

ALEXANDER SCHARLACH

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ART CREATIVE DIRECTOR

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# ALEXANDER SCHARLACH

## ART / CREATIVE DIRECTOR

Born 20.05.1976 in Hannover, Germany

Languages: German and fluent in spanish and english

Awards: ADC, iF, New York Festivals, London International Awards



### FORMATION

- 2003 Degree in Communication Design at school of art HbK Braunschweig
- 2004 ADC student award and 2004 iF design award for degree dissertation: "Die Kleine Kickerfibel"
- 1997 – 2003 Study of communication design at school of art HBK Braunschweig

### WORK

- 2010 – present Freelance art/creative director Barcelona/Berlin
- Heimat Werbeagentur, DDB, Meta Design, etc
  - Volkswagen, REWE, Deutsche Bahn, Burger King, easyCredit, Mini, LAUFEN, LaVietnamita, Bavaria
- 2006 – 2010 Senior art director at Atletico International / Barcelona
- lead of the Seat BTL Account
  - Multiple concepts for car launches
  - Campaigns, TV/Print
  - Several other clients (Cordoniu S.A., P&G)
- 2004 – 2006 Art director at Springer und Jacoby / Hamburg
- Mercedes-Benz / brochures
  - Eurohypo / brochures, TVC, corporate design
  - Hamburger Dom / corporate identity
  - Osram / design book project
  - corporate design for several clients
- 2003 – 2004 Junior art director at Philipp und Keuntje / Hamburg
- Audi / A6, A4, S4, A3 Sportback
  - Audi brandbook
  - quattro collection
  - T-Systems
- 2002 – 2003 Junior art director at gingco / Braunschweig
- Volkswagen / print/TV campaigns, corporate design
  - Land Niedersachsen / corporate design
  - Actebis / print campaigns
- 1999 – 2001 Designer at Wir-Design / Braunschweig
- Corporate design for Audi, Volkswagen, Seat, Skoda

**CAMPAIGN**

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**Besser leben.**

Genießen Sie frisch. Machen Sie es sich einfach. Ernähren Sie sich bewusst. Und lassen Sie sich inspirieren.

**REWE**  
Besser leben.

**Bewusst leben.**

Bewusst einkaufen, bewusst ernähren. Nachhaltig und ausgewogen leben.

**REWE**  
Besser leben.

**Frisch leben.**

Frische Lebensmittel, frische Ideen – ein vitaleres, gesünderes und genussvolleres Leben.

**REWE**  
Besser leben.

**Einfach leben.**

Frische Lebensmittel, frische Ideen – ein vitaleres, gesünderes und genussvolleres Leben.

**REWE**  
Besser leben.

**Inspiziert leben.**

Lesen Sie sich inspirieren, überraschen Sie sich selbst, feiern Sie Ihre Regeln. Jeden Tag.

**REWE**  
Besser leben.

REWE

PRINT AD FOR REWE  
CLIENT. REWE  
AGENCY. HEIMAT



REWE REGIONAL

PRINT AD FOR REWE REGIONAL

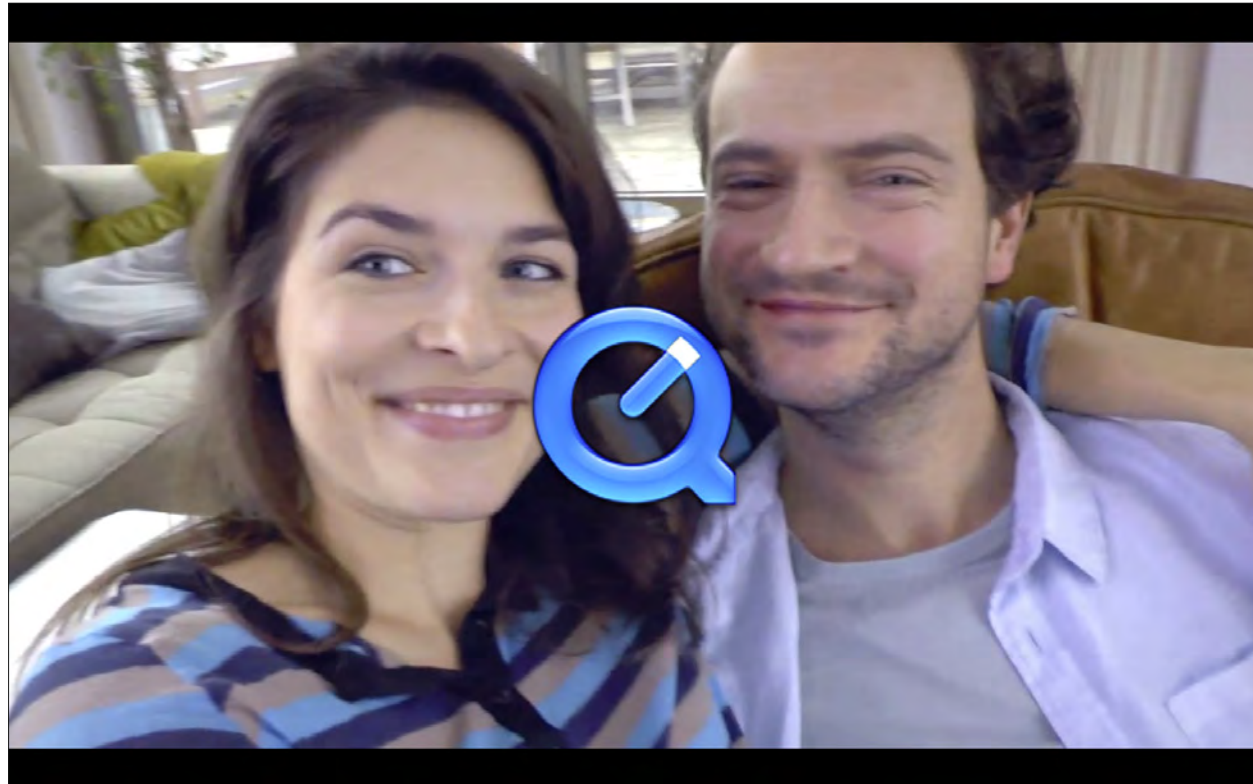
CLIENT. REWE

AGENCY. HEIMAT

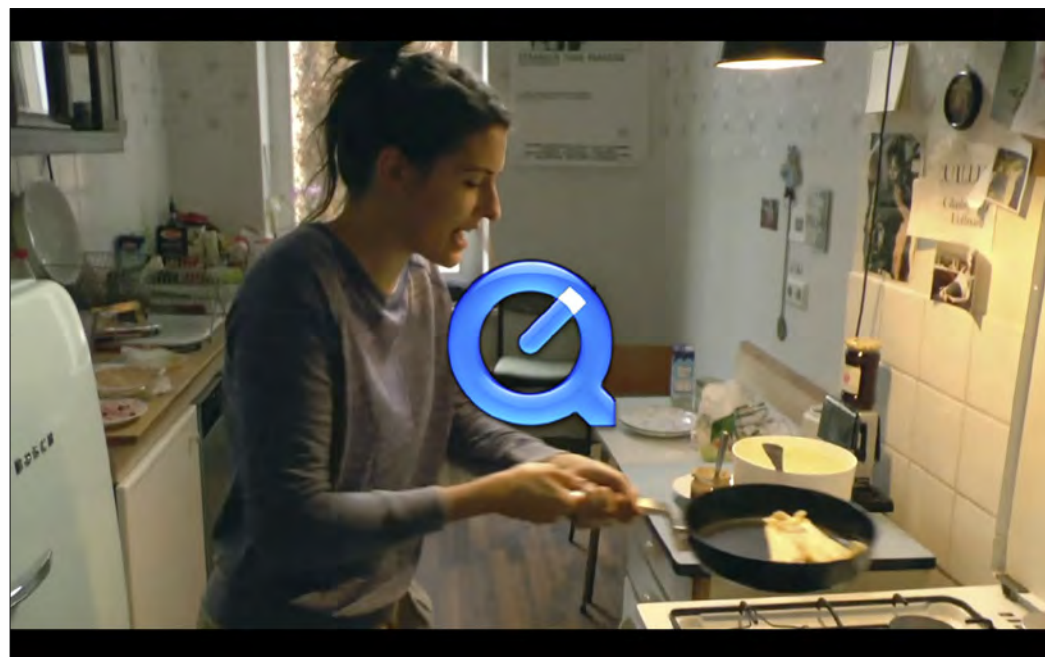


## REWE / EINFACH LEBEN

TVCS FOR REWE  
CLIENT. REWE  
AGENCY. HEIMAT



TVC / FOR VIEW CLICK ON IMAGE



TVC / LONG VERSION / FOR VIEW CLICK ON IMAGE

EASYCREDIT

PRINT ADS, WEBSITE, FLYER, CMR  
 CLIENT. EASYCREDIT  
 AGENCY. HEIMAT

**e@sy Credit**  
Einfach. Fair.

Vermittlung des fairen easyCredit ausschließlich für die TeamBank AG.

Empfohlen durch:  
**Volksbanken Raiffeisenbanken**

**e@sy Credit**  
Einfach. Fair.

Empfohlen durch:  
**Volksbank Musterstadt**

Auch bei meinem Kredit will ich mich ganz sicher fühlen.

**25% Jubiläumsvorteil auf Ihren Zinssatz!**  
 Für jeden easyCredit von 1.000 - 5.000 €. Nur von 28.8 - 1.11.2013!

**25% Jubiläumsvorteil auf Ihren Zinssatz!**  
 Für jeden easyCredit von 1.000 - 5.000 €. Nur von 28.8 - 1.11.2013!

**Sichern Sie sich jetzt Ihren Jubiläumsvorteil.**  
 Für jeden easyCredit von 1.000 - 5.000 €. Nur von 28.8 - 1.11.2013!

**e@sy Credit**  
Einfach. Fair.

Kredit von easyCredit: der faire Kredit mit Selbstverpflichtung

e@sy Credit    Produkte    Service    Unternehmen    Mein easyCredit    🔍

Willkommen beim fairen Ratenkredit-Experten

**easyCredit ist individuell.**  
 Maßgeschneiderter Leistungsumfang  
 Optimales Angebot

**25% Jubiläumsvorteil auf Ihren Zinssatz!**  
 Verlängert bis 31.12.2013

|              |           |  |                  |                           |
|--------------|-----------|--|------------------|---------------------------|
| Wunschbetrag | Laufzeit  | Monatliche Rate inkl. Jubiläumsvorteil | <b>nur 71 €!</b> | Jetzt Zinsvorteil sichern |
| 5.000 €      | 84 Monate | 25% Zinssparnis                        | 336 €            |                           |

**✓ sicher** Schutz vor Überschuldung, partnerschaftliche Begleitung mehr erfahren  
**✓ individuell** Maßgeschneiderter Leistungsumfang für Ihren easyCredit mehr erfahren  
**✓ flexibel** Vorzeitige Ratenrückzahlung und Ratenanpassungen mehr erfahren  
**✓ transparent** Detaillierte Berechnung Ihrer Finanzierung & verbindliche Kosten mehr erfahren

**Der neue TV-Spot**  
Fair. In jeder Beziehung.

**Beratung vor Ort**  
Ihrer ganz in Ihrer Nähe

Finden Sie Ihre Vertriebsstelle aus über 10.000 Partnerbank Filialen der genossenschaftlichen FinanzGruppe

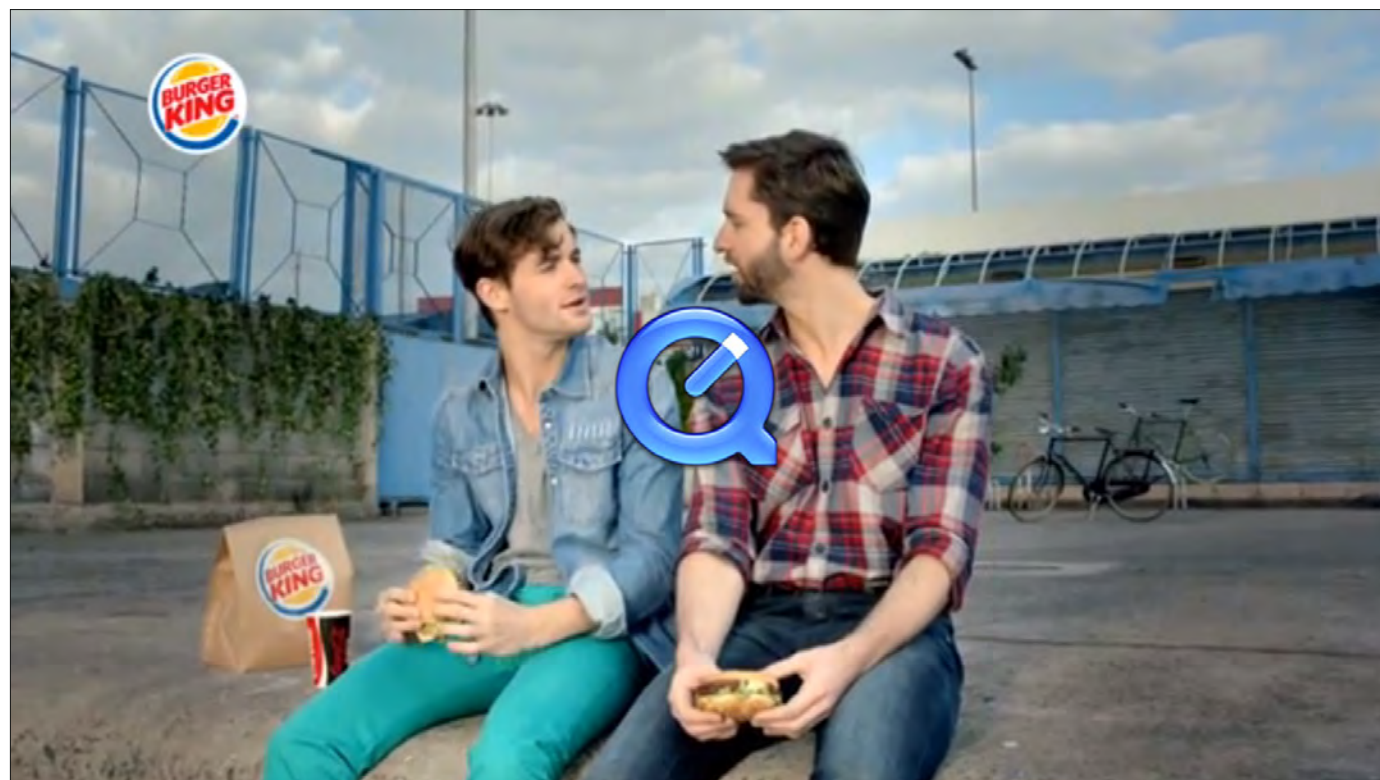
TV-Spot    Kreditrechner    Chat    Videoberatung    Hotline    E-Mail    Beratung vor Ort    Quick Links

**25% Jubiläumsvorteil auf Ihren Zinssatz!**  
 Für jeden easyCredit von 1.000 - 5.000 €. Nur von 28.8 - 1.11.2013!

Auch bei meinem Kredit will ich mich ganz sicher fühlen.  
 Fair. In jeder Beziehung.

**Jetzt Zinsvorteil sichern >**

**e@sy Credit**  
Einfach. Fair.



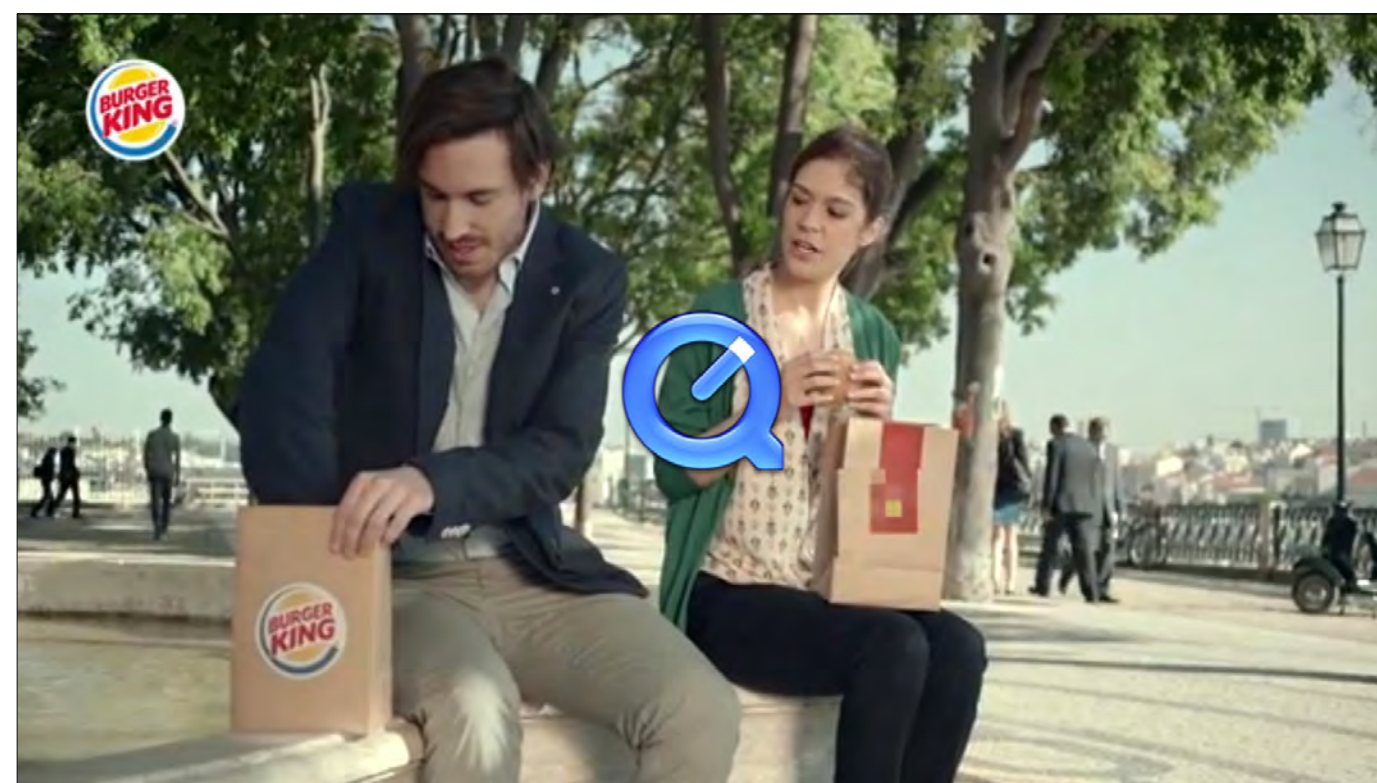
TVC / FOR VIEW CLICK ON IMAGE



TVC / FOR VIEW CLICK ON IMAGE



TVC / FOR VIEW CLICK ON IMAGE



TVC / FOR VIEW CLICK ON IMAGE

## BURGERKING

TVCS FOR DIFFERENT BURGER KING PRODUCTS

CLIENT. BURGER KING

AGENCY. HEIMAT





TVC / FOR VIEW CLICK ON IMAGE



## SEAT IBIZA / "CHERUB" COMERCIAL FOR THE SEAT IBIZA RANGE

CONCEPT AND ART DIRECTION OF THE COMPLETE CAMPAIGN, INCLUDING TV, PRINT, INTERNET, P.O.S.

JOB. CONCEPT AND ART DIRECTION FOR TV AND PRINT

CLIENT. SEAT UK

AGENCY. ATLETICO INTERNATIONAL BARCELONA

DIRECTOR. JOAKIM REVEVAN



## SEAT IBIZA SPECIAL EDITION WITH ARMIN VAN BUUREN SOUNDSYSTEM (NL)

TVC AND PRINT AD FOR IBIZA SPECIAL EDITION WITH ARMIN VAN BUUREN (FAMOUS DUTCH TECHNO DJ) SOUNDSYSTEM.

JOB. CONCEPT AND ART DIRECTION ON TVC AND PRINT

CLIENT. SEAT

AGENCY. ATLETICO INTERNATIONAL



FOLLOW UP CAMPAIGN 01



FOLLOW UP CAMPAIGN 02



## SEAT IBIZA SC

PRINT ADS FOR THE SEAT IBIZA SC SPORT COUPÉ

JOB. ART DIRECTION

CLIENT. SEAT

AGENCY. ATLETICO INTERNATIONAL

PHOTOGRAPHER. STUART HALL

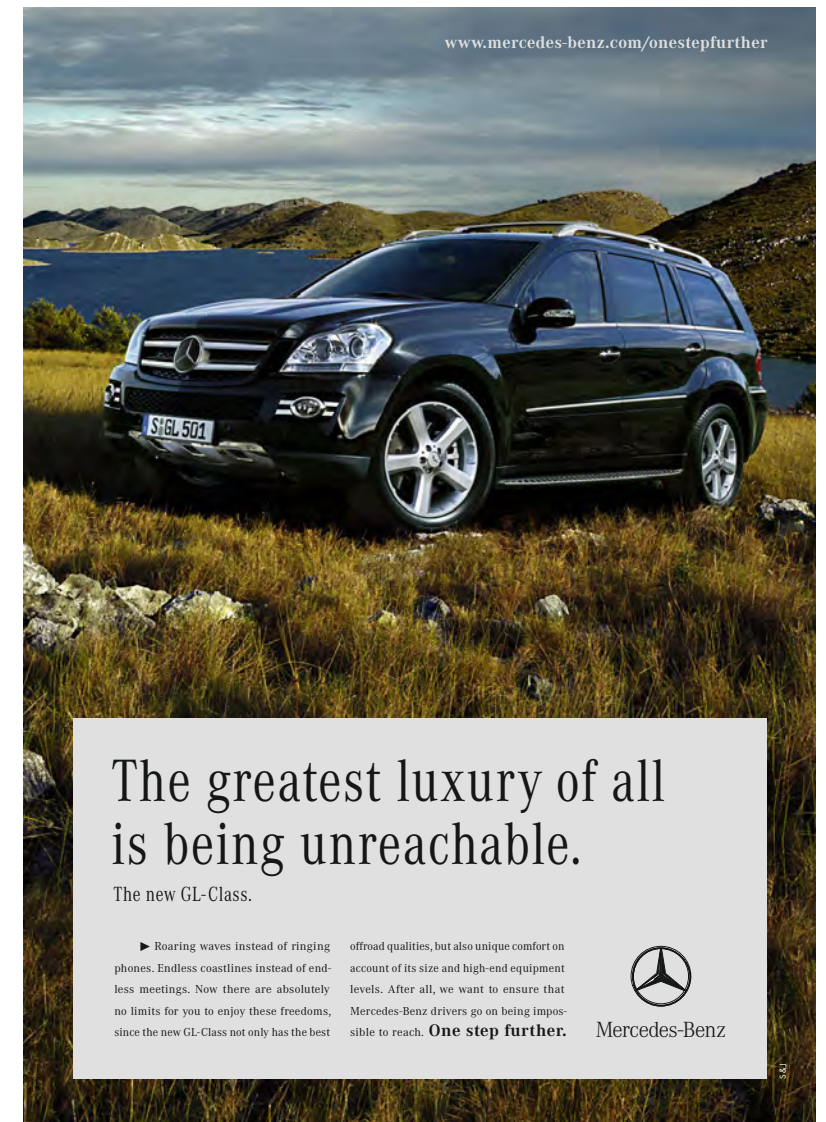


Werden Sie unerreichbar.

Die neue GL-Klasse.



Mercedes-Benz



[www.mercedes-benz.com/onestepfurther](http://www.mercedes-benz.com/onestepfurther)

The greatest luxury of all  
is being unreachable.

The new GL-Class.

► Roaring waves instead of ringing phones. Endless coastlines instead of endless meetings. Now there are absolutely no limits for you to enjoy these freedoms, since the new GL-Class not only has the best

offroad qualities, but also unique comfort on account of its size and high-end equipment levels. After all, we want to ensure that Mercedes-Benz drivers go on being impossible to reach. **One step further.**



Mercedes-Benz

## MERCEDES-BENZ / GL-KLASSE

PRINT AD FOR THE NEW GL-CLASS

JOB. CONCEPT AND ART DIRECTION

CLIENT. DAIMLER-CHRYSLER / MERCEDES-BENZ

AGENCY. SPRINGER & JACOBY

PHOTOGRAPHER. EMIR HAVERIC

seat.com

SEAT

emotion

**THE NEW 265 HP SEAT LEON CUPRA R.**  
RESTRAINED TO 250 KM/H.

Average consumption: 8.1 l/100 km. Average CO<sub>2</sub> mass emissions: 190 g/km.

MEMBER OF THE VOLKSWAGEN GROUP

## SEAT LEON CUPRA R

PRINT AD FOR THE SEAT LEON CUPRA R  
JOB. CONCEPT & ART DIRECTION  
CLIENT. SEAT  
AGENCY. ATLETICO INTERNATIONAL  
PHOTOGRAPHER. OSCAR VAN DE BEEK

seat.com

SEAT

# THE NEW SEAT EXEO MAKES EVERY DRIVE SENSATIONAL

The new SEAT Exeo is a car with unnatural power. Or should we say powers? After all, it comes equipped with the responsive TSI engine that reaches up to 200 hp without breaking a sweat. Or if you prefer, a fast and fuel-efficient Common Rail TDI. Either way you'll have the benefit of a dynamic chassis, AFS lights that can see around corners and a sunroof that stores the power of the sun. And as if those powers weren't super enough, it's guaranteed to turn even the most ordinary of drives, into something truly extraordinary.


Average consumption: 5.7-8.2 l/100 km. Average CO<sub>2</sub> Mass emissions: 149-192 g/km.

MEMBER OF THE VOLKSWAGEN GROUP


## SEAT EXEO

PRINT AD FOR THE SEAT EXEO  
JOB. CONCEPT & ART DIRECTION  
CLIENT. SEAT  
AGENCY. ATLETICO INTERNATIONAL  
PHOTOGRAPHER. STUART HALL

seat.com



# PACE and LOVE




**THE NEW SEAT IBIZA ECOMOTIVE  
LOWERING EMISSIONS NOT EMOTIONS**

Can a car be green and sporty? With SEAT it can. The new Ibiza Ecomotive is a car without compromise. With CO<sub>2</sub> emissions of just 99 g/km and an 80 hp 1.4 TDI engine it's eco-friendly fun on four wheels. The engine has a DPF (Diesel Particle Filter) system that filtrates the soot particles given off by any diesel engine to prevent harm to living organisms or the environment, so you can drive with a cleaner conscience.


Average consumption: 5.7-8.2 l/100 km. Average CO<sub>2</sub> Mass emission: 149-192 g/km. **MEMBER OF THE VOLKSWAGEN GROUP**

seat.com



# MAKE WASTE NOT WASTE

99 g CO<sub>2</sub> per km




**THE NEW SEAT IBIZA ECOMOTIVE  
LOWERING EMISSIONS NOT EMOTIONS**


Can a car be green and sporty? With SEAT it can. The new Ibiza Ecomotive is a car without compromise. With CO<sub>2</sub> emissions of just 99 g/km and an 80 hp 1.4 TDI engine it's eco-friendly fun on four wheels. The engine has a DPF (Diesel Particle Filter) system that filtrates the soot particles given off by any diesel engine to prevent harm to living organisms or the environment, so you can drive with a cleaner conscience.

Average consumption: 5.7-8.2 l/100 km. Average CO<sub>2</sub> Mass emission: 149-192 g/km. **MEMBER OF THE VOLKSWAGEN GROUP**

seat.com



# PEACE LOVE OVERTAKING



**THE NEW SEAT IBIZA ECOMOTIVE  
LOWERING EMISSIONS NOT EMOTIONS**

Can a car be green and sporty? With SEAT it can. The new Ibiza Ecomotive is a car without compromise. With CO<sub>2</sub> emissions of just 99 g/km and an 80 hp 1.4 TDI engine it's eco-friendly fun on four wheels. The engine has a DPF (Diesel Particle Filter) system that filtrates the soot particles given off by any diesel engine to prevent harm to living organisms or the environment, so you can drive with a cleaner conscience.

Average consumption: 5.7-8.2 l/100 km. Average CO<sub>2</sub> Mass emission: 149-192 g/km. **MEMBER OF THE VOLKSWAGEN GROUP**

## SEAT IBIZA ECOMOTIVE

SPECIAL LAUNCH CAMPAIGN FOR THE IBIZA ECOMOTIVE. WITH ONLY 99 G/KM OF CO<sub>2</sub>, IT STILL OFFERS SPIRITED PERFORMANCE THAT EVERYONE WILL LOVE.

JOB. CONCEPT, ILLUSTRATIONS AND ART DIRECTION

CLIENT. SEAT

AGENCY. ATLETICO INTERNATIONAL BARCELONA

**Managed business flexibility:**  
**Dem Kurs kann man folgen. Oder ihn setzen.**

Trends nachahmen oder Trends vorgeben? Erfolgreiche Unternehmen machen das Zweite. Und sind zur richtigen Zeit mit dem richtigen Produkt im richtigen Markt.

Natürlich funktioniert das nur, wenn man sich vorbereitet. Wenn man Informations- und Kommunikationstechnologien so kombiniert, dass Prozesse effizienter und Entscheidungswege kürzer werden. Mit ICT-Lösungen von uns, die Sie flexibler machen und Trends setzen lassen.

[www.t-systems.de](http://www.t-systems.de)

**T · · Systems · · ·**

CeBIT 2004, 18.-24.03.04 Halle 26, Stand A 01

**Managed business flexibility:**  
**Schnell ist man erst, wenn man vor den anderen liegt.**

Die Schnellen fressen die Langsamen. Das weiß jeder. Jetzt geht es darum, die entscheidenden Prozente herauszuholen.

Dazu braucht man schnelle Technologie. Integrierte Informations- und Telekommunikationslösungen, die Unternehmen flexibel am Markt agieren lassen. ICT-Lösungen, die Sie schneller machen.

ICT-Lösungen von uns.

[www.t-systems.de](http://www.t-systems.de)

**T · · Systems · · ·**

**Managed business flexibility:**  
**High-Tech muss nicht gefallen. Sondern gewinnen.**

LAN, EAI, ERP, MPLS, MS. Das klingt nicht schön. Aber es macht erfolgreich.

Individuelle ICT-Lösungen kombinieren Informations- mit Kommunikationstechnologien. Informationen werden verwertbares Wissen. Wissen wird zu Wettbewerbsvorteilen. Unser Job dabei: Wir planen, bauen und managen genau die ICT, die Sie für Ihr Business brauchen. Kurz: Wir machen Sie flexibel.

[www.t-systems.de](http://www.t-systems.de)

**T · · Systems · · ·**

## T-SYSTEMS

PRINT ADS

JOB. CONCEPT / ART DIRECTION

CLIENT. T-SYSTEMS

AGENCY. PHILLIP UND KEUNTJE



**LITERATURE**

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**AN ADVANCED LEVEL OF ADVANCED.**

Wherever you go in the Leon, you're in the future. Every tap of the accelerator launches you to a higher level of performance and technology. The Leon sees the world through different eyes, interpreting every inch of the road with cutting-edge technology and, in return, calculating the most action-packed ride for you. Take for example the Leon's 7-speed Direct Shift Gearbox (DSG)\*. In manual mode, DSG lets you race through gears on the open road using the paddles on the steering wheel. In automatic mode, you can sit back as DSG picks the exact moment to shift gears, optimizing performance and fuel efficiency. Acceleration is smooth and dynamic every time. It's as real as artificial intelligence gets. And it's just the beginning.

\*Available only with 1.8 TSI 150 HP.

**IT DOESN'T JUST SEE CURVES. IT SEES GRAPHS.**

Throw the Leon into a corner and you'll feel the difference technology makes. It comes in the form of XDS (Electronic Differential Lock System) that's linked to our Electronic Stability Programme (ESP). XDS gives you more control when you brake in curves.

If a wheel starts slipping, XDS stops it from doing so, providing each wheel with just the right amount of pressure to maximize traction and improve response throughout the curve. Wheels can go at different speeds when they need to, keeping you on the road in dynamic fashion. And speaking of fashion, a range of alloy wheel sets will keep you looking as sporty when parking as when driving round the bend. There's also a variety of colour options to choose from, including four attention-getting custom colours.

**COMMON RAIL ENGINE. UNCOMMON PERFORMANCE.**

From 1.4 TSI 125 HP to 2.0 TSI 200 HP, the Leon's engines offer a wide range of power and torque options. The 1.4 TSI 125 HP engine is the most fuel-efficient, while the 2.0 TSI 200 HP engine offers the most power. The Leon's engines are all equipped with Common Rail technology, which provides a more precise fuel injection, resulting in smoother acceleration and better fuel economy. The Leon's engines are also equipped with a variable valve timing system, which allows the engine to adjust its valve timing to suit the driving conditions. This results in a more responsive engine and better performance. The Leon's engines are all equipped with a turbocharger, which provides a significant boost in power and torque. The Leon's engines are also equipped with a direct injection system, which provides a more precise fuel injection, resulting in smoother acceleration and better fuel economy. The Leon's engines are all equipped with a variable valve timing system, which allows the engine to adjust its valve timing to suit the driving conditions. This results in a more responsive engine and better performance. The Leon's engines are all equipped with a turbocharger, which provides a significant boost in power and torque. The Leon's engines are also equipped with a direct injection system, which provides a more precise fuel injection, resulting in smoother acceleration and better fuel economy.

**A CAR THAT'S ALL KNOWING, ALL SEEING.**

Technology makes the Leon faster and sharper. But it also prevents you from having to push that accelerator further to the next speed. And you'll know that when you have a car where you see the Leon. This means a 17" colour display offers high quality maps and precise arrival recommendations you can access through an easy-to-use touch screen on the Leon's central steering wheel. Dynamic guidance also uses current traffic conditions to guide you to your destination. And while you're filling up at the only petrol station for the next 100 miles, take a moment to appreciate the Leon's sporty exterior. The elegant rear bumper, sledge, front bumper and grill give the Leon a striking, confident appearance.

**SEAT LEON CUPRA R**

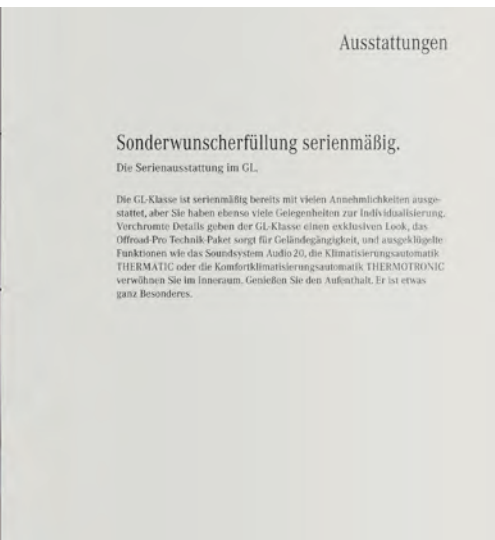
SEAT LEON CUPRA R is a high-performance variant of the SEAT Leon. It features a 2.0 TSI engine with 245 HP and a 6-speed manual transmission. The car is equipped with a sporty exterior, including a rear spoiler, sledge, and front bumper. It also features a 17" colour display and a central steering wheel with touch-sensitive controls. The SEAT Leon Cupra R is available in a variety of colours, including the vibrant green shown in the image.

**SEAT LEON CUPRA R**

SEAT LEON CUPRA R is a high-performance variant of the SEAT Leon. It features a 2.0 TSI engine with 245 HP and a 6-speed manual transmission. The car is equipped with a sporty exterior, including a rear spoiler, sledge, and front bumper. It also features a 17" colour display and a central steering wheel with touch-sensitive controls. The SEAT Leon Cupra R is available in a variety of colours, including the vibrant yellow shown in the image.

**SEAT LEON**

BROCHURE AND PRINT AD FOR THE SEAT LEON  
 JOB. CONCEPT AND ART DIRECTION  
 CLIENT. SEAT  
 AGENCY. ATLETICO INTERNATIONAL BARCELONA  
 PHOTOGRAPHER. TORSTEN KLINKOW



## MERCEDES-BENZ – GL-KLASSE

BROCHURE FOR THE NEW GL-CLASS  
 JOB. CONCEPT AND ART DIRECTION  
 CLIENT. DAIMLER-CHRYSLER / MERCEDES-BENZ  
 AGENCY. SPRINGER & JACOBY  
 PHOTOGRAPHER. EMIR HAVERIC



FEEL LIKE YOU'RE MOVING UP IN THE WORLD JUST BY GETTING IN.

The Exeo is more than just an investment in your appearance. It's an investment in confidence: the next chapter in your personal success story. While the Exeo's sleek flowing lines suggest movement, its exceptional

manoeuvrability and subtle sportiness confirm it. From the front grill to the rear lights, the Exeo's bold design ensures that heads will follow you at every turn. As befits a car more urbane in character, all 14 colour options are on

the refined side. Exterior mirrors, door handles and mouldings also come in matching body colour, so you can leave a stronger, longer-lasting first impression. One thing is clear: you're going to need more business cards.



TRAVEL BUSINESS CLASS EVERYWHERE YOU GO.

From uptown to downtown, get used to traveling in style. Considered Barches aren't hard to find, their sleek limited services and the car's washers (with heated nozzles) right down to the Style mode's 16" Multiflex alloy (the Sport gives one better, with 17" Multiflex).

A 'kick-side function' keeps those always looking respectable - when reverse gear is engaged the passenger-side mirror folds automatically to increase visibility when pulling into your exclusive parking space. To help you with your driving, the Exeo's sculpted 80 Xenon headlights

come with Adaptive Front-Lighting System (AFS) that follow the movement of the steering wheel, giving you the optimum field of vision. Looking beyond. Something you're used to doing everyday.



HOW GO-GETTERS GO.

Waves and children have never moved like this. Despite its low-slung profile, the Exeo has a sleek, aerodynamic shape, thanks to its 0.28 coefficient of drag. The Exeo also comes equipped with the latest generation Anti-Lock Braking System (ABS), Electronic Stability Programme (ESP) and

steering assists that work in light of low speeds and off-road at higher speeds, giving a more precise, quiet but that corrects cornering and level. The Exeo also comes equipped with the latest generation Anti-Lock Braking System (ABS), Electronic Stability Programme (ESP) and

Emergency Brake Assist (EBA). These systems monitor information from the steering wheel, GPS, sensor and cameras, making adjustments when necessary, so you stay in the pocket and don't accidentally stray the line between business and pleasure.



MARKETS GO UP AND DOWN: YOU GO AHEAD.



## SEAT EXEO

BROCHURE AND PRINT AD FOR THE SEAT EXEO RANGE

JOB. CONCEPT AND ART DIRECTION

CLIENT. SEAT

AGENCY. ATLETICO INTERNATIONAL BARCELONA

PHOTOGRAPHER. STUART HALL



15:00 Brainstorming the new project

**ANOTHER TOUGH DAY AT THE OFFICE.**

Introducing the new SEAT Exeo ST, the most dynamic version of the SEAT Exeo. It's not just a car, it's a lifestyle. It's designed for work and play, for the office and the beach. It's a car that's built to last, with a focus on durability and reliability. It's a car that's built to be fun, with a focus on performance and handling. It's a car that's built to be a part of your life, whether you're at work or at play.

10:00 Assembling the team

**NOT THE SAME OLD TALK AROUND THE WATERCOOLER.**

It's true what they say about all work and no play. So the Exeo ST was engineered to go even further to accommodate your dynamic lifestyle. It starts with an exterior that's all business: sculpted Bi-Xenon headlights with Adaptive Front-Lighting System (AFS).

This system allows the headlights to follow the motion of the steering wheel, letting you see around corners with an optimum field of vision. In the back, the rear hatch has been redesigned to maximize interior space and features striking new taillights. There are

14 distinguished colours to choose from and, for the sake of consistency, exterior mirrors, door handles and mouldings all come in matching body colour.

15:30 Client meeting out of office

**A COMMUTE YOU'LL ACTUALLY LOOK FORWARD TO.**

You're used to doing things in ways that haven't been done before. The Exeo ST is a new breed, in both design and in its ability to get you to work without actually having to go there. You'll actually look forward to the commute. It's all about the way you drive. The Exeo ST is a new breed, in both design and in its ability to get you to work without actually having to go there. You'll actually look forward to the commute. It's all about the way you drive.

16:00 Changing the big deal

**BIG PRESENTATIONS DON'T HAPPEN IN SMALL CONFERENCE ROOMS.**

The Exeo ST is a car that's built to last, with a focus on durability and reliability. It's a car that's built to be fun, with a focus on performance and handling. It's a car that's built to be a part of your life, whether you're at work or at play.



## SEAT EXEO ST

BROCHURE FOR THE SEAT ST SPORTS TOURER  
 JOB. CONCEPT AND ART DIRECTION  
 CLIENT. SEAT  
 AGENCY. ATLETICO INTERNATIONAL BARCELONA  
 PHOTOGRAPHER. YONA HECKL



## SEAT LEON CUPRA

SEAT LEON CUPRA SPECIAL LEAFLET FOR THE DETROIT MOTORSHOW

JOB. SUPERVISION ON CONCEPT AND ART DIRECTION

CLIENT. SEAT

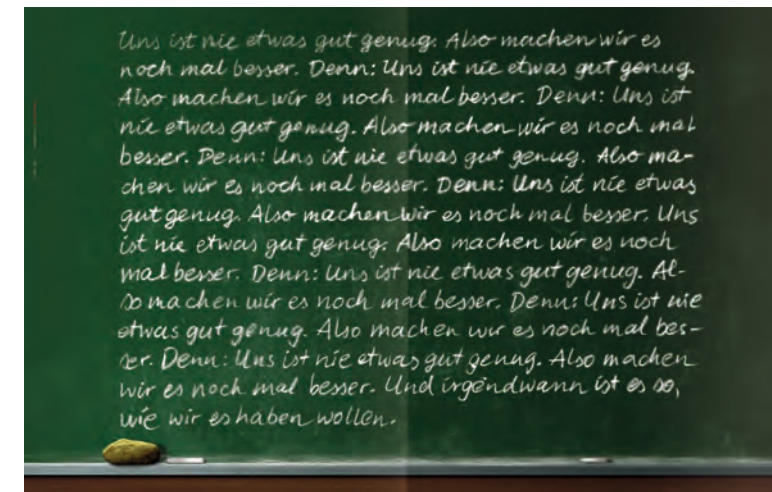
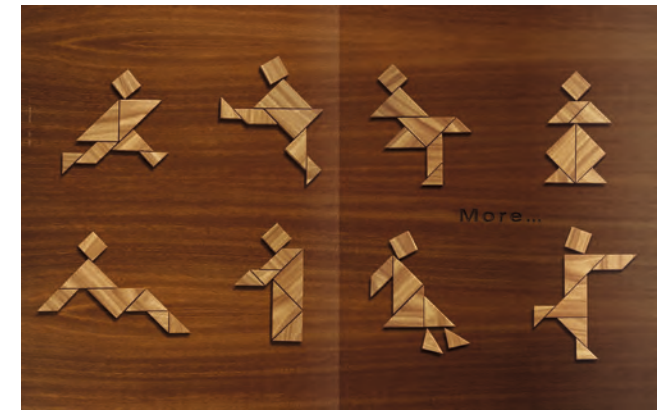
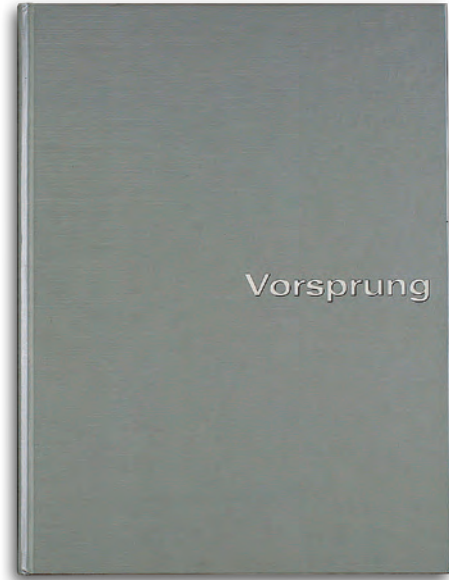
AGENCY. ATLETICO INTERNATIONAL BARCELONA

PHOTOGRAPHER. IMPULS



## SEAT FREETRACK

BROCHURE FOR THE SEAT ALTEA FREETRACK SUV  
 JOB. CONCEPT AND ART DIRECTION  
 CLIENT. SEAT  
 AGENCY. ATLETICO INTERNATIONAL BARCELONA  
 PHOTOGRAPHER. EMIR HAVERIC

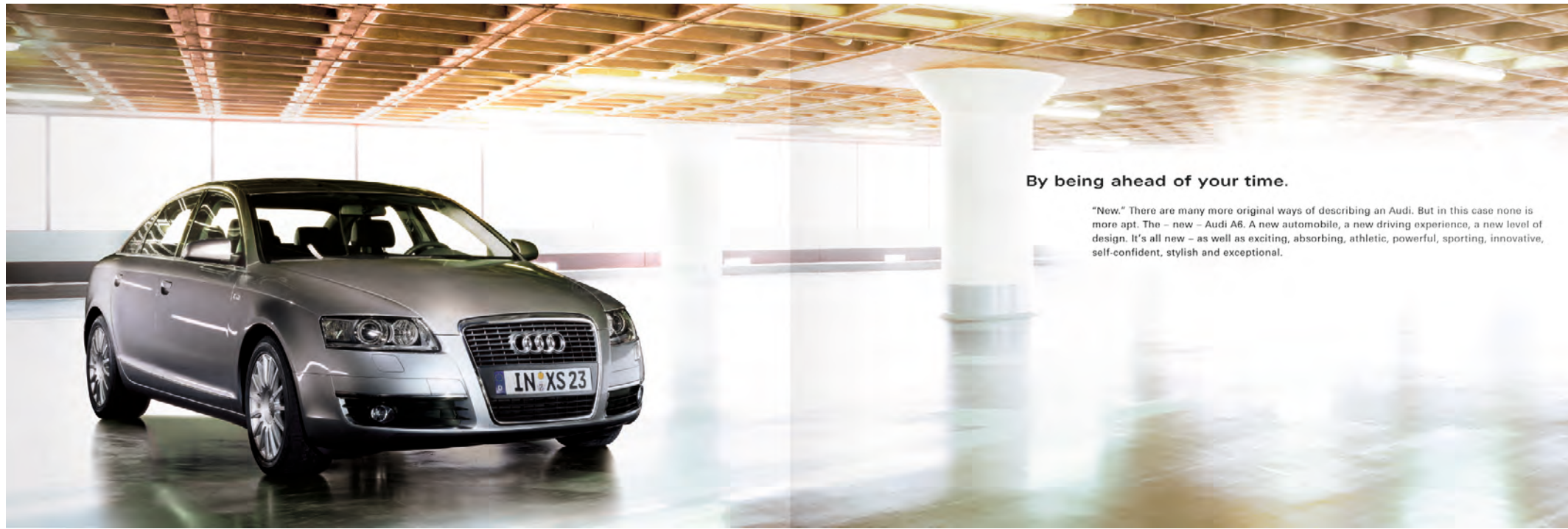


VORSPRUNG / AUDI BRAND BOOK

BRANDBOOK FOR THE AUDI AG  
JOB. ART DIRECTION WITH TEAM  
CLIENT. AUDI  
AGENCY. PHILIPP UND KEUNTJE  
AWARDS. ADC AWARD / IF DESIGN AWARD / NEW YORK FESTIVAL FINALIST / LONDON INTERNATIONAL AWARDS







**By being ahead of your time.**

"New." There are many more original ways of describing an Audi. But in this case none is more apt. The - new - Audi A6. A new automobile, a new driving experience, a new level of design. It's all new - as well as exciting, absorbing, athletic, powerful, sporting, innovative, self-confident, stylish and exceptional.



How do you achieve more power?



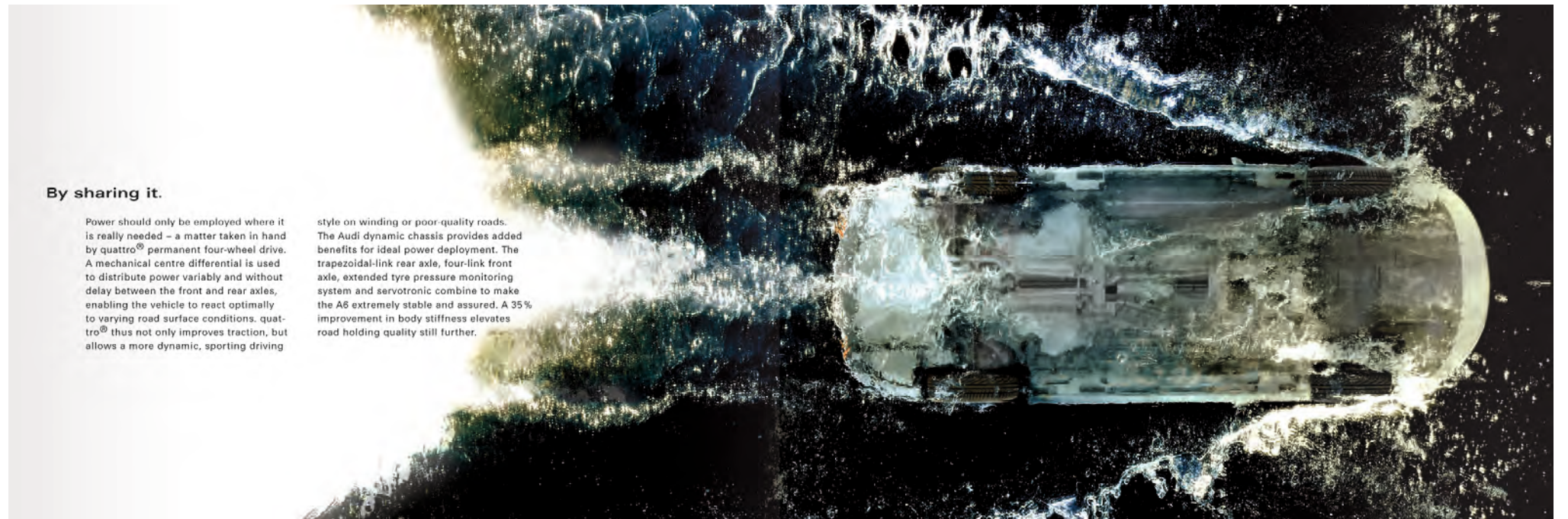
**By engineering efficiency.**

Three engines based on a single design, performance. The V8-30T3, V8-32F6 and V8-42 are all derived from the same basic design. The V8-30T3 is the most powerful, the V8-32F6 is the most efficient, and the V8-42 is the most economical. The V8-30T3 is the most powerful, the V8-32F6 is the most efficient, and the V8-42 is the most economical. The V8-30T3 is the most powerful, the V8-32F6 is the most efficient, and the V8-42 is the most economical.

Maximum speed of 250 km/h. The V8-30T3, V8-32F6 and V8-42 are all derived from the same basic design. The V8-30T3 is the most powerful, the V8-32F6 is the most efficient, and the V8-42 is the most economical. The V8-30T3 is the most powerful, the V8-32F6 is the most efficient, and the V8-42 is the most economical.

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**By sharing it.**

Power should only be employed where it is really needed - a matter taken in hand by quattro® permanent four-wheel drive. A mechanical centre differential is used to distribute power variably and without delay between the front and rear axles, enabling the vehicle to react optimally to varying road surface conditions. quattro® thus not only improves traction, but allows a more dynamic, sporting driving

style on winding or poor-quality roads. The Audi dynamic chassis provides added benefits for ideal power deployment. The trapezoidal-link rear axle, four-link front axle, extended tyre pressure monitoring system and servotronic combine to make the A6 extremely stable and assured. A 35% improvement in body stiffness elevates road holding quality still further.



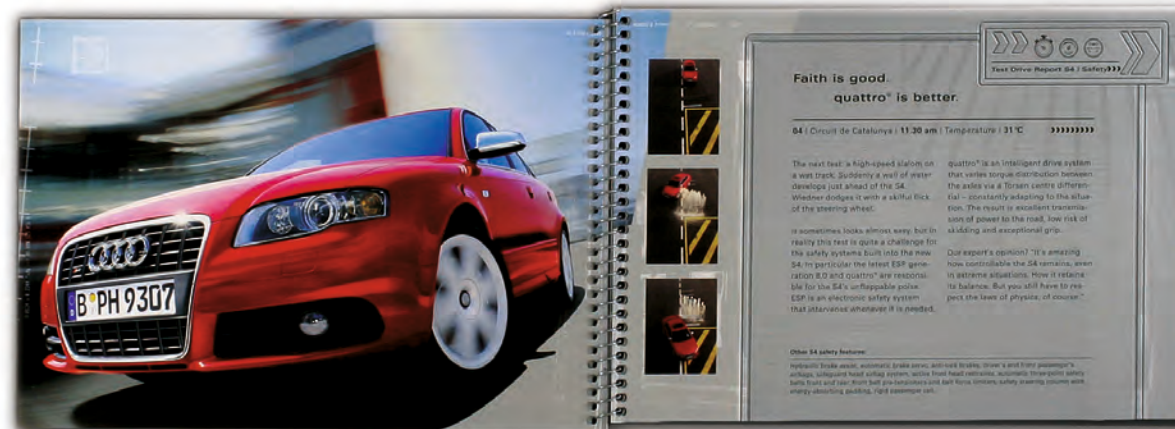
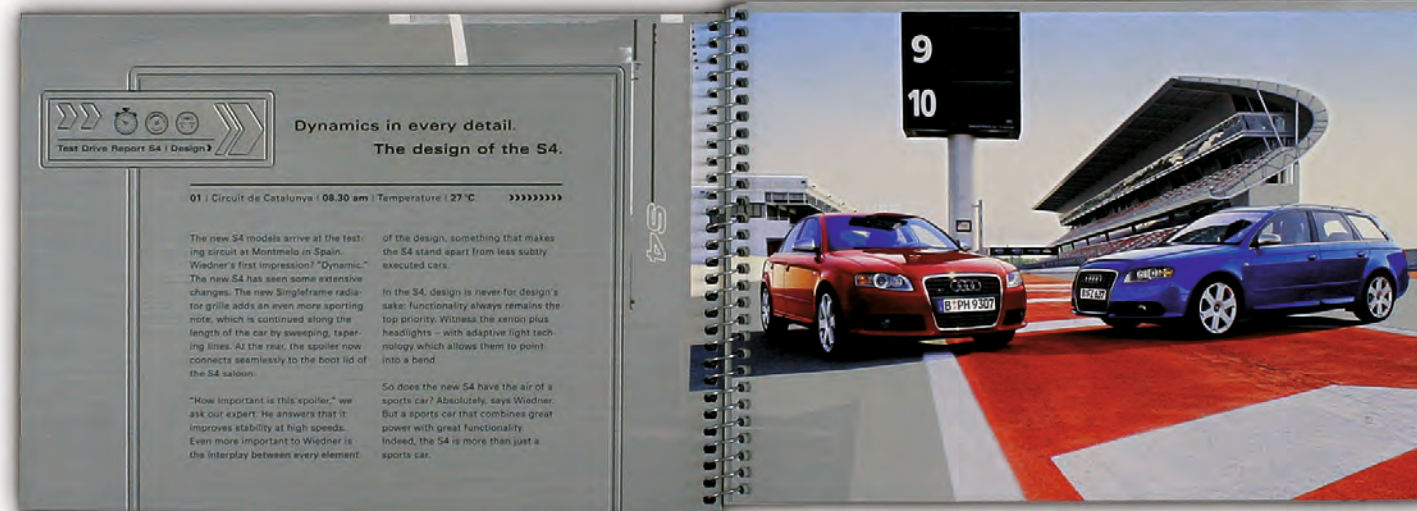
How do you build a safer car?



**By destroying it.**

Audi is constantly developing and refining its safety technology to ensure the greatest possible protection in the event of an accident. Research the latest safety features in our cars, and we'll make sure you're protected. The car's safety features are made up of many parts, including the front and rear seats, the roof rails, the side-impact protection system (SIPS) and the rear cross-member (RCM). The car's safety features are made up of many parts, including the front and rear seats, the roof rails, the side-impact protection system (SIPS) and the rear cross-member (RCM).

High driver and front passenger airbags, active front seat belts, front side airbags and roll-over protection system for front and rear seats. Further safety features include the ABS, ESP, the Electronic Brake Assist (EBA) and the Electronic Brake Force Distribution (EBD) system. The car's safety features are made up of many parts, including the front and rear seats, the roof rails, the side-impact protection system (SIPS) and the rear cross-member (RCM).

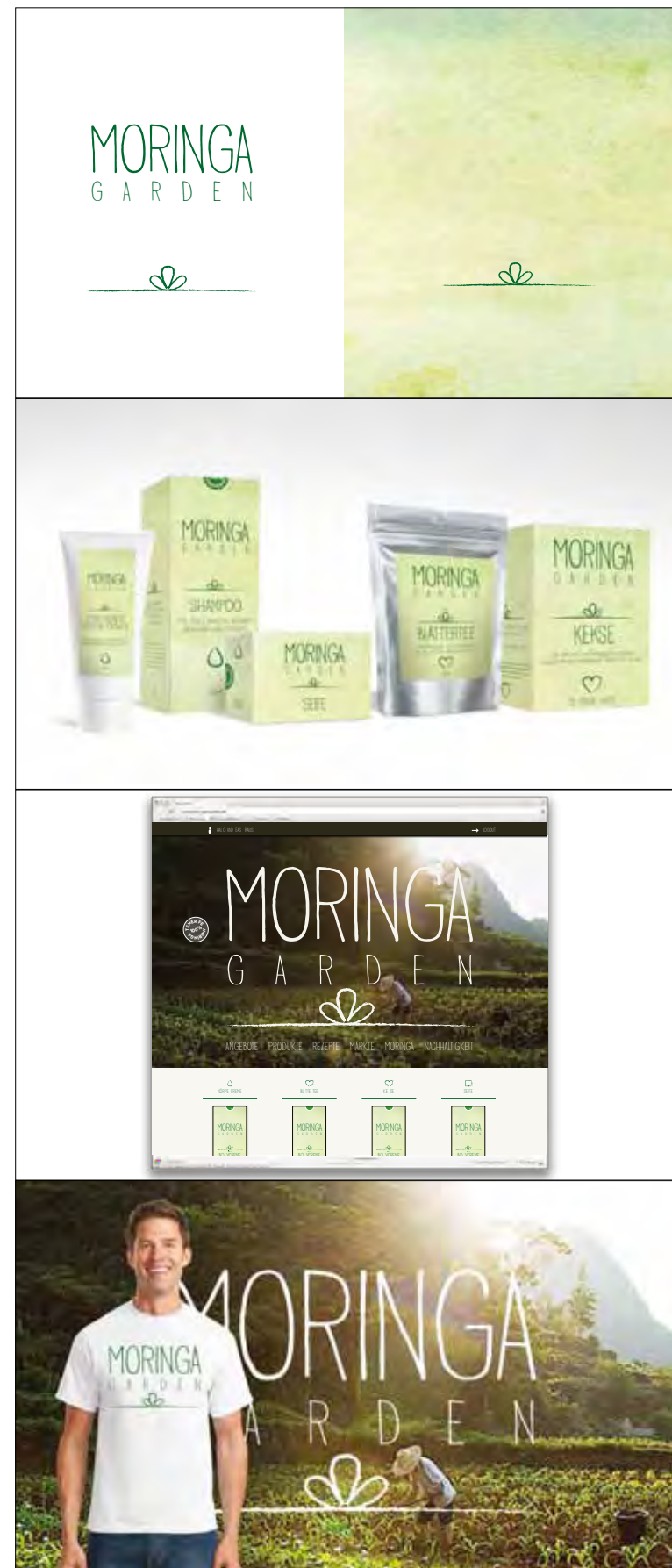
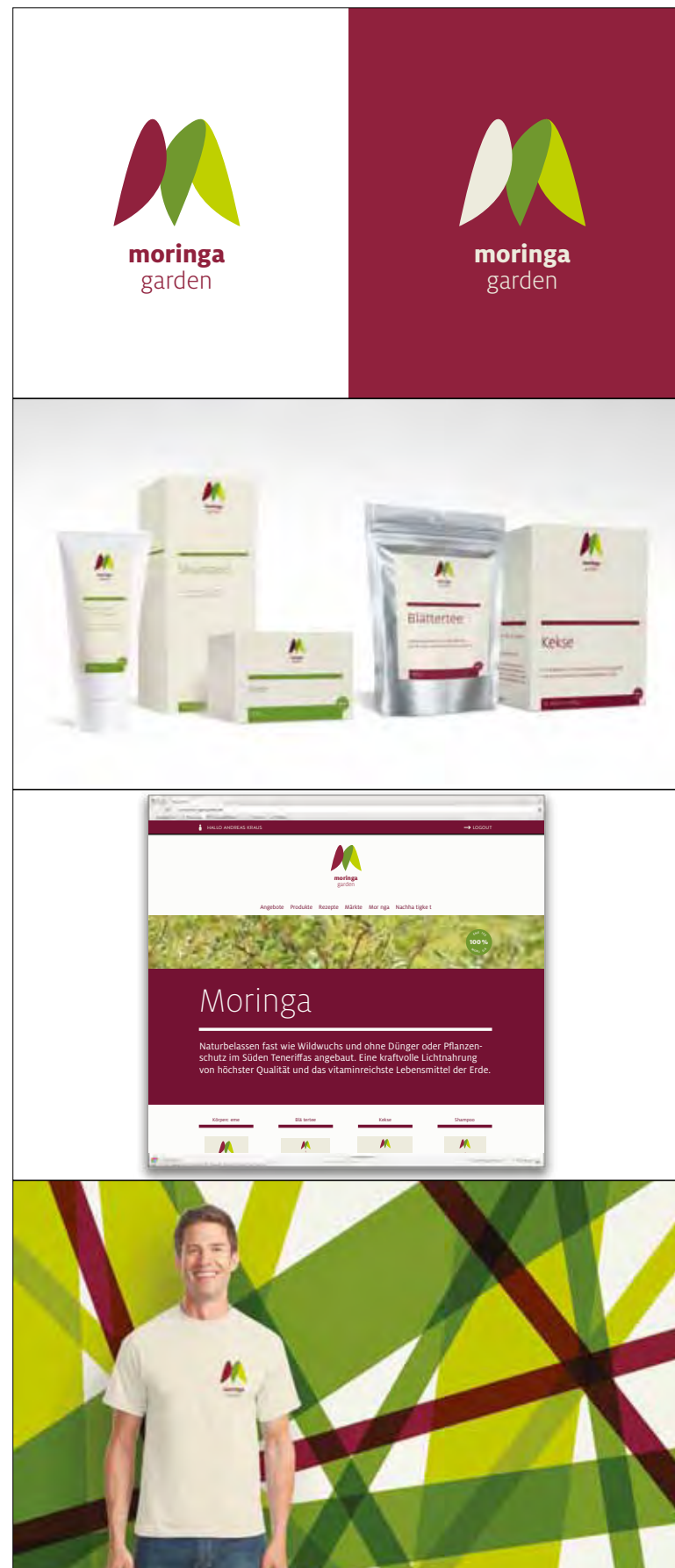


# AUDI S4

BROCHURES FOR THE AUDI S4  
 JOB. ART DIRECTION  
 CLIENT. AUDI  
 AGENCY. PHILIPP UND KEUNTJE

**CORPORATE DESIGN**

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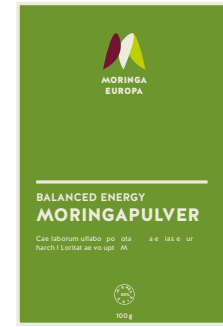


MORINGA

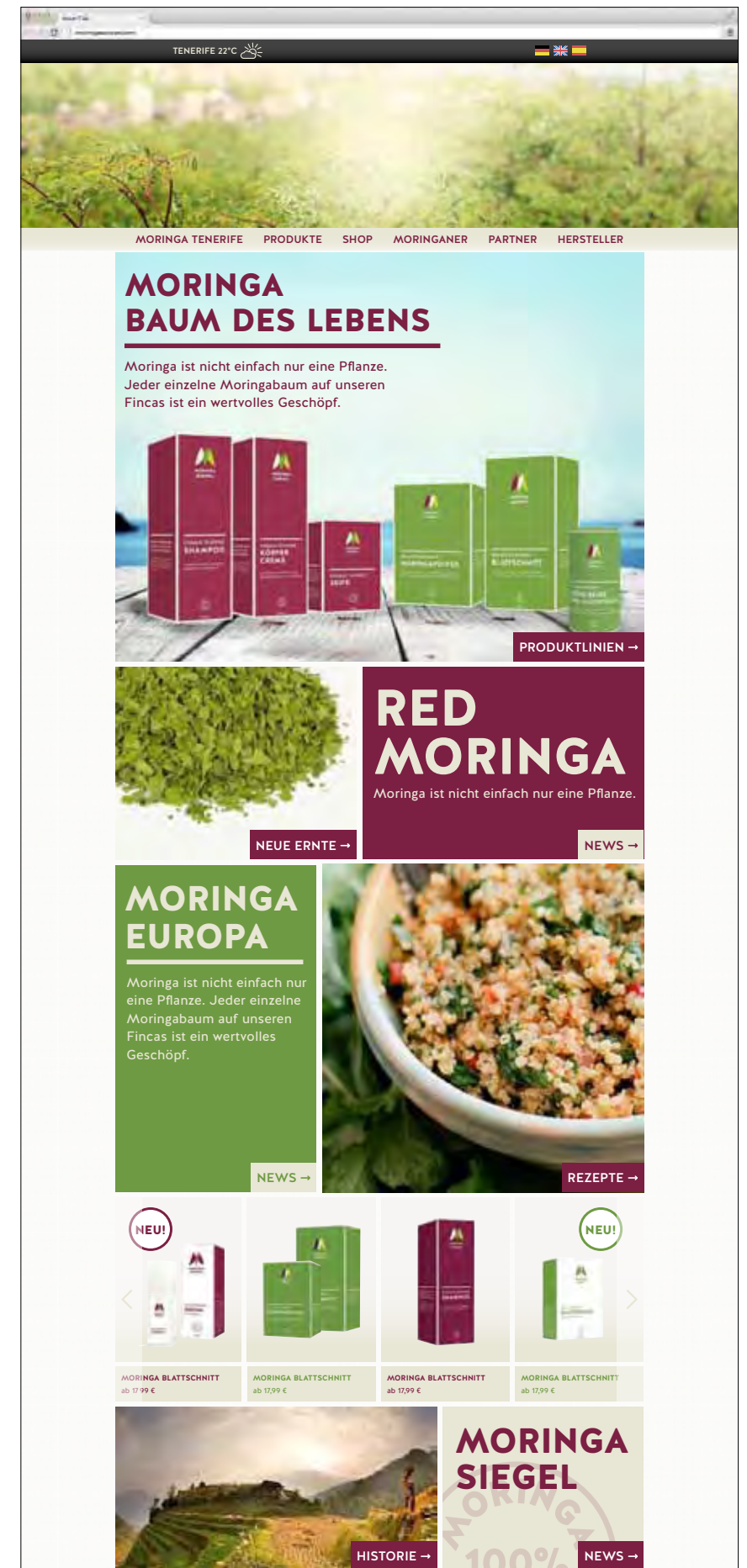
DIFFERENT CORPORATE IDENTITY AND SHOPDESIGN PROPOSALS  
 JOB. CONCEPT & ART DIRECTION  
 CLIENT. MORINGA GARDEN



three different Logo versions



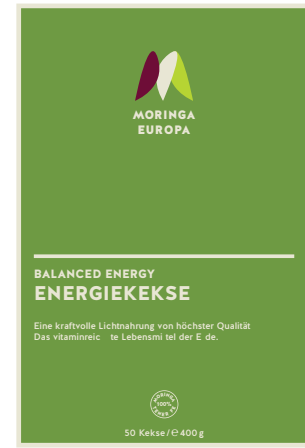
Several product-lines with colour codes



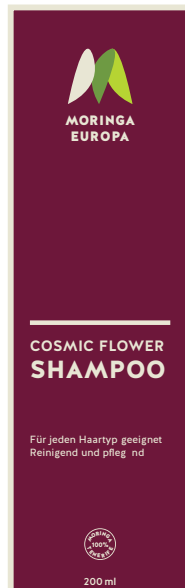
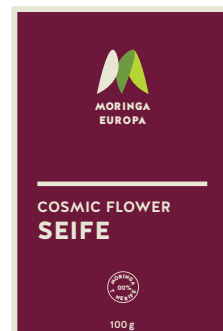
website: <http://moringaeuropa.com>



Information Leaflet



Alimentary productline



Beauty productline

MORINGA

FINAL CORPORATE IDENTITY AND PRODUCTDESIGN

JOB. CONCEPT & ART DIRECTION

CLIENT. MORINGAEUROPA

# LaVietnamita®

*we mind food*

THE VIETNAMESE STREET FOOD DELI

EST. 2010 EST.



## LA VIETNAMITA

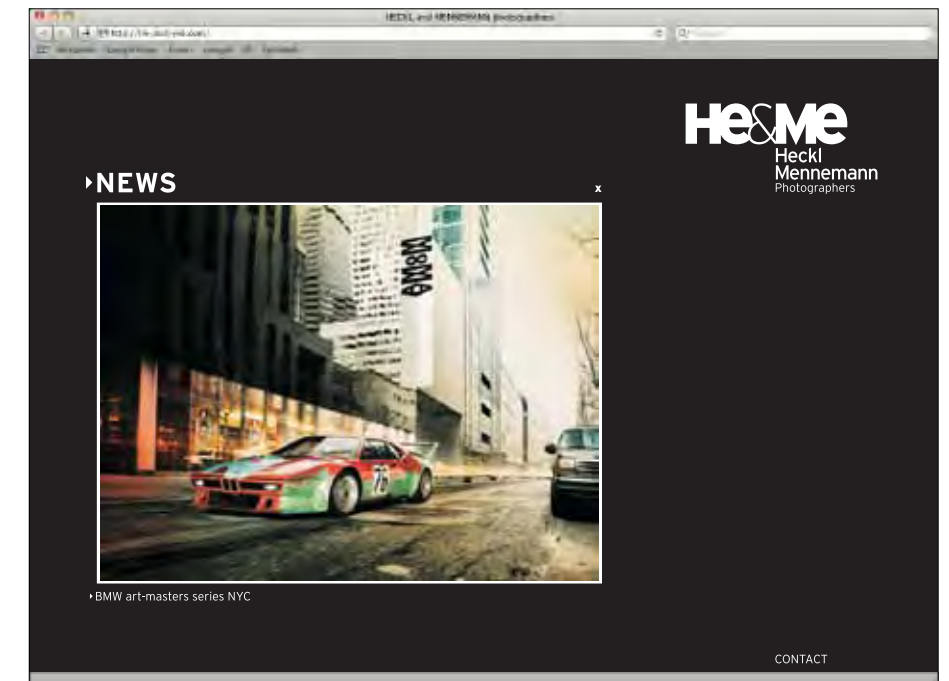
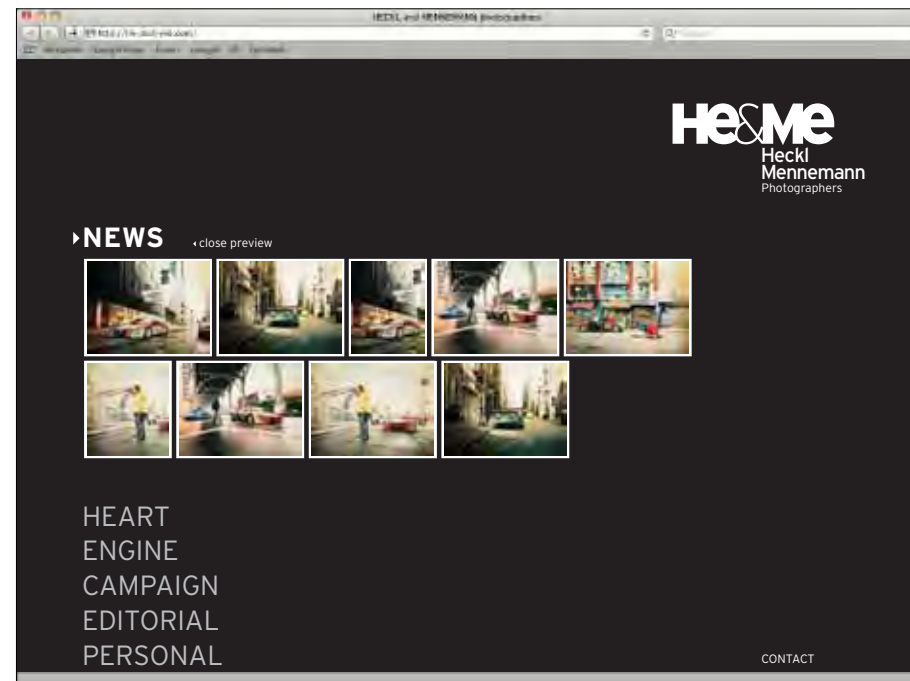
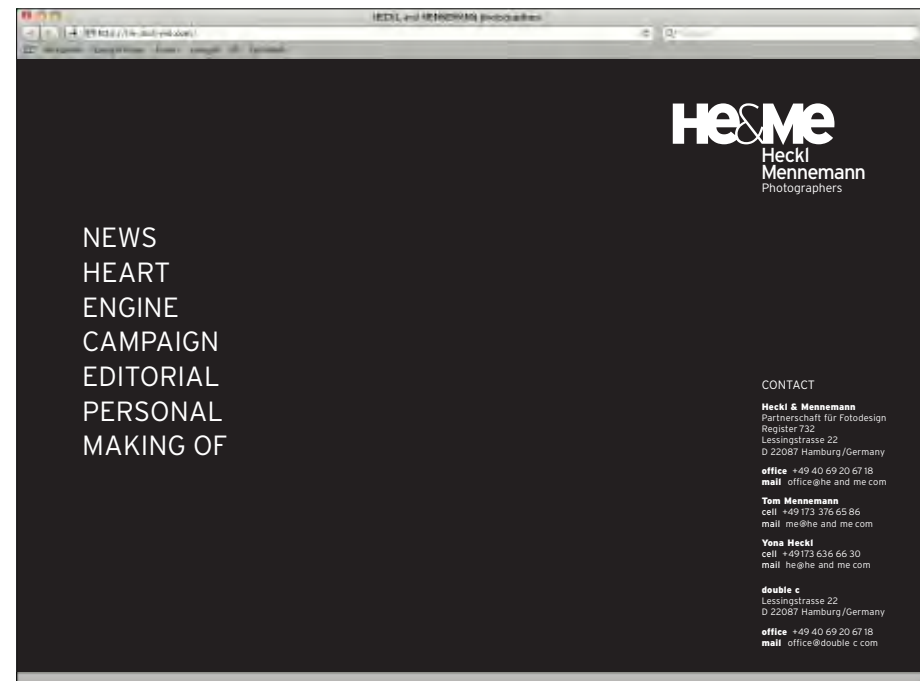
CORPORATE IDENTITY AND SHOPDESIGN  
 JOB. CONCEPT & ART DIRECTION  
 CLIENT. LA VIETNAMITA / VIETNAMESE RESTAURANT IN BARCELONA  
 AGENCY. ALEXANDER-SCHARLACH

| <b>LaVietnamita</b><br><i>we mind food</i><br>THE VIETNAMESE STREET FOOD DELI  |   |
|--|---|
| <p><b>fresh n' green</b><br/>DIRECTAMENTE DEL JARDIN<br/>• ensaladas •</p> <p><b>Deli delight</b><br/>Empanada ligera y sabrosa con cacahuates hincados en sésamo y salsa especial de soja y sésamo<br/>€ 4,90 (take away € 2,90)</p> <p><b>Noodle supreme</b><br/>Empanada de filado de arroz con pollo y salsa de soja especial de lima, especias vietnamitas y un toque de queso Eligo extra<br/>€ 4,90 (take away € 2,90)</p> <p><b>big bites</b><br/>VIETNAMESE STREET STYLE HANH MI<br/>• bocadillos •</p> <p><b>Julie Bò</b><br/>Bagnardes con jugosa ternera cilantro manaborias picaditas y mayonesa picante casera.</p> <p><b>Chay Veggie</b><br/>Bagnardes con verduras de TOFU cilantro y salsa apimentada de chili y lemongrass</p> <p><b>yum yum rolls</b><br/>ROLLITOS VIETNAMITAS<br/>€ 4,90 (take away € 2,90)</p> <p><b>Gol euan</b><br/>Clasico y ligero rollo de arroz con pollo y salsa de soja especial de lima, especias vietnamitas y un toque de queso Eligo extra</p> <p><b>Sushi LaVietnamita style</b><br/>Rollitos de arroz con salmón de arroz salmón al momento del tiempo sazonado y salsa especial de soja y sésamo</p> <p><b>strong n' healthy</b><br/>PLATO PRINCIPAL<br/>€ 7,95 (take away € 5,95)</p> <p><b>Bun Bò LaVietnamita style</b><br/>Fideos de arroz con verduras y vegetales frescos sazonados con carne mar mediana y salsa especial de soja</p> <p><b>Pho Bò Saigon style</b><br/>Cuchara de arroz con verduras y verduras frescas con fideos de arroz, cebollitas brotes de soja, fideos trozos de carne y hierbas frescas</p> <p><b>Monsieur Chis "weeklies"</b><br/>Deliciosa ensalada de curry y bun que cambian cada semana, consulta la pizarra. <b>Empaques</b></p> <p><b>BUN SEMANAL</b><br/><b>CURRY SEMANAL</b><br/><b>Monsieur Chis "recomendación"</b><br/>Consulta la pizarra</p> <p><b>extras a € 1,50</b><br/>Arroz blanco<br/>Hierbas</p> <p><small>Los platos pueden contener traces de cacahuates y sésamo<br/>www.lavietnamita.com facebook: https://www.facebook.com/LaVietnamita<br/>Coroner comarc 17 08003 Barcelona Torrel de l'Obla 78 08025 Barcelona</small></p> | <p><b>menús</b><br/>LUNCH MENU TAKE AWAY</p> <p><b>Menú de mediodía</b> € 9,95<br/>Empanada ligera para a escoger y refresco</p> <p><b>Menú para llevar</b> € 6,95<br/>Curry y refresco</p> <p><b>les petits dreams</b><br/>FOSTRES<br/>€ 2,90 (take away € 1,90)</p> <p><b>Che Chaoi</b><br/>Perlas de tapioca vietnamita con plátano y leche de coco</p> <p><b>Dark explosion</b><br/>Mousse de chocolate con 5 especias selectivas y perlas "Popp ng Buba" de mango</p> <p><b>Fruit delight</b><br/>Fresas del tiempo con menta</p> <p><b>drinks</b><br/>BENIDAS<br/>• sin alcohol •</p> <p>Agua € 1,70<br/>Agua con gas € 1,90<br/>Coca Cola [ Light ] Zero € 2,00<br/>Ronada € 2,40<br/>Julep [ jugosas ] sésamo [ hierbas ] € 2,50<br/>Ginger beer € 2,50<br/>Morita sin alcohol € 2,50<br/>Club Mate € 2,50<br/>Litchi drink € 2,50</p> <p><b>Nuestras bebidas caseras</b><br/>Deseo Ginger Apple chis lemonade € 2,40<br/>Mint chis lemonade € 2,80<br/>Coco mango shake € 3,50<br/>Natural tea € 2,50<br/>Tea Vietnamese coffee € 2,50</p> <p><b>alcohólicas</b><br/>Morita € 2,80<br/>Cerveza saditas € 2,80<br/>Vino tinto [ blanco ] € 2,40 / € 12,00<br/>copa [ botella ]</p> <p><b>mixology</b><br/>LA VIETNAMITA STYLE<br/>• cocktails •</p> <p>Litchi Mojito € 3,90<br/>Sangria LaVietnamita € 3,90<br/>Hot Vietnamese Mule € 3,90<br/>Sake Basil Smash<br/>Mango Kaffirliha<br/>Ginger Explosion<br/>Por favor preguntar por nuestras copas de Julep sabidas 22,90 € 10,90</p> |



## LA VIETNAMITA

CORPORATE IDENTITY AND SHOPDESIGN  
 JOB. CONCEPT & ART DIRECTION  
 CLIENT. LA VIETNAMITA / VIETNAMESE RESTAURANT IN BARCELONA  
 AGENCY. ALEXANDER-SCHARLACH



# He&Me

## Heckl Mennemann Photographers



### HECKL & MENNEMANN

CORPORATE IDENTITY FOR HECKL AND MENNEMANN PHOTOGRAPHERS

JOB. CONCEPT & ART DIRECTION

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