

Please navigate by clicking on the respective main headings.

For those who prefer the straight and narrow: The arrow keys flip forwards and backwards page by page.

You can leave the Adobe Reader full-screen mode and reactivate it [here](#).

Off we go!

Updates:

new stuff by April 2008:

- the [Gateway Gardens communication solutions](#) on page 86 to 89
- the [Gateway Gardens image film](#) can be downloaded on page 141
- [MSC employment ads](#) auf Seite 129

new stuff by September 2006:

- [Christoph Himmel's stationery and website](#) on page 20/21
- [Info AG Annual Report 2005](#) on page 46
- [TxB Annual Report 2005](#) on page 69
- [Kessler piccolo](#) on page 94
- [Allianz 24 postcards](#) on page 120
- [Blue Movie ads](#) on page 130

new stuff by May 2005:

- the [Apollinaris website](#) on page 14
- [TxB Annual Report 2004](#) on page 67/68
- [Info AG Annual Report 2004](#) on page 45
- the [Info AG image film](#) (short version) can be downloaded on page 142

Morgenland is a project agency for visual communication.

Morgenland works to make a point.

Morgenland says, thought and effort put into communication is good.

Morgenland is available on a project basis.

Morgenland is Matthias Kraus – art director, copywriter and designer – plus as many freelancers as needed.

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In the disciplines:

**Brand development, name creation,
graphic design, corporate design, screen design,
classic advertising**

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Backgrounds tend to hiss and rumble.

We want our clients to be perceived clearly in spite of that.

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Morgenland is Matthias Kraus – art director, copywriter and designer – plus as many freelancers as needed.

Make your concerns relevant to the recipient. Then they'll listen to you.

Don't bore them, surprise them once in a while. They might even get to like you a bit.

Morgenland is a project agency for visual communication.

Morgenland works to make a point.

Morgenland says, thought and effort put into communication is good.

Morgenland is available on a project basis.

Morgenland is Matthias Kraus – art director, copywriter and designer – plus as many freelancers as needed.

Creating rather than administrating: When Morgenland bills for something, then Morgenland did it, too.

Morgenland has a command of many areas, right up to realization, but that's a long way from mastering everything.

When it comes to market research and media planning or the coordination of dialog marketing and PR, we recommend full-service agencies.

Morgenland is a project agency for visual communication.

Morgenland works to make a point.

Morgenland says, thought and effort put into communication is good.

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Morgenland is Matthias Kraus – art director, copywriter and designer – plus as many freelancers as needed.

Matthias Kraus

studied communications design in Würzburg,

started at TRUST in Frankfurt as junior art director,

established the internal video unit there,

worked as freelance art director in Hamburg, Frankfurt and Munich,

signed on, handled and supervised his own clients,

co-founded the advertising agency Elbstern™, and eventually left it

to start Morgenland™.



Agens | Altonale | Bertelsmann Media Group | BMW | Coca-Cola | Condat | Crime Art Ltd. | Deutsche Post | DF 1 | East West Records
Gross & Partner GmbH | Heyde | Kampnagel | Igepa | Info AG | IT2 | Makino | MSC | Mustang | New Aspect | Nikoma | Page | Pixelpark | Premiere
Reemtsma | Siemens | S.Oliver | Steinberg | Tchibo | TV Movie | TxB Transaktionsbank | Verband der Mitwohnzentralen | Warner Bros. | ZDF
various advertising agencies (contract work for Jung v. Matt, KNSK, Lintas, Scholz & Friends, Springer & Jacoby, TBWA, weigertpirouzwolf)

Morgenland looks for the right language at a given moment.

The projects have been arranged here alphabetically.

The respective year of creation has been added as an orientational guide.

morgenland™ clients projects: design, branding, advertising, tv/video credits

Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien
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**Design clothes things, it gives them a face and language so that we can understand them better and distinguish them from one another.
Fashionable trappings, good looks and deft expression certainly can't hurt.**

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2002/03. Poster series for the largest Hamburg city district festival ...

1 | 2 | 3



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... The Altonale now has consecutive numbers and, through its visual presence, an appropriate projection surface for sponsors.

1 | 2 | 3



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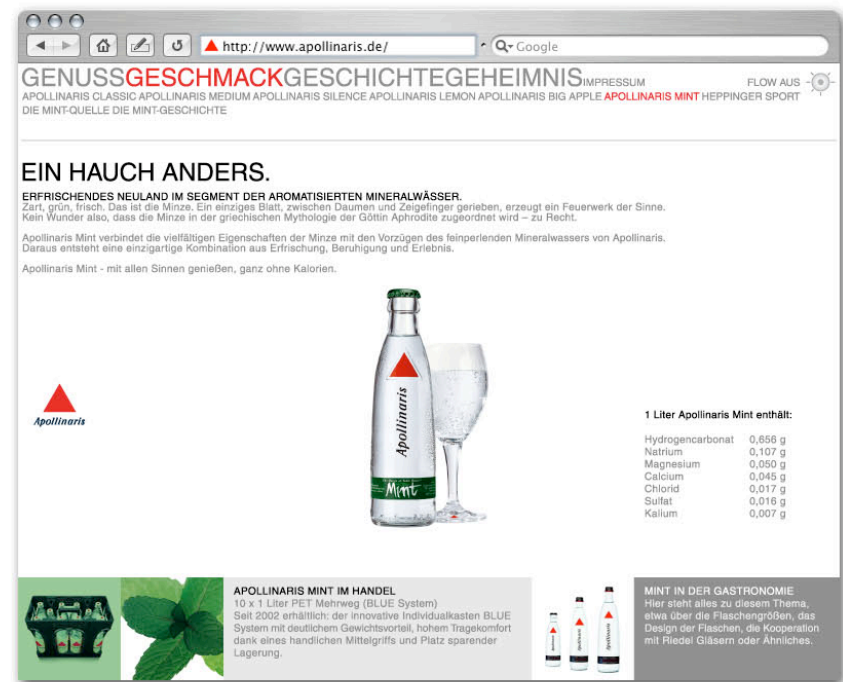
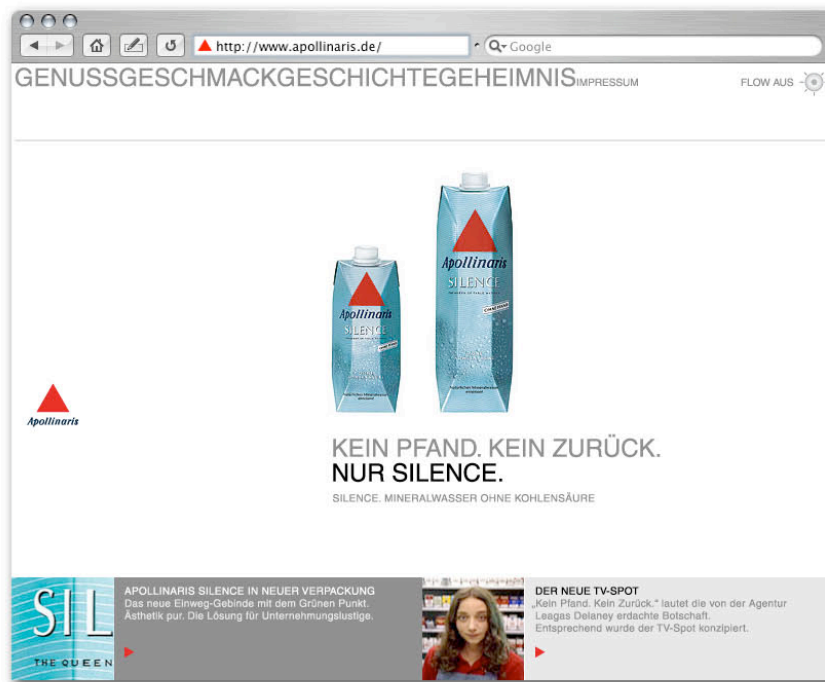
The Home Page plays with three-dimensionality at minimal system requirements (produced at Elbstern, Hamburg).

1 | 2 | 3



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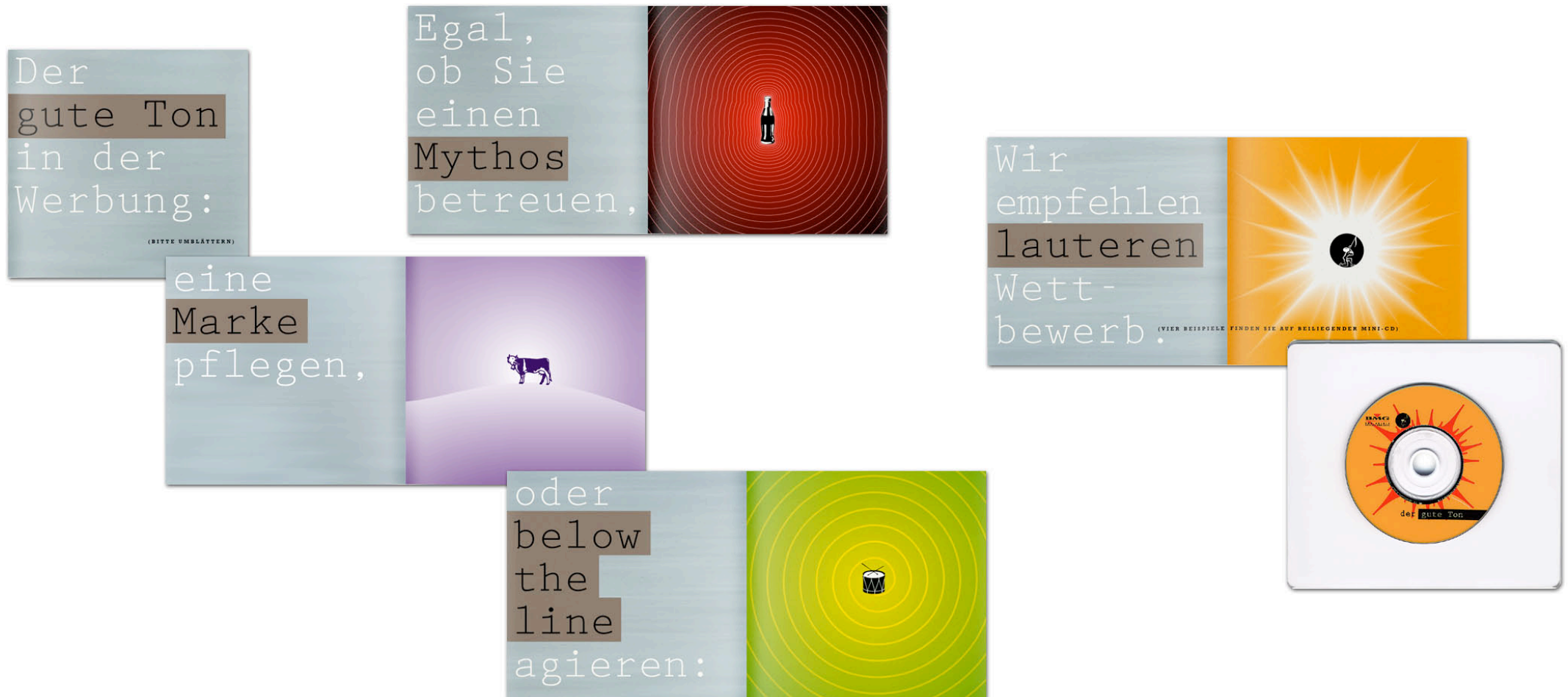
2004. The non-carbonated water Apollinaris "Silence" is the website hero: staged silence – through sound (for Le Port, Hamburg).



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1996. Part of a four-stage mailing that draws advertisers' attention to a more targeted deployment of music. Each of the four booklets ...

1 | 2 | 3 | 4 | 5



Altonale | Apollinaris | **Bertelsmann Media Group** | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien

Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

... threw light on a different aspect – and also contains a specially produced own CD as proof.

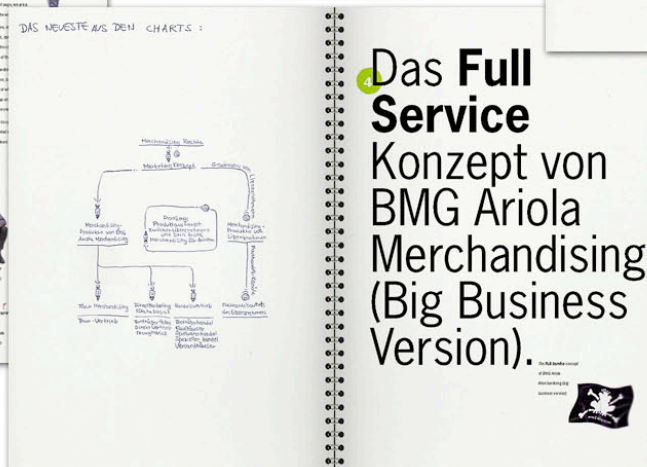
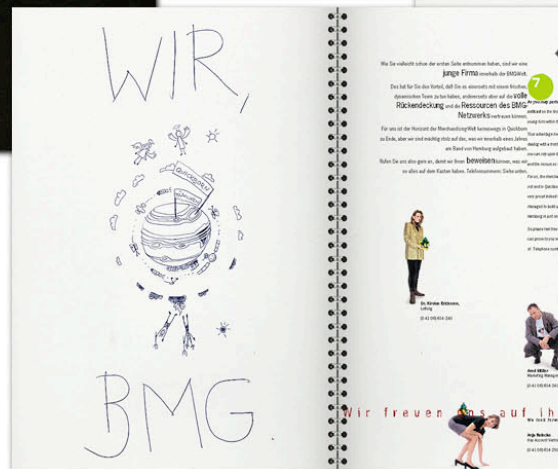
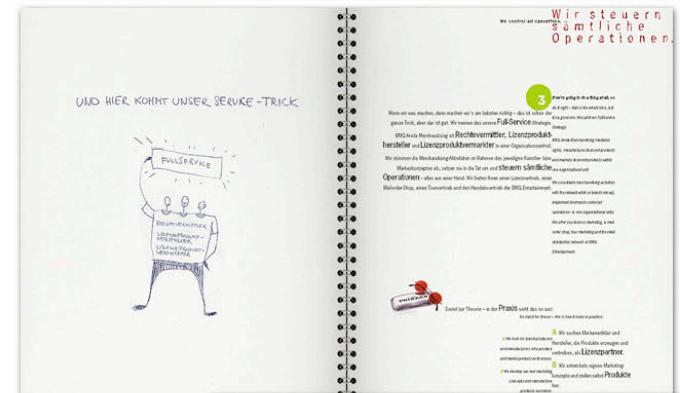
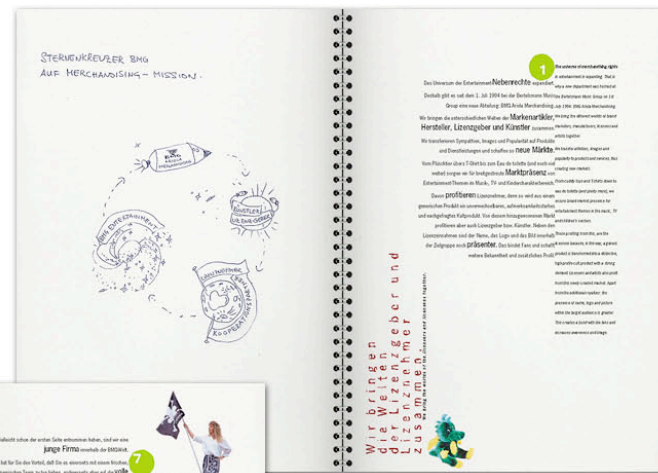
1 | 2 | 3 | 4 | 5



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

1995. Business dealings involving exploitation rights for artists who create music. Difficult subject – simple illustrations.

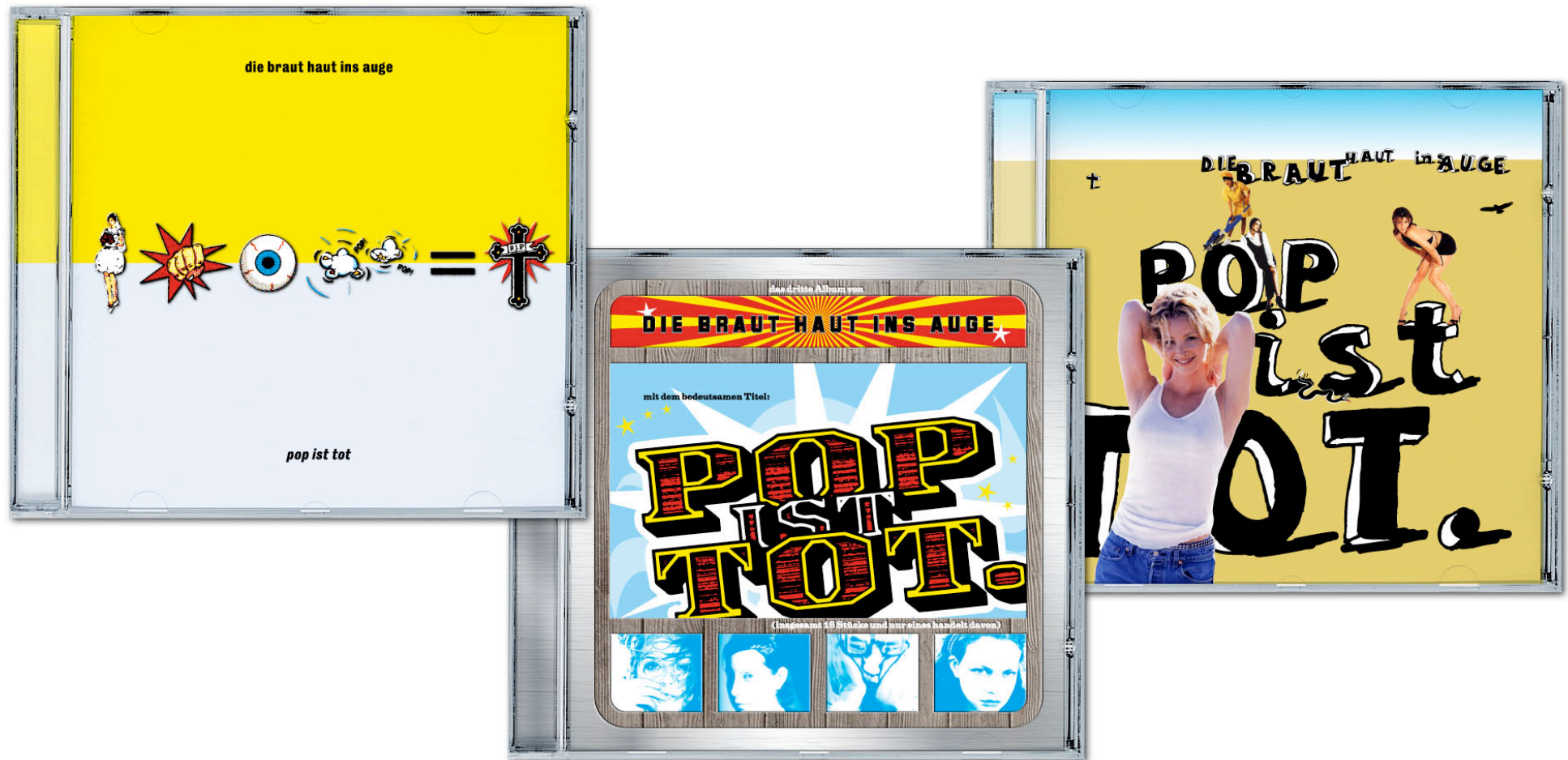
1 | 2 | 3 | 4 | 5



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1998. Picture puzzle, country trash, el cheapo collage: Draft album designs for the third album from the Hamburg rock girls "Die Braut haut ins Auge", ...

1 | 2 | 3 | 4 | 5



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... who opted for Glam-Pop instead.

1 | 2 | 3 | 4 | 5



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2006. Christoph is a stylist. His stationery doesn't even try to compete with his work.

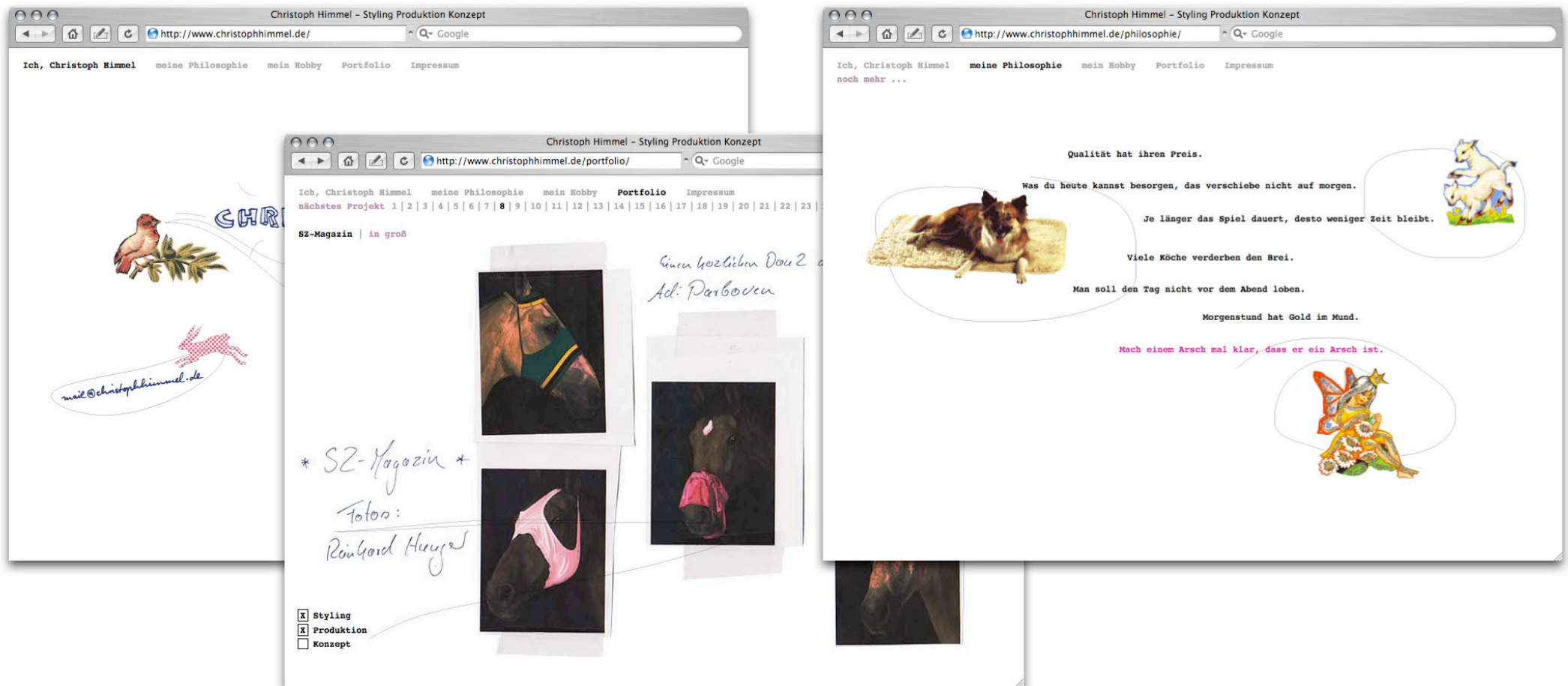
1 | 2



Altonale | Apollinaris | Bertelsmann Media Group | **Christoph Himmel** | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

Christoph's web portfolio: cheerful designer trash.

1 | 2



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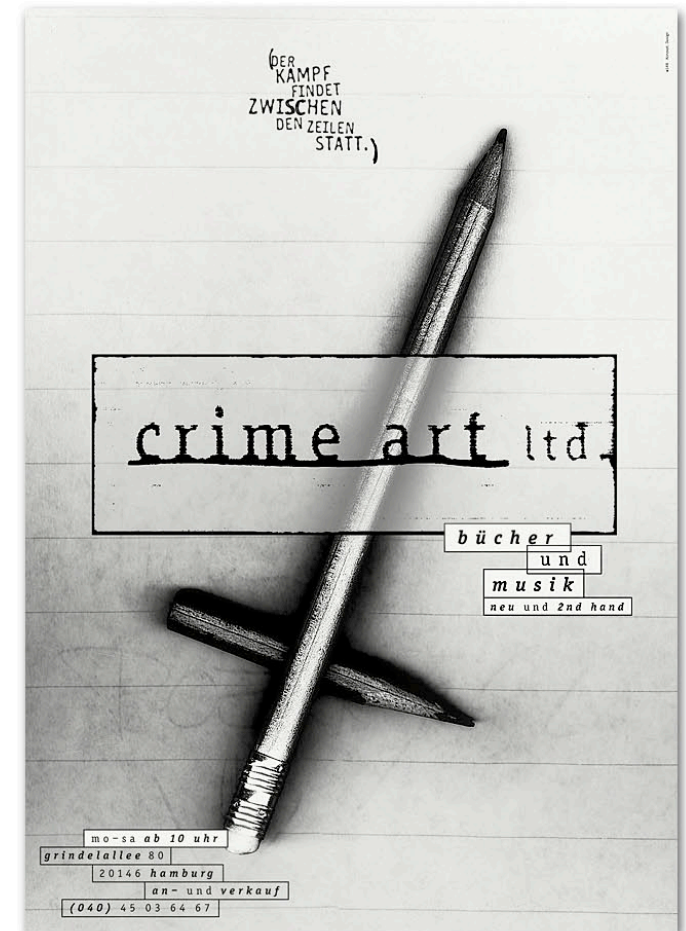
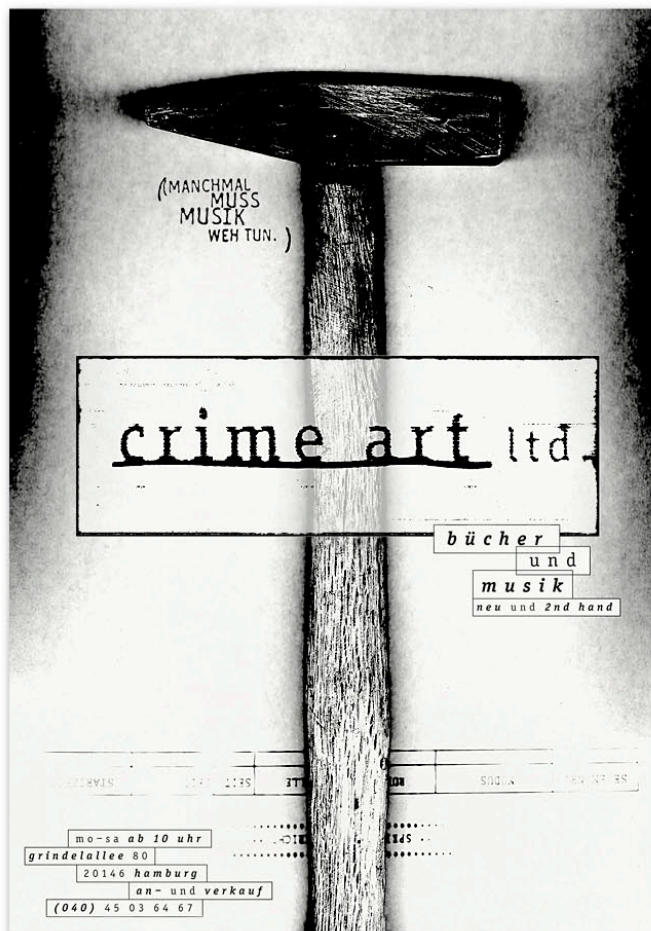
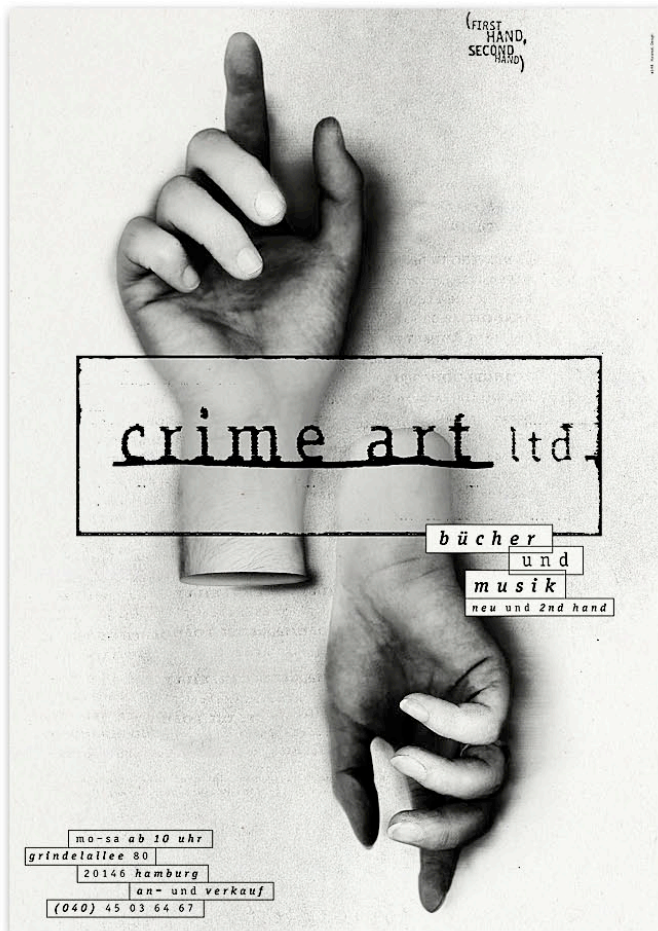
2002. Brand development and communicative enactment of Germany's allegedly most successful urban marketing action.



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | **Crime Art Ltd.** | Deutscher Fachverlag | East West Records | Efa Medien
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1996. Monthly poster series for a modern second-hand bookstore with a music department, an avant-garde self-image ...

1 | 2



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... and a mail-order subsidiary named "rec.mail".

1 | 2



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | **Deutscher Fachverlag** | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

1999. Publishing company. Design guidelines for an e-business magazine.



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1992. Invitation to the première of the new Sisters of Mercy album. Non-playable due to silk screening, it retains its "still a mystery" quality.



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2000. The design focuses on the vague-but-intensely-meaningful album title.

1 | 2 | 3



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Upon opening the box, the motifs become more and more unsettling ...

1 | 2 | 3



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... and – like the music – provide for gentle thrills.

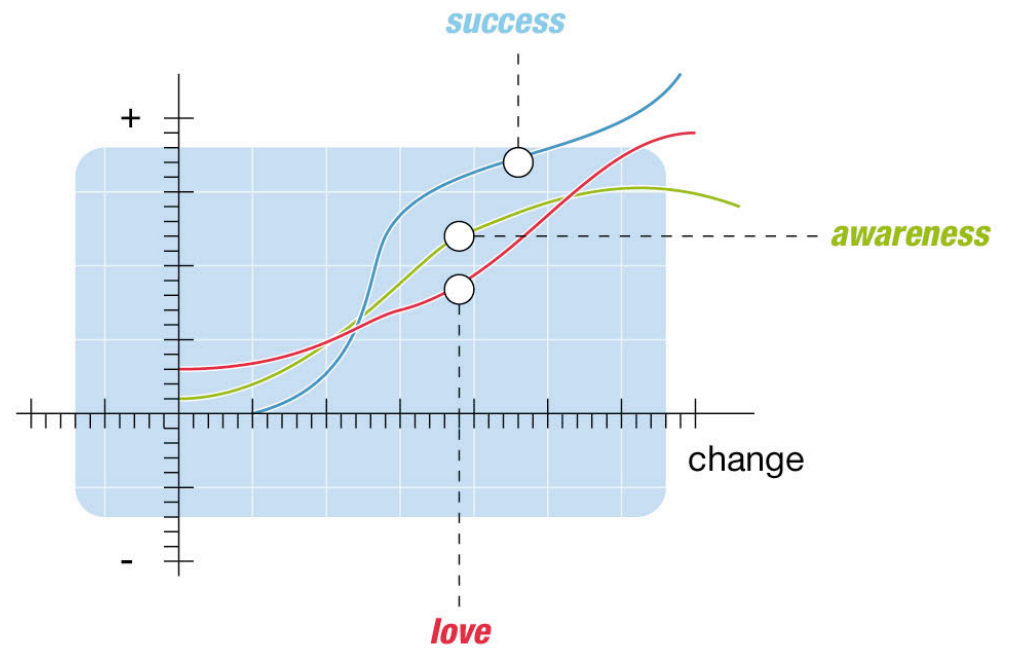
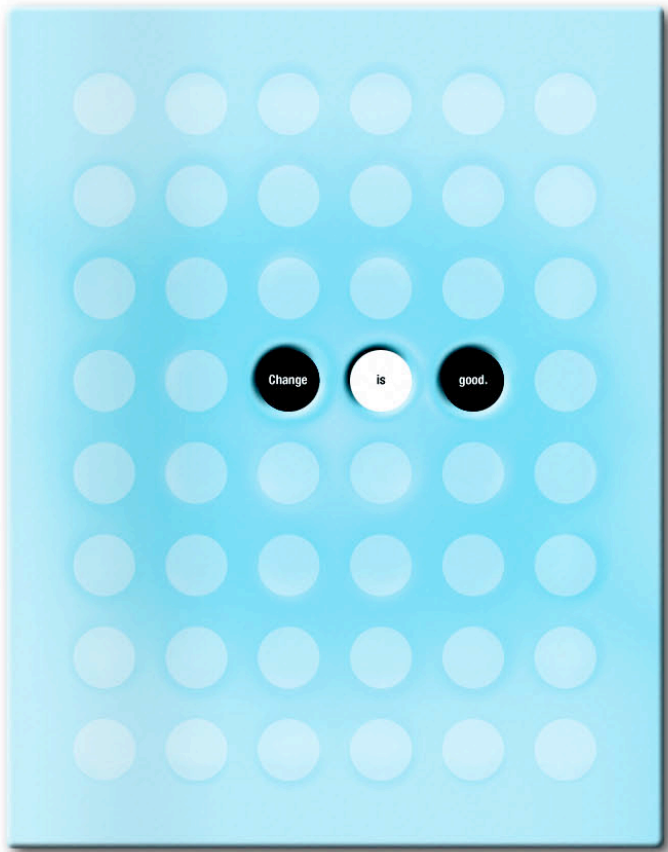
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Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien
Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

2000. Internal book accompanying the repositioning of the insurance company. Direction-setting title: "Change is good."

1 | 2



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Staff become sensitized toward change: in how customers plan their lives, in the nature of insurances and within the company itself.

1 | 2



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2003. Sample book for papers with high bulk volume (at the same weight). Statement: Paper with volume is design paper per se.

1 | 2 | 3 | 4



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The book contains eight themes, each eight pages long, on eight types of paper, and all pursuing one basic idea:

1 | 2 | 3 | 4



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Design versus volume (produced at Elbstern, Hamburg).

1 | 2 | 3 | 4



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2001. Season's Greetings from Igepa: The box contains Christmas cards to be sent (thus a paper-sample mailing unto itself).

1 | 2 | 3 | 4



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2004. At first glance, the image brochure "outs" itself as that what it is ...

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10



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... and gets to the thematic point quickly, too – via countdown.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10



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2004. The website uses a Content Management System. Info AG itself thus has editorial access and the site remains lively.

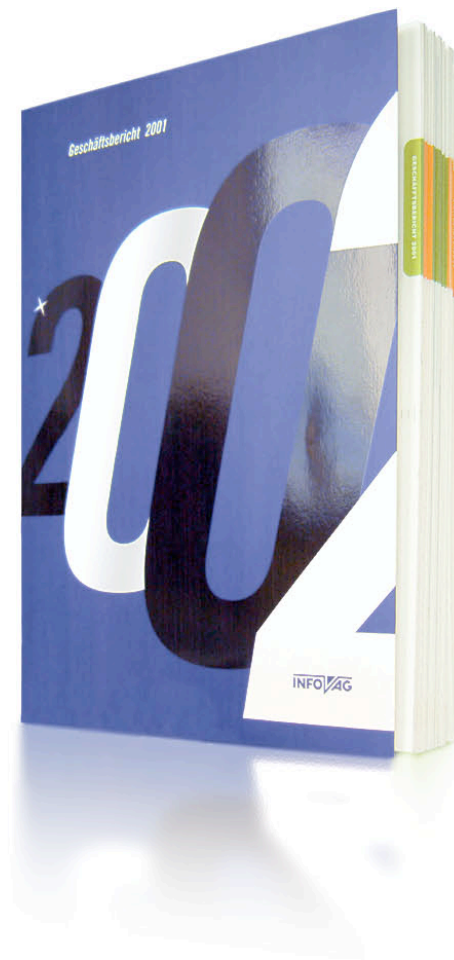
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2002. INFO AG does without classic advertising for the most part. So the Annual Report is a client acquisition tool.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10



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Edition 2002: Twenty years of Info AG; twenty authors write twenty personal reports.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10



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Edition 2003: @work – The staff write essays about what they experience during a typical day of IT work.

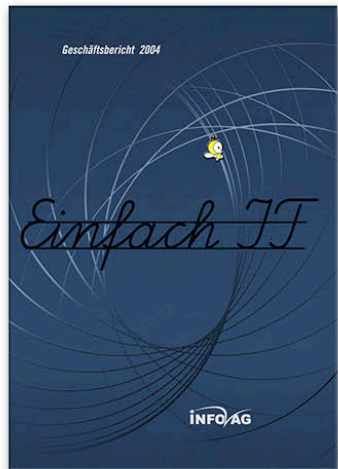
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Edition 2004: Simply IT – The staff's children explain information technology from their point of view.

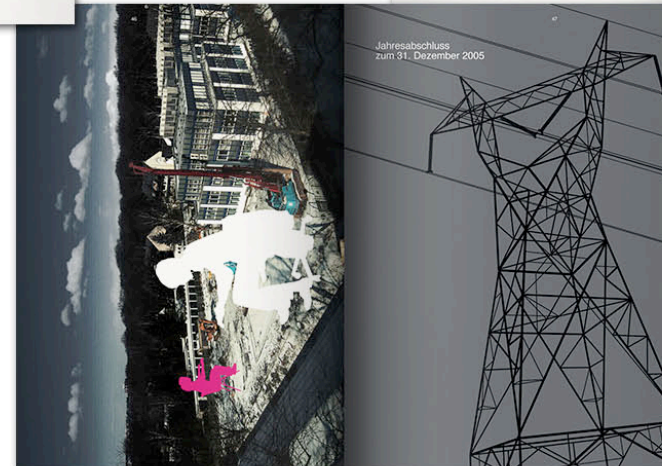
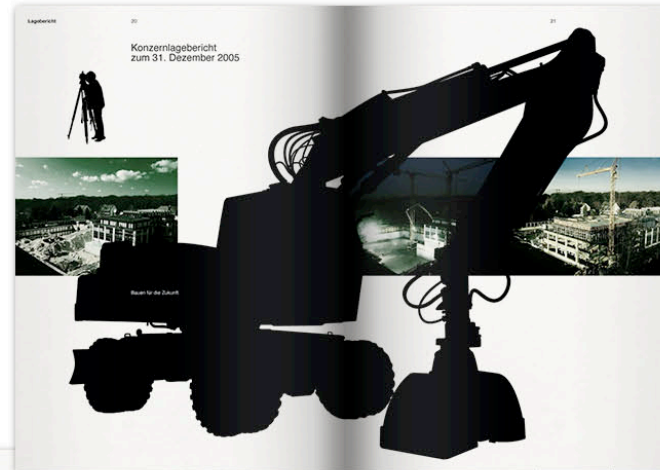
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Annual Report 2005: Work in progress – on the ongoing building project and on strategic orientation.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10



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1998. "The Book of Passion" uses playfully staged details to illustrate information technology.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10



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1999. SatisFactory sells "IT straight out of the socket". Facts are presented as metaphors in a correspondingly user-friendly fashion.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10



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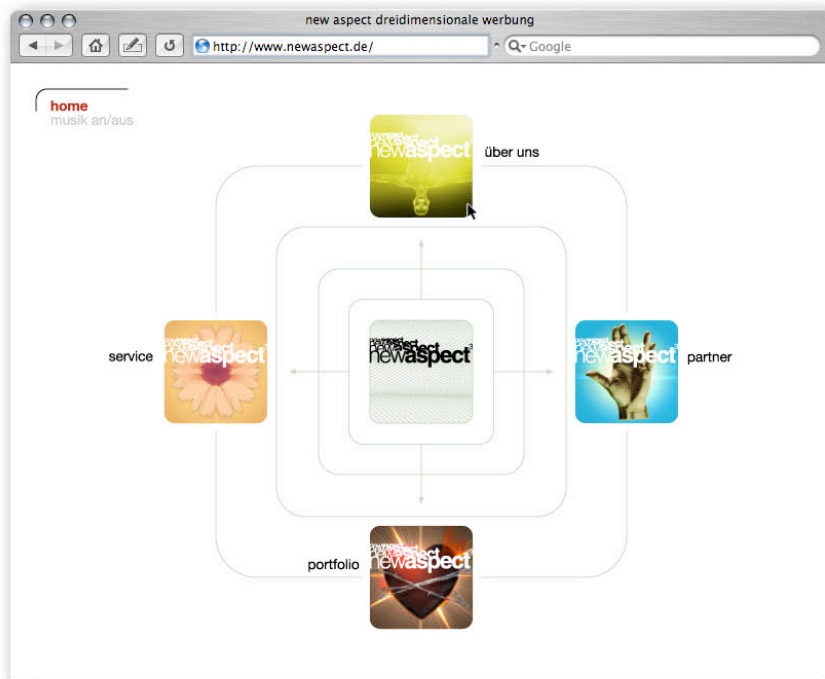
1998. Hang tags for the Mustang Premium Jeans range.



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2000. The website of this trade-fair construction company tempts the user visually and acoustically to click further. Please test.

1 | 2 | 3



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien
Hamburg-Mannheimer | Igepa | Info AG | Mustang | **New Aspect** | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

2001. As the image brochure was not supposed to be promptly filed away and disposed of, ...

1 | 2 | 3



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | **New Aspect** | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

... a charming object for the shirt pocket arose in its stead.

1 | 2 | 3



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | **Nikoma** | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

1999. Sometimes one has to put a good business idea into practice as fast as possible.

1 | 2



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | **Nikoma** | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

That's why the brochures come in a "NOW or NEVER" bonus pack to tear open and remove (produced for weigertpirouzwolf).

1 | 2



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | **On our own behalf** | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

2002. Lilli sees the light of day for the first time in an ICU during the 29th week of pregnancy. Her footprint is fittingly small ...

1 | 2 | 3



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... folded apart on a sheet DIN A2 large, on a 1:1 scale the figures make the proportions clear – the prevailing circumstances, too.

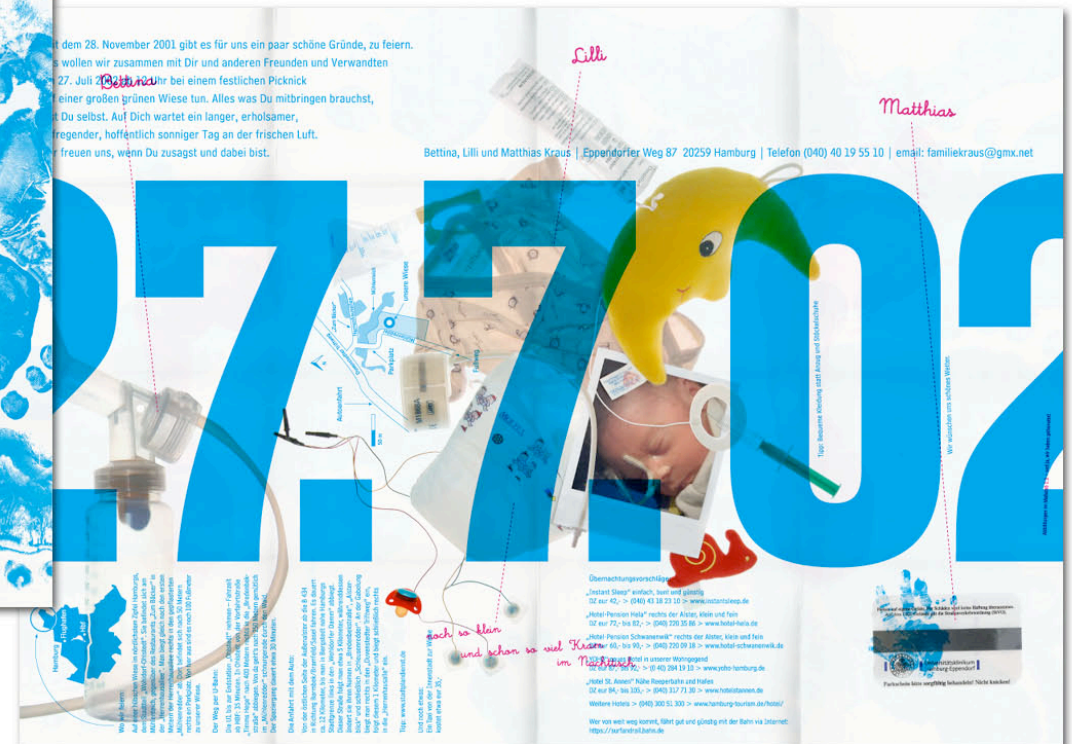
1 | 2 | 3



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | **On our own behalf** | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

A half-year later, the remaining stock is printed over with cyan – and turns into a wedding invitation (produced together with Bettina Kraus).

1 | 2 | 3



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | **Ostinato** | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

1996. Award for Typographic Excellence, Type Director's Club, NY.

1 | 2



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Each heading within the album is freely interpreted and effected minimalistically in a concertina-fold booklet.

1 | 2



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | **Reemtsma** | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

1997. Package design of an American-blend cigarette for the European-Asian segment (designed for Scholz & Friends).

1 | 2 | 3 | 4



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | **Reemtsma** | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

Alternate draft design on the same theme.

1 | 2 | 3 | 4



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | **Reemtsma** | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

1995. A book about the most successful brand that Reemtsma ever launched on the market ...

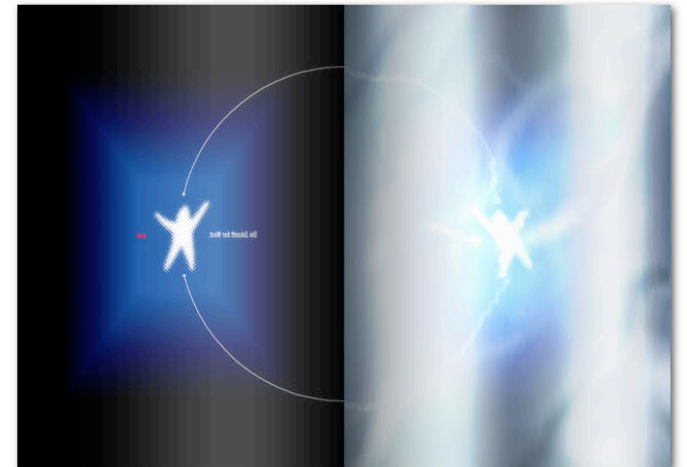
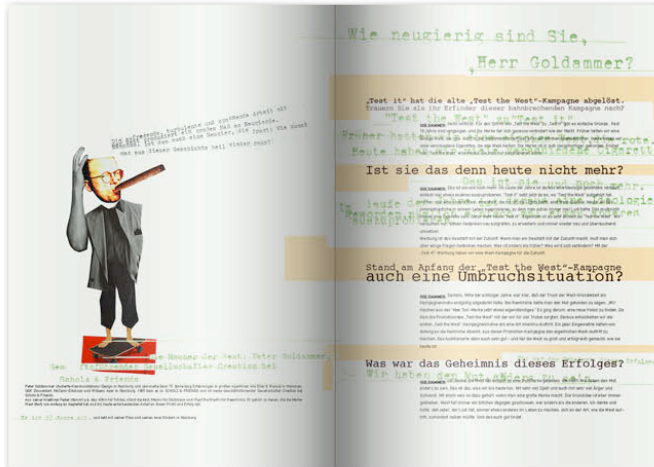
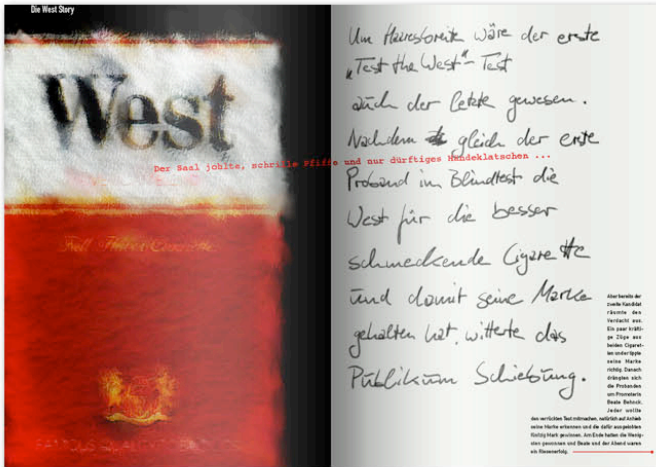
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Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien
Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | **Reemtsma** | Siemens Wireless | Steinberg | Tchibo | TxB | Warner Bros.

... with backgrounds on fractal advertising, including essays and prominent advertising figures. Completed but never released (for Scholz & Friends).

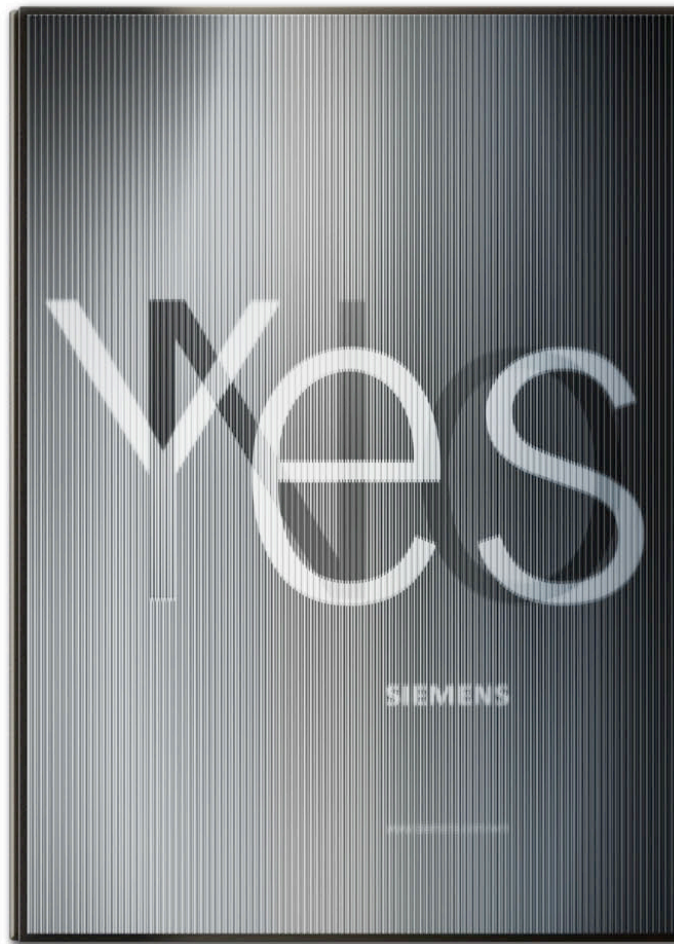
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Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien
Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | **Siemens Wireless** | Steinberg | Tchibo | TxB | Warner Bros.

2002. Image book for modules enabling wireless machine communication. On the cover: shifting images – in machine language.

1 | 2



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Siemens ("Be inspired.") demonstrates completely new applications to customers, disarming doubters with answers that anticipate the questions.

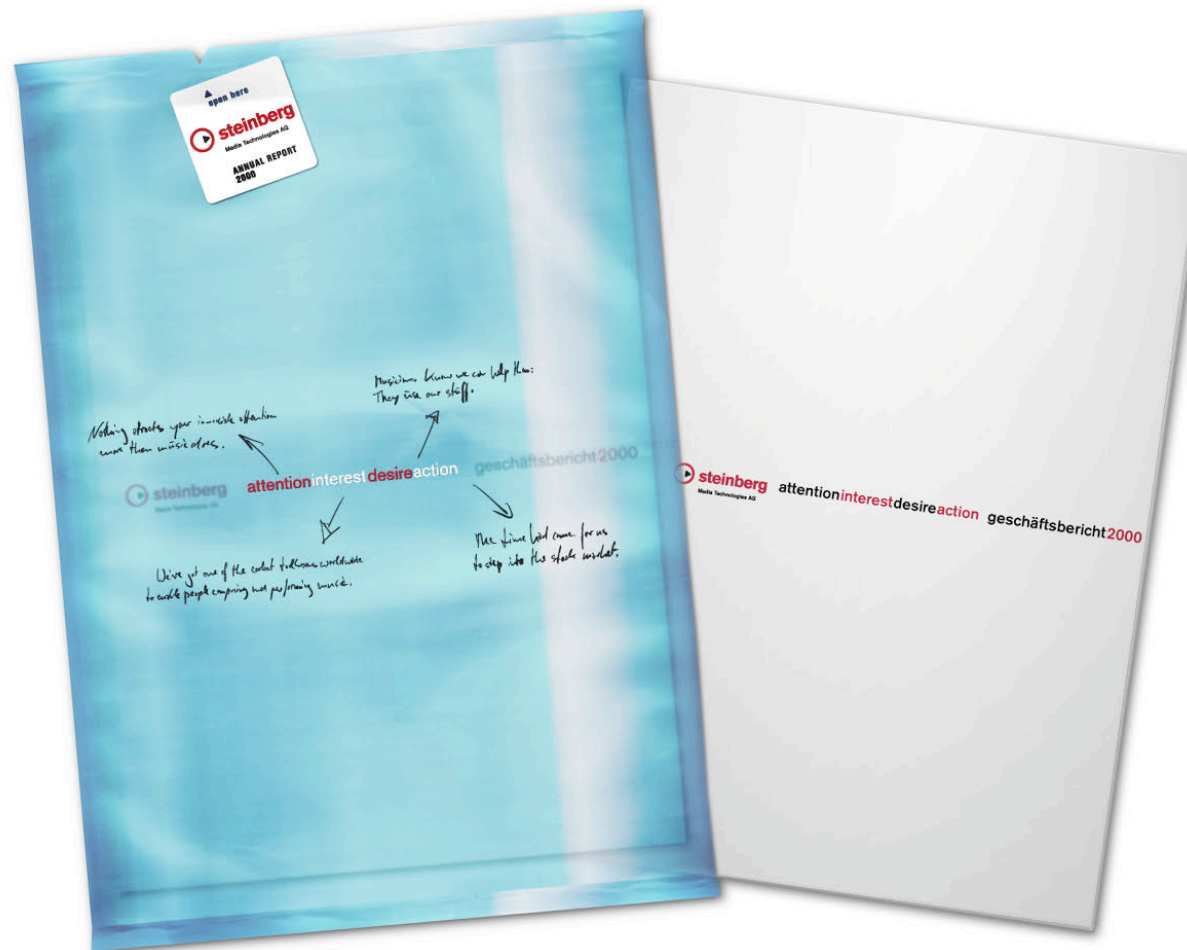
1 | 2



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | **Steinberg** | Tchibo | TxB | Warner Bros.

2001. The Annual Report is packed in antistatic metal sheeting. Title: attentioninterestdesireaction, ...

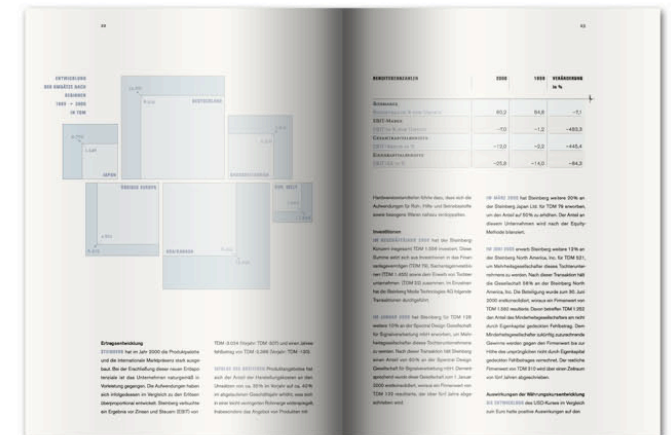
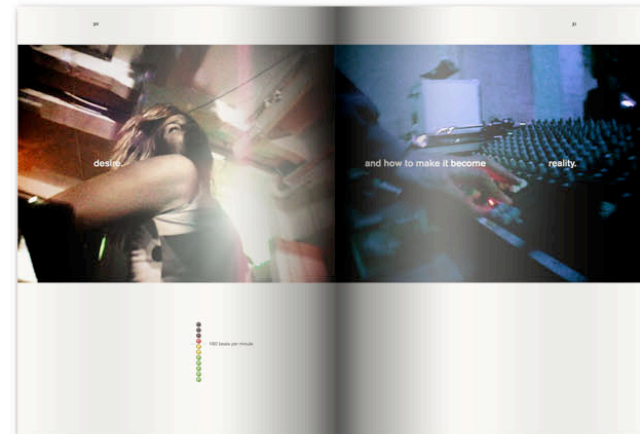
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Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien
Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | **Steinberg** | Tchibo | TxB | Warner Bros.

... a chain of phases that describes the creative and the entrepreneurial aspects of this manufacturer of music equipment.

1 | 2



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | **Tchibo** | TxB | Warner Bros.

1997. Customer magazine in DIN A2 format with background information on the Tchibo claim "Each week a new world" (for Scholz & Friends).

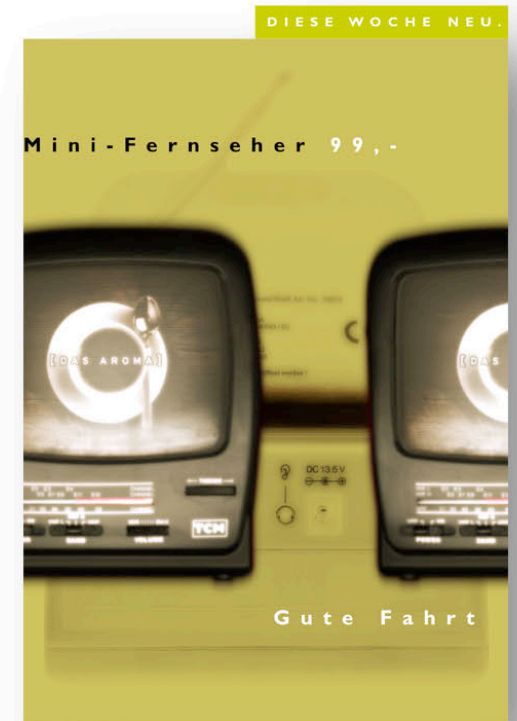
1 | 2



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | **Tchibo** | TxB | Warner Bros.

1997. Graphic outfit for retail outlets. Example: Reasonably priced basic consumer items are stylized on POS posters into design objects.

1 | 2



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Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | **TxB** | Warner Bros.

2005. Two transaction banks merge. The annual report (Cover : $1 + 1 = 775$) visualizes the synergies ...

1 | 2 | 3



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | **TxB** | Warner Bros.

... in ever-emerging new motifs so that customers can grasp the step – and seek no further.

1 | 2 | 3



Jahresabschluss

zum 31. Dezember 2004



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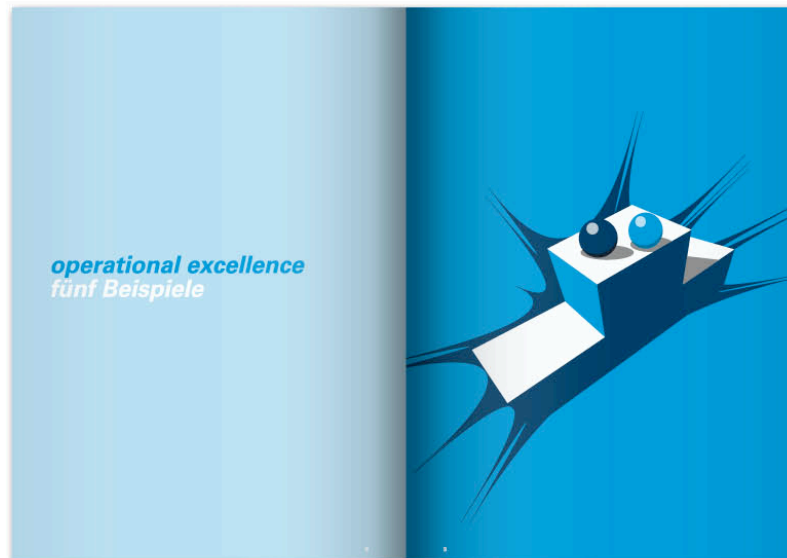
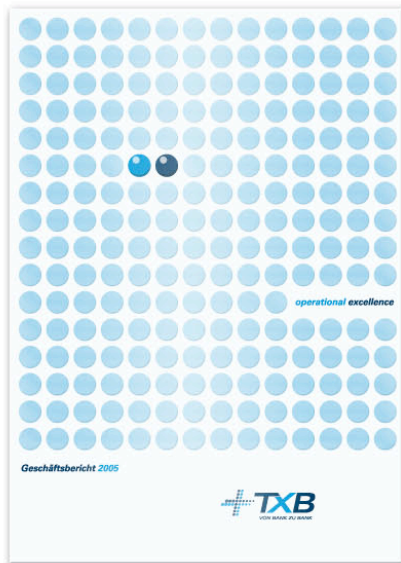
Als eingetragte Wettbewerber ist einem unabhängigen Markt immer klar, dass auch ohne LB Transaktionsbank GmbH und PLUS BANK der Markt mit wachsender Anerkennung begegnet.

Jetzt sind wir die TxB Transaktionsbank GmbH.

Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | **TxB** | Warner Bros.

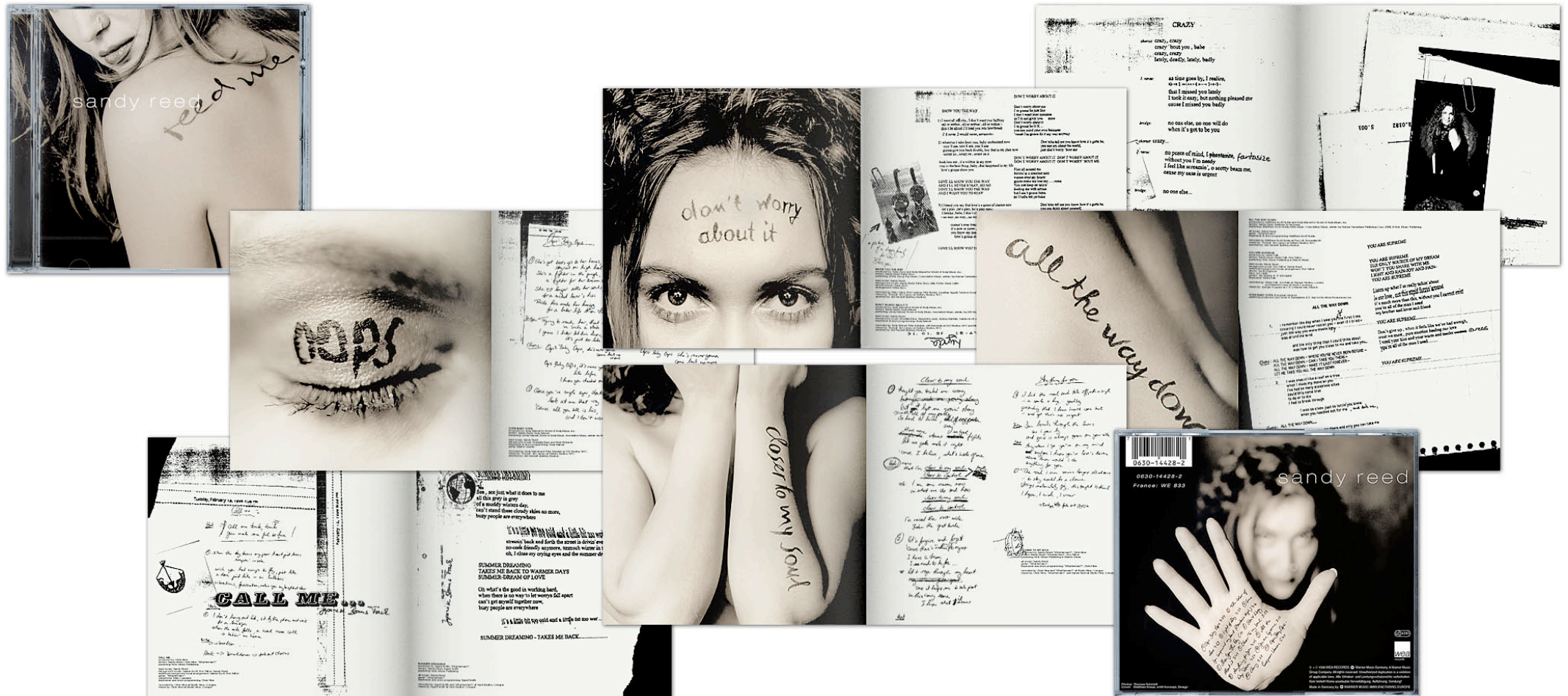
2006. The Annual Report 2005 formally takes up where the previous year left off – the typical TxB client values continuity.

1 | 2 | 3



Altonale | Apollinaris | Bertelsmann Media Group | Christoph Himmel | City Management Hamburg | Crime Art Ltd. | Deutscher Fachverlag | East West Records | Efa Medien Hamburg-Mannheimer | Igepa | Info AG | Mustang | New Aspect | Nikoma | On our own behalf | Ostinato | Reemtsma | Siemens Wireless | Steinberg | Tchibo | TxB | **Warner Bros.**

1996. The album title "Reed Me" is transposed using body typography and authentic correspondence.



morgenland™ clients projects: design, branding, advertising, tv/video credits

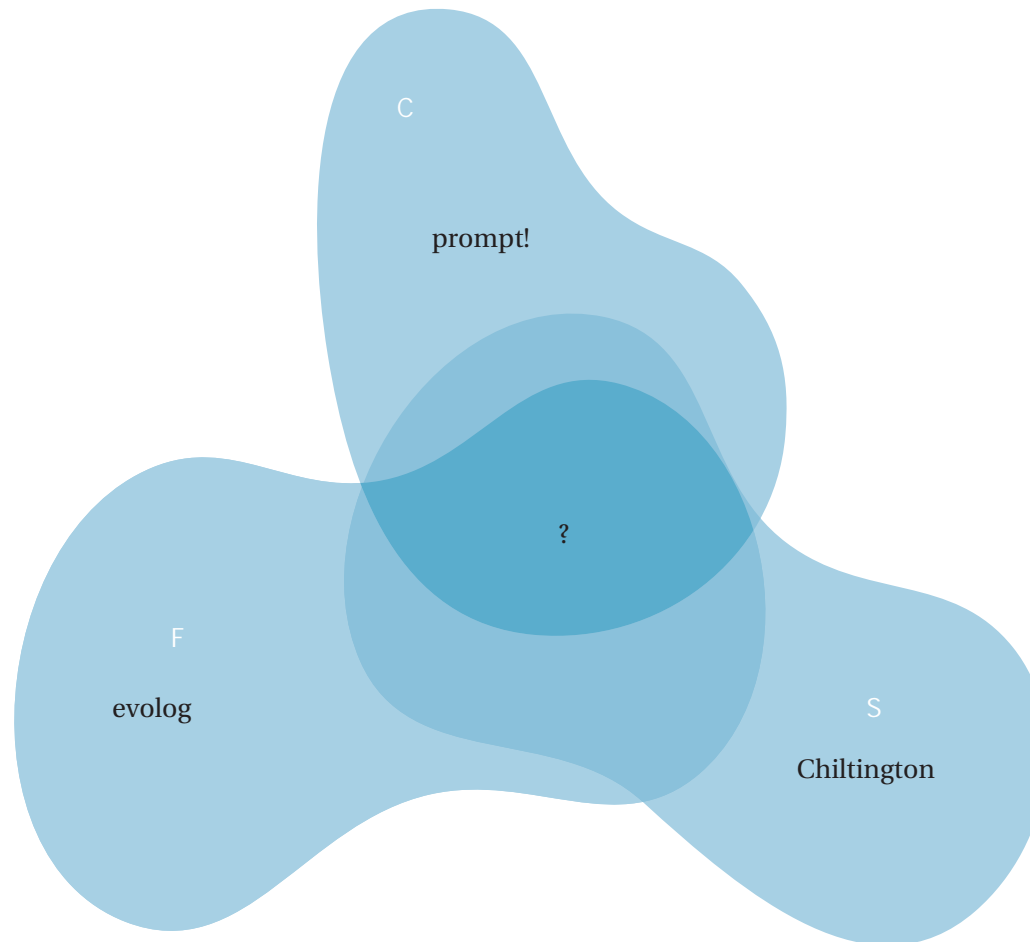
Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

Morgenland has developed brand images, drawn up strategies, created product names, designed logos and defined Corporate Designs in full for small and mid-sized firms, as well as for global corporations.

Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2000. Several affiliated companies with complementary fields of business are supposed to be integrated under one umbrella brand.

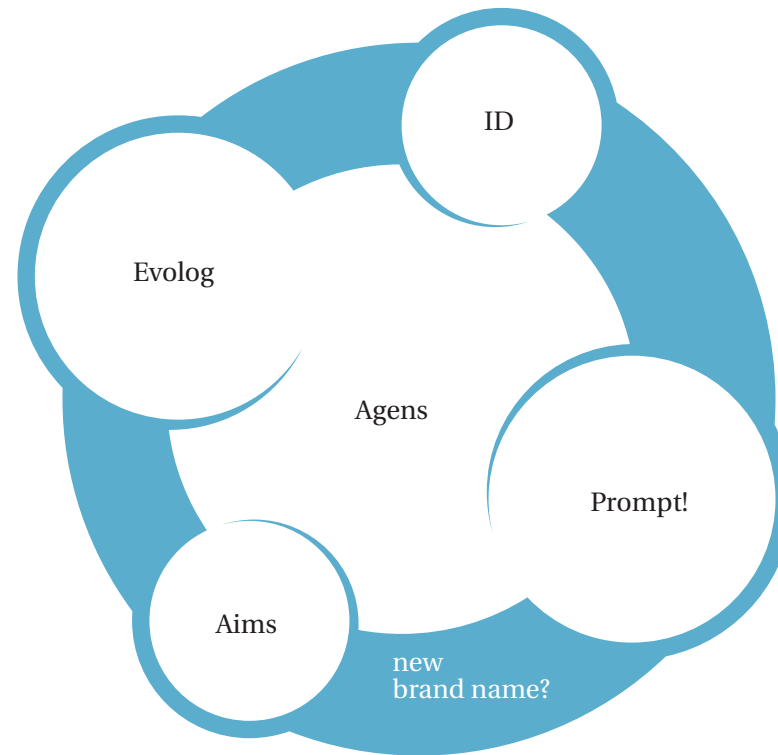
1 | 2 | 3 | 4 | 5



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

Running through possible constellations is the first step, ...

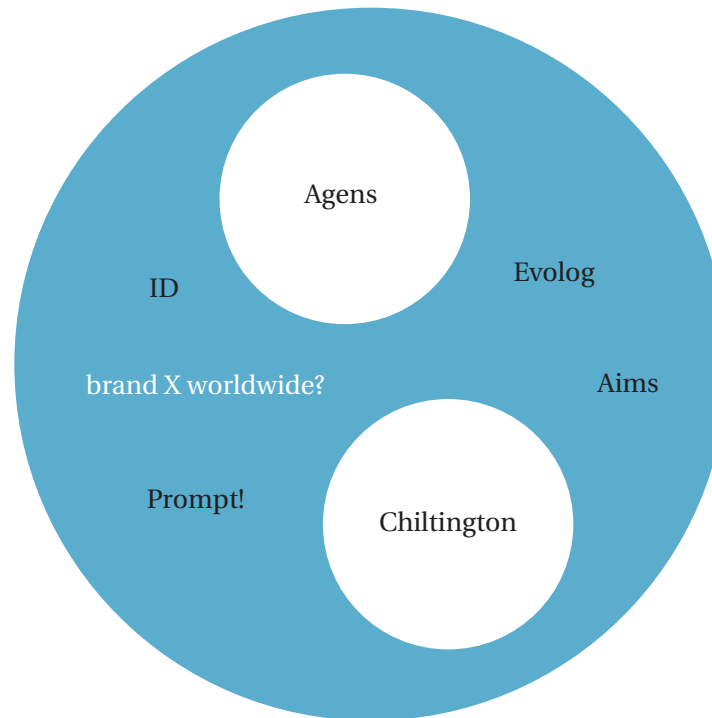
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Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... while including international partner companies in the deliberations.

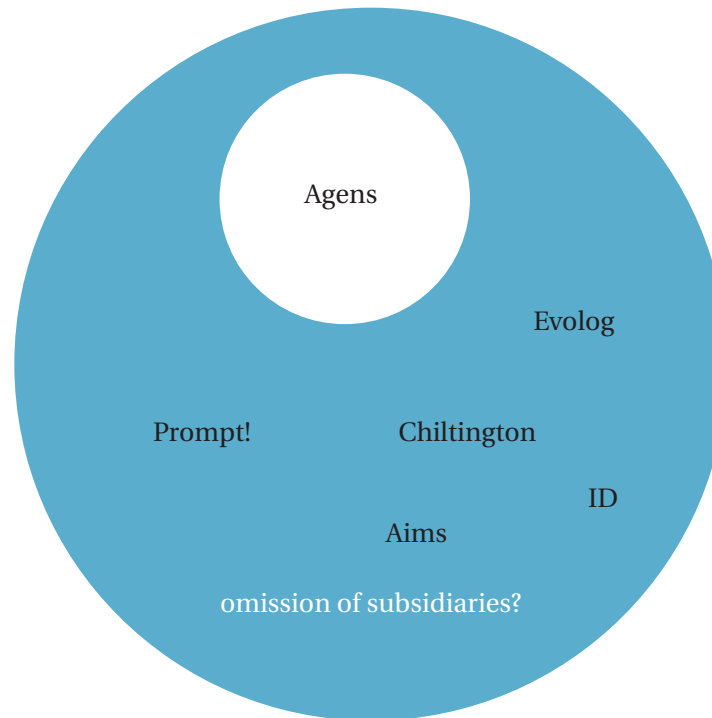
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Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

After weighing internal mindsets, ...

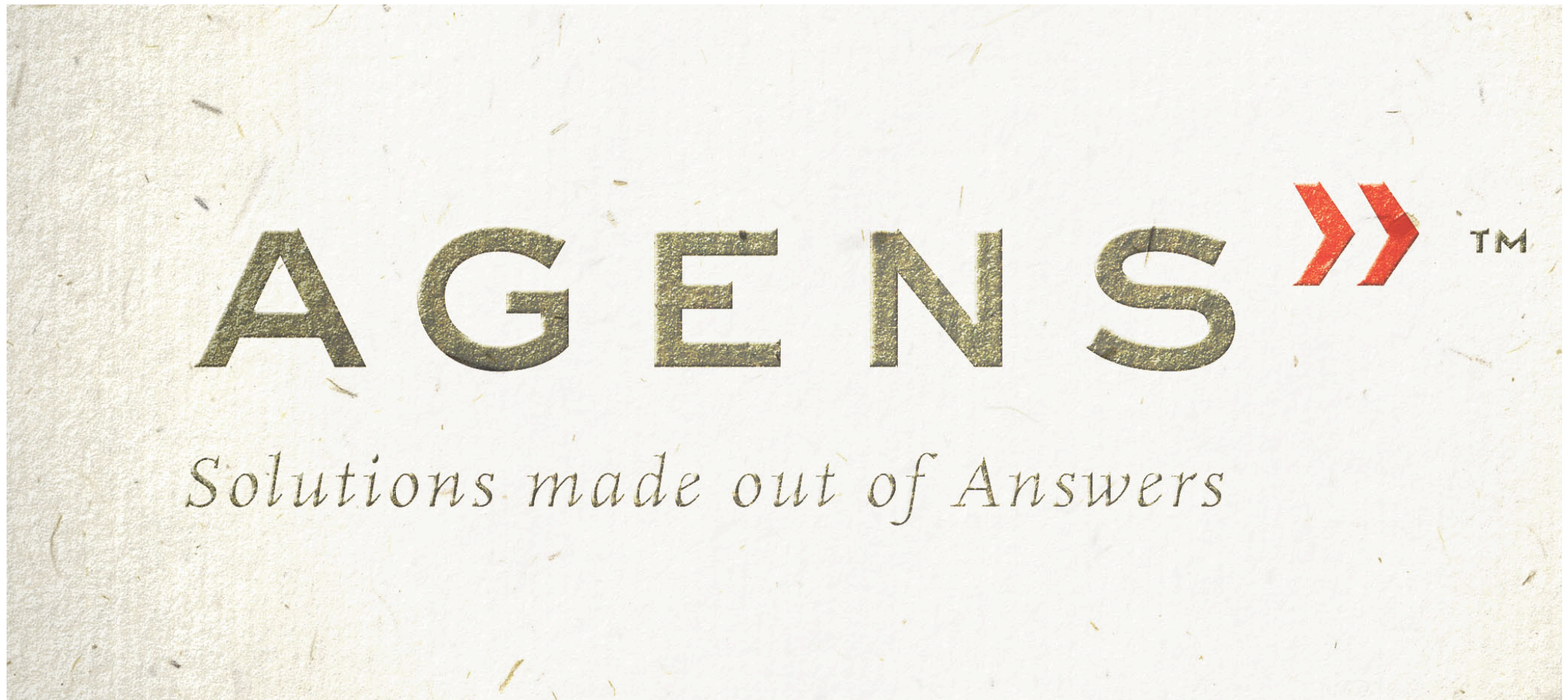
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Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... the parent company becomes the umbrella brand.

1 | 2 | 3 | 4 | 5



Agens | **Condat** | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2003. The new key visual communicates the advantages of Condat Mobile Business rapidly and non-verbally.

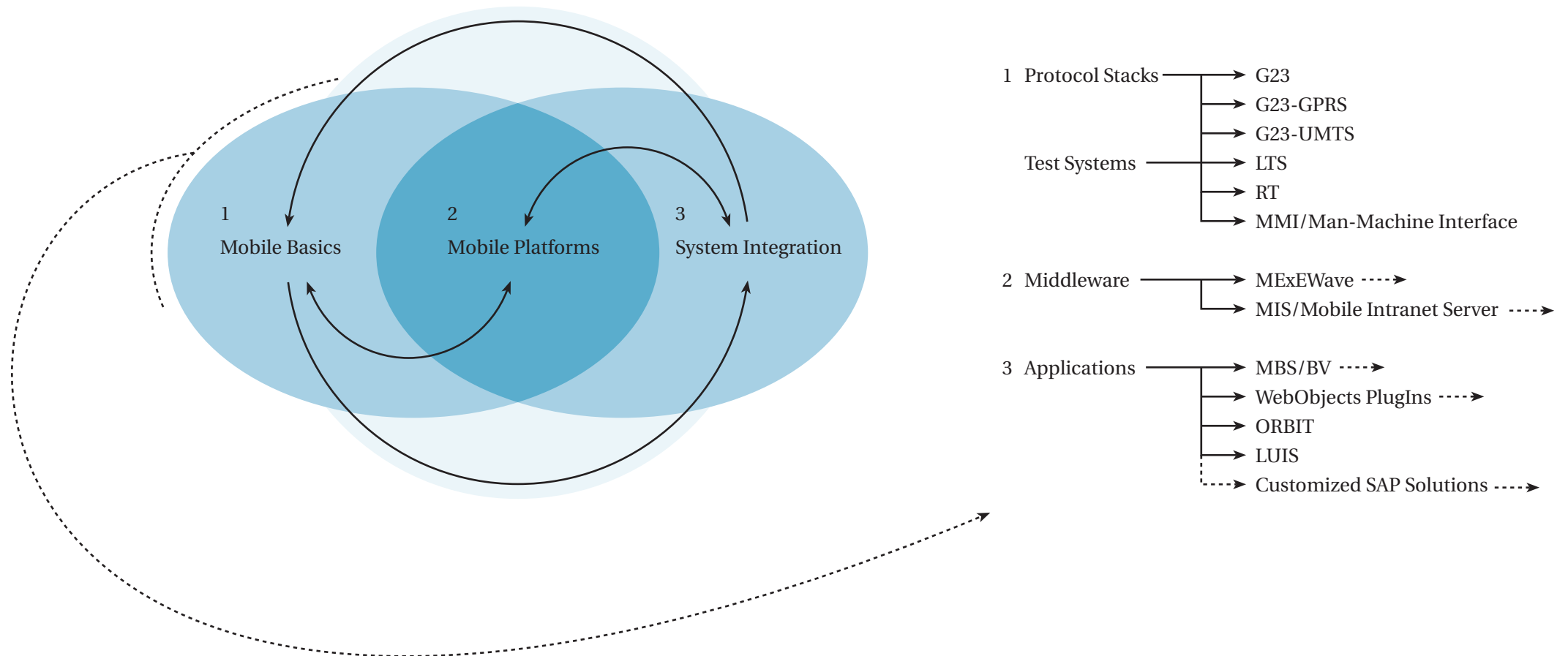
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Agens | **Condat** | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2000. Development of a new nomenclature for the business units ...

1 | 2 | 3



Agens | **Condat** | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... and "brandable" names for the individual software products.

1 | 2 | 3

MExEWave -----> Skyware™

MBS/BV -----> Liberace™

G23 -----> AirStack™

LTS -----> GroundControl™

Agens | Condat | **Davidoff** | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

1998. The Davidoff Café range patterns itself – quite strategically – on the cigarette-pack design.



Agens | Condat | Davidoff | **Deutsche Post** | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2000. Umbrella-brand development in the course of restructuring into worldwide logistics enterprise (for Jung v. Matt, Hamburg).



Agens | Condat | Davidoff | Deutsche Post | **DF 1** | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

1997. The packaging of the d-box advertises the new TV dimension "specialty television" all by itself (together with Mutter Design Group).



Agens | Condat | Davidoff | Deutsche Post | DF 1 | **Elbstern** | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
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2001. The predecessor to Morgenland. Logo creation, ...

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | **Elbster** | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... designing the business stationery ...

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | **Elbsterne** | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... and conception/design of the website. [Click here for archived version, status July 2002.](#)

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | **Gateway Gardens** | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2007. A new urban district is arising at the Frankfurt Airport. Now companies are supposed to be found worldwide as tenants, plus investors ...

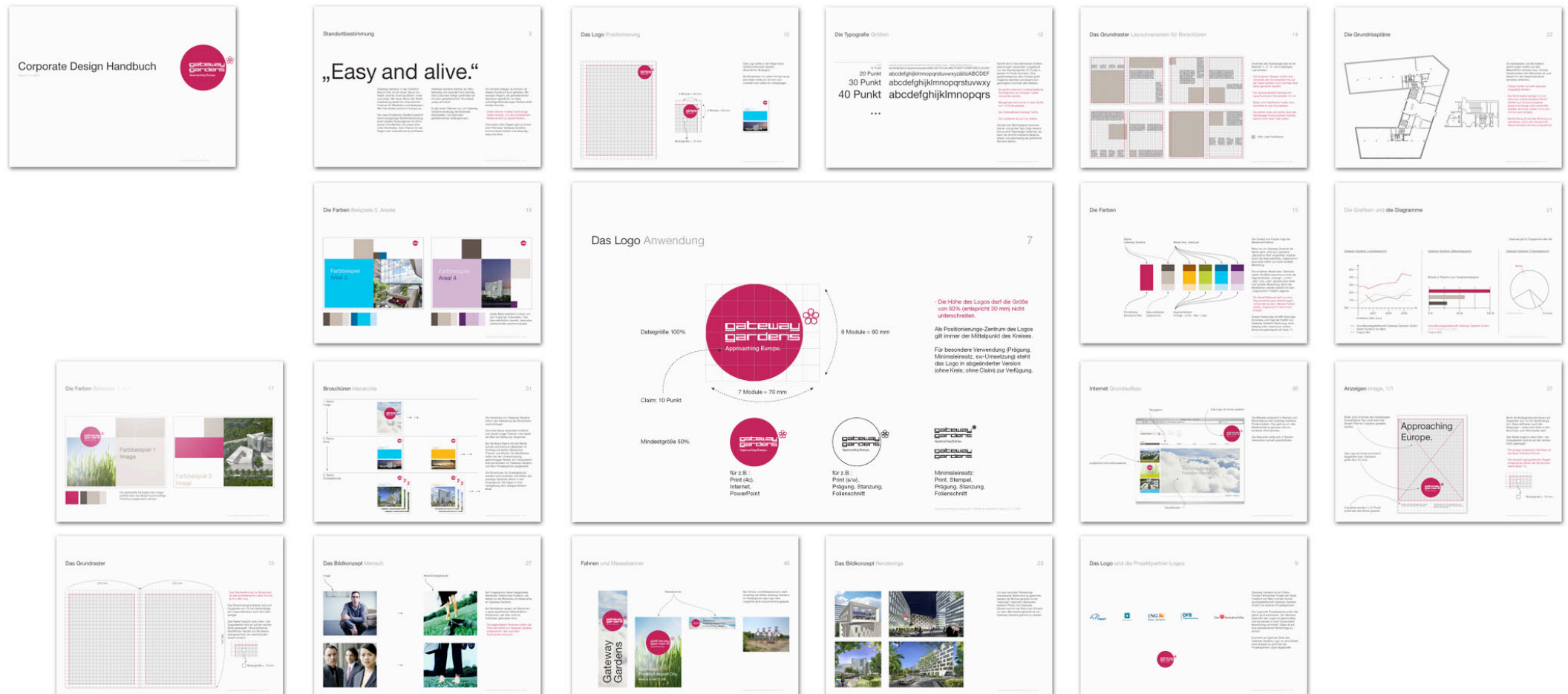
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Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | **Gateway Gardens** | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

Our task: to find the right arguments. Plus the claim, logo, corporate design, image film ...

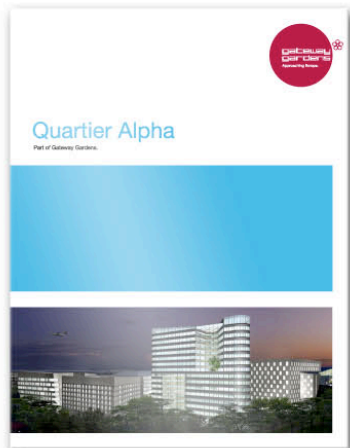
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Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | **Gateway Gardens** | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... and implement the entire print communication. Pictured here: a product brochure. A huge work quota, surmounted jointly with buerobares, Frankfurt.

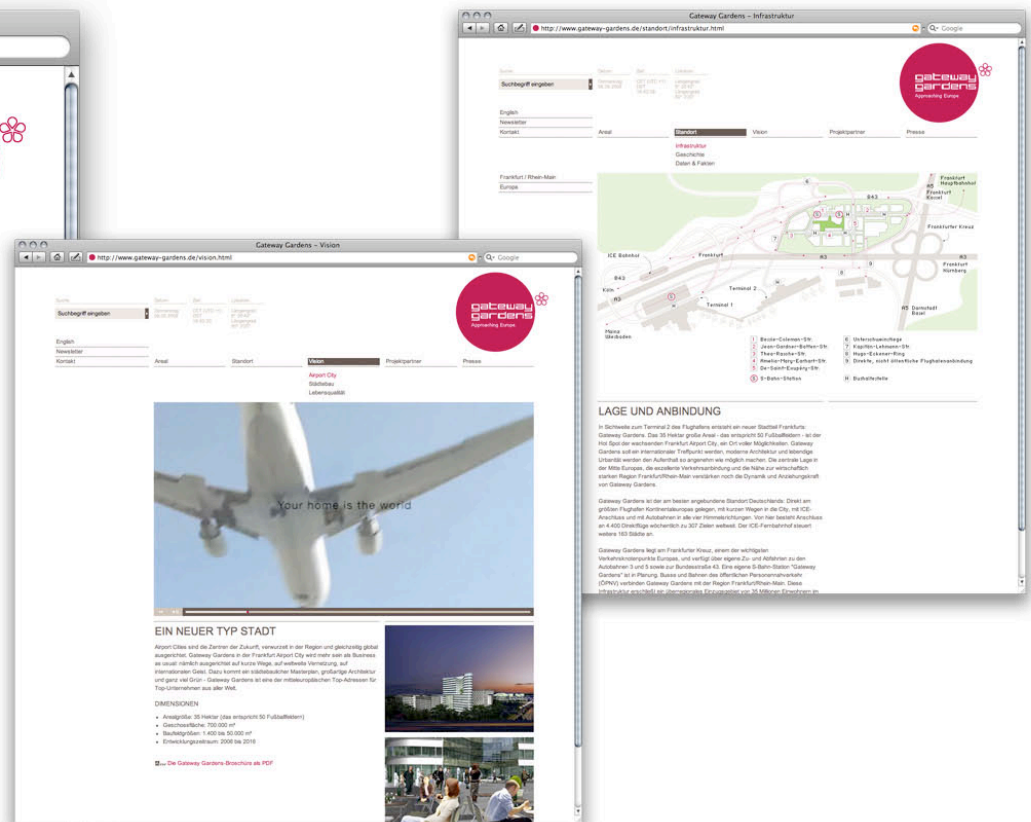
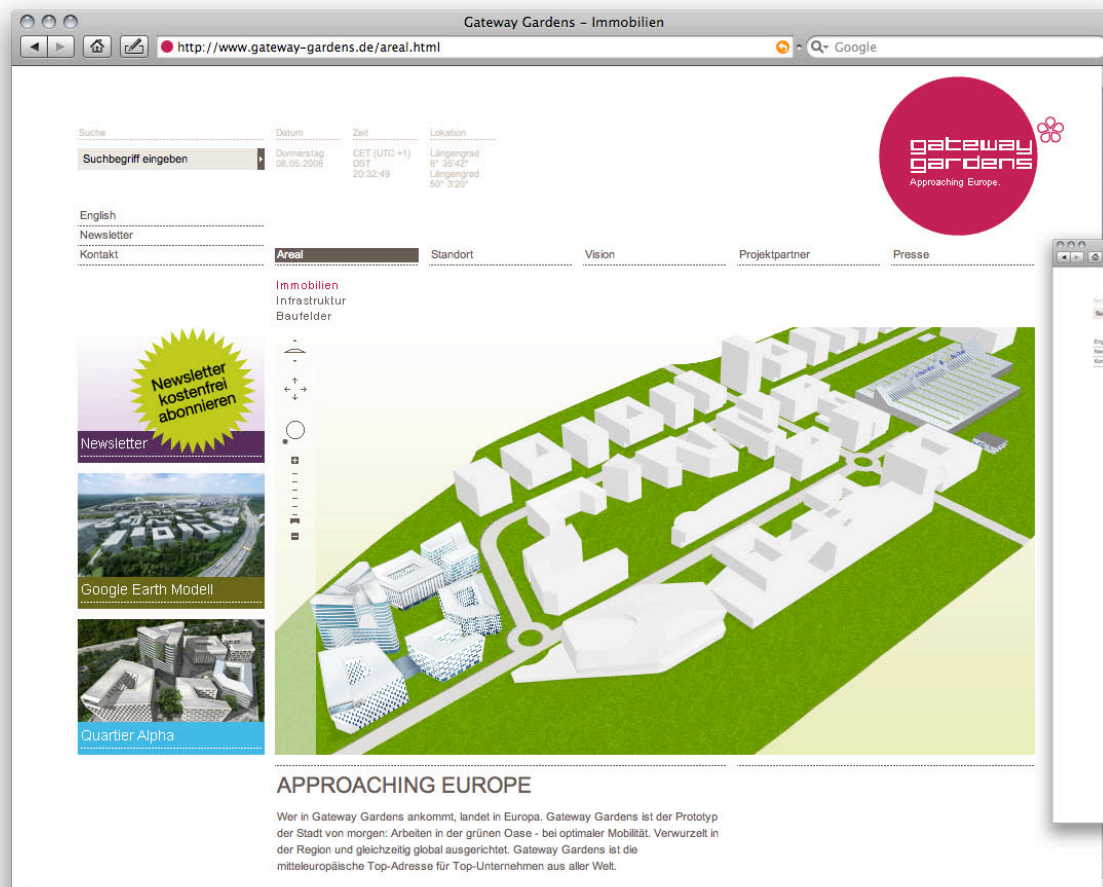
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Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbsterne | **Gateway Gardens** | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

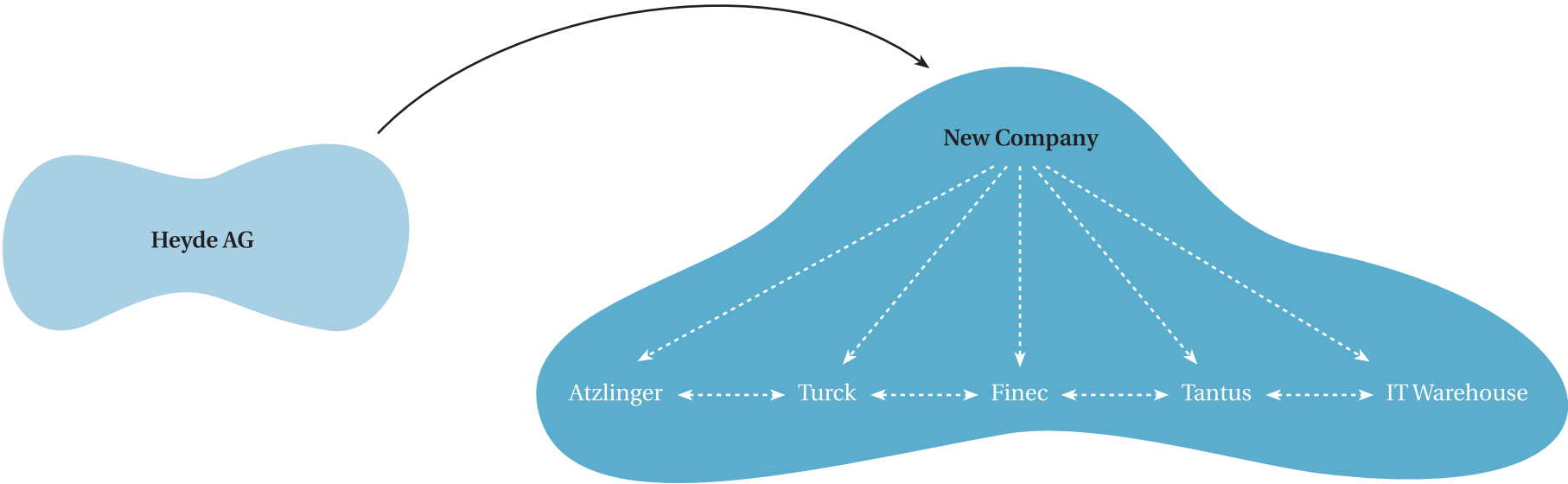
We stewarded the design and content of the website (Gold for “Die Firma” at the ASTRID Design Awards, New York 2008), and contributed texts and graphic artwork.

1 | 2 | 3 | 4



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | **Heyde** | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2000. The new corporate structure and alignment of the Heyde AG corporation ...



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | **Heyde** | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... is displayed in the company name and logo, ...

1 | 2 | 3

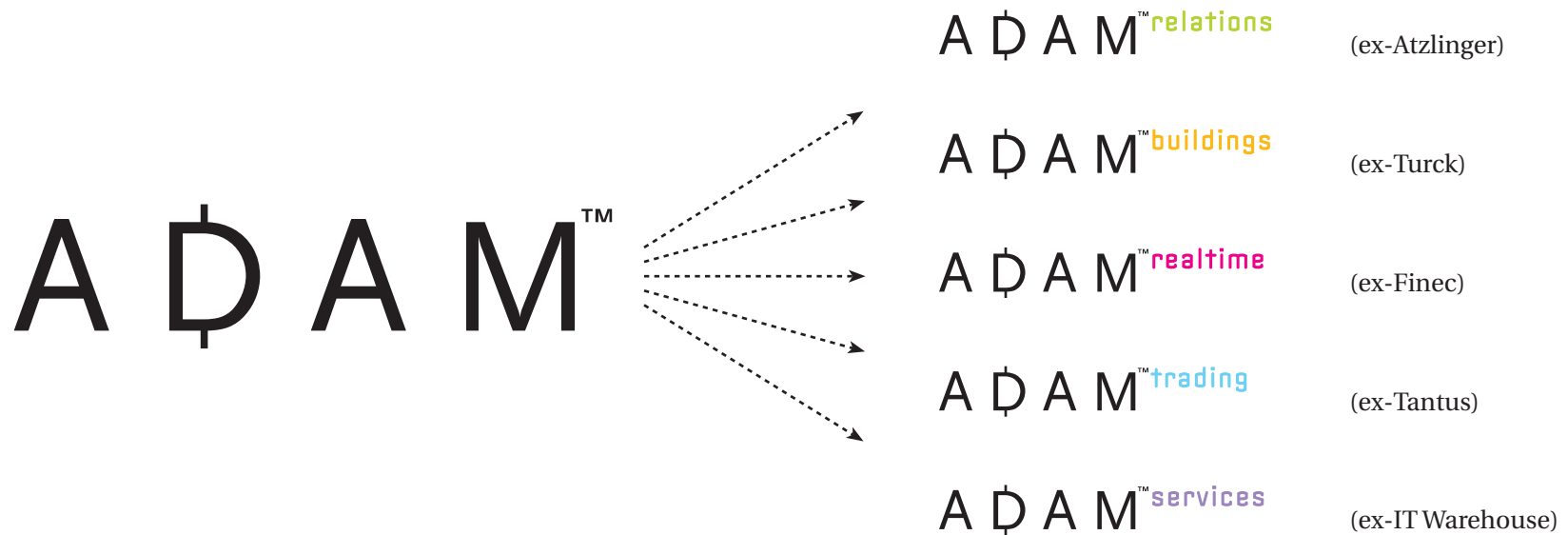
A D A MTM

APPLICATION DEVELOPMENT AND MAINTENANCE

Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | **Heyde** | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... which bind the subsidiaries more closely to the corporation itself.

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | **IT2** | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2001. Name creation and brand development for the IT offshoot of Accenture (formerly Andersen Consulting).

1 | 2 | 3 | 4 | 5



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | **IT2** | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

The first thing that staff learned was to pronounce the new company's name correctly, ...

1 | 2 | 3 | 4 | 5



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | **IT2** | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... then customers found out how high the yardstick had been set.

1 | 2 | 3 | 4 | 5



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | **IT2** | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

Staff was sought and found using small-format packs of advertisements in daily newspapers, ...

1 | 2 | 3 | 4 | 5



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | **IT2** | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... whereas the image brochure opened the portals to higher echelons.

1 | 2 | 3 | 4 | 5



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | **Kessler** | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2005. No one under 60 drinks sparkling wine anymore. High time for this venerable winery to reinvent the “split” (together with Hafenkrone, Hamburg).



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | **Makino** | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2003. Development of a claim for the multinational manufacturer of precision machinery.

MAKINO
Machines, precisely.

Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | **MyWorld** | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2001. Brand development for bonus-point system from the Karstadt-Quelle Group (for weigertpirouzwolf, Hamburg).

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | **MyWorld** | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

Applied example: MyWorld basic card, gold card and credit card.

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | **MyWorld** | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

Other proposals for the same project.

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | **Reemtsma** | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

1998. Development, positioning and packaging of a cigarette brand as test case for future method of addressing micro-target groups.



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | **Steinberg** | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2001. Logo relaunch (internal nickname: "chicken head").

1 | 2 | 3 | 4



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | **Steinberg** | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

Steinberg becomes a plc – and the divisions are structured appropriately for analysts.

1 | 2 | 3 | 4



Professional Area



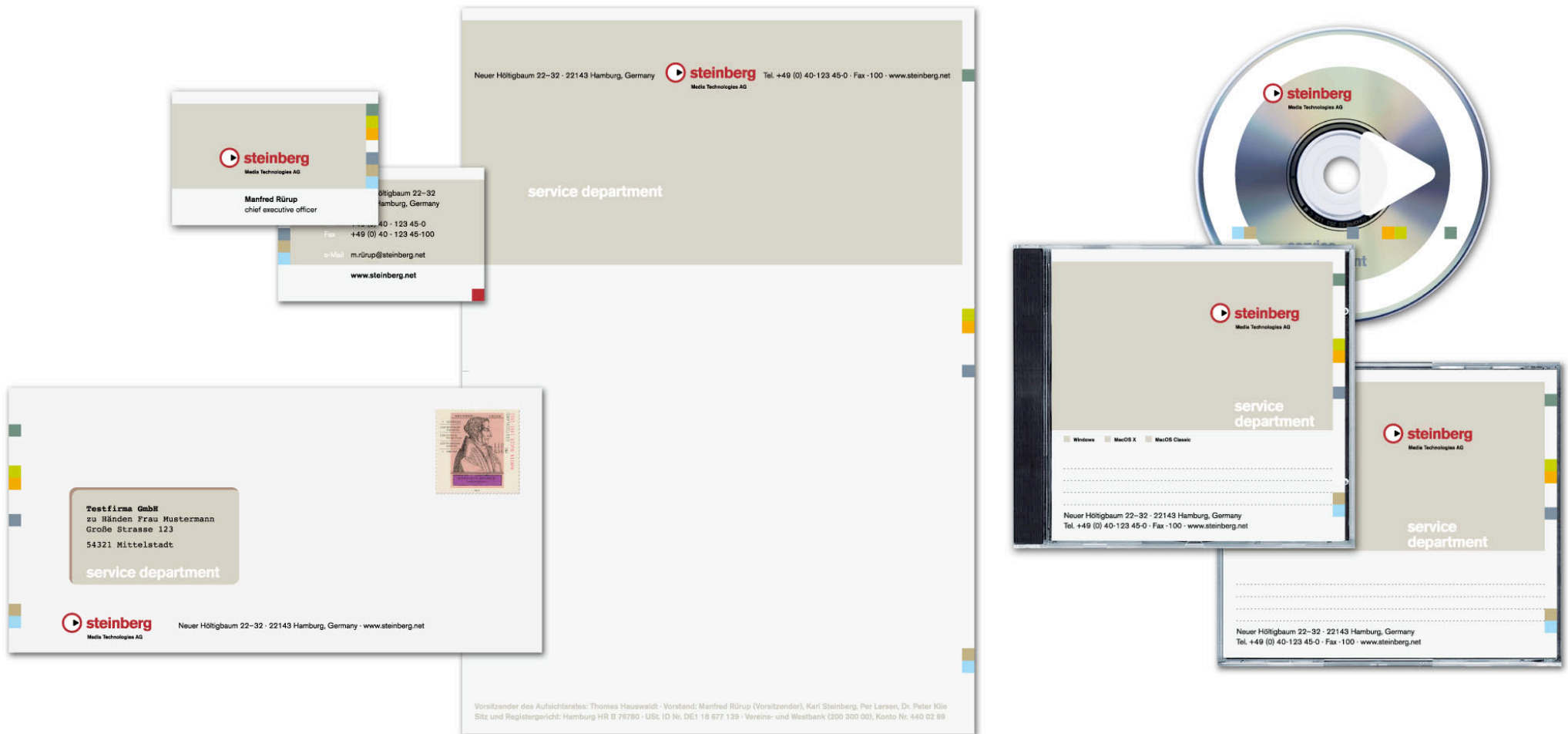
Consumer Area



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | **Steinberg** | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

The new corporate colors inch along across the stationery ...

1 | 2 | 3 | 4



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | **Steinberg** | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... and characterize the product classes on the new outer packaging.

1 | 2 | 3 | 4



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | **Vincon Vrancea**
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2001. Brand relaunch of a Romanian winery.

1 | 2 | 3



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | **Vincon Vrancea**
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

A wine for the West European market needed a name ...

1 | 2 | 3

dio

Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | **Vincon Vrancea**
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

... and a wee something to wear.

1 | 2 | 3



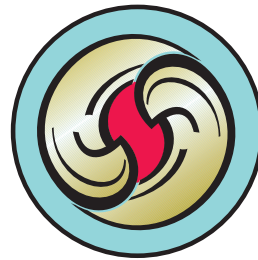
Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: **20359**, 4711, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

2003. The fashion label of the FC St. Pauli (postal code 20359) soccer club. Glamor on the outside, the romance of life on the fringes within.



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, **4711**, Hamburger Kunsthalle, New Aspect, New Entry, Staerk & Staerk

1999. Relaunch of the brand with a tradition: The circular picture element summons up the baroque color scheme and form language of the original.



4711

P A R F U M S

Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, **Hamburger Kunsthalle**, New Aspect, New Entry, Staerk & Staerk

1998. Concept Art for the brunch on Sundays at the art museum.

1 | 2

un
titled
break
fast

Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, **Hamburger Kunsthalle**, New Aspect, New Entry, Staerk & Staerk

The poster comprised of bits of syllables construes new meanings, too (produced for Mutter Design Group).

1 | 2



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, **New Aspect**, New Entry, Staerk & Staerk

1999. The logo box is a container for everything falling under the corporate designation "three-dimensional" advertising.



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, **New Entry**, Staerk & Staerk

2001. Typography brand of a consulting company for new media, ...

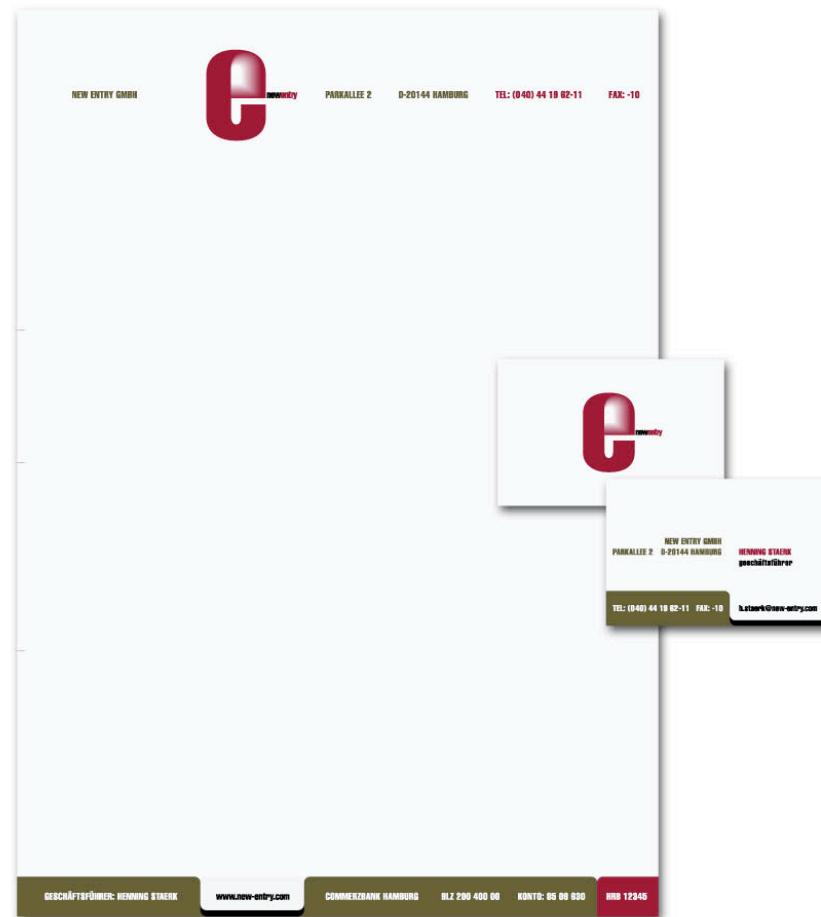
1 | 2



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, **New Entry**, Staerk & Staerk

... which finds use in old media, too.

1 | 2



Agens | Condat | Davidoff | Deutsche Post | DF 1 | Elbstern | Gateway Gardens | Heyde | IT2 | Kessler | Makino | MyWorld | Reemtsma | Steinberg | Vincon Vrancea
additional Logos: 20359, 4711, Hamburger Kunsthalle, New Aspect, New Entry, **Staerk & Staerk**

1999. Designed for animation capability, the logo of an outsourcing supplier of integrated corporate communication.



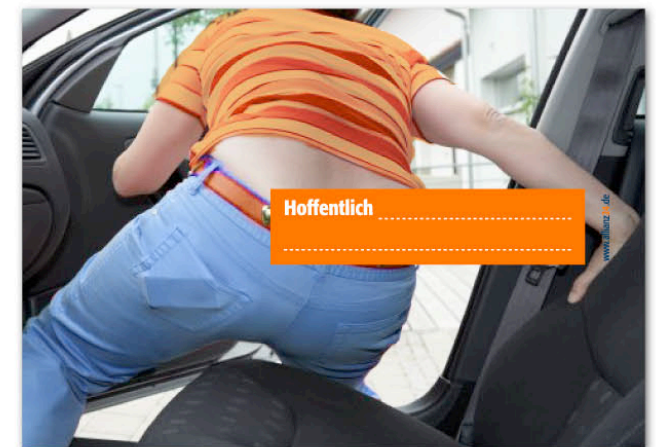
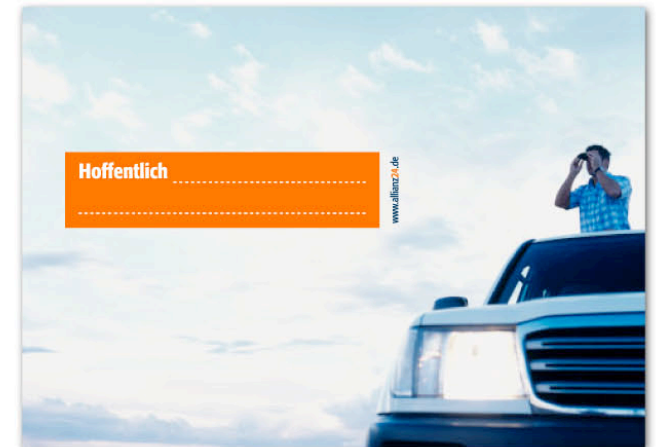
morgenland™ clients projects: design, branding, advertising, tv/video credits

Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

**Morgenland is not a classic advertising agency,
but it can advertise classically.**

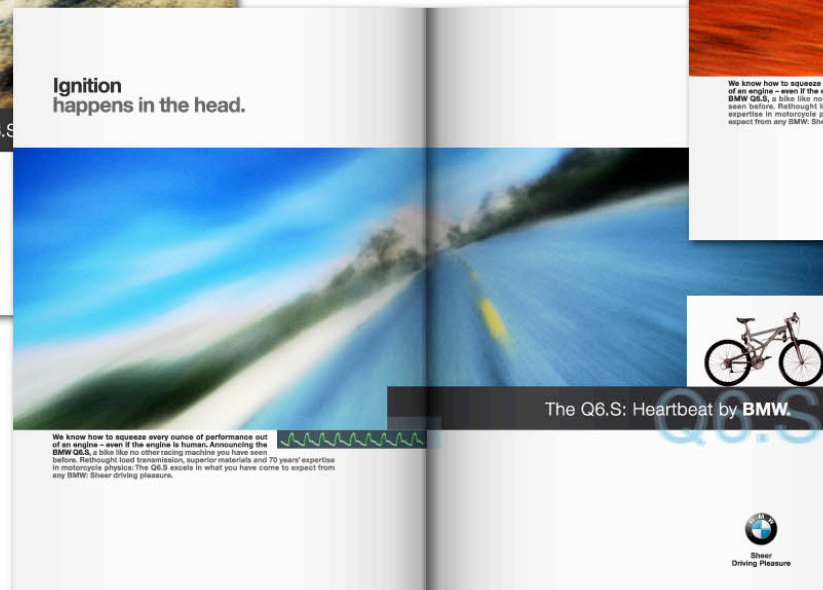
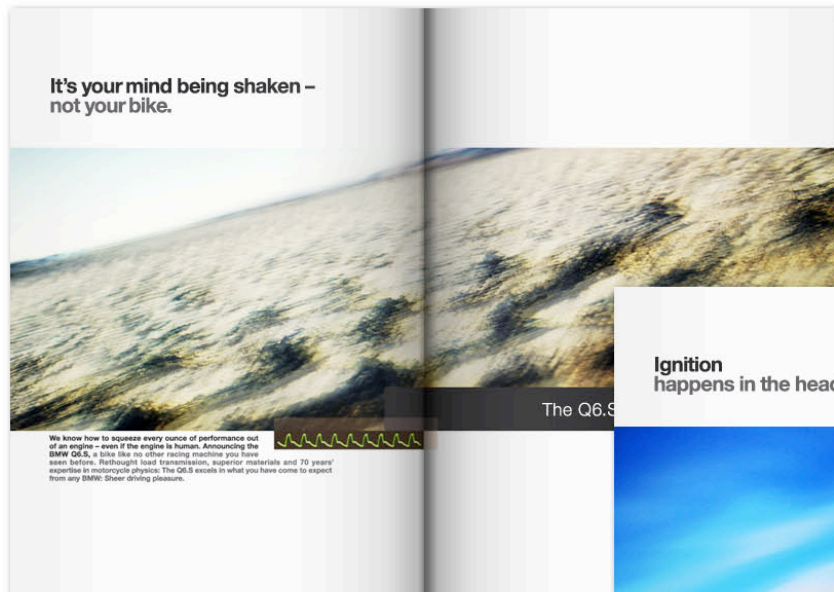
Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

2005. The Allianz clientele is older than average. The new online car insurance communicates “younger”. Offline example: Edgar cards (made for Studio H0).



Allianz 24 | **BMW** | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

1999. Campaign proposal for high-end bicycles developed by BMW. Target group: BMW drivers (for Simon & Goetz, Frankfurt).



Allianz 24 | BMW | **Bieffeplast** | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

1989. Back then the ad series was one of the first whose design was inspired by Macintosh (produced at Trust, Frankfurt).

**MADE IN ITALY
T O K Y O**

Der Designer
Rodney Kinsman
hat mich
zu einem
berühmten
Stühlchen
gemacht und
in guten
Cafés rund
um die Welt
können Sie
mich
besetzen.
Sitzhöhe
47 cm,
lackiert
260,- DM*,
verchromt
340,- DM*.
Und als
Armstuhl,
lackiert,
280,- DM*.

Ganz egal, ob Sie

Ich bin schon
groß und
darf an
der Bar
stehen.
Wie mein
kleiner Bruder
bin ich aus
stabilen
lackierten
oder
verchromten
Stahlrohr,
habe eine
gepolsterte
Vinylsitzfläche
und eine
Lehne aus
ganz tollem,
geschäumten
Material
(fühlt sich
klasse an!).
Sitzhöhe 72
oder 65 cm.
Preis
(lackiert)
260,- DM*.
*unverbindliche
Preiseempfehlung

Bieffeplast.
Made
for
the
whole
world.

Bieffeplast
gibt's genau
dort, wo's
Designer-
Möbel gibt.
Deutschland-
vertretung:
Werner
Schmitz
Collectionen
in der
Düsseldorfer Str.
151 in 4000
Düsseldorf 11,
Tel. 02 11/58 85 85,
Fax 02 11/55 49 67.

**GO HELL
SGUISH**

Ich bin schon
groß und
darf an
der Bar
stehen.
Wie mein
kleiner Bruder
bin ich aus
stabilen
lackierten
oder
verchromten
Stahlrohr,
habe eine
gepolsterte
Vinylsitzfläche
und eine
Lehne aus
ganz tollem,
geschäumten
Material
(fühlt sich
klasse an!).
Sitzhöhe 72
oder 65 cm.
Preis
(lackiert)
260,- DM*.
*unverbindliche
Preiseempfehlung

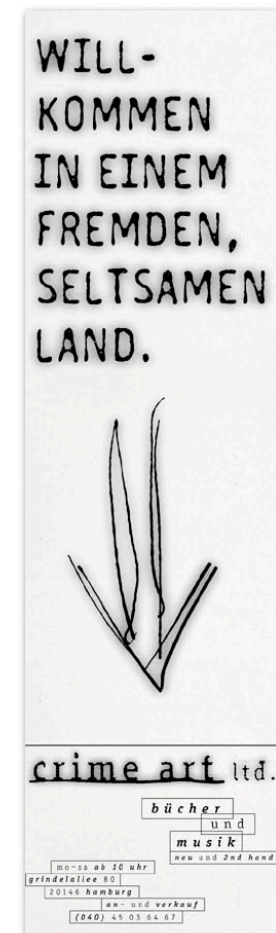
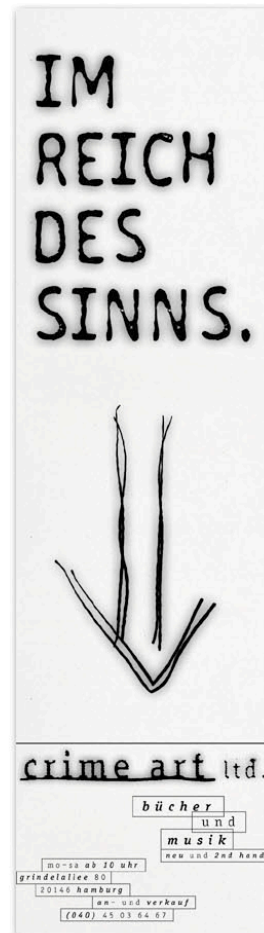
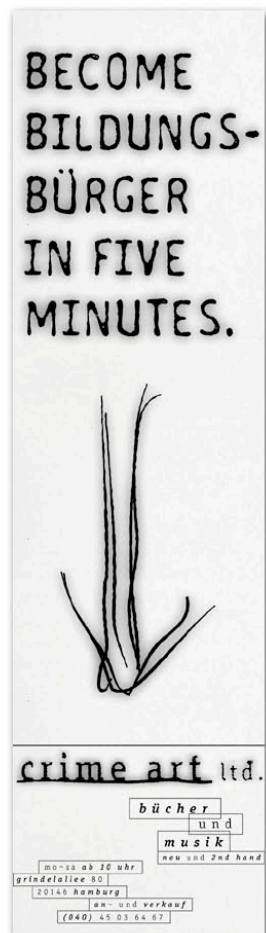
Bieffeplast.
Made
for
the
whole
world.

Bieffeplast
gibt's genau
dort, wo's
Designer-
Möbel gibt.
Deutschland-
vertretung:
Werner
Schmitz
Collectionen
in der
Düsseldorfer Str.
151 in 4000
Düsseldorf 11,
Tel. 02 11/58 85 85,
Fax 02 11/55 49 67.

Allianz 24 | BMW | Bieffeplast | **Crime Art Ltd.** | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

1996. Well-put arrogance: Advertisements in trendy magazines for an avant-garde book and music retailer.

1 | 2 | 3



Allianz 24 | BMW | Bieffeplast | **Crime Art Ltd.** | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

The flyer for a shop grand opening.

1 | 2 | 3



Allianz 24 | BMW | Bieffeplast | **Crime Art Ltd.** | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

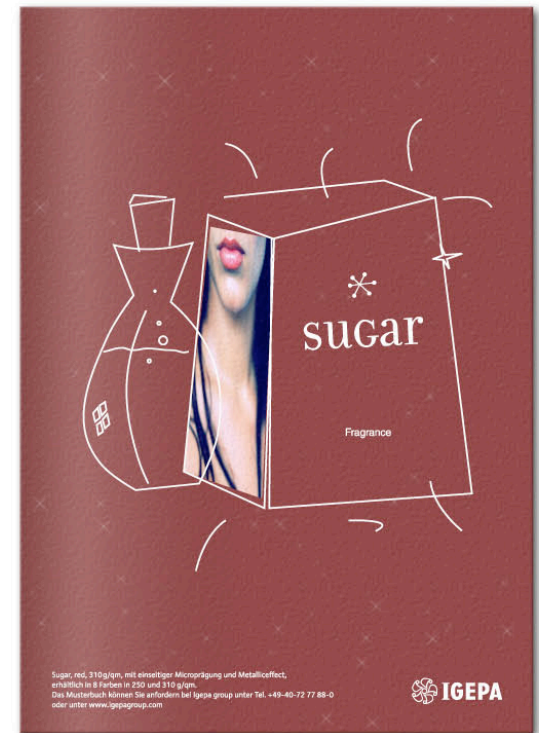
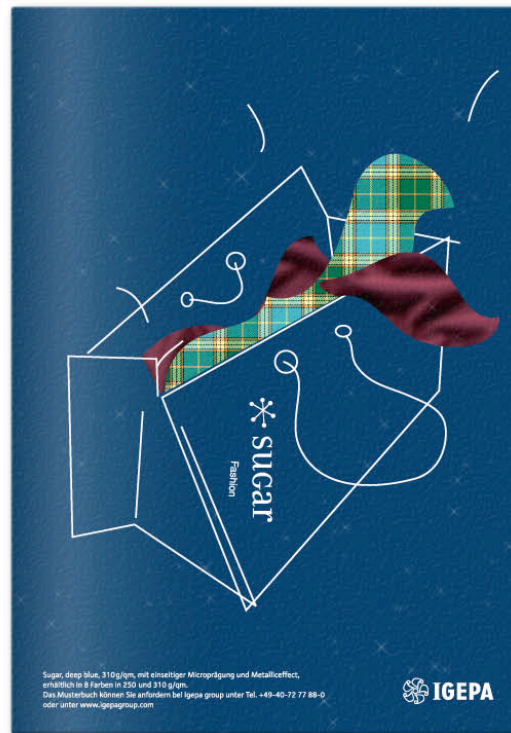
Principled prose: The Christmas news lists from rec.mail, a mail-order subsidiary, as insert in the periodicals TAZ, Spex and Titanic.

1 | 2 | 3



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | **Igepa** | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

2002. Ad series for a glittering special paper. The original material illustrates the suggestions for use vividly.



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | **Info AG** | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

1999. Besides the performance portfolio, the trade campaign communicates Info AG's positioning: The SystemManiacs.



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | **IWO** | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

1998. Heating with oil is stupid, expensive and dirty. The campaign counters this widespread opinion (for B,B,S, Hamburg).

Die neue Ölheizung:



weitere Infos unter: 01 80 5/56 34 12

**Verheizen Sie Ihr Geld
doch wie Sie wollen**

**statt wieder mal
im Heizungskeller.**

Heizen muss heutzutage kein kostspieliges Vergnügen sein. Denn eine moderne Ölheizung verbraucht um ca. 30 % weniger Brennstoff. Und das spart effektiv Geld. Geld, das für jedes noch so schräge Vergnügen sicherlich sinnvoller angelegt ist, als einfach nur durch den Bohlenstein gejagt zu werden.

DIE ÖLHEIZUNG
Ein paar Grad cleverer.

Die neue Ölheizung:



weitere Infos unter: 01 80 5/56 34 12

**Wenn Sie das für
High Tech halten,**

**sollten Sie *uns* mal in Ihren
Heizungskeller lassen.**

Eine moderne Ölheizung könnte es technisch ohne weiteres mit unbekannten Flugobjekten aufnehmen. Doch im Gegensatz dazu ist sie schon heute zu haben. Und kann – einmal in Ihrem Keller installiert – dazu beitragen, daß sich Ihr Heizölverbrauch schnell um bis zu 30% reduziert. Was zum Ergebnis hat, dass in Zukunft Ihre Heizkosten kein Höhenfluge unternehmen.

DIE ÖLHEIZUNG
Ein paar Grad cleverer.

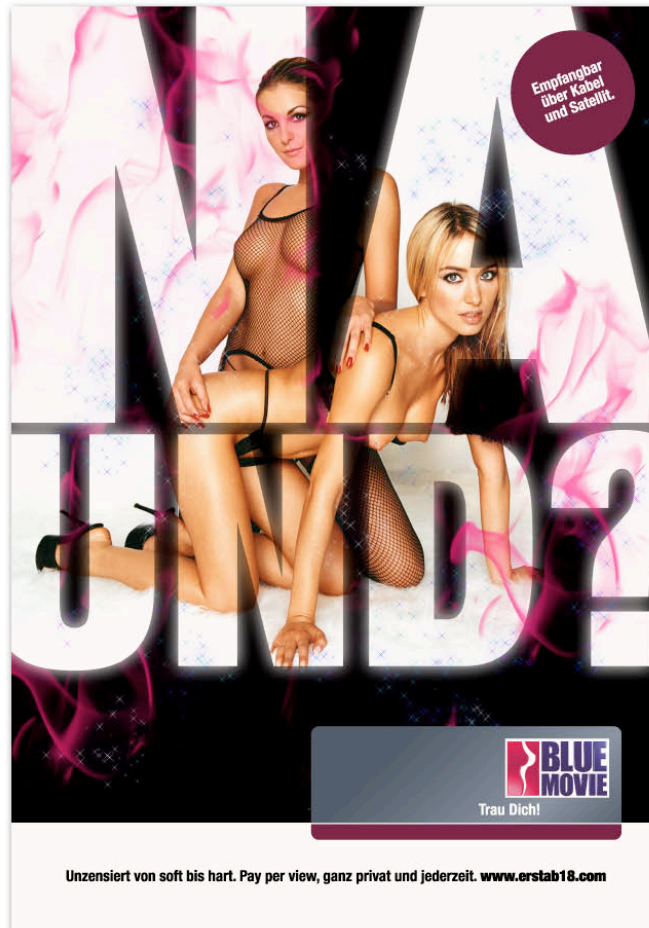
Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | **MSC** | Premiere | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

2007. The young consulting firm recruits top-notch staff, but not with a run-of-the-mill mindset ("create values" etc.). They use statements with a punch.



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | **Premiere** | Reemtsma | Verband der Mitwohnzentralen | Warner Bros.

2006. Saucy keyhole typography and positive reinforcement instead of sex technocracy plus the small print.



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | **Reemtsma** | Verband der Mitwohnzentralen | Warner Bros.

1997. The "healthy" cigarette: The filter system removes most chemical compounds from the smoke such as hydrocyanic acid ...

1 | 2 | 3 | 4



HIGH CARE SYSTEMS®



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | **Reemtsma** | Verband der Mitwohnzentralen | Warner Bros.

Name creation, packaging and campaign for the test market Poland. The initial approach: escapist, urban, elitist.

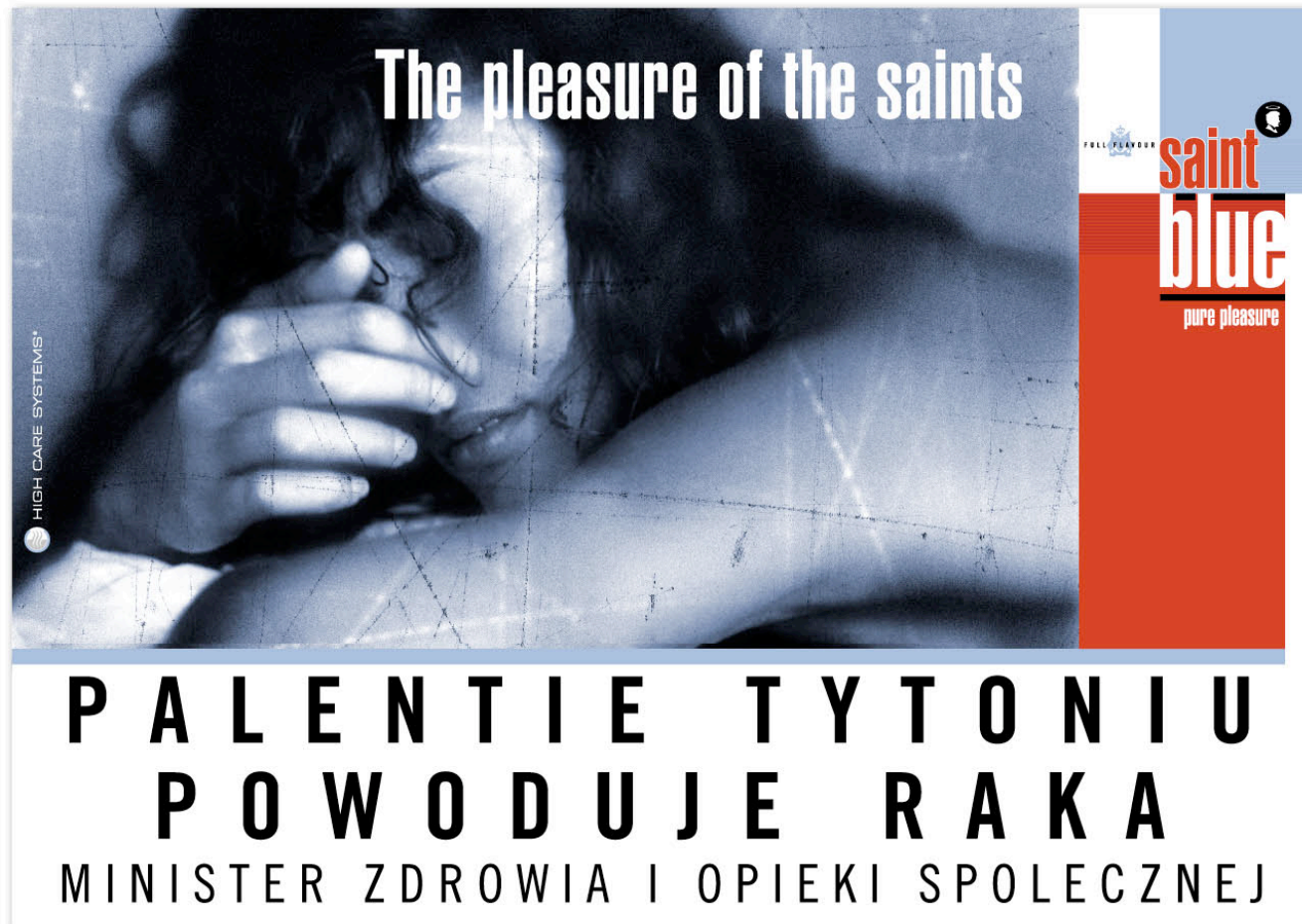
1 | 2 | 3 | 4



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | **Reemtsma** | Verband der Mitwohnzentralen | Warner Bros.

The second proposal: American, uncouth, contradictory.

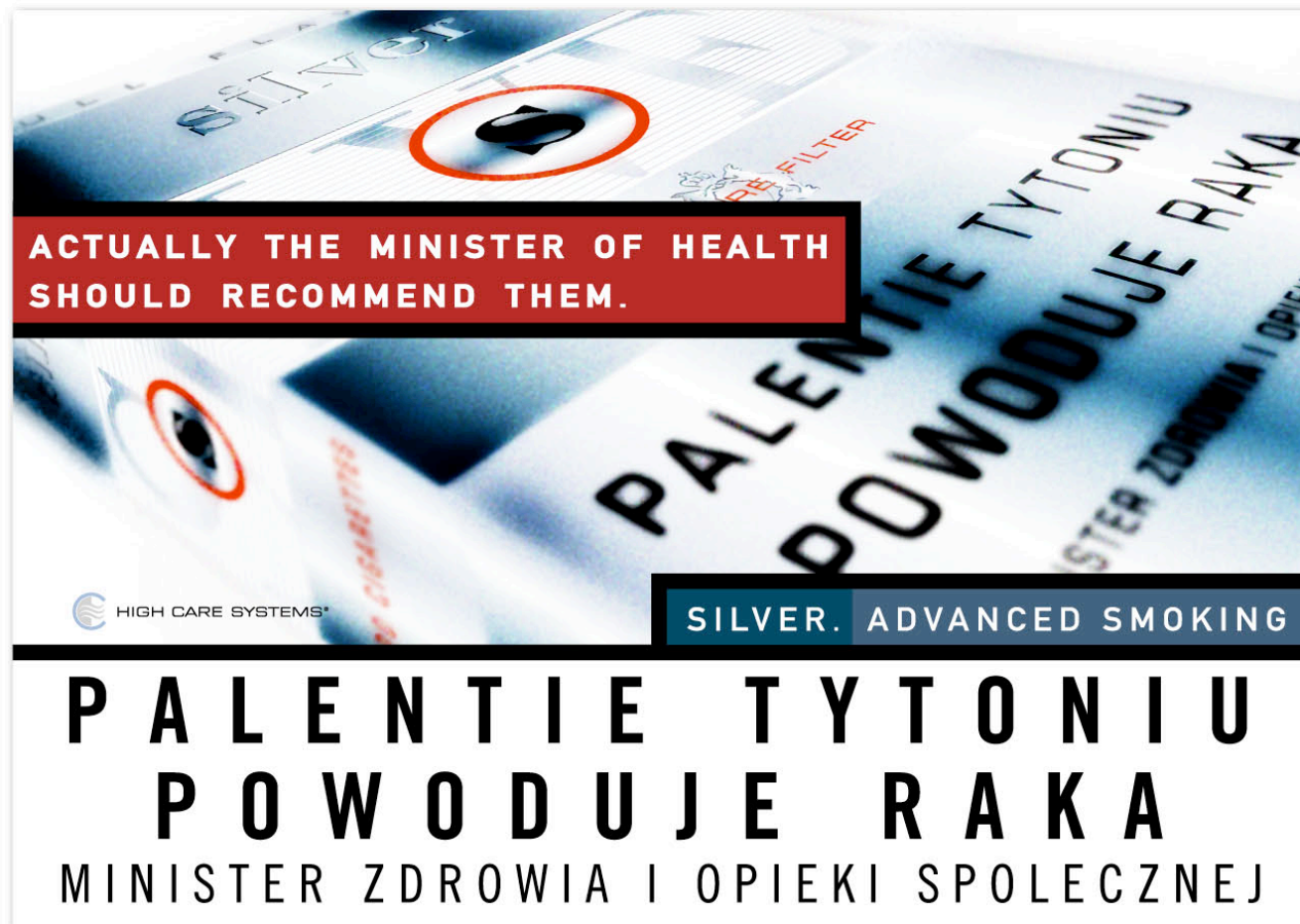
1 | 2 | 3 | 4



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | **Reemtsma** | Verband der Mitwohnzentralen | Warner Bros.

The third idea: technical, argumentative, product-aligned (created at Simon & Goetz, Frankfurt).

1 | 2 | 3 | 4



1993. What had been viewed as a practical interim solution for flat-sharers was supposed to reach a broader audience ...

1 | 2



Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | **Verband der Mitwohnzentralen** | Warner Bros.

... Today, limited-time flats are a socially accepted concept – and large companies a part of the association's customer base.

1 | 2

FILM



Arizona Dream
Regie: Emir Kusturica
Mit Johnny Depp, Jerry Lewis, Faye Dunaway

Massengesellschaft hat Franz Kafka vor achtzig Jahren in seinem Roman „Der Prozess“ verdichtet. Jetzt kommt wieder mal eine Kinoversion, die behauptet, sie habe einen neuen Zugang zum Stoff.

Das Ergebnis ist einer dieser Repräsentationsfilme, die Romane nur als Plotvorlagen begreifen. Josef K. (Kyle MacLachlan) bewegt sich durch Prager Kulissen. Er kennt weder Inhalt noch Urheber der Anklage gegen ihn, doch die existentielle Erschütterung, die ihn im Roman trifft, meint der Regisseur mit Schweißtropfen auf der Stirn des Hauptdarstellers kenntlich machen zu müssen.

David Jones' Ausstattungsfilm degradiert auch die Figuren und ihre Gefühle zu Requisiten. Er steht in seinem (Entwicklungs-) Prozess und hat so sein eigenes Todesurteil gesprochen. (Ab 13. S.)

Axel Ruge



Bad Lieutenant
Regie: Abel Ferrara
Mit Harvey Keitel, Victor Argo, Paul Calderone

Welches Verbrechen begehen Männer, die gegen Staat und Kirche ebenso was haben wie gegen Gott und Frauen? Die Männer schänden eine Nonne. Ein Polizist will die Täter fassen, um die Belohnung auf ein Basketballteam zu wetten. Spiel- und Rauschgift-sucht haben seinen Charakter zerstört. Der Bunte ist jederzeit bereit, sich bestechen zu lassen.

Für die Darstellung dieses Lieutenant hat sich der Regisseur Abel Ferrara mit Harvey Keitel (den zweitbesten Schauspielern der Welt ausgesucht. Zuletzt drehte Ferrara mit dem besten Schauspieler der Welt, Christopher Walken, den Thriller „King of New York“. Wor sich Ferraras Kriminalfilm anguckt, der erkennt, daß an der Redensart von der „Härte des Lebens“ was dran sein muß.

Auch wenn Keitel die Selbstbefriedigung vor Zeugen simuliert, ist seine Vorliebe deutlich. Nur Brad Davis in „Midnight Express“ hat ähnlich harzerreißend gewiehet. (Ab 13. S.)

Uwe Kopf

Der Prozess
Regie: David Jones
Mit Kyle MacLachlan, Anthony Hopkins, Jason Robards

Entfremdung, Einsamkeit, Angst, Schuld: Die Krise des modernen Menschen in der

Neu im Kino

unterirdisch
misslungen
ordentlich
gelingen
überdies

Peter's Friends
Regie: Kenneth Branagh
Mit Kenneth Branagh, Emma Thompson, Stephen Fry

Wer seine alten Freunde lange nicht gesehen hat, sollte sie anrufen, um mit ihnen ins Kino zu gehen: In der Tradition von „Der große Frust“ oder „American Diner“, ist die erste Komödie von Kenneth Branagh ein weihnüßiger Film über Leute, die früher dachten, die ganze Welt stehe ihnen offen. Jetzt sind sie erwachsen und wissen nicht, wie das geschehen konnte.

Peter (Stephen Fry) erbt einen englischen Landsitz und läßt seine besten Freunde ein-zehn Jahre nach ihrem Collegeabschluß treffen sich alle wieder – zum Jahreswechsel, dem Moment der Bestandsaufnahme, der Besinnung und Hoffnung. Unterschiedliche Menschen lösen alte Probleme und werden mit neuen konfrontiert.

Am Schluß wissen sie nur eines sicher: Ihre Freundschaft wird überleben. „Peter's Friends“ ist laut Branagh „zufällig unzynisch“. Wer noch nicht zufrieden ist, wird den Film lieben. (Seit 29. 4.)

Karina Löbke

Stay Tuned
Regie: Peter Hyams
Mit John Ritter, Pam Dawber, Jeffrey Jones

„Wir amüsieren uns zu Tode“ – als Neil Postman das schrieb, dachte er nicht an Spielfilme und TV-Serien, die zu Todesfälle werden. Der Vertreter Roy Knabes (John Ritter) guckt ständig in den Fernseher. Darunter leidet nicht nur seine Ehe – Knabes kann auch Gut und Böse nicht mehr unterscheiden.

Bei so einem hat es der Teufel (Jeffrey Jones) nicht schwer. Knabes tauscht seine Seele gegen ein Master-Dolby-Fernsegerät mit vier Kanälen, das ihn bald mittels einer gigantischen Satellitenschüssel verschlingt und auf den Hölle entpocht.

Die Geschichte, ausgedacht von zwei Werbeprofis, verbindet das Abstrakte mit dem Alltag. Peter Hyams' Actionkomödie zeigt: Es ist nur ein kleiner Schritt ins Fagefeuer der Medien. (Seit 29. 4.)

Stefanie Appel

Liebe Mieter und Vermieter,

für 23 Pfennige verraten wir Ihnen den 1001. legalen Trick, wie Sie **Geld im Schlaf** verdienen.

Tel. **19 44 5.**

Jeweils im Ortsnetz.*

Ihre Mitwohnzentralen.

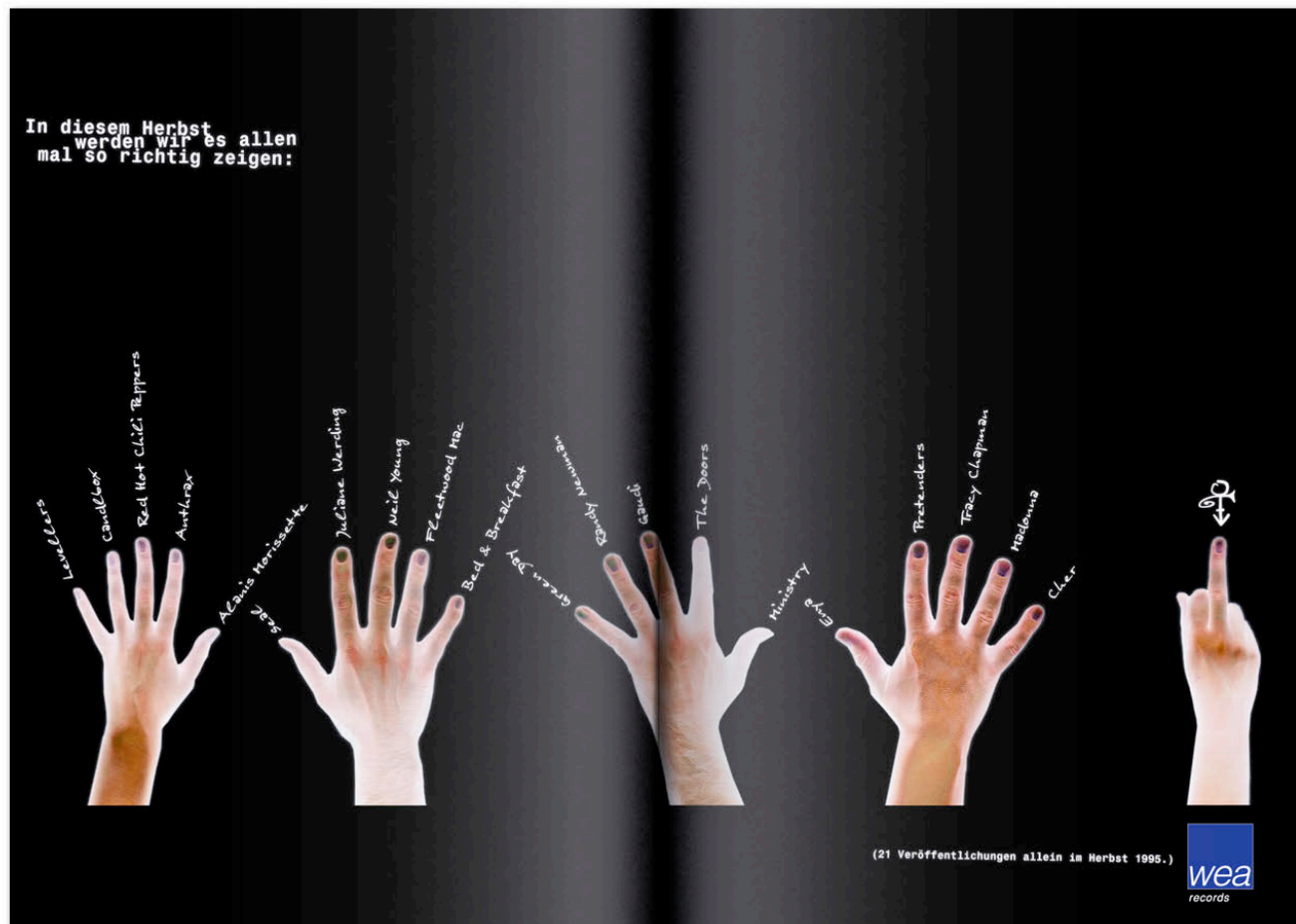
Der Verband der Mitwohnzentralen e.V. * Über 40 mal in Deutschland.

MWZ

Wohnen ist Zeit

Allianz 24 | BMW | Bieffeplast | Crime Art Ltd. | Igepa | Info AG | IWO | MSC | Premiere | Reemtsma | Verband der Mitwohnzentralen | **Warner Bros.**

1995. An unusually large number of new albums for Christmastime – and a score to settle with "The Symbol" Prince.



morgenland™ clients projects: design, branding, advertising, tv/video credits

Crime Art Ltd. | Gateway Gardens | Info AG | Just for fun | Reemtsma

Morgenland writes treatments, shoots films, animates, edits and sometimes directs.

Crime Art Ltd. | Gateway Gardens | Info AG | Just for fun | Reemtsma

1996. The commercial ran in different versions as an endless loop on a wall of monitors in the window instead of a display.

1 | 2



[v download](#)

Crime Art Ltd. | Gateway Gardens | Info AG | Just for fun | Reemtsma

1996. The book and CD shop communicated directly with passers-by. The clips work, even without sound – or a budget.

1 | 2



[v download](#)

2007. The pictures from the image film display mobility. In contrast, the words tell of home: Gateway Gardens.



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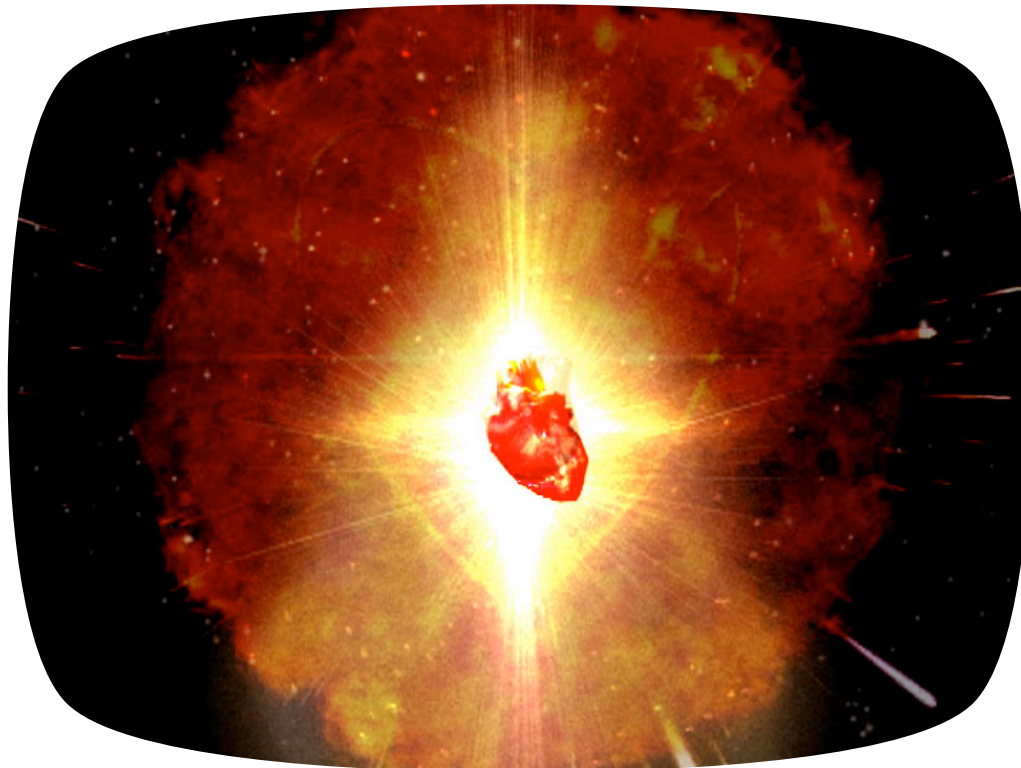
Crime Art Ltd. | Gateway Gardens | **Info AG** | Just for fun | Reemtsma

2004. The image film uses short-takes of staff from all levels to tell about how the IT company views itself.



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1997. A three-dimensional heart, a plastic madonna and a sampled beat.



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Crime Art Ltd. | Gateway Gardens | Info AG | Just for fun | **Reemtsma**

1997. Excerpts from a seven-minute episode film relating the West brand world to staff worldwide.

1 | 2



 download

1998. Sex-education film à la West. Served as the basis for a movie-theater commercial.

1 | 2



[v download](#)

Morgenland™

Project Agency for Visual Communication

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