

Marcel Lunkwitz
Creative Direction &
Photography

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Halskestraße 33
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My office is an experienced art and design studio based in South Berlin. I assist my clients to transform their ideas through diligently crafted design with strategic thinking. I create identities, photography, books and conceptual fashion.

I do

I establish contemporary brand identities, commercials, conceptual fashion, photography, books and objects, packaging solutions and digitals for a diverse range from start-ups to global businesses. My style of design creates clear speech, which transform brands into powerful cross-cultural assets. I currently work with clients in Melbourne, Byron Bay, Los Angeles, Frankfurt, Berlin and Paris.

My Passion

Each project is passion for me, my skills and craftsmanship define my designs and strategies. I create a link between brands and clients and our living environment, managed by strategies, driven by design and a contemporary fashion-thinking. This allows me to focus on enduring and effective design solutions. I work in an explorative and intuitive way paired with strategic contemporary thinking. These contrasting approaches are reflected in my results.

Clients

Previously I have worked for Peugeot, Louie & Patrick, Bernhard Willhelm, Deutsche Börse, Möve, werkleitz, Wiener Silber Manufaktur, Gräfe und Unzer, Hoffman und Campe, Wolfgang Joop & Wunderkind, LOOKS by Wolfgang Joop, Annamariangelika, Deni Herzog.

Awards & Publications

My work has been exhibited in Munich, Halle, Seoul, Vienna and Berlin. My work has won awards, among other the Art Director's Club, Red Dot Award and IF Communication Award. I received various distinctions such as Winner of the European Fashion Award FASH 2009 & 2011. 2013 I were invited to be a jury member of the German design award. I am happy that my work is published in different international issues like VOQUE and others.

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References Institutions

Gräfe und Unzer,
Hoffman und Campe
Thalia Theater Halle
Theater Erlangen
Schirn Kunst Frankfurt
werkleitz
revolver magazin

References Company

Peugeot
Deutsche Bank Stiftung
Deutsche Börse Group
Munich RE
Möve
Uni Credit
Wiener Silber Manufactur

References Artistic Institutions

Annamariaangelika
Bernhard Willhelm
Denis Herzog
Stephan Schneider
Louie & Patrick
WUNDERKIND
Wolfgang Joop
LOOKS by Wolfgang Joop

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Born and raised near Berlin, I am a Berlin based Designer. After completing my training in different fields of Design and spending several years assisting leading Creatives Directors, Fashion Designer as well as Photographers. I studied at the Burg Giebichenstein College of Arts & Design. Since 2004, I have been working as a freelance Designer and Art Director in Berlin, and different countries.