Short Vita

1970 born in Munich, Germany.

1991-present: Design and digital media, motion graphics and interface design. Digital products, communication platforms and media events for brands such as Apple, Adidas, BMW, Getty Images, NEC, O₂, Phillips, Samsung, Siemens, Sony.

1991-present: Art and cultural activities: Theatre composition, interactive installations and media scenography (Volksbühne Rosa Luxemburg, Berlin; Cultural Center Hong Kong).

1995-present: Lectures, workshops and teaching at universities in China, Germany, Switzerland and USA (e.g. Art Center College of Design Pasadena; Shantou University, China; Hong Kong Design Institute.

1996: Web design Digital communication platforms and Style-guides (Siemens, SwissRe).

1997-1998: Atelier in Berlin with Prof. Claudius Lazzeroni.

1998-2004: On air design Visual identity and motion design for TV broadcasting stations (Deutsche Welle TV, RLT, Al Jazeera)

1998-present: Research activities for enterprises, universities and government institutions. (e.g. Sony, German Research and Education Network DFN, City University of Hong Kong).

2000: Founding member of »pReview digital design GmbH« in collaboration with Prof. Tanja Diezmann. Managing director 2000-2004. Member of the Art Directors Club Germany.

2001-2004: Art contributor for Getty Images, USA; Digital Vision, UK. Motion design DVD's.

2003: International book publication »Grids for the Dynamic Image« Coauthor: Tanja Diezmann. AVA Academia Publishing (German translation published by Stiebner Verlag in 2005).

2008: Book publication »cyberBionic - Design und Evolution digitaler Welten« Springer/Spektrum Akademischer Verlag.

2011-2015: Visiting associate professor City University of Hong Kong, School of Creative Media; Red Dot Design Award for Timecode digital watch product design.

2013-2016: Guest professor Shanghai Theatre Academy.

2014: Book publication »Creative Education and Dynamic Media« City University of Hong Kong Press (English edition) Peking University Press (Chinese edition),

Exhibitions, Art Projects
Media art, music composition

	Location
1991 Realisten, Text: Blixa Bargeld (music composition)	Metropol, Nachtwerk, Munich; Szene, Vienna
1993 Vom ewigen Schlaf (music composition)	Muffathalle, Munich
1995 Oh Tristan (music composition)	Neues Theater, Munich
1997 Kleinzeit von Russel Hoban (music, media scenography)	Volkstheater Rostock
1996 Canetti im Ohr nach Elias Canetti (music composition)	Stadttheater Bern, Switzerland
1996 Die letzten Tage der Menschheit von Karl Kraus (music)	Stadttheater Bern, Switzerland
1997 Der 3. Sinn nach Patrick Süskind (music composition)	Volksbühne am Rosa Luxemburg Platz, Berlin
1997 Dolly (music composition)	Volksbühne Prater, Berlin
1998 Zeitsprünge - Rasender Stillstand nach Paul Virilio (visual)	Tollwood, Munich
2000 Double Track (audiovisual installation)	Theater am Hallischen Ufer, Berlin
2001 Hongkong Odyssee 2001 (Zuni) (media scenography)	Cultural Centre, Hong Kong
2002 Oszillationen (multimedia theatre, music composition)	Sophiensaele, Berlin
2002 Looking for Mies (multimedia theatre)	Cultural Centre, Hongkong & ICA, London
2003 Der Meister und Margarita (music composition)	Stadttheater Saarbrücken
2004 Hong Kong Odyssey 2004 (media scenography)	Kwai Tsing Theatre, Hong Kong
2005 A Lovers Discourse (multimedia theatre)	Theatre Hall, Taipei Taiwan
2005 Corbu (media scenography)	Civic Centre, Hong Kong
2008 Hybrid Loops (audiovisual installation)	Muffathalle, Munich
2008 Hua-Yen Sutra 2.0 (multimedia theatre)	Taipei Arts Festival, Taiwan
2008 Louis Kahn (media scenography)	Zhingshan Hall, Taipei Taiwan
2009 Deflorage á Froid (music composition)	Staatstheater Darmstadt
2010 The Forbidden City (Zuni Icosahedron) (media scenography)	Cultural Centre, Hong Kong
2010 The Memory Palace of Matteo Ricci (media scenography)	St Ignatius Chapel, Hong Kong
2011 Community (media scenography exhibition)	Gallery Kullukcu, Munich
2011 Looking for Mies 2 (Zuni) (multimedia theatre)	Cultural Centre, Hong Kong
2011 Valen Hsu Concert (media scenography, stage design)	Grand Stage, Shanghai
2013 Dome exhibition (educational)	Prolight+Sound, Shanghai
2014 Creative Education and Dynamic Media (book exhibition)	Goethe-Institut Gallery, Hong Kong
2014 Nonlinear Sequencer (interactive installation)	Hong Kong Shenzhen Design Biennale
2014 360 Workshop (educational exhibition)	Chronus Art Centre, Shanghai
2014 Nonlinear Scanner (interactive installation)	Shenzhen New Media Art Festival
2014 Berlin Wall, Goethe Institut Festival (projection mapping)	Cattle Depot Artist Village Hong Kong
2014 Human Centered media (interactive installation)	Prolight+Sound, Shanghai
2015 Projection Mapping (exhibit)	Animamix Biennale Post Pixel, Hong Kong
2016 Projection Mapping (exhibit)	Int. Symposium on Electronic Art (ISEA) Hong Kong
2016 Guan Yu (media scenography)	Cloud Gate Theater, Taipei
2016 Hakka Kung Fu (exhibits)	Heritage Museum, Hong Kong
2017 Fashion Exhibition (media scenography)	Osage, Hong Kong
2017 London Symphony Orchestra, Always Moving (animation)	United Kingdom
2017 Tat Ming Pair (concert visuals)	Coliseum, Hong Kong
2017 Fusion (interactive installation)	Museum of Glass, Shanghai

Book publications Publisher

2003 Grids for the Dynamic Image (book)   AVA Publishing - Academia, CH
2005 Raster für das Bewegtbild (book, german translation)   Stiebner, DE
2008 cyberBionic - Design und Evolution digitaler Welten (book)   Springer, DE
2014 Creative Education and Dynamic Media (book)   City University of Hong Kong Press, HK

Talks, Screenings (selection)   Location

1997 Profile Intermedia   Bremen, DE
1998 Berlin Beta   Berlin, DE
1998 Mecon   Cologne, DE
1999 Bochumer Videofest   Bochum, DE
1999 Transmediale   Berlin, DE
2000 Festival of Vision   Hong Kong
2000 Honkong University, FOV   Hong Kong
2000 Typo Berlin   Berlin, DE
2000 ZKM Medientheater   Karlsruhe, DE
2001 Ars Electronica   Linz, AT
2001 Grafist   Istanbul, TR
2001 ICA, Inspiration 01   London, UK
2002 SCIAC   Los Angeles, US
2002 University of California, Los Angeles   Los Angeles, US
2002 ArtCenter   Pasadena, US
2003 Profile Intermedia   Bremen, DE
2004 Machinista Festival   Glasgow, UK
2004 Shantou University   Shantou, CN
2004 Senses Exhibition   Taipei, TW
2004 Phonetic Festival   Amsterdam, NL
2007 Tecnológico de Monterrey   Monterrey, MX
2007 Toyota Lectures, Art Center   Pasadena, US
2007 Userfriendly   Peking, CN
2008 ADC Young Masters Seminar Digitale Medien   Frankfurt, DE
2008 Art Center College of Design   Pasadena, US
2008 Folkwang Master Lectures   Essen, DE
2008 Integral Pecha Cucha, TU München   Munich, DE
2009 ADC Pink Saturday, University of Applied Science   Wiesbaden, DE
2009 Bionik, Landesmuseum für Technik   Mannheim, DE
2011 Hong Kong Design Insititut, Design for Dynamic Media   Hong Kong
2013/14 Prolight+Sound, China Association of Stage Art   Shanghai, CN
2014 New Media Art Festival   Shenzhen, CN
2014 Goethe-Institut, Black-Box   Hong Kong
2014 Volumetric Society of NYC - 3D, Telematics, Kinect, Emotiv   New York, US
2015 Art Directors Club Talks: Creative Journeys   Hong Kong
2016 Visual Arts Centre   Hong Kong

Teaching - lectures, workshops, semester courses 1995-present
Institute   Location

Art Center College of Design Pasadena   USA
Baden-Wuerttemberg Cooperative State University   DE
China Academy of Art   CN
City University of Hong Kong, School of Creative Media   HK
Cleveland Institute of Art   USA
Hong Kong Academy of Performing Arts   HK
Hong Kong Baptist University   HK
Hong Kong Design Institute   HK
Köln International School of Design   DE
MCAD Master Class   DE
Mountain Multimedia AG   CH
Shanghai Theatre Academy   CN
Shantou University, Cheung Kong School of Art and Design   CN
University of Applied Sciences Anhalt, Department of Design   DE
University of Art & Design BTK Berlin   DE
University of Arts Bremen   DE

Research (selection)
Institute   Project

1999 German National Research and Education Network   Campus TV
2001 Sony Europe   GUI Design, Mobile Devices
2011 UniverBsity of California at Berkeley, City University of Hong Kong   Buddhist Canon
2012 Dunhuang Academy, City University of Hong Kong   Pure Land
2012 Israel Museum Jerusalem (data), City University of Hong Kong   eCloud WW1
2013 Research Centre for Chinese Studies, Tsinghua University, Beijing   Confucian Rites
2014 University of New South Wales, Museum Victoria, Melbourne, ZKM   mARChive

ArtDirector/Designer 1991-2011

Selection of projects	Media (Location)
Adidas (product trailer, animation)	Event (Adidas global marketing events, FR/DE)
Apple Computer (product trailer, animation)	Exhibition (Orbit, CH)
Biolek´s Kochbuch (interface design)	CD-ROM (DE)
Breitling Watches (media scenography, design)	Event/Immersive Media (Baselword, CH)
bmp AG (TV commercial, animation)	TV (DE)
BMW (web design)	Internet (CH)
BMW (interface/information design)	CD-ROM/Internet (DE)
DaimlerChrysler AG (interface design)	Intranet (DE)
Deutsche Telekom (information design, animation)	Exhibition (IKK, DE)
Deutsche Welle TV (DWTV) (on air design)	TV
DEVK (TV commercial, animation)	TV
Gruner & Jahr Schöner Wohnen (GUI design)	CD-ROM (DE)
Duales System Pavillion (multi media installation)	Exhibition (Expo 2000, DE)
Herti GmbH (CDI design)	POI (DE)
Kabel Deutschland KinoSelect (on air design)	TV (DE)
Kontron Digital Photography (GUI design, product information)	CD-ROM (International)
Linotype-Hell Davinci Power (GUI design, product information)	CD-ROM (International)
Marlboro Music america now (interactive movie, game design)	CD-ROM (DE)
Mazda (TV brand communication)	TV (DE)
Opel (media-/exhibition design)	Exhibition/Event (IAA International Motor Show, DE)
Phillips Around Hollywood (GUI design)	CD-I (international)
RTL 2 News (on air design)	TV (DE)
Siemens Meet Multi Media Roadshow (POI trailer)	POI (DE)
Siemens Hicom 300 Evolution (GUI design, product information)	CD-ROM (International)
Smart cars (trailer)	VHS (International)
Siemens/Nixdorf global Website (GUI design, interaction-/styleguide)	Internet (International)
Sony (GUI design)	Exhibition (Cebit, DE)
Swarovski (event design, logo design)	Event
Swiss Re AG global Website (GUI design, interaction-/styleguide)	Internet (International)
Toyota Showroom Paris (multi media installation, video walls)	Exhibition/Immersive Media (Showroom Paris, FR)

Managing director, pReview digital design GmbH 2000-2004

Selection of projects	Media
Deutsche Welle TV (on air design)	TV
DEVK (TV-commercial, animation)	TV
German Research and Education Network DFN (virtual studio)	TV, Internet
Geschenk 24 (CD, interface design)	Internet
Gate 5 (web design)	Internet
Hypovereinsbank (online trailer)	Internet
NEC (media installation, TelekomWorld Genf)	Exhibition
O$_2$ (MP3 player, interface design)	Smartphone
Partner für Berlin GmbH (CD, promotion trailer, print)	Crossmedia
Ruhrgas AG (image trailer, media show)	Event
The Nea Awards 2001/2 (CD, interface design, animation, print)	Crossmedia
Scholz & Friends (Sensai CD, web design, image trailer)	Crossmedia
Siemens Mobile (product trailer, animation)	Exhibition
Sony Europe (CRM system)	Crossmedia
Sony Europe (mobile gaming portal, interface design)	Smartphone
Timberland (media installation)	Flagship store exhibition
Toyota Autosalon Genf (logo animation)	Event
Vodafone (interface design)	Smartphone/Web
Volkswagen AG Moviementos (trailer)	Event
Web.de (TV brand communication)	TV

Agency clients 1991-2011 (selection)

	Location:
ART+COM	Berlin
Atelier für Interaktive Medien	Munich
Das Integral	Munich
Flux	Hamburg
Gate.11	Munich
Intuity	Stuttgart
Jungled Nerves	Stuttgart
Metadesign	Berlin
Opium Effect	Munich
Pixelpark	Berlin
Project Syntropy	Berlin
Scholz & Friends	Berlin
Stereolize	Munich
The Partners	London
RTL Creation	Cologne
Triad	Berlin
X-Tension	Cologne

References (overview)	Task	Discipline	Media
Adidas	03 04	03 05	05 06
Apple Computer	01 03 04	05 06	06
bmp AG	04	07	04
Berlin Partner GmbH	01 02 04	01 04 08	01 02 06
BMW AG	01 03 04	03 08	01 02
BMW AG, CH	01 03 04	03 08	01
Breitling	01 03 04	05 06 08	06
Commerzbank	04	03	01 05
Corning	03 04	05 07	06
DaimlerChrysler AG	01 03 04	03 09	01
Deutsche Telekom	02 04	05 08	01 02 06
Deutsche Welle TV (DWTV)	04	07	04
DEVK	04	08	04
DFN German Research Network	02 03	11	04 06
Digital Vision Online Ltd, UK	01 03 04	08	02
Expo 2000	04	08	05 06
Getty Images, Inc., USA	01 03 04	08	02
Geschenk 24	01 02 03 04	01 02 07	01
Goethe-Institut e.V.	02 04	12	02
Gruner & Jahr	01 04	08 07	02
Hertie GmbH	04	08	02
Hypovereinsbank	03 04	08	01
Kabel Deutschland	01 03 04	02 08	04
Kontron AG	01 03 04	03 07	02
Langenscheidt	01 04	08	02
Linotype-Hell	01 03 04	03 07	02
Marlboro Adventure	01 04	03 07	01
Marlboro Music	01 04	07 08	02
Mazda	04	08	04
Mercedes	01 02 03	07 08	05 06
NEC	01 04	03 05 08	06
O$_2$	01 04	03 07	03
Opel	01 04	05 06 08	06
Phillips	01 04	07	02
RTL	01 04	08	04
RTL 2	01 04	03 08	04
Ruhrgas AG	02 04	05 08	06
Samsung	01 03 04	05 06 08	06
Scholz & Friends	02 04	01 02 04 08	01 02 06
smart cars	04	08	06
Siemens AG	01 03 04	03 05 07 08	01 02 05 06
Siemens Mobile Phones	01 04	01 02 04 08	01 04 06
Siemens/Nixdorf	01 03 04	01 03 07	01
Sony	02 04	05 07 08	05
Sony Music	03 04	08	02
Sony Europe	01 02 03 04	02 03 07 09	01 03
Sophiensaehle	03 04	06 10 12	06
Stadttheater Bern, CH	01 03 04	10 12	06
Swarovski	01 03 04	05 06 08	06
Swatch	04	03 07	02
Swiss Re AG, CH/USA	01 02 03 04	01 03 07	01
Theater am Halleschem Ufer	03 04	06	06
Timberland	04	05	06
Toyota	02 03	04 05 08	06
Transmediale	02 03 04	05 01 12	06
Videofest Bochum	02	12	06
Volksbühne am R. Luxemburg Platz	03 04	10 12	06
Volkswagen AG	03 04	03 08	02 06
Web.de	04	08	06
Zuni Icosahedron, HK	03 04	06 08 12	06

Legend:

Task	Discipline	Media
01 ArtDirection	01 Corporate Design	01 Online Media
02 Consulting	02 Corporate Identity	02 CD-ROM, DVD, CDI
03 Concept	03 Brand Communication	03 Mobile Devices
04 Design/Production	04 Crossmedia Design	04 TV
	05 Media Show, Fair/Event	05 POI-Systems
	06 Media Scenography	06 Screen, LED-Wall,
	07 Interface Design	Projection, Sound
	08 Motion Graphics	
	09 Product Development	
	10 Music Composition	
	11 Research	
	12 Art, Culture	