



# NARRATIVE EXPERIENCES PORTFOLIO

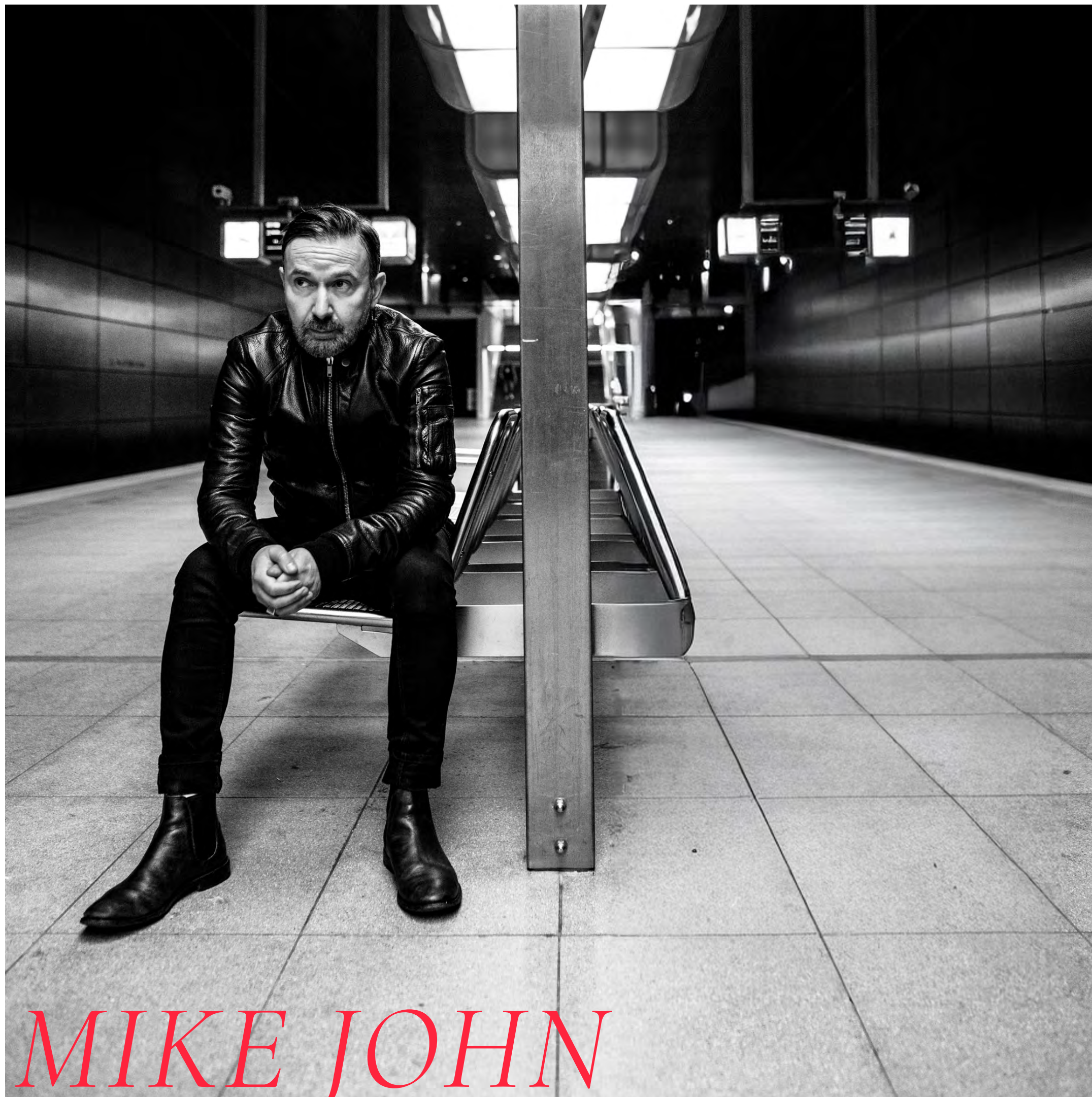
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Mike John Otto  
Executive Creative Director  
Creative Consultant & Artist.

**Mike John Otto**  
Executive Creative Director,  
Creative Consultant & Artist

**M/KE JOHN O//O**  
Creative Label for Narrative Experiences  
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**MIKE JOHN  
OTTO**

Member of



# CREATIVE DIRECTOR DESIGNER, (AI) CONSULTANT & ARTIST.

Over 20 years in the creative business, bridging brands and humans with art + tech.  
Won over 200 awards at international creative festivals such as ADC, Cannes Lions, D&AD, iF  
Design Award, NY Festivals, Epica und DDA

Worked as a Executive Creative Director for Agencies such as ACNE and Philipp & Keuntje,  
Creative Boutiques such as Hi-ReS! and Artificial Rome, Digital Studios such as Razorfish,  
Creative Consultancies such as Deloitte Digital and Founded Blackbeltmonkey and NewRated.

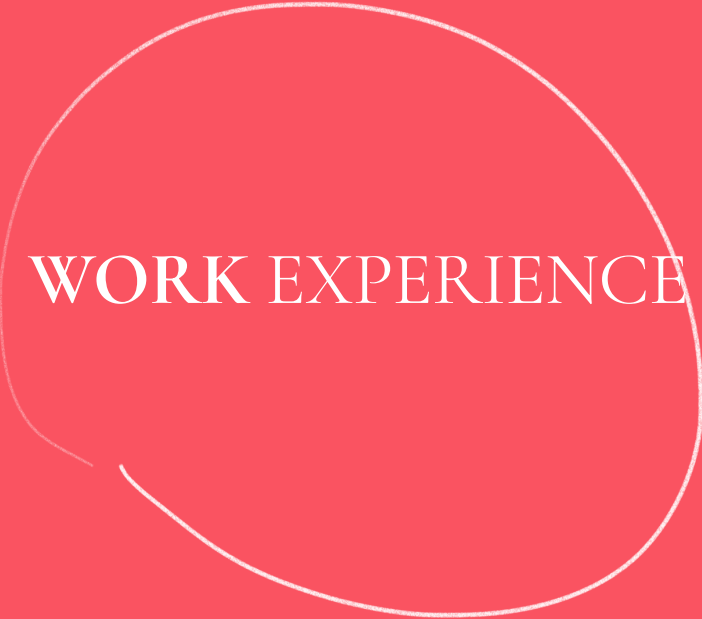
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Artificial Rome

2026-now

ACNE

2023-2026

Deloitte Digital

2018-2023

Philipp & Keuntje

2018-2022

Hi-ReS!

2014-2018

Blackbeltmonkey

2011-2014

Interone

2008-2011

Elephant 7

2004-2008

Razorfish

2003-2004

2000-2003



**Creative Director, (Prompt) Artist, Creative Consultant**

Languages, **German, English, Italian**

**Lecturer** for *Digital Communication*

*Over 200 Awards*

**Jury** *ADC, D&AD, Cannes Lions, DDA, Eurobest, iF Design*

**Diplom Designer**, *FH Design Münster*

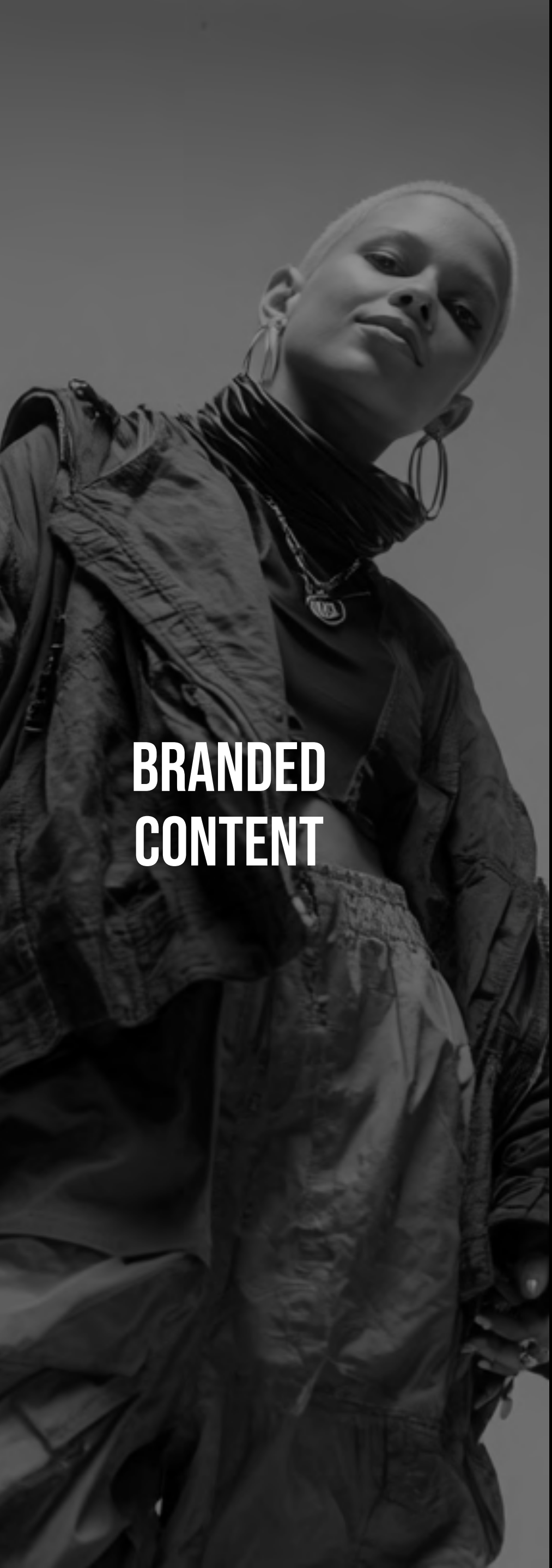
**Immersive Experiences**

**Gamified Communication**

**Art-Driven Narratives**

**Culture-Driven Creativity**

# MY CREATIVE PLAYGROUNDS



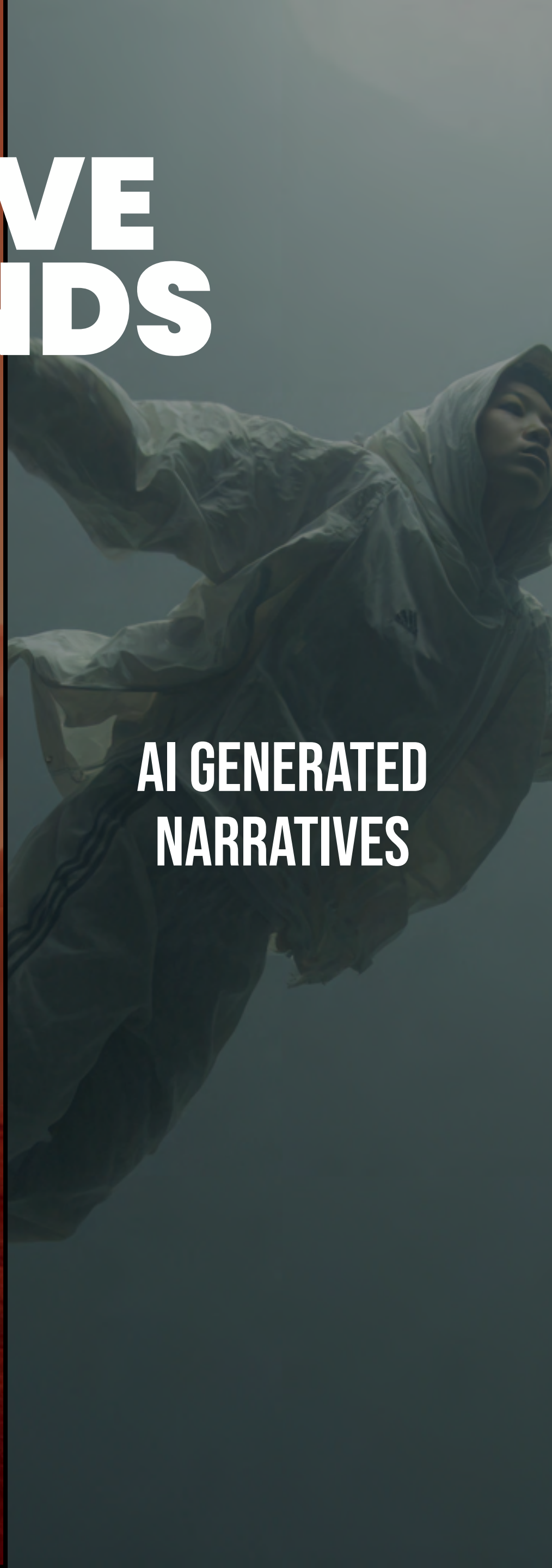
**BRANDED  
CONTENT**



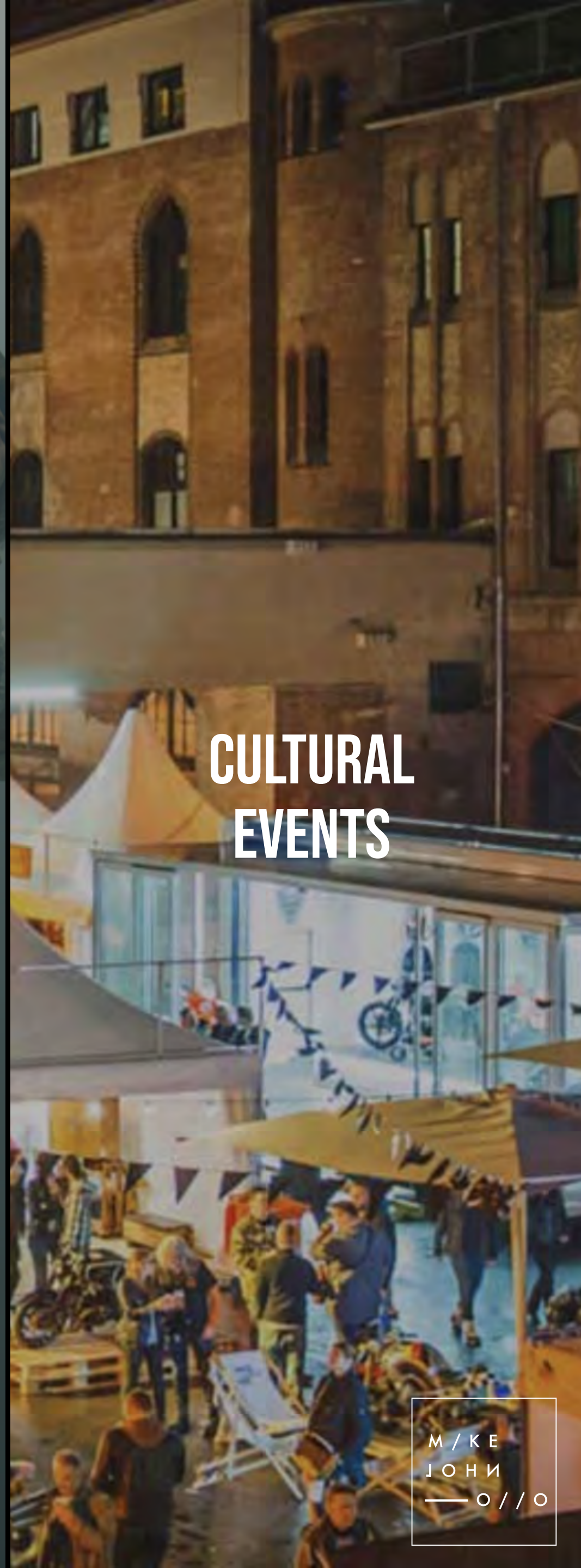
**GAMIFIED  
EXPERIENCES**



**IMMERSIVE &  
WEB 3**



**AI GENERATED  
NARRATIVES**



**CULTURAL  
EVENTS**

”  
*I CREATE CULTURE & ART-DRIVEN*  
**NARRATIVE EXPERIENCES** *FOR FORWARD*  
*THINKING BUSINESSES — TURNING*  
*AUDIENCES INTO FANS.*

# CREATING ALL FORMS OF NARRATIVE EXPERIENCES





**NARRATIVE EXPERIENCES DRAW  
HEAVILY ON A WEALTH OF  
KNOWLEDGE FROM ART, DESIGN,  
MUSIC, TECH, FILM AND  
POP CULTURE.**

I DEVELOPE  
AND CREATE  
*NARRATIVE BRAND  
EXPERIENCES IN*  
ANY DIMENSION

# IMMERSIVE SPACES



DESIGN AND DEVELOP IMMERSIVE  
ART-DRIVEN  
BRAND EXPERIENCES THAT CREATE  
THE UNSEEN AND ALLOW  
INTERACTIVITY TO  
CREATE AN EMOTIONAL CONNECTION  
WITH PARTICIPANTS.

NARRATIVES AND CONCEPTS THAT  
HAVE A POP-CULTURAL CONNECTION  
AND BRING BRANDS BACK TO  
CULTURE AND STRENGTHEN THE  
BRAND AWARENESS AND  
RELEVANCE.



# NARRATIVE EXPERIENCES

# THE PASSION POINT- MY STRATEGIC SPRINGBOARD

WHICH CULTURE COULD BE WORTH EXPLORING AND BRINGING THE BRAND INTO IT'S WORLD?

CULTURAL  
RELEVANCE

WHAT IS THE HUMAN DRIVE TO  
EXPLORE THE BRAND?

NARRATIVE  
EXPERIENCE

BRAND'S PURPOSE

HUMAN DRIVE

WHAT IS THE BRAND'S PURPOSE.  
DOES IT HAVE ONE?

TECHNOLOGY

HOW AND WHICH TECHNOLOGY CAN PLAY  
A ROLE AND CHANGE THE GAME?



**„DIE MACHT DES BILDES“  
SHAPING FORMS AND  
WORLDS THROUGH ART-  
DRIVEN EXPERIENCES“**

LOOKS & STYLEFRAMES FOR NARRATIVE EXPERIENCES

ULTIMATELY, I WANT TO CREATE UNIQUE IMAGES.



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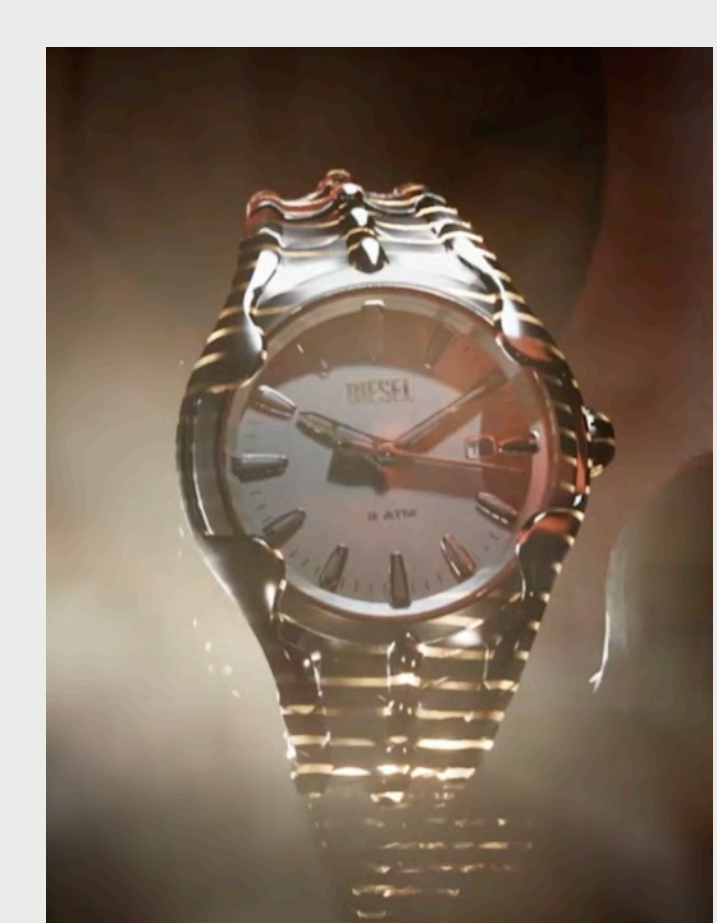
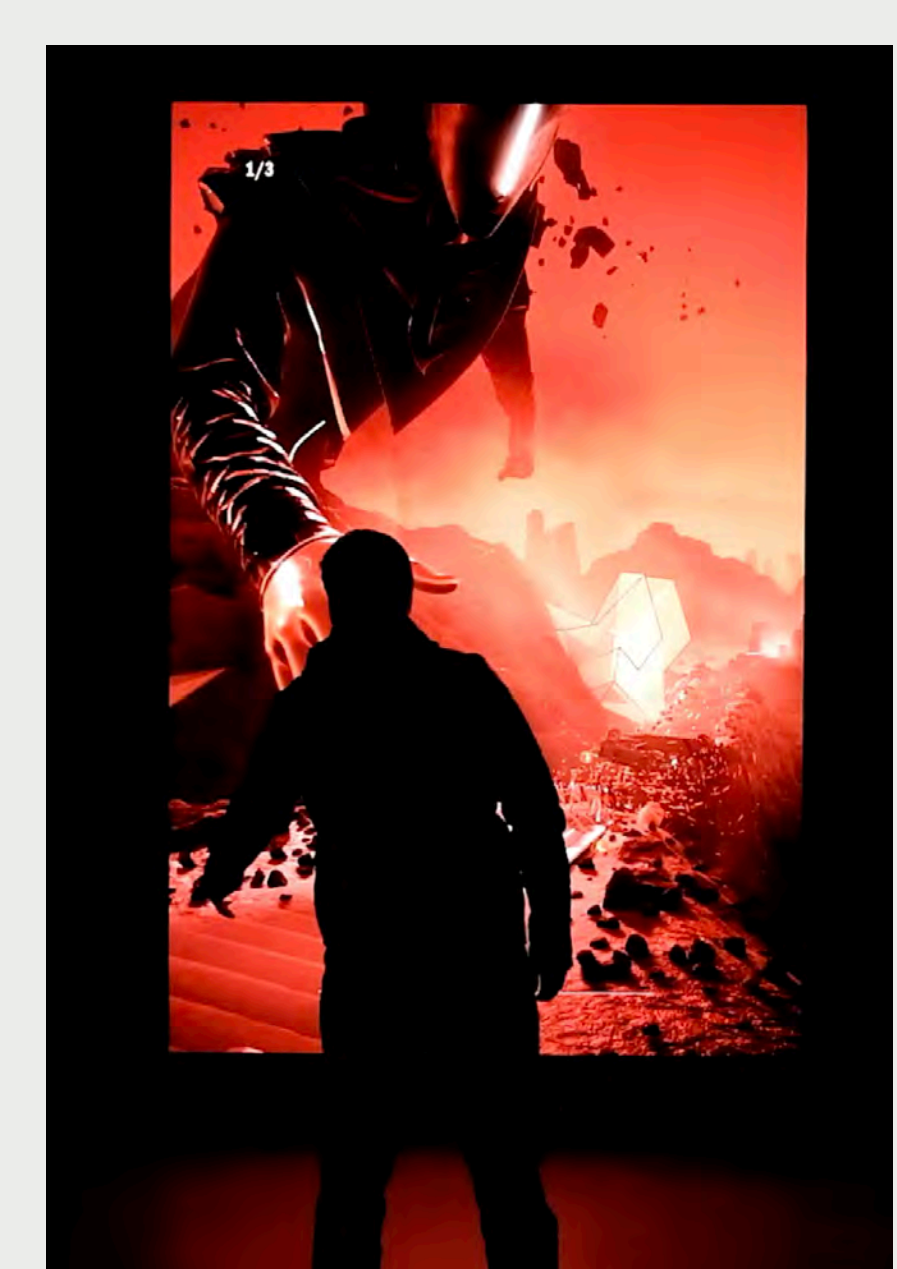
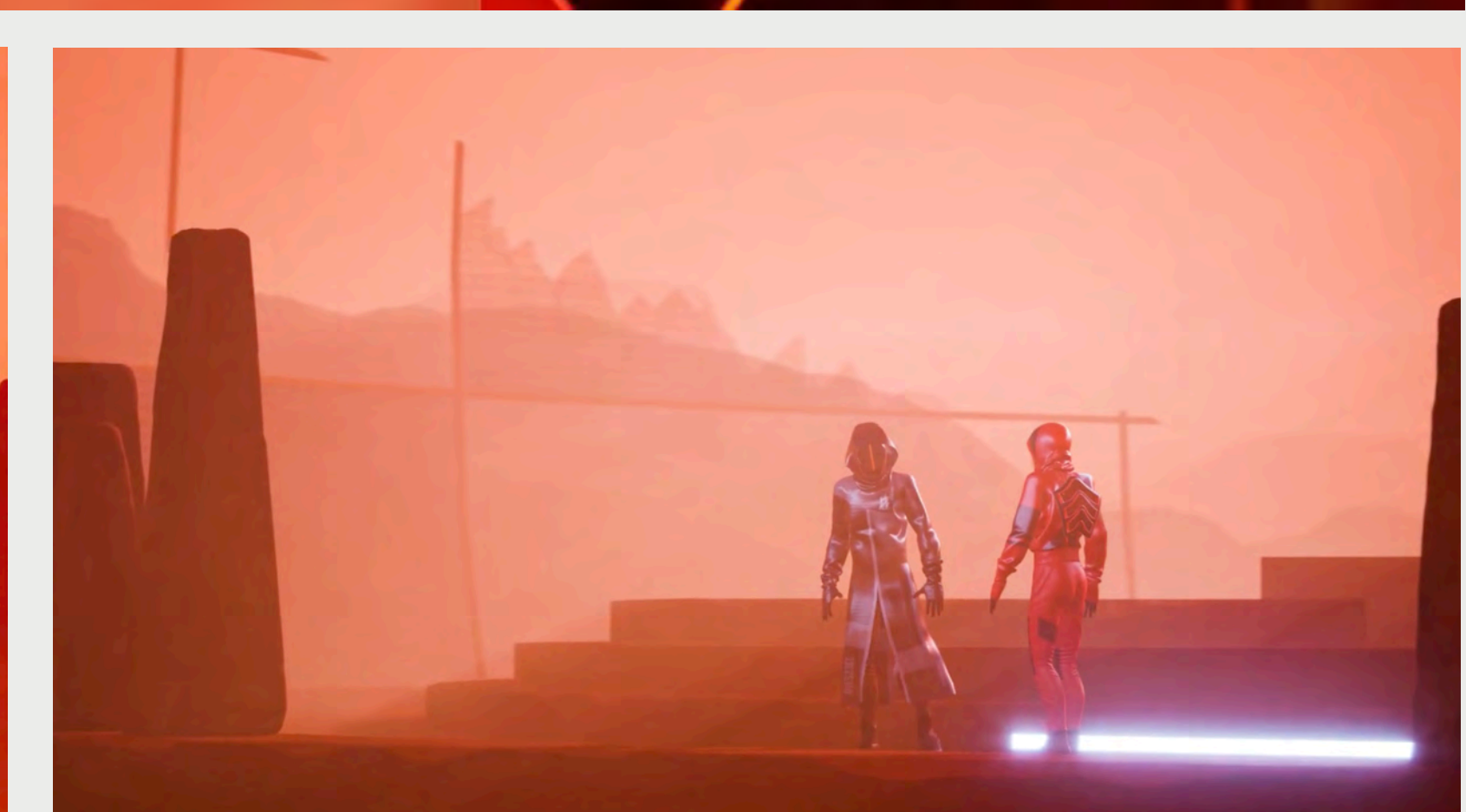
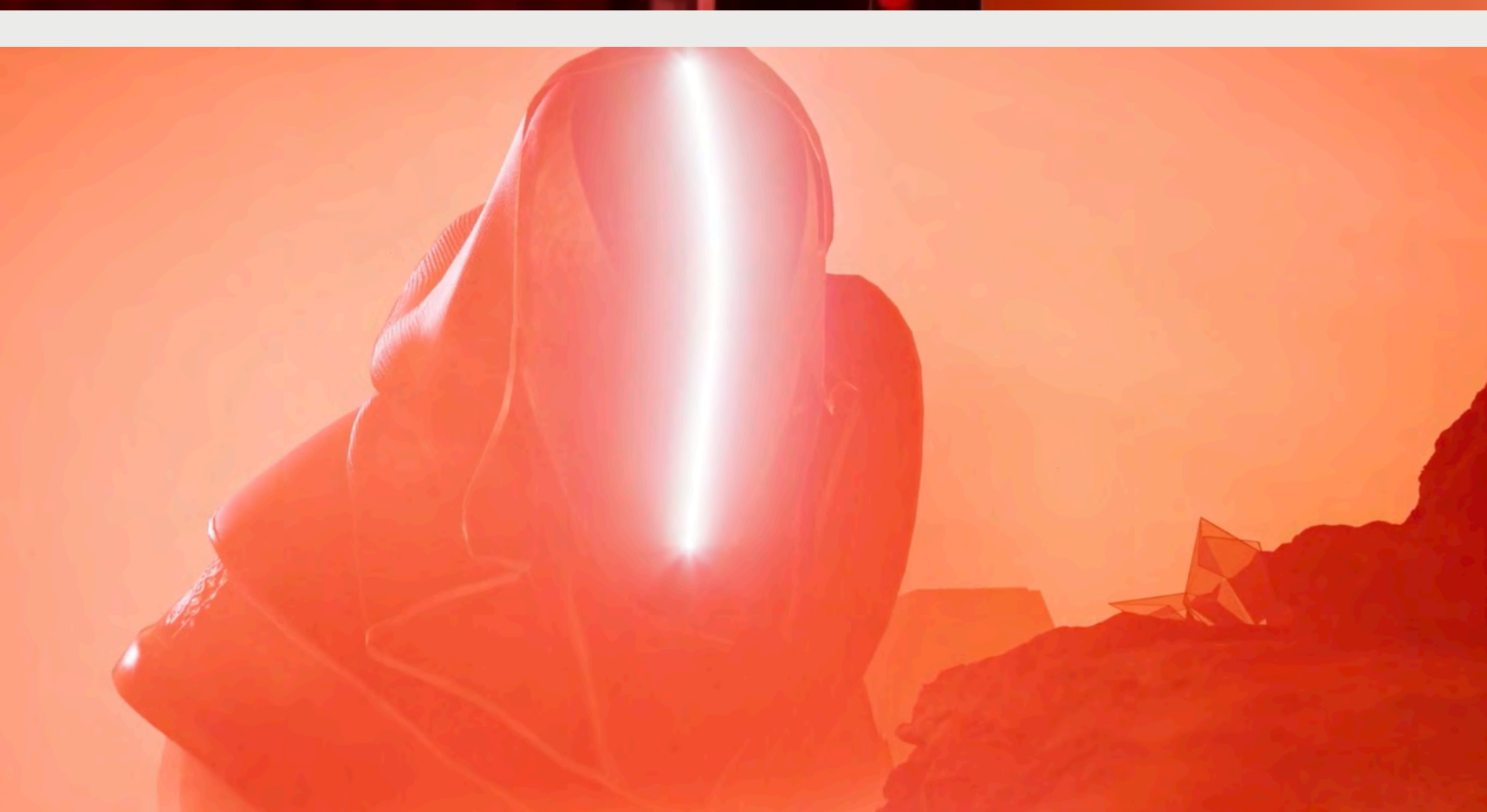
# DIESEL VERT

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.

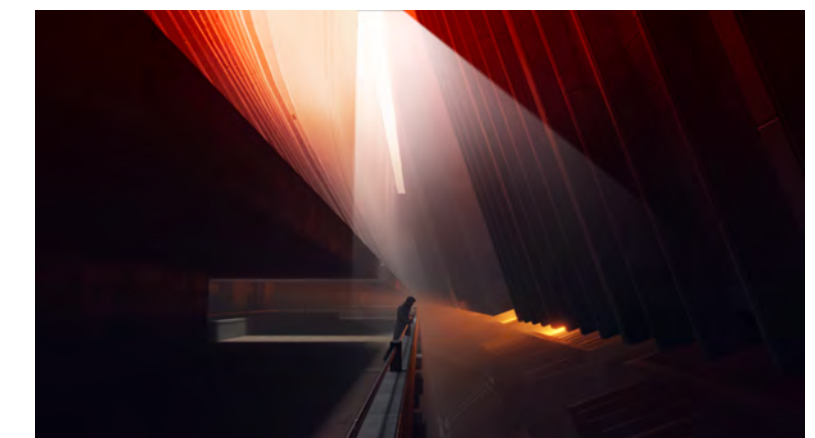
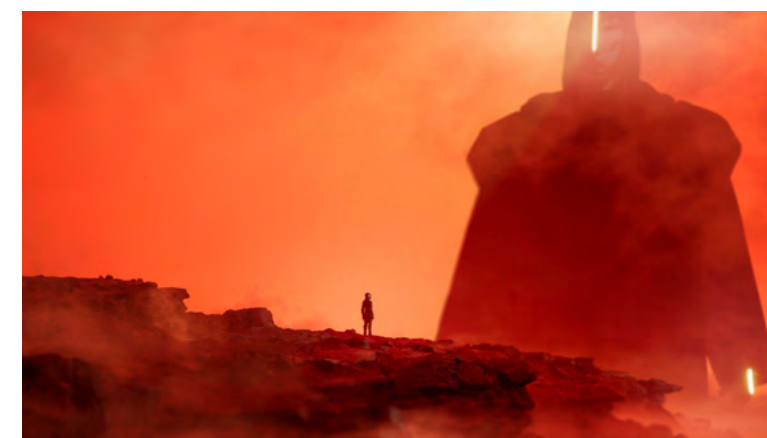




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**INSPIRATION FROM DUNE &  
BLADE RUNNER.  
PITCHED IN 2 DAYS OVER THE WEEKEND  
SKETCHED BY HAND,  
VISUALISED IN IN MIDJOURNEY  
PRODUCED IN 6 MONTH**



# Diesel Input



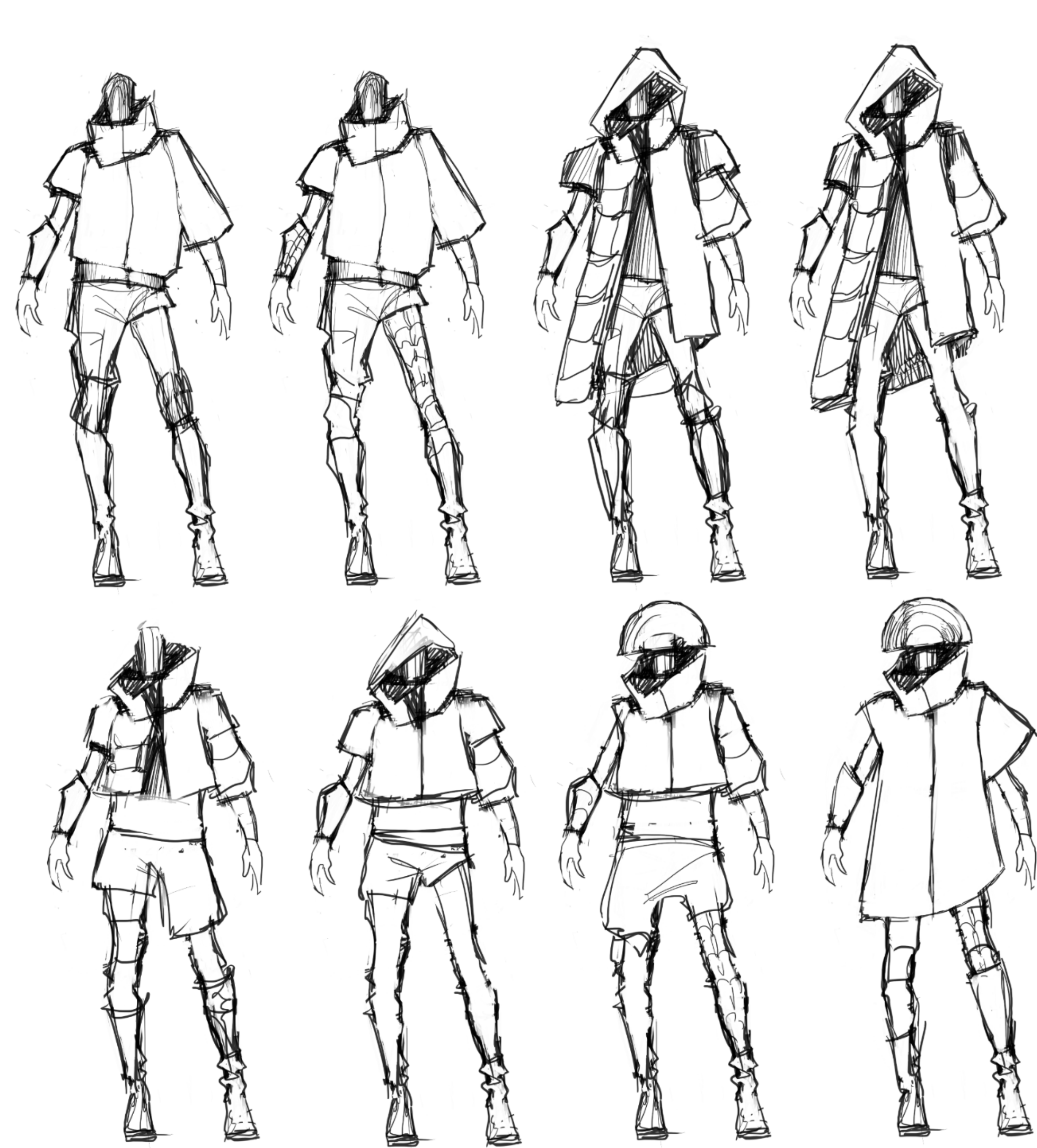
**DIESEL**  
FOR SUCCESSFUL LIVING

# VE RT

THE METAMORPH EXPERIENCE



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TEXTURE STREAMING POOL OVER 44.703 MB BUDGET

Crashleak, green, low, high, medium

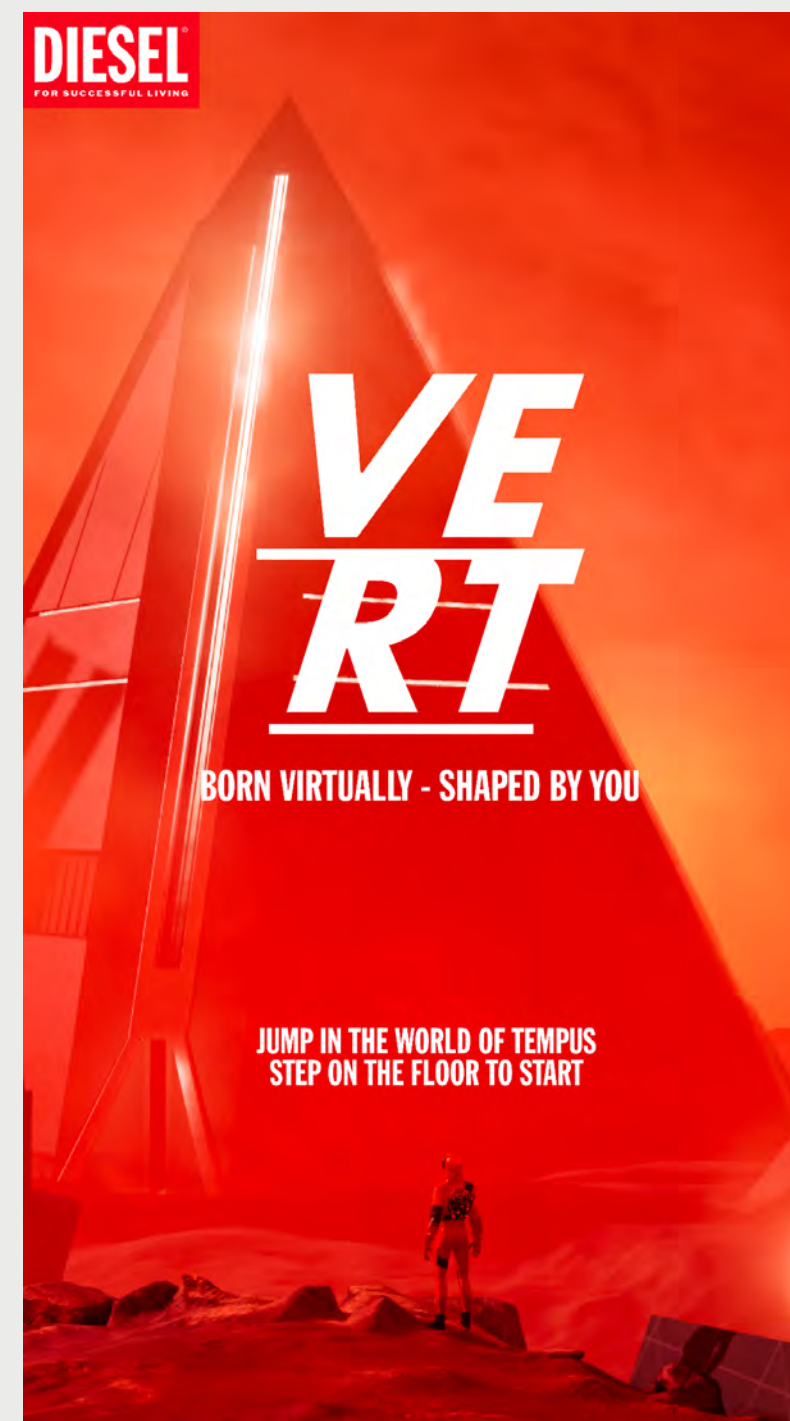




DIESEL x FOSSIL - VERT METAMORPH EXPERIENCE

# RETAIL AS A PORTAL

Retail Activation in Diesel stores in **Tokyo, Las Vegas, New York, Barcelona and Paris**



# ARMEDANGELS BRAND SHOP

In our spatial concept for ARMEDANGELS' first ever brand space – sustainability wasn't just a narrative – it became the architecture. Natural materials, aluminium and glass created a framework for responsibility-driven fashion.

Translating the ARMEDANGELS philosophy into a brand experience.





# ARMEDANGELS



# MYRIAD

## WHERE WE CONNECT

### IMMERSIVE INSTALLATION

An immersive, multimedia experience at the intersection of art, science and storytelling. MYRIAD. Where we connect. is an exhibition about Earth's interconnected global life system, told through powerful and challenging stories of migrating animals in a time of human-induced change.

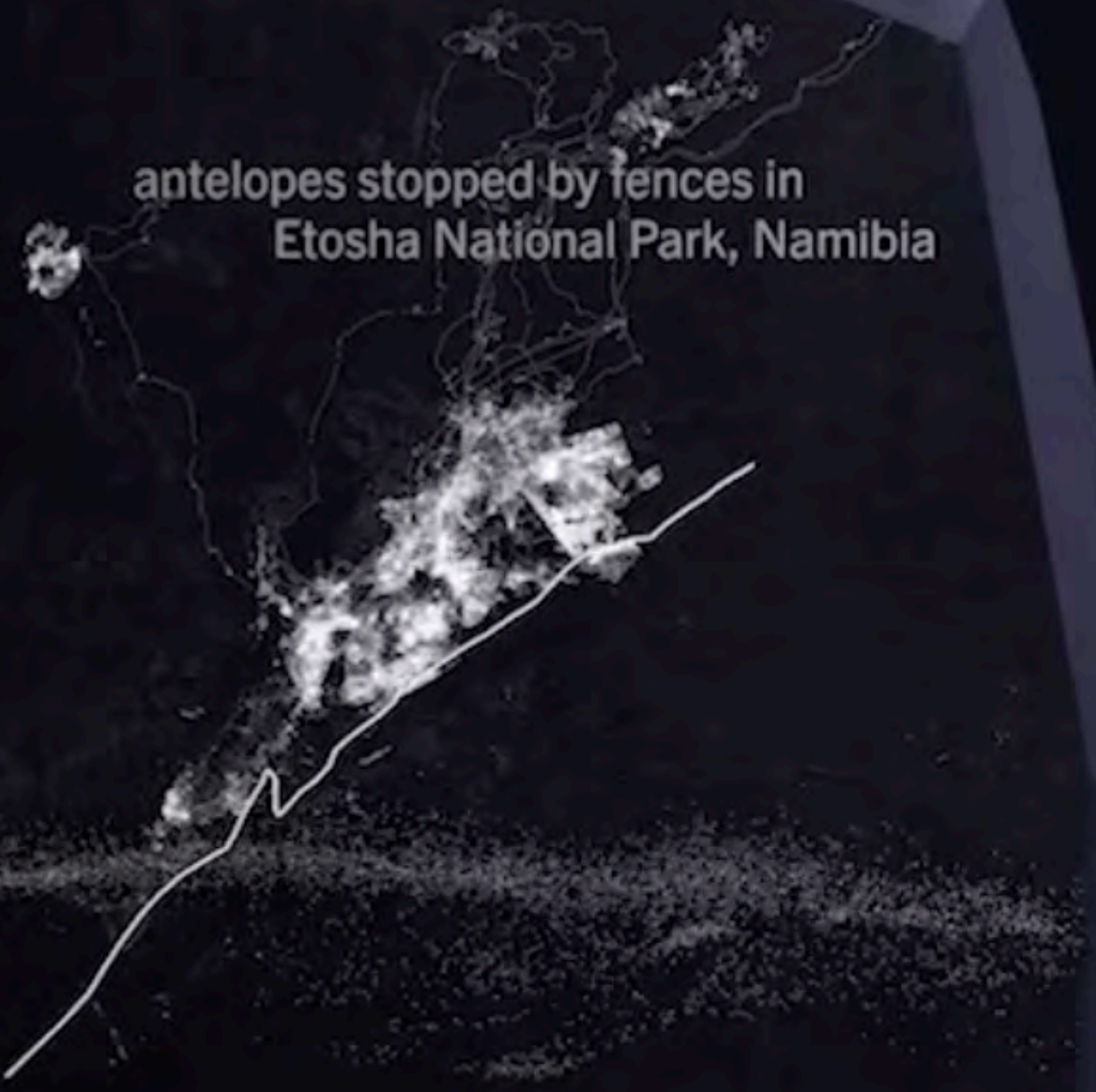
This exhibition explores the power of immersive technology, spatial interactions, an artistic and sculptural design language and emotional narratives. Visitors embark on a multimedia journey into the world of animals. They cross oceans, fly over mountain ranges or roam the loneliness of the Arctic together with them. The exhibition aims to change the visitor's perspective through interaction. They become part of a world that they have never experienced before. The exhibition creates an understanding of global dependencies and encourages concrete action. From connection to compassion to action.



MYRIAD

WHERE WE CONNECT

antelopes stopped by fences in  
Etosha National Park, Namibia



borders and barriers

block animals







# POLESTAR SPACES

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.



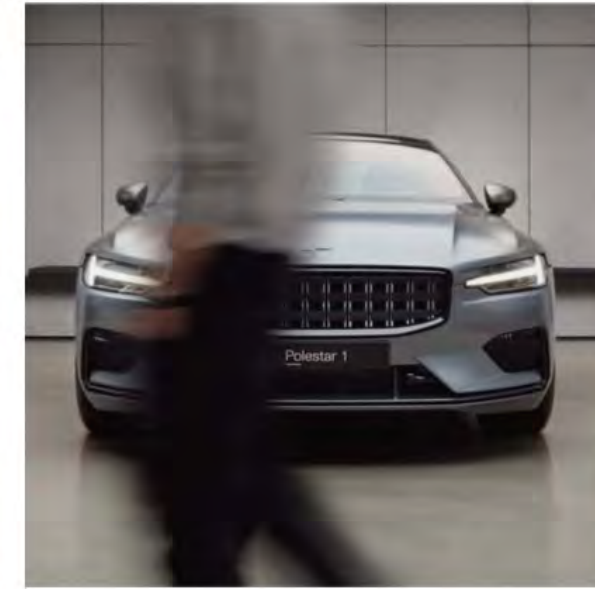
The new Polestar space is something, alright. Oh, and the cars are pretty cool too.



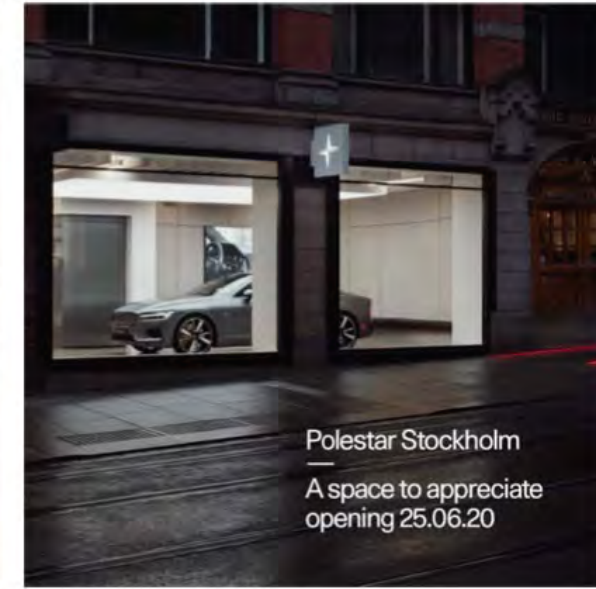
**Polestar Stockholm**  
A space for beauty



**Polestar Stockholm**  
A space for inspiration

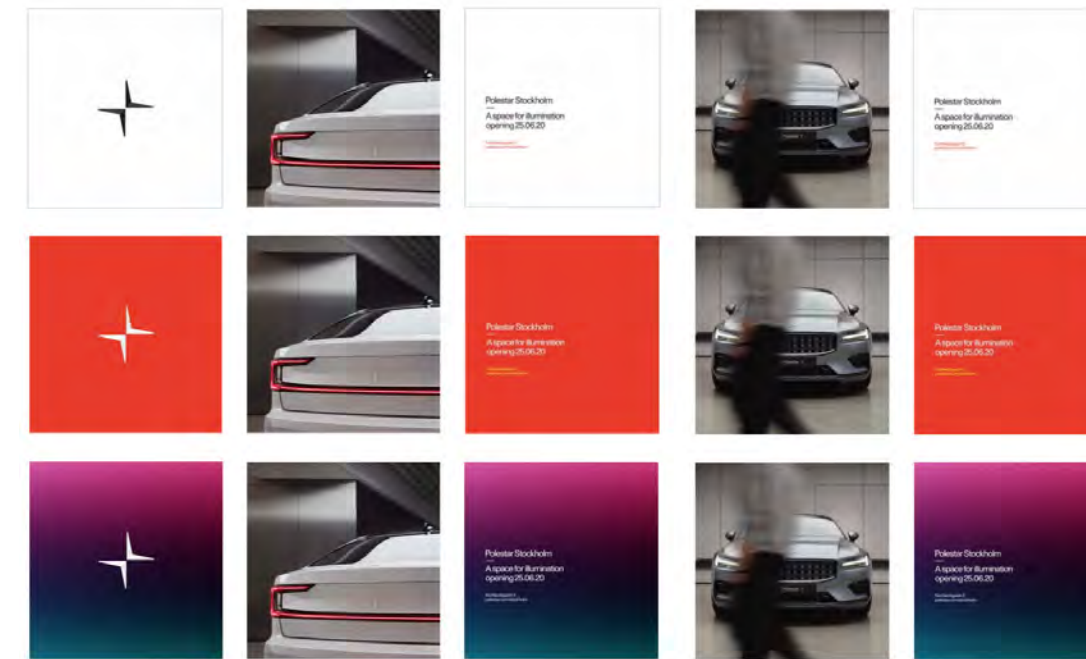
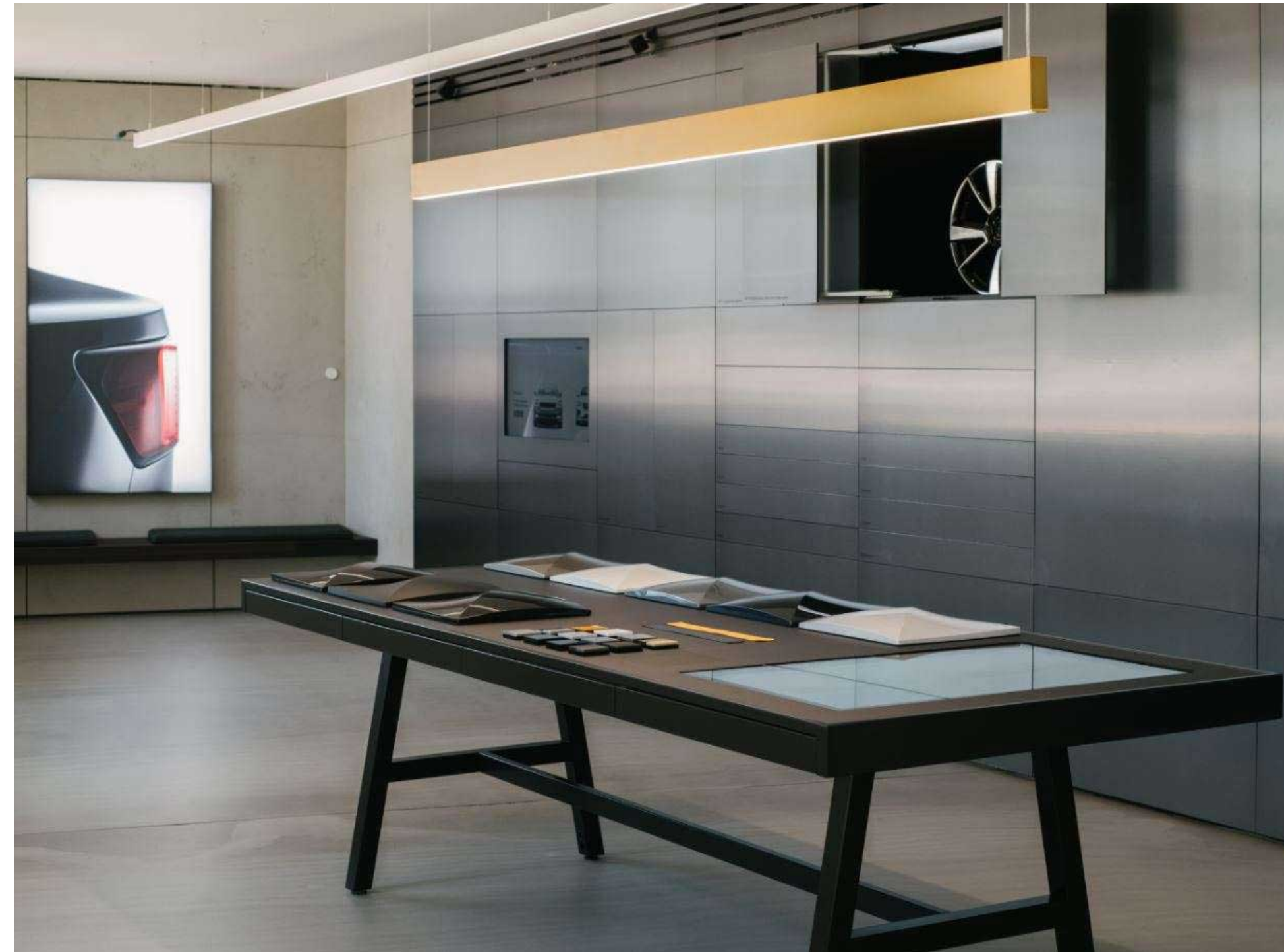


**Polestar Stockholm**  
A space for performance



**Polestar Stockholm**  
A space to appreciate

Polestar Stockholm  
A space to appreciate  
opening 25.06.20



# Y3 & NEIGHBORHOOD MOTO-LINE

LOOK & FEEL / STYLEFRAMES

For NEIGHBORHOOD, motorsports isn't a trend. It's an attitude that guides everything the brand does, from its rebellious in-line designs to its upcoming collaboration with Y-3. It's a ride like no other, complete with collaborations with some of the most famous names in the moto space.



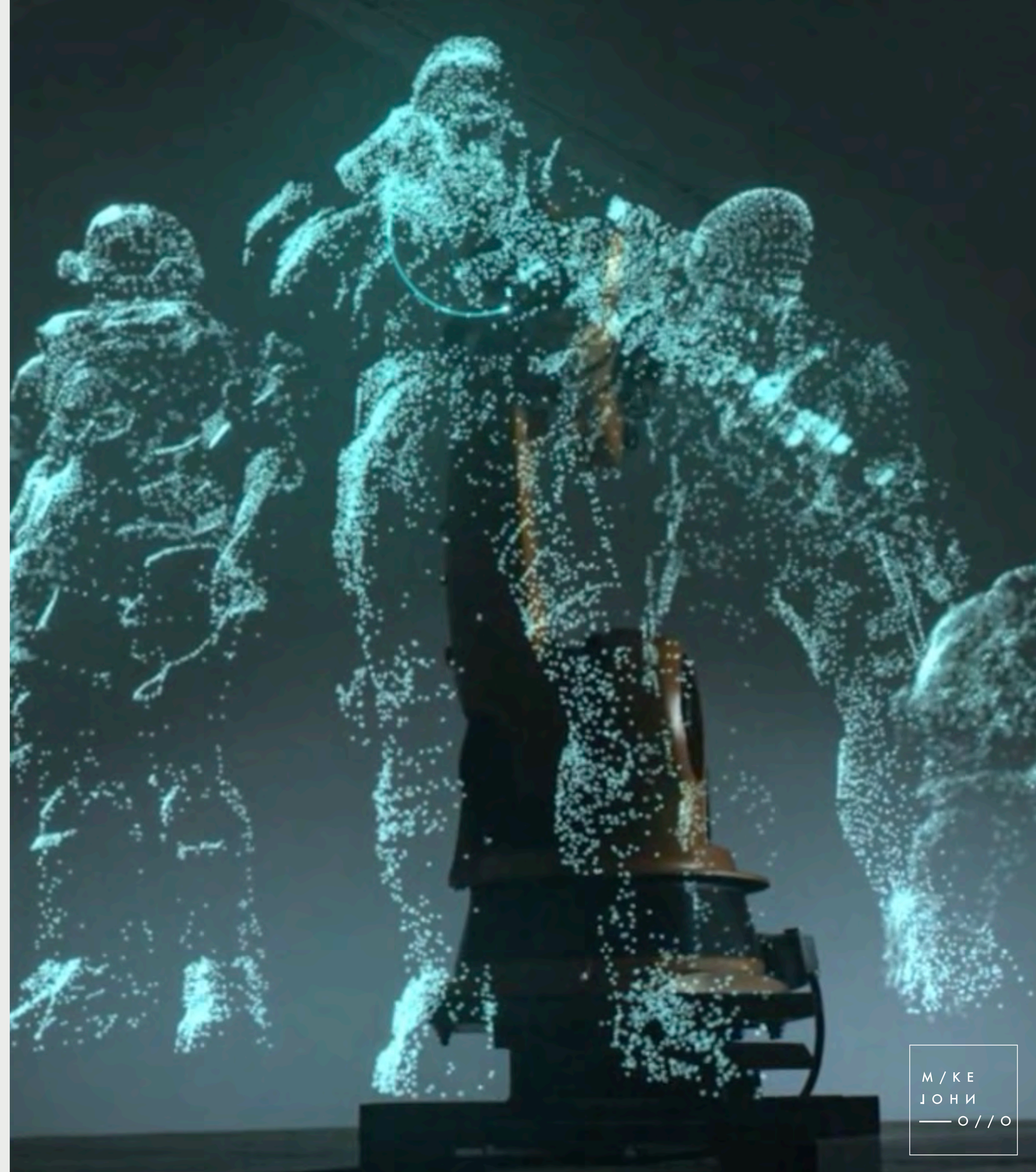


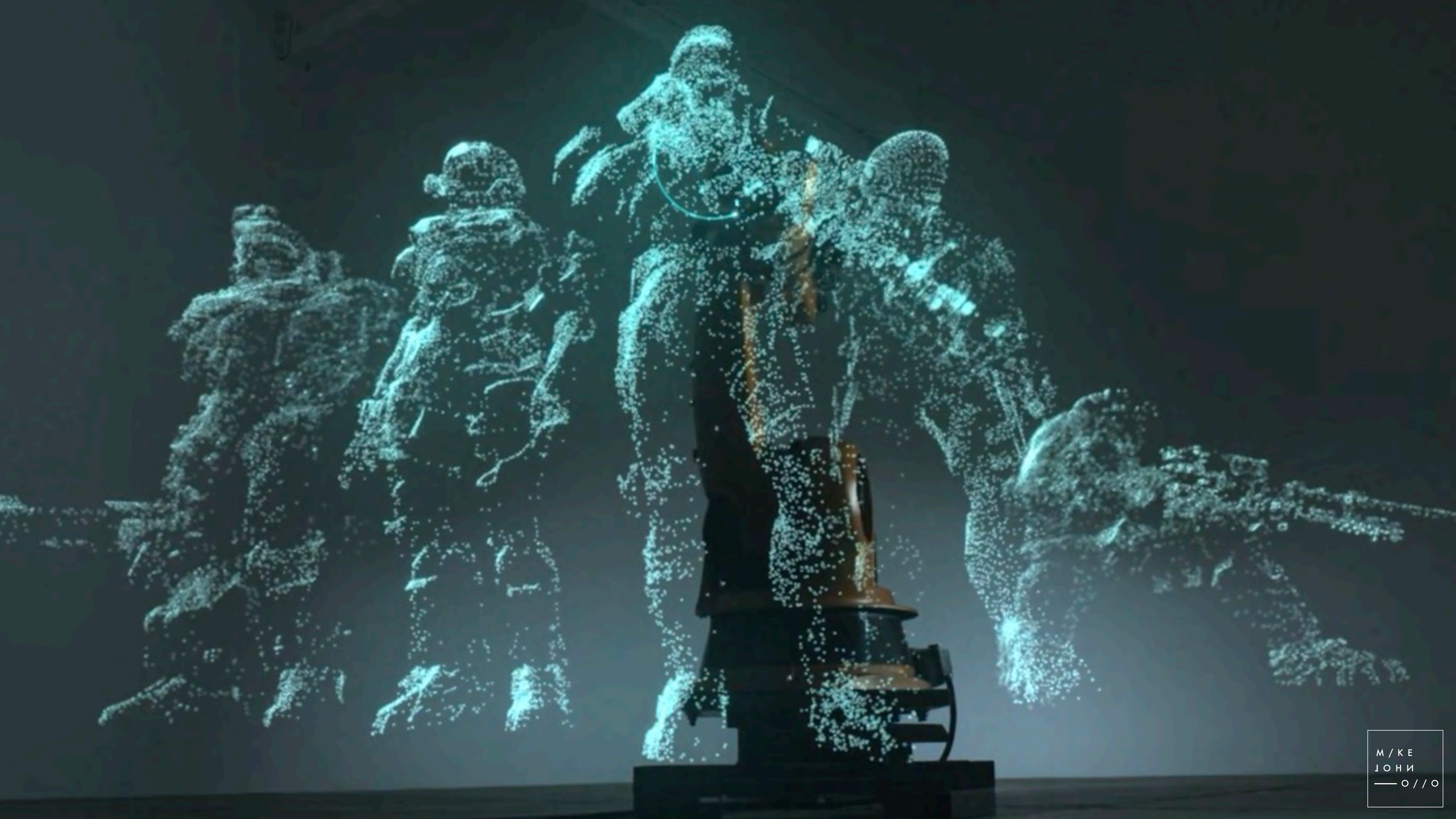
# HALO REMEMBER REACH

Monument to Noble Team, also known as the Monument of Light, was a part of the "Remember Reach" marketing campaign for Halo: Reach. The site displayed a KUKA robot arm, which could be viewed in real time as it drew points of light across the screen. Users could plot their own points via Facebook Connect, which were then displayed on the screen.

The robot arm would draw 54,439 points of light over the next 20 days.

When completed, it displayed a picture of the five members of Noble Team standing together. The site also displayed five points that were accessible by clicking on them. Each point corresponded to a member of Noble Team,





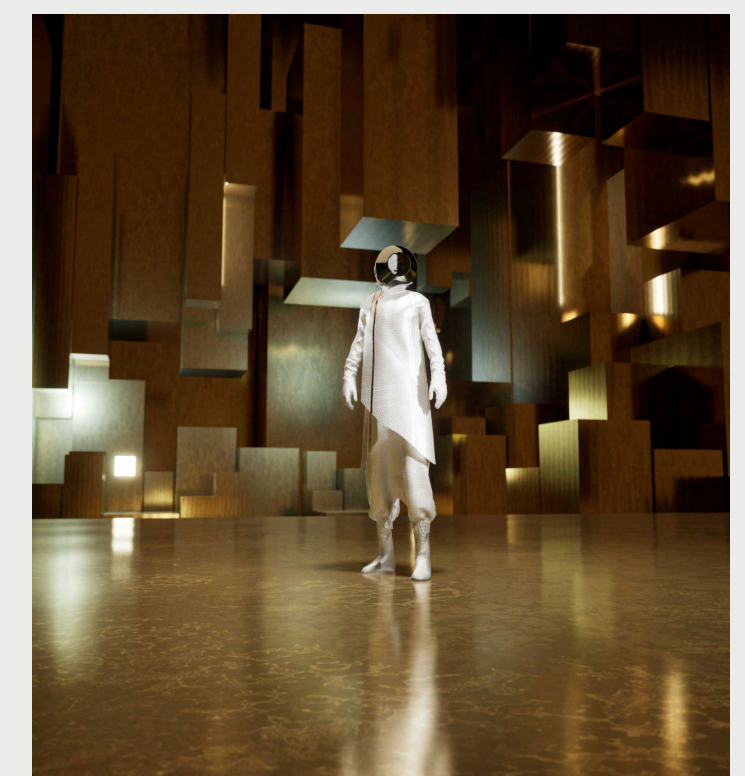
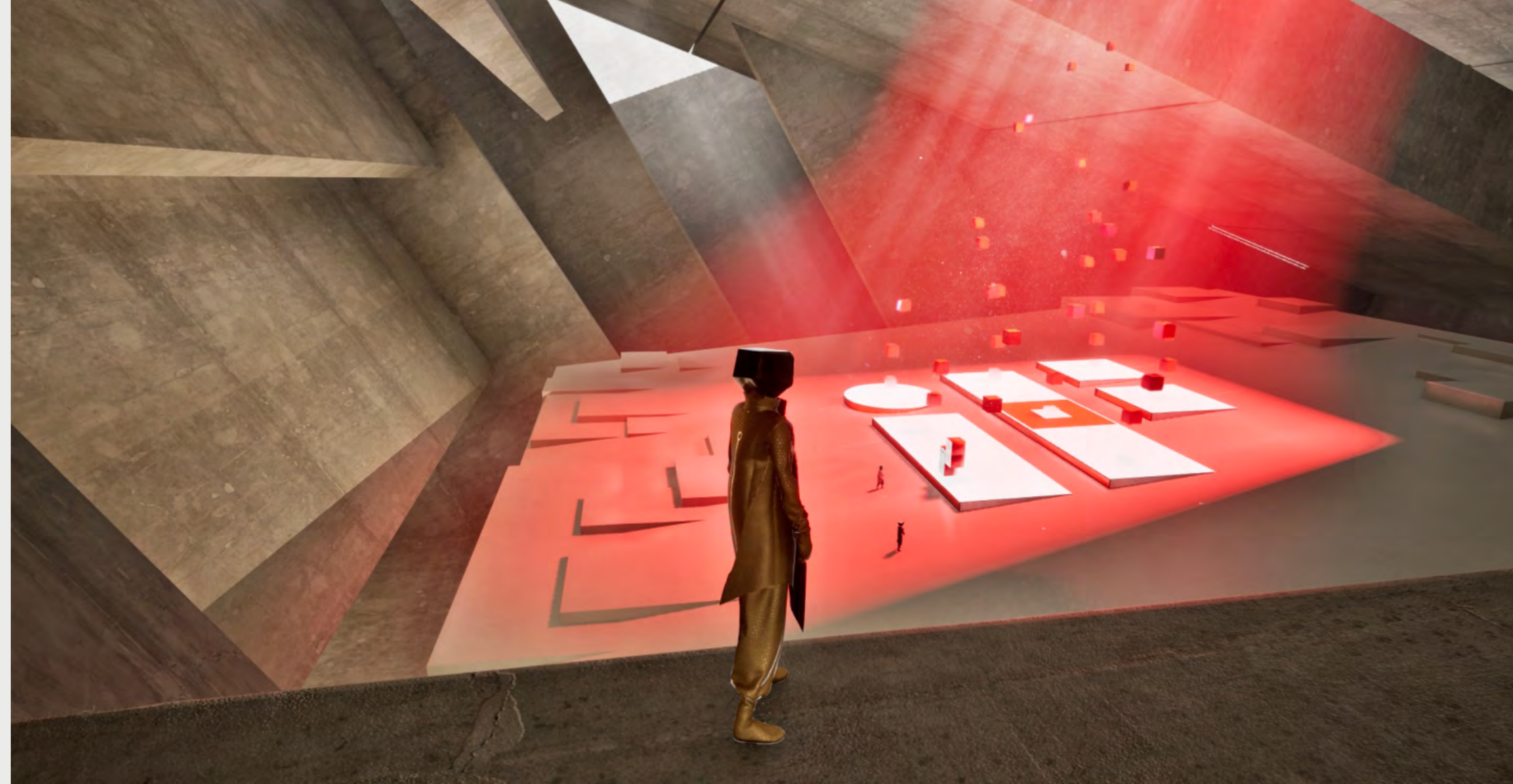
# IF DESIGN LANDMARK OF DESIGN EXCELLENCE

The new Metaverse Experience „The Landmark of Design Excellence“ created for the iF Design Award stages all winning work 2024. Central to this artistic concept is the iconic iF Design Sculpture, which presents all 75 Gold Awards and acts as the centrepiece in the connection between the different levels of the experience.

This Multiplayer Experience is the new iF Design Award Web3 Residence and will soon be a place for upcoming virtual design events. Experience the virtual representations of all 2024 iF DESIGN Award winners in a Multiplayer Experience. Enter an expansive landscape with your individual avatar and explore unique architecture full of winning entries on interactive cubes and around the iF Design Column.







# HYUNDAI LIGHT REVEAL

A live event that ran for 7 days prior to the unveiling of the new Hyundai i40 in Geneva.

Users could assume control over a light-rig composed of 200 lights over the Internet and use it to reveal parts of the, then still secret, design of the car with the result streamed back by 3 cameras from the studio in Germany.

A custom software allowed realtime control over the light rig which plugged into the website where users could draw strokes on a virtual model of the light rig and then see the results played through the streaming cameras.







# DR MARTENS MADE IN ENGLAND

Founded in 1947, the Dr Martens brand has been a staple in many people's wardrobes for years. In its latest promotional film, the brand wants to show the care with which it manufactures its shoes. In the short film entitled 'Made in England', which takes a look behind the scenes, viewers see various employees talking about their role within the company and what it means to them and to the different people around the world who wear these shoes.



THE WORK

# MADE IN ENGLAND



MADE IN ENGLAND



Broken in  
**once**  
Worn for a  
**lifetime**



# SENNHEISER MOMENTUM

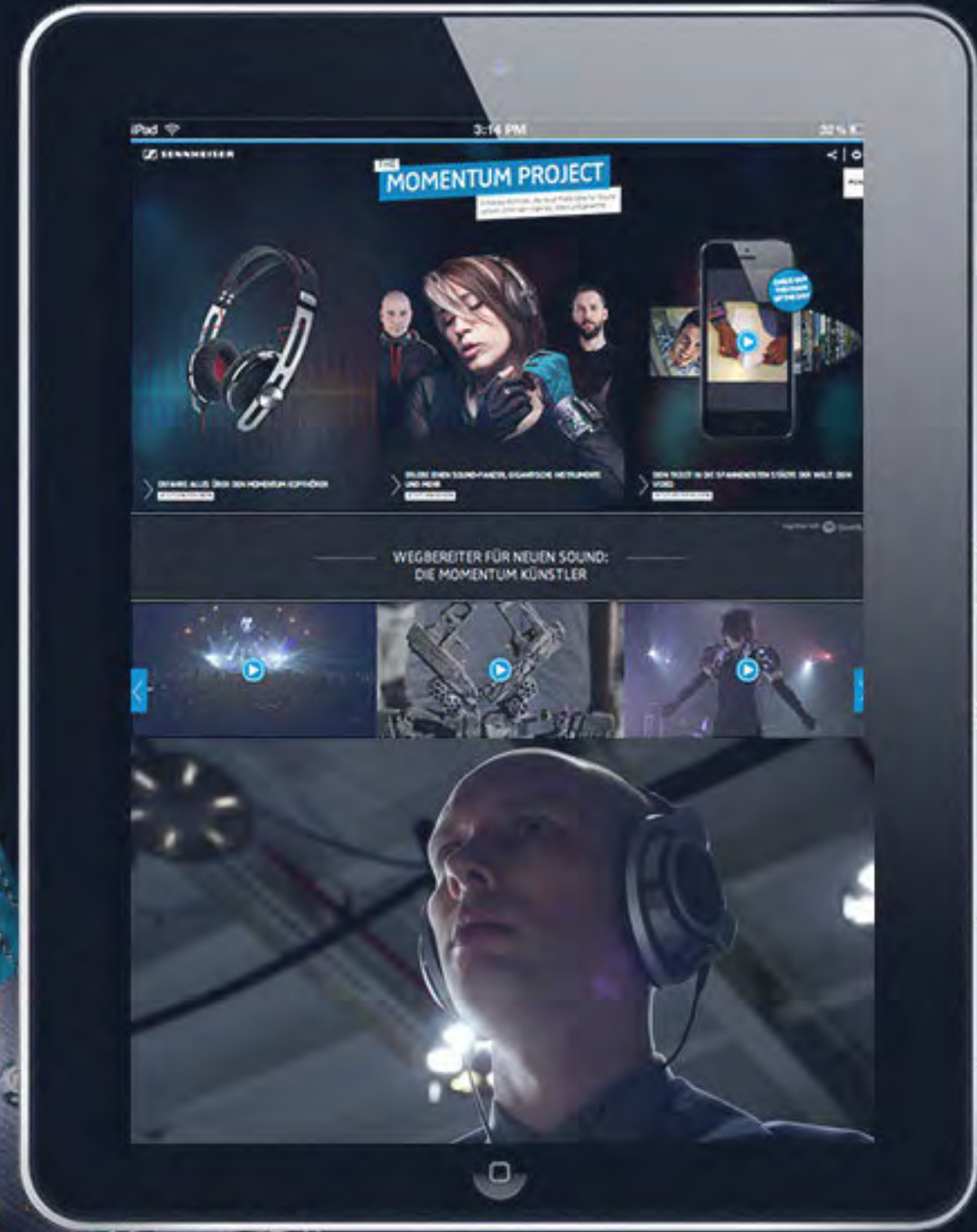
Inspired by people with drive, we visited several artists and discussed with them the influence of their work on the latest audio trends and introduced these extraordinary people.

We visited sound and music artists such as Nigel Stanford, Imogen Heap, Pedro Reyes, Nik Nowak, Honne and Portugal the Man. In a series of documentary films and small media formats, we talked about what inspires them and what their individual goals are.

Such as Disarm, the second generation of art instruments that Reyes is building after Imagine (2012) from the remains of weapons collected and destroyed by the Mexican army.

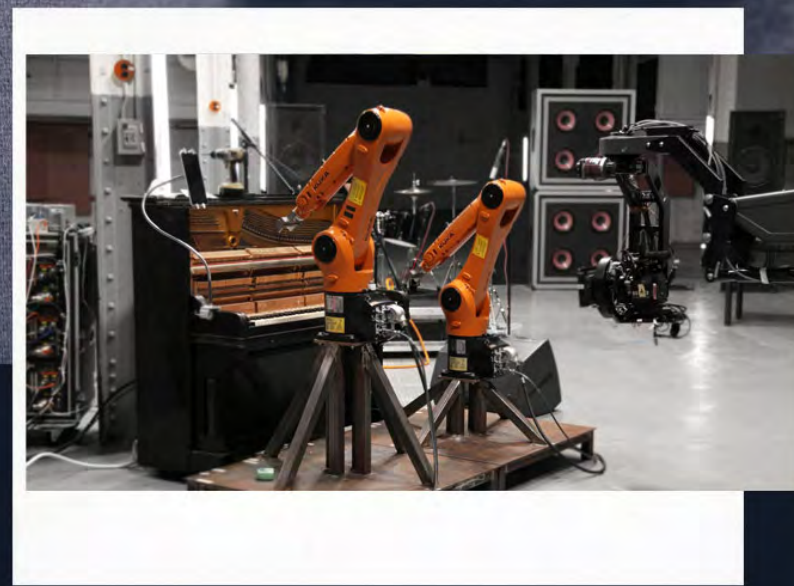
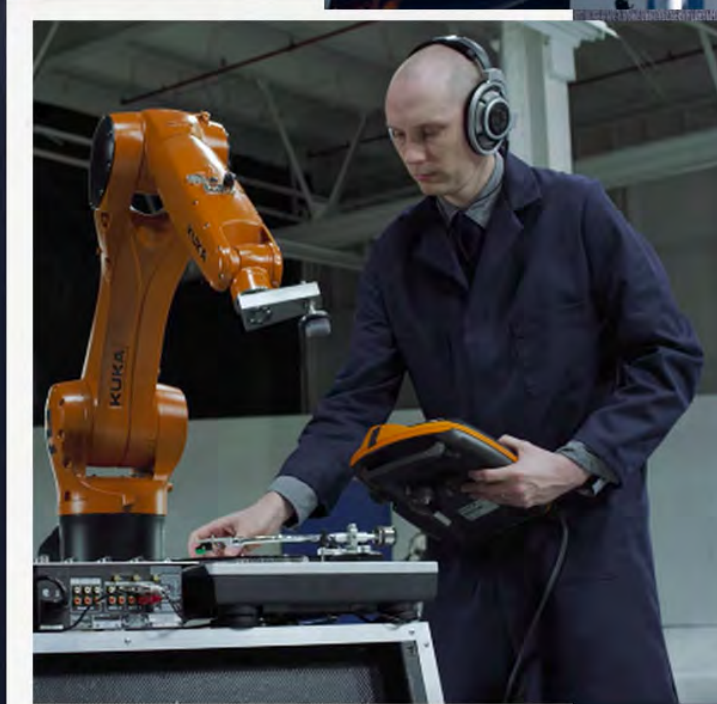
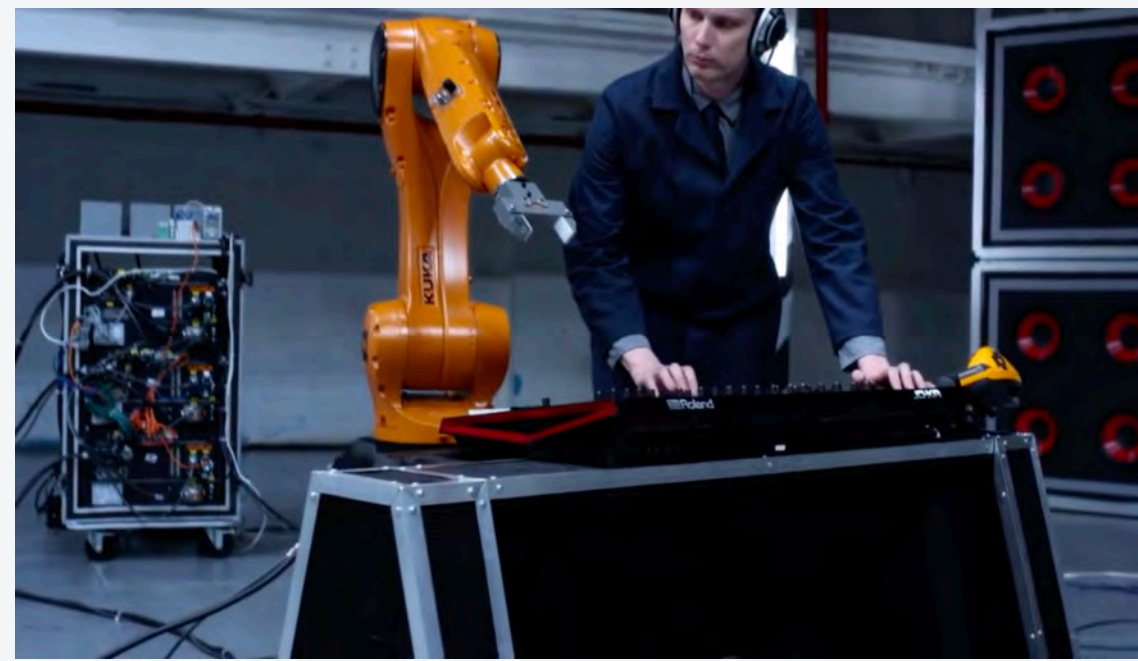
Or Nik Nowak's tank-like sound sculptures, which invite you to experience sounds in military-looking vehicles.



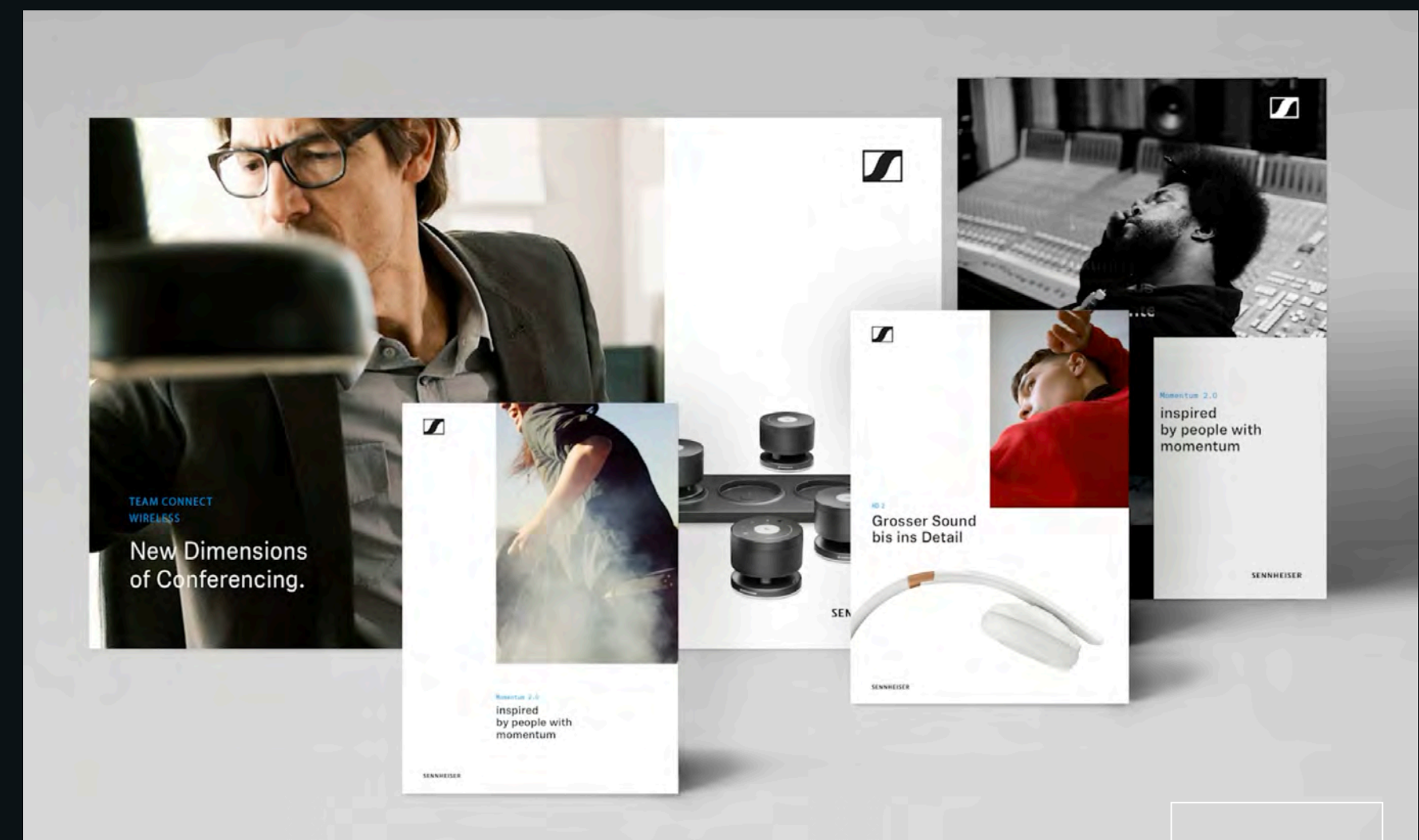
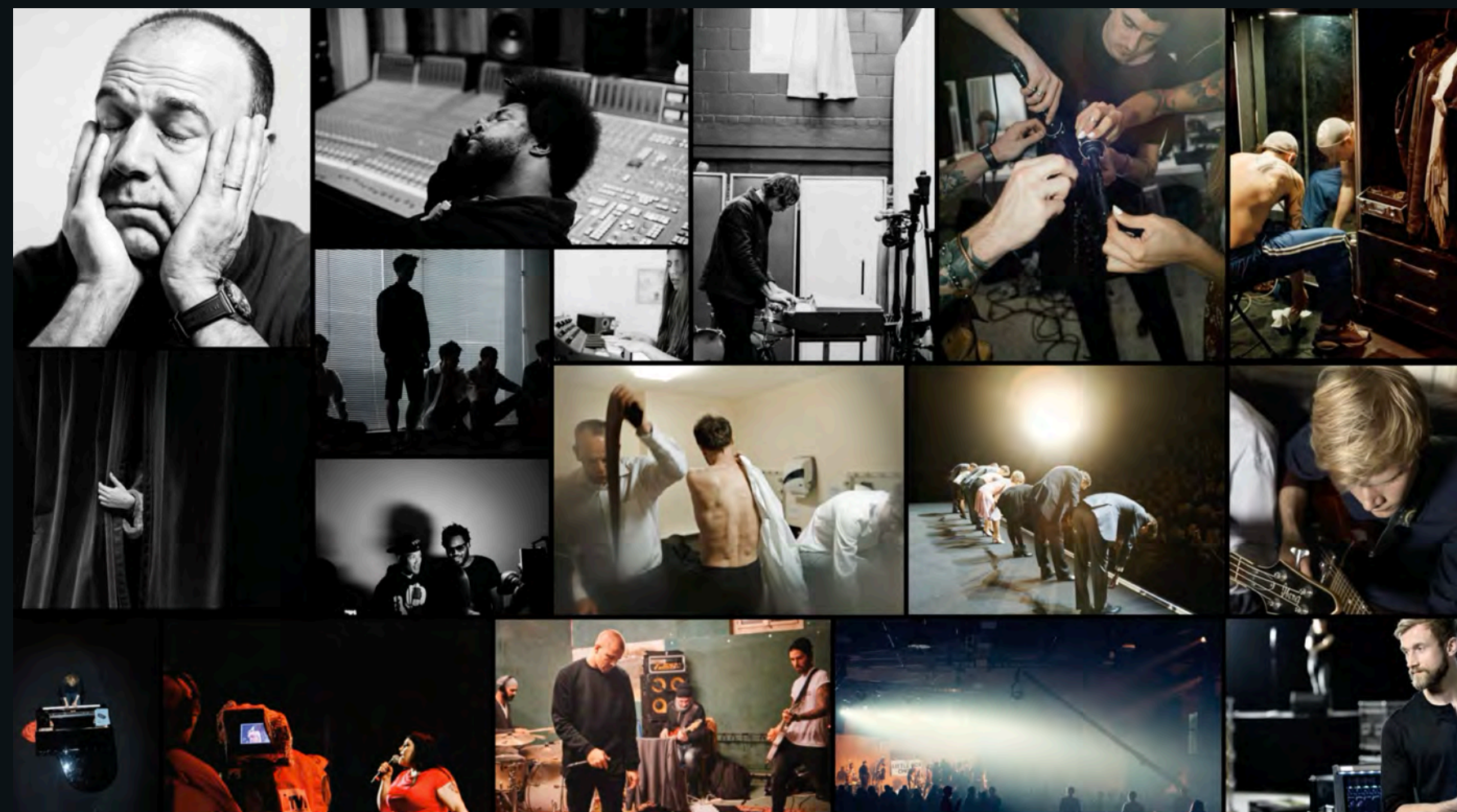




**THE NEW  
MOMENTUM HEADPHONES**  
INSPIRED BY PEOPLE WITH MOMENTUM

A man wearing large, over-ear headphones is shown in a factory setting. He is looking at a control panel. In the background, there are orange robotic arms and industrial equipment.

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JOHN  
— O//O



**convince**

**move**

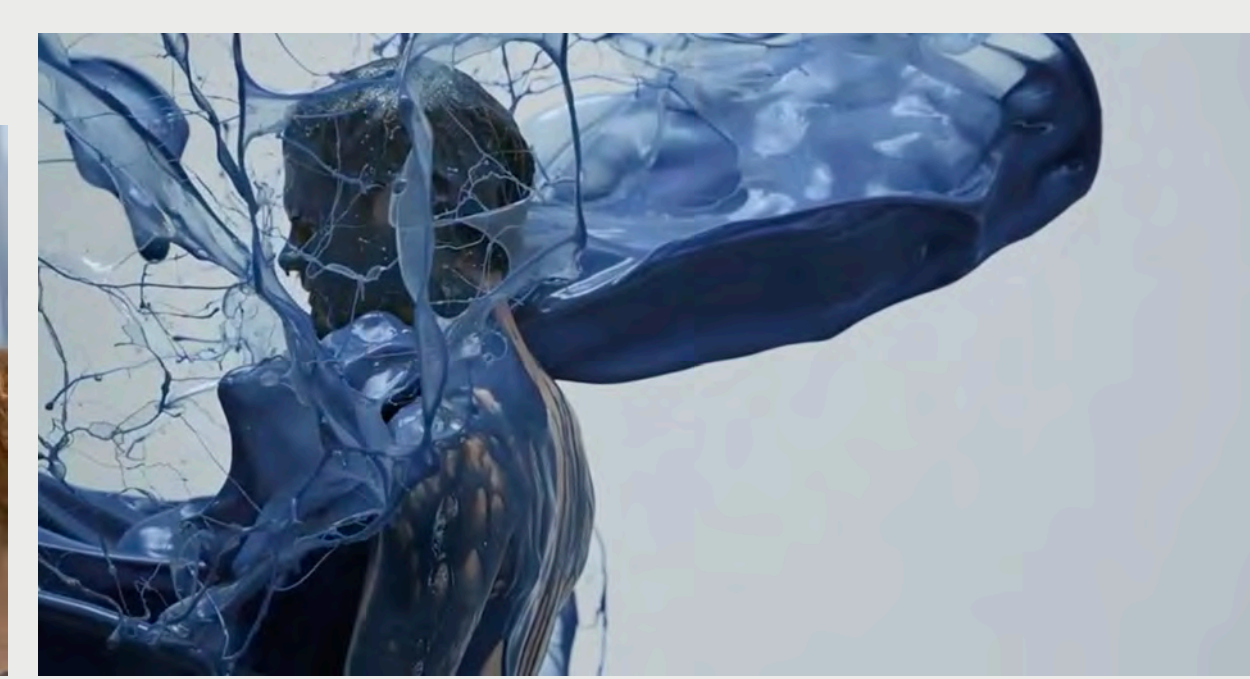
# ADIDAS X CHELSEA FC ONCE BLUE, FOREVER BLUE

A Narrative Experience Campaign for adidas x Fc Chelsea. Forever Blue. As part of a new adidas campaign to launch the club's new strip, the Blues players took part in a special promotion.

Splattered in paint, here are Chelsea's stars as you've never seen them before... Terry, Torres and Co really are true BLUES. To show that Chelsea's colour is blue and every player playing there will be transformed forever we created a spot tinting the team in blue color.







★★★★★  
MEN FOOTBALL

**CHELSEA FC HOME REPLICIA SHIRT**  
£64.95

It's Blue. What else matters?

Select size  1

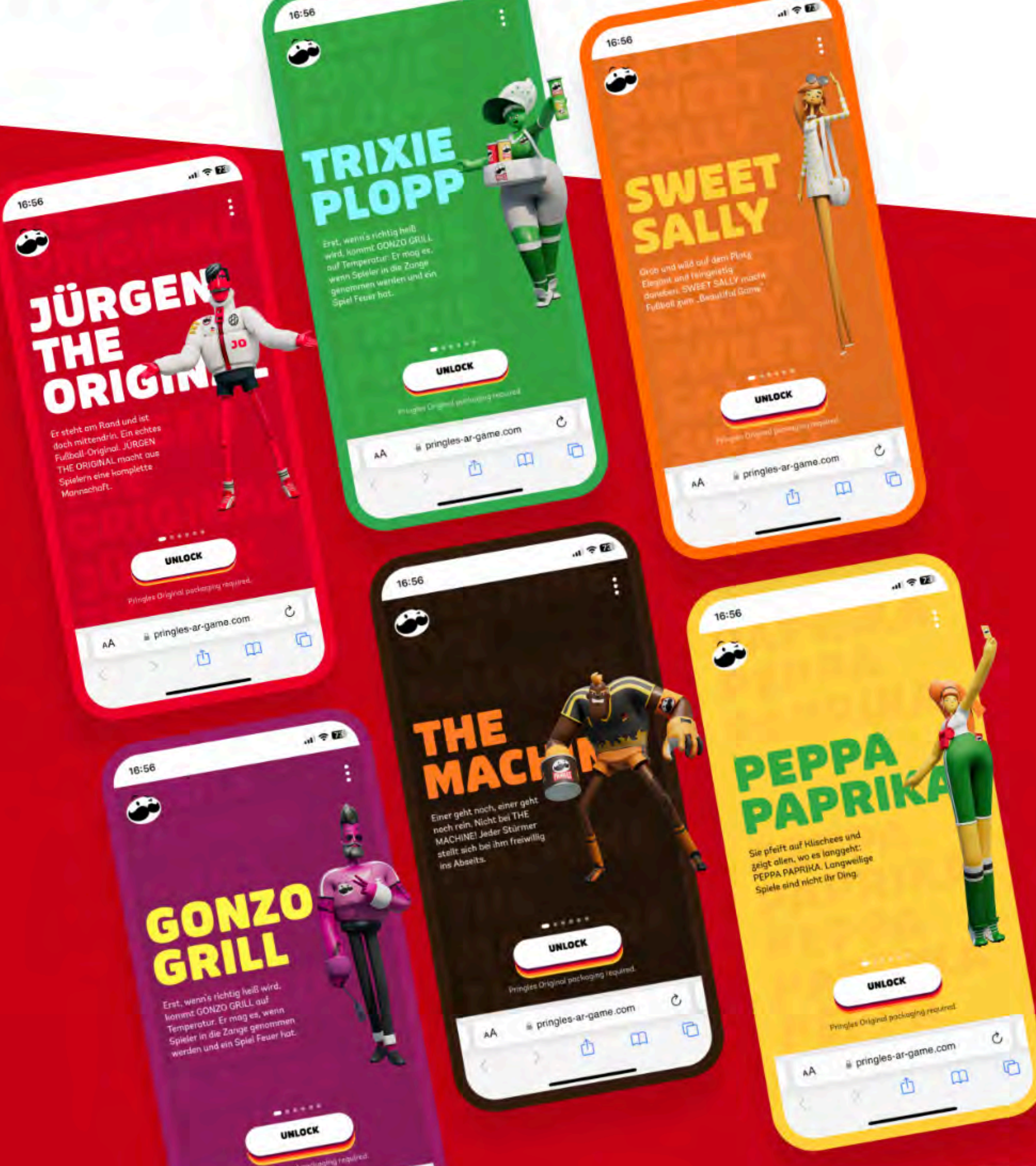
**BUY NOW**



it's blue.  
what else matters?

pre-order the new 2013/14 home shirt without seeing it  
[chelseafc.com/allin](http://chelseafc.com/allin)





# PRINGLES AR U READY?!

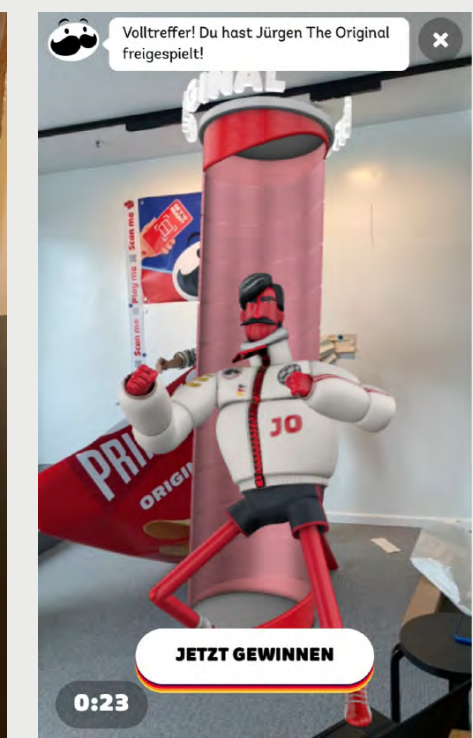
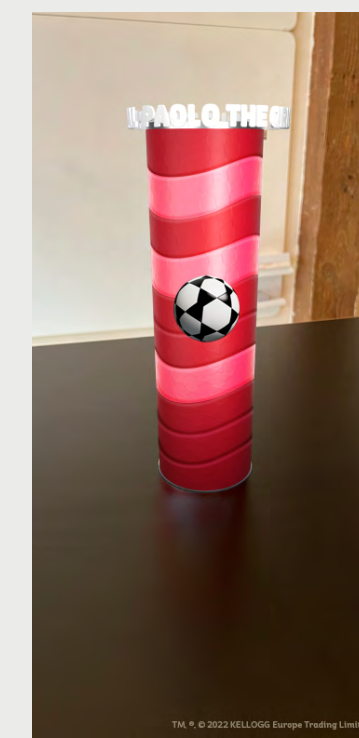
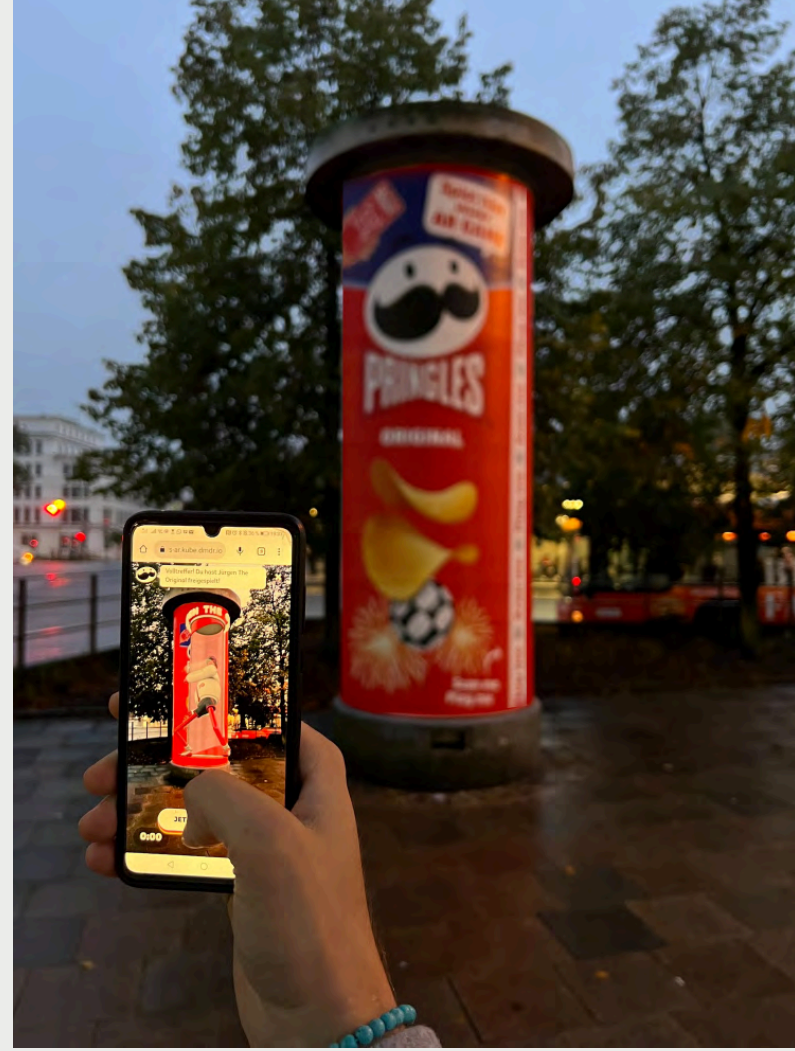
## AUGMENTED REALITY EXPERIENCE

„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.





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# SENNHEISER RESHAPING EXCELLENCE

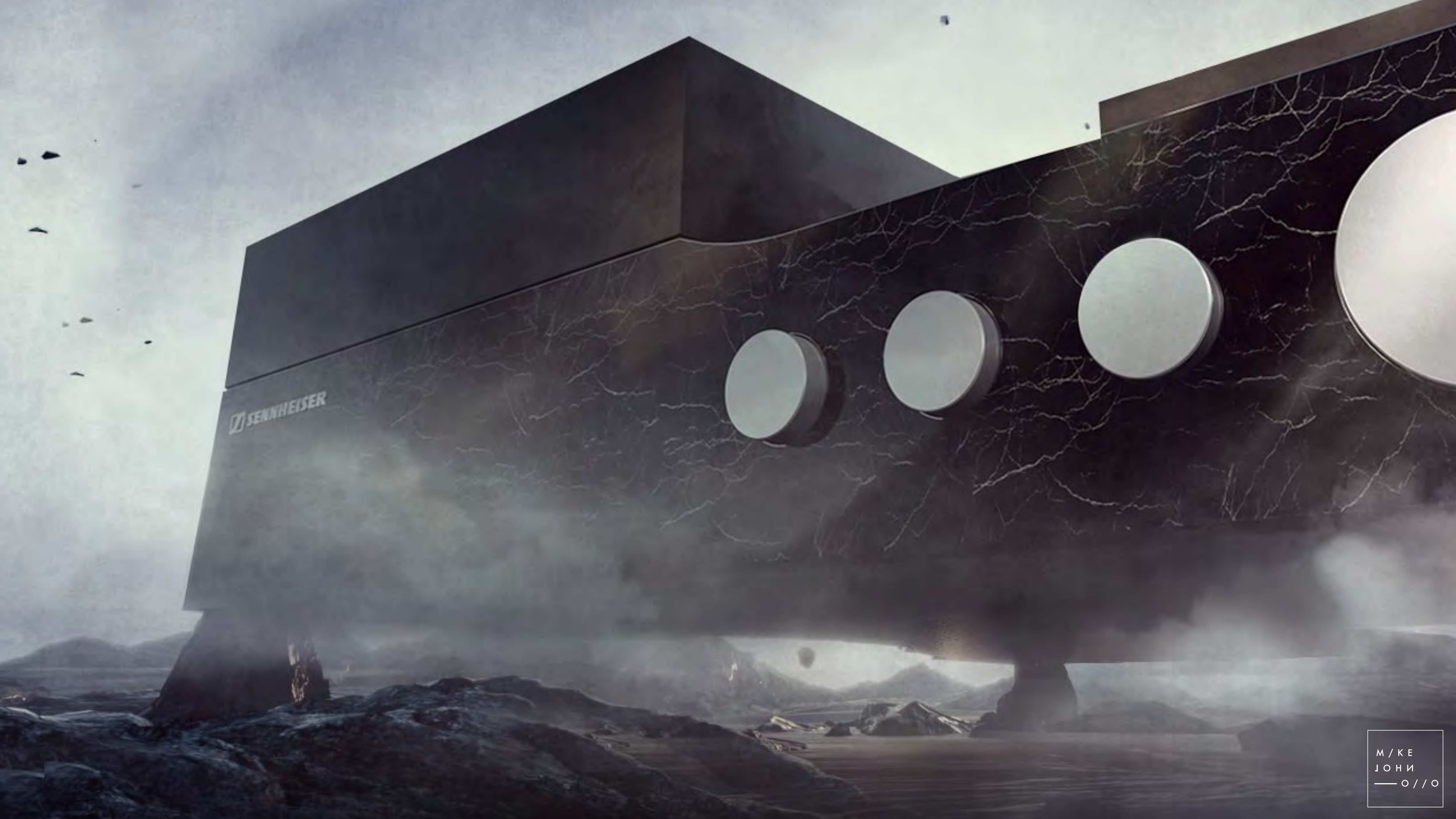
In 1991 Sennheiser created the best headphones in the world. They called them Orpheus. In 2015, they have done it again. The name and uncompromising philosophy remaining, this is Orpheus reborn. In otherworldly sound and timeless beauty. Perfectly engineered. Equipped with unique features and state-of-the-art 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.







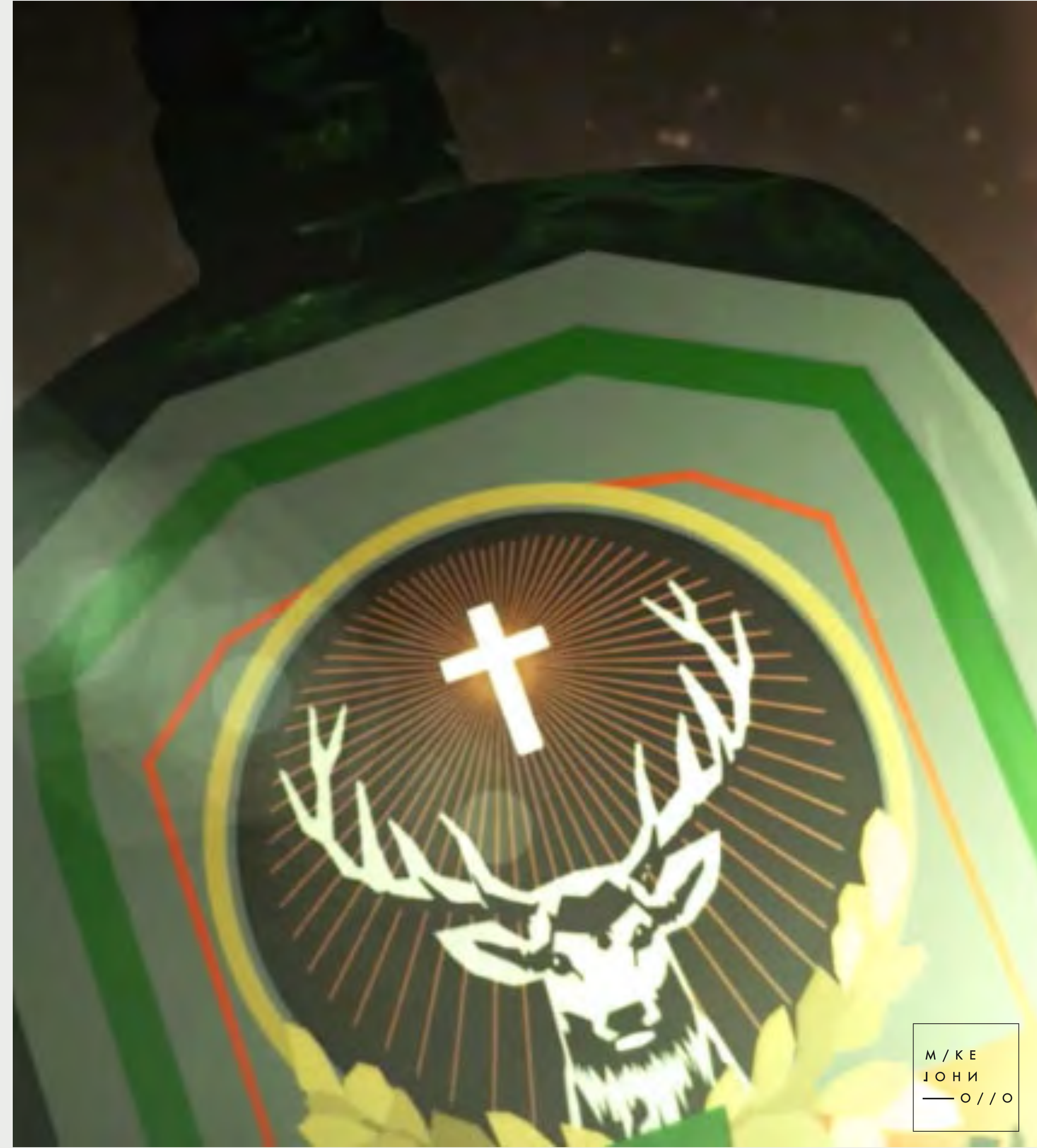
SENNHEISER



# JÄGERMEISTER REBIRTH

—

The brief was to create a music like video using some of the key iconography associated with the brand. The idea was to visualise the intensity of a Jägershot, from the first drop to the cooling sensation to the taste explosion that follows and ebbs until you are ready for the next one. The modelling was kept simple for stylistic purposes, and landscapes were designed to change and shift on their journey, taking the evolutionary process from the deep to the mountainous peaks and back again!







# THE AGE OF AI

AI without direction  
is just noise.

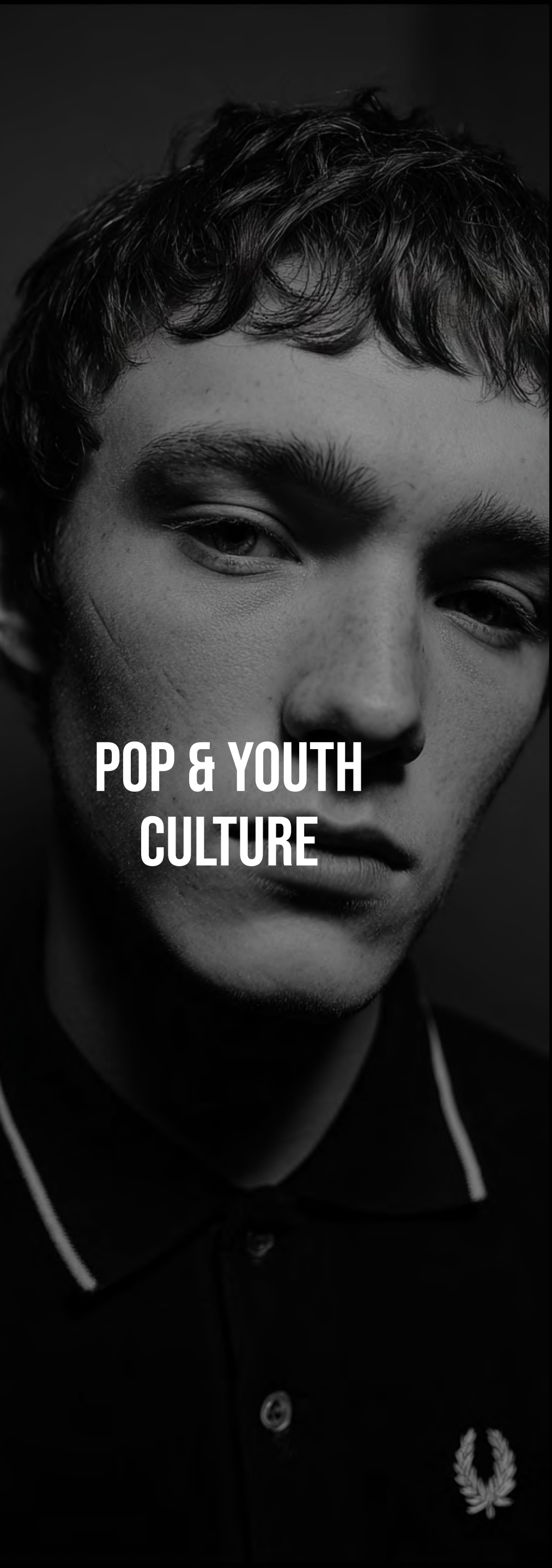
all  
you  
need  
taste.



LOOKS & STYLEFRAMES FOR NARRATIVE EXPERIENCES

# EXAMPLES OF WORLDS IN AI & UNREAL





**POP & YOUTH  
CULTURE**



**GAMING &  
DIGITAL LIFE**

# MY CULTURAL PLAYGROUNDS



**FASHION &  
LIFESTYLE**



**MUSIC &  
PERFORMANCE**



**ACTIVISM &  
FUTURE  
CULTURE**



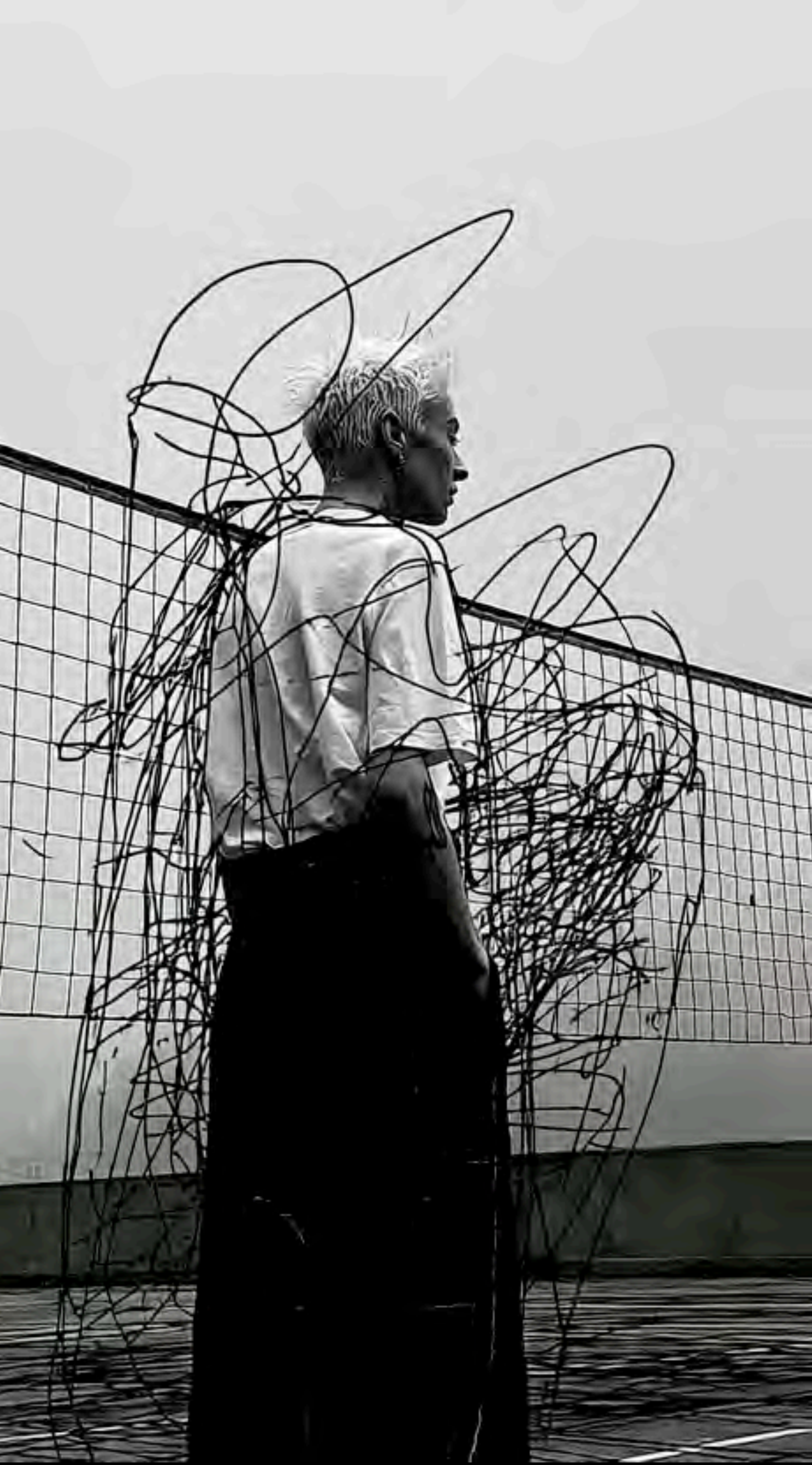














**METHODS EVOLVE  
CULTURE STAYS**  
AI GENERATED STYLEFRAMES  
BY M/KE JOHN O//O

M/KE  
JOHN  
— O//O



**METHODS EVOLVE  
CULTURE STAYS**  
AI GENERATED STYLEFRAMES  
BY M/KE JOHN O//O

**Personal AI Concept Study**  
Independent visual exploration demonstrating  
AI-driven art direction, mood development and  
campaign thinking.  
**Non-commissioned work.**

M/KE  
JOHN  
— O//O





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JOHN  
— O//O



M/KE  
JOHN  
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# LET'S GET IN TOUCH

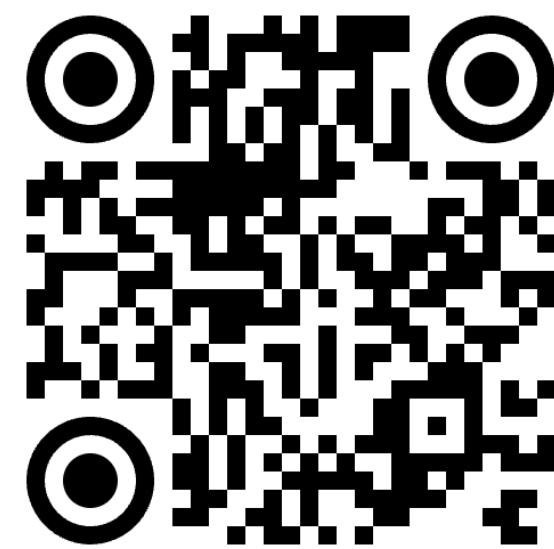
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Creative Consultant & Artist

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— O // O