's vitality as well as the speed. Defining the color-system for better visual distinction supported by the differentiation of the various types of color slide films.

the results: All the diversity captured in one film-package, in a light, refreshing way. The customer will be thinking of his next journey, imagining holiday, beach, water, snow, sun...

dm – Paradies



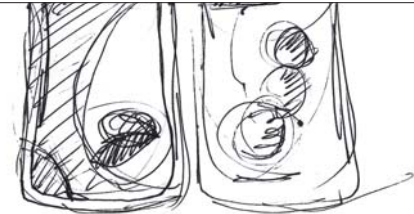
the challenge: As *Paradies* (engl.: paradise) is a trademark of dm – a big drugstore-company in Germany, the objective of the project was to revitalize the company's logo and its packaging-range for color slide films.



the response: Creation of a simple and clean-looking label-design while using the green color to refresh the existing brand and also enhancing to make it look natural.

the results: Stylized appearance of the product, which makes people to buy the product, to hold and to touch it..

Florena – Bodymilk



the challenge: Beiersdorf became a 100% owner in 2002. As part of re-branding one of the most prestigious cosmetic-companies in East-Germany the whole product-range of Florena had to be redesigned.



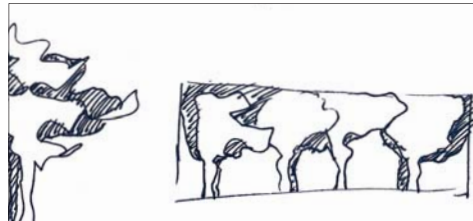
logo



the response: Having started first with different concepts, Tree became the final concept for the new Corporate Design of the hotel. For the color-system warm and Provence-like colours were chosen.

the results: Transporting the right image (bay-feeling, natural and relaxing atmosphere likewise), the logo has a high brand recognition amongst its competitors.

Oriental Hotel Tokyo Bay



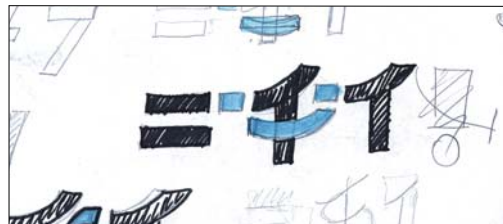
the challenge: Creating a new identity for the Oriental Hotel in Shin-Urayasu/Tokyo, refreshing the look and repositioning the hotel in the higher middle class.



the response: Visualizing the brands vital image, their passion in teaching employees, providing up-to-date-information regarding care and support. Keeping the brands blue-colour – symbolizes trust and cleanliness.

the results: Innovative logo with an appealing character, suggesting a smiling face, three combined businesses, a connection in between, heartbeat, ...

Nichii



the challenge: Nichii wanted to create a better synergy among its three different businesses (medical support, health care and care support).

The background is a solid blue color. Two decorative white dotted lines are present. One line starts at the top left, curves upwards to a peak, and then curves downwards towards the bottom right. The second line starts at the top right, curves downwards to a trough, and then curves upwards towards the bottom right. Both lines are composed of many small, closely spaced white dashes.

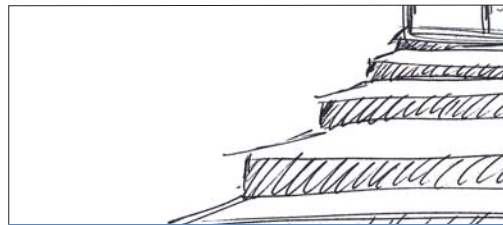
editorial



Entering Oriental Hotel Tokyo Bay and the world of its visual language – each chapter is separated by a shorter sized page which symbolizes the opening of a door, discovering what's behind...

the results: Easy understandable guide, appealing and informative to get an overview. The Brand Book was accepted wholeheartedly by the staff.

Oriental Hotel Tokyo Bay – Brand Book



the challenge: Creation of the new Brand-Book for the Oriental Hotel Tokyo Bay. The Brand-Book is intended to be for Oriental Hotel's co-workers for better understanding of their new Corporate-Design.