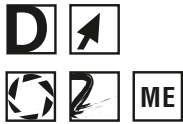


# WORK

QUALIFIED DESIGNER OF  
COMMUNICATION DESIGN  
CHRISTINA SOFIE JOHN

C: M: Y: K



ME



E



## AGENCIES

ME MYSELF & I 02 – 18

LUCIE\_P ADVERTISING 19 – 33

EBMEYER & EBMEYER 34 – 35

SUPERREAL LONDON 36 – 40

D



## ICON MEANINGS

CONCEPT & DESIGN

WEB-DESIGN

PHOTOGRAPHY

ILLUSTRATION



PROJECTS

free projects and commissional work

INDUSTRIES

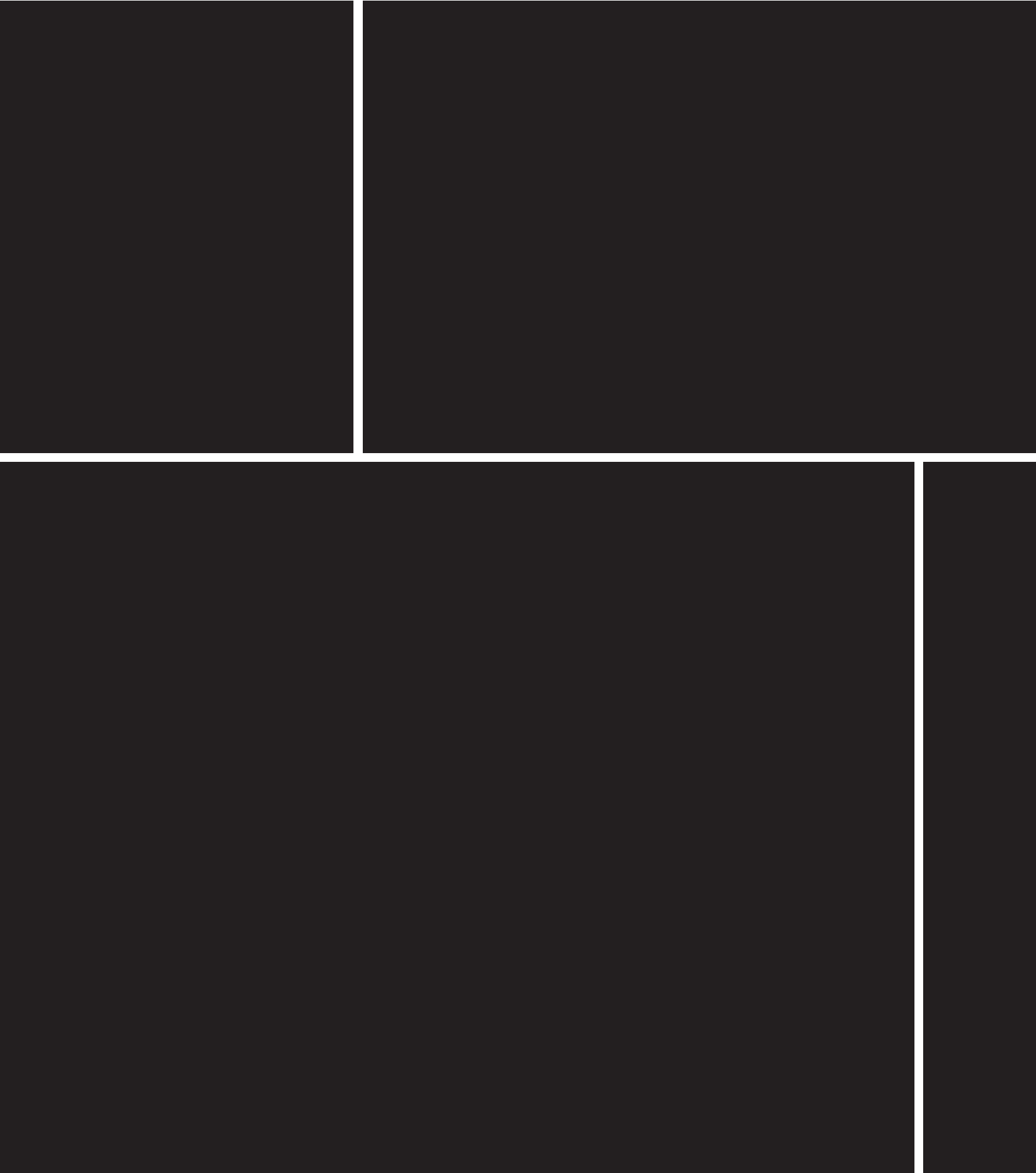
industry / gastronomy / construction / fashion

TERMS OF REFERENCES

grafic-design / web-design / conception  
photography / independent work / sound



C:M:Y:K



**PROJECT**

word mark / business equipment  
application portfolio

**CLIENT**

Victor Afshar  
TV reporter

**PLACE / DATE OF ORIGIN**

Munich 2007





**PROJECT**

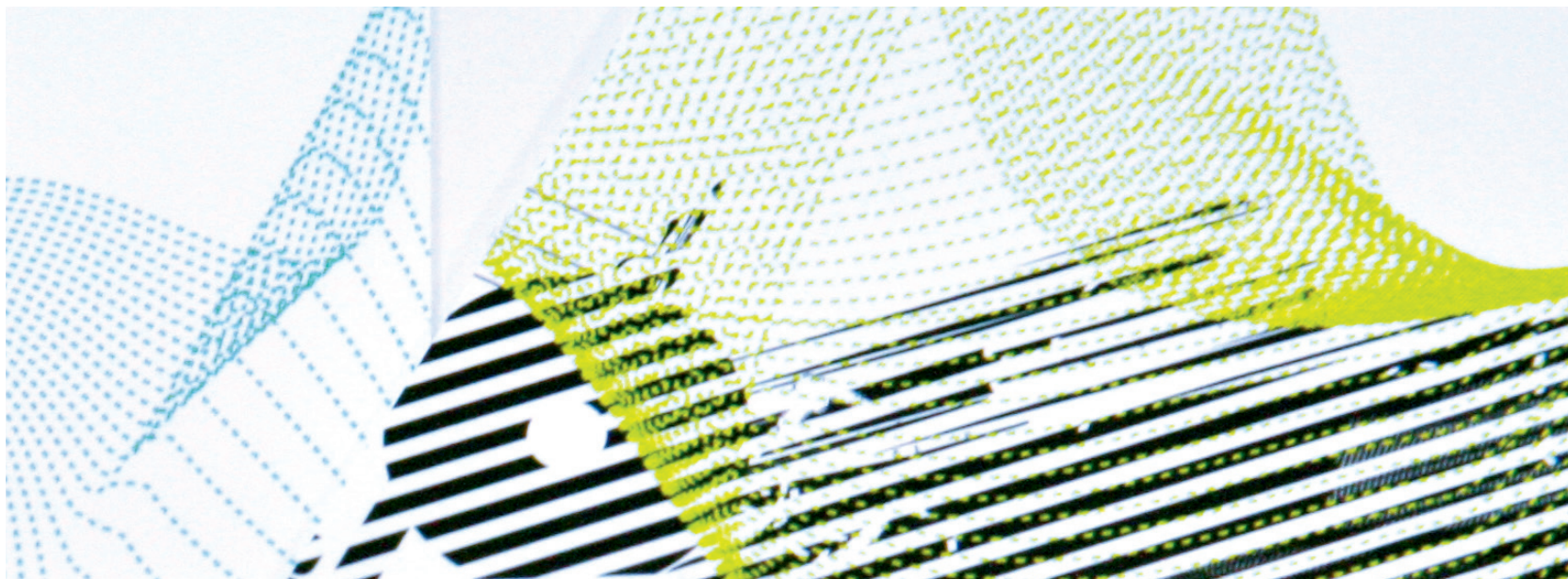
word mark / illustrations  
business equipment

**CLIENT**

Algis Juknevičius  
audio engineer / bachelor of recording arts

**PLACE / DATE OF ORIGIN**

Munich 2007





**PROJECT**

branding / illustrations  
corporate design / web-design  
concert photography

**CLIENT**

we fade to grey / indie band

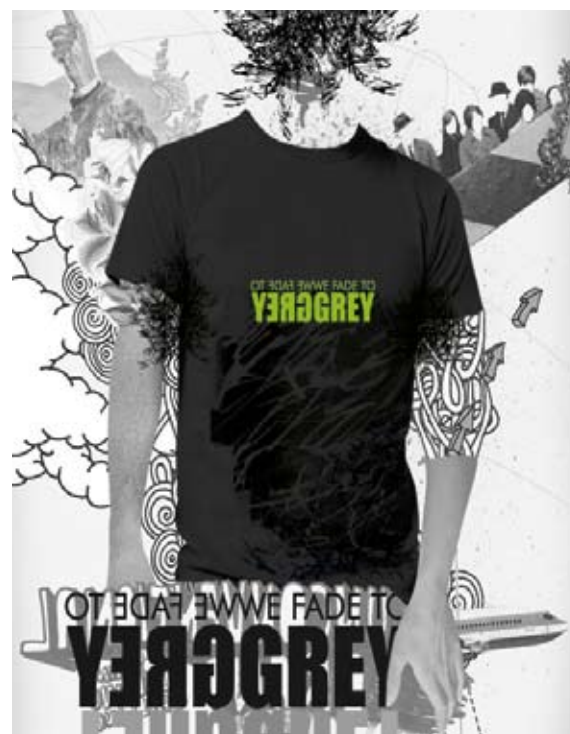
**PLACE / DATE OF ORIGIN**

Munich 2005 / 2006



WELCOME TO  
THE BANDSITE OF  
OT 3DAF EWWE FADE TO  
**WE FAE TO  
GREY**

DEUTSCH | ENGLISH



**PROJECT**

postmark / cover design  
illustrations / T-Shirt design

**CLIENT**

we fade to grey  
indie band

**PLACE / DATE OF ORIGIN**

Munich 2005 / 2006



**PROJECT**

branding / mailing / giveaway  
product photography

**CLIENT**

Alex Brandl  
established carpenter

**PLACE / DATE OF ORIGIN**

Munich 2006



SCHREINEREI

BRANDL





**PROJECT**

branding / illustration  
corporate design

**CLIENT**

ImmoVid / video production company  
in the field of real estate

**PLACE / DATE OF ORIGIN**

Munich 2008



IMMOVID 



IMMOVID 

ImmoVid GmbH · Frohschammerstr. 12A · 80807 München

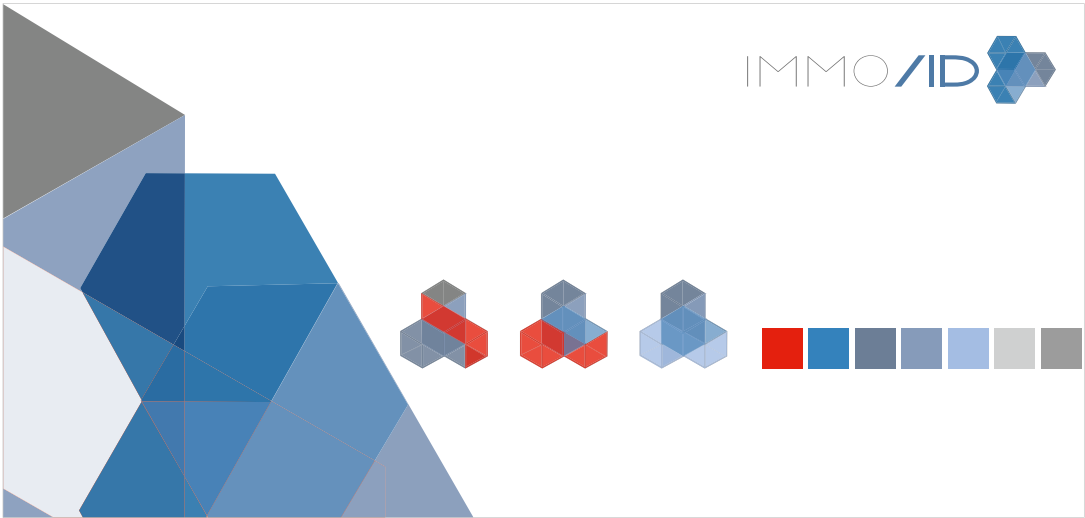
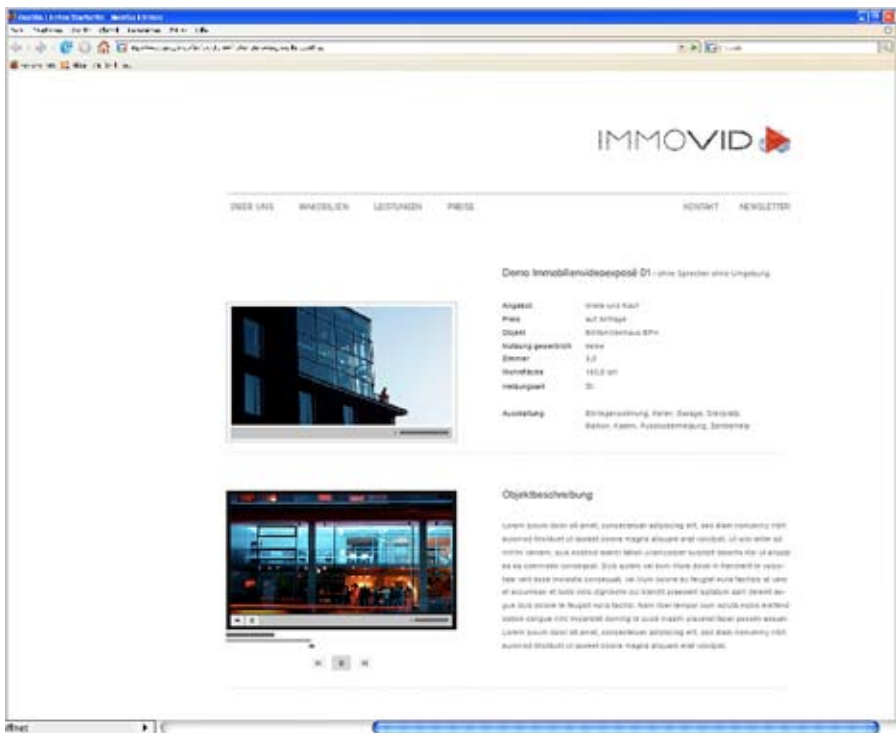
ImmoVid GmbH  
Frohschammerstr. 12A · D-80807 München  
tel +49 89 21 75 13 10 fax +49 89 21 75 13 5  
info@immovid.de www.immovid.com  
VR Bank Nürnberg · BLZ 421 90 110  
Konto: 00 528 000 · BIC GENODE33  
Registrierungsamt Amtsgericht Nürnberg · HRB 1611  
St.Nr. 94060-02454 · Ust.-Id.Nr. DE 236 349 236

IMMOVID 

ANDRÉ SCHMITT  
Geschäftsführung

ImmoVid GmbH  
Frohschammerstr. 12A  
D-80807 München  
mobil +49 16 21 75 13 10  
fax +49 89 21 75 13 5  
andreschmitt@immovid.de  
www.immovid.com

IMMOVID 



**PROJECT**

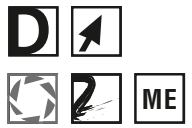
design guide  
illustration / manual

**CLIENT**

ImmoVid / video production company  
in the field of real estate

**PLACE / DATE OF ORIGIN**

Munich 2008





## PROJECT

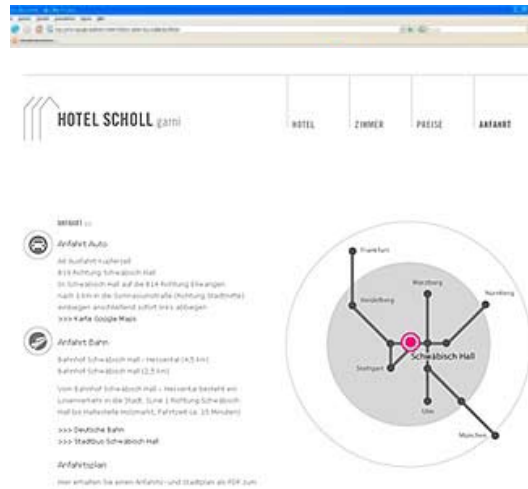
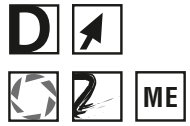
logo redesign / corporate design / web-design  
business equipment / advertising art / creation  
of signs / image folder

## CLIENT

Hotel Scholl garni

## PLACE / DATE OF ORIGIN

Munich 2007



**PROJECT**

cover design / various illustrations  
creation of sound collages for performing arts

**CLIENT**

independent project in association with  
algis juknevičius, audio engineer

**PLACE / DATE OF ORIGIN**

Munich 2007





**PROJECT**

concept & branding / corporate design / web-  
design photography / illustrations / calendar

**CLIENT**

ECHT furniture + jewellery  
interior design / furniture manufactory

**PLACE / DATE OF ORIGIN**

Munich 2005





**PROJECT**

word mark / stationary  
application portfolio

**CLIENT**

Victor Afshar  
TV reporter

**PLACE / DATE OF ORIGIN**

Munich 2007



**PROJECT**

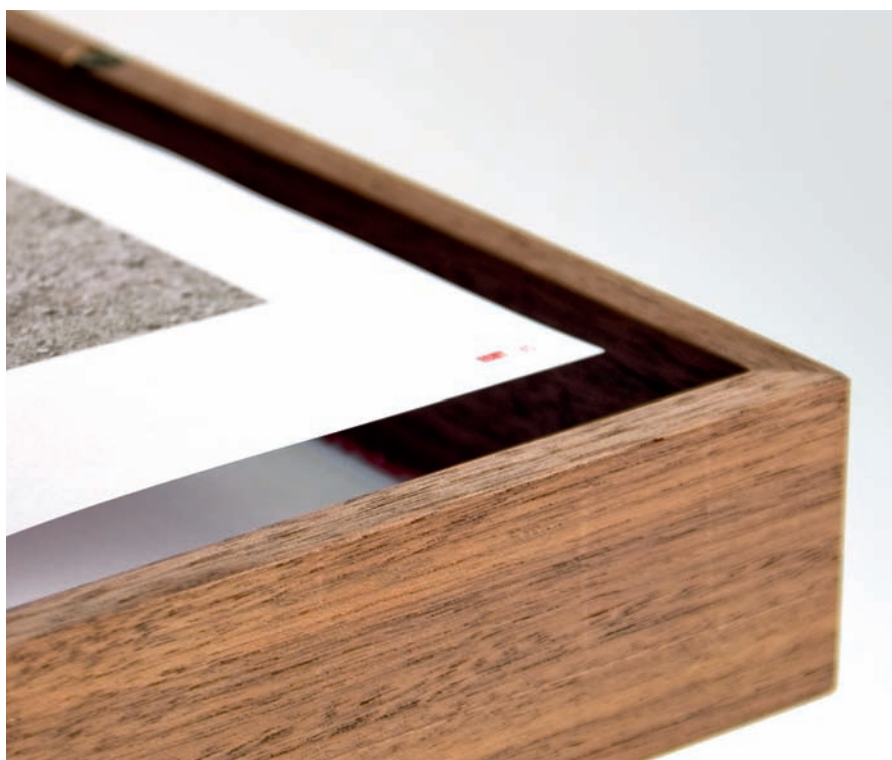
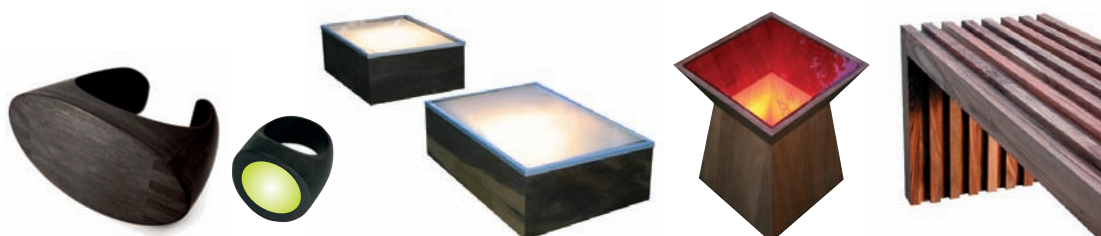
word mark / stationary  
application portfolio

**CLIENT**

Victor Afshar  
TV reporter

**PLACE / DATE OF ORIGIN**

Munich 2007





**PROJECT**

product design of furniture  
photography on location

**CLIENT**

ECHT furniture + jewellery  
interior design / furniture manufactory

**PLACE / DATE OF ORIGIN**

Munich 2005

[GO TO >](#)



**PROJECT**

concept & design of emotional advertise  
organisation and direction of a photo shooting

**CLIENT**

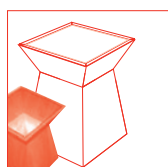
ECHT furniture + jewellery  
interior design / furniture manufactory

**PLACE / DATE OF ORIGIN**

Munich 2005



**ECHT**  
MÖBEL WIE  
**DU!**



**ECHT Möbel + Schmuck**  
Pollersbach 4  
84307 Eggenfelden  
telefon 089 2674 90  
fax 089 2674 98  
E-mail [info@echtgut.de](mailto:info@echtgut.de)  
[www.echtgut.de](http://www.echtgut.de)



## PROJECT

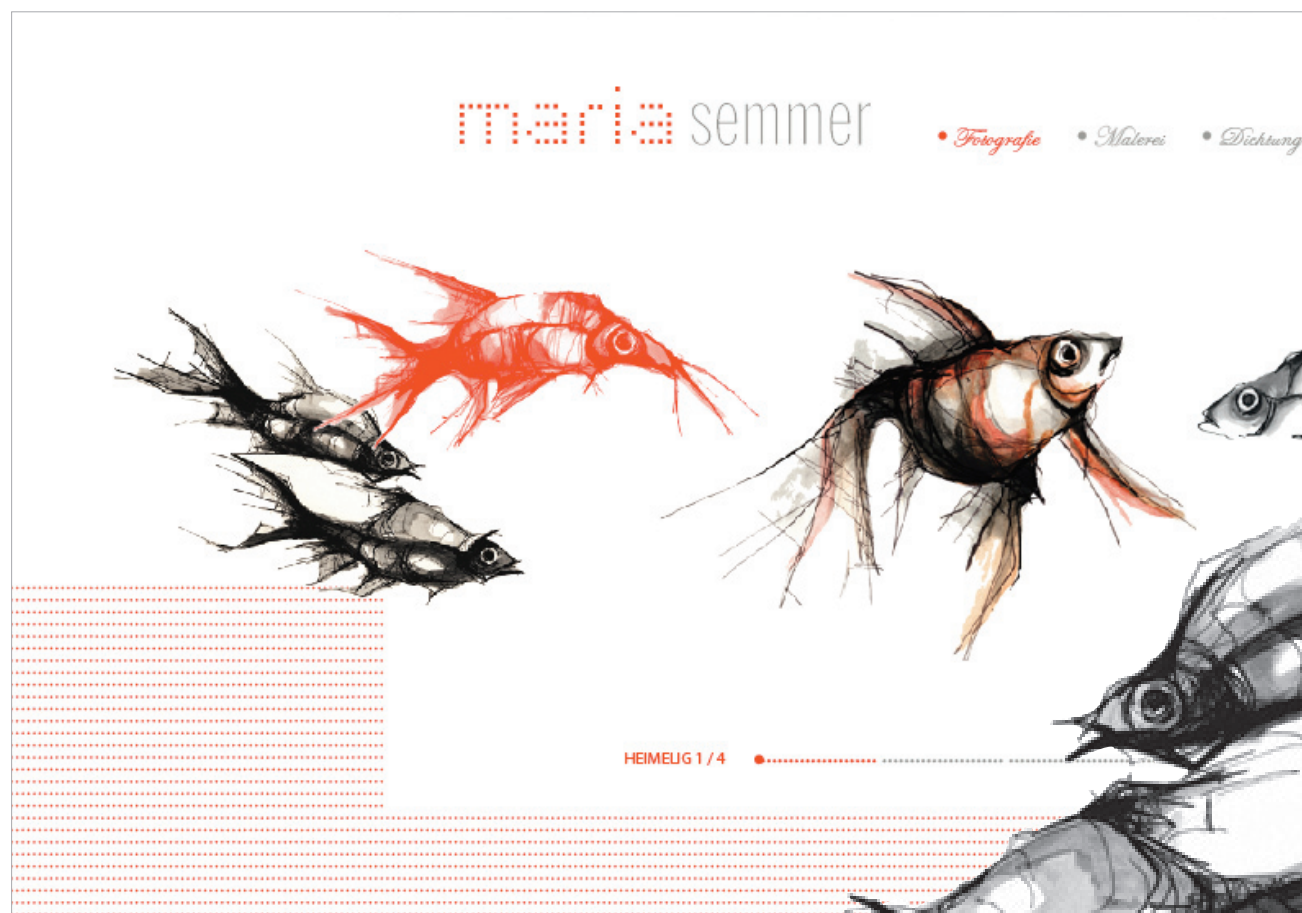
branding / illustrations  
corporate design / web-design

## CLIENT

maria semmer  
photographer and artist

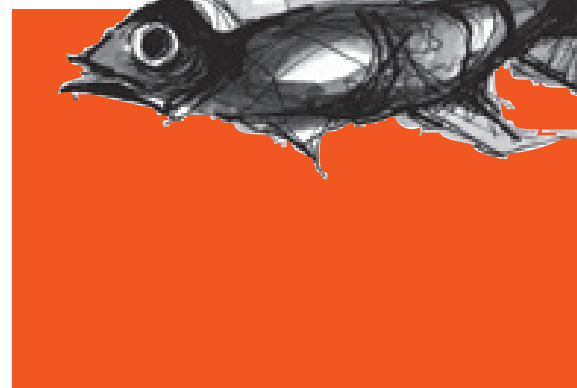
## PLACE / DATE OF ORIGIN

Rome 2007



\*\*\*\*\*

maria semmer





**PROJECT**

photography / shooting 30 people  
photos for the BLM annual report

**CLIENT**

BLM bavarian regulatory authority for  
commercial broadcasting

**PLACE / DATE OF ORIGIN**

Munich 2008





**PROJECT**

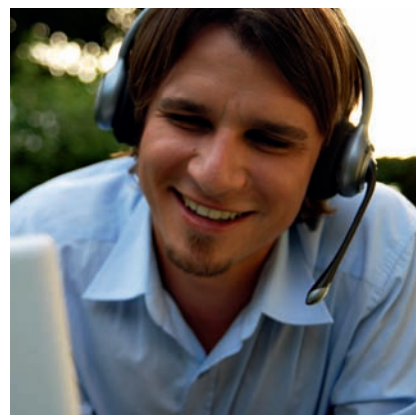
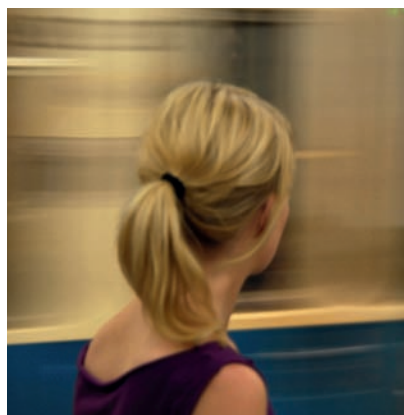
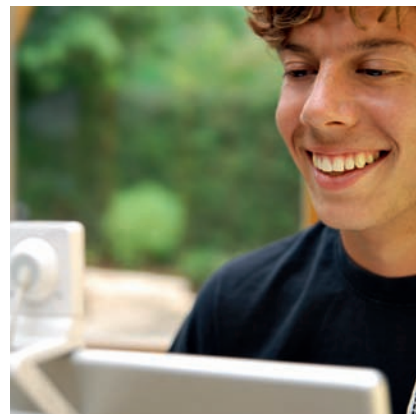
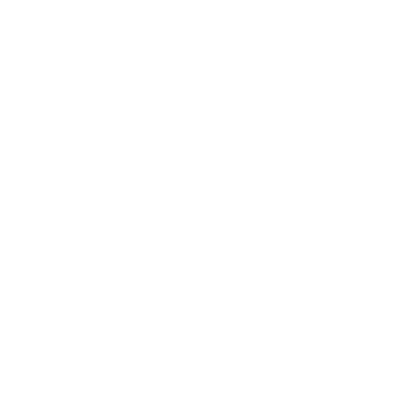
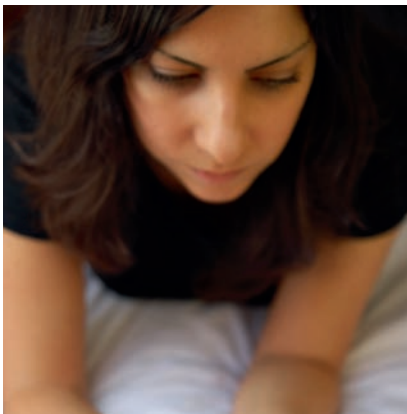
photography / shooting 30 people  
photos for the BLM annual report

**CLIENT**

BLM bavarian regulatory authority for  
commercial broadcasting

**PLACE / DATE OF ORIGIN**

Munich 2008







PROJECTS

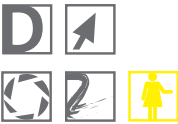
permanent position at lucie\_p advertising

INDUSTRIES

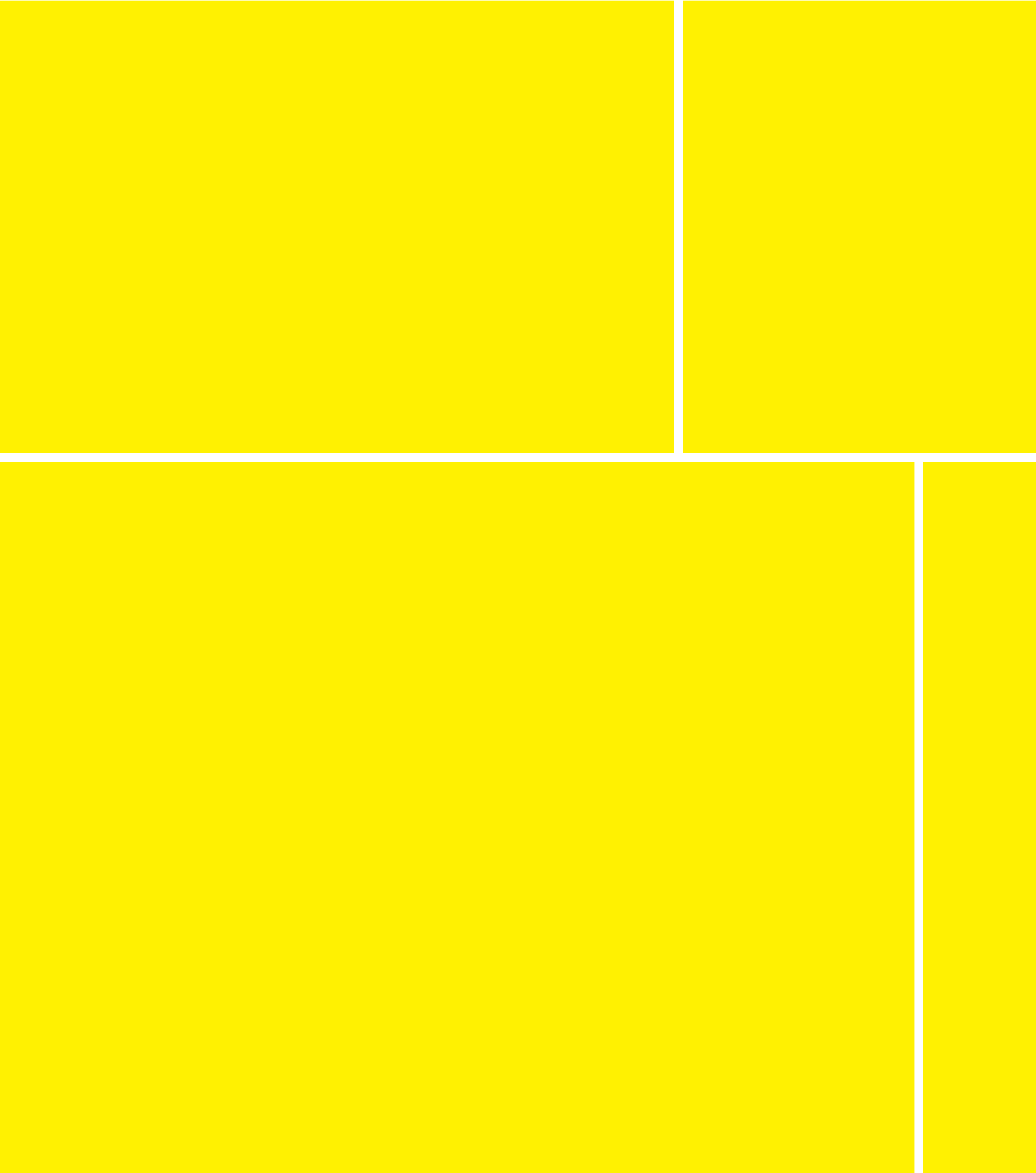
industry / gastronomy / touristic / publishing  
interior / real property / fashion

TERMS OF REFERENCES

grafic-design / web-design / conception  
strategic planning / fair conception



C:M:Y:K



**PROJECT**

word mark / stationary  
application portfolio

**CLIENT**

Victor Afshar  
TV reporter

**PLACE / DATE OF ORIGIN**

Munich 2007





## PROJECT

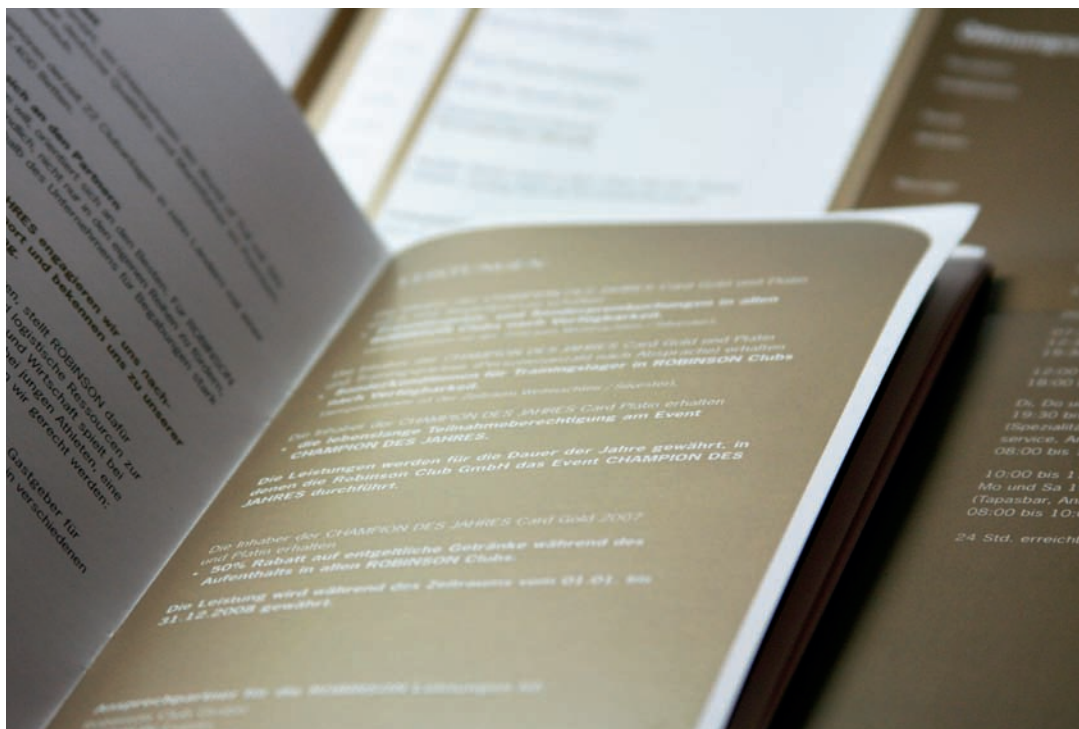
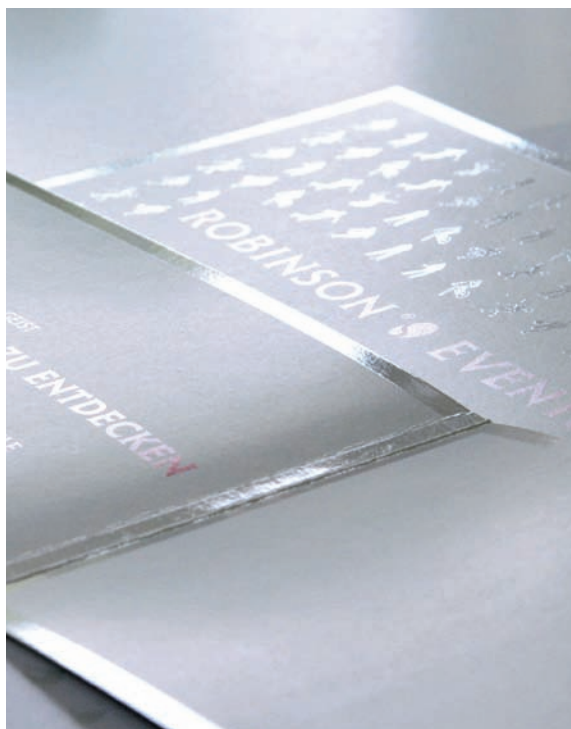
invitation / after mailing / design of  
sport signs / image folder  
schedule / entertainments guide

## CLIENT

ROBINSON CLUB GmbH / travel business  
„Land der Ideen“, located initiative of the „label“ germany  
Champion of the year 2007

## PLACE / DATE OF ORIGIN

Munich 2007





**PROJECT**

invitation / after mailing / design of  
sport signs / image folder  
schedule / entertainments guide

**CLIENT**

ROBINSON CLUB GmbH / travel business  
„Land der Ideen“, located initiative of the „label“ germany  
Champion of the year 2007

**PLACE / DATE OF ORIGIN**

Munich 2008





**PROJECT**

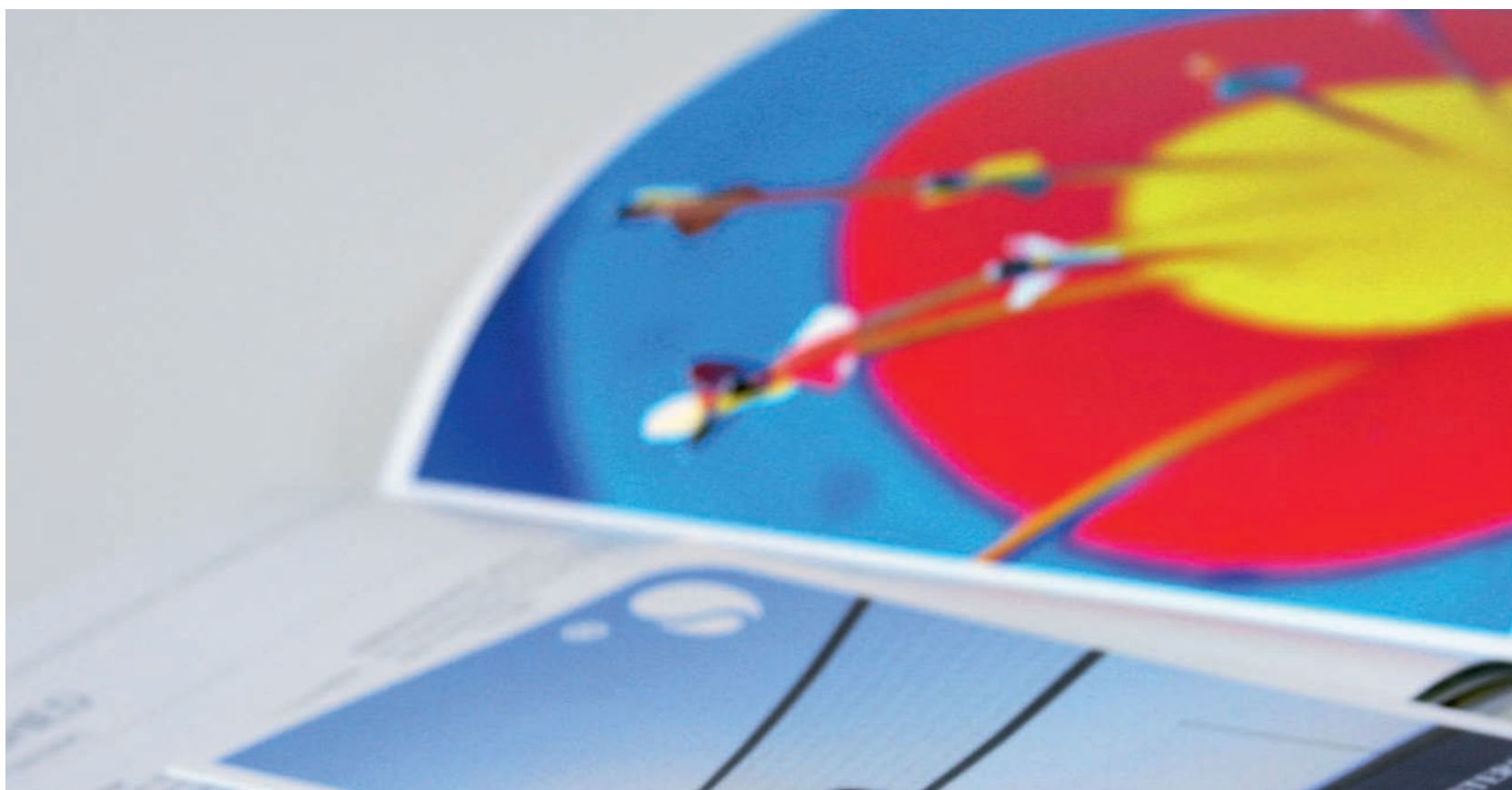
mailing with detachable entry form  
information folder

**CLIENT**

ROBINSON CLUB GmbH  
travel business

**PLACE / DATE OF ORIGIN**

Munich 2007



## PROJECT

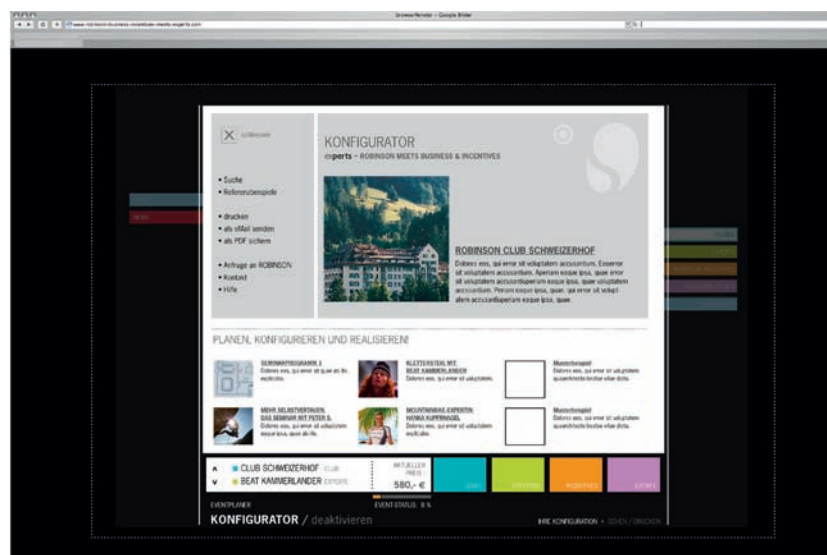
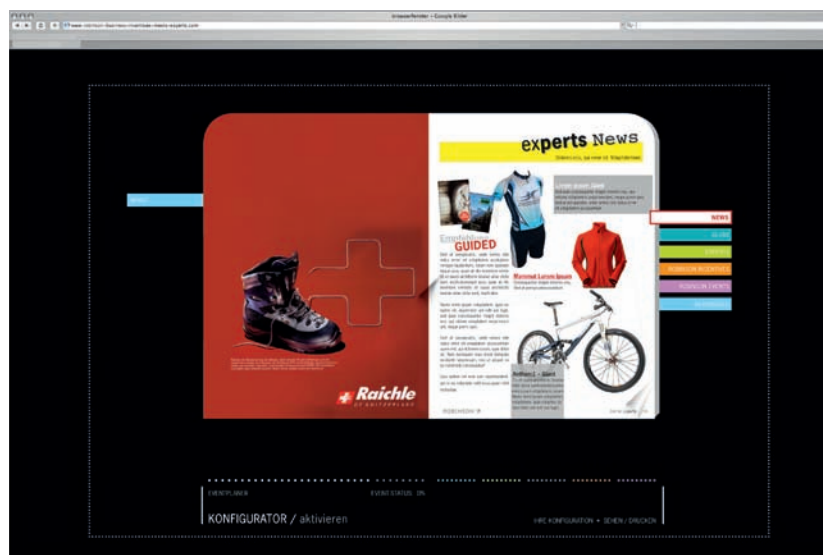
concept, presentation &amp; website design

## CLIENT

Robinson Club GmbH /  
ROBINSON INCENTIVES  
travel business

## PLACE / DATE OF ORIGIN

Munich 2007





## PROJECT

concept &amp; magazine design

## CLIENT

Robinson Club GmbH /  
ROBINSON INCENTIVES  
travel business

## PLACE / DATE OF ORIGIN

Munich 2007



Issue #1

ROBINSON INCENTIVES –  
+ experts – das MagazinCreation of sport signs and signs for different topics.  
Background illustrations and digital imaging

Issue #1

ROBINSON  
INCENTIVESInitial issue of the Robinson  
magazine +experts  
a special edition in the range of  
business incentives.



## PROJECT

calendar 2008 / illustration of signs

## CLIENT

Kuglers Köstliche  
delicatessen store / food manufacturer

## PLACE / DATE OF ORIGIN

Munich 2007





**PROJECT**  
creation of the price list 07 / mailing

**CLIENT**  
Kuglers Köstliche  
delicatessen store / food manufacturer

**PLACE / DATE OF ORIGIN**  
Munich 2007



**PROJECT**

direction of the food photo shooting / creation  
of a seasonal product overview / photography  
and presentation of print papers

**CLIENT**

Kuglers Köstliche  
delicatessen store / food manufacturer

**PLACE / DATE OF ORIGIN**

Munich 2007





**PROJECT**

business equipment / redesign CI  
web-design

**CLIENT**

lucie\_p  
advertising agency and film production

**PLACE / DATE OF ORIGIN**

Munich 2007 / 2008



lucie\_p



lucie\_p  
Advertising

**lucie\_p Advertising**  
Plinganserstraße 150  
Haus 7  
D-81369 München  
T + 49.89.44 23 57 0  
F + 49.89.44 23 57 57  
[www.lucie-p.com](http://www.lucie-p.com)  
[contact@lucie-p.com](mailto:contact@lucie-p.com)

lucie\_p

lucie\_p



**Christina John**  
Kreation  
**lucie\_p Advertising**  
Plinganserstraße 150  
Haus 7  
D-81369 München  
T + 49.89.44 23 57 0  
F + 49.89.44 23 57 57  
[www.lucie-p.com](http://www.lucie-p.com)  
[c.john@lucie-p.com](mailto:c.john@lucie-p.com)



**lucie\_p Advertising**  
Werner & Schittko GbR  
Plinganserstraße 150  
Haus 7  
D-81369 München  
T + 49.89.44 23 57 0  
F + 49.89.44 23 57 57  
[www.lucie-p.com](http://www.lucie-p.com)  
[contact@lucie-p.com](mailto:contact@lucie-p.com)  
Stadtparkasse München  
BLZ 701 500 00  
Konto Nr. 902 180 389  
Ust-IdNr. DE 235071190  
Gesellschafter:  
Manfred Schittko  
Tina Maria Werner

## PROJECT

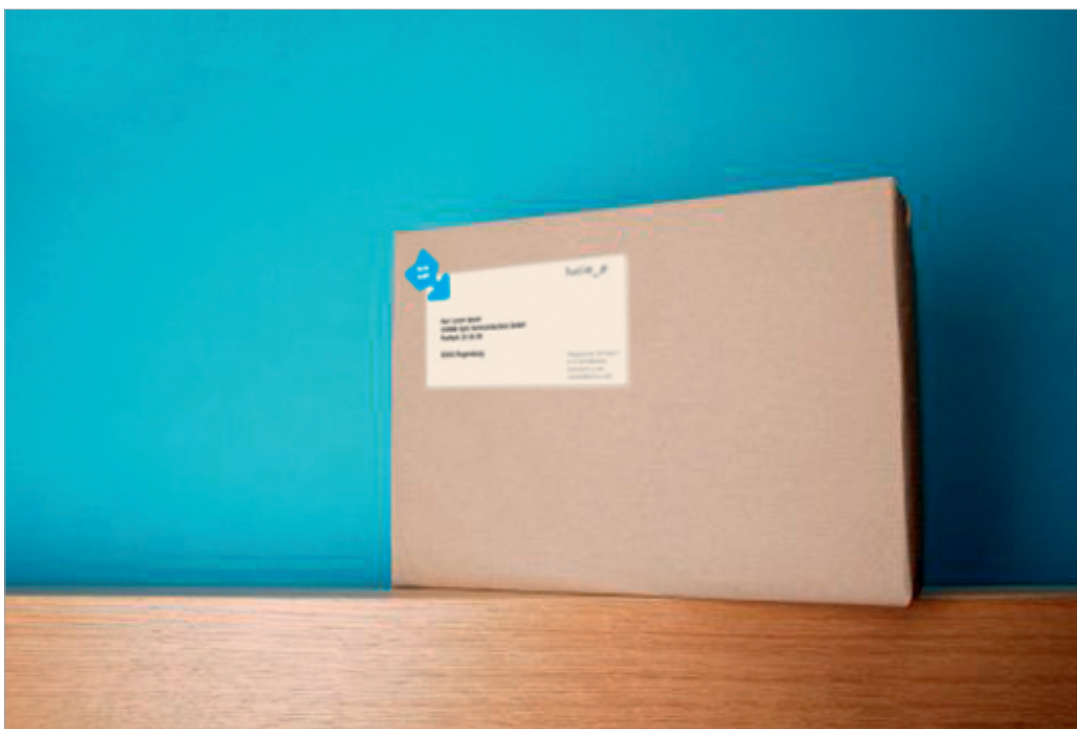
business equipment / redesign CI  
web-design

## CLIENT

lucie\_p  
advertising agency and film production

## PLACE / DATE OF ORIGIN

Munich 2007 / 2008



lucie\_p

home  
lucies  
references  
work  
contact  
jobs  
impressum

NEWS

## ZWEI GOLDENE OTTOCARS BEIM 8. FESTIVAL AUTOVISION 2007

Auch dieses Mal findet das Festival AutoVision anlässlich der IAA 2007 in Frankfurt, der weltgrößten Automobilausstellung, statt. Bereits bei der letzten IAA 2005 konnte lucie\_p hier einen goldenen Ottocar für BMW Motorrad gewinnen. Der internationale Wettbewerb umfasst Kategorien wie Werbespots, Produktfilme, TV-Programme, Websites, etc.

lucie\_p konnte sich dieses Jahr in der Kategorie der Produktfilme bei Motorrädern für BMW Motorrad und in der Kategorie Passenger Cars Vans für VW durchsetzen.

Die Gewinnerfilme sehen Sie hier:  
[www.lucie-p.com/Ottocar-Gewinner](http://www.lucie-p.com/Ottocar-Gewinner)



[back](#)



**PROJECT**

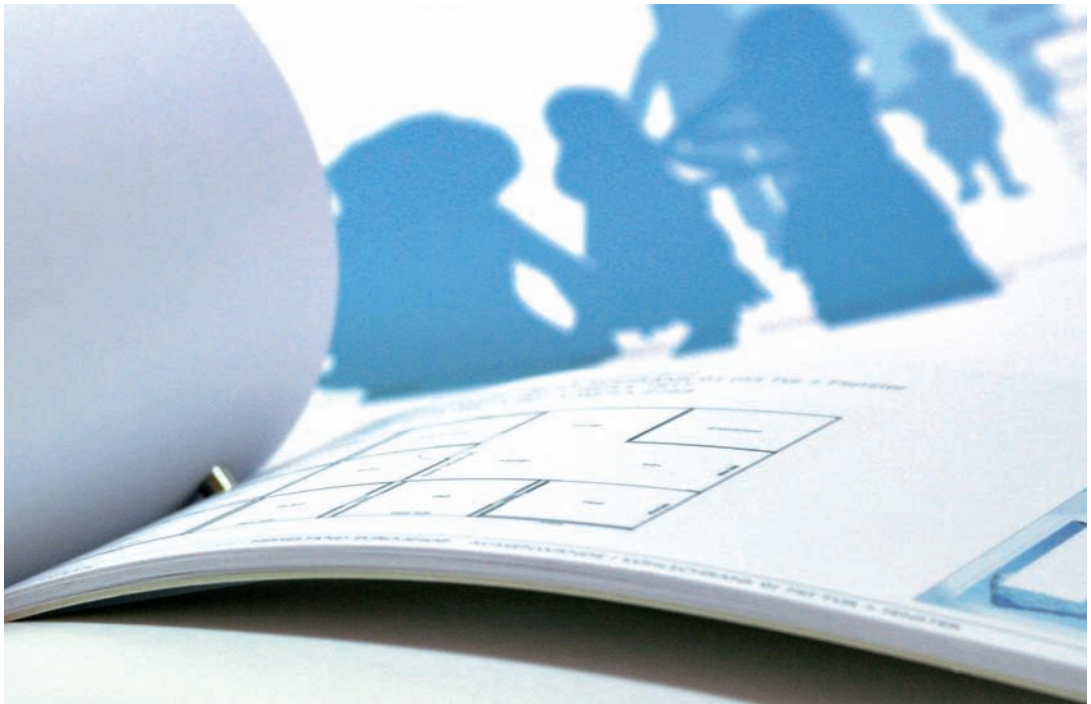
illustrations / concept / presentation  
design of various walls for the OSRAM  
exhibition stand at EuroShop 08

**CLIENT**

OSRAM GmbH  
illuminating production

**PLACE / DATE OF ORIGIN**

Munich 2007



**PROJECT**

conception & design of the OSRAM VIP  
mailing / digital imaging / presentation  
and moodboards

**CLIENT**

OSRAM GmbH  
illuminating production

**PLACE / DATE OF ORIGIN**

Munich 2007







PROJECTS

freelance work at Ebmeyer & Ebmeyer

INDUSTRIES

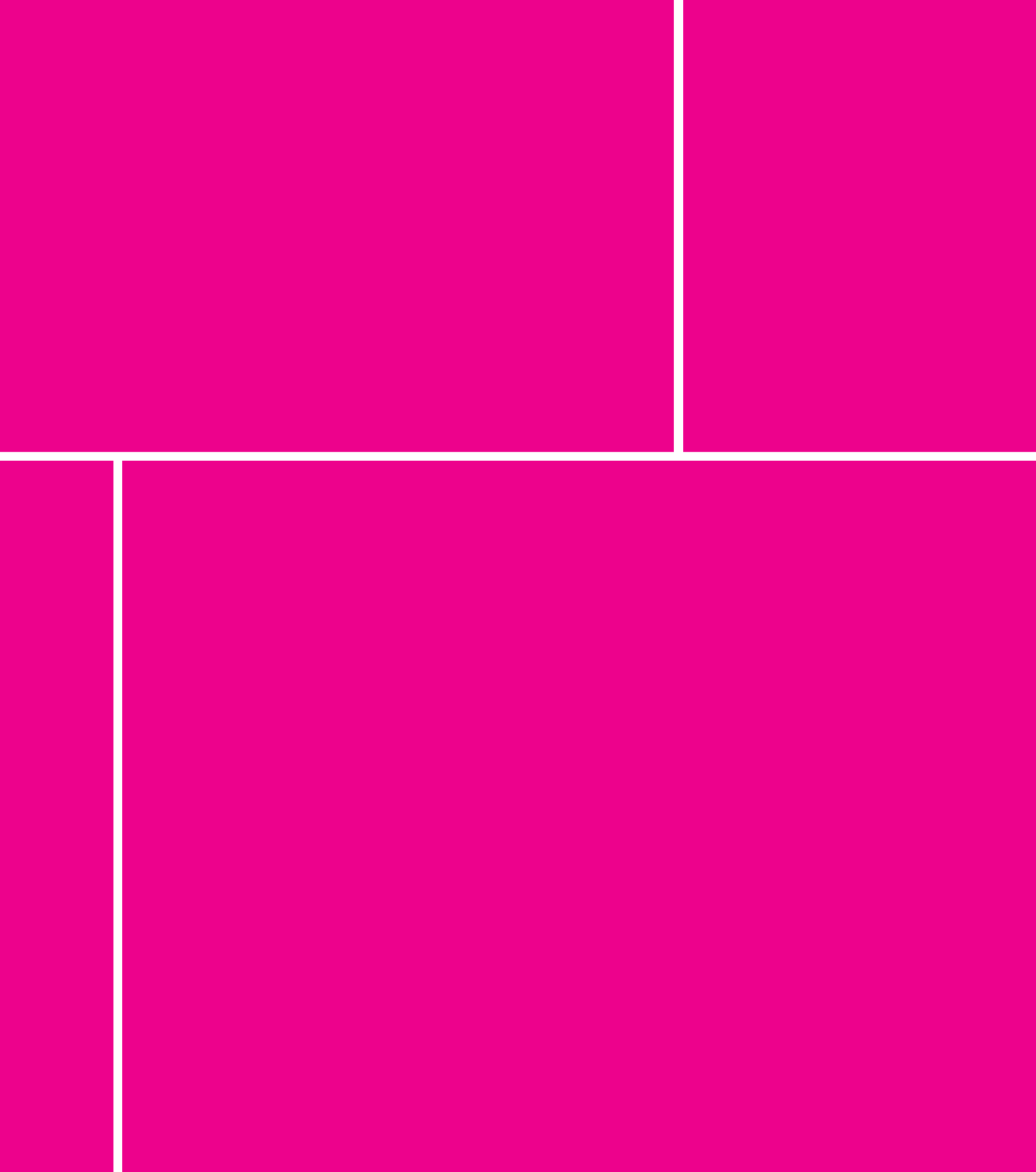
air condition company / publishers / law  
development aid projects / catering

TERMS OF REFERENCES

grafic-design / web-design / conception  
strategic planning



C:M:Y:K



**PROJECT**

brochure and information briefcase

**CLIENT**

Hueber publishing

**PLACE / DATE OF ORIGIN**

Munich 2006





**PROJECT**

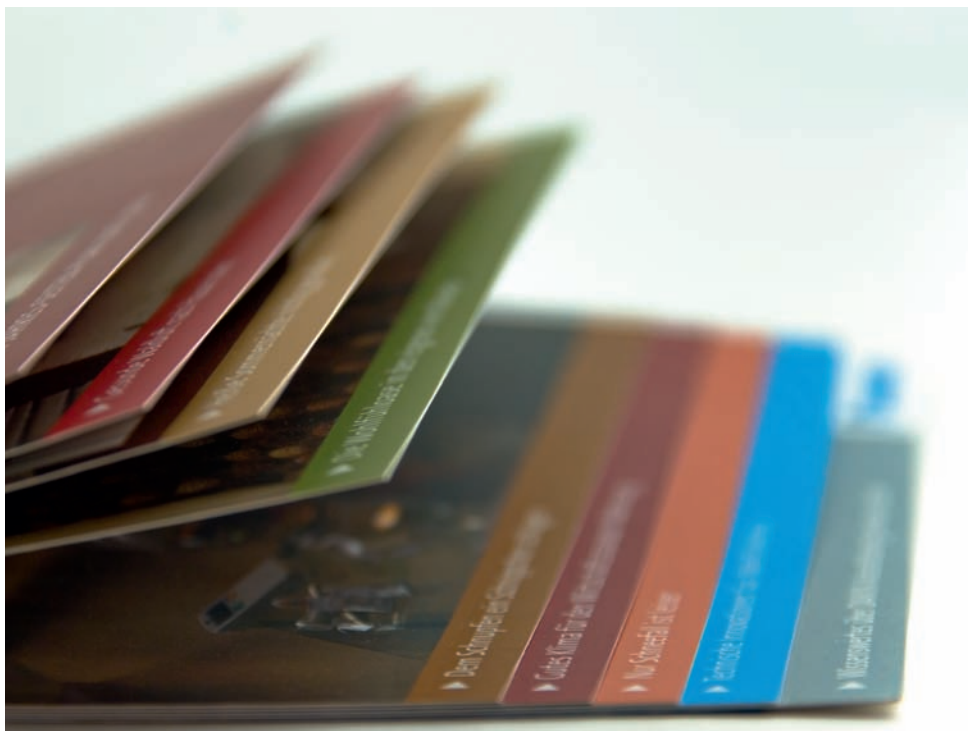
info schedule of the year

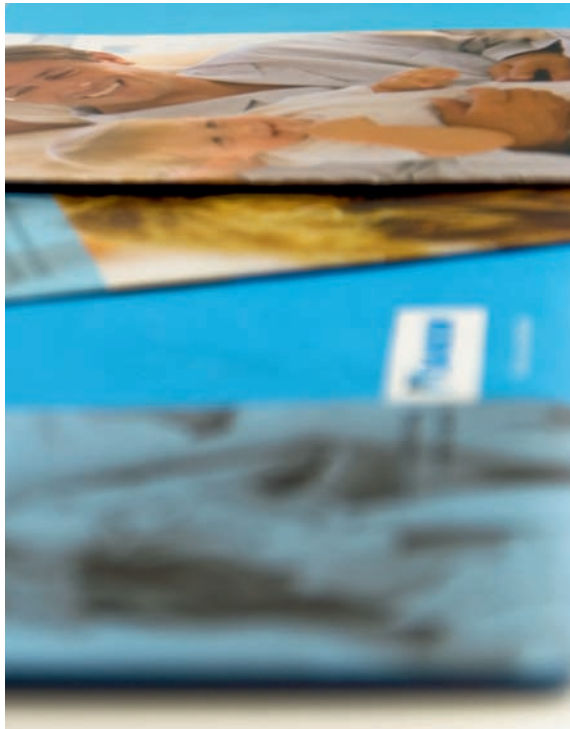
**CLIENT**

DAIKIN Airconditioning Germany GmbH

**PLACE / DATE OF ORIGIN**

Munich 2006









PROJECTS

freelance work at Superreal London

INDUSTRIES

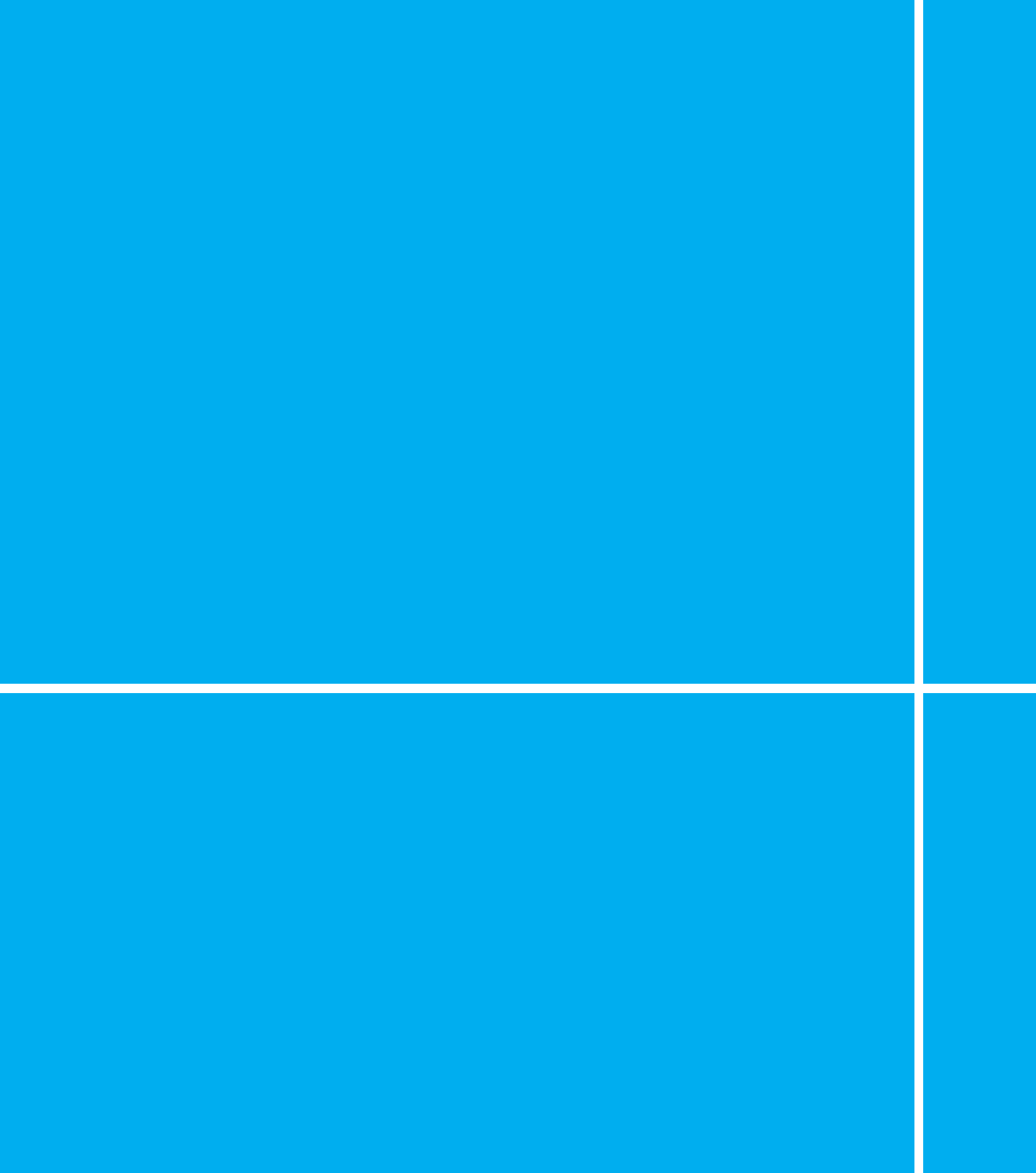
photographers / fashion labels / law  
development aid projects / catering

TERMS OF REFERENCES

grafic-design / web-animation / conception



C:M:Y:K



PROJECT

logo redesign / conception for brand guidelines

CLIENT

KIPROV  
beauty clinic

PLACE / DATE OF ORIGIN

London 2004



<p>Inhalt</p> <p>Der Kiprov Auftritt</p> <p>1 Das Kiprov Markenzeichen</p> <p>2 Das Kiprov Markenzeichen mit Schlagline</p> <p>3 Das Kiprov Markenzeichen mit Textanbindung</p> <p>Die Kiprov Bildwelt</p> <p>4 Die Kiprov Bildwelt</p> <p>5 Das Kiprov Bildset</p> <p>6 Die Kiprov Bildwelt in Applikationen</p> <p>Die Kiprov Unternehmensfarben</p> <p>7 Die Kiprov Unternehmensfarben</p> <p>8 Abtönungen der Kiprov Unternehmensfarben</p> <p>9 Die Kiprov Unternehmensfarben in Applikationen</p> <p>Das Kiprov Markenzeichen</p> <p>10 Die Proportionen des Markenzeichens</p> <p>11 Die Dateiformate des Markenzeichens</p> <p>12 Grafische Umsetzungen des Markenzeichens</p> <p>13 Das Markenzeichen auf einfarbigen Anwendungen</p> <p>14 Positionierung des Markenzeichens im Layout</p> <p>Die Kiprov Unternehmensschriften</p> <p>15 Die Kiprov Unternehmensschriften</p> <p>16 Die Kiprov Unternehmensschriften in Applikationen</p> <p>17 Support und Credits</p>	<p>4 Die Kiprov Bildwelt</p> <p>Die Kiprov Bildwelt ist in Kombination mit der Wortmarke essenzieller Bestandteil der Identity. Die Bilder stellen in ihrer einheitlichen Bildsprache das emotionale Pendant der sehr nüchternen Wortmarke dar und erzeugen in Kombination mit dieser, einen emotional ansprechenden sowie seriösen Auftritt der Marke Kiprov.</p> <p>Die Fotos stellen in ihrer Gesamtheit und als jeweils einzelne Anwendungen die Bildwelt der Marke Kiprov dar. Sie sind einzeln oder in Kombination miteinander verwendbar.</p>
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## PROJECT

event flyer  
photo composing

## CLIENT

kashpoint  
a london nightclub

## PLACE / DATE OF ORIGIN

London 2004





## PROJECT

magazin layout / photo composing  
fashion show schedule for blow

## CLIENT

sam magazine  
super blow  
both london fashion magazines

## PLACE / DATE OF ORIGIN

London 2004



£2½

**SUPER BLOW**

**NEW**

09/04

MON 20	TUES 21	WED 22	THURS 23	SUN 19	MON 20
10.00 <b>JUSTIN OH,</b> Victoria Miro Gallery, 16 Wharf Rd, N1	11.00 <b>ANDYSOMA</b> The Royal Court Theatre, Sloane Sq, SW1	12.45 <b>JULIA CLANCEY</b> Tantra, 62 Kingly St, W1	12.30 <b>ERIC WAY,</b> The Dorchester Hotel, W1	09.30 <b>RONIT ZILKHA</b> BFC Tent	09.30 <b>JONATHAN SAUNDERS</b> BFC Tent
13.00 <b>HIRO</b> Cross Roads works, 17-19 Lever St, EC1	11.30 <b>HUAN</b> Royal Academy, W1	17.00 <b>ANN-SOPHIE BACK</b> TBC	18.00 <b>ANTIPODIUM GROUP SHOW,</b> 81 Rivington St, EC2	10.45 <b>MIKI FUKAI</b> W1	10.45 <b>PAUL SMITH WOMEN</b> SW1
13.45 <b>VICTIM</b> FASHION ST 49 Clarges St, W	15.15 <b>SIMON WANG</b> Royal Academy, W1	20.30 <b>BASSO AND BROOKE</b> Fashion Fringe, Selfridges Carpark, Bond St, W1	19.00 <b>UNIT SICKS,</b> 68a Cheshire St, E1	12.00 <b>BEN DE LISI</b> BFC Tent	12.00 <b>BORA AKSU</b> BFC Tent
14.00 <b>RED OR DEAD</b> The Royal Academy, W1	17.00 <b>MAC MILLAN</b> Elysium Cafe, 68 Regent St, W1		19.30 <b>DELANEY,</b> Chelsea Cinema, Kings Rd, SW3	13.15 <b>ELSPETH GIBSON</b> TBC	13.15 <b>NICOLE FARHI</b> SW1
16.00 <b>LABELJA</b> Cuba, 11-13 Kensington High St, W8	19.00 <b>BELLE &amp; BUNTY</b> Royal Academy, W1		21.00 <b>KASH POINT 'BATTLE OF THE BOUTIQUES'</b> The Tattershall Castle, Embankment, WC2	14.30 <b>JESSICA UGDEN</b> BFC Tent	14.30 <b>TEMPERLEY</b> WC2
18.00 <b>CUSTOMERS OWN PROPERTY</b> Royal Academy, W1	20.00 <b>EMPORIANA</b> 5 Cavendish Sq, W1		21.30 <b>KEA</b> The Gardening Club, Covent	15.45 <b>FROST FRENCH</b> W1	15.45 <b>ELEY KISHIMOTO ELLESSE</b> Venue tbc
				17.00 <b>EMMA COOK</b> Royal Academy, W1	17.00 <b>CLEMENTS RIBEIRO</b> BFC Tent
				18.15 <b>JENS LAUGESSEN</b> Royal Academy	18.15 <b>JOHN ROCHA</b> W1



**PROJECT**

stationary / company stamp

**CLIENT**Superreal London  
design agency**PLACE / DATE OF ORIGIN**

London 2004

**SUPERREAL****www.superreal**



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Thank you for your attention!

*I would be glad about your feedback*

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