

Studio Blixa 6
Graphics & Illustration Portfolio
September 2010

advertising graphics

Client

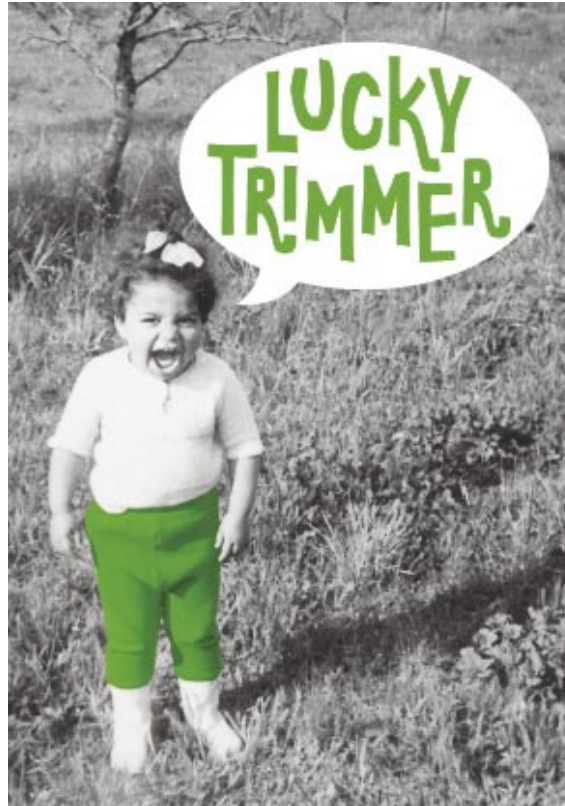
Lucky Trimmer e.V.
Dance Performance Series

Project

Advertising Series, 2004-2010

Comments

As a founding partner of this non-profit dance production team, since 2004 I have developed the brand with a playful conceptual red line that gives the production a flexible, fun and recognizable image. Communication materials include flyers, posters, BerlinerFenster UBahnTV bumpers, performance/event programs and T-shirts.



advertising graphics

Client

The 20Teners / Indipop records

Project

Identity concept, illustrations, design and production promoting the song "Oh! Mr. Fabio Capello", a song written for the English football team in the World Cup, 2010.

Project included:

- Logo and CI
- CD artwork
- Website & blog
- Direct mail
- Email marketing



advertising graphics

Client

The 20Teners /
Indipop Records

Project

Direct Mail Postcards - part of the identity concept, illustrations, design and production promoting the song "Oh! Mr. Fabio Capello", a song written for the English football team in the World Cup, 2010.

Project included:

- Logo and CI
- CD artwork
- Website & blog
- Direct mail
- Email marketing



advertising graphics

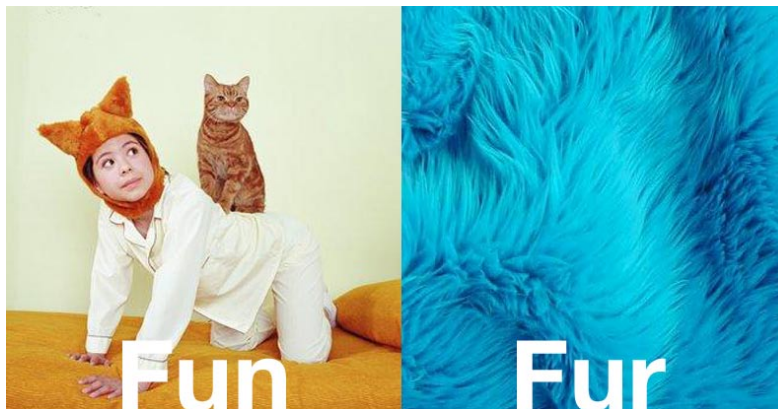
Client

SPA – France / Artisan 14

Project

Anti-cruelty-fur billboard campaign concepts, 2004 unpublished.

First concepts for anti-cruelty-fur campaign for SPA-France - the French society for the protection of animals – my goal was to focus on the positive themes of friendship and love between animals and people, highlighting "fun fur" as a friendly alternative to natural fur, instead of applying negative imagery showing the cruelty and violence of fur.



Show that you love animals as much as fur, wear synthetic!



original concept sketch



L'amour de la fourrure... respectueusement



the french revisions stating "Friends Friendly The love of fur... respectfully"

advertising graphics

Client

Bic USA /
Kaleidoscope Marketing Group

Project

US In-School Marketing Campaign,
2007

Comments

Developed the design concept and
related graphic elements for the
"My Story" in-school campaign
targeting the tween market through
a writing program for students,
parents and teachers conceived to
inspire creative writing.

The program included:

The "My Story" logo

Layouts for booklets & brochures

Poster designs

Graphic elements:

Hand with pen

Thought bubbles

Backgrounds



vector illustration

Client
Maja's Deli

Project
Identity design including Logo,
Postcard, Business Card, 3
Posters, Banner and Rubber
Stamp Promotion Series,
2005-2008

Comments
"The vegan girls" approached
me to design an identity
for their cafe that reflected
their friendly, welcoming
humor and non-aggressive
approach to food and animal
rights awareness.

In addition to the traditional
CI design elements, I also
consulted on interior color and
lighting details and developed
3 slogans for posters to be
hung on the walls, all featuring
the familiar cow motif. Adding
to the 2 quotes pictured above
: "holy cow it's vegan!" and
"go vegan", the 3rd cow poster
says: "a healthy mooove!".

After 2 years the main tag
line had to be changed from
"go vegan" to "animal friendly
food" because the first one
became so popular that fans
began spray painting it around
the city; a form of grass roots
marketing the vegan girls did
not want their brand to be
associated with.



cow dot



rubber stamp graphic



postcard | outdoor banner | business card



poster 1 of 3

vector illustration

Client

Just in Time Solutions,
Professional Services
Organization

Project

Logo and T-Shirt, 1999

Comments

This T-Shirt was featured in
"Pint Magazine's Regional
Design Annual", 1999



vector illustration

Client

Sister Safia's World Famous
Chunky Chutney

Project

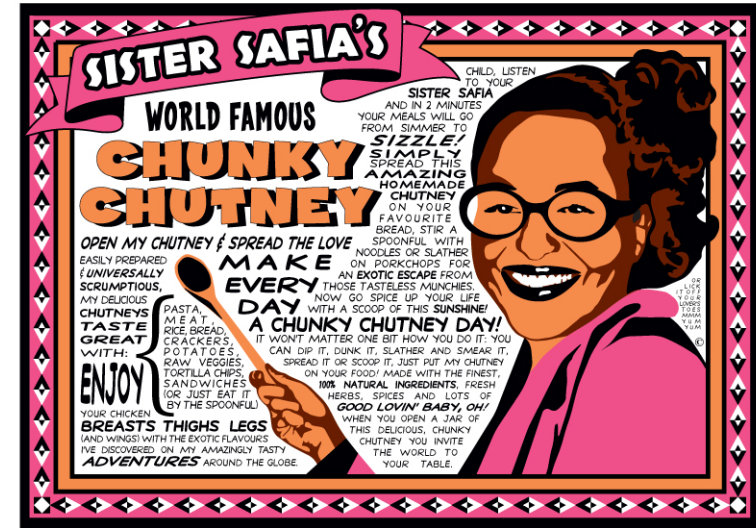
Identity creation and
production including Logo,
Copy, Postcard, Business Card
and Adhesive Labels, 2005

Comments

Designed this identity following
a complete inquiry process;
defining key elements of the
Sister Safia vision, brand story,
target market and distinct
aspects of her character.

The design was intended to
emphasize the many ways
the exotic chutneys can be
incorporated into meals and
express the bold, cheeky
personality of Sister Safia.

The jar label was designed
to have flexibility with space
for handwritten names of the
freshly made chutneys. The
business card doubles as a
varnished "tips & tricks guide"
for creative applications of the
chutney.



postcard



customizable labels



grayscale logo dot



4 color logo dot



business card front



business card back

vector illustration

Project

Peskyho Productions,
2000-2010
www.peskyho.com

Peskyho is a personal graphic project created in 2000. She has developed a cult-like status with the reputation of being a sassy, corvette drivin' independent sexpot. Peskyho has been featured in Juxtapoz Magazine and can be found at her eponymous website. T-shirts and postcards are available online and through Neurotitan, Berlin.



peskyho website



peskyho greeting cards

collage illustrations

Client

Kolonie Wedding e..V.

Project

Brochure concept, graphic collages, design and production for a non-profit cultural organization supporting 24 artist run galleries in Berlin's Wedding district, 2006-09

Comments

Organized and facilitated 2 group workshops to define the emotional drivers and visual language of the kolonie. From this material I then developed a collaged visual approach that reflects the gritty qualities of the neighborhood skyline, galleries and city in general. Working with the DIN Lang format, I turned the page sideways and used the color red to further highlight the rebellious, socialist attitudes of the collective.



2009 brochure cover back with map



2006 brochure cover



2009 brochure cover

collage illustrations

Client
Clint Lutes

Project
Concept, graphic collages,
design and production for
the promotion of "Santa
Maria Effekt" a performance
presented at Dock 11, Berlin,
2005



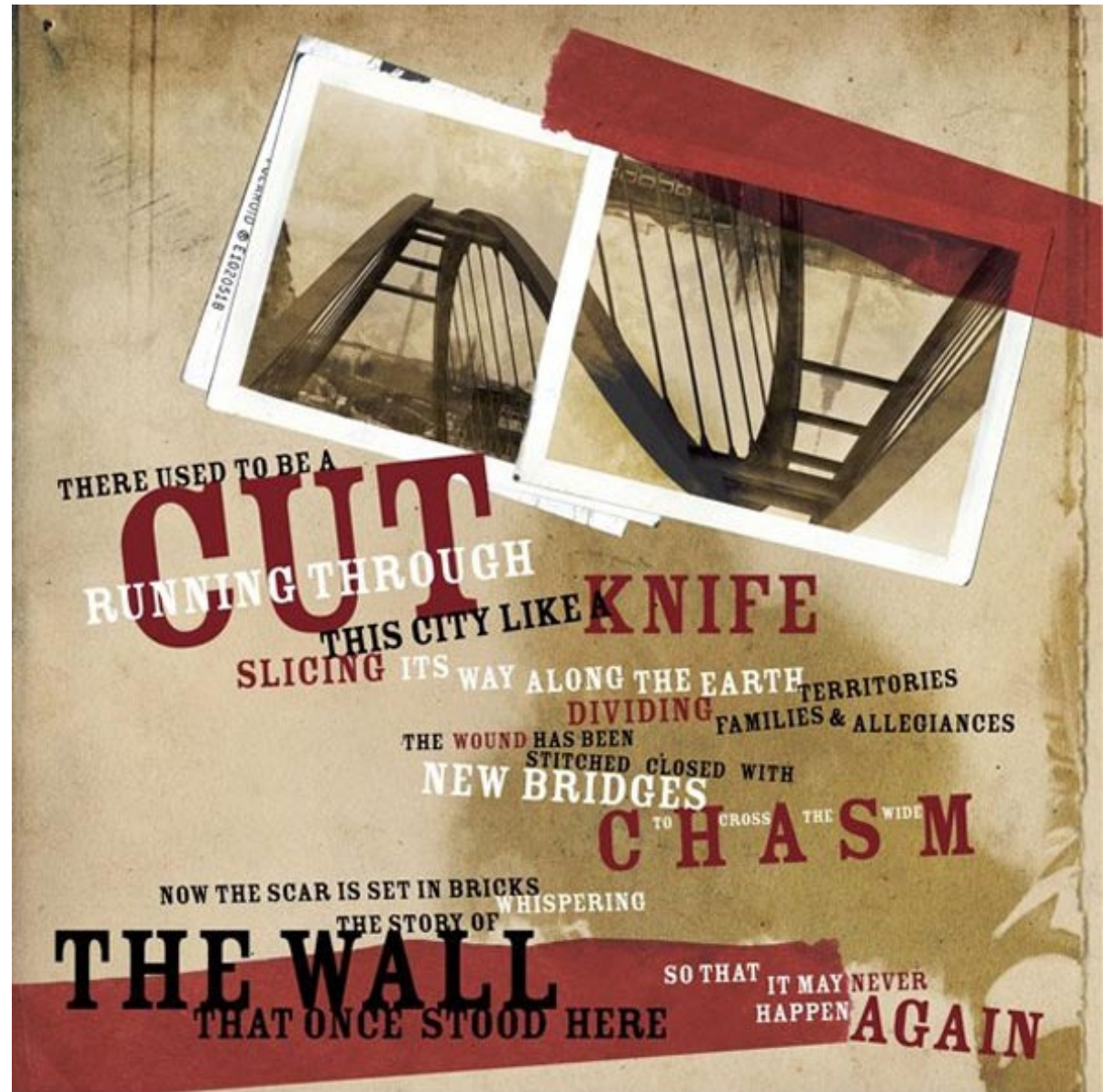
collage illustrations

Client

Code Berlin / Create Berlin

Project

Poster concept, graphic collage, design and production for a citywide poster exhibition throughout Berlin, 2009



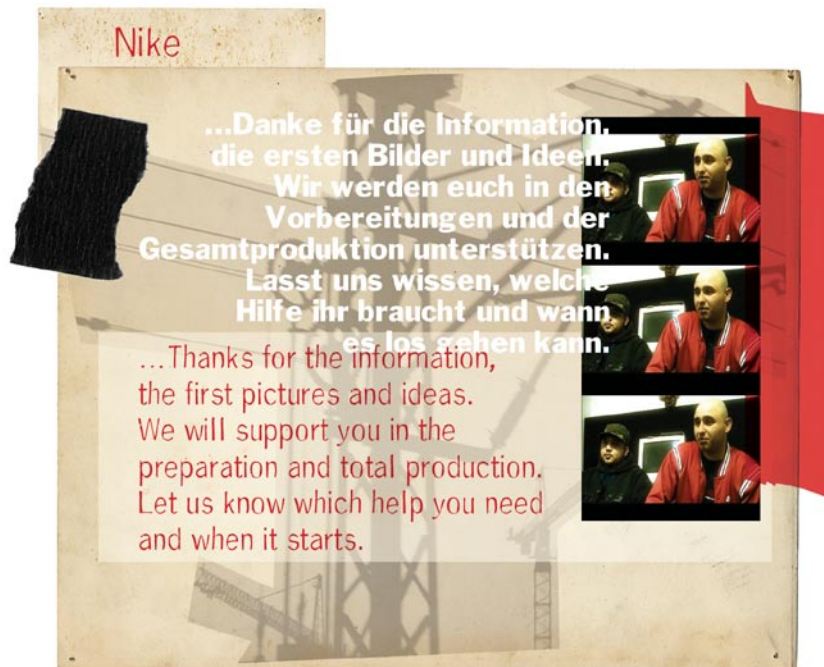
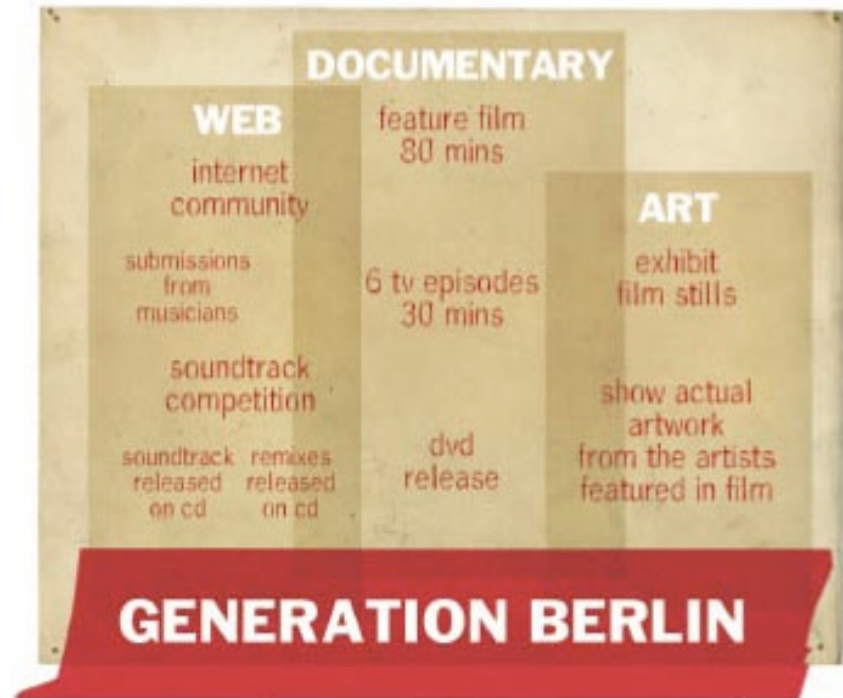
collage illustrations

Client

Pepermint Werbung /
Entry 1 Records

Project

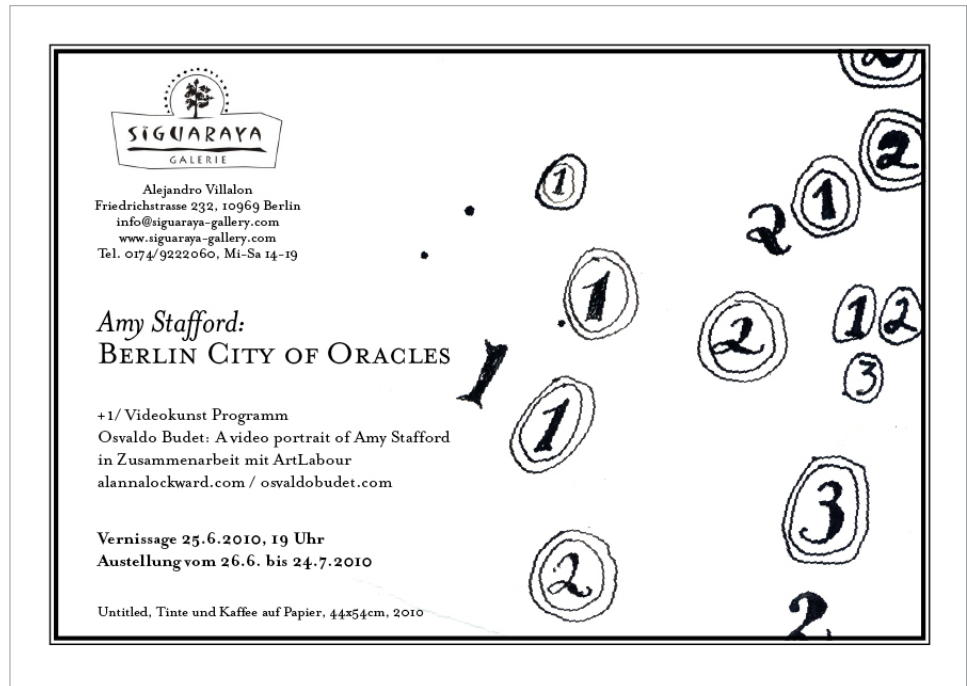
Concept, graphic collages,
design and production of the
info booklet promoting the
concept of "Generation Berlin",
a documentary of the music
scene in Berlin, 2004



exhibition promotion graphics

Project

Exhibition promotion for my solo show at Siguaraya Gallery, Berlin 2010



exhibition promotion graphics

Client

Alanna Lockward /
Freies Museum Berlin

Project

Concept, typography, design and
production for the promotion of
TRUESTORIES.TRUESUCCESS
exhibition, Berlin, 2009

**THE ULTIMATE
RELATIONSHIP PROGRAM**
How to Get Lots of Money for Anything
THE PASSION PROJECT
Get the Man, Get the Ring
**THE SCIENCE OF
CHANGING YOUR MIND**
Proven Techniques to Get Any Job
HOW TO FIND OUT ANYTHING ABOUT ANYONE
TRUE STORIES.TRUE SUCCESS
How to Survive in the Woods for 3 Days
MULTIPLY YOUR POSSIBILITIES
**HOW TO GET YOUR GIRLFRIEND TO
PLAY VIDEO GAMES**
HOW TO PREVENT FUTURE BLACKOUTS
One Decision Can
**CHANGE YOUR LIFE
FOREVER**

TRUESTORIES.TRUESUCCESS
31 October–14 November 2009 | Vernissage: 30 October at 7:00 p.m.

TRUESTORIES.TRUESUCCESS
*explores issues of fiction—
DOMESTIC, HISTORIC,
INTIMATE, URBAN, SOCIAL,
CURATORIAL and VIRTUAL.*
*These “real” or performed narratives are
reformulated by each participant
using different media.*

CURATED BY ALANNA LOCKWARD

PREVIEW & ARTIST TALKS
29 October, 5 November, 12 November
at 5:00 p.m.

FREIES MUSEUM BERLIN
Potsdamerstr. 91, 10785 Berlin
*Mo–Sa 12:00 to 7:00 pm
Thursday Long Night of the Museum 12:00–midnight*
Marianne Wagner-Simon
+49 (0) 179 921 2146
marianne.wagner@freies-museum.com

ALSO AT FREIES MUSEUM BERLIN:
*Exhibition of the Master Students of Candice Breitz
Constantin Hartenstein, Iris Musolf,
Karin Then, Clemens Wilhelm*
www.freies-museum.com

**ELENA BAJÓ
TERESA MARÍA DÍAZ NERIO
LINDA FRANKE
KATYA GARDEA-BROWNE
ANDREA LOUX
YVETTE MATTERN
RACHELLE MOZMAN
INGRID WANG/ROBERT HUTTER
RAQUEL PAIEWONSKY
MARTA MABEL PÉREZ
IRIS SCHIEFERSTEIN
AMY STAFFORD
GABRIELA VAINSENCHER**

**PERFORMANCES BY
ALANNA LOCKWARD
TERESA MARÍA DÍAZ NERIO
& SHARON DODUA OTTO**

**IN COLLABORATION
with
ARTLABOUR**
Alanna Lockward
+49 (0) 173 231 51 37
artlabour@yahoo.com
www.alannalockward.com

**COVER INSPIRED BY
TRUESTORIES.TRUESUCCESS
ANDREA LOUX, 2008**

**DESIGN BY
STUDIO BLIXA 6
WWW.BLIXA6.COM**

**SPECIAL THANKS TO
JOHN BLAND**

exhibition promotion graphics

Project

Exhibition promotion for
my solo show of polaroid
photographs at Galerie Space
Untitled, Berlin, 2005

