

CV FOR CHRISTIAN LEIFELT

Personal data:

Born in Copenhagen the 4. November 1970
Living in Frederiksberg with his daughter Flora and his girlfriend Maria
Studio based in Vesterbro, Copenhagen and on location

Christian Leifelt is a Graphic Designer mDD and Artist.

Specialized in concept development, visual identity and cross-disciplinary projects.

Short summary:

Christian Leifelt is an experienced Graphic Designer mDD with a strategic, cross-disciplinary and conceptually fundated focus. He is specialized in development of visual identity - from initial concept to final expression.

As a former employed at the design company Kontrapunkt he has created visual identities (including logos, identity concepts, design programmes, websites, a.o.) for a range of larger public and private organisations and companies from Denmark and abroad, has participated in collaborative design- and innovation projects with a.o. Bruce Mau Design (Canada), won international design competitions for clients such as UNHCR and Microsoft, created identity and webdesign for Denmarks official internet representative (www.denmark.dk) as well as the former identity for Kontrapunkt itself.

As a partner in the cross-disciplinary art group van Gogh, Christian has developed largescale innovation projects about the future of the music library, created visionary, conceptbased exhibitions and experimental, interactive publications on the border between art and communication.

Christian has a hughe professional network and is used to work in cross-disciplinary collaborations with other designers, academics, architects, developers, artists, and other people - as both project teams and in client relations.

Christian is educated at the Danish Design School, Institute for Visual Communication (DKDS) and is a member of Danish Designers, Designers Of Today (DOT) and New Media Forum.

Education:

1994-99: Institute for Visual Communication, Denmark's School of Design, Copenhagen.

Final thesis is a combined design vision / book project called "Presence - a Vision for the Future of Design". A philosophical study of the boundaries between form and interface and visualization of dynamic elements, with the purpose of developing a new expression of design.

Internship at the design company Kontrapunkt where he, among other projects, participated in the development of Kontrapunkts proposal for The Danish Pavilion, Expo 2000 in Hannover and made the design concept for an interactive exhibition for the 150 years anniversary for The Danish Railways.

Chosen by the design school to participate in the international workshop/symposium "Mythological Europe Revisited" - arranged by Arnhem Institute for the Arts, held in Italy.

Participated in the development of a workshop/series of lectures about holistic design for the 21. Century.

1988-1989: Fulltime studies at Ulrik Hoff's School of Drawing and Painting

1986-1988: Grammar school at Rungsted Gymnasium

1976-1986: Primary school at Holmegaardsskolen, Kokkedal

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- Occupation:** **Now:** Starting up design studio in Vesterbro. Making projects in different collaborations.
- Inferno:** **Founder** of the company Christian Leifelt Design / Inferno (1996) which functions as a platform for project-based collaborations and client-work.
- Clients include:** Svenska Filminstitutet, Copenhagen X (urban exhibition), Energinet.dk (energy company), UBST (Danish University and Property Agency), Workshopscenen (network-organisation under The Danish Ministry of Culture), University of Copenhagen, SFI (The Danish National Institute of Social Research), DR (Danish Broadcast Corporation), SPOR-festival, Kontrapunkt (design company), 1508 (design company), CNTXT (Innovation company), Borgen (publishing house), Odense Music Library, Afsnit P (online gallery for visual poetry), 3-logic (internet consultancy), Refsvindinge (independent brewery), Luxo (lightning manufacturer), Baghusteatret, Kassandra Wellendorf (video artist), Bjarne vHH Solbjerg (installation artist), a.o.
- Collab. projects with:** Christian Yde Frostholt (writer / founder of Afsnit P), Morten Søndergaard (writer / poet), Michael Madsen (founder of Sound/Gallery, Gallery Tusk), Jannick Kirk Sørensen (interaction designer / radiojournalist), Hans Sydow (composer), a.o.
- van Gogh:** **Partner** in the danish art group van Gogh. Created the visual identity for the group and has participated in all van Gogh projects since 1997 as both artist, editor/curator and designer.
- van Gogh projects:** *van Gogh #7: Publikum (Audience)*
van Gogh #6: Public Service (Vision for Odense Music Library). 2004-(2007)
van Gogh #5: Solgt (Sold), art project for Charlottenborg Curated Fall Exhibition, 2001
van Gogh #4: Forgængelighed (Decay), art project / cd-rom release, 2000
van Gogh #3 cd-rom magazine for sound art, 1997
- (van Gogh is a cross-disciplinary art group that makes artistic investigations on different phenomenias through digital publications, exhibitions and unexpected co-operations on the border between art and communication) www.soundart.dk*
- 1508:** **Temporary employment** at the design company 1508. *Responsible for Visual Identity activities at 1508 as Art Director and Graphic Designer, feb-may 2008.*
- 1508 projects:** *Vision concept and visual identity for CO3 - proposal for The Danish Pavilion, Expo 2010, Shanghai (as part of a consortium with Cebra, Kragh & Berglund, Alexandra Institute, Die Asta Experience). Visual identity for Dansk Erhverv (concept, 5. element, guidelines, etc.). Logo, design concept for "Campus" - Learning Management System.*
- Kontrapunkt A/S:** **Fulltime employment** as a Graphic Designer at the design company Kontrapunkt A/S / Kim Meyer Andersen and Bo Linnemann (2000-2005). *Christians field of work at Kontrapunkt was development of visual identity, design concepts and cross disciplinary projects for public and private organizations and companies*
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from Denmark and abroad.

(Kontrapunkt A/S is a multi-disciplinary design company and is one of the leading design companies of its kind in Scandinavia) www.kontrapunkt.com

- Important projects:** Logo/design-concept for Microsoft Dynamics, "Child Inc.", development of design vision and identity for the international architecture exhibition "Too Perfect", identity and webdesign for the official danish website www.denmark.dk, redesign of the Kontrapunkt identity and website, development of the "Fly" icon-universe for TDC, development of identity and user interface for the knowledge management system "Scenario" for DR, identity for The Danish Ministry of Defence, The Danish Investment Fund, The Danish Chambre of Commerce, The Danish Cultural Heritage Agency, Børsbygningen, Fænø (private nature island), Danish Road Directorate, Solstrøm (solar energy organisation) and more.
- Clients include:** UNHCR, The Royal Danish Ministry of Foreign Affairs, Danish Architecture Center, The Danish Ministry of Culture, CBS (Copenhagen Business School), Danske Bank, Lego, DR (Danish Broadcast Corporation), Nordisk Film, DSB (Danish railways), Egmont, Danida, Danish Road Directorate, Coloplast, Ramböll, a.o.
- 3-logic:** **Freelance** webdesign at 3-logic A/S (1996-1999). *Clients include: Damgaard Data, Mandag Morgen, Kunde & co, ITE, Novo, Louis Poulsen, Peter Nordin, a.o.*
(3-logic is an internet consultancy and production house - the company is now a part of Valtech).
- Deadline Games:** **Short** stay at Deadline Games (1999). *Art direction for the final love-act in "Englen", part of the "Crosstown"-trilogy.*
- Kontrapunkt A/S:** **Internship** and freelance design at Kontrapunkt A/S (1998-2000).
- rt-4:** **Fulltime employment** at rt-4 (*major danish advertising agency*) - as Art Director Assistant for Pia Darfeldt, Head of Creative Department (1990-1994). *Work including: emballage design, development of campaigns, brochure design, tv commercials, a.o.*
- Henning Dalhof:** **Fulltime employment** at Henning Dalhof's Studio (1989-1990). *Illustration, art work and graphic design.*
- Sport & Kultur:** **Freelance illustrative work** at Hørsholmbladet Sport & Kultur (1987-1989) (*weekly, local newspaper*)
- 1986-now: **Experiments** with electronic music and sounds in different collaborations and contexts.

Presentations:

"Vision for the Future of the Music Library", co-speaker (with van Gogh) at a conference at Aarhus Library, 2006

"Vision meets reality", discussant with Rasmus Bech Hansen at a live-debate programme about the architecture-vision "Too Perfect", Kunstmagasinet P2, 2005

"Child Inc.", presentation of Kontrapunkts contribution for the architecture-vision "Too Perfect", press-conference at DAC, 2004

"Identity on the internet", guest speaker, Center for Media Science, South Danish University, Kolding, 2004

"Visions for the Future of the Music Library", co-speaker (with van Gogh) at a seminar for librarians about mediation of experiences, Odense, 2004

"Buildings as Logo's", ("Bygninger som vartegn") speaker at a workshop at Odense Music Library, 2004

"Identity Design", co-speaker with Christian Madsbjerg, Den Grafiske Højskole, 2003

"Design argumentation", co-speaker/discussant with Thomas Sehested at workshop, Denmark's School of Design, 2003

"From idea to visual expression: How should Denmark look on a screen?", guest speaker, Center for Media Science, South Danish University, Odense, 2002

"Media convergence" - about sound, interaction and visual design in new media, guest speaker at workshop, Interactive Institute, Malmö, 2001

Exhibitions:

The 11. International Architecture Biennale. Represented with the vision project "CO3" at the Danish Pavilion. In collaboration with the rest of the 1508-team, Cebra, Rambøll, Kragh & Berglund, Alexandra Instituttet and Die Asta Experience. Venice, 2008

SPOR - festival for contemporary music and soundart. Represented with the interactive scenography "van Gogh #7: Publikum". (in collaboration with the rest of van Gogh). Århus, 2007

"Ord" - exhibition about visual literature, Literaturhaus. Represented with the graphic music video "Dada3+" (in collaboration with the composer Hans Sydow). Copenhagen, 2006

The Danish Architecture Center (DAC). Represented with the design- and architecture vision "Child Inc." for the exhibition "Too Perfect - Seven New Denmarks". In collaboration with the rest of the Kontrapunkt team, Bruce Mau Design and Plot. Copenhagen, 2004-2005

The 9. International Architecture Biennale. Represented with the design- and architecture vision "Child Inc." for the exhibition "Too Perfect - Seven New Denmarks". In collaboration with the rest of the Kontrapunkt team, Bruce Mau Design and Plot. Venice, 2004

The Powerplant Contemporary Art Gallery. Represented at **"Superdanish"** with the design- and architecture vision "Child Inc." for the exhibition "Too Perfect - Seven New Denmarks". In collaboration with the rest of the Kontrapunkt team, Bruce Mau Design and Plot. Toronto, Canada, 2004

The Nordic Embassy. Represented with the official danish website "www.Denmark.dk" (in collaboration with the rest of the Kontrapunkt team) as a part of an exhibition about national branding. Berlin, 2002

OffOff - cinema for experimental movie. Presentation of the art tv serial pilot "Black Screen" (in collaboration with Michael Madsen). Copenhagen, 2002

Charlottenborg Curated Fall Exhibition. Represented with "van Gogh#5: Sold". (in collaboration with the rest of van Gogh). Copenhagen, 2001.

"MIX02" - festival for experimental music. Represented with the graphic music video "Dada3+" (in collaboration with the composer Hans Sydow). Aarhus, 2002

Museum of Contemporary Art, Roskilde - Represented in the permanent collection with the projects "Dada3+", "van Gogh #3" and "van Gogh #4: Decay".

Roskilde Festival, Oval Scene. Represented with the graphic music video "Dada3+" (in collaboration with the composer Hans Sydow). Roskilde 2001

www.afsnitp.dk - forum for visual poetry. Represented with the web exhibition "Landscapes" (in collaboration with the poet Morten Søndergaard, Christian Yde Frostholm and the jazz/electonica composer Tommy Gee (aka Tournesol). 2001-

Electrohype 2000. Represented with the cd-rom art project "van Gogh#4: Transience" (in collaboration with the rest of van Gogh). Malmö, Sweden, 2000

"Mythological Europe Revisited" - workshop/conference. Represented with the installation "Sign System" - a location/situation-specific sign system that guides people to get lost. Borgo della Fratta, Italy, 1998

"Unikum" - curated exhibition for books in one copy. Represented with the book object "Everything speaks in another Language" (in collaboration with the poet Morten Søndergaard). Copenhagen, 1998

Contests won:

2005: Microsoft Dynamics - Designconcept and logo for product identity. (made for Kontrapunkt)

2004: Nordisk Film - Visual identity for Nordisk Film cinema's. (in collaboration with the rest of the Kontrapunkt team and Unit)

2003: Copenhagen Right Now - (proposal for visual identity, logo and design of dynamic info-wall as part of a spatial concept for Copenhagen Tourist Office. (in collaboration with the rest of the Kontrapunkt team)

2002: CBS (Copenhagen Business School) - visual identity. The proposal won, but was never implemented. (in collaboration with the rest of the Kontrapunkt team)

2002: UNHCR (United Nations High Commissioner for Refugees) - Annual reports and publications, (made for Kontrapunkt)

2002: Danida - Proposal for publications (in collaboration with the rest of the Kontrapunkt team)

2001: Denmark.dk - identity and webdesign for the official danish website (in collaboration with the rest of the Kontrapunkt team and Ementor)

2000: Logo and concept for **Eurovision Song Contest** (in collaboration with the rest of the Kontrapunkt team and 2GD)

Prizes won:

2005: The Danish e-trade prize - 1. prize for best solution in the category Leisure & Societies. www.spejdernet.dk (made for Kontrapunkt)

2002: Ideo-workshop - 1. prize for innovation-project about rethinking the elevator (in collaboration with the rest of the team)

Conferences/courses: TYPOBerlin (theme: Image), conference, Berlin, 2008
Typography and Nationality, Copenhagen, 2006
GraphicEurope, conference, Berlin, 2004
Human Factors, lecture, DDC, Copenhagen, 2003
Agora 2003, conference with John Maeda, LLD, Copenhagen, 2002
Doors of Perception#7 (theme: Flow), conference, Amsterdam, 2002
Idea generating, workshop with Ideo, Copenhagen 2002
The Design Complexity - Understanding Design Imagination after the Computer, workshop/conference, Ebeltoft, 2002
Space and Spatiality, masterclass, Sandbjerg Gods, 2001
Reboot, conference, Copenhagen, 2001
"CoDo", workshop, Interactive Institute, Malmö, 2001
Doors of Perception#6 (theme: Lightness), conference, Amsterdam 2000
Reboot, conference, Copenhagen, 2000
TYPOBerlin, conference, Berlin, 2000
Reboot, conference, Copenhagen, 1999
Reboot, conference, Copenhagen, 1998
TYPOBerlin (theme: Type is money), conference, Berlin, 1998
"Mythological Europe Revisited" - workshop/symposium, Italy, 1998
Icograda, conference, London, 1996