

-
2024
CV
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MIKE JOHN O//O
-
EXECUTIVE
CREATIVE DIRECTOR
BRAND CONSULTANT
& VISUAL ARTIST
-



-
2024
CV
-

-
HELLO
-
NICE TO MEET YOU
-



— A FEW WORDS WHO I AM
AND HOW I WORK —

— HELLO —

— NICE TO MEET YOU —

Hello, I'm Mike.

A Hamburg and Berlin based Executive Creative Director, Designer, Creative Consultant and Visual Artist.

The focus of my work lies in the shared passion of art-driven, narrative experiences with cultural and technological input. Most of my work comes from collaborations with artists, developers and interdisciplinary creative teams and other inspiring minds from neuroscience, developers, data scientists, artists or film directors. I am always looking for the invisible story that needs to be told, how and where to tell it, and base my work on the methods of human-centered design, (pop)-cultural trends and targeted communication.

I believe in narrative brand experiences that turn people into fans and I want to change the way brands communicate: by putting people at the center of all communication.

My strength and passion lies in creating relevant, mostly digital brand experiences with a creative, technological and cultural driven approach in the field of XR, VR, Metaverse and Web 3.0.

No matter for which brand I am working, I believe that everybody should have it's own purpose, a north star to follow. Mine is to help forward thinking brands to change by creating culture driven narrative brand experiences or services that convert humans into brand fans.

My creative personality was shaped in the digital design boutique scene, advertising agencies and global consulting firms, where I learned to apply my skills interdisciplinarily. I like to work on a variety of thematic projects that stretch across disciplines, I am able to quickly adapt to the complex and ambiguous variables of a situation, identify insights and understand challenges to create a roadmap to a shared vision that generates value for the customer in alignment with ultimate creative and business goals. My work not only draws upon visual theories and user-centered research but also Data Visualisation, Cultural Analytics and fast changing cultural trends.

With more than 20 years of professional practice, I gained the experience and had the pleasure of building products, shaping brands and create narrative experiences for some of the boldest global clients. I worked for digital agencies such as razorfish, e7 and Interone, design boutiques such as Hi-ReS! and Artificial Rome, advertising agencies such as Philipp und Keuntje and ACNE and for creative consultancies such as Deloitte.

What I am:

I am a creative thinker, creative consultant, visual engineer, tech lover, visual artist, storyteller and brand shaper.

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A FEW WORDS WHO I AM
AND HOW I WORK
-

-
MY PURPOSE
-

„I HELP FORWARD THINKING BUSINESSES
TO STAY AHEAD OF CULTURE BY CREATING
ART- DRIVEN, NARRATIVE EXPERIENCES
THAT ATTRACT AND CONVERT HUMANS
INTO FANS“
-



—

A FEW WORDS WHO I AM AND HOW I WORK

—

WORK EXPERIENCE

- 2023-now

Artificial Rome

Partner / Executive Creative Director
- 2019-2023

ACNE / Deloitte Digital

Chief Creative Officer / Executive Creative Director
- 2018-now

Blackbeltmonkey Studio & Collective

Founder / Executive Creative Director
- 2014-2018

Philipp & Keuntje

Managing Director Digital / Executive Creative Director
- 2011-2014

Hi-ReS! London & Hamburg

Managing Director / Executive Creative Director
- 2008-2011

Blackbeltmonkey Studio

Founder / Executive Creative Director
- 2004-2008

Interone (BBDO)

Creative Director
- 2003-2004

Elephant Seven (Springer & Jacoby)

Art Director
- 2000-2003

Razorfish

Senior Designer

EDUCATION

- 1996-2000

University of Applied Design, FH Münster Design

Diplom Designer

LANGUAGES

- German, English, Italian

AWARDS

- over 200 international Awards such as Cannes Lions,
Art Directors Club, Effie, LIAA, D&AD, New York Festivals,
the One Show and many more

JUDGE & MEMBER OF

- eurobest Business Transformation Jury 2022

iF Design Communication Jury 2022

Creative Pool Rebel Jury 2022

Cannes Mobile Lions Jury 2017

Art Directors Club Digital Jury 2008 -2022

Cannes Cyber Lions Jury 2014

D&AD Digital Craft Jury 2009 & 2013

Deutscher Digital Award Jury 2008, 2009, 2014, 2017, 2020

Member of the Factory Berlin since 2020

Member of the D&AD since 2009

Member of the Art Directors Club since 2008

LECTURER

- 2011-2017 MSD, Münster School of Design (FH Münster Design)

2013 Brand Academy Hamburg.

2007-2009 Design Factory International in Hamburg

WHAT ELSE?

- I currently have no pets but a girlfriend and a teen son.

I make Art with a drawing bot. My favourite time of day is dusk and I truly believes that two wheels are better than four but prefer them to be motorised and from the 70s.

I try not to stereotype, ironically my favourite youth culture are mods and I am a Northern Soul & Punk lover. Well ...

SUMMARY

- While studying graphic design at the Münster School of Design, I started my professional career working as a freelance Designer at BBDO Interactive. I then worked as a Designer for razorfish in London and later in Hamburg, moved on as an Art Director for Springer and Jacobys' Digital Boutique e7 and become then a Creative Director for BBDO Interone. I joined Hi-ReS! In London and brought them to Hamburg and Berlin. I was a Creative Managing Director at Philipp und Keuntje and left it as a independent Executive Creative Director, designer, artist and digital consultant to found the creative collective BlackBeltMonkey. In 2019 I joined Deloitte Digital as a Chief Creative Officer for all german based Studios. Since 2020 I integrated and launched the new acquired ACNE Brand as Part of Deloitte, transforming it into a creative consultancy.

- No matter for which brand I am working, I believe that everybody should have it's own purpose, a north star to follow. Mine is to help forward thinking clients to stay ahead of culture by creating art-driven narrative experiences that convert and transform humans into brand fans.



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A FEW WORDS WHO I AM
AND HOW I WORK
-

I aim to create relevant ideas for brands and humans with a cultural impact. Ideas that make a difference and which matter.

IDEAS

STORIES

I want to create more than „just“ stories but Narrative Experiences that become the stories of those I am telling them to.

I first start with developing the shared passion of the brand's purpose, the human drive and cultural trends. The Result are Brand Experiences that convert Humans into Fans.

EXPERIENCES

PRODUCTS

Elevating the Experience of a Brand often comes from great digital driven services and products. I always try to innovate a brand through new digital products.



—
STAYING AHEAD
OF CULTURE
—

Change like never before. Never in the history of mankind has there been more change in ever shorter cycles. Due to our extremely high degree of networking and mutually dependent innovations, we are seeing changes on an unprecedented scale. Whether economic, political or in terms of dimensions such as inclusiveness, diversity and equal opportunities, no time has held more change in store.

Humanity is more political than ever. And they fight: Digital and analog as well. Young and old. It positions itself, it reacts to changes and it takes to the streets. The great concerns of humanity are also issues for which people are burning or for which they want to take a stand. And even the Corona Pandemic is only a symbol for a larger question:

How do you manage brands in a world of constant change?

By finding the right passion point between brands, humans and culture.



— I BASE MY WORK ON THE
METHODOLOGIES
OF HUMAN-CENTERED DESIGN, CULTURAL
TRENDS AND PURPOSE DRIVEN
COMMUNICATION.

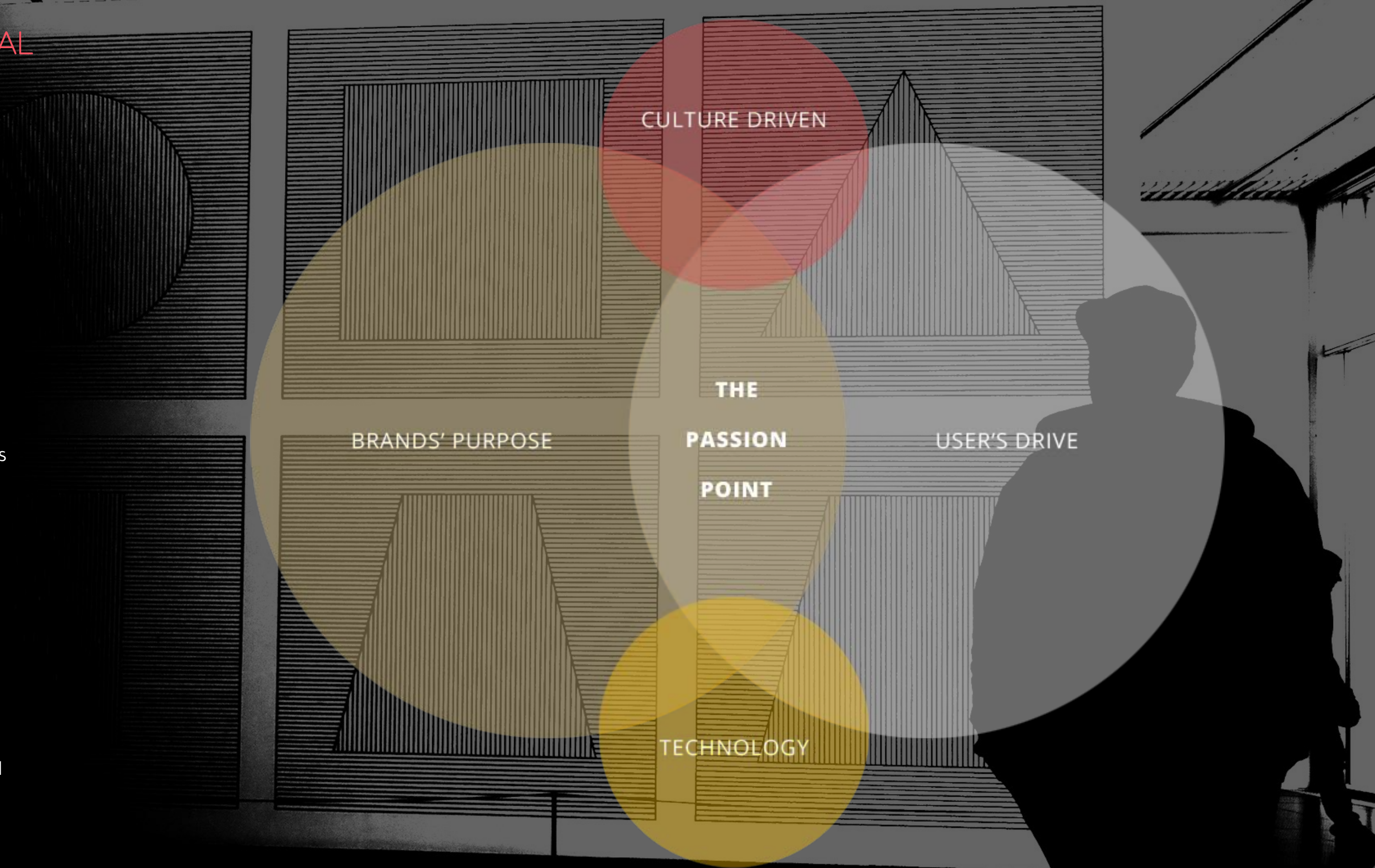
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With the triad of the brand's **purpose** (i.e. "Why does my brand exist in this world"), what drives humans/audiences, and what's culturally relevant, I use the "Passion Point": a shared passion that works authentically between brand, society and people.

If I develop a narrative out of an insight or a problem which connects my brand and my product with current developments in society, and can communicate this in a way that matters.
This is what I call "**Culture Driven Narrative Experiences**".

A "narrative experience" means to create an experience that has a lasting impression on humans. It is about creating an environment for (brand) stories that become the story of those we're telling it to. I try to offer people (on behalf of the brand) an experience that solves their problems, triggers them emotionally or simply becomes a valuable experience.

This leads you to spot gaps in the market and drive innovation, as well as to develop a better understanding of your target group and their mindsets based on a social and cultural impulse.



- PLAYGROUNDS
-

Behance Collective

XH Collective

ADC / D&AD

Art

**Narrative
Experiences**

Web3

**Virtual &
Mixed Reality**

**Interactive
Storytelling**

Games

**Brandet Content
Director**



- MY WORK
CASES

-

-

SELECTED CASES

-

I CREATE ART- DRIVEN,
NARRATIVE EXPERIENCES
THAT CONVERT HUMANS
INTO FANS

-



-
CASE
DIESEL
VERT PHYGITAL
EXPERIENCE
-



CASE DIESEL VERT PHYGITAL EXPERIENCE

A NARRATIVE BRAND EXPERIENCE

Diesel ventures into the metaverse with its new VERT Watch collection. Developed by Glenn Martens, VERT is the first Diesel Watch born in Virtual Reality, by using new Forms of 3D concepting in the Design Process. Each Diesel Vert Watch ensured access to a limited edition NFT evolving over time. NFT owners were also granted a premium experience in the Vert Metamorph Experience, with special character skins and enhanced gameplay.

Purchasers will receive a code through which they can register for a corresponding NFT (nonfungible token). The NFT evolved or "metamorphosized" through three stages to become an avatar (known as an A:VERT:AR) which was then minted. Participation in the virtual experience is not exclusive to watch owners. Individuals who haven't purchased a watch will receive a basic avatar to engage in the gameplay. Visitors from around the globe gathered in a Metaverse online environment and collaborated in a series of quests in order to access the final unveiling of the Watch. The virtual world is shaped by VERT design details with breathtaking scenery and a sprawling environment where visitors will move through various challenges with their A:VERT:AR (avatar) to reactivate time in a fictional land where time has stopped.



CASE
DIESEL
VERT PHYGITAL
EXPERIENCE



-
CASE
PRINGLES
AR YOU READY ?!
AR CAMPAIGN
-

-
AWARDS
-

ADC Art Directors Club 2x Silver
Webby Awards Bronze



- CASE
PRINGLES
AR YOU READY ?!
AR CAMPAIGN

Scan.
Kick.
Collect.



TM, ® © 2022 KELLOGG Europe Trading Limited

AUGMENTED REALITY EXPERIENCE

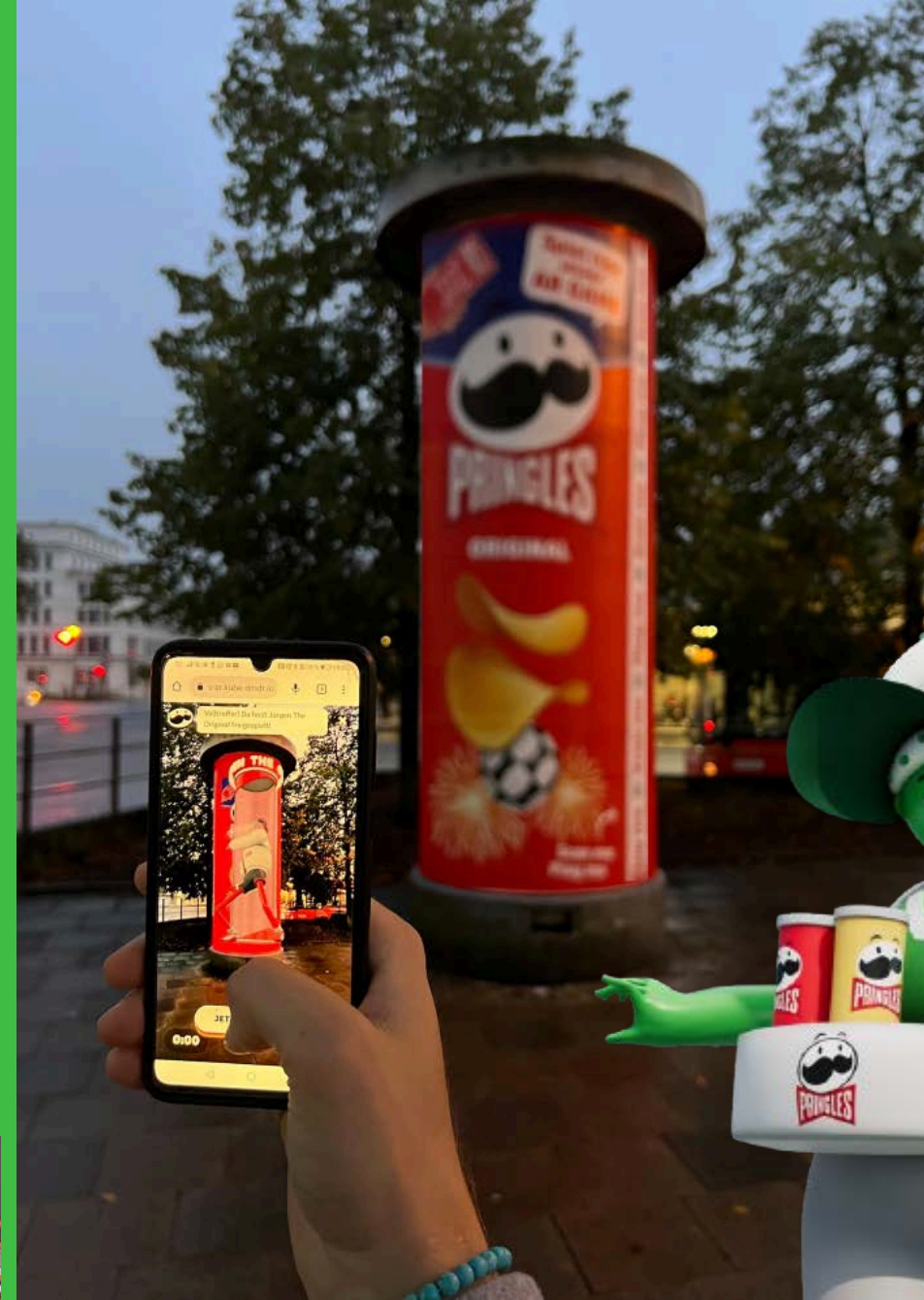
„AR you ready?“ is the name of the new digital AR based campaign that was created for the snacking brand Pringles® on the German market. We used Augmented Reality technology to turn each Pringles® packaging into a mini gaming console.

The democratization of the brand experience: Anyone with a smartphone can play along. That's not only innovative, but also courageous. Gamers are given what they love most - a game! But also, all other snacking and especially soccer lovers can look forward to an exciting game.

The mechanics: Scan the can or the QR code on the can with your smartphone and off you go: digital goal wall shooting on each can, - it's a soccer game in which the user has to unleash six newly created 3D characters - analogous to the six most popular flavors.



-
CASE
PRINGLES
AR YOU READY ?!
AR CAMPAIGN
-



CAMPAIGN & RAFFLE

Anyone who unleashes one AR Collectible will have the chance to win it in a specially produced red gift box for real as a 15 centimeters high collectible.

Over the period of the campaign (Q4 2022) once per week there will be 1 of a total of 72, 3D printed characters to be won among the registered users who have unleashed the AR Characters inside the game.

CASE
RIMOWA
ELECTRONIC TAG

AWARDS

- Cannes Lions Mobile Silver
- Cannes Lions Mobile Bronze
- Cannes Lions Cyber Silver
- The One Show Gold
- The One Show Bronze
- LIAA Grand Prix
- LIAA 3x Gold
- Effie Silver
- ADC Art Directors Club Gold
- ADC Art Directors Club Silver
- Deutscher Digital Award Silver
- Lovies Awards Bronze



CASE
RIMOWA
ELECTRONIC TAG



PRODUCT DEVELOPMENT & CAMPAIGN

When asked about the future of travel, RIMOWA's response was both new and groundbreaking, introducing the first fully-integrated digital suitcase: RIMOWA Electronic Tag. A technology that will redefine travel.

Using this new technology, travellers will be able to check-in their luggage from home using their smartphone and drop it off at the airport in seconds - without all the stress and time pressure. RIMOWA's use of technology is directly integrated into select RIMOWA suitcases.

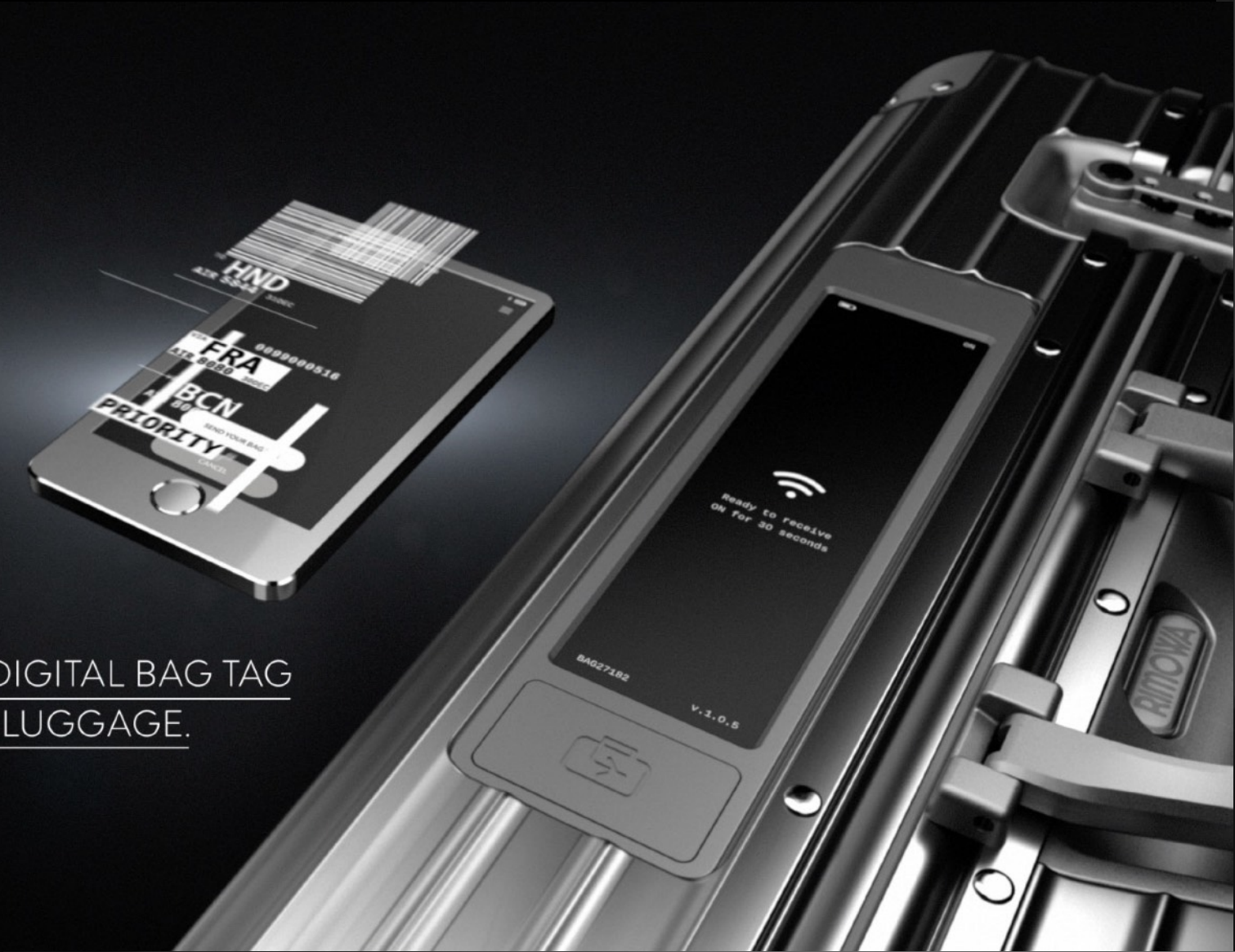
The RIMOWA Electronic Tag replaces the usual paper label with a digital data module to which the airline's luggage data is transmitted. Travel means freedom. With RIMOWA Electronic Tag you will enjoy even greater freedom. Check-in your luggage from home, the hotel or on the go - it's your trip and your decision.

The innovative link between suitcase and smartphone makes this possible.



- CASE
RIMOWA
ELECTRONIC TAG
-

SEND YOUR DIGITAL BAG TAG
TO YOUR LUGGAGE.



»IT MAKES CHECKING YOUR BAG A BREEZE,
SAVING LOADS OF TIME.«

WIRED

CASE
SUSE IPO EXPERIENCE

AWARDS

iF Design Gold
iF Design Finalist
ADC Art Directors Club Shortlist



CASE SUSE IPO EXPERIENCE

PROJECTION MAPPING

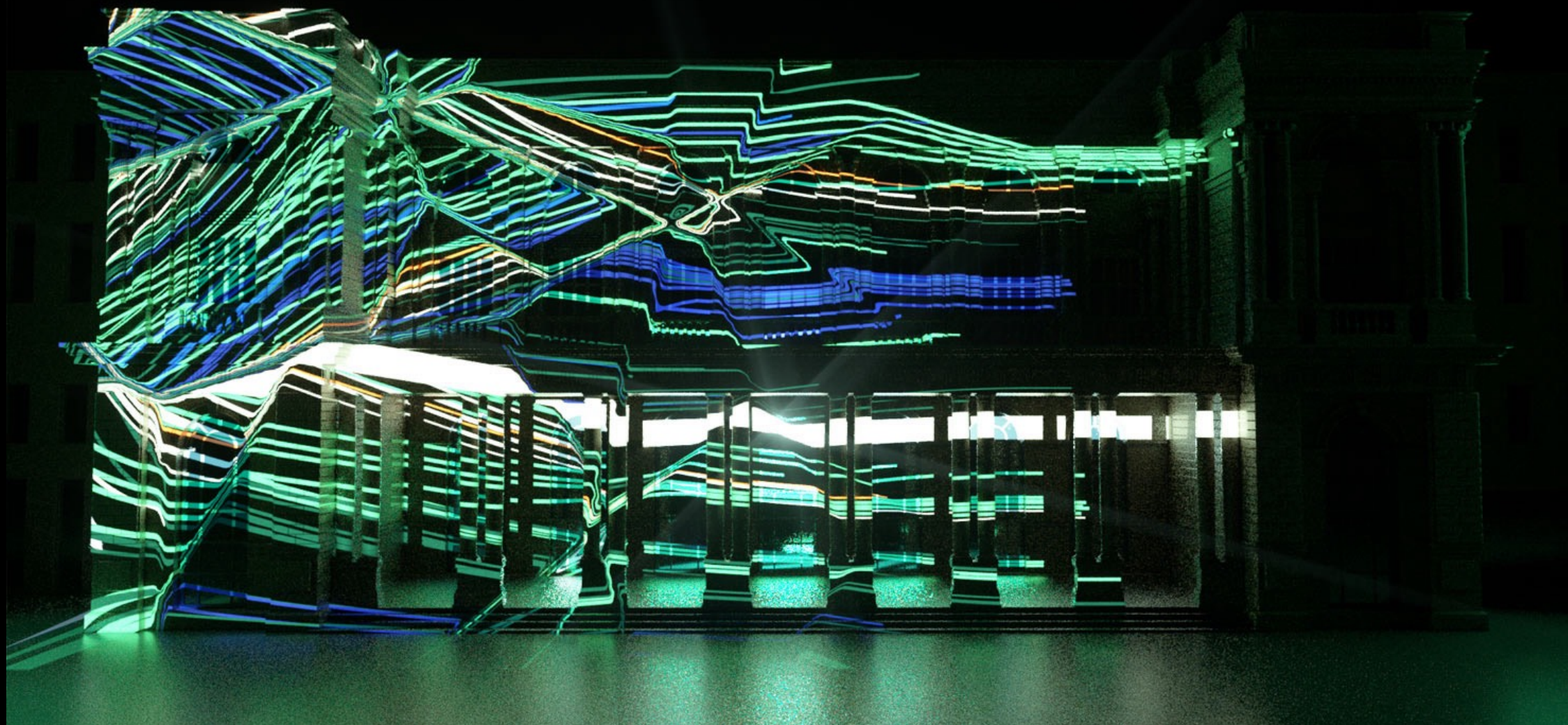
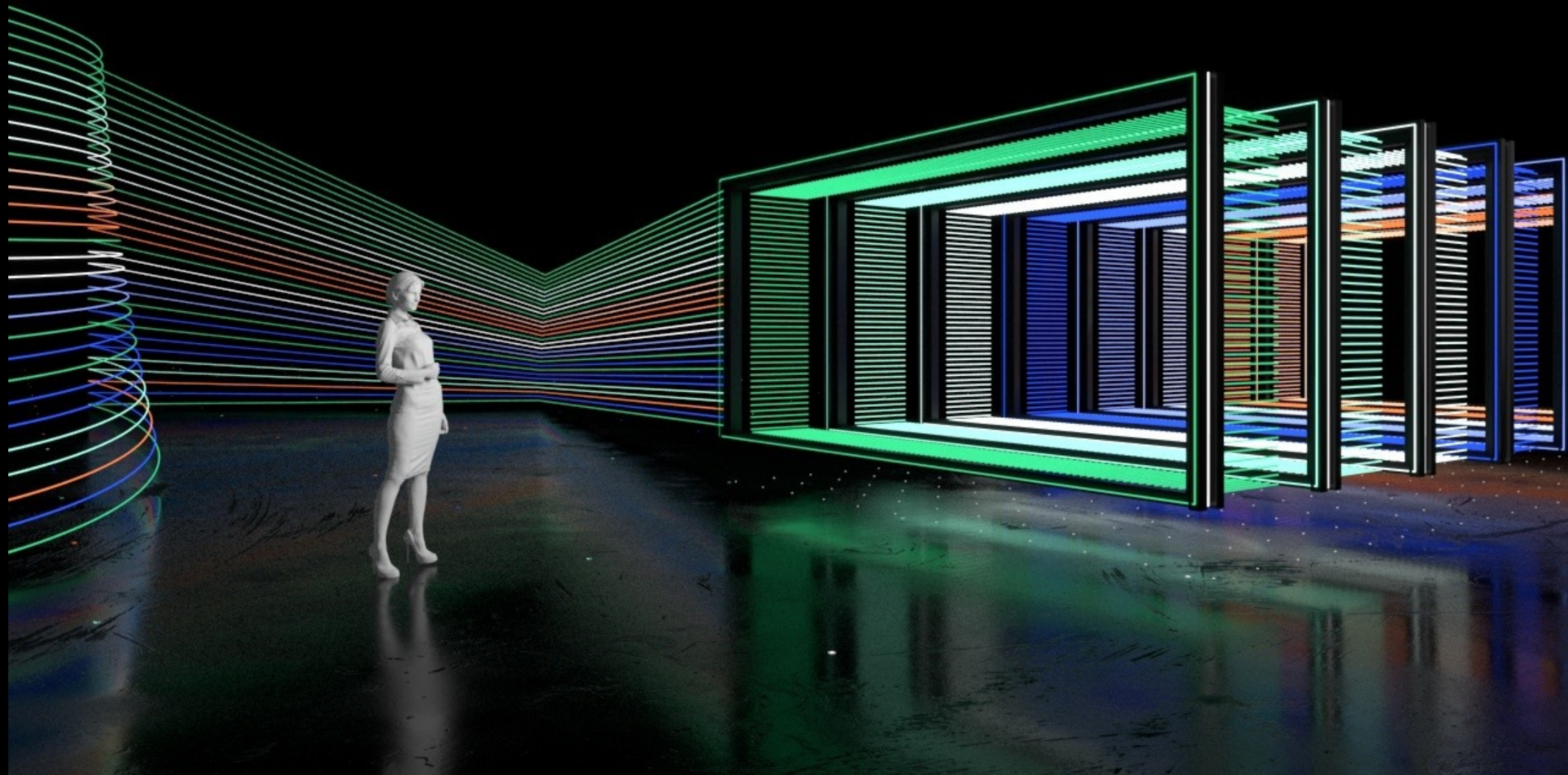
For SUSE's IPO announcement, we developed a virtual projection takeover of the Deutsche Börse Façade and a 20 minutes long XR Keynote Format.

As a result of the COVID-19 pandemic and related travel restrictions, Melissa Di Donato, SUSE's CEO and SUSE employees couldn't be physically onsite to celebrate SUSE's IPO on the trading floor of the Deutsche Börse. To reinvented the entire Listing Experience, SUSE approached me to develop an innovative solution and share this special moment with the world - the SUSE way.

We first developed a virtual projection takeover on the Façade of the Deutsche Börse in Frankfurt to create a Teaser Video on social media to raise awareness for the IPO.



CASE
SUSE IPO EXPERIENCE



—
CASE
SENNHEISER
RESHAPING EXCELLENCE
EXPERIENCE
—

—
AWARDS
—

DDC Deutscher Multimedia Award Gold
ADC Art Directors Club Bronze
ADC Art Directors Club Bronze
ADC Art Directors Club Bronze
ADC Art Directors Club Bronze
ADC Art Directors Club Finalist
FWA Peoples Choice
FWA Best of Year
Adobe Cutting Edge Award
Awwwards Site of the month
FWA Site of the month
FWA Site of the day

—
CASE
SENNHEISER
RESHAPING EXCELLENCE
EXPERIENCE
—

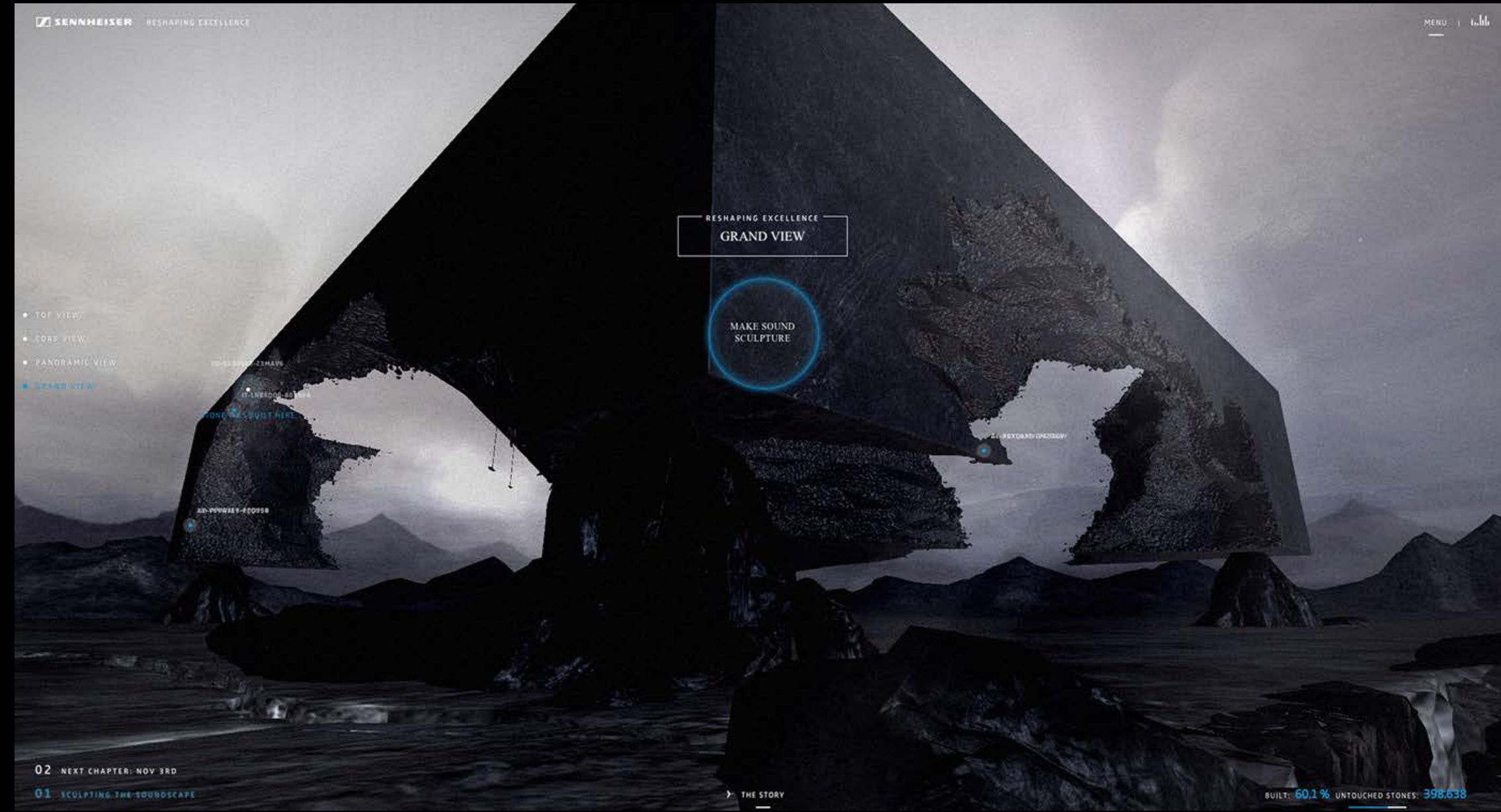
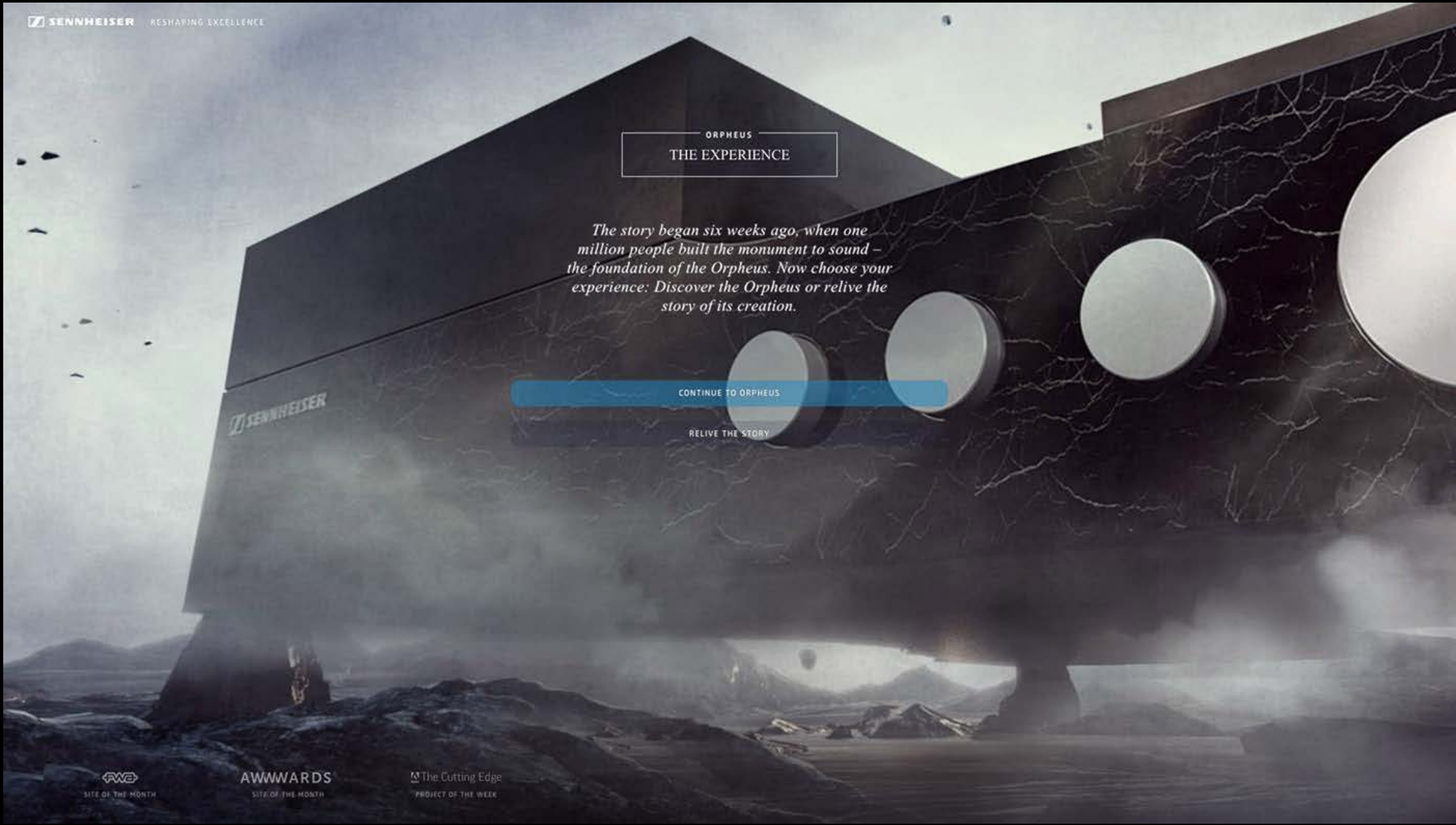
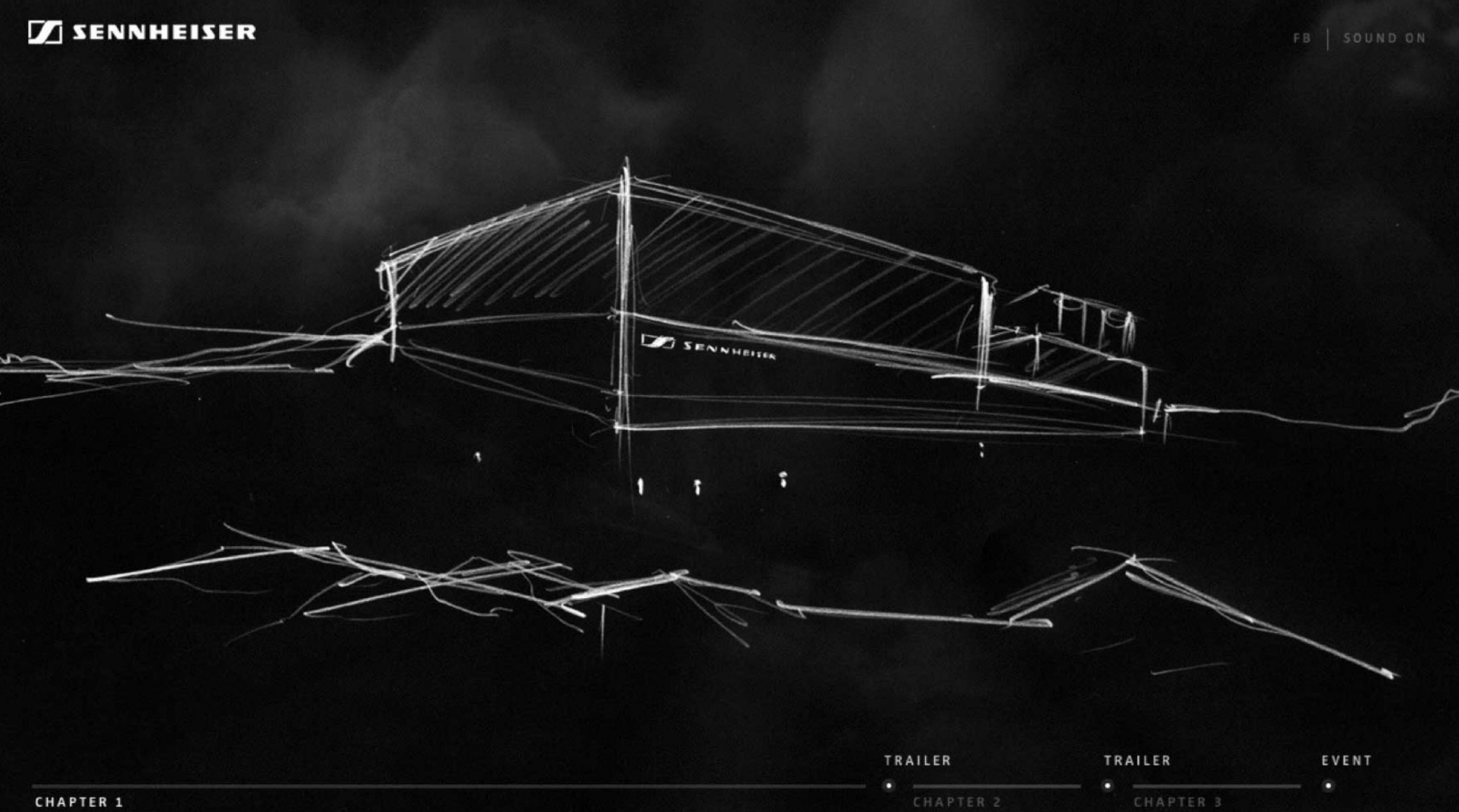
—
WEB GL EXPERIENCE
—

In 1991 Sennheiser created the best headphones in the world. They called them Orpheus. In 2015, they have done it again. The name and uncompromising philosophy remaining, this is Orpheus reborn. In otherworldly sound and timeless beauty. Perfectly engineered. Equipped with unique features and state-of-the-art technology these headphones transform music from something you listen to, into something you live in. To build anticipation for the release,

Sennheiser launched a unique WebGL-powered website as a focal point of the campaign, which will deliver an immersive experience that involves fans in the process of unveiling Sennheiser's mystery milestone product. We developed Reshaping Excellence in two phases. Over a million people from exactly 184 countries created their unique sound sculpture and made their contribution to build the monument. A monument to sound that changes its shape frequently with every new monolith and, eventually, becomes complete by an accumulation of thousands of individual created sound sculptures. To create his very own sound sculpture, the user journey lead into a canyon where he finds his monolith to shape. After the process of shaping, the sound sculpture will be send to the monument and takes his place to be part of the monument to sound.



CASE
SENNHEISER
RESHAPING EXCELLENCE
EXPERIENCE





Outstanding two-phase WebGL-website as a central hub.



Expressive film for the website and social media channels.

CHOPCOOKIES – ON YOUTUBE

“Creating headphones like an act of God.”

tstrrtstr vor 2 Wochen
This is very good headphone. Very nice quality sound and also very nice package with the tube amp and james bond like movement features and build quality. Very good engineering. I like this over the top high quality engineering stuff like Sennheiser Orpheus or Leica Camera or Rolex Submariner or Porsche 918.

NoobCyberbot vor 1 Monat
Twice as good as real sound
Antworten · 15

chopcookies
like making the headphone being an act of God, you got my like for sure.

FOTSuperhero
Love it :3

d3signr
Beautiful work and Imogen Heap, can't be better :)

Niels PRAYER
Extremely brutal !!! Love it !!! Very good job to all the team !!!

ondrej zunka
Amazing piece of work guys

Daniel Hojlund
Smashing it guys!



FWA
SITE OF THE MONTH
6X SITE OF THE DAY

The Cutting Edge
PROJECT OF THE WEEK

AWWWARDS
SITE OF THE MONTH
SITE OF THE DAY
HONORABLE MENTION

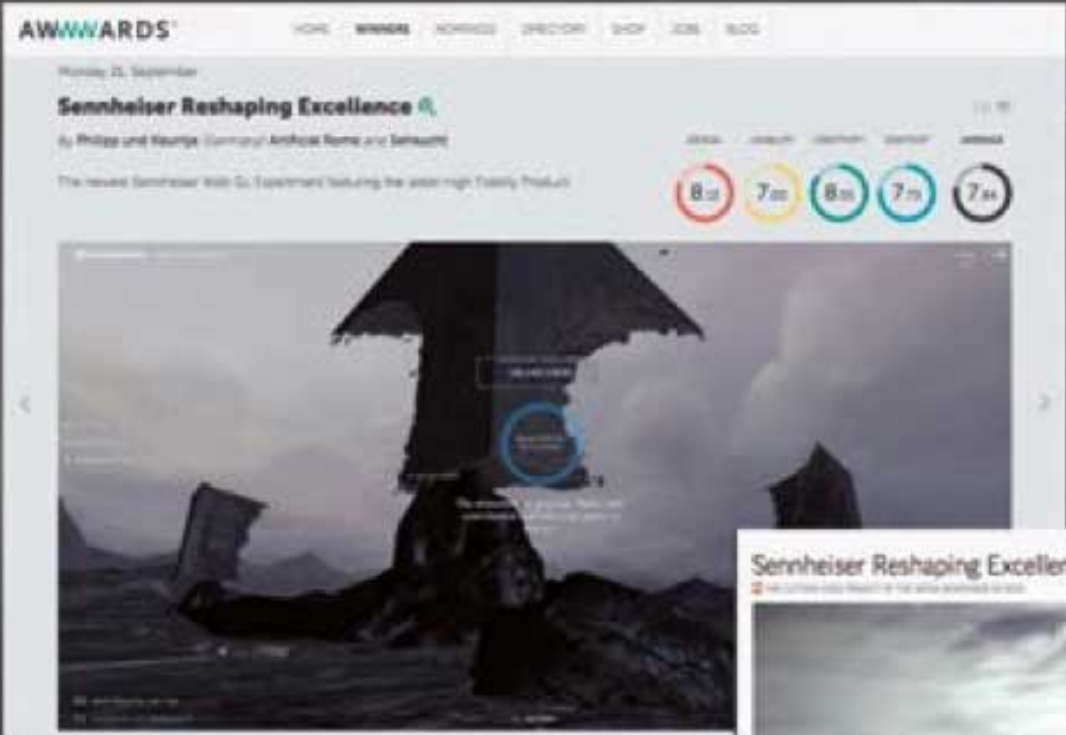


Áurea Comunica 9. Sep.
The next big thing!

ANDREAS WOCHENALT @Wochenalt · 29. Sep.
Awesome Online Experience by @Sennheiser sennheiser-reshapingexcellence.com #RESHAPINGEXCELLENCE

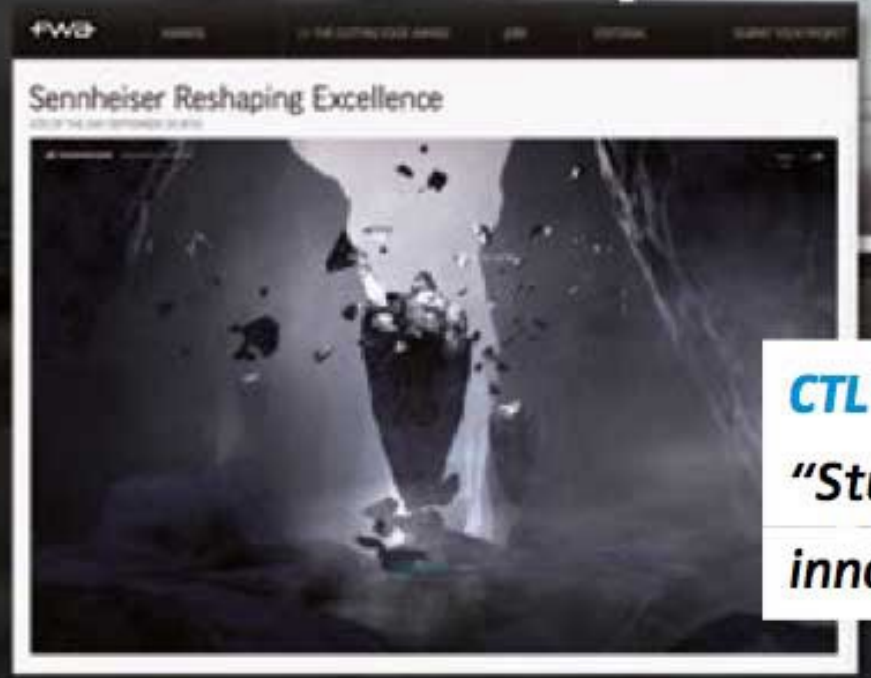
ONDREJ ZUNKA – ON VIMEO

“Amazing piece of work, guys.”



CTL – ON FWA

“Stunning visuals and innovative interface.”

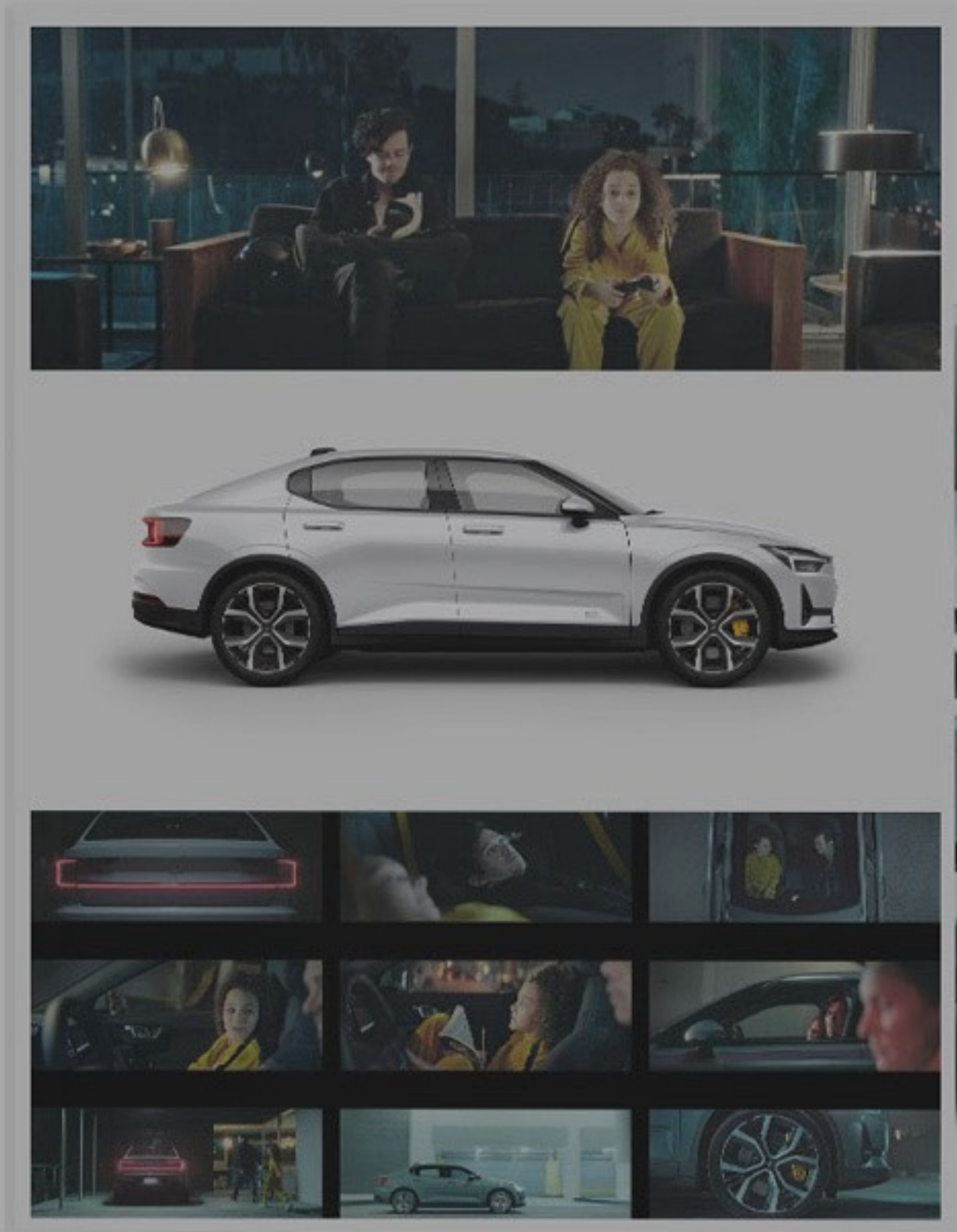


Overwhelming feedback on all social media channels.

Excellent: The campaign has been awarded three special prizes.



- CASE
POLESTAR LAUNCH
CAMPAIGN
-





- CASE
POLESTAR LAUNCH
CAMPAIGN

- THE BABYSITTER FILM

-
The almost two-minute campaign film takes up some of these features with humorous storytelling: In the clip, an unconventional uncle and niece team borrows the Polestar 2 for a night-time joyride from the girl's mother, thereby engaging in all kinds of mischief.

However, the campaign does not highlight the advantages of electric driving, but rather the new infotainment system in Polestar2. Together with the electric car, the Google-based Human Machine Interface (HMI) will be introduced, which is based on Android and comes with a range of integrated Google apps and services. The system works with voice control and supports the user not only with directions but also with other useful topics such as the display and availability of charging stations, music control, creation of shopping lists and reminders of important dates.



CASE
POLESTAR LAUNCH
BRANDED CONTENT



Film: 2.17 min hero

File name:
Polestar_Babysitter_Main_Long_Zack_Eng_Web_16x9_200508_v003
Polestar_Babysitter_Main_Long_Zack_ENG_Web_9x16_200508_v003



Film: 60s hero

File name:
Polestar_Babysitter_Main_Zack_60s_ENG_Web_16x9_200508_v003
Polestar_Babysitter_Main_Zack_60s_ENG_Web_1x1_200508_v003
Polestar_Babysitter_Main_Zack_60s_ENG_Web_9x16_200508_v003



Film: 30s hero

File name:
Polestar_Babysitter_Main_30s_Storyboard_Eng_Tvc_16x9_4889_200504_v004
Polestar_Babysitter_Main_30s_Storyboard_ENG_Web_16x9_4889_200504_v004
Polestar_Babysitter_Main_30s_Storyboard_ENG_Web_9x16_4889_200504_v004
Polestar_Babysitter_Main_30s_Storyboard_ENG_Web_1x1_4889_200504_v004

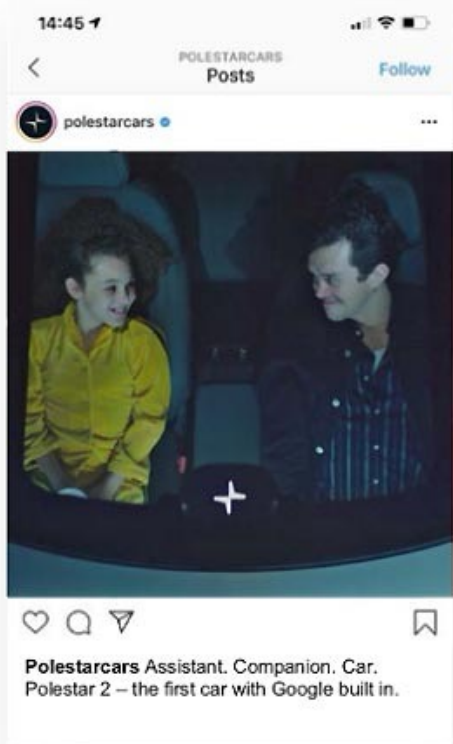


Film: 30s - extra

File name:
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Polestar_Extra_30s_Zack_ENG_Web_9x16_200508_v003
Polestar_Extra_30s_Zack_ENG_Web_1x1_200508_v003



Assets awareness
Social media. Video ads



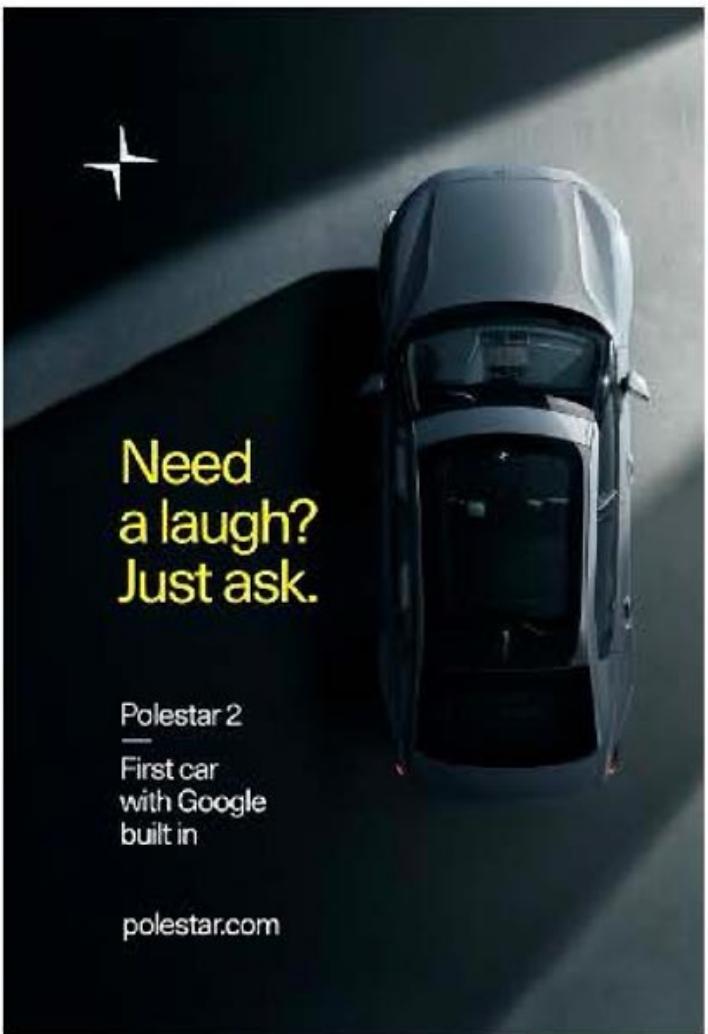
Film: 60s hero
File name:
Polestar_Babysitter_Main_Zack_60s_ENG_Web_1x1_200508_v003



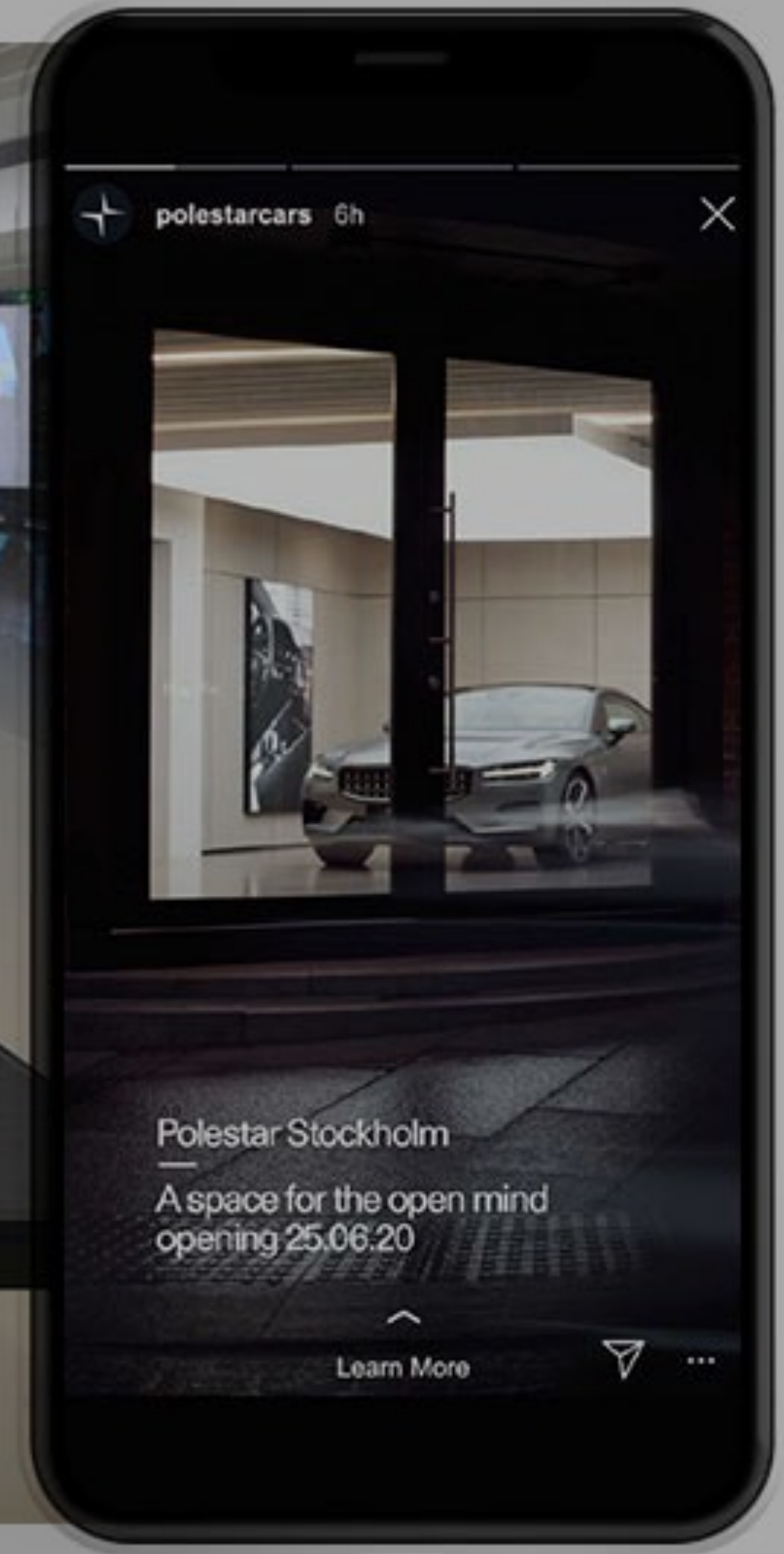
Film: 30s hero
File name:
Polestar_Babysitter_Main_30s_Storyboard_ENG_Web_1x1_4889_200504_v004



Film: 15s hero
File name:
Polestar_Babysitter_Main_15s_ENG_Web_1x1_200408_v008



CASE
POLESTAR SPACES



CASE POLESTAR SPACES

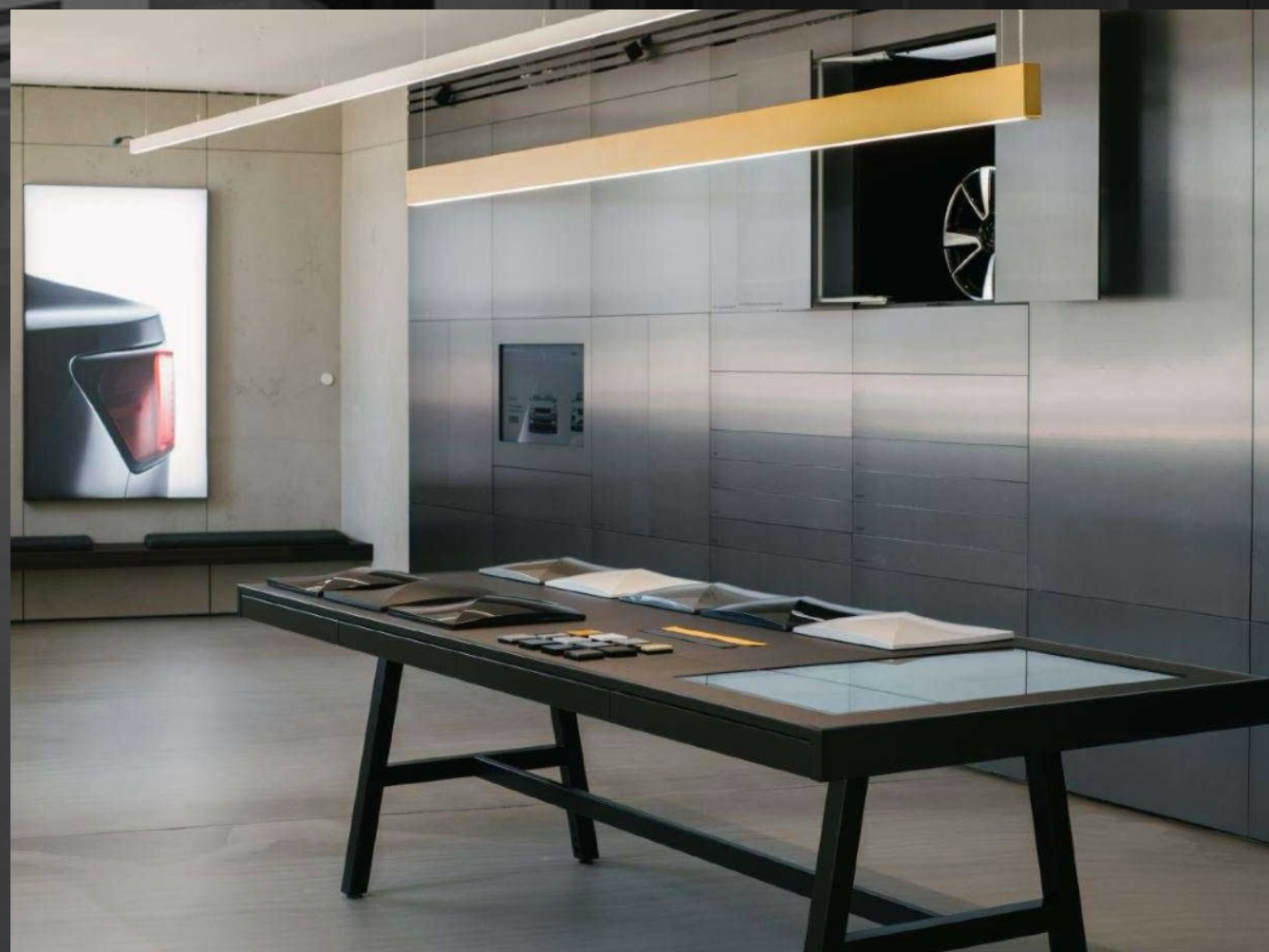
Space

A space for everything The Polestar Space is so much more than a showroom for cars. It's a space for pioneering tech, outstanding design and sustainability.

It's a space for everything - cars included. The difference between a Polestar Space and a traditional car dealership goes well beyond cosmetics however.

As cars are ordered online, visiting customers will not experience hard-sell commission-based salespeople or the pressure of signing a contract.

Instead they can focus entirely on getting to know the brand and its products both digitally and physically.





CASE
POLESTAR SPACES

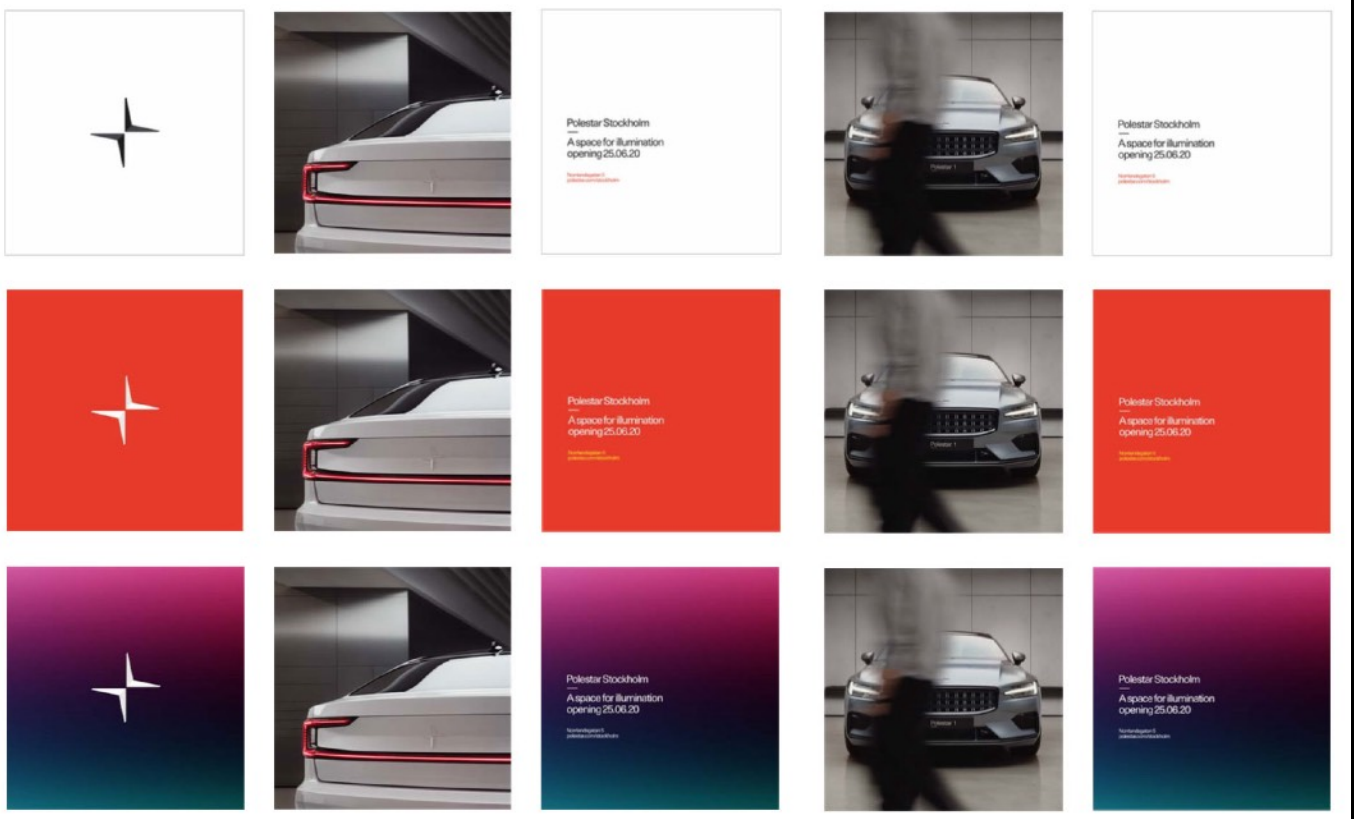
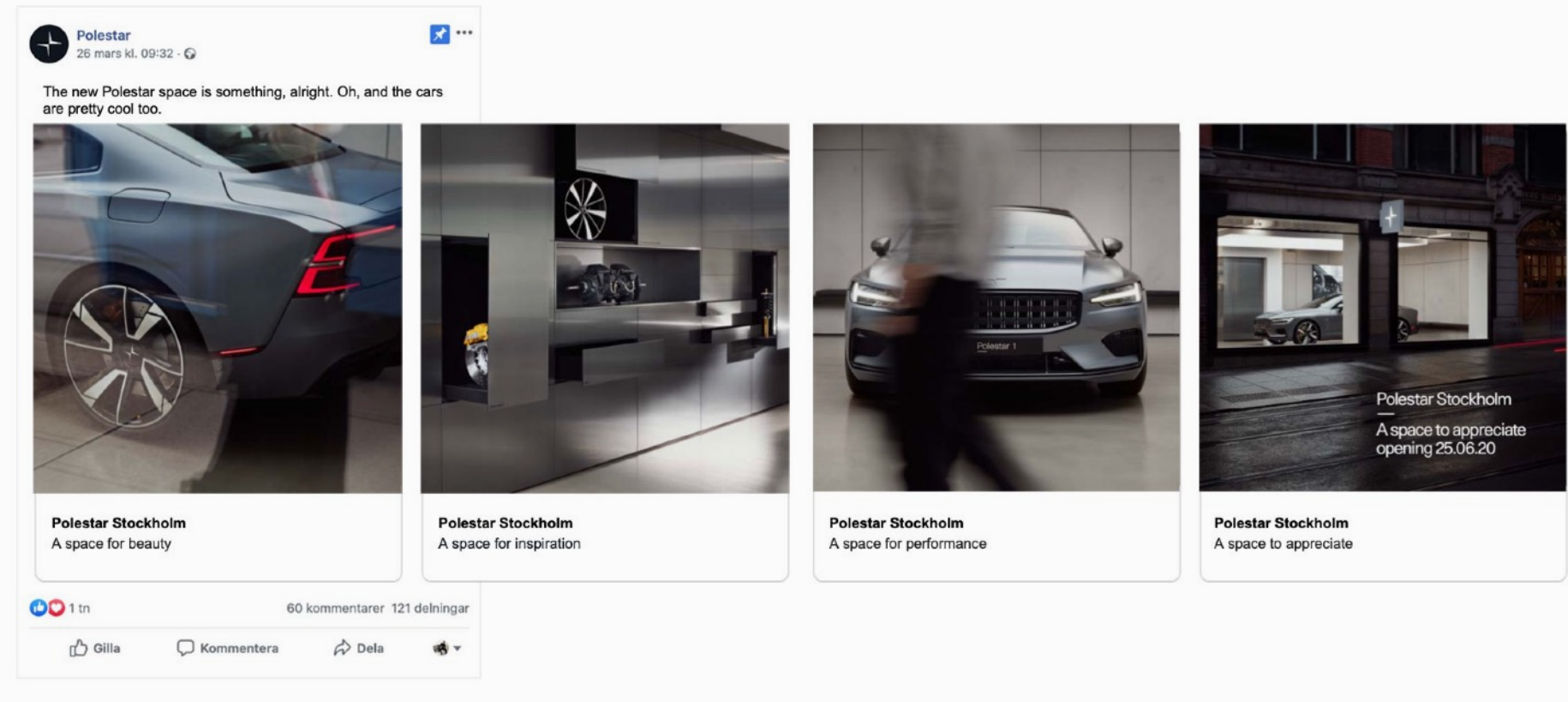
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CASE
100 Jahre
Bauhaus
-

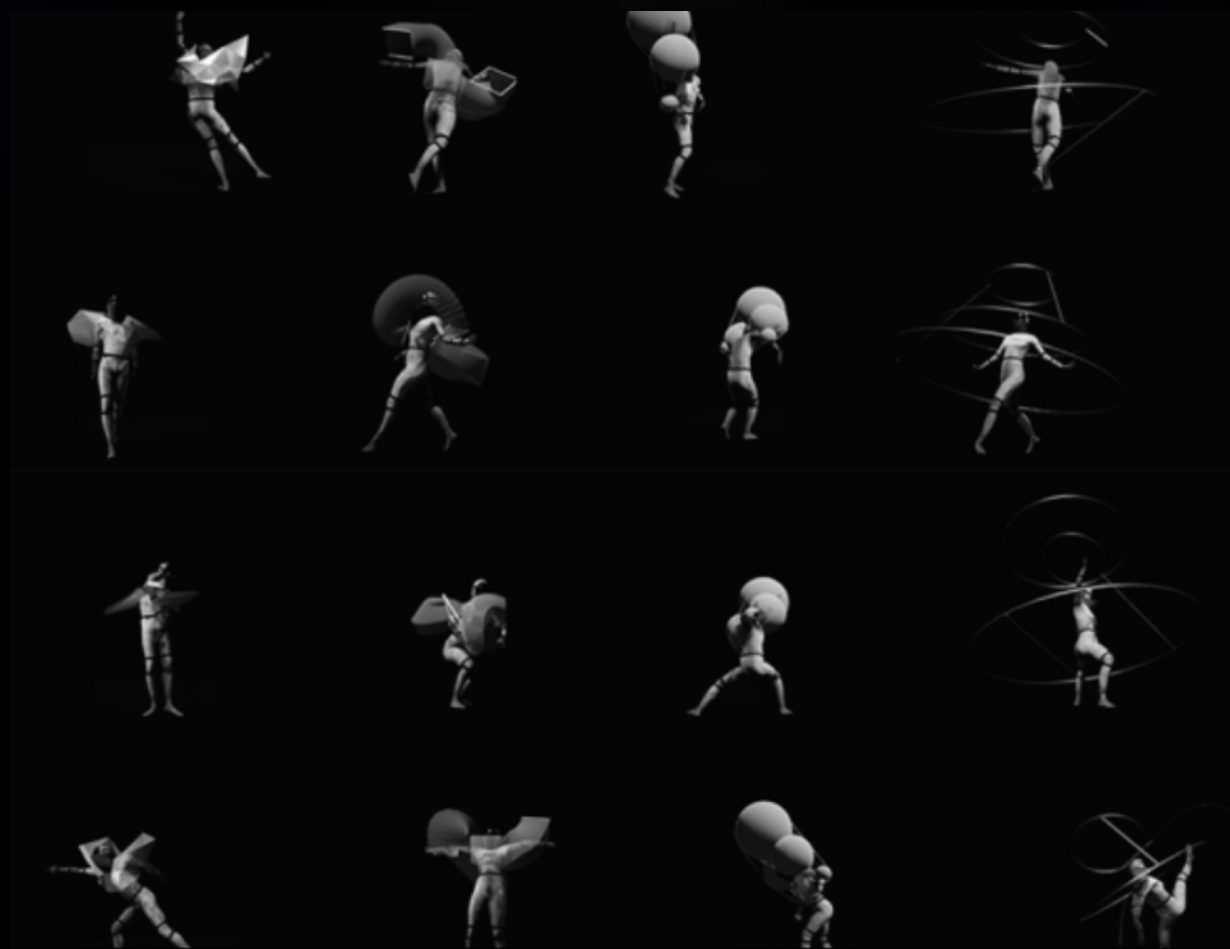
-
AWARDS
-

ADC Art Directors Club Grand Prix
Red Dot Best of the Best
Epic Gold

-
CASE
100 Jahre
Bauhaus
-

-
VIRTUAL REALITY
-

To mark the centenary of the Bauhaus movement, we created Das Totale Tanz Theater (The Total Dance Theatre), an interactive virtual reality installation. Just 100 years ago, artistic research and experimentation on the topic of humans and machines were first undertaken during stage workshops at the historic Bauhaus. Inspired by Oskar Schlemmer's stage experiments and Walter Gropius' ideas of a Total Theater, an interdisciplinary team created a virtual world that invites visitors to interact with digital dancing figures.



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CASE
SENNHEISER MOMENTUM
BRANDED CONTENT
-



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AWARDS
-

ADC Art Directors Club Bronze
ADC Art Directors Club Finalist
Die Klappe Finalist
Behance R/GA Feature

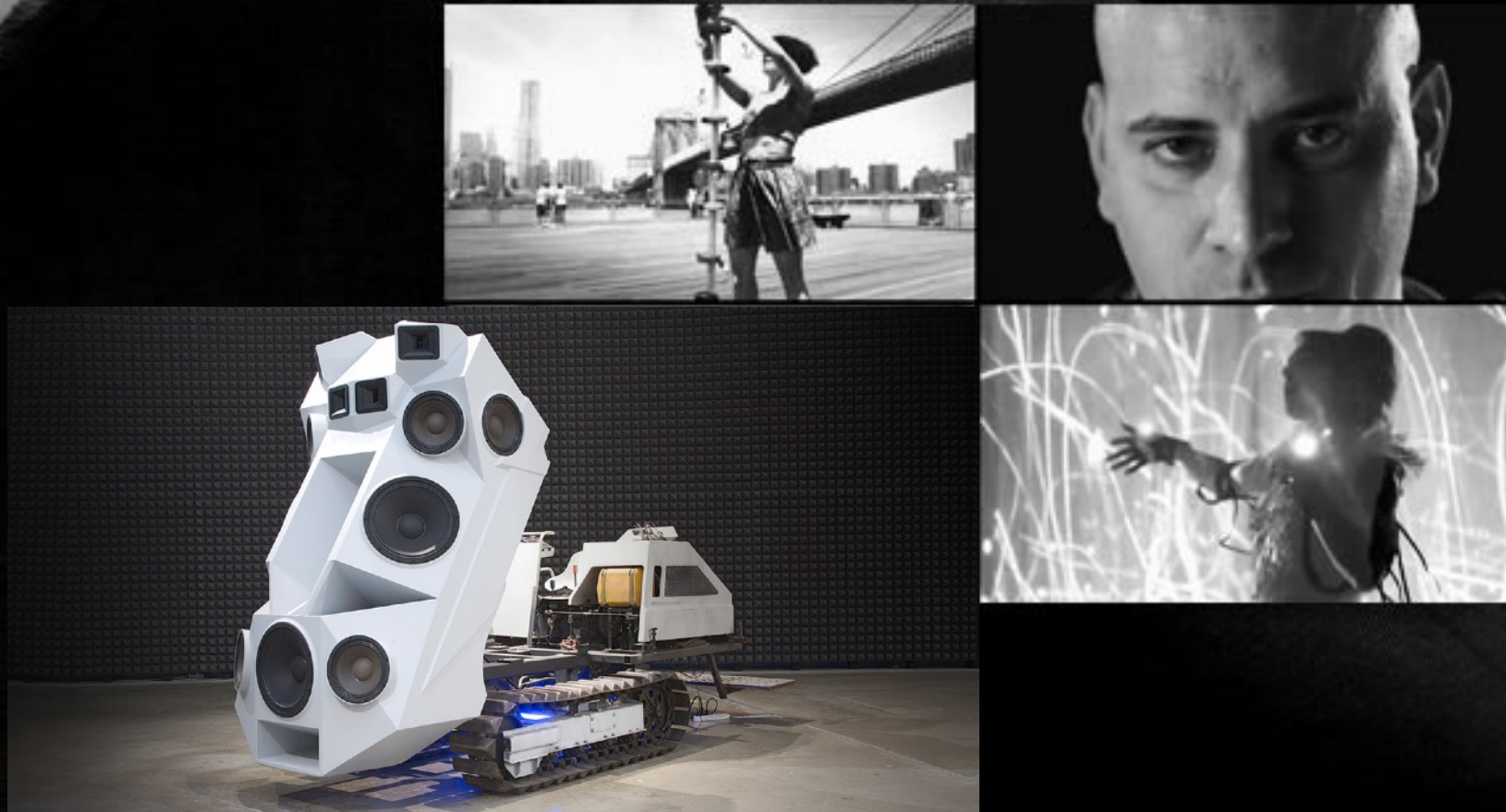
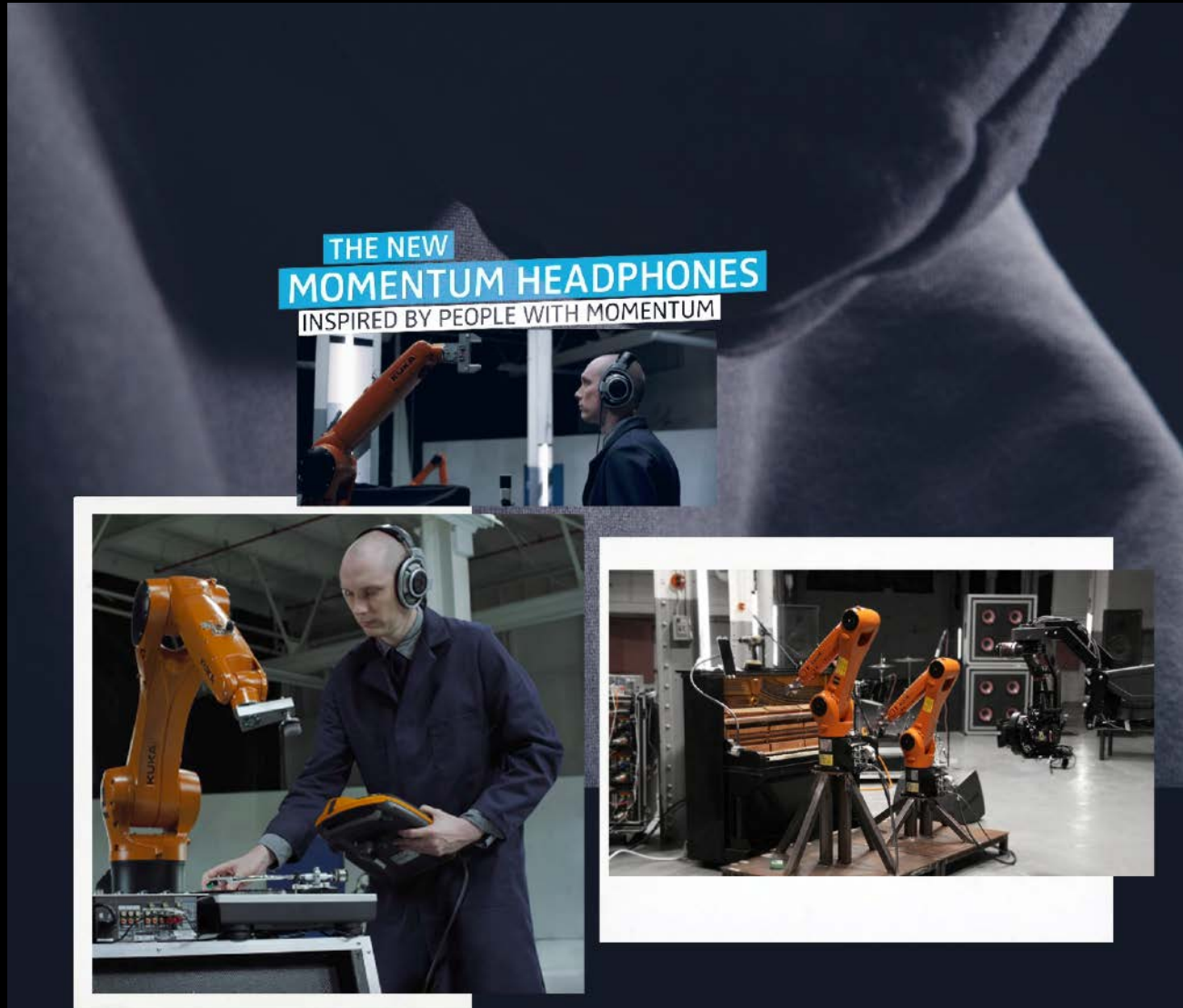
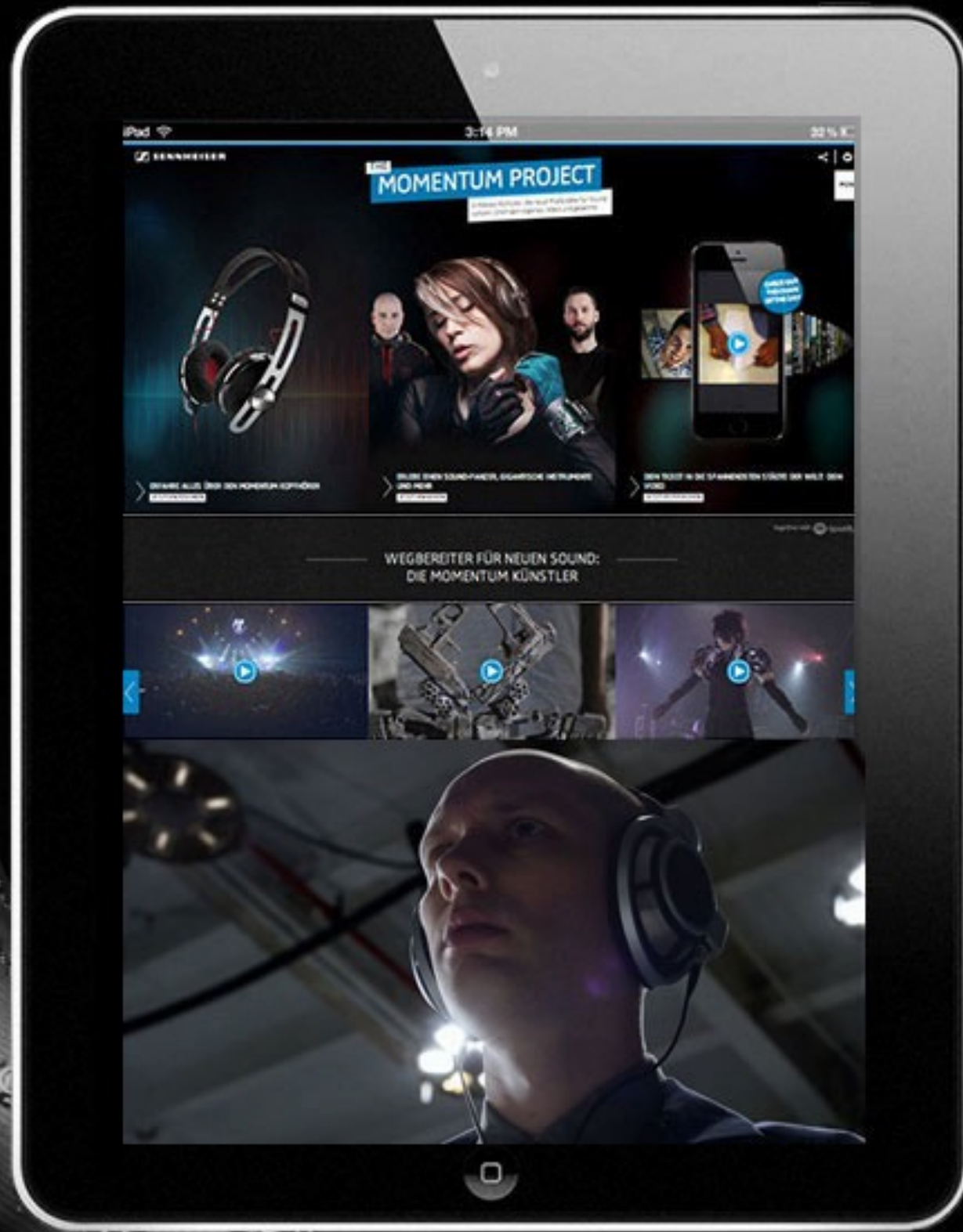


CASE
SENNHEISER MOMENTUM
BRANDED CONTENT

MOMENTUM HEADPHONES
BRANDED ARTISTS CONTENT

This headphone series is inspired by people with momentum and we show these extraordinary people.

We visited Sound and Music Artist such as Nigel Stanford, Imogen Heap, Pedro Reyes, Nik Nowak, Honne and Portugal the Man. In a series of documentaries and snack sized media formats we discussed what inspires them and what their individual purpose is all about.



- CASE
SENNHEISER MOMENTUM
BRANDED CONTENT

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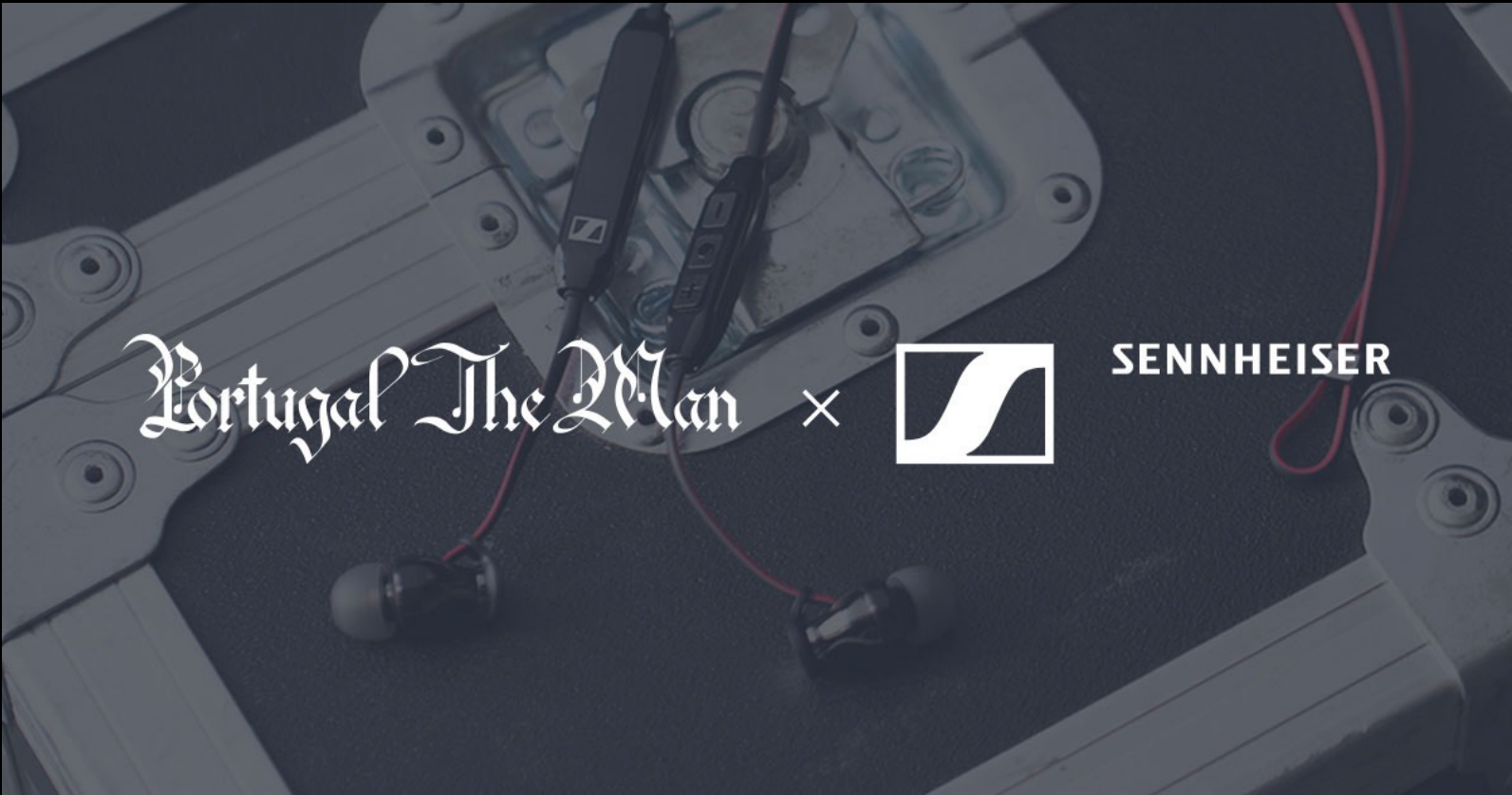
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MOMENTUM HEADPHONES
BRANDED ARTISTS CONTENT

-

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40 INTERNATIONALE ARTISTS:
In YouTube-Filmen wurde das Momentum der Soundkünstler dokumentiert.



WELTWEITE RESONANZ:
Unzählige Medien berichteten über die Sound-Artists und den MOMENTUM.



DYNAMISCHE MICROSITE:

Anfangs lag der Fokus der Microsite auf den Artists und dem User Generated Content. Später stand der MOMENTUM Kopfhörer im Mittelpunkt.



SENNHEISER MOMENTUM INSPIRED BY PEOPLE WITH MOMENTUM

DAS MOMENTUM PROJEKT

Der MOMENTUM – ein Kopfhörer inspiriert von Menschen mit Momentum. Soundartists, die die Welt des Sounds neu definieren, gaben der Kampagne ein Gesicht. Wir stellten ihr Momentum auf der Microsite vor.

Dann integrierten wir die User auf der ganzen Welt und fragten sie: WHAT'S YOUR MOMENTUM? Inspiriert von den Künstlern bewiesen sie ihr ganz eigenes Momentum. In den MOMENTUM Chains auf der Site zeigten sie ihr Soundtalent in 10-sekündigen Videos.

So wurde die Zielgruppe selbst zum wichtigsten Teil der Kampagne. Und der MOMENTUM Kopfhörer so oft verkauft wie nie zuvor.

MOMENTUM CHAINS:

Die User folgten unserem Aufruf. Mit ihrer Soundidee starteten sie neue Video Chains und setzten bestehende fort.



MOMENTUM RESULTS:

Weltweit wurden Millionen Menschen erreicht und der Umsatz gesteigert.

22.583.000
REAL CONTACTS

897.000
SHARES, LIKES UND COMMENTS

191%
VERKAUFSSTEIGERUNG USA

120%
VERKAUFSSTEIGERUNG D/F/UK

CASE
SENNHEISER
THE ORACLE
LONG FORMAT FILM

AWARDS

London International Awards 3x Gold
Eurobest 2x Bronze
Clio Awards 1x Silver
Clio Awards 2x Bronze
New York Festivals 4x Finalist
ADC Art Directors Club 2x Bronze



SENNHEISER
THE ORACLE
LONG FORMAT FILM

Sometimes videographers have to travel to the most remote locations.

In our film the videograph Steve is heading off to a small village to lift the secret of a legendary Oracle: It awakes only once every ten years to predict the future. Legend has it that it foresaw the discovery of America, the first landing on the moon and the invention of the massage cushion. But no one seems to know how old it is. Will Steve be there when it awakes after 10 long years?

What will The Oracle predict? And will Steve be able to capture this critical moment perfectly in sound and vision? This film gives all the answers.



CHARACTERS



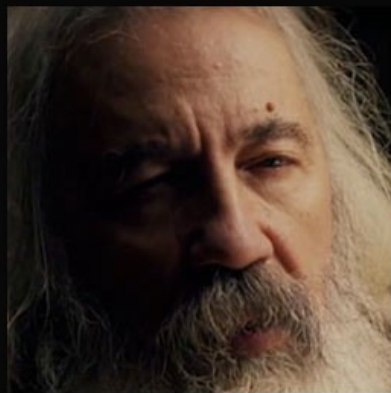
STEVE

Wherever something is about to happen – Steve is there. International clients engage him to capture very special moments in sound and vision. Steve speaks six languages fluently – except one word: rush.



THE MAYOR

He takes every person in the village seriously. First of all himself. Every ten years, when the big event is about to happen, it is his privilege to choose the one who is allowed to ask the one question to the Oracle.



THE ORACLE

Despite the fact that The Oracle is well-known we almost know nothing about it. Some assume that it came to the village about 600 years ago. Others argue that it can only be some extraterrestrial lifeform.



THE GIRL

The rural parents of the girl are more than proud that she was the chosen one to ask the question – the youngest person in the history of The Oracle. The girl has been thinking about the right question for years and years. Now the time has finally come.

-
CASE
MIXED MEDIA ART
-



-
CASE
MIXED MEDIA ART
-

-
DIE KUNST
-

My Art is a approach to transform fragments of design, moodboards, styleframes and layouts I do into analog Art Pieces.

Most of the Work is a mixed media between sketches, painting and using a drawing robot that is controlled with processing scripts and feeded with assets of my commercial work. Each piece is a unique work. I do exhibitions across europe. I believe in „Freiheit statt Freizeit“ (a quote by Joseph Beuys).

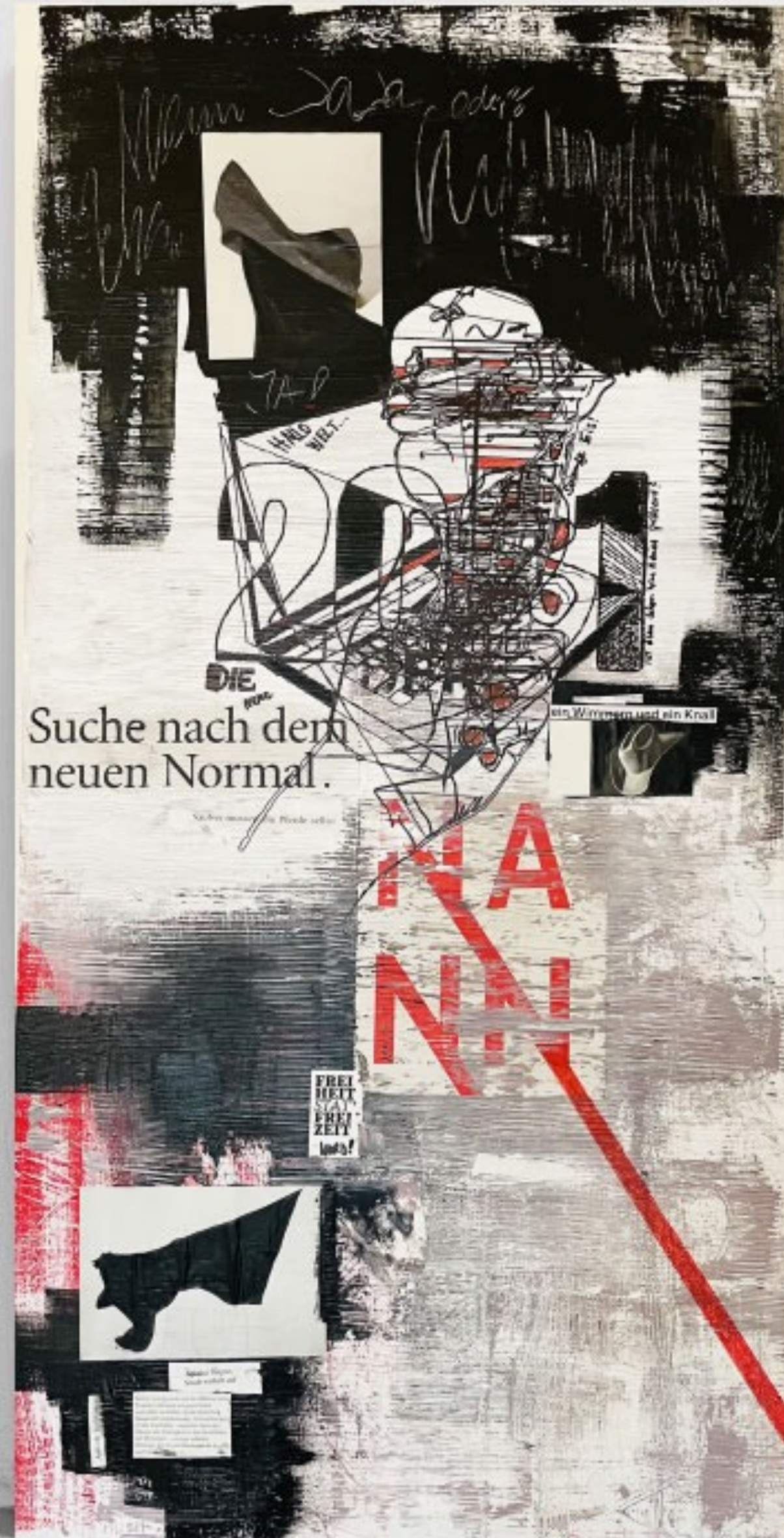
That is why I see my studio and commercial work as one part of my story and my Art as the other part. Both are able to survive and co-influence side by side.



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CASE
MIXED MEDIA ART
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CASE
MIXED MEDIA ART
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MORE WORK
MORE FACTS

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<https://mikeohnotto.com>

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Let's find out how we can work together to change the way businesses communicate and how they stay ahead of culture with art-driven, narrative experiences.

Follow me @mikejohnotto