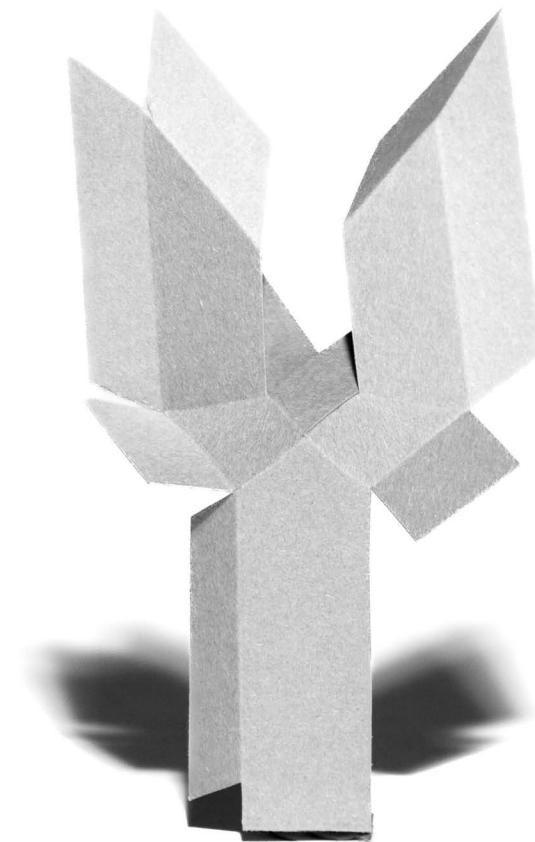


Portfolio **Lili Beck**





Font Design

Cold Cut

Plakat

Zahn-Pasta

Editorial Design

Was? Wen?

Sitzmöbel

24 Geschichten

Animation

Seeing Sound

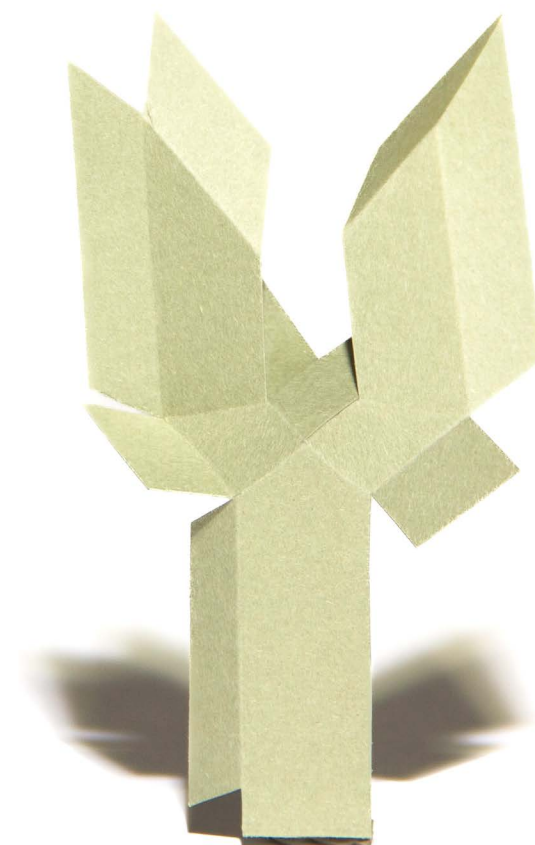
Corporate Design

Kita-Initiative

3D

Liebeserklärung

Über mich





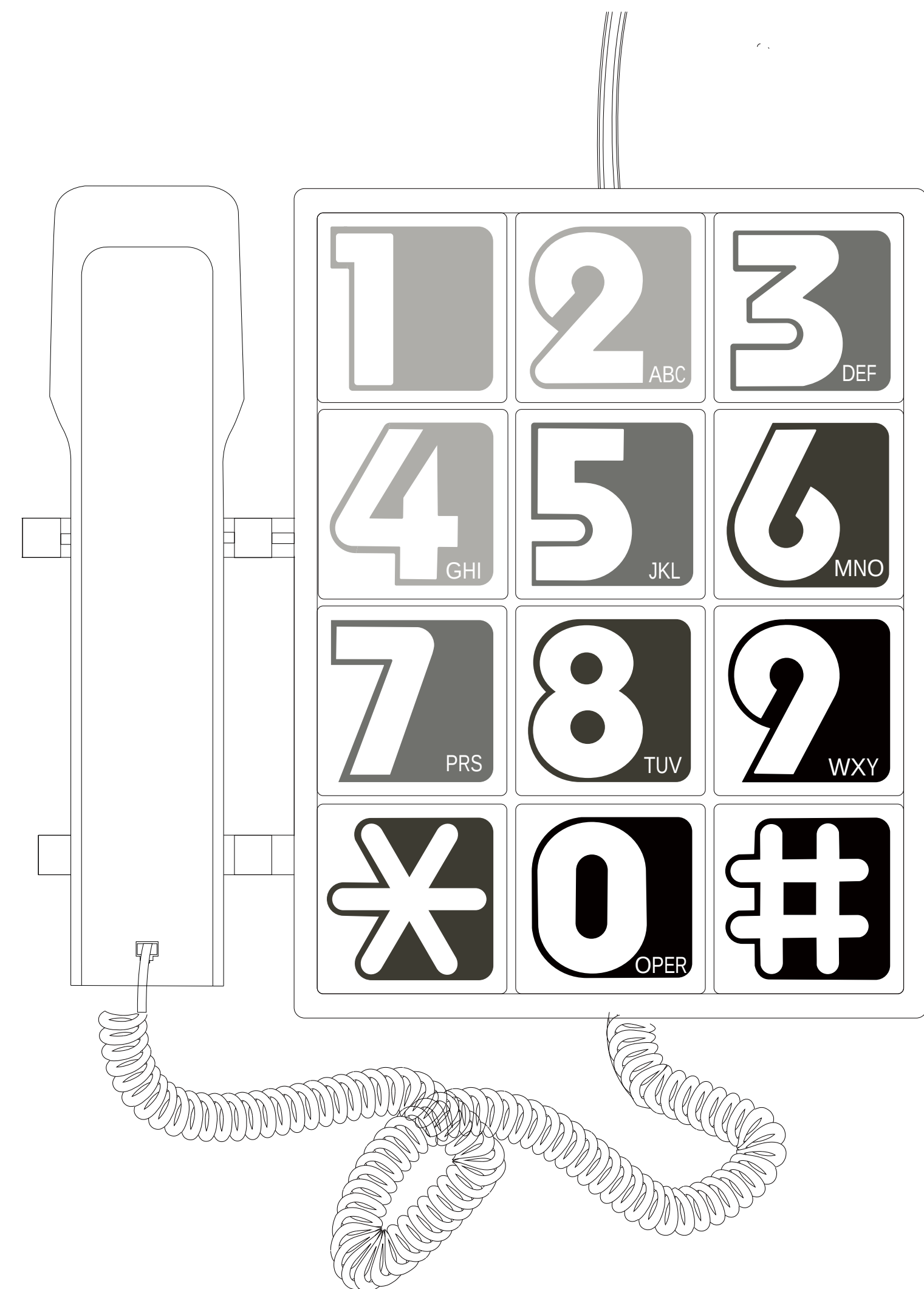
Font Design **Cold Cut**

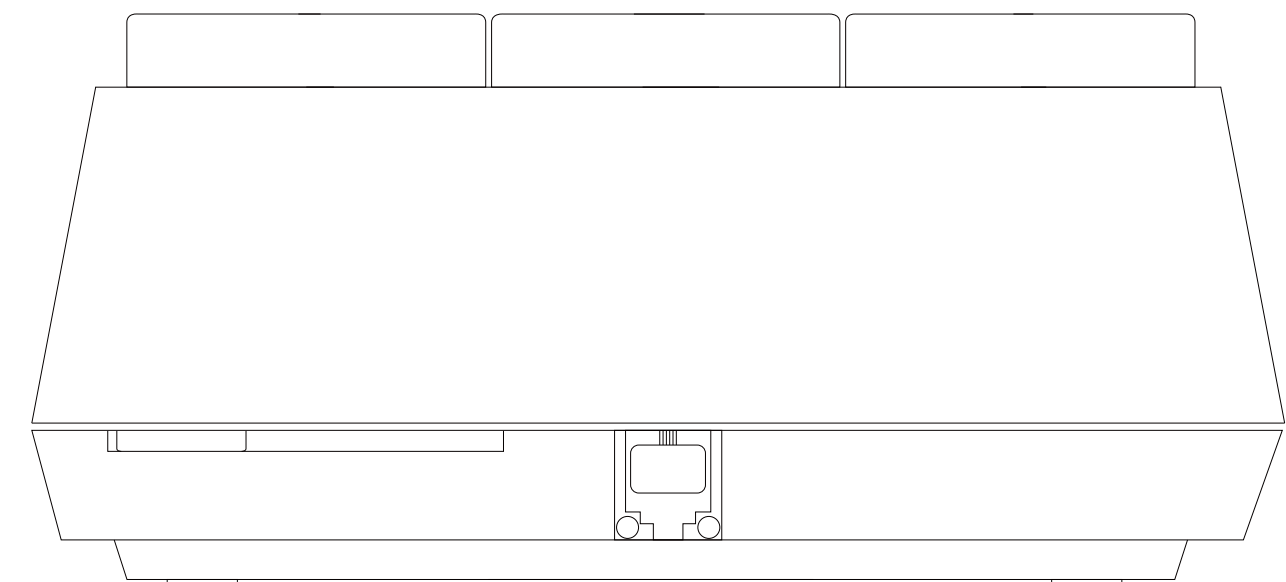
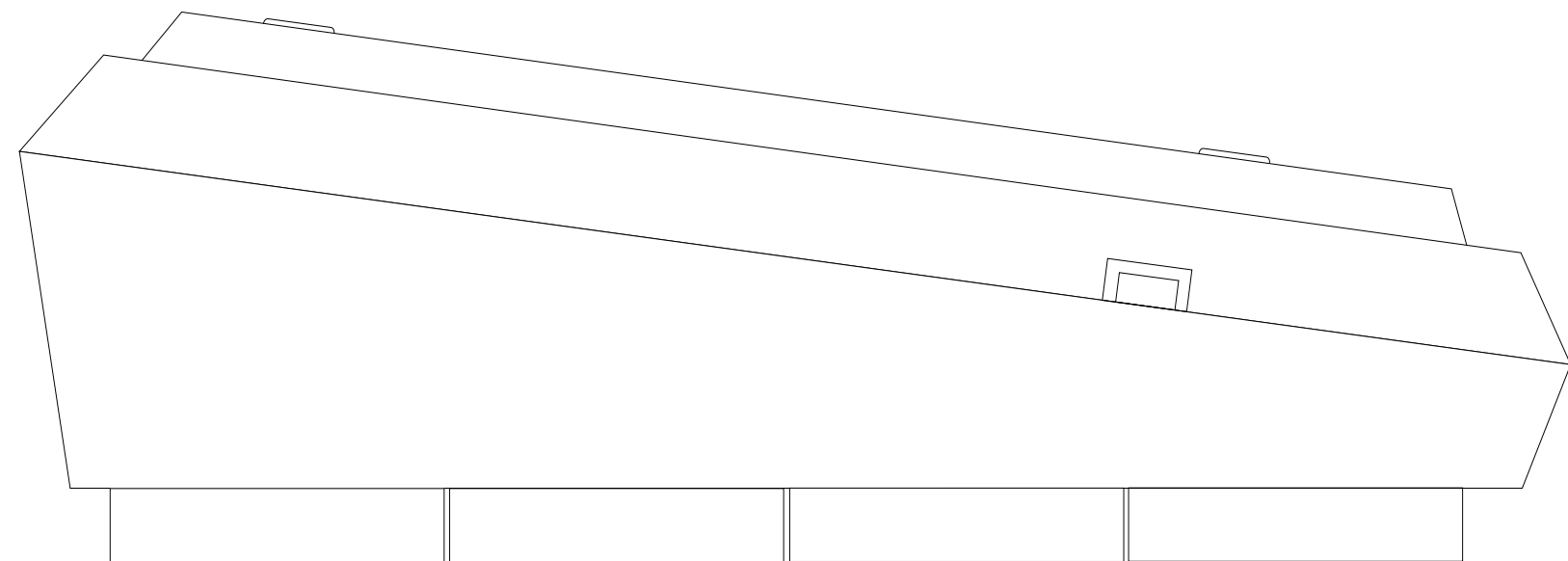
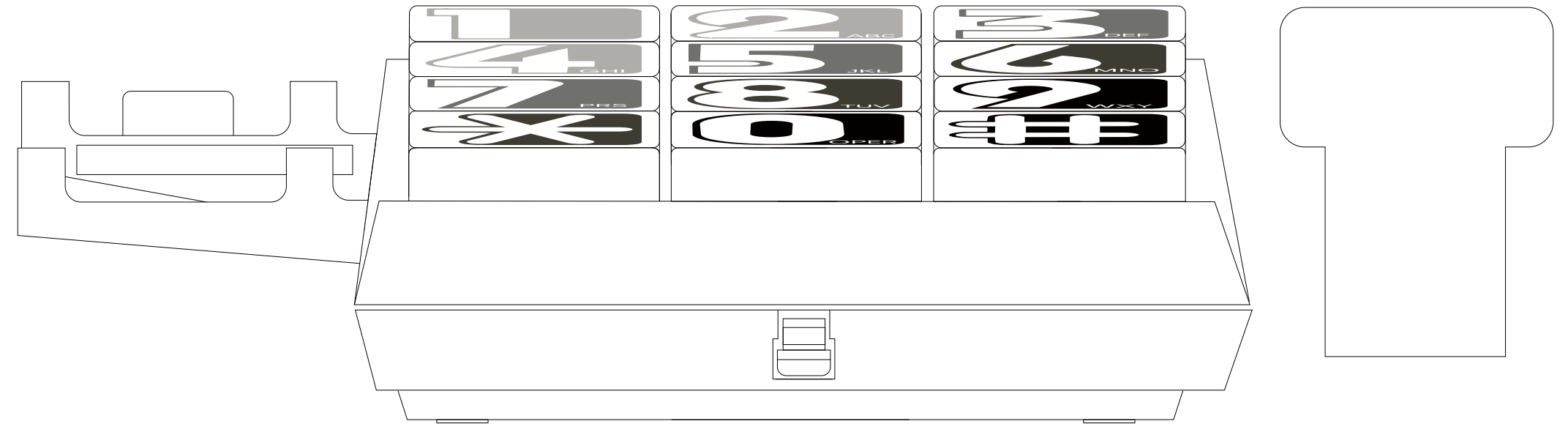
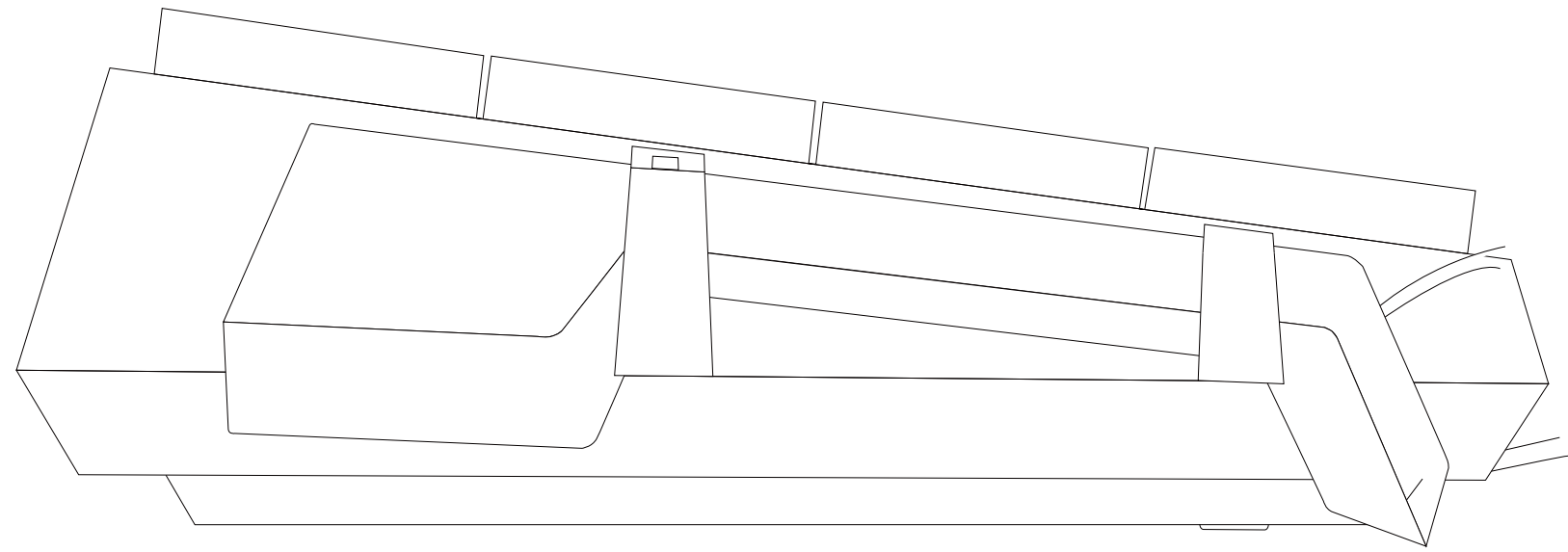
Wiederverwendet: Ein altes Tastentelefon, abgestaubt. In Illustrator 1:1 nachkonstruiert und anschliessend dekonstruiert. Aus den zufälligen Formen, die durch die Dekonstruktion entstanden sind, suchte ich nach einem Ansatz für meine Schrift. Die Kombination mit dem zugelosten Lied «Cold Cut» von Timber — ein rein instrumentales und experimentelles Stück — sowie den zuvor gefundenen Formen entwickelte ich meine Schrift mit ihren kantigen und schweren Serifen. Aufgrund der Serifen eignet sich die Schrift für grossflächige Anwendungen wie beispielsweise das Plattencover.

Format: 89 Glyphen

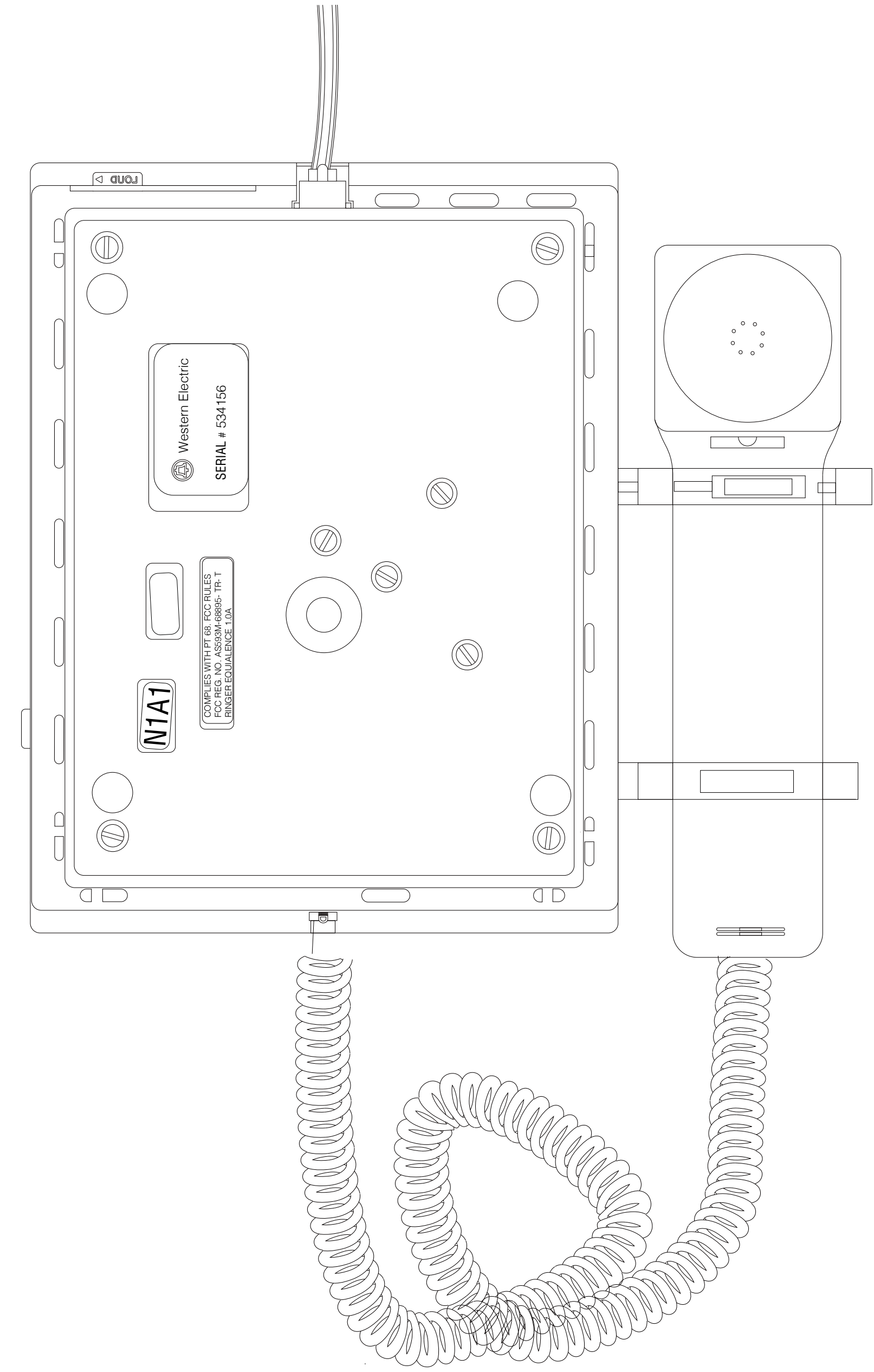
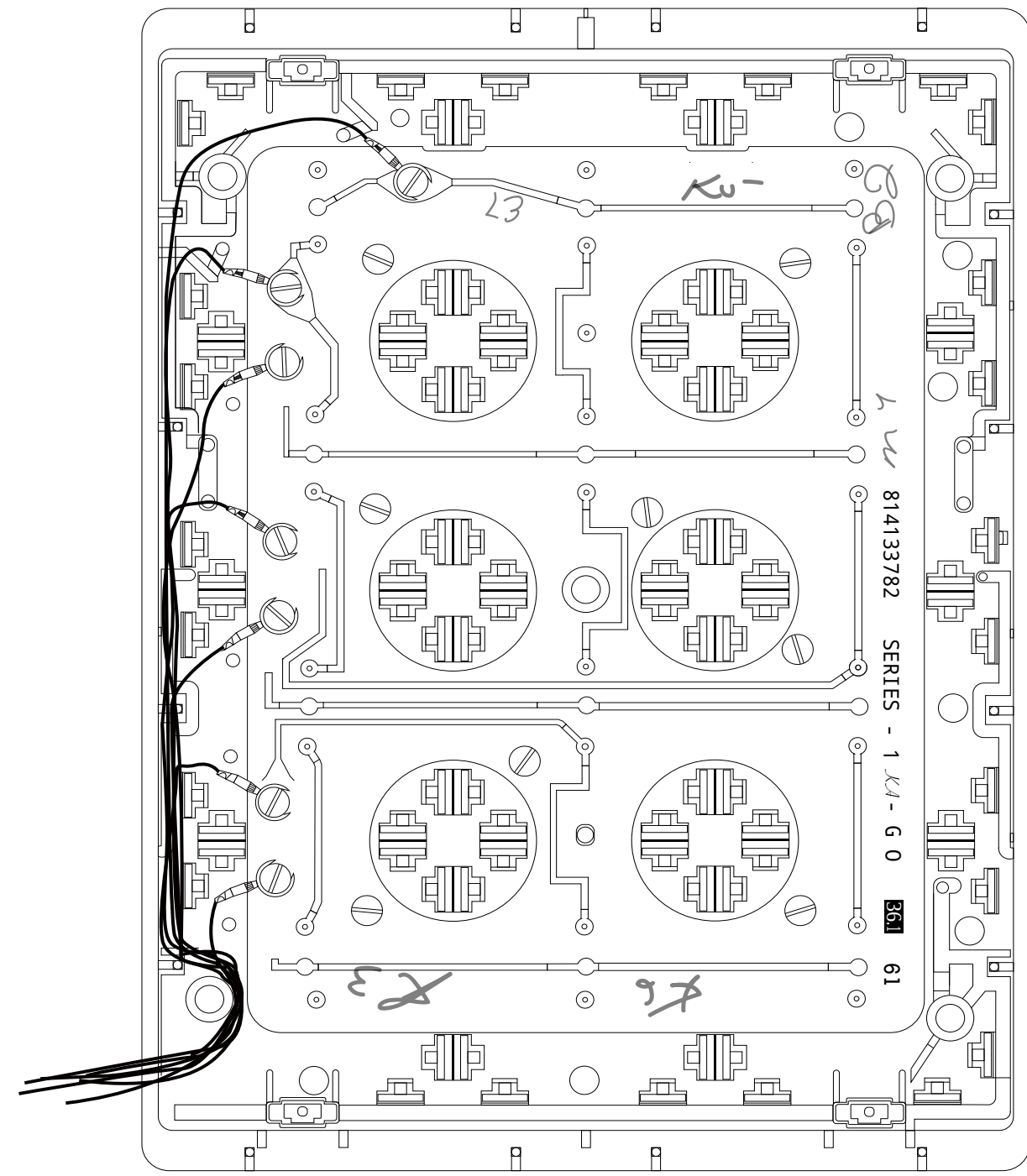
Dozenten: Mauro Paolozzi und Martin Woodtli

April 2023

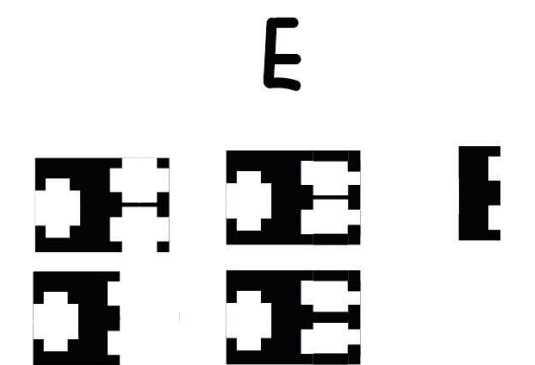
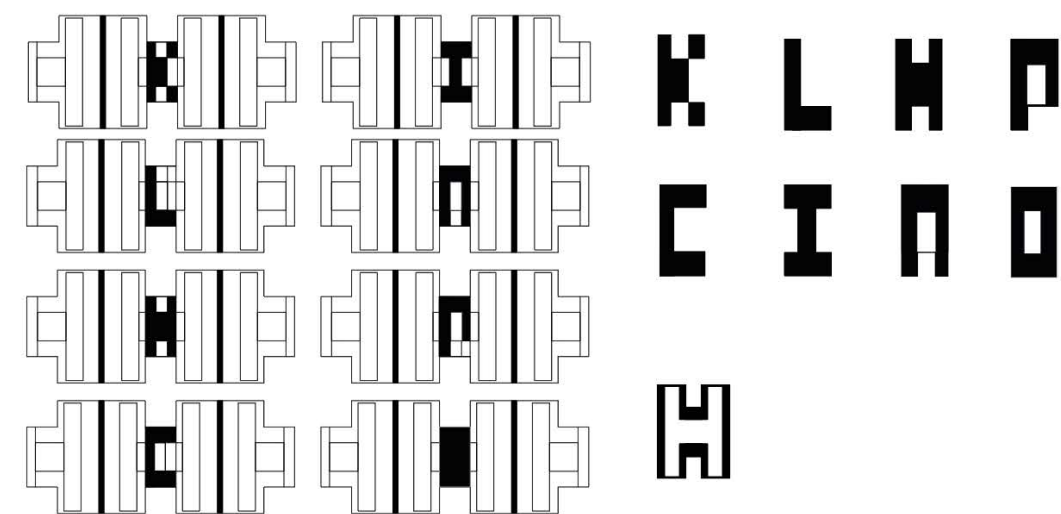
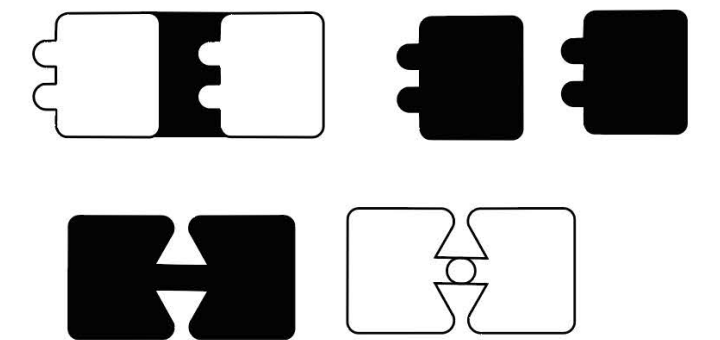
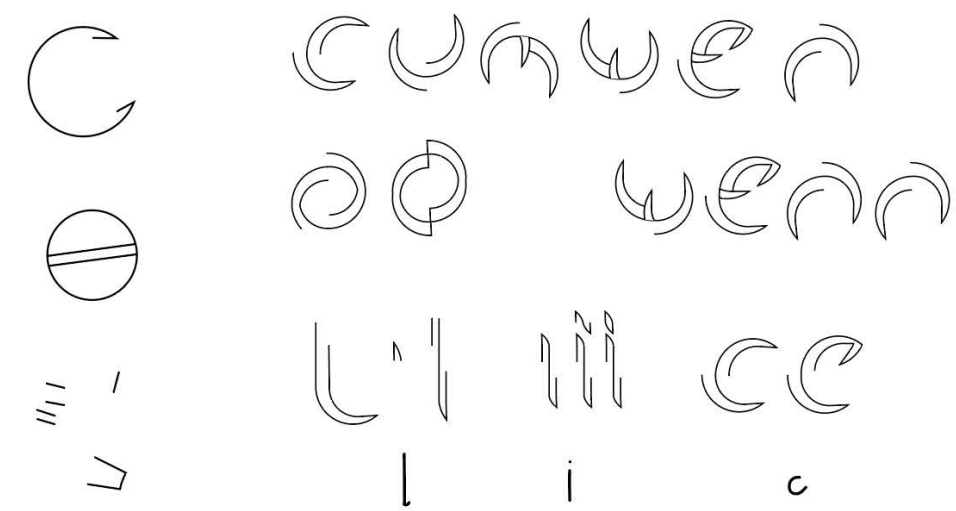
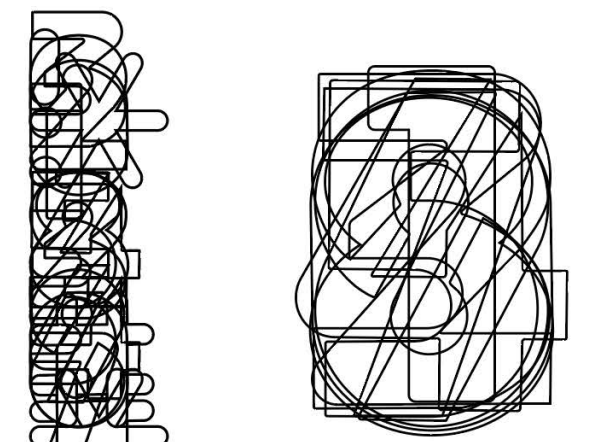
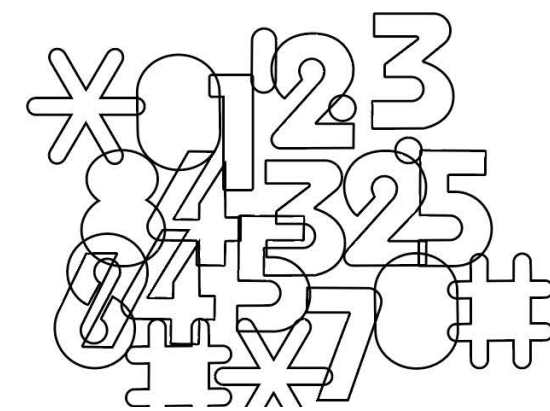
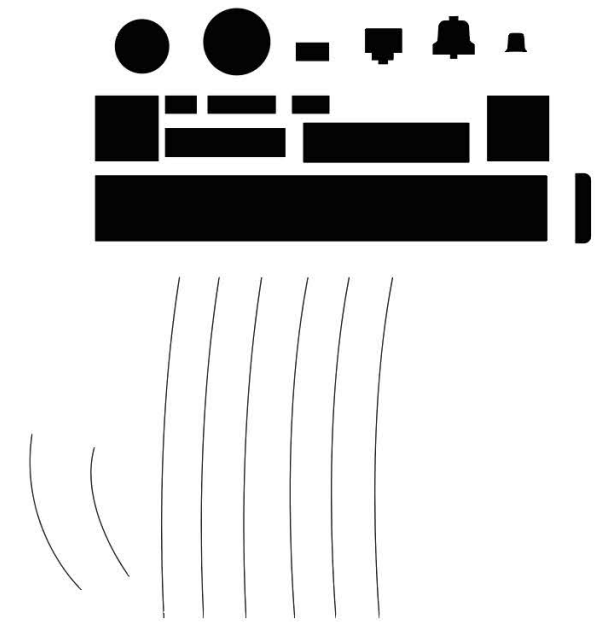
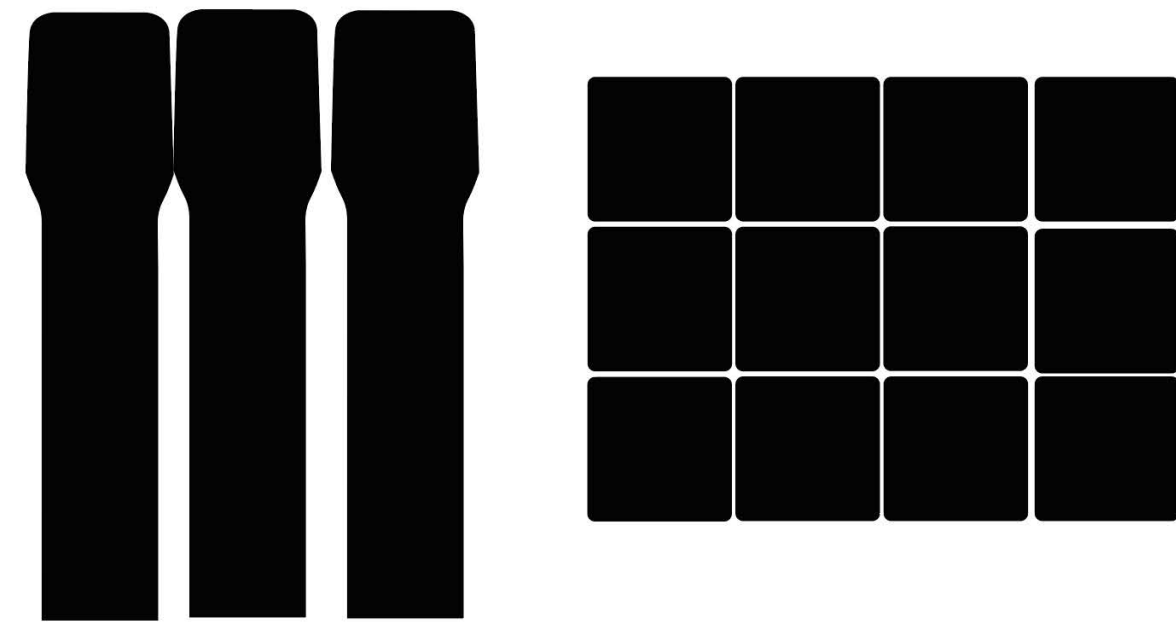
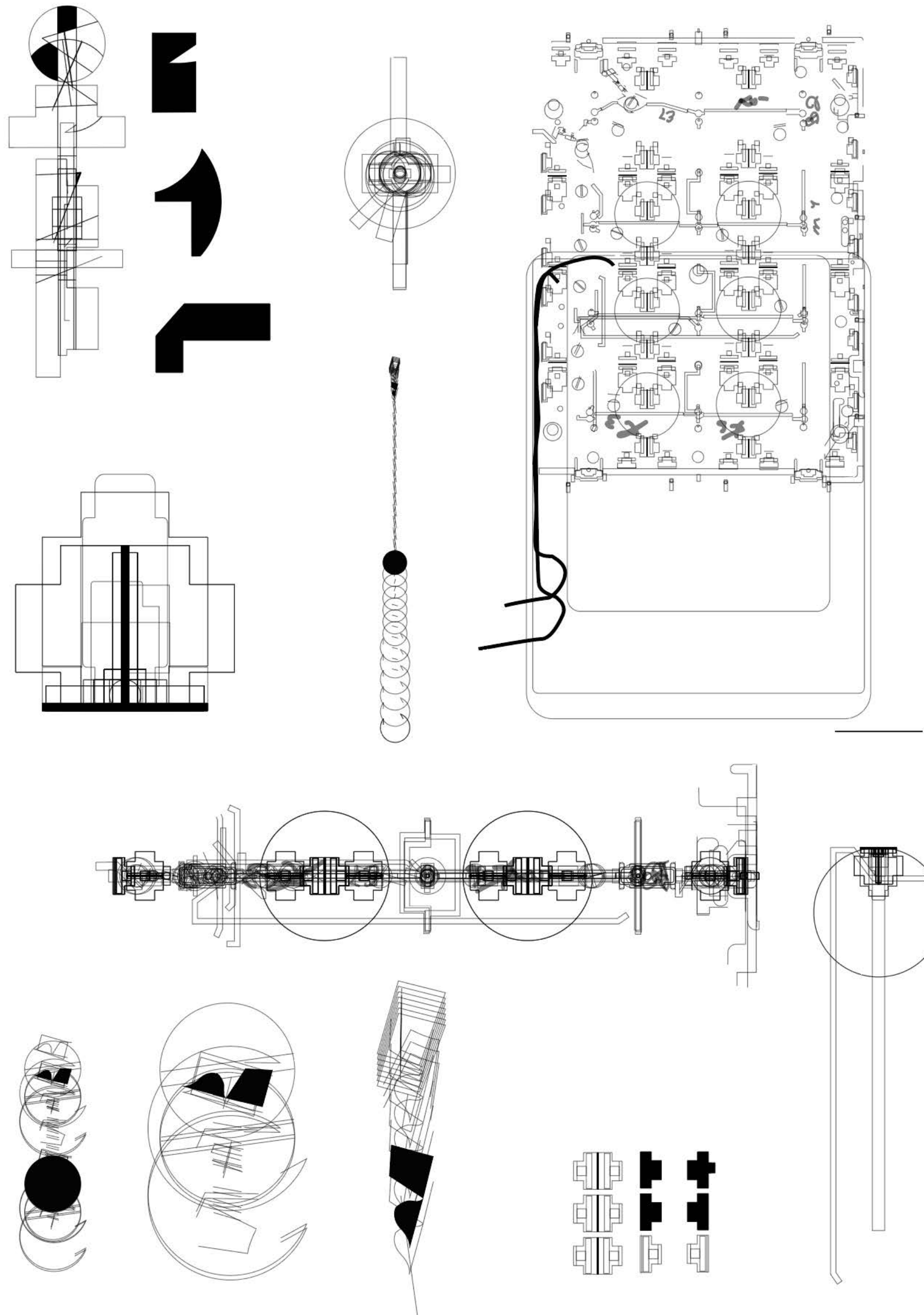




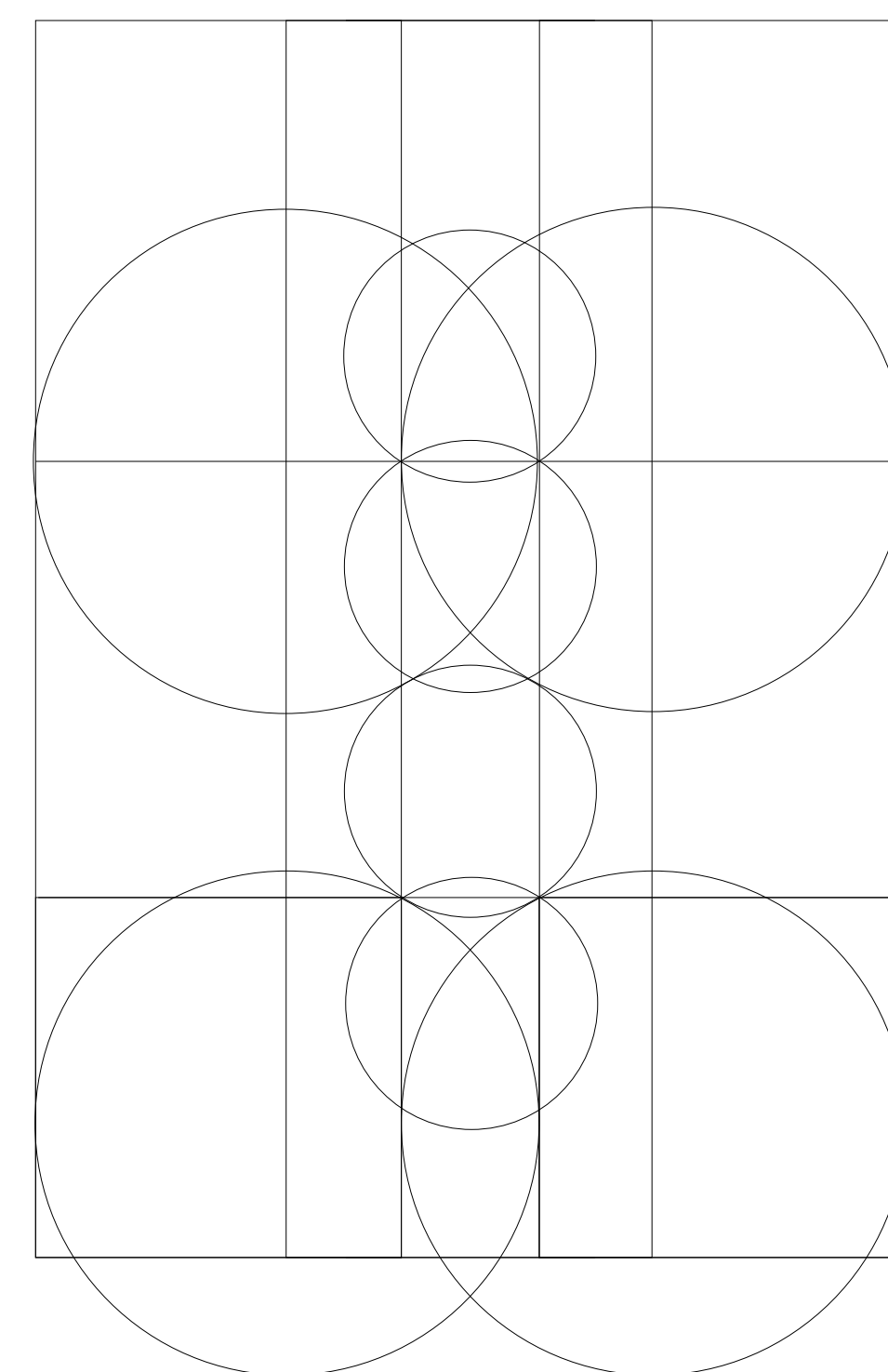
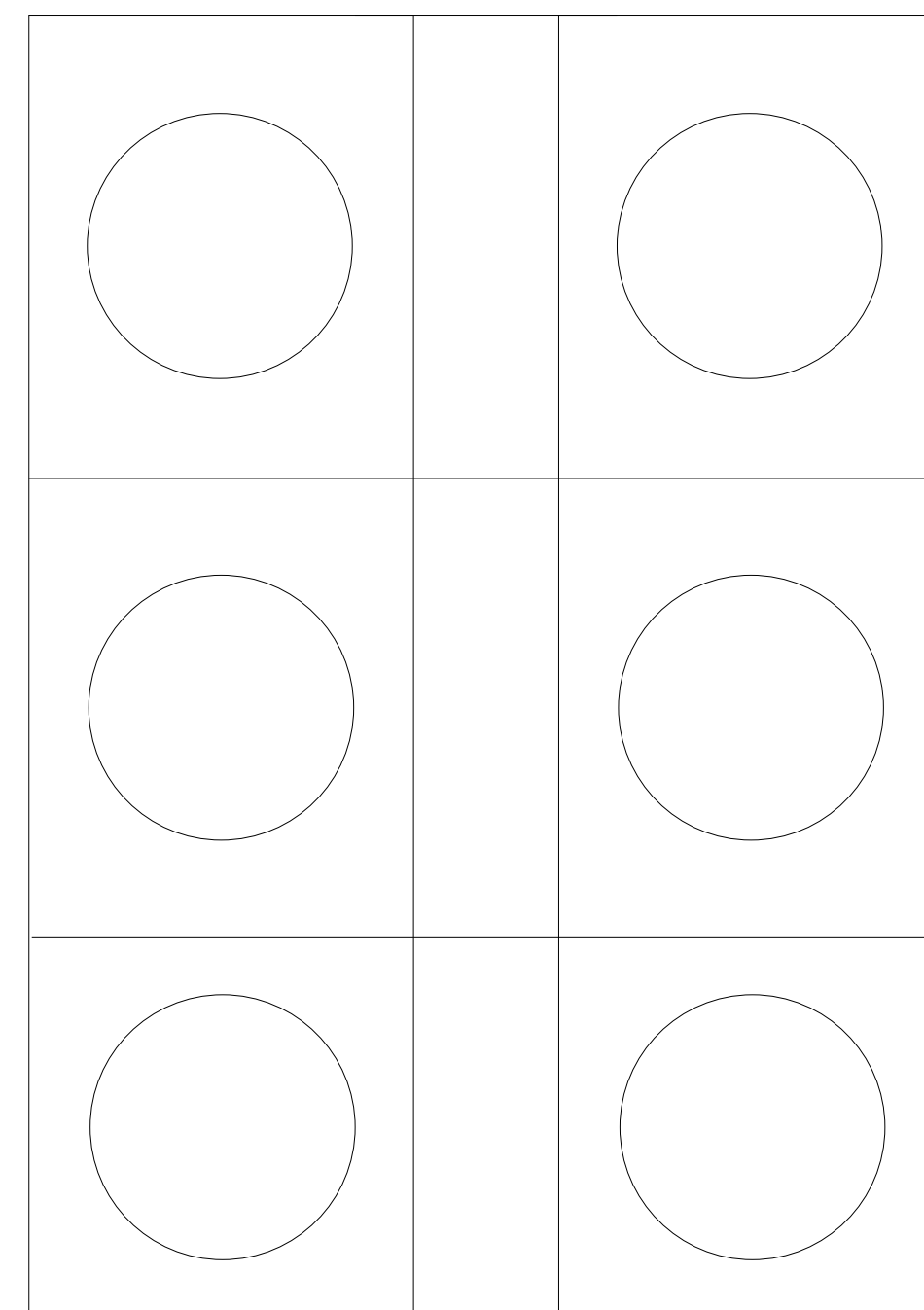
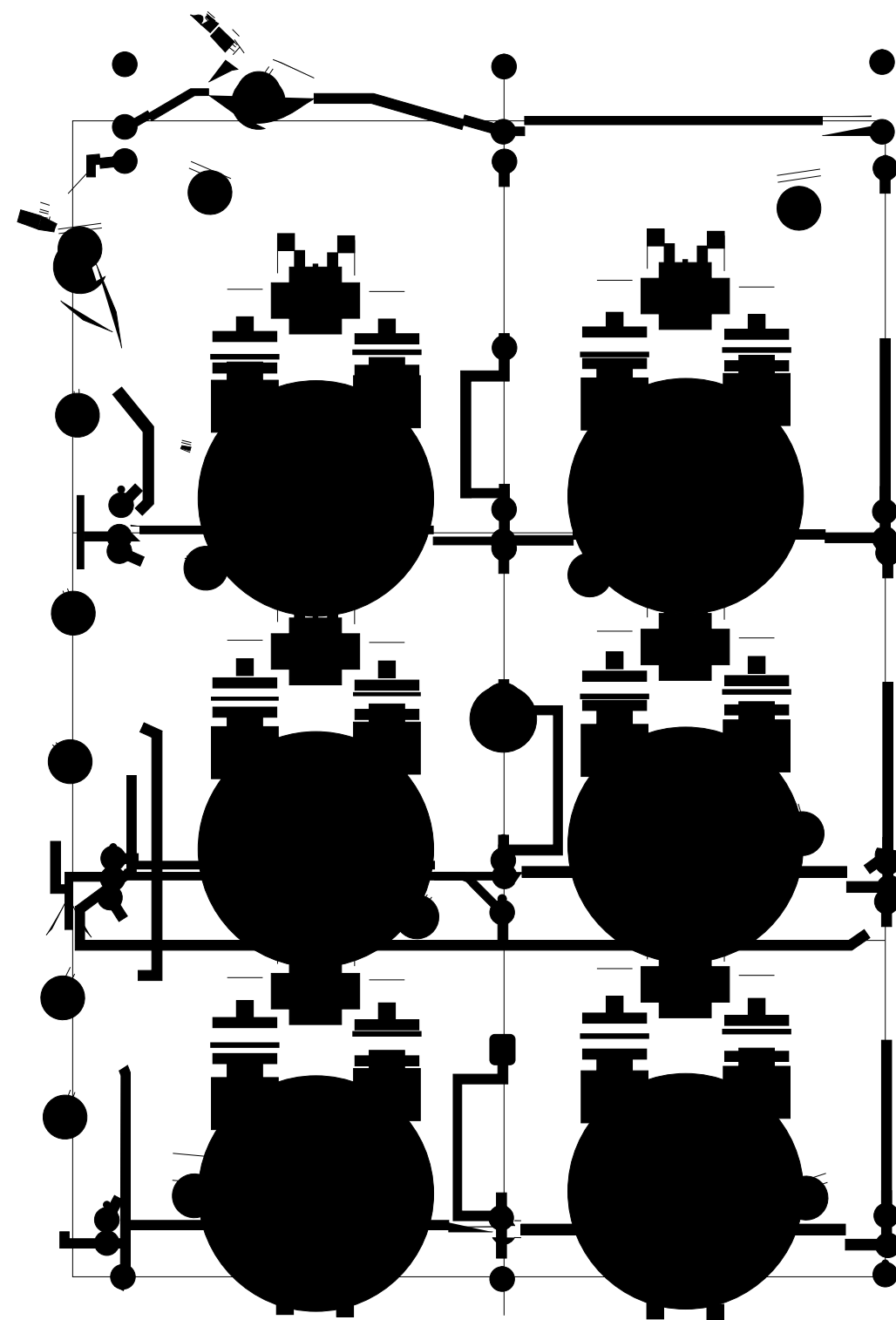
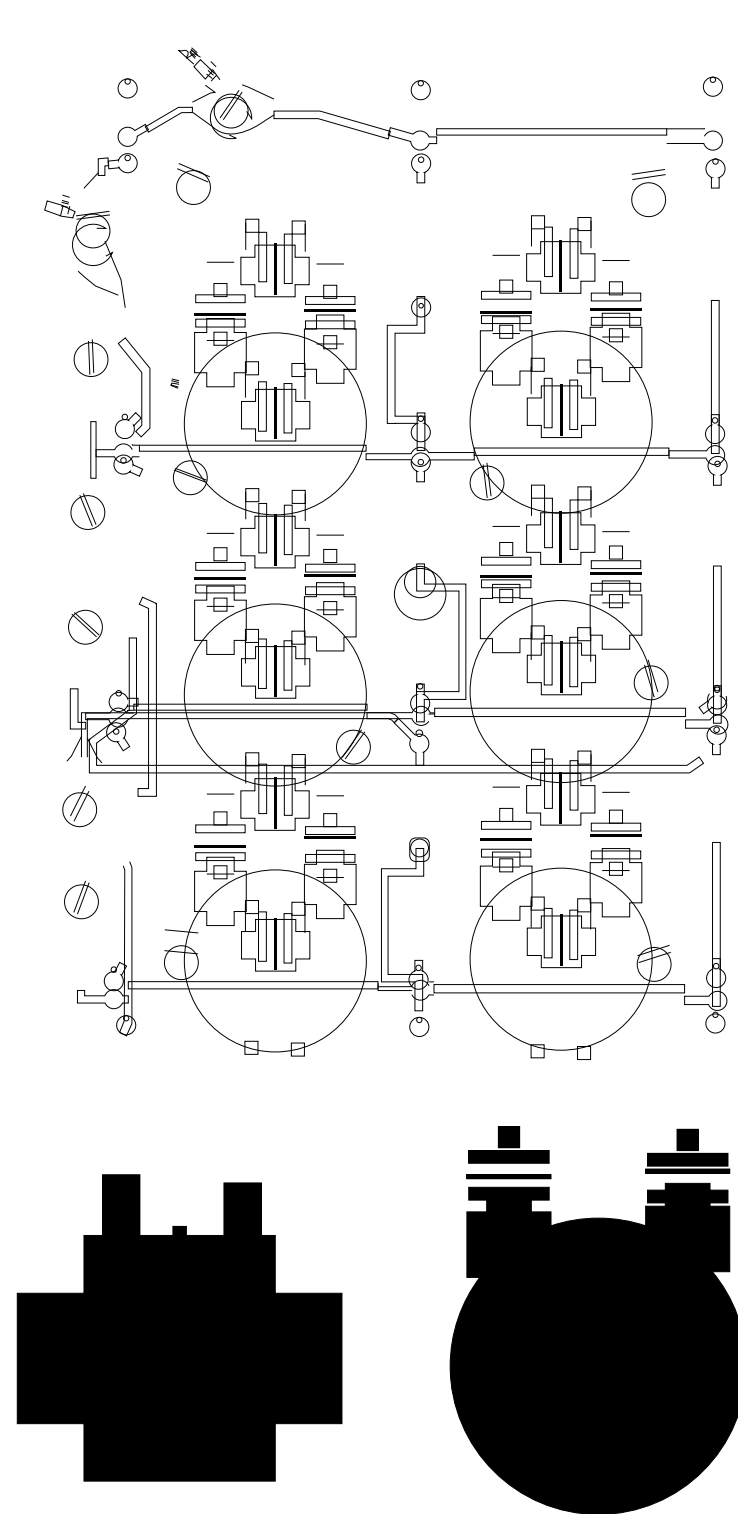
Bestandesaufnahme

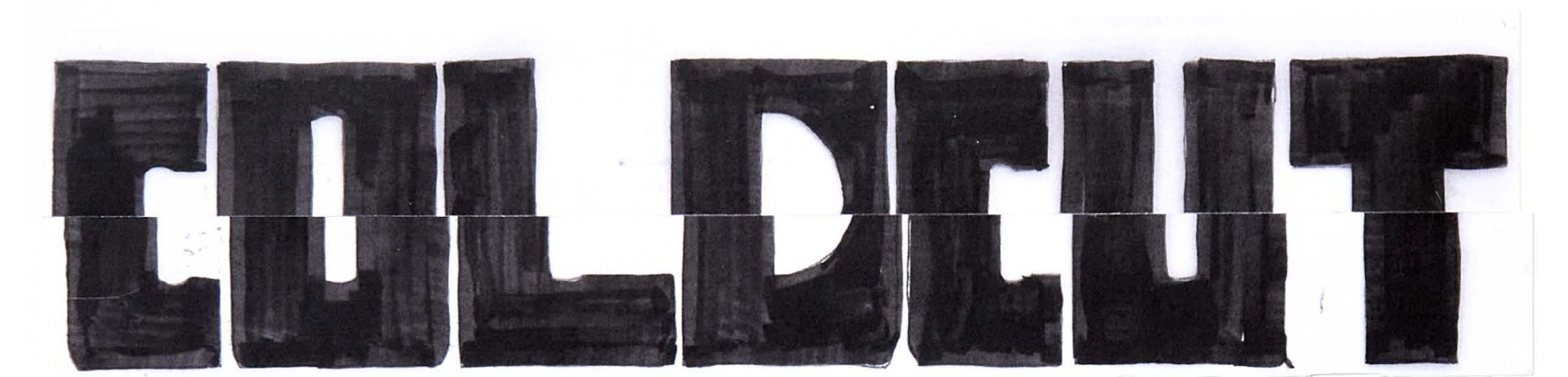
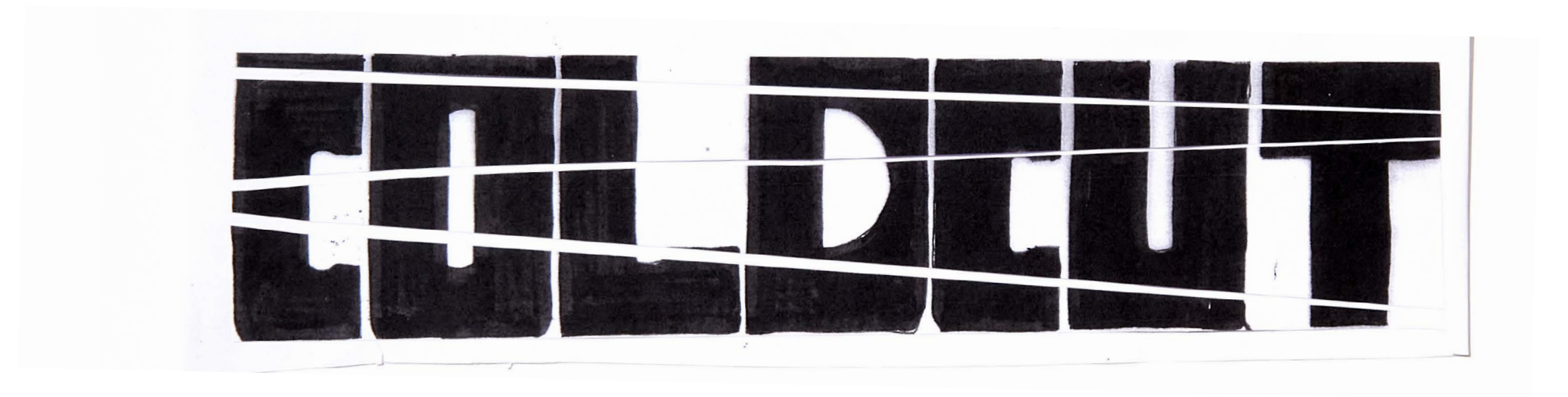
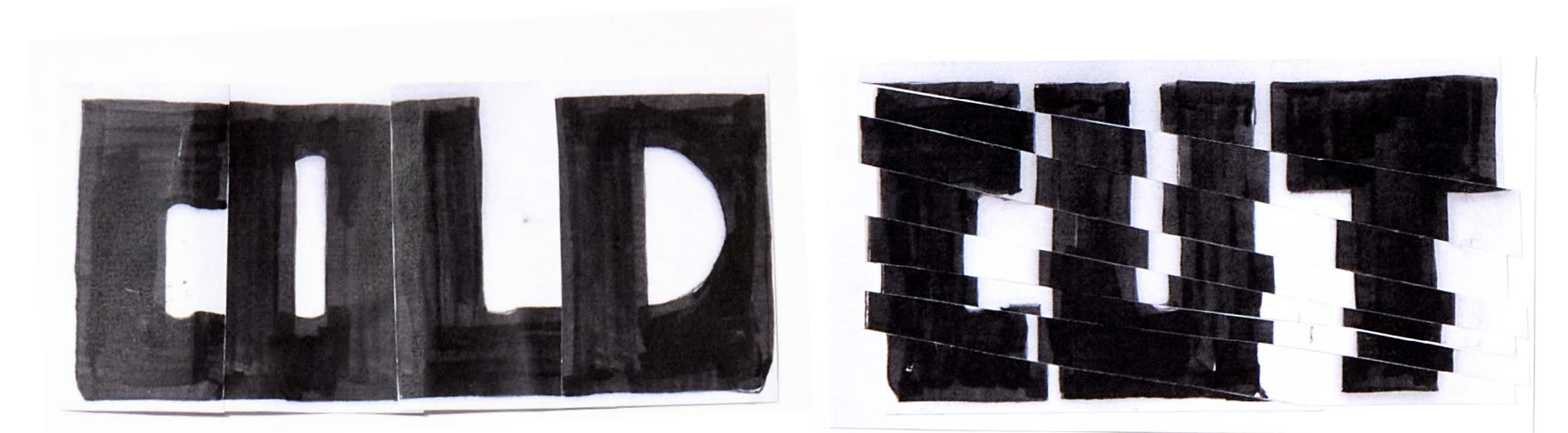
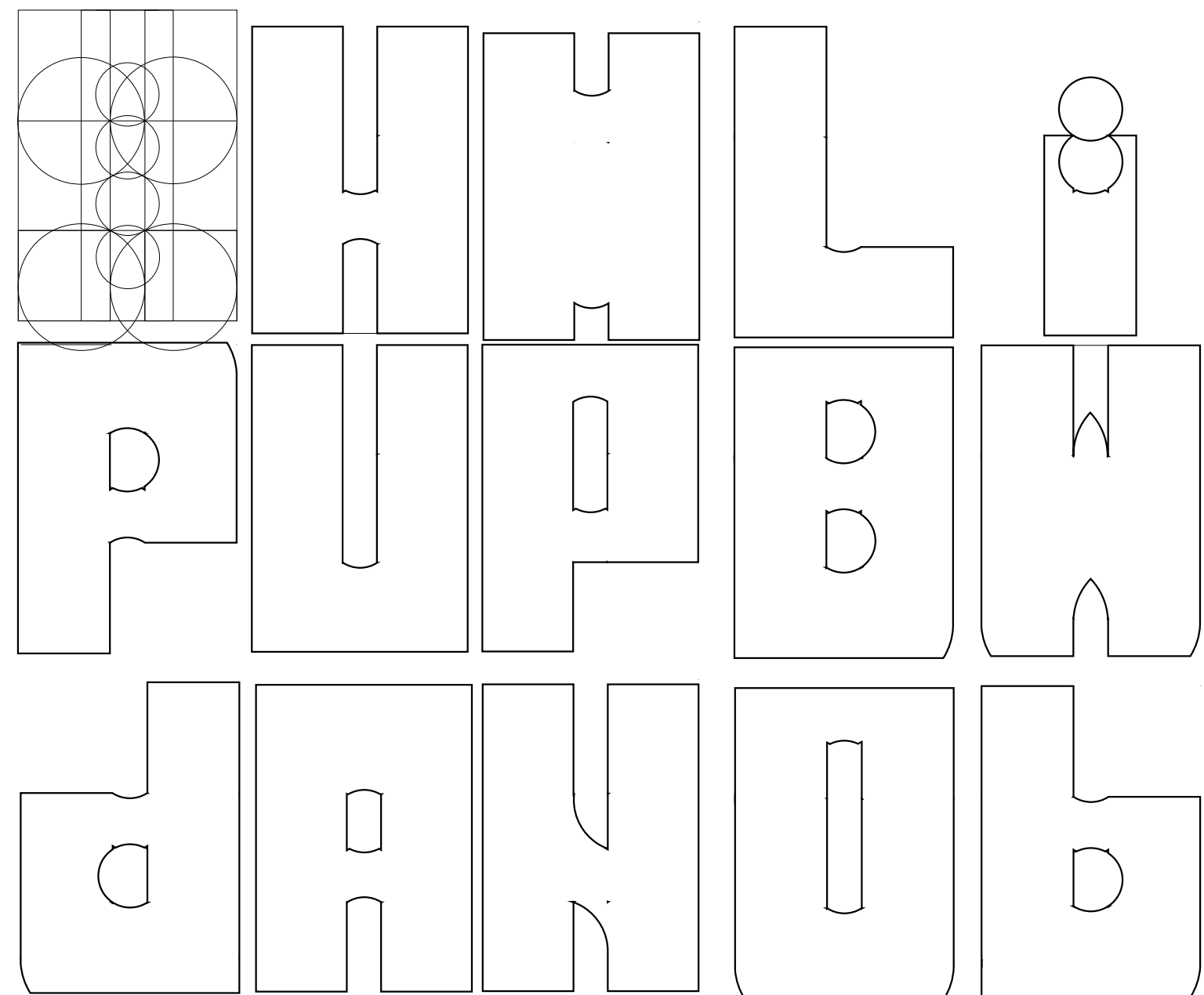
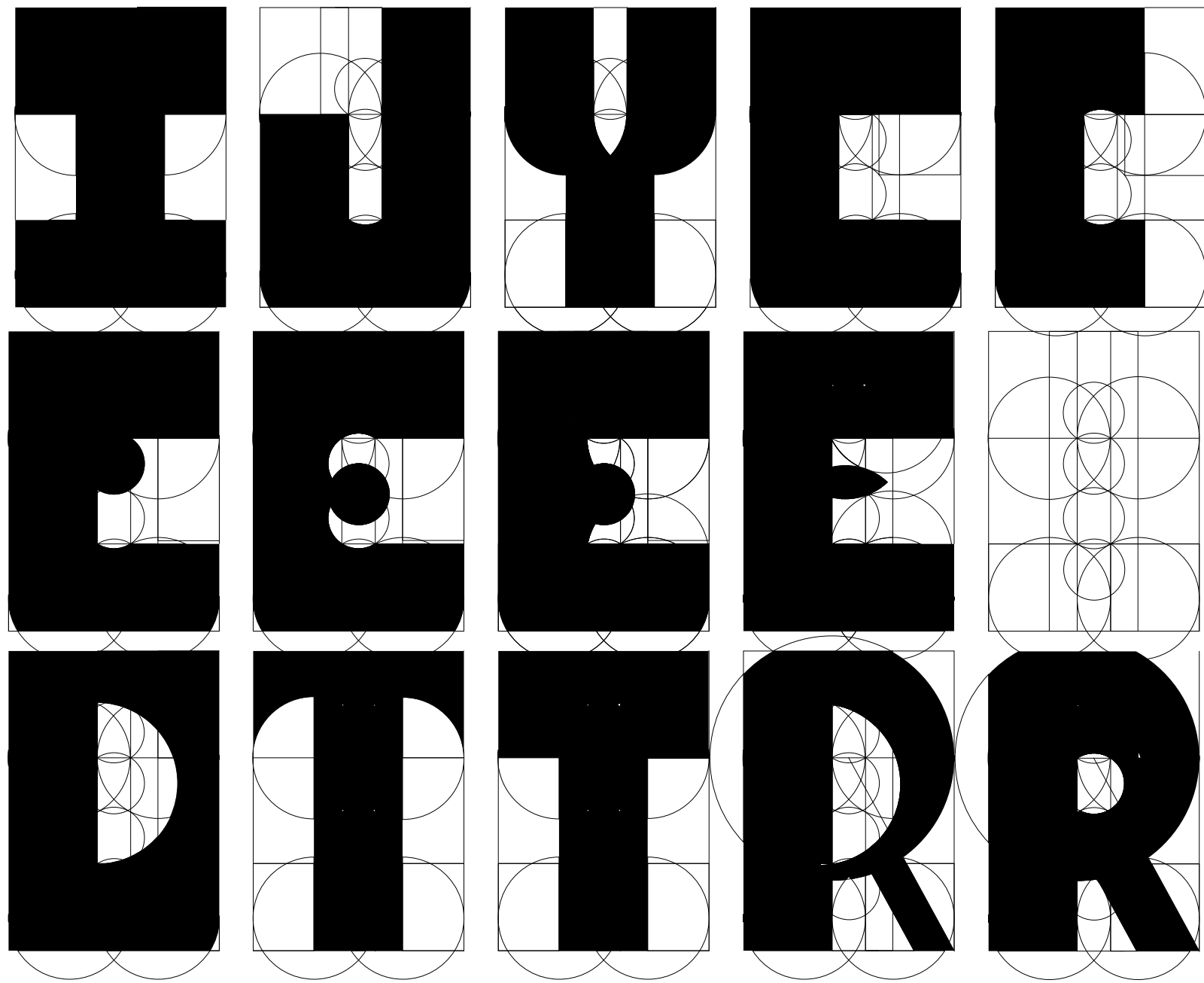


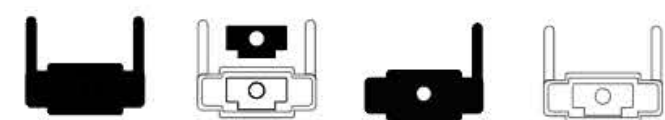
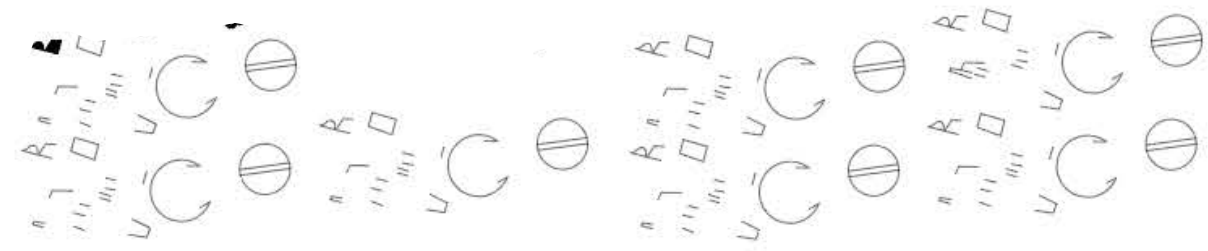
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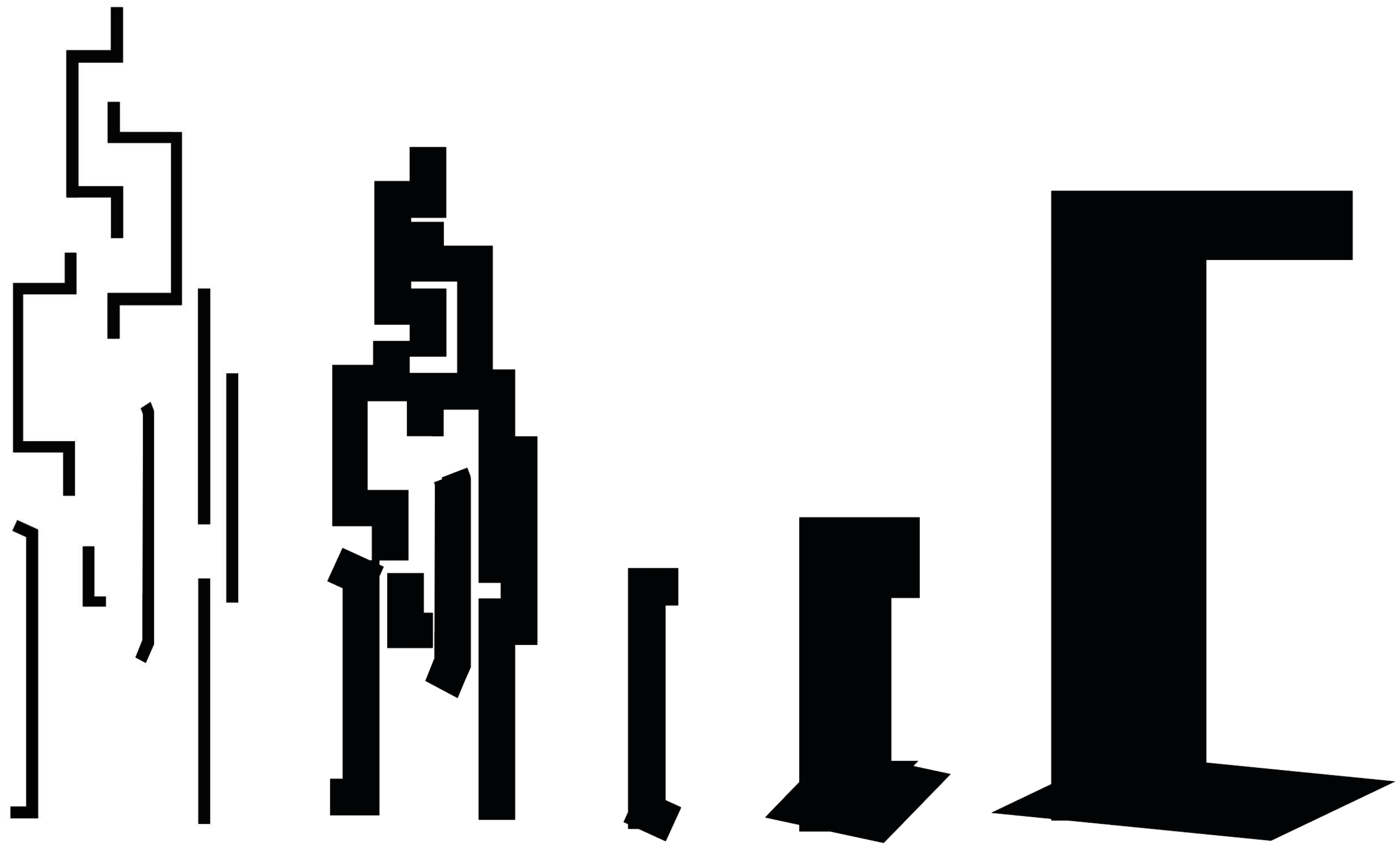
Dekonstruktion







An abstract black and white graphic design. The composition is dominated by large, bold, black shapes that resemble stylized, fragmented letters or architectural elements. On the left, a large, blocky shape with a small circular cutout is visible. To its right, a tall, narrow vertical shape with a small rectangular cutout is present. Further right, a large, complex shape with multiple sharp angles and a small circular cutout is shown. The background is white, and the overall style is minimalist and geometric.



Schriftentwicklung

COLO
CU T

COULD

CUIT

A B C D E F

G H I J K L M

N O P Q R S T

U V W X Y Z

a b c d e f

g h i j k l m

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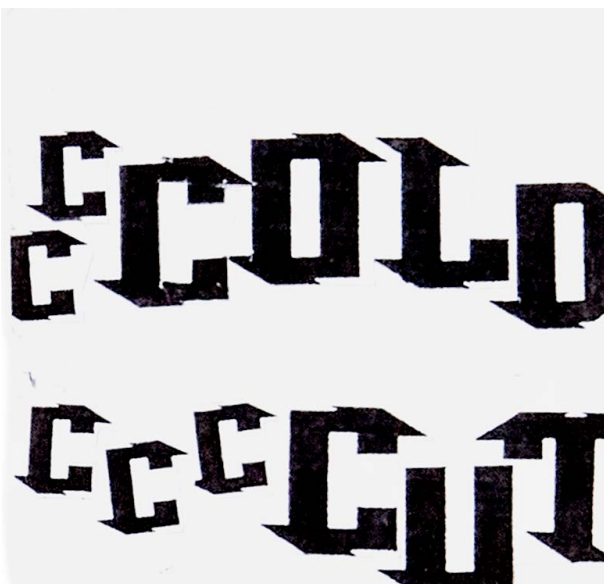
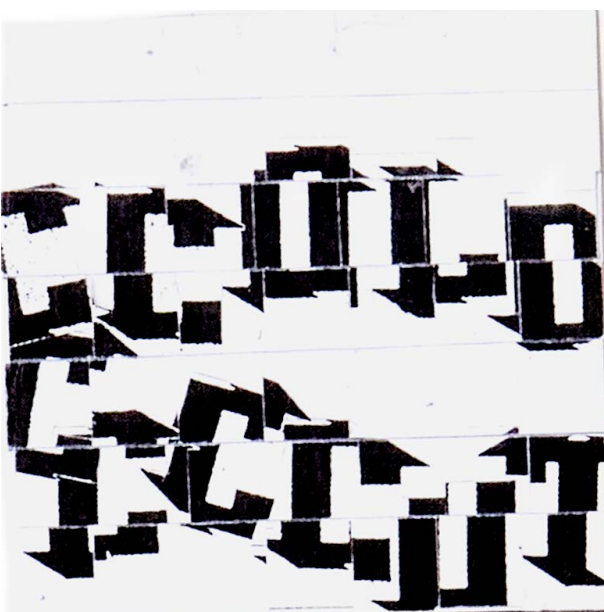
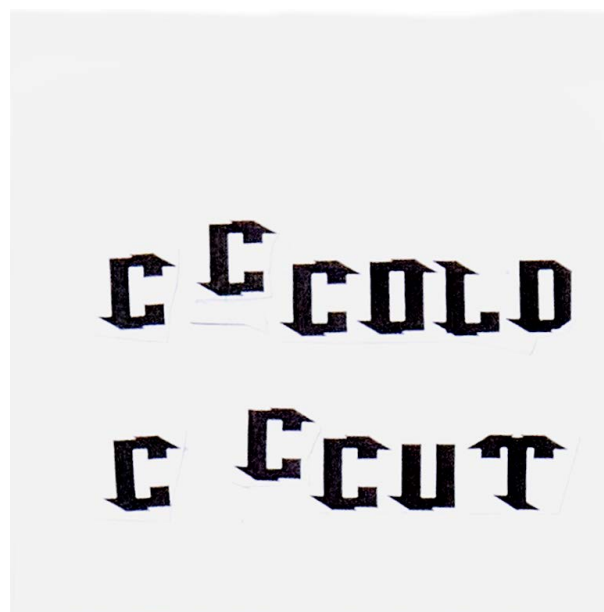
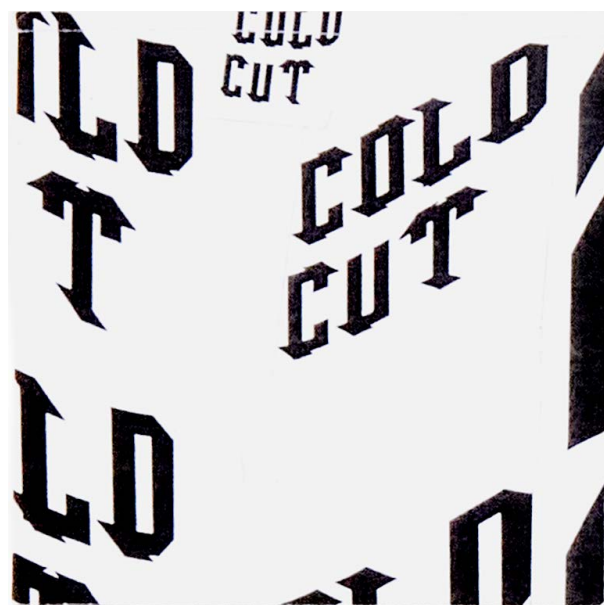
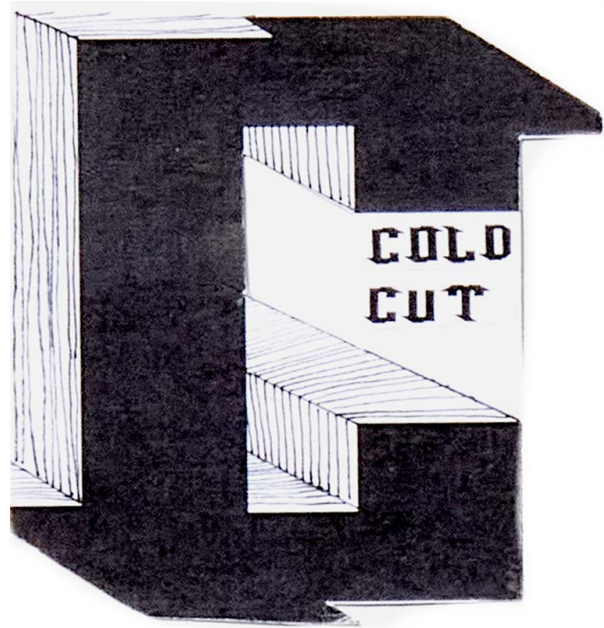
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-_«»“”„*

0123456789

0123456789



Plattencover



Plakat **Zahn-Pasta**

Demenz: Ein Thema, das viele betrifft. Das Bild ist absichtlich verwirrend. Es thematisiert das mittlere Stadium der Demenz. Vieles wird wirr, Alltägliches kompliziert. Daher auch die Zahnbürste, etwas Alltägliches, und die auf den ersten Blick nicht dazu passenden Nudeln. Auf den zweiten Blick ergibt es dennoch Sinn: «Zahn-Pasta». Im Rahmen des Projekts wurde mein Plakat für die Goldbach-Neo-Kampagne zum Thema «Verschwinden» ausgewählt.

Format: F4

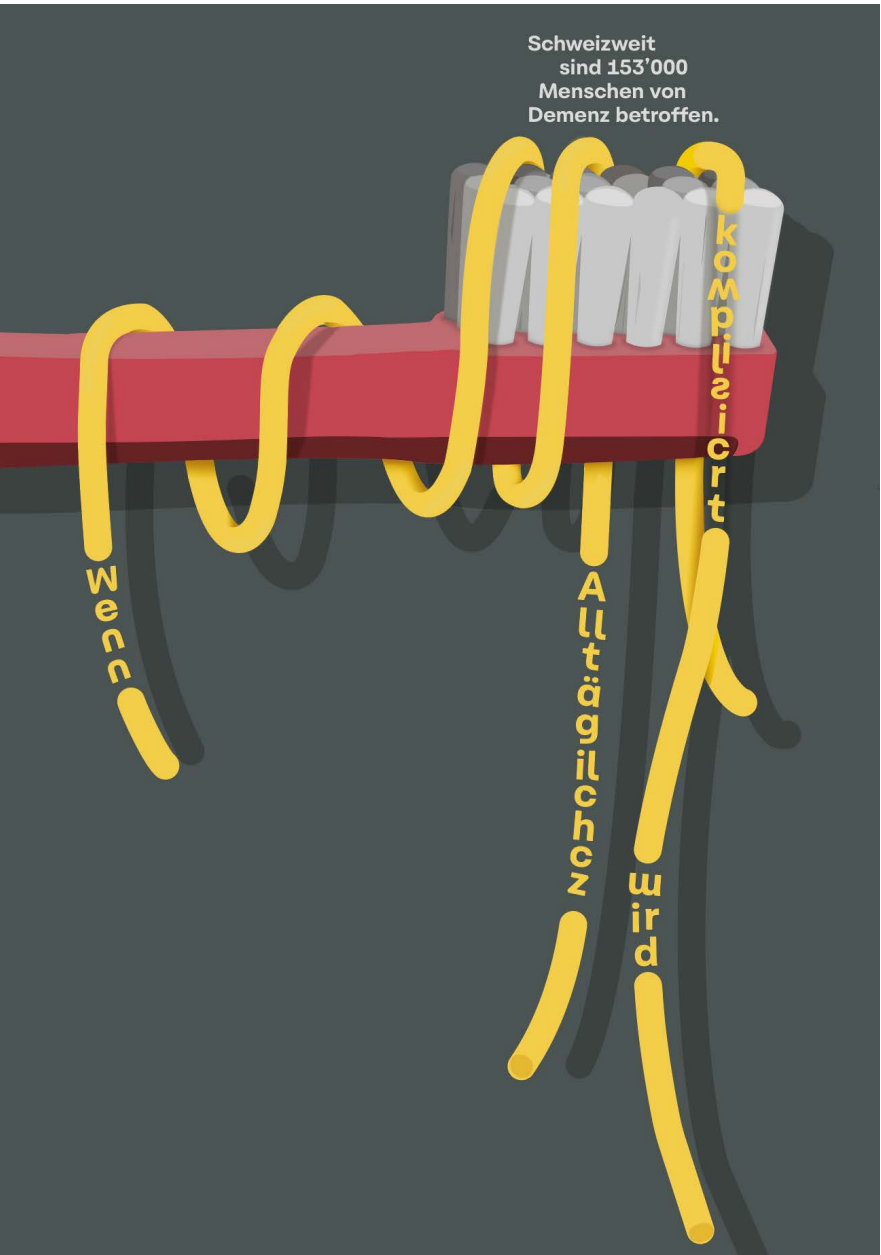
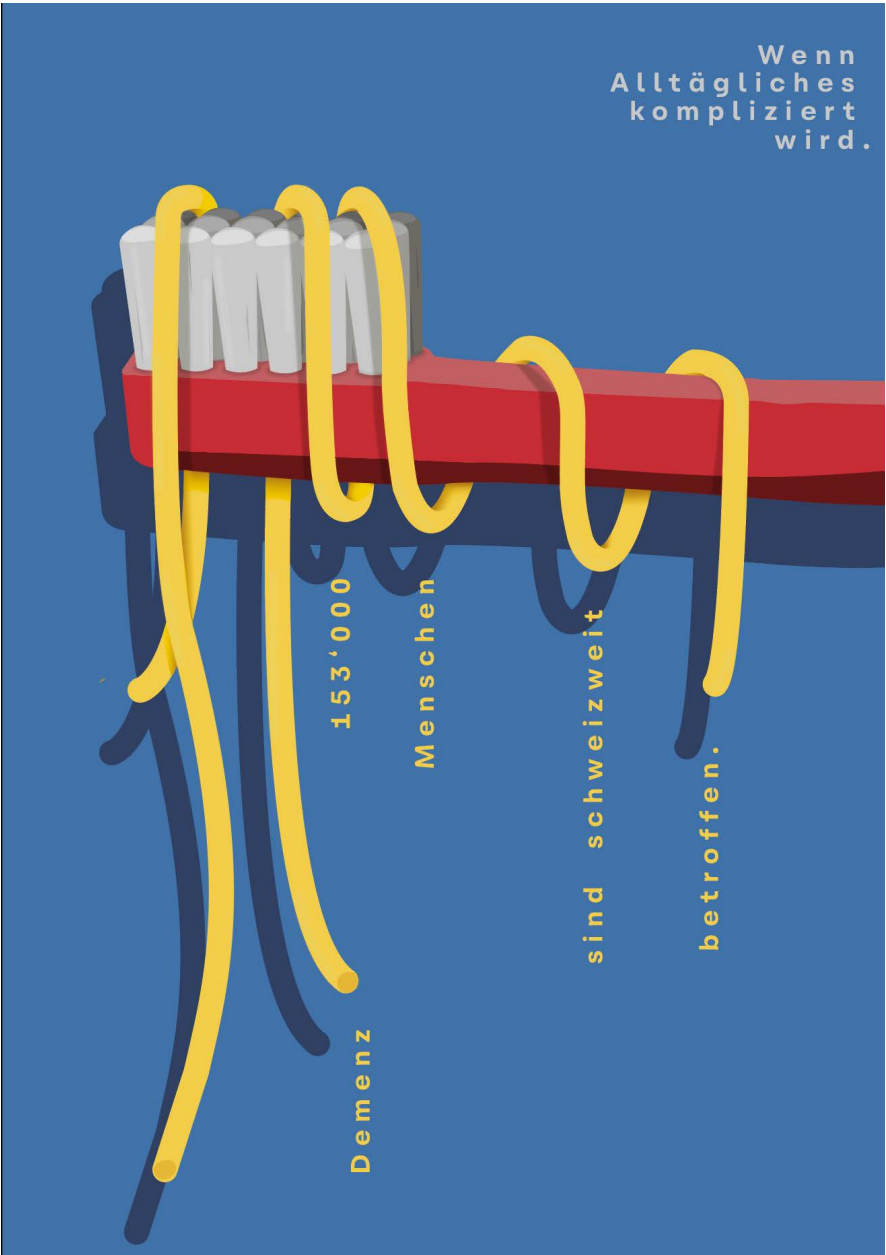
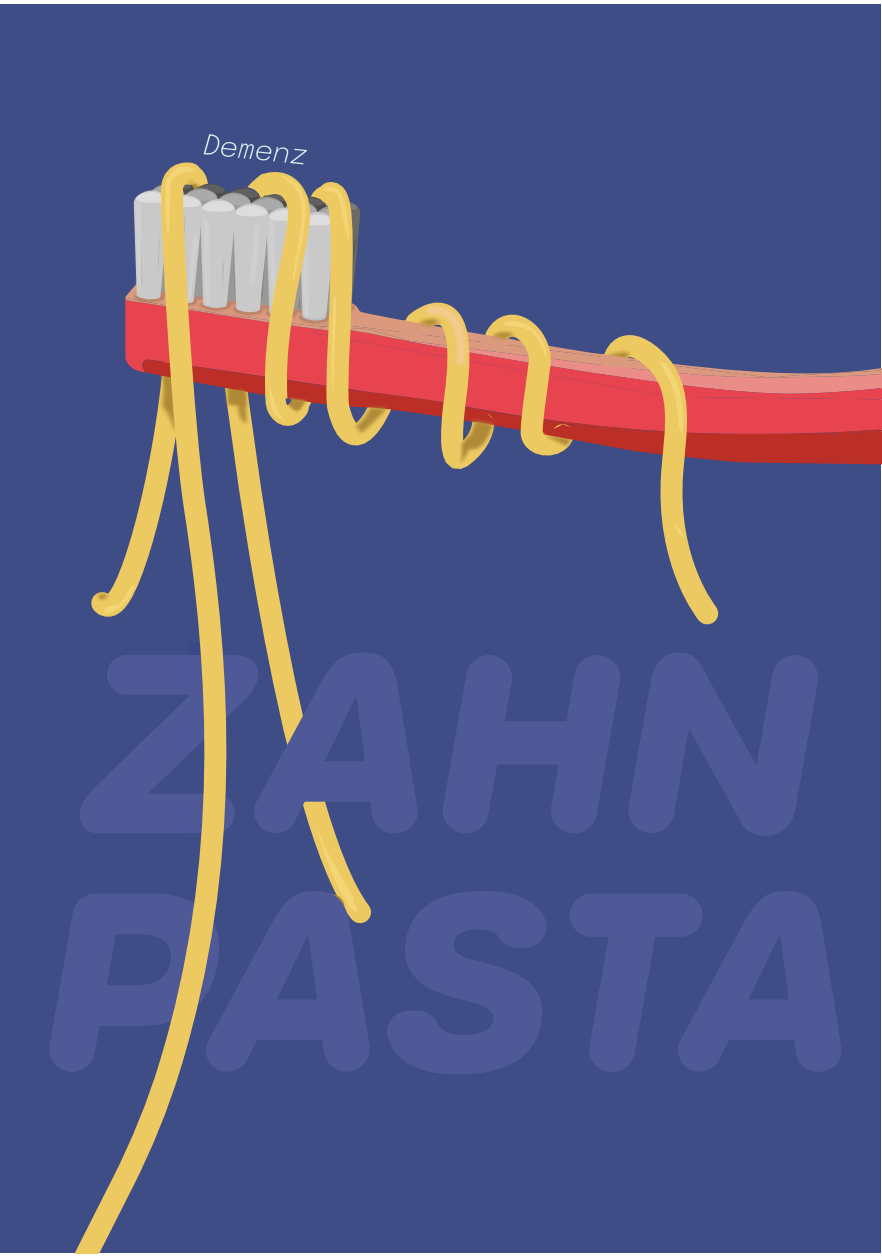
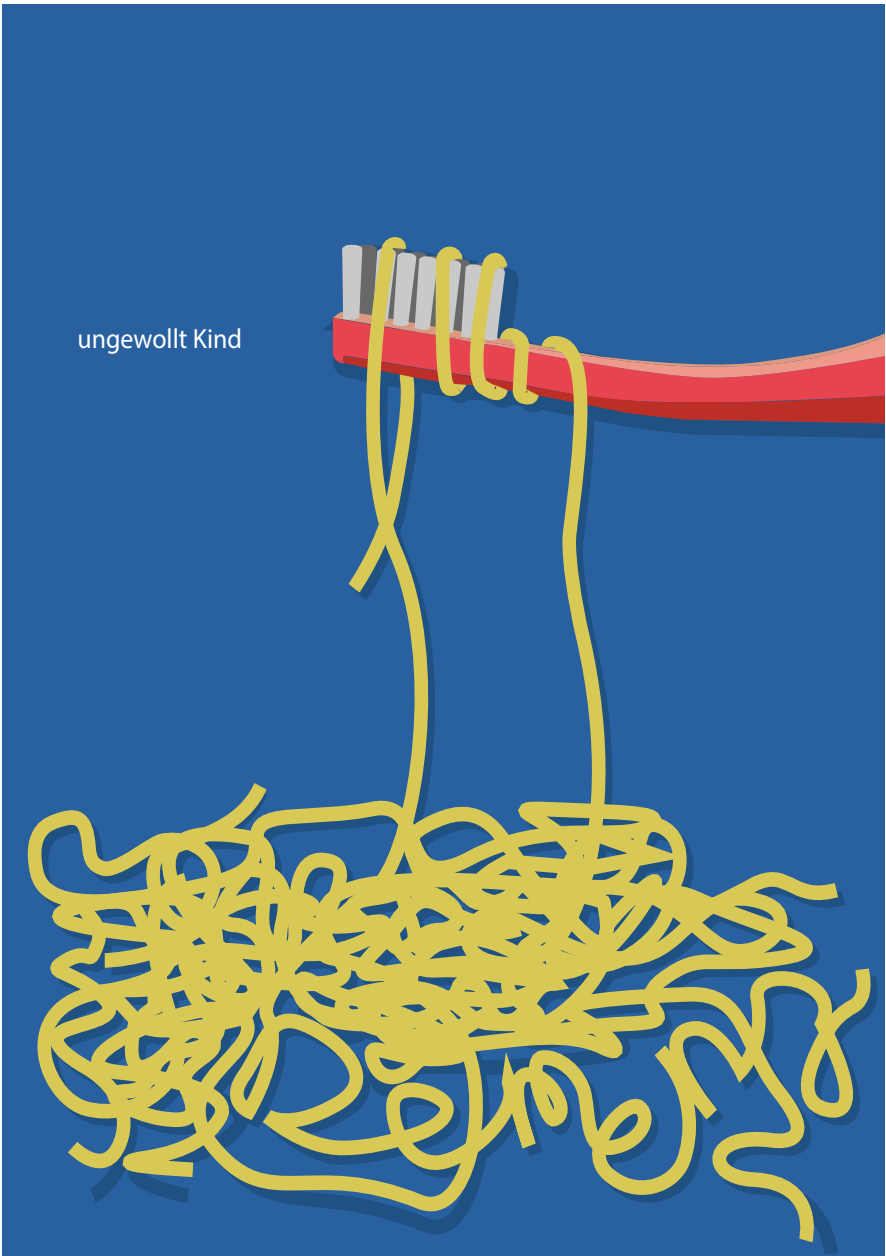
Dozenten: Martin Woodtli und Martin Infanger

April 2024

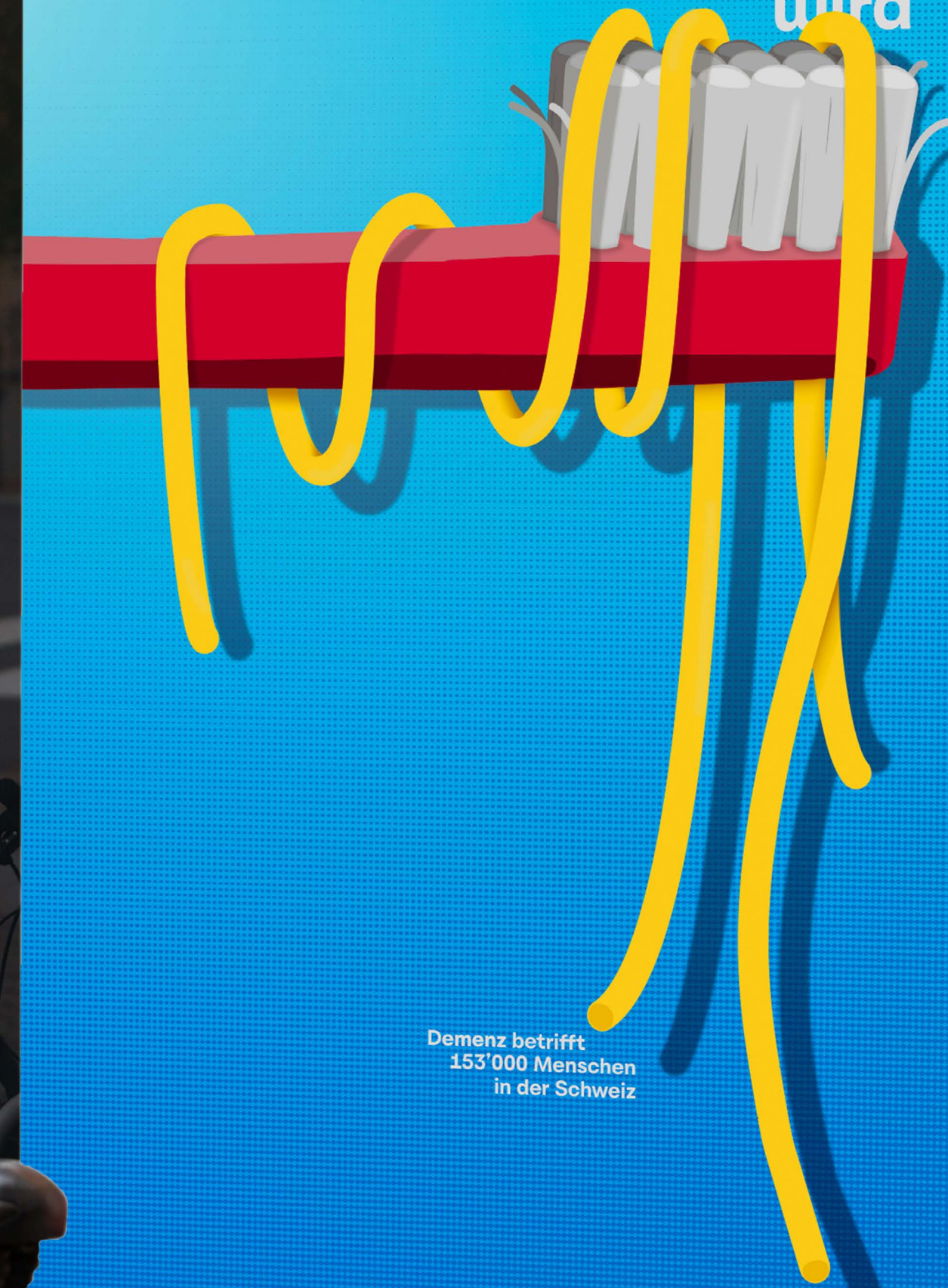


Demenzstadien visualisiert als Tagesablauf

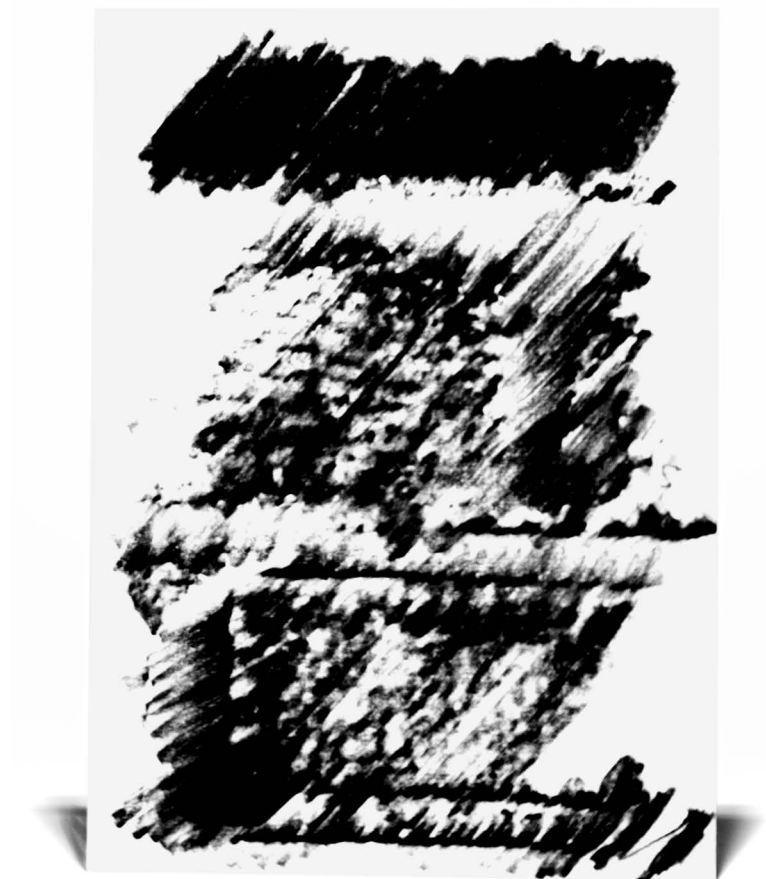




Wenn
Alltägliche
kompliziert
wird



Demenz betrifft
153'000 Menschen
in der Schweiz



Editorial Design **Was? Wen?**

In Fahrt: mit der Elizabeth-Line durch London. An den verschiedenen Haltestellen der neuen Bahn sammelten wir vor Ort viele verschiedene Eindrücke. Wir schrieben, zeichneten und fotografierten. Unter anderem stellten wir uns sechs Fragen: Was fühlst du? Was sollst du sehen? Was siehst du nicht? Was siehst du? Wen siehst du? Was sollst du kaufen? Die Antworten dazu formulierten wir als Texte. Diese Texte setzte ich in meinem Buch in den Fokus. Dadurch hat der Leser die Möglichkeit einzutauchen und dank der abstrakten Skizzen seine Vorstellung zu erweitern. Das Buch habe ich als mehrlagige Broschüre selbst gebunden.

Format: 144 × 213 mm, 178 Seiten

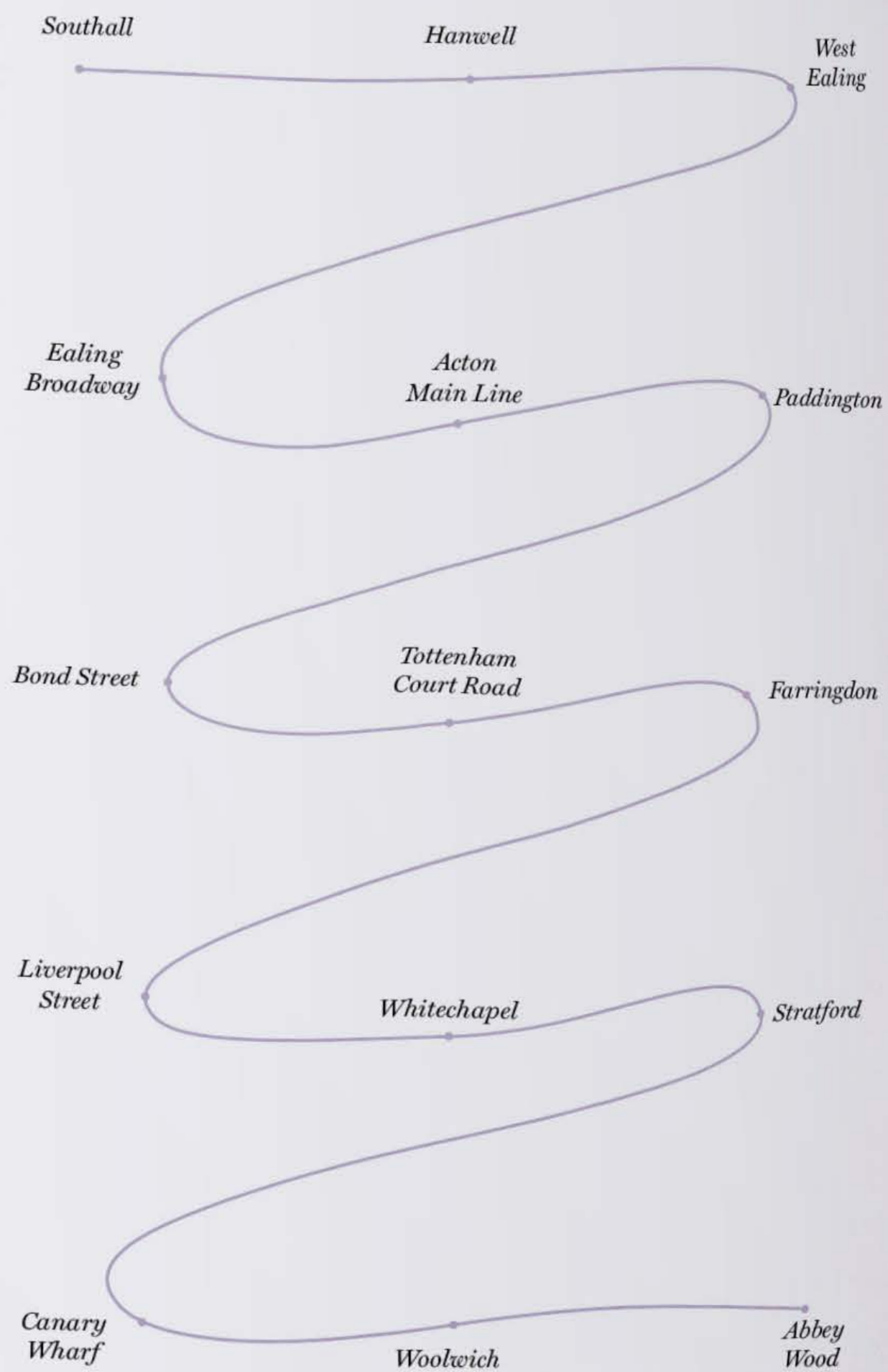
Dozenten: Valeria Bonin, Patrina Strähl,

Markus Wicki und Hans-Peter Küenzler

Oktober 2024

what
what
what
who
what

Timetable Overview



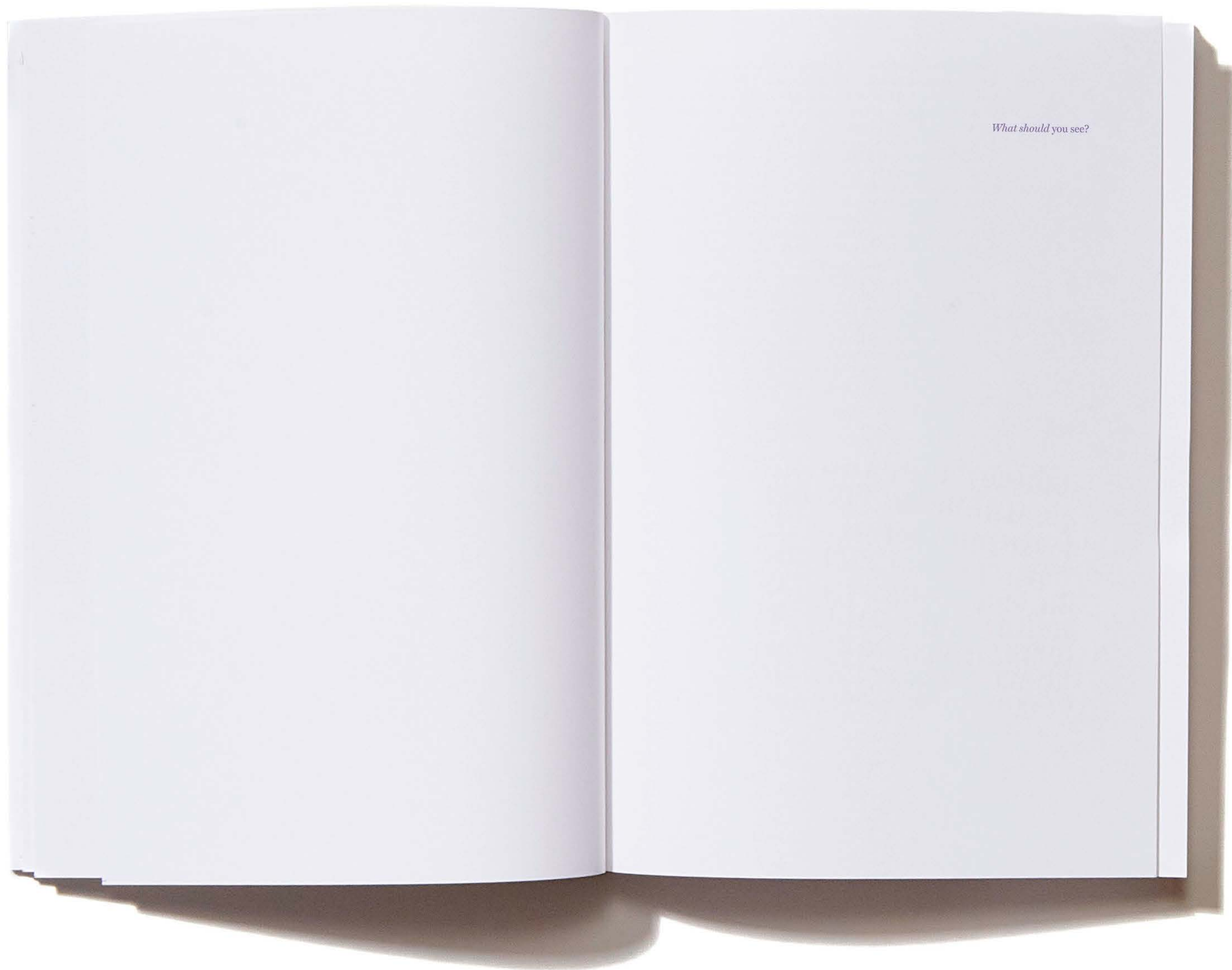
*Speaker: Welcome to the Elizabeth Line!
Our journey begins and ends in Hanwell.*

*You're able to wait, read and
watch on the way. You'll have enough time
to make up your own thoughts, we'll
commute three times between Abbey Wood
and Hanwell, so you'll have enough time.*

*On our journey focus on the questions
given, they will change at every direction
change. You can read the thoughts we had
while discovering the area around the
station and look at our captured moments
from the place. What do you see while
looking at it? What do you feel while
reading and looking at the pictures?*

I hope you enjoy the ride.

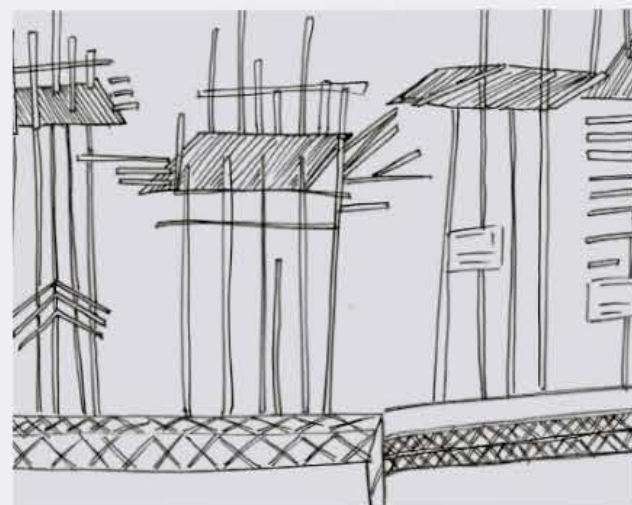
Attention, the doors are closing!



What does Lin
Niederhauser
think you
should see in
Whitechapel?

The Exotic Tee

In Whitechapel's streets,
Where some people sleep,
You'll hear people talking
And hectically walking
Markets hum with loud sound,
A world of culture tightly wound.
Taste the spice, hear the call,
In Whitechapel, you'll feel safe, not at all.
Wait a second, let's enjoy the fun colours out here,
And the crazy atmosphere.
I need hydration,
Like the art on walls in every dimension.
Look at me,
The exotic tea,
A different world from home,
It's like a uniform.
The gallery puts light,
On modern art like dynamite.
Covered hair,
Everywhere
Come on, let's stroll the streets,
Get together and see heaps.
A man walking by, crying
Shows me how to keep on trying.
Emergency sirens,
Come with violence.
Man on the ground,
Policemen all around.
See the grit and beauty blend,
In every corner, you'll find a new friend.
Whitechapel's soul, raw and true,
A place where old meets bold and new.



Inês Ameal
Almeida,
Stratford

68

Preferably My Fantasy

Instead of tall buildings and cranes
People, shopping centers and trains
I'd prefer little brick houses, plants and trees
Music, birds and the rustling of leaves
I would walk along the river and past the pond,
Sit on a bench and watch the swans
I would look up and see the sky
Not the tip of a skyscraper piercing my eye
Miles and miles of grass green or brown
Even clouds wouldn't make me frown
It doesn't have to be overromanticized
Just more natural and not xxl sized
The tips of tall buildings I see from anywhere
Cranes growing like trees everywhere
But what if it would be what I wanted to see
Would it only be appealing to me?
Is it what I actually should see or just a fantasized
reality.

Mind the gap!
next station: Canary Wharf

What does
Lilly Bernhard
think you
should see in
Canary Wharf?

Stress You only ever see people in a brief moment and can only guess at what they did in the moments before. We don't see what's going on.
Anna: (looks at her phone) I can hardly believe I have to work overtime again. There's just never enough time.
Max: (shakes his head) That sounds stressful. Didn't you say you were working on a big project?
Anna: Yes, exactly. We've developed a new strategy for an important investment. But the deadlines are really brutal.
Max: Ohh, I know that all too well. I have just accepted an order for a new client, and they want everything immediately.
Anna: But they never see all the work behind it.

What does
Jeanne La Belle
think you
should see in
Stratford?



Jeanne La Belle,
Nora Zinsli,
Stratford

69

Claustrophobic Charm When you're in Southall you must see the Himalaya Palace shopping centre. First, walk out of the station and cross the road. Turn to your right and stay on that path. After a short walk, you'll notice a small hall to your left. Inside you'll find a variety of different stalls a lot of which sell beautiful jewellery.

Each stall feels like its own unique little world, glowing with light and filled with intricate displays. As soon as you step into one, you're surrounded by a huge glittering assortment of jewellery: bracelets, bangles, rings, and necklaces. Everywhere you look, there's something that catches your eye, shining brightly and just waiting to be bought and worn. Some stalls have walls entirely covered with jewellery, making it impossible to take it all in at once.

As you move between the stalls, an intense scent of incense fills the air—sometimes lavender, sometimes sandalwood—adding life to the overall experience. The corridors between the stalls are narrow, which only adds to the claustrophobic charm of the place.

It was difficult to make a choice, but I ended up buying two bracelets. So, if you ever find yourself in Southall, make sure to visit some of the jewellery shops.

What does
Sophie Herger
think you
should see in
Southall?



Fabienne Murphy,
Southall

The next station is: Hansell



Helena Müller,
Hansell

Comfort and Boredom

Comfort: 'I like it here. There is almost nothing, and the terraced houses remind me of home.'

Boredom: 'There's nothing happening here. No people on the street.'

Comfort: 'That's exactly what's great. You can find peace in a foreign place that feels like home, far away from home.'

Boredom: 'But that's boring. I want to see people, cars passing by. But what's the point if you don't experience anything? Why travel at all then?'

Comfort: 'You travel to escape. Not every trip has to be full of adventures. Sometimes it's about escaping the noise and just being.'

Boredom: 'But without experiences, you have no memories. I want to gather new impressions, feel the energy of a city, meet new people.'

Comfort: 'New impressions can be more subtle. The sound of the wind, the play of shadows as the sun sets, or the taste of simple bread in a small bakery. These small moments bring peace.'

Boredom: 'Yeah, that might be calming, but at some point, you also want to feel alive. The hustle, the chaos—that gives me energy!'

Comfort: 'And that's exactly what tires me. I like to organise my thoughts in silence without being distracted. Sometimes it's the pause that teaches us the most.'

Boredom: 'I think pausing is good but standing still for too long feels like you're missing out on life. There's so much to discover!'

Comfort: 'Maybe it's not about missing out on life but experiencing it differently. Not every moment needs to be loud to be meaningful.'

What does
Sophie Neveu
see in
Hansell?

59

Next station: West Ealing

What does
Shayenne Imhof
think you
should see in
West Ealing?

West Ealing's Spectacular Construction Site

Step out of West Ealing station, And see the start of something grand! A giant building in the making,

With cranes and scaffolds that command. Barriers up, workers abound,

People rushing all around. Planners, builders, and engineers,

Busy like ants, with no time for fears. Sit and watch the machines at work,

Diggers move and engines purr. Brick by brick, the walls will rise,

Reaching proudly for the skies. It might seem slow at first glance,

But give it time, and take a chance. Come back soon, and you will see—

A sight that grows as fast as trees! Watch the project take its shape,

Every floor like some escape. Step by step, it climbs so tall,

Like trees answering the call. Return again to feed your need,

The growth will make your heart feel complete. And all that once seemed faint and far,

Now gleams, a towering superstar. And when the site is fully done,

Don't worry, it's not the only one. Another site will soon arise,

Just wait and see, no big surprise.



Shayenne Imhof,
West Ealing

Next Station: Ealing Broadway

Busy and Proud

Ealing Broadway, a place to be, Quiet and lively, a sight to see.

Right from the station, calm and neat, Homes and gardens line the street.

A cricket pitch along the way, Where peace and play quietly stay.

Turn left, and the streets are loud, Busting with life, busy and proud.

Restaurants tempting, rich and bright, Asian flavours, a true delight.

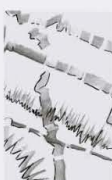
Yet hidden behind all the things, Parks and green spaces lie within.

Walpole Park, a peaceful dream, With ponds and bridges, a gentle scene.

Charity shops with heart to share, Supporting good causes, with love and care.

Ealing, a place so mixed and true, Where city and calm blend through and through.

What does
Suami Rizzo
think you
should see in
Ealing
Broadway?



Suami Rizzo,
Ealing Broadway

We are now arriving at: Acton Main Line

Impressive Impression On Tuesday, 27th of April, I took a train from Farringdon to Acton Main Line Station without any expectations. The modern but empty station was very clean but had nothing to offer except the connections. Outside the station, on the left-hand side was, totally unexpected, a large area with detached houses. The surroundings were a surprise. There were supermarkets and cafés, it seemed like a good start to explore a busy residential area. In the background were some large new buildings, some of them still under construction. Everything was kept in the same style, so I found it difficult not to lose my orientation.

At some point I became a little bit suspicious. The farther I went into the neighborhood, the emptier the area became.

The houses looked old but habitable at first sight. Looking more closely however, it was clear that this was not the case everywhere. Despite a large waste disposal site nearby, there was a skip, or at least bin bags, in front of practically every house. The garden gate was often open, and I could see that the front garden almost always looked very unkempt. Shutters were closed, and if they weren't, the curtains were always drawn. The cars on the street had cobwebs. I had a strange feeling, almost like in a ghost town. At some point I came across a few people, half of them were children with their mothers. I kept an eye open for a playground but couldn't find one. The rustling in the trees, the meowing cats and the screaming children in the background made me scared. Everything got stranger and stranger and completely different from what I had expected.

What does
Nora Zouli
think you should
see in Acton
Main Line?

61

What does
Inés Amarel Almeida
think you
should see in
Paddington?



Lin Niederhauser,
Paddington

Rat Tales

'I am a rat and my Paddington is an enormous and fast-paced world, far beyond what humans can imagine. Living as a rat in Paddington means having gourmet dining options like fallen ice cream or tasty leftovers in parks. But life here can be hectic. Most humans aren't too fond of us. They might scream or call us unpleasant names, and that is hurtful. I feel misunderstood sometimes, but it is way too much fun to scare the humans. Their screaming is like Mozart to my ears.'

Human walking by
'Oh, there's a human, Hi!'

'Screech!'

'Well, that's them gone. See what I mean?—the streets of Paddington are always buzzing with energy, so there's never a dull moment. People with suitcases hurry by, trying to find their hotels, while others pour into pubs, cafés, and restaurants, or swarm the shops. However, for us rats, it can sometimes be too chaotic. That's why, just a little walk from the train station, there's a peaceful place where we can play, eat, sleep, and relax. After crossing a small bridge and balancing on a plank, you'll find yourself at Paddington's river, known as Paddington Basin, a tranquil haven amidst the energetic city. But of course, rats aren't the only ones enjoying the basin. Baby ducks swim around, entertaining students on their breaks, while fish glide beneath the floating park. Amidst the animals and insects, humans rest and have their lunch breaks, creating a calm atmosphere even with the occasional sounds of the city filtering through the leaves of the trees and the walls of buildings surrounding the basin. Turns out living as a rat in Paddington isn't so bad, is it?'



Fabienne Murphy,
Paddington

What does
Laura Pfeisterer
think you
should see in
Bond Street?



Lara Schrüffer,
Shayenne Imhof,
Bond Street

I should've seen it coming

Scene 1: Outside – Bond Street – Late Afternoon
The sun is setting over Bond Street.

People hurry past expensive stores. The camera follows James (mid-30s, nervous)

as he walks quickly through the crowd. He keeps looking around, worried.

James (whispering to himself):
'Stay calm... just keep going.'

James looks over his shoulder. Two Men in suits are following him,

trying to blend in, but their eyes are fixed on him.

Scene 2: Outside – Narrow Alley – Dusk
James turns into a narrow alley.

He walks faster. The alley is dark and dirty, with old brick walls. He checks behind him.

The men aren't there anymore. James (quietly):
'I think I lost them...'

He steps out of the alley, onto another street, but then—

Scene 3: Outside – Side Street – Dusk
The two men are already there,

waiting for him. James freezes, his eyes wide with fear.

The camera zooms in on his face, showing his panic.

Man 1 (calm but threatening):
'Did you really think you could escape?'

Before James can move, a gun presses into his back. He stands still, breathing hard.

Man 2: 'We've been watching you for weeks.'

Scene 4: Close-up – James's Wrist – Dusk
James looks down at his wrist.

His fancy watch shines under the streetlight. Then, he realises; the watch has a hidden tracker.

The camera zooms in on the watch. James (whispering to himself):
'The watch... I should've known.'

Scene 5: Outside – Street – Dusk
The screen fades to black. James closes his eyes,

as everything goes silent.

If you see something,
that isn't right,
speak to staff—we'll sort it.
See it. Say it. Sorted.

63

What does
Joel Klaus
think you
should see in
Farringdon?

Medieval Modernity Alright, adventurers! You've just taken the Elizabeth Line to Farringdon Station—a place where the old and the new have teamed up to confuse you in the best way possible. As you step out of the station, either by stairs or elevator (choose your own adventure!), you'll be welcomed by a mix of history, modernity, and organized chaos.

Let's start with what you'll see on your left. Immediately, you'll see the Timpson shoe and watch repair store—perfect if you've been sprinting through London and your heels have decided to give up on you. Need a caffeine kick? A few coffee spots are ready to fuel you up, with "Costa Coffee" standing out as a reliable stop. Take a moment to look around, and you'll notice a curious "castle thing" in view—a mystery even to locals, but it adds a medieval atmosphere to your journey.

Now turn your eyes to the right, and you'll find a "Petit Pret", for those who crave a quick French-inspired bite. A bunch of restaurants invite you to try some diverse bites, but don't get your hopes up for a shopping tour—clothing stores aren't on the menu here.

Now, a few observations about the area. Farringdon is an interesting spot. You'll see nice modern glass office spaces popping up between old, noble brick buildings—it's like watching a competition between the past and the future. The streets here are lined with fast-food joints, so if you're in a hurry or just craving something easy, you're in the right place.

Rich folks walk by, radiating wealth, while a few homeless souls add a sobering contrast to the scene. It's London in a nutshell—diverse and full of surprises. Buses? Don't hold your breath—Farringdon prefers to let you explore on foot.

Lastly, here's a list of a few hidden gems you can find in Farringdon. First, Leather Lane. Wander through this market street, where food stalls will tempt you with global tastes. Perfect for a quick lunch. Next, we have Exmouth Market. Slightly off the path, it's packed with trendy shops, cafes, and even more food stalls. Hipster heaven! And last but not least, we have the Smithfield Market. One of the largest wholesale meat markets in Europe, this place is steeped in history. You might not be buying beef, but the architecture and atmosphere are worth the visit.

There you have it—Farringdon in all its weird, charming glory. Whether you're here for a quick visit or an extended stay, there's plenty to see and experience.

Just remember: in Farringdon, expect the unexpected!



Suami Rizzo,
Farringdon



Nurul Oudemir,
Farringdon

Jeanne La Belle,
Liverpool Street



Next Station: Whitechapel

What does
Jana Kayser
think you
should see in
Liverpool Street?

Instruction You can see them from far away. Mysterious, tall buildings that sparkle in the morning sun. Suddenly it hits you, the feeling of curiosity. What is inside those shiny, blue facades? If you want to enter one of these buildings but without getting strange looks, here's an idea on how you can try it.

First of all: observe. All these people in the streets seem to be businesspeople. If you have the chance, dress like them. A white or light-blue shirt tucked into the clean, freshly ironed trousers, dark blue. Get yourself a pair of black glasses, a leather belt and shoes, brown if possible. Get an expensive watch, a Swiss one would be best. Ideally with a brown leather watch strap.

Secondly: act like you're one of them. Adapt their behaviour. Try to walk fast and straight forward. Feel important, these are your streets. Check your posture. Act like you don't care about your surroundings. Have a serious but kind of bored expression on your face. Don't look around too much (you're used to these buildings). Additionally, you could pretend to be calling somebody important. If you do that, talk in a super-friendly tone. Most importantly, don't forget to fake-laugh without any humour in between these staged phrases. Don't use your mobile phone except in this situation, otherwise you'll look like a tourist.

Thirdly: follow them. Try to walk two to three meters behind a small group, so you don't seem like a stalker.

If you follow all these steps carefully, you might unravel the secret that lies behind those beautiful, shiny facades. Good luck.

67

What do you not see?

What does
Eva Doler
not see in
Abbey Wood?

Where Is the Water? My first impression when I came out of the station was: dry. It was an extremely hot day, and the oppressive heat was weighing heavily on the neighbourhood. Abbey Wood is characterised by its contrast, a neighbourhood where almost everything can be found. You can see terraced houses next to terraced houses and in the centre are tall new modern buildings. There is no river or lake nearby, just the large forest that grows not far away. This forest creates shade and invites you to linger on its soft lawns. The places under the trees are very comfortable, but they often remain empty. Strangely enough, not many people are to be seen in the forest or on the green areas. Most people out and about in Abbey Wood are going about their daily business, shopping, getting something to eat or walking their dogs.

The atmosphere in Abbey Wood is very lovely but the place remains remarkably quiet. The streets are largely empty, and life takes place elsewhere. Many people only come to the station to get to the centre of London from here or to run errands in the large Sainsbury shopping centre. The neighbourhood has its own charm, but it lacks a certain vibrancy that makes other areas of London so special. A touch of freshness, perhaps the presence of small cafés with outdoor chairs that invite you to linger, would do the place good. Plus, a small park with a lovely pond and lots of wildflowers. There is a lack of music, of the humming sound of a lively community, of places where people can meet, chat and spend time together. Abby Wood is quiet. Too quiet. I wonder if many people see it the same way I do, but I can't see the flowing vibrancy of this place.

Mind the gap!

We are now arriving at: Woolwich

On People's Minds The first thing I see when leaving the Tube station in Woolwich is a nice park, tall buildings, and a real sense of calm. The area is clean and well-organized, with neat paths and tidy lawns. Young people in their twenties, all dressed in suits, hurry to work, eager to keep up their fancy lifestyles. They move with purpose, their shoes tapping on the pavement, their faces set with determination. But what I don't see is how stressed their lives must be.

As I walk by, I overhear a conversation between three young men talking about their daily routines. They are dressed sharply—suits, ties, and polished shoes—looking like they have it all. But there is something in their voices that doesn't match their confident appearance. One of them says that he struggles to stay consistent with his gym routine. His friends agree, sharing their own difficulties. They talk about the pressure to do well at work, eat healthy, and avoid smoking or drinking.

"That would be the perfect lifestyle," one of them says, but it's clear that it is not easy to achieve. They admit to each other it's hard to keep up with these habits, and that trying to do everything right causes a lot of stress and frustration. Their voices drop as they talk about how tiring it is to always strive for perfection and how they often doubt themselves.

As I watch them walking away, their conversation stays with me. On the surface, they seem successful and confident, but underneath, they are struggling with the pressure to be perfect. In Woolwich, where everything looks so calm and orderly, these young professionals carry hidden burdens. It's a reminder that what we see on the outside is often only one part of the story.

What does
Jewel Ulrich
not see in
Woolwich?

Next Station: Canary Wharf

What does
Nina Ulrich
not see in
Canary
Wharf?

Canary Wharf and What Lies Behind it

1802: The Birth of West India Docks

In the early 19th century, this area was at the heart of London's thriving Docklands. The West India Docks, opened in 1802, became one of the busiest ports in the world, handling exotic goods like spices, tea, and fruit, solidifying London's role as a global trading hub.

1936: The Name "Canary Wharf" Is Born

In 1936, the Docklands took on a new name when Fruit Lines Ltd built a quay and warehouse for fruit imports from the Canary Islands. Thus, the area became known as Canary Wharf.

1960–1970: Decline of the Docklands

By the mid-20th century, the rise of containerisation and modern transport systems rendered the Docklands obsolete. As Britain's empire shrank, so too did the need for its ports. West India Docks closed by 1980, leaving the area in economic decline and physical disrepair. 1981: The London Docklands Development Corporation

In 1981, the British government established the London Docklands Development Corporation (LDDC), with the goal of regenerating the neglected area. It was the beginning of Canary Wharf as a business hub.

1988: The Beginning of Canary Wharf's Transformation
Canadian developer Olympia & York began construction on the site in 1988. The development included iconic skyscrapers such as One Canada Square, completed in 1991, which was the tallest building in the UK at the time.

1995: Recovery Begins

After a difficult start, including Olympia & York's bankruptcy, Canary Wharf was purchased by a consortium of investors in 1995. The opening of the Jubilee Line extension in the late 1990s helped improve access and revive interest in the area.

2000s: Canary Wharf's Rise as a Financial Powerhouse

By the early 2000s, Canary Wharf had established itself as one of the world's leading financial centres. Today, the area is home to international banks, law firms, and media companies, symbolising London's evolution from industrial hub to global financial powerhouse.

The next station is: Stratford.
Please mind the gap, between the Train and the Platform

What does
Lili Beck
not see in
Stratford?

In A Place with Many but Still Alone?

A place.

A place with a lot to see.

A place with a lot of memories.

A place with a lot of people.

People in this place.

with different stories.

with interesting thoughts.

with problems.

Problems that won't get solved.

Problems that others will share.

But these two people won't meet in this place.

The place may not be here for that.

But could be used for that.

Humans often have more in common than they think.

Many share a similar feeling, even villains.

Honestly, no one's really special.

Every time someone opens up about something, someone

else can relate.

They always come to the conclusion: you're not alone.

But then why does it feel that way?

Even in a place filled with people,

filled with experience,

filled with thoughts

and with problems.

You don't see the stories they don't tell.

You don't see the thoughts they don't say.

You don't see the problems they deal with.

You don't see the experience they don't share.

You don't see the memories they don't explain.

Next Station: Whitechapel

What does
Lidie Kulmer
not see in
Whitechapel?

Unseen Whitechapel: A Heart Beyond the Streets

In Whitechapel's streets, no towers rise,

No shining glass that scrapes the skies.

No luxury brands with windows bright,

No designer stores are near in sight.

No sprawling parks with endless green,

Just smaller spots somewhere in between.

No quiet suburbs, calm and still.

The city's pulse here is full of thrill.

No glittering lights or grand parades.

But here, real lives are lived and made.

Though Jack the Ripper walks unseen today,

His crimes have left an imprint that won't fade away.

But here, new voices fill the air.

From every land, from everywhere.

Cultures blend and colours show.

In markets where the world's winds blow.

No gates that guard the wealthy few.

Just open paths for me and you.

And though the history's rich and deep,

No crowds of tourists do we keep.

What's unseen in Whitechapel's busy streets?

The hidden hopes, the quiet feats.

The struggles borne behind closed doors.

The dreams that rise from humble floors.

Beneath the noise, the rush, the grind,

There's unseen warmth in those you find.

In alleys small, in corners bare.

A sense of home still lingers there.

Though much remains unseen, unknown,

Whitechapel's heart is all its own.

What does
Leonie Arnold
not see in
Tottenham
Court Road?

Mike

A busy crowd, people move from place to place,

With shopping bags full, they wander the streets.

They look up at the tall buildings in wonder,

Drawn to the lights, colours, and sounds around.

In the middle of it all, a man sits on the corner,

Dreaming of the life he used to know.

He once was part of this world.

But his life took a different turn.

Now he sits, hoping someone will notice,

His voice lost in the crowd, asking for help.

But no one stops, no one listens.

His story untold, his pain ignored.

Invisible, he watches as life goes by.

A forgotten soul in a world he once knew.

But that's how life is, different for everyone,

And only he can change his own story.

Maybe one day, someone will stop.

Maybe one day, someone will hear.

Until then, he's just another face in the crowd,

Waiting quietly in the busy city.

This train will be skipping
Liverpool Street due to
operational reasons.
Please alight at Farringdon.

The next Station is : Tottenham Court Road

What does
Nadine
Purtschert
not see in
Farringdon?

About Time

Once upon a time

in 2024, there was a

tube station called

Farringdon where people

hurriedly got on and off.

But underground lived

little fairies who filled

the station with their

magic. These fairies were

the guardians of the

hours and ensured that

the trains ran on time.

They had been doing

this for centuries and

were a well-rehearsed

team. But then the

unexpected happened:

a new train line arrived,

the Elizabeth Line.

It was unimaginable for

the fairies to ensure the

right time for this train

line as well. They met

in their secret hiding

place to discuss the

matter. 'How are we

going to manage this?'

asked one little fairy

with a worried look.

One brave fairy called Lili

suggested that they join

forces and work together

on a new spell. So, they

began to combine their

magic to overcome the

challenges of the new

line. With each passing

day, their confidence

in their own strength

grew and they learnt

that change could also

bring new possibilities.

And if they haven't

died already, they will

continue to ensure the

punctuality of the

Elizabeth Line for many

centuries to come.

The next station is: Bond Street

A Sad Soul of Bond Street

'Hello there', a voice behind me suddenly says.

I turn around and see something that vaguely looks like a

person.

'Who are you?' I ask quickly.

'I am a ghost.'

'Why are you here? And why can I see you?'

'I have unfinished business here.'

'What is it that you need to do then?'

'In order for my soul to finally leave this place, I need to

tell someone my story. Will you listen?'

'Yes... sure', I answer sceptically but interested at the

same time.

'Thank you. Nobody has ever even tried to listen. All the

people I tried to interact with were scared of me and ran

away.'

'I am kind of known as the fearless one in my friend

group, go on.'

'So, there is a lot you probably don't know about the peo-

ple who live and the souls who lived in Bond Street.'

'What do you think I don't know of?'

'Let me start at the beginning. I was quite wealthy when I

was alive. People used to tell me how grateful I should be

for living how I did and for what I had inherited. I inher-

ited the luxury fashion brand Burberry.'

'Oh wow, I love Burberry.'

What does
Starline Arnold
not see in
Bond Street?

, solidifying London's role as a global trading hub.
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and warehouse for fruit imports from the Canary Islands.
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*The next station is: Stratford
Please mind the gap, between the Train and the Platform*

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Next Station: Whitechapel





Editorial Design **Sitzmöbel**

Stühle im Rampenlicht: Eine Interaktion aller Elemente. Durch die versetzten Textfelder der Stuhlnamen, Kurzbiografien und Massangaben bleibt der Fokus auf den Stühlen. Die verschiedenen Farben der Stühle finden sich im Cover, in der Typografie sowie im Buchbindefaden wieder, was den Fokus auf die Stühle zusätzlich verstärkt. Im Rahmen des Projekts erlernte ich das Buchbinden, das ich mit der «Drei-Loch-Knotenfadentechnik» direkt angewendet habe. Da das Projekt eines meiner ersten Layouts war, sind noch mikrotypografische Fehler zu finden. Diese entsprechen meinem damaligen Ausbildungsstand und zeigen meinen Lernprozess.

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Dozenten: Loana Boppert, Marc Philipp
und Marco Backer

Oktober 2022

Chair
One

How
high
the
moon

Peacock
Chair

Sitz nöbel

Chair
One
How
high
the
moon
Peacock
Chair

Sitz nöbel

Peacock Chair



Der Designer, Künstler und Futurist, Dror Benshetrit, wurde 1977 in Israel geboren, 2002 hat er sein eigenes Studio «Studio Dror» in New York eröffnet. Poesie, Geometrie und Physik faszinieren ihn. Diese Interessen spiegeln sich auch in seinen Kunstwerken wider. Den Durchbruch erreichte er mit «Vase of Phases». Die Vase repräsentiert die Angst davor, schöne Dinge zu zerbrechen. Sein bekanntestes Werk ist der «Peacock» Stuhl. Er erlangte seine Bekanntheit durch die Sängerin Rihanna, da der Stuhl in einem ihrer Musikvideos als Thron zu sehen ist. Speziell am «Peacock» Stuhl ist, dass er ohne Klebstoff aus- kommt und aus drei Filzringen besteht. Das ganze Konstrukt wird von einem Metallgestell getragen.

Dror Benshetrit ist der Meinung, dass die Ideen unseren Geist und unsere Vorstellungskraft widerspiegeln.

Filzbezug, Metallgestell
und Kunststofffüßen
110 cm x 90 cm
Sitzhöhe: 43 cm



Chair One

Der Industriedesigner Konstantin Grcic wurde 1965 in München geboren. Vor seinem Designstudium hat er eine Lehre als Möbelschreiner absolviert. Durch einen Ausstellungskatalog wurde er inspiriert Designer werden zu wollen. Er gilt als einer der einflussreichsten Designer der Gegenwart. Seine Leidenschaft für Technik und Materialien ist in seinen Werken wiederzufinden. Zwei seiner bekanntesten Werke sind die «May Day» Lampe und der «Chair One». Die Lampe zeichnet sich durch ihre Multifunktionalität aus. Das Besondere am Stuhl ist, dass er wie ein Fussball konstruiert ist. Mittlerweile gibt es verschiedene Weiterentwicklungen davon, beispielsweise eine Bank, einen Drehstuhl oder einen Barhocker.

Konstantin Grcic sagt, man brauche nicht nur etwas, das einem interessiert, sondern auch Vorbilder.

Aluminium
55 cm x 59 cm x 81,8 cm
Sitzhöhe: 45,2 cm

How high the moon

Der japanische Interior Designer Shiro Kuramata lebte von 1934 bis 1991. Er absolvierte gleich zwei Studien, Wohndesign und Innenarchitektur. Lange arbeitete er in einem Warenhaus. Dort entwarf er Schau-fenster dekoration und Laden einrichtungen, bis er sein eigenes Büro eröffnete. Zu seinen bedeutendsten Werken gehört der «Drawer in an irregular Form» und der Stuhl «How high the moon». Mit seinem s-förmigen Schrank erreichte er den internationalen Durchbruch. Der Stuhl zeichnet sich durch seine aufwendige Konstruktion aus. Durch die ungewohnte Verwendung des vernickelten Metalls scheint der Stuhl schwerelos und transparent.

Shiro Kuramatas grösster Wunsch war es, frei von der Schwerkraft und frei von der Knechtschaft zu sein. Er wollte schweben.

Maschengeflecht Metall, vernickelt
96 cm x 64 cm x 81,5 cm
Sitzhöhe: 36 cm



Chair
One

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How
high
the
moon

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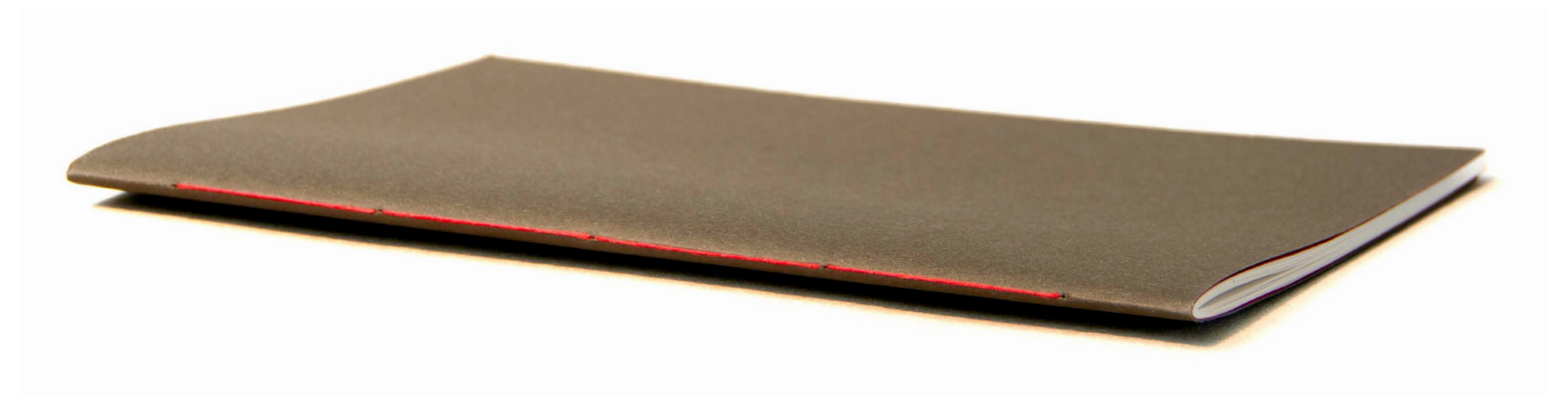
Peacock
Chair

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Buchbindearten



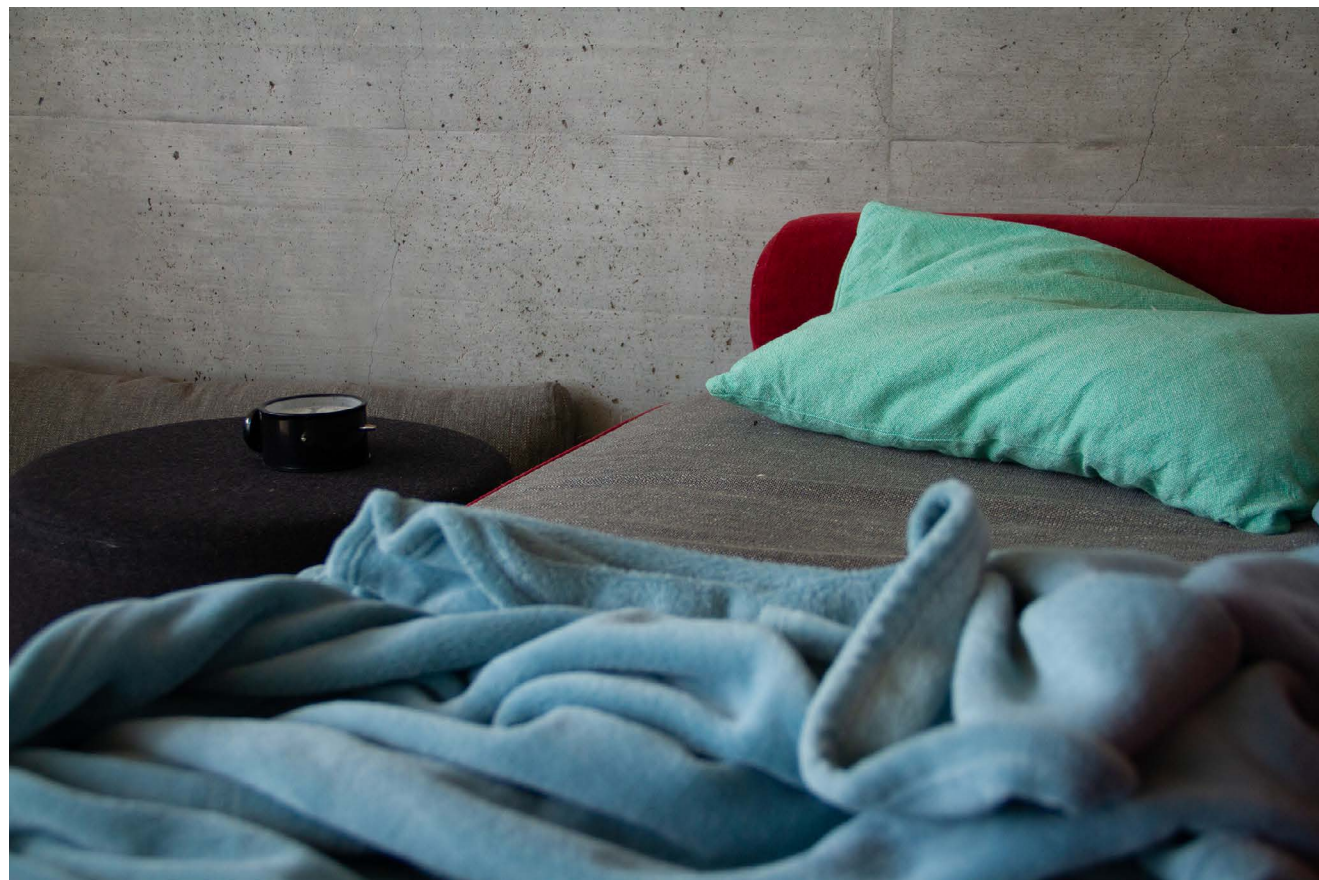
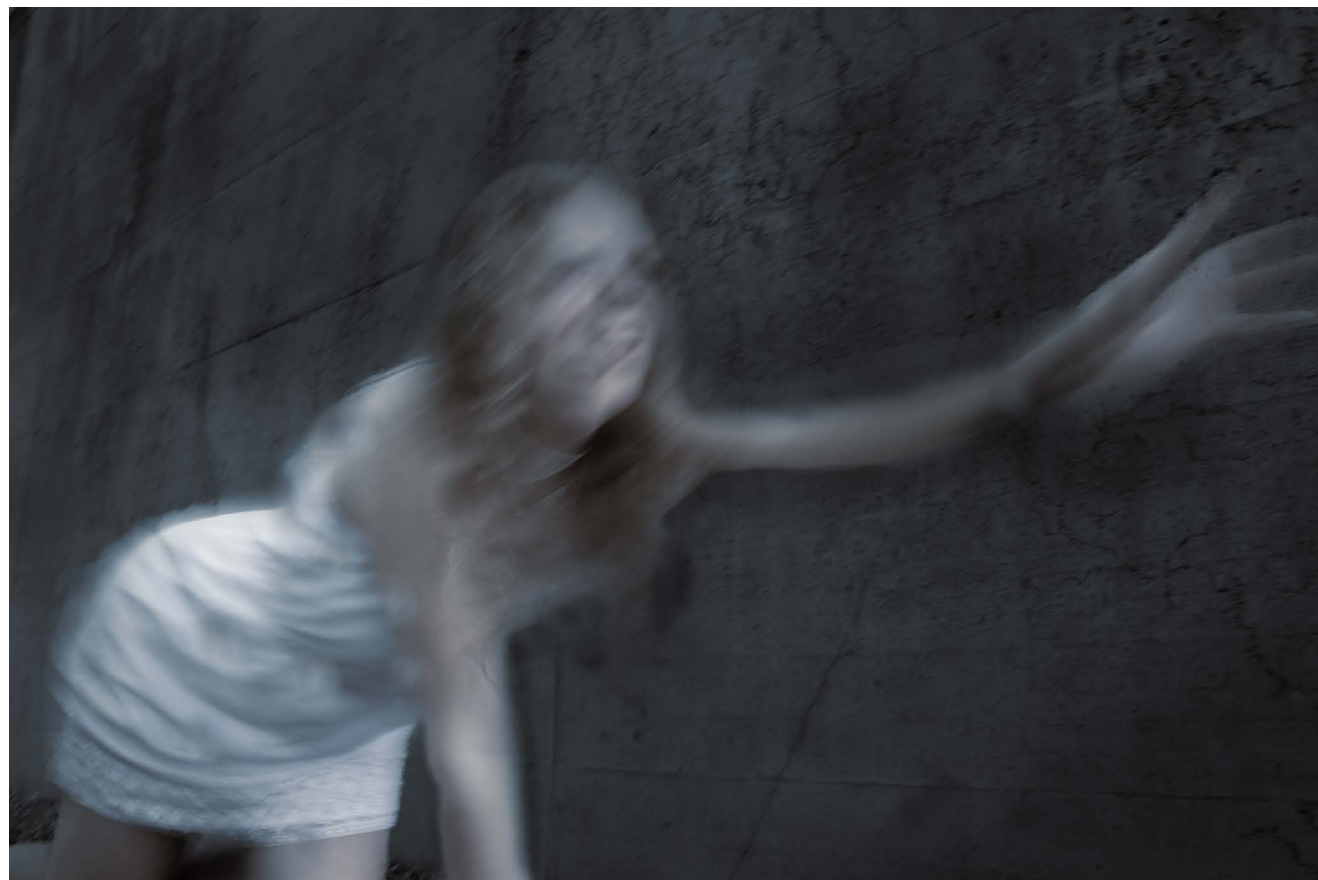
Editorial Design **24 Geschichten**

Tick-Tack: 24 Geschichten in 24 Stunden. Inspiriert vom Kunstwerk «The Clock» von Christian Marclay. Ich habe eine Geschichte geschrieben, passende Szenen fotografiert und aus dem Material von 23 anderen Lernenden ein Leporello gestaltet. Die Geschichten sind im Drehbuchstil geschrieben. Deshalb setzte ich die Schrift so, dass Rollen und Szenen klar ersichtlich sind. Für Schauspieler:innen soll genügend Weissraum vorhanden sein, um sich Notizen zu machen. Die Form des Leporello ermöglicht es, das Stück immer wieder durchzugehen und die Szenen fortlaufend anzuschauen.

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Dozenten: Daniel Infanger, Christine Suter und Markus Wicki

Mai 2023





a street light with a sky back-ground

a man is standing in the subway waiting for the train

a woman is looking at a television screen

a woman with a black hair and a black nose

a woman is looking at her phone while standing in the subway

a man is looking out of a train window

Sumit Rizzo

13

Nora Zinsli

14

samen. Ich hoffe, Sie haben alle gut geschlafen und freuen sich ge-nauso auf einen neuen Tag wie ich. Nun ein Song um in diesen tollen Morgen zu starten. Das ist U2 mit ihrem Song «Every breaking wave».

Every breaking wave on the shore
Tells the next one there'll be one more
And every gambler knows that to lose
Is what you're really there for
Summer I was fear- lessness
Now I speak into an answer phone
(like every fallen leaf on the breeze winter wouldn't leave it alone, alone)

Station Obergütschhalde 05:55 Uhr

Leute steigen ein, bleiben ein bis zwei Stationen, vielleicht auch länger, doch irgendwann steigen sie alle aus. Die Leute beginnen ihren Tag, sind gestresst, laufen hektisch hin und her. Autos hupen und die Fahrer beschimpfen sich gegenseitig und machen merkwürdige Handbewegungen. All das geschieht, obwohl es noch nicht einmal hell draussen ist.

(Nachricht auf Handy)
Ey alles okay bei dir?
Ich bin jetzt zuhause

Faye blickt erschrocken auf ihr Handy.

Faye (in Gedanken)
Shit schon fünf vor sechs. Hier war ich ja schon vor einer Stunde und jetzt schon wieder! Wieso bin ich immer noch in diesem verfluchten Bus, ich

sollte doch schon längst ausgestiegen sein?

Durchsage in Bus

In Kürze treffen wir an der Endstation Obergütschhalde ein. Dieser Bus führt weiter nach Luzern Bahnhof.

06:00 - 07:00 Uhr

Vor dem Badezimmer-Spiegel - Innen / 06:02 Uhr

Franka Gresch (25) schleppt sich müde in Pyjama und ihren Lockenwicklern in den Haaren ins Bad. Sie stellt sich vor den Badezimmer-Spiegel und beginnt während dem Schminken mit sich selbst ein Gespräch, indem sie über ihre Träume nachdenkt.

FRANKA (nachdenklich)
Ich bin Architektin. Mit meinem ersparten fahre ich nach Spanien, da gefällt es Vater so gut. Jeden Morgen gehe ich Frühstückken und danach einkaufen. Ich schlendere in der Gegend rum, mit meinen schönen glatten Haaren, Schmuck und einem eleganten Rock.

Sie hat sich fertig geschminkt, zieht rasch ihre Haushaltsschürze und ihre Schlappen an, um dann mit ihrer alltäglichen Arbeit zu beginnen.

In der Waschküche - Innen 06:26 Uhr

Franka geht in die Waschküche. Mühsam schrubbt und wälkt sie die Kleidung von ihr und die ihres Mannes. Er hat sie ihr am Vorabend vorbeigebracht. Die Arbeit strengt sie an und sie beginnt zu schwitzen. Ihre Schürze wird nass und die Lockenwickler sitzen nicht mehr so fest wie am Morgen. Währenddessen versinkt sie in ihren Gedanken.

An der Ampel stehend schaut sie genervt auf ihr Handy.

Annabelle (Als WhatsApp-Nachricht)
Bist du schon auf dem Weg?

Filo antwortet: Wir sind unter Zeitdruck!

Filo (Als WhatsApp-Nachricht)
Hoi Annabelle, ich bin gleich beim Blumenladen.

Annabelle (Als WhatsApp-Nachricht)
Du Filo - die Bücher sind da, bitte abholen!

Annabelle (Als WhatsApp-Nachricht)
Vergiss die Kissen bei Teo Jakob Interior nicht! Und die Blumen!

Filo hebt ihren Blick - auf der anderen Strassenseite sieht sie die verschiedenen Farben und Formen der Blumen, laut neustem Trend.

Beim Blumenladen - draussen 14:26 Uhr

Angekommen stellt sie ihr Fahrrad hin und schliesst es ab. Sie nimmt die Blumen wahr - die aufgebüht ihre volle Pracht präsentieren - jedoch auch die, die sich noch in den Knospen verstecken. Wieder eine Textnachricht von Annabelle.

Annabelle (Als WhatsApp-Nachricht)
Hast du die Blumen? Es ist schon 14:23h.

Filo (Als WhatsApp-Nachricht)
Stehne vor ihnen.

Filo legt ihr Handy beiseite. Eine Pfingstrose sticht ihr ins Auge. Sie nimmt sie aus dem Behälter und riecht an ihr. Sie lässt sich einen Strauss zusammen-

Frida Sicher, ich habe es in diesem neuen Rezeptebuch gefunden

Fiona dippt ihre grüne Gurke in den Krebserdip und beißt mit Vorfreude in die saftige Gurke

Nora Wie geht es deinem Hund, Eddie?

Freya Gut, er war gestern beim Tierarzt für einen monatlichen Untersuch.

Nora greift um Orangensaft und schenkt sich ein Glas ein

Luna Sehr tolles Top, wo hast du dies gekauft?

Sophia In den neuen Second Hand Shop welcher neben dem Coop ist

Julian Arbeitest du immer noch in diesem Caffè welches beim Bahnhof ist?

Nora Nein, ich habe gekündigt, die Mitarbeiterinnen waren sehr unsympathisch. Ich suche inzwischen etwas Neues.

Julian Ich hätte da einen Kontakt für dich.

Julian greift über den Tisch und ein Glas kippt um. Ein großer orangener Fleck breitet sich zwischen dem Gedeck aus. Julian schlägt seine Hände über den Kopf zusammen und fängt an den Fleck zu trocknen

Frida Könntest du mir den Teller mit den Früchten reichen?

Luna reicht Frida den gefüllten Teller, welcher mit verschiedenen Früchten gefüllt ist. Während dem Überreichen fällt eine Erdbeere vom Tellerrand und hinterlässt einen rötlichen Fleck auf dem weissen Tischtuch.

Freya Wie geht es deinem Freund Fiona?

Fiona Gut, er ist gerade mit seinen Freunden unterwegs, sie gehen nach Zürich an ein Konzert.

Frida streicht sich ein Honigbrot mit dem Gold glänzenden Honig vom Fellbüf. Ein Tropfen Honig tropft auf den Teller- rand und rieselt von dort auf das weisse Tischtuch. Nora schöpft sich einen großen Löffel von der fein duftenden, noch warmen Möstl auf ihr Teller.

Elena Möchte noch jemand das letzte Stück des Zopfs? Sonst würde ich dies nehmen.

Leonie Ja, wollen wir es uns teilen?

Elena reißt das Stück Zopf in der Mitte auseinander und legt Leonie die eine Hälfte auf den Teller.

Nora Hey Guys, ich muss leider schon gehen. Ich habe noch einen Termin, Danke Frida, das Essen war sehr lecker.

Nora packt ihre Sachen und verlässt den Brunch.

Luna Kommt jemand auch mit mir auf den Bus welcher um 10:50 Richtung Bahnhof fährt?

Mein Zug nach Berlin fährt 20:34 Uhr los. Ich hoffe du wirst da sein.

Freya ist schockiert. Sie verliert die Kontrolle über ihr Handy und es fällt vor ihr zu Boden. Der Bildschirm ist beinahe so zerschmettert, wie ihre Kraft sich auf den Beinen zu halten. Sie fällt inmitten der Stadt zu Boden. Alle starren sie an. Tausende Augen sind auf sie gerichtet, doch in diesem Moment fühlt sie nur die endlose Leere, von der sie gerade eingeholt wird.

FREYA (leise)
Wie kann er mir das nur antun? Was soll ich bloss machen?

Sie kniet noch mehrere Minuten am Boden, mit noch schwereren Gedanken in ihrem Kopf.

Die erste Träne verlässt ihre blauen, funkelnden Augen, doch es ist auch die Letzte. Die Entscheidung fällt ihr zu schwer. Es ist zu viel Druck und nun füllt sich die endlose Leere mit Angst. Sie war kurz davor jemanden zu verlieren, den sie zu sehr liebte, um nicht zu ihm zu rennen. Sie wird ihm seine Liebe jedoch nie zeigen können. Unabhängig davon, ob sie nun rennt oder weiterhin auf dem Boden kniet.

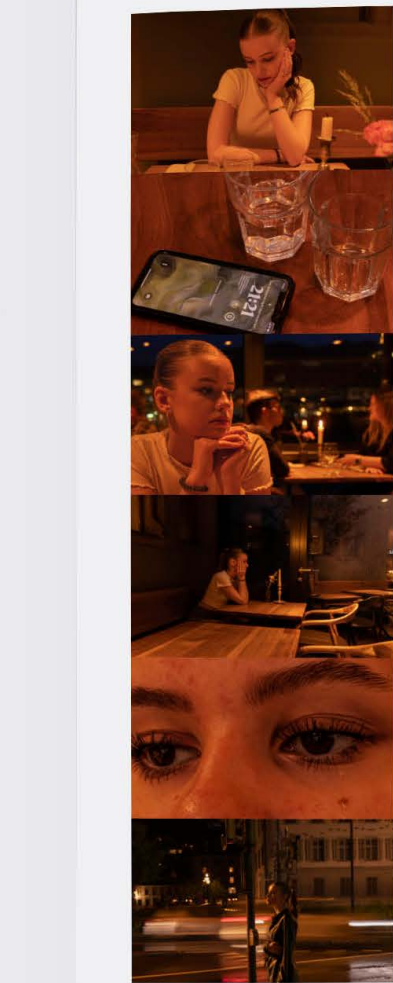
FREYA (leise)
Ich muss zu ihm, doch werde ich ihm je die Liebe geben können, die er verdient?

Es vergeht zu viel Zeit. Sie überlegt zu lange und die Sekunden rasen an ihr vorbei, ohne, dass sie wirklich den Anschein davon bekommt.

Sie blickt auf ihr Handy.

FREYA 20:21 Uhr. Wenn ich renne, kann ich es schaffen.

Eva Dobner



a woman sitting at a table with a plate of food

a cell phone and a glass of water

a woman sitting at a table eating a sandwich

a man sitting at a table with a wooden table

a woman with a red face and a black and white face

a man is standing on a street corner

Fabienne Murpf

47

48

das schwarze Zaumzeug über die Ohren des Haflingers. Ihre Hände arbeiten schnell, sie weiss, dass sie sich beeilen muss. Ellys Augen haben einen aufmerksamen, lieben Ausdruck. Die Sonne scheint auf ihren cremefarbenen Schopf.

Auf dem Putzplatz - Aussen
07:26 Uhr

Wegen der knappen Zeit hat Felizitas auf den Sattel verzichtet und muss sich jetzt eine Aufstiegshilfe suchen. Sie klettert vom Zaun des Putzplatzes aus auf den Rücken von Elly. Man sieht einen Ausschnitt von Felizitas' Kleid und ihrem Haar. Von Elly ist der Hals, Kopf und Hinterteil zu sehen. Im Trab verlassen sie den Hof und reiten auf das sonnenbeschienene Feld hinaus.

08:00 - 09:00 Uhr

In der Bahnhofshalle Luzern
08:23 Uhr

Fernanda steht vor dem Brezel König wartend, sie ist die zweite in der Schlange, vor ihr eine Person in schwarzer Jacke und blauer Hose. Welche gerade eine Brezel bestellt. Nachdenklich schaut Fernanda, was sie heute kaufen will.

FERNANDA GUERREIRO
(locker stehend, Gelassen)
Ein Cappuccino, zum Mitnehmen, bitte.

BARISTA/VERKÄUFER
Voilà, vielen Dank und bis zum nächsten Mal!

FERNANDA GUERREIRO
Danke.

Auf dem Bahngleis / 08:36 Uhr

Der Kaffee in der linken Hand und das Handy in der rechten, tippt sie, gleichzeitig laufend, mit ihrem Daumen, auf ihr

Helena Müller

Handybildschirm und schaut auf der SBB-App, wann der nächste Zug von Luzern Richtung Emmenbrücke abfährt. Sie läuft zum Bahngleis 10.

SBB LAUTSPRECHERDURCHSAGE
Die S1, Richtung Sursee um 08:44, fährt ab Gleis 10, Sektor B. Alle Wagen im Sektor A, C und D sind geschlossen.

Im Zug in der S1 / 08:44 Uhr

Fernanda steigt in den Zug ein, aus dem Augenwinkel nimmt sie einen schwarzen Ausschnitt einer Jacke wahr. Fernanda wirft den Kaffeebecher in den Abfalleimer. Anschliessend setzt sie sich nicht ins Abteil, sondern lehnt sich gegen die gepolsterten Stehplätze. Sie steckt die linke Hand in die Manteltasche. Mit der anderen spielt sie mit ihren braunen Haaren rum und schaut umher.

Haltestelle Emmenbrücke
08:49 Uhr

Fernanda steigt aus. Sie läuft ihren gewohnten Weg. Zieht die rechte Hand aus der Manteltasche und schaut kurz auf ihre Uhr. Sie bleibt stehen, weil ihr was runtergefallen ist und bückt sich. Genau in diesem Moment hängt die hell- und dunkelbraune Seitentasche locker an ihrer Schulter, die Bänder, berühren den Boden. Eine Person mit schwarzer Jacke, klammert sich plötzlich an Fernandas Seitentasche und zerrt sie ihr von der Schulter und rennt im Sprint davon.

FERNANDA GUERREIRO
(Erschrocken, unhöflich gestikulierend, winkend)
Was zur Hölle?! HEY!! BLEIBSTEHEN!

Emmenbrücke, Bahnhofstrasse
08:50 Uhr

Ohne die Zeit zu verlieren, nimmt

19



two women are standing in front of a display of brezels

a person holding a cell phone

a woman going out of the train

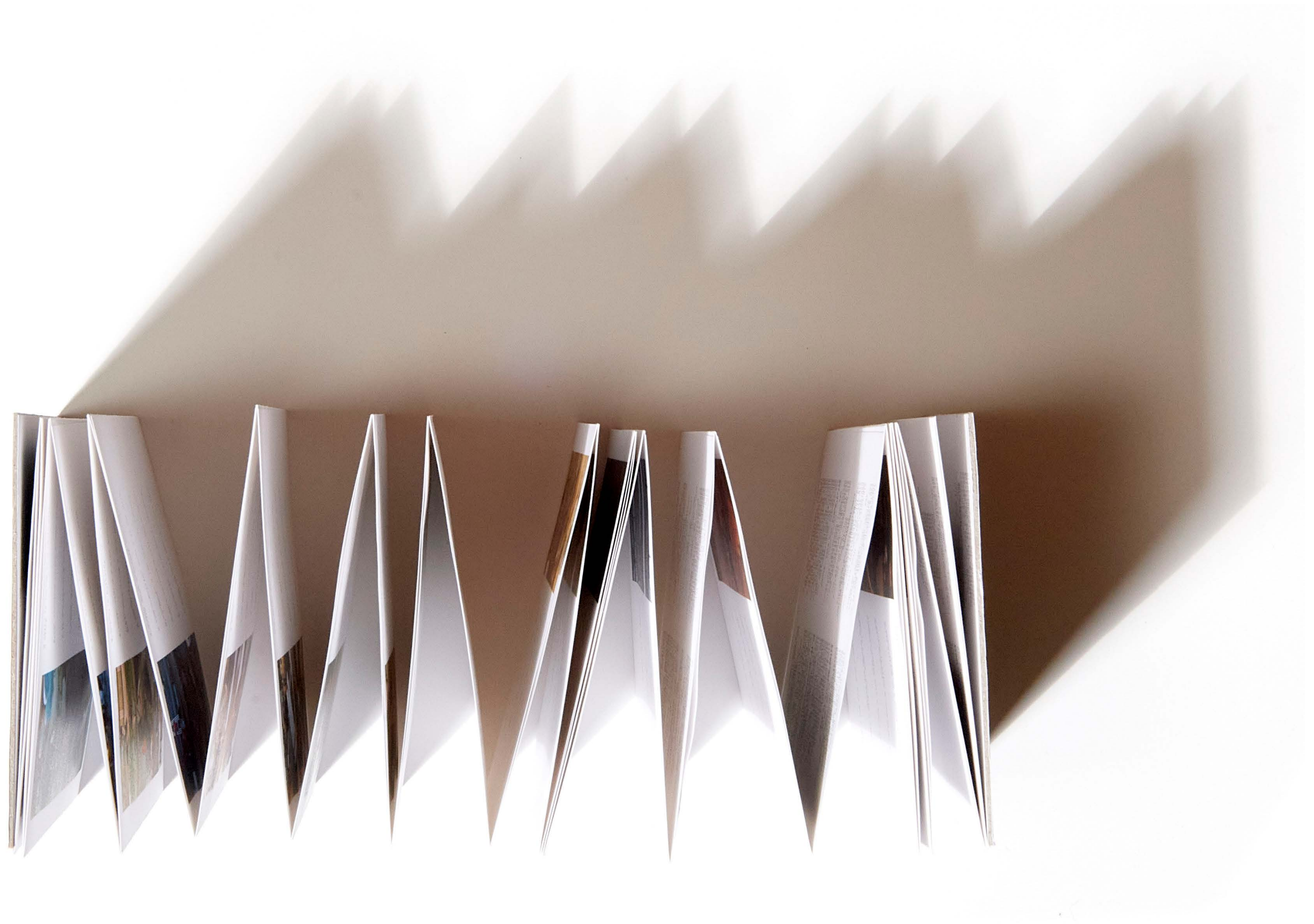
a woman picking up her key on the floor

a woman is running fast towards a bag

the woman looks shocked to the other woman

Vada Schläpfer

20





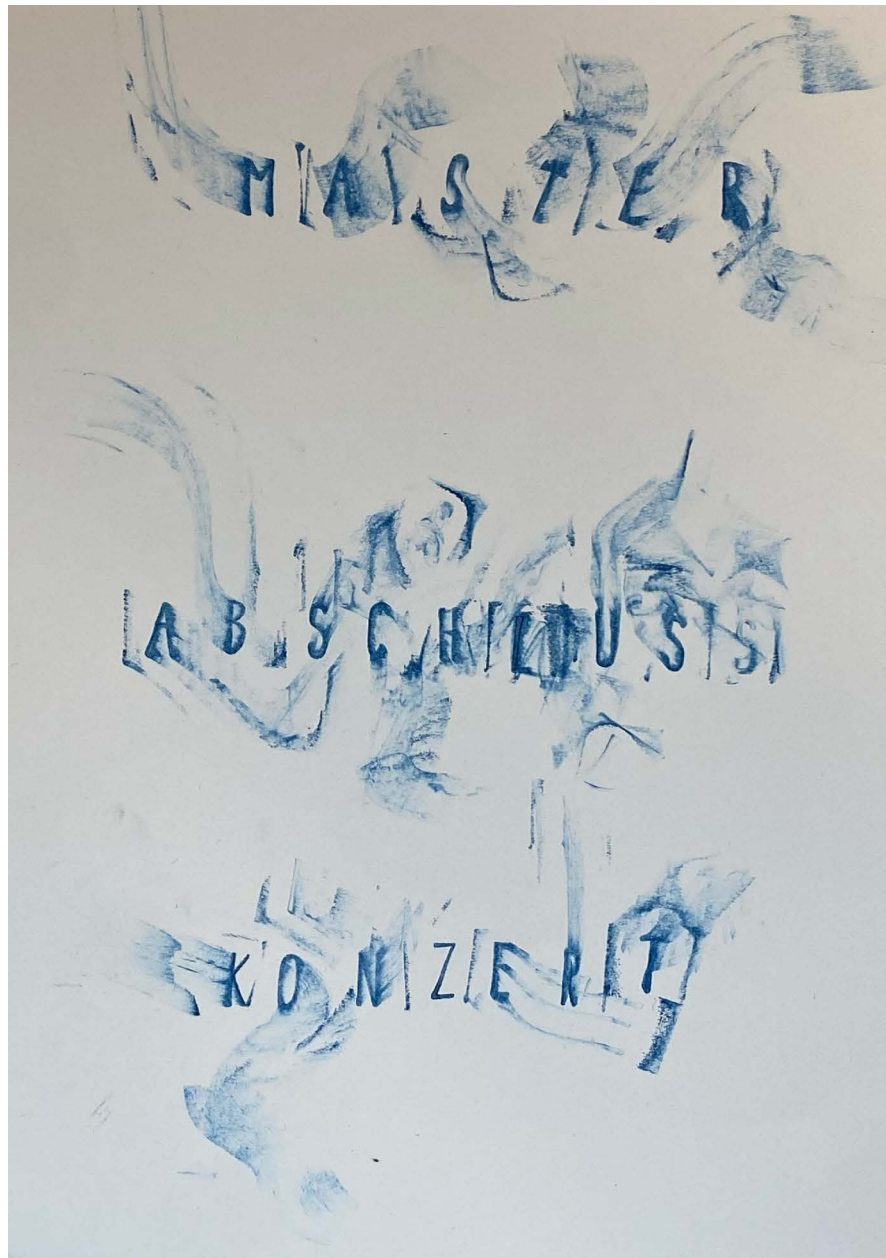
Animation **Seeing Sound**

Musik: ein Zusammenspiel verschiedener Elemente. In der Animation widerspiegelt die Kettenreaktion und das Zusammenspiel der unterschiedlichen Komponenten meine Gedanken zu Musik. Mir war wichtig, dass sich alles im Takt bewegt und aufeinander abgestimmt ist. Wie bei einem Lied, das man sich immer wieder anhören kann bis man alles entdeckt hat, soll man auch in meiner Animation immer wieder auf Neues stossen. Durch diesen Auftrag der Hochschule Luzern für die Master Abschlusskonzerte konnte ich After Effects besser kennenlernen und mir entsprechend technisches Know-how aneignen.

Format: 1080 × 1920px / F4

Dozenten: Patrick Portmann und Flavia Mosele

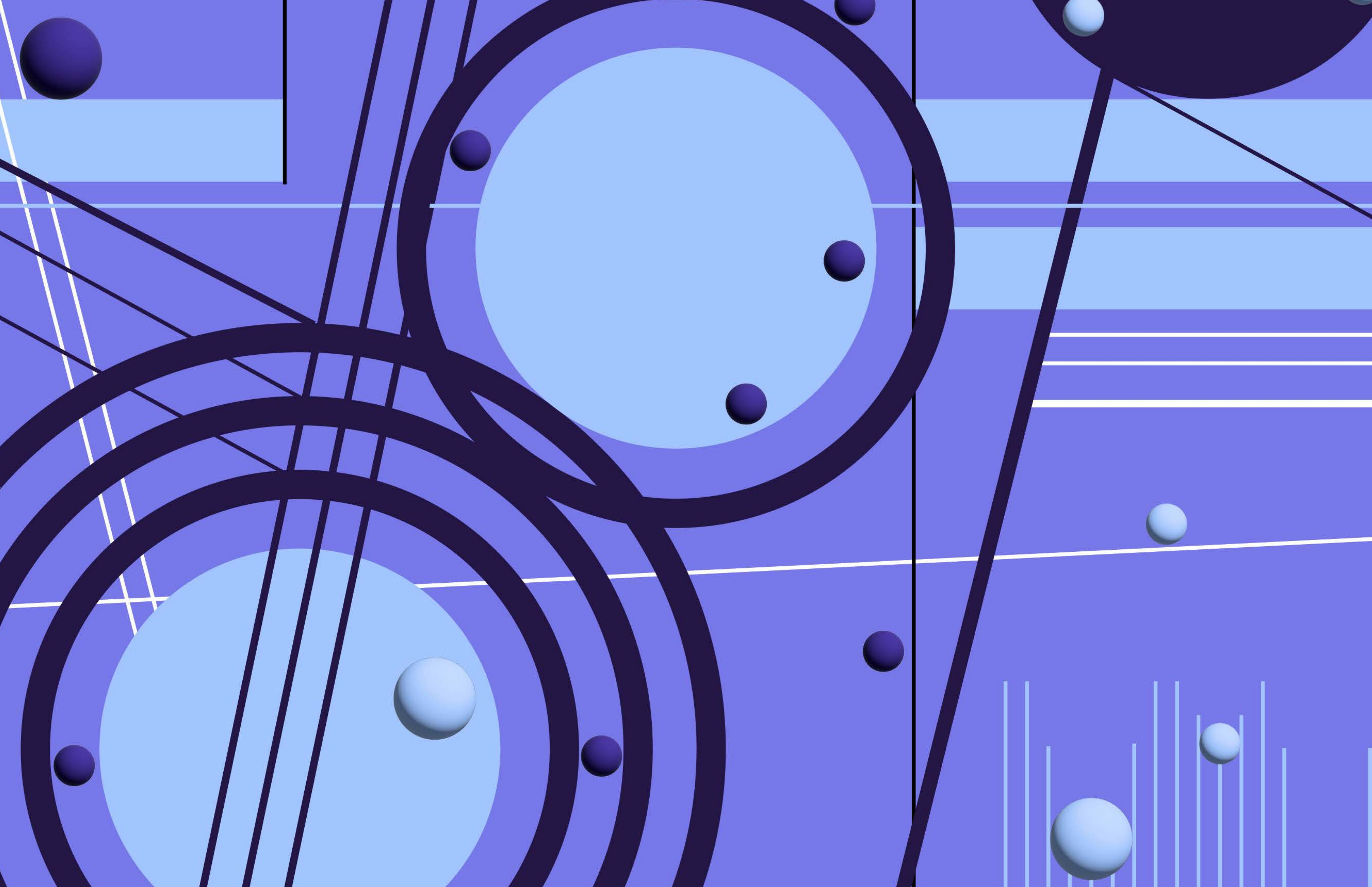
Juni 2024



HSLU Hochschule
Luzern

hslu.ch/masterkonzerte







Link zur Animation: lilibeck.ch



Corporate Design **Kita-Initiative**

Lego: Eine Erinnerung an die Kindheit. Im Oktober 2025 wird in der Schweiz über die von der Sozial Demokratischen Partei Schweiz (SP) lancierte Kita-Initiative abgestimmt. Mit drei Mitlernenden erarbeiteten wir das Corporate Design für die Abstimmungskampagne. Wegen der Komplexität der Initiative entschieden wir uns seriell zu arbeiten. Die verschiedenen Argumente der Initiative stellten wir mit Hilfe der Lego-Szenen und der Textebene zugänglich und prägnant dar. Die Verwendung der Lego-figuren war im Rahmen des Schulprojekts trotz der offenen Urheberrechtsfragen erlaubt.

Format: Plakat, Flyer, Social Media, Banner und ein Werbeprodukt

Dozenten: Felix Pfäffli und Simon Roth

Januar 2025

JA

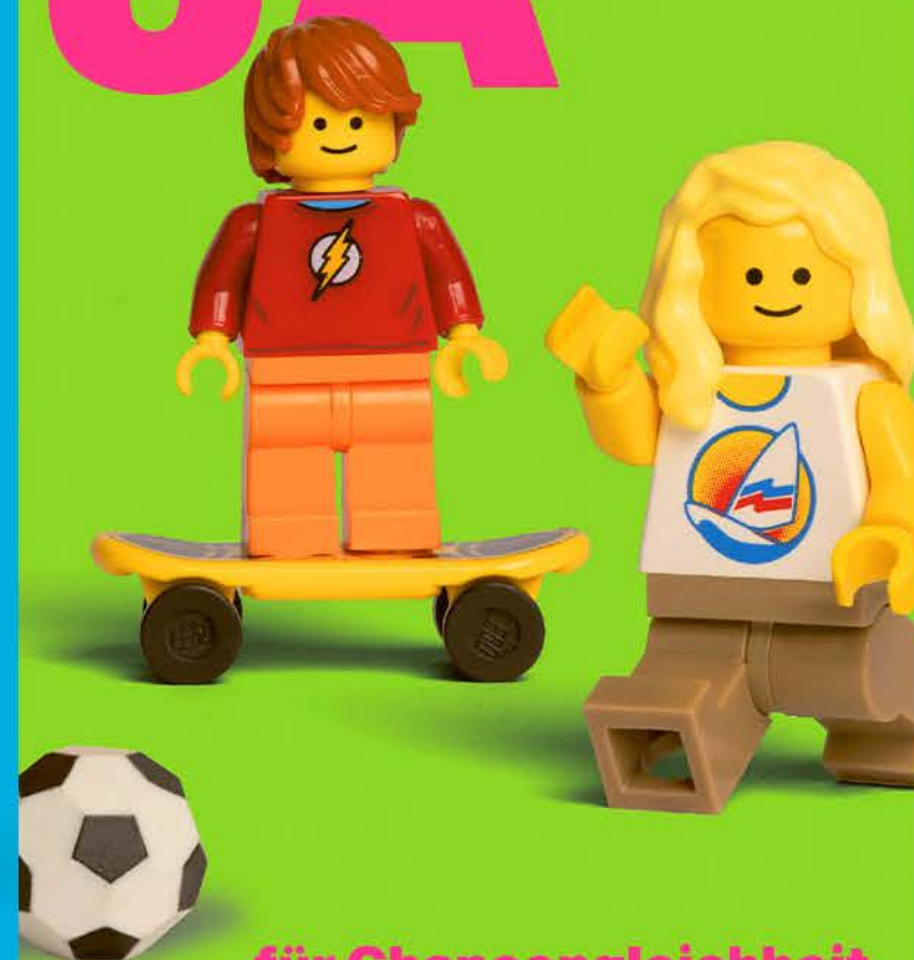
zur Kita-
Initiative
15. 10. 2025



für bezahlbare Kitaplätze

JA

zur Kita-
Initiative
15. 10. 2025



für Chancengleichheit

JA

zur Kita-
Initiative
15. 10. 2025

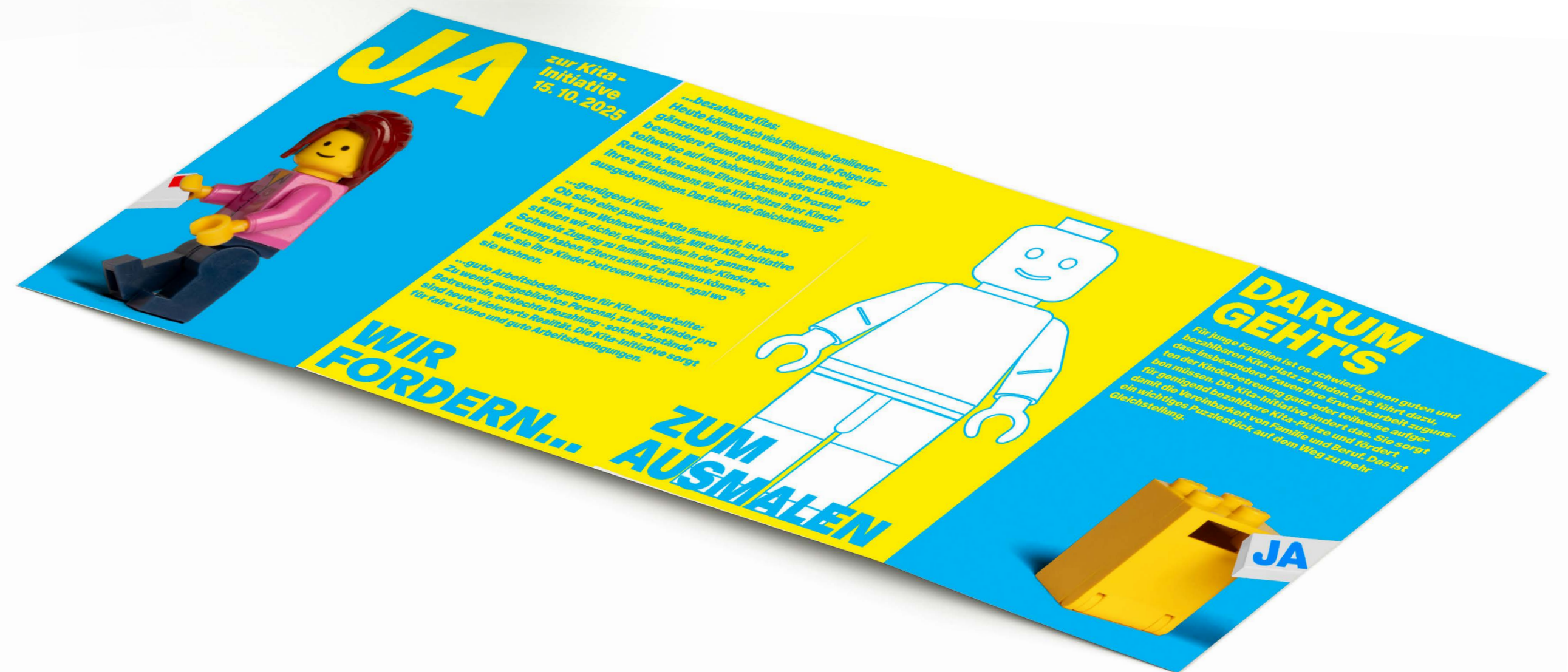


für Gleichstellung

3 94 85 4 520 015-6

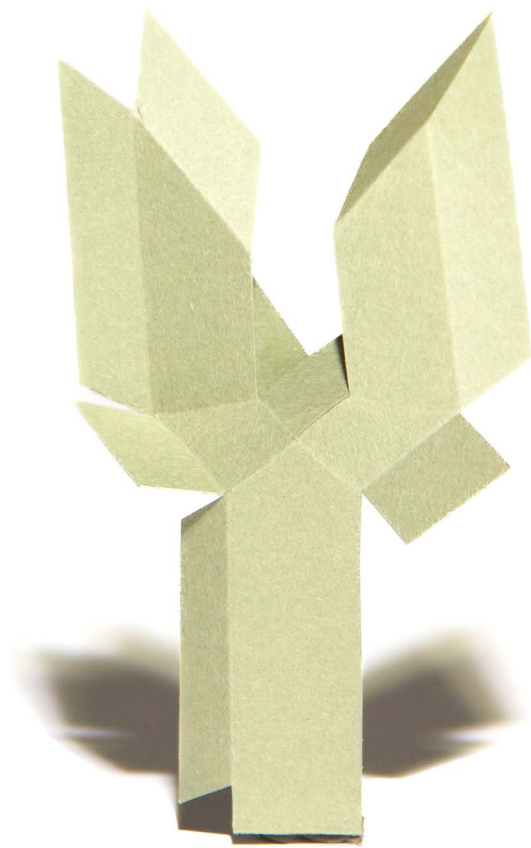


Link zu den Animationen: lilibeck.ch









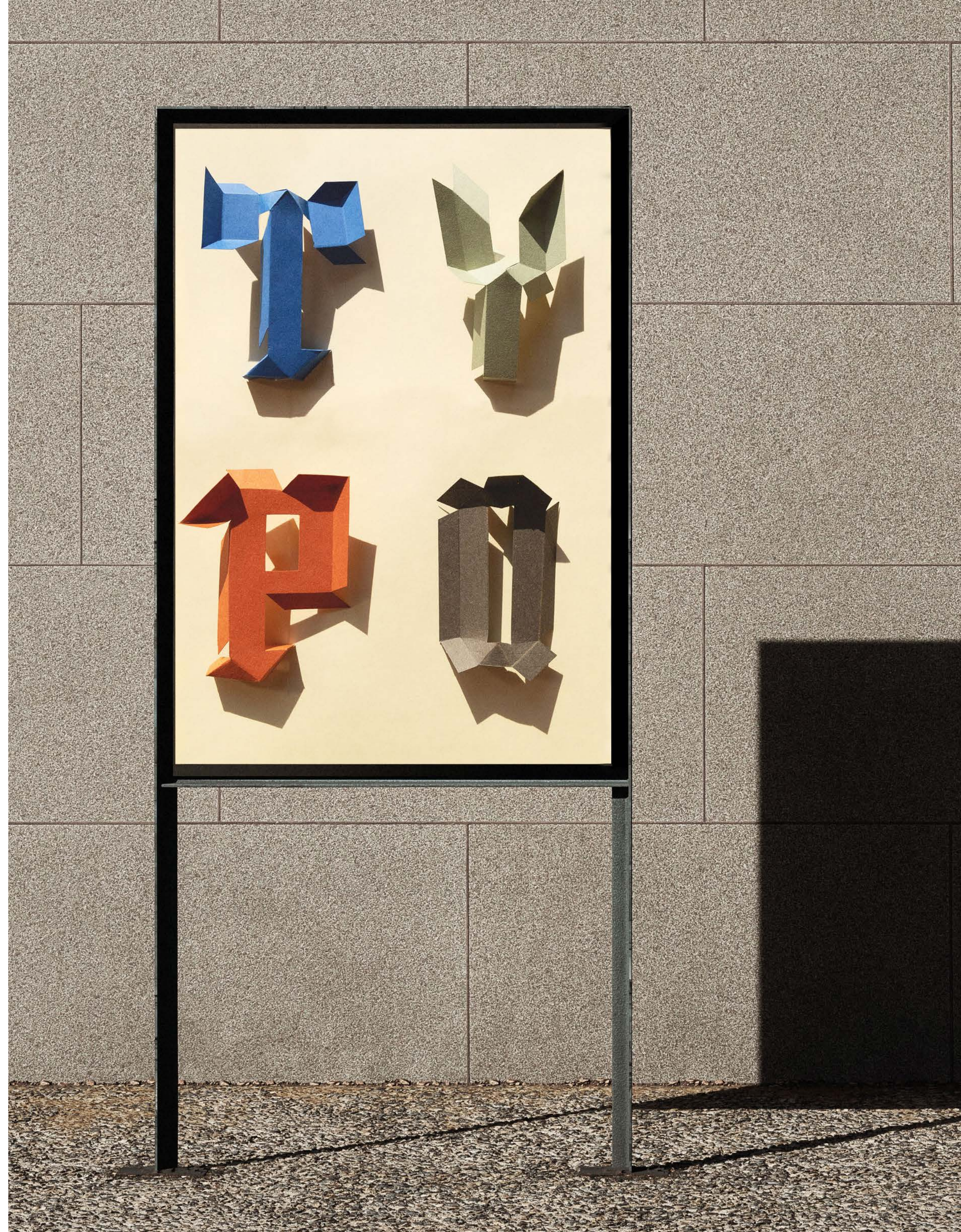
3D **Liebeserklärung**

Entfaltung: vom Digitalen ins Analoge. Mein eigener Font «Cold Cut» mit den markanten Serifen ist Ausgangspunkt für den Auftrag «eine Liebeserklärung an die Typografie». Durch das Experimentieren mit verschiedenen Materialien wie Holz, Plastik, Draht, Styropor, Karton und Papier brachte ich die digitale Schrift ins Analoge. Bei «Liebeserklärung» dachte ich an verschiedene Liebessymbole, zum Beispiel an den Edelstein am Finger oder die Schmetterlinge im Bauch. Das Endresultat lässt beide Optionen zu — oder gar eine neue?

Format: A3

Dozenten: Loana Boppart und Felice Bruno

Juni 2023





Über mich **Hallo**

Ich heiße: Lili Beck. Ich bin im dritten Ausbildungsjahr an der Fachklasse Grafik in Luzern. Ein besonderes Interesse habe ich für Typografie und Layoutgestaltung. Mich fasziniert, wie dadurch die Wahrnehmung und Wirkung von Informationen beeinflusst wird. Ich finde es immer wieder toll, wenn ich im Alltag auf auffällige und durchdachte Werbung stosse. Im Rahmen meiner Ausbildung suche ich ein sechsmonatiges Praktikum, um Erfahrungen in der Arbeitswelt zu sammeln und neue Perspektiven kennenzulernen. Folgende Kenntnisse bringe ich mit:

☆☆☆☆ **Indesign**
☆☆☆☆ **Photoshop**
☆☆☆☆ **Illustrator**
☆☆☆☆ **Glyphs**
☆☆☆ **Aftereffects**
☆☆☆ **Figma**
☆☆☆ **Lightroom**
☆☆ **Html/Css**

Muttersprache **Deutsch**
Niveau C1 **Englisch**
Niveau B1 **Französisch**





**Danke, dass Sie sich
Zeit genommen haben!**

Ich freue mich sehr über eine Rückmeldung.

lilibeck17@gmail.com

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