

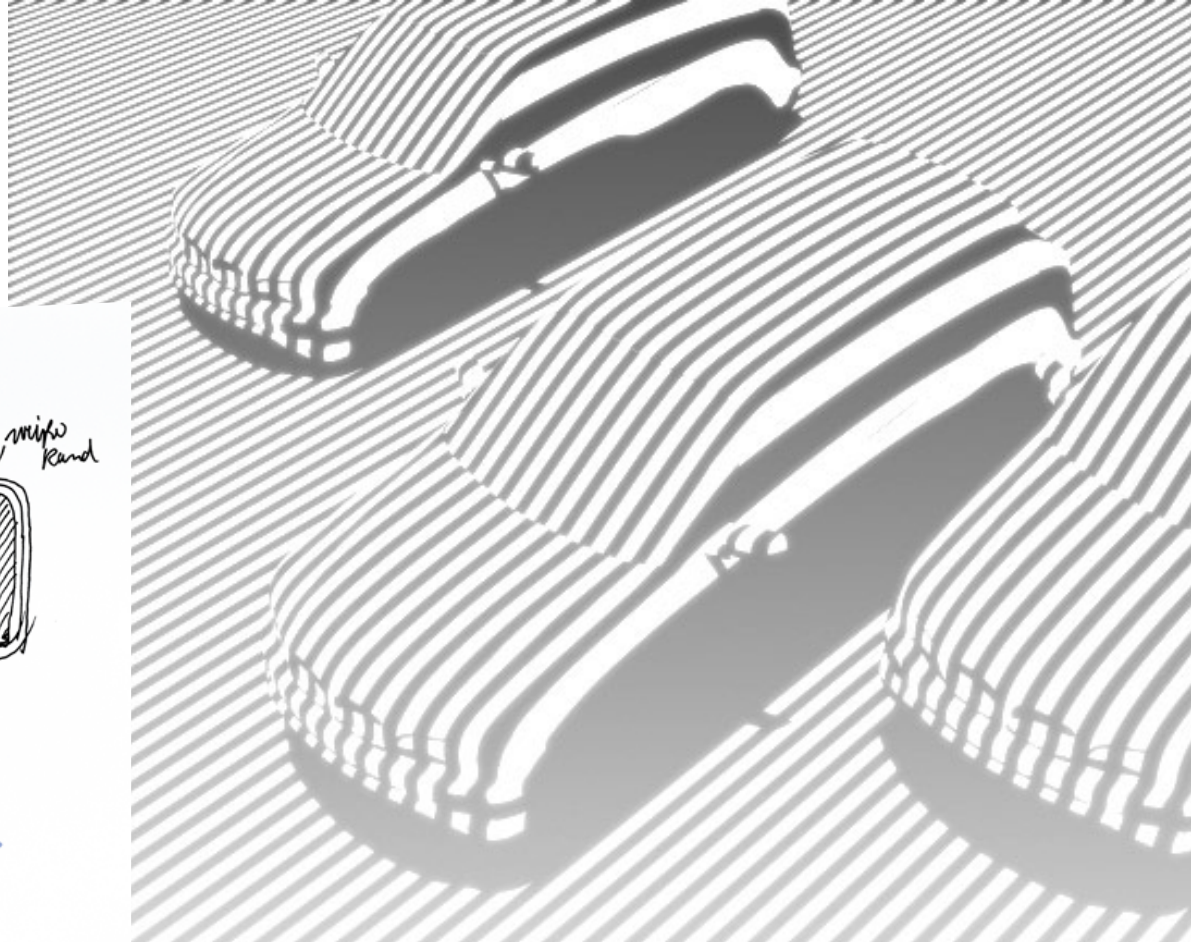
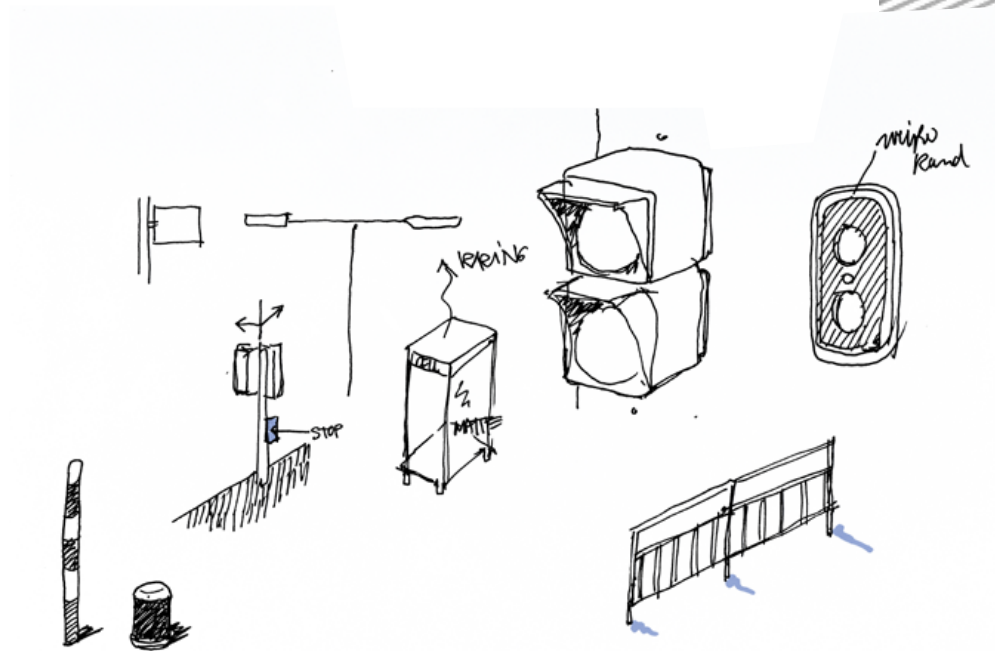
kwik\*  
FOYO

**JAKOB LEHR**  
**DIPL.DES.**

**MOTION** GRAPHICS  
AND ILLUSTRATION  
**BIG SCREEN**  
**MEDIA** PIECES  
**MOBILE** AND  
SMALL SCREEN  
**UNFORESEEN**  
**AND** EXPERIMENTAL

This is a small slice of my extensive portfolio: There is much more to discover.  
Let me help you do your work by calling me at +49 151 22 34 33 57,  
or send a mail to [jakob@myhd.org](mailto:jakob@myhd.org).





● **Motion Graphics and Illustration**

**BMW Museum Munich | Media Wall**  
concept, 3D modeling, motion graphics  
ART+COM for BMW AG

Concept animations for large-area, custom-built Media Facade at redesigned BMW Museum in Munich, Germany, which reopened in 2008. Cinema 4D, After Effects, Final Cut. 2006–2007.

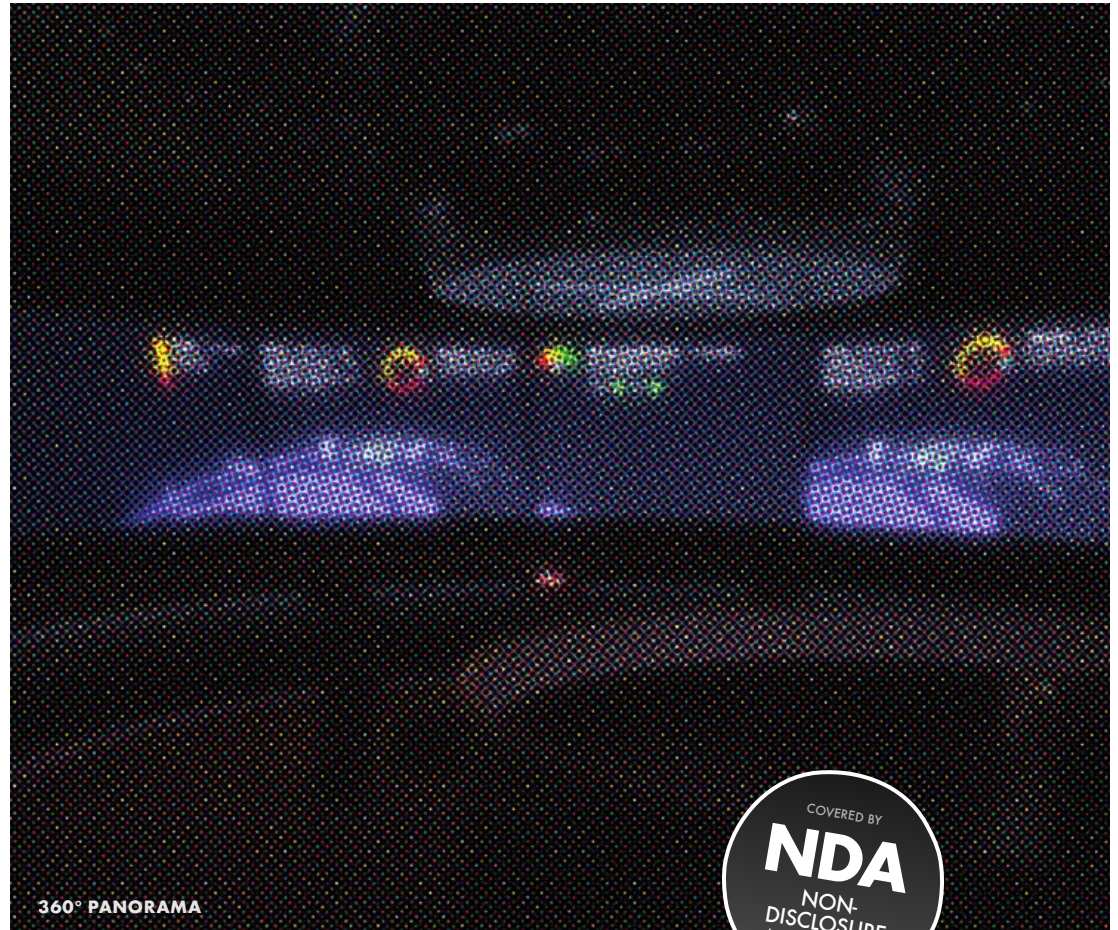
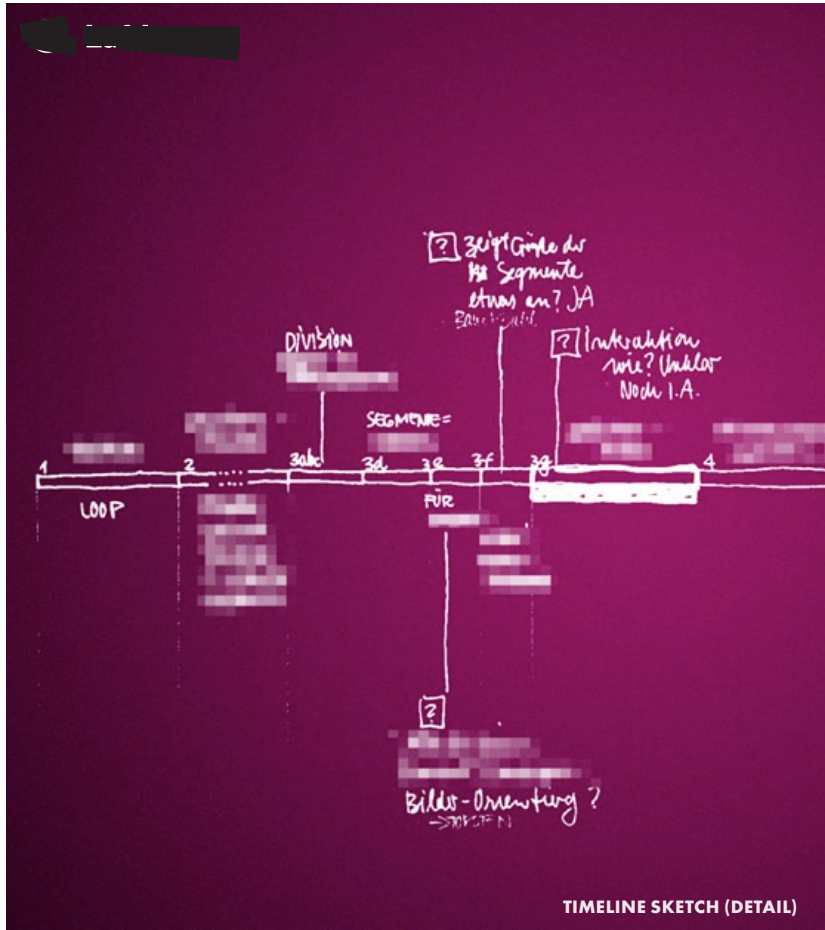


● **Motion Graphics and Illustration**

**Asja & Ben | Cartoon Series**

idea & concept, design, animation  
private project

Have we met before? Ben and Asja are going to the disco, and having a chat. An animated mini series. Shown above: Stills from the opening sequence. Illustrator & After Effects. 2008 – 2009.



## ● Big Screen Media Pieces

Brand Academy, Tower 360

Art Direction, Motion Graphics

Art Direction and animation concept for 360-degree interactive movie. It runs ten minutes, won a 2009 iF communication design award, and is part of Brand Academy, located near The Venue opened doors in spring 2009.



● **Big Screen Media Pieces**

**documenta mobil**

interaction concept, UI design, production  
kassel tourist

Seamless eleven-meter media table with touch UI. It features historical information on Kassel's renowned contemporary art exhibition "documenta". The exhibition is housed in a custom-built truck, which toured Germany in the summer of 2004.

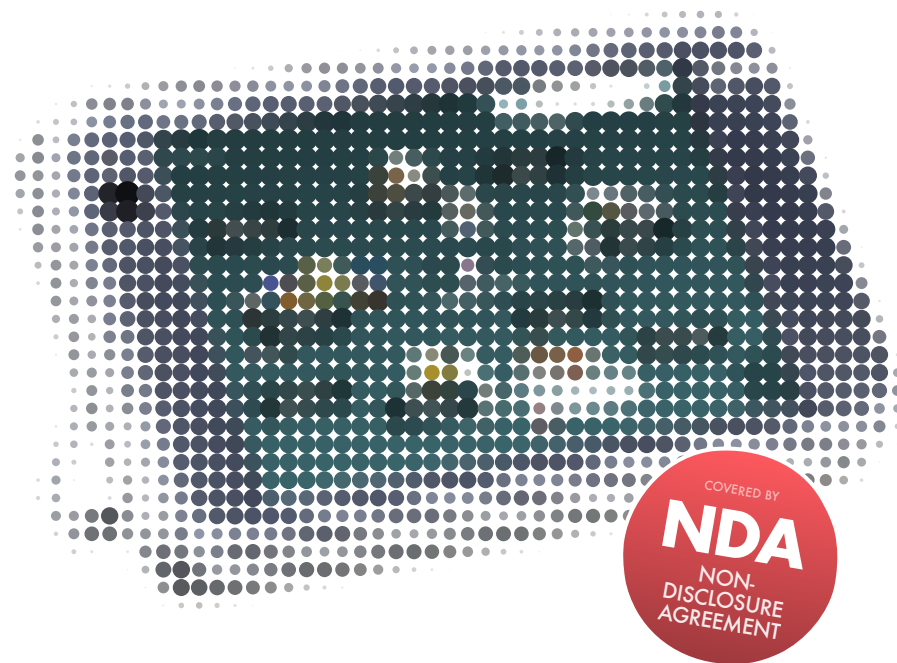


● **Big Screen Media Pieces**

**floating.numbers**

concept, UI design, production  
Jewish Museum Berlin

Media table installation, centerpiece for the exhibition "10+5=God. The Power of Signs" at Jewish Museum in Berlin. By touching, visitors pick numbers floating on the nine-by-two meter table. Selected numbers reveal their meaning in religion, numerology and pop culture. 2004.



- **Mobile and Small Screen**

- **NOKIA Navigation Prototype**

- application concept, GUI, code team continuity  
FJORD Berlin for NOKIA

Concept and visual design for early-stage NOKIA navigation software prototypes. Developed for deployment on the NOKIA N810 Internet Tablet. Functional software prototype. This project is covered by a non-disclosure agreement which makes me pixelate everything. 2007.

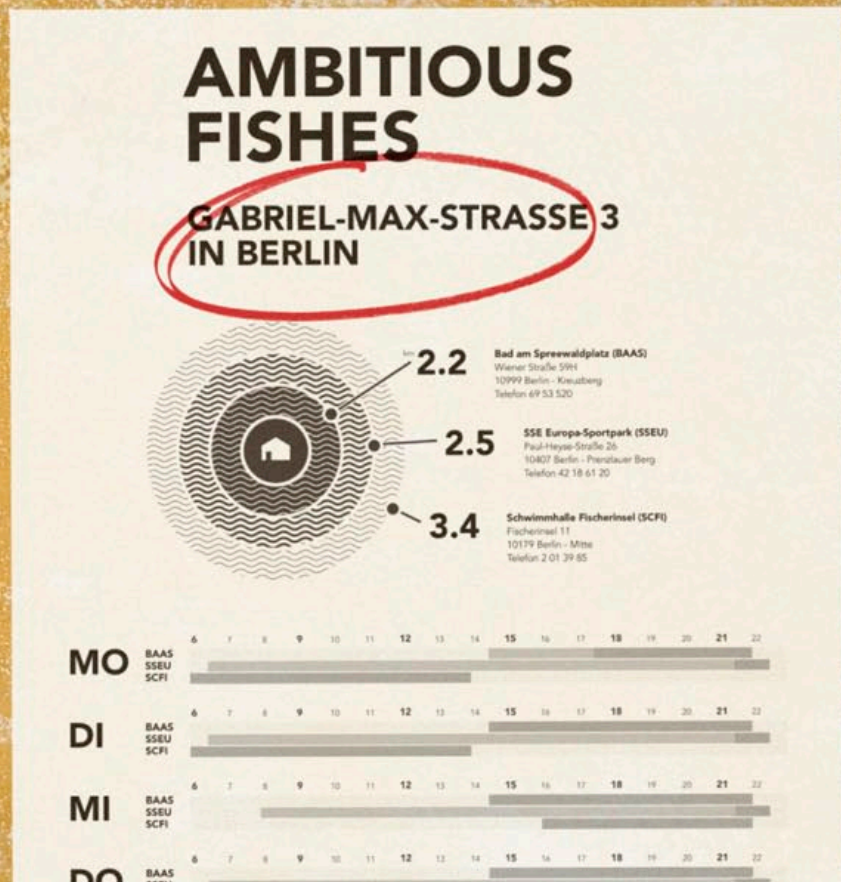
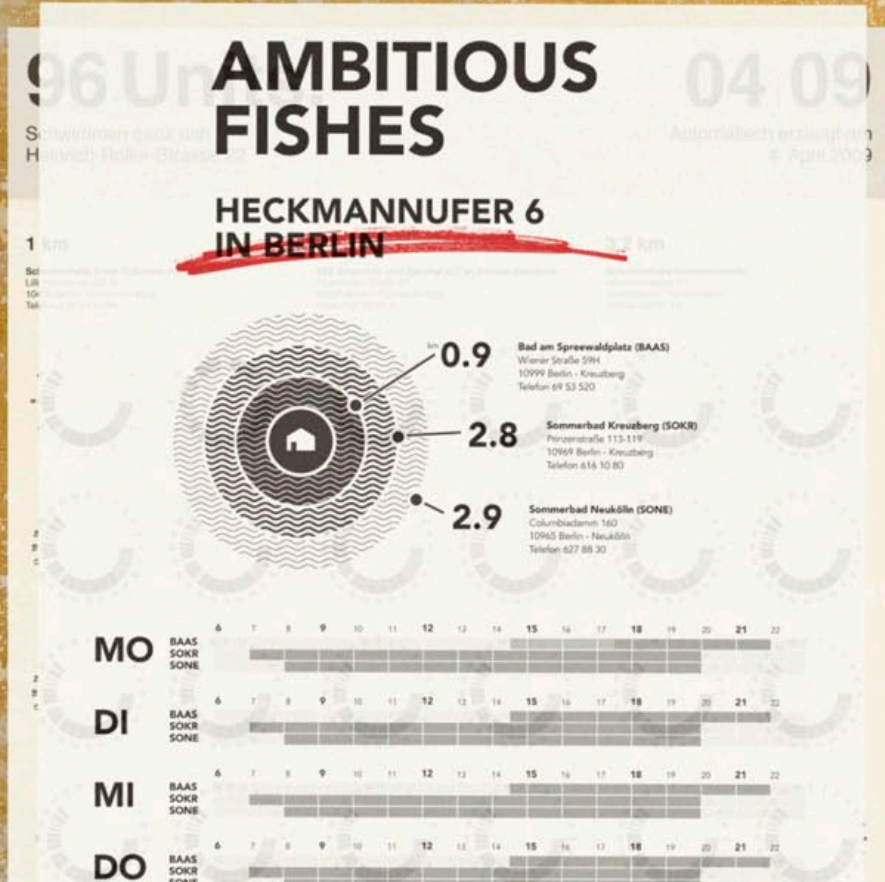




#### ● Unforeseen and Experimental

**Tennisfreunde Berlin eV | Friends of Tennis, Reg. Assoc.**  
concept and launch, event planning, design  
private project

We are invading unusual places for Nintendo Wii Tennis tournaments – using a real, duct-taped-on court and a two-way projection. The result is a) fun and b) the "Association for the Examination of Video Games as Public Event". Coop with Patrick Kochlik and Dennis Paul. 2007-2010.



● **Unforeseen and Experimental**

**Ambitious Fishes | Location-aware Poster**

concept, coding, design  
private project

Ambitious Fishes is a sports-related service which auto-generates personal posters. A complex algorithm compiles weekly bath opening times for an individual's home address. Three baths in close proximity go into a custom-printed, decorative wall poster. 2010.

Thanks for your attention.  
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