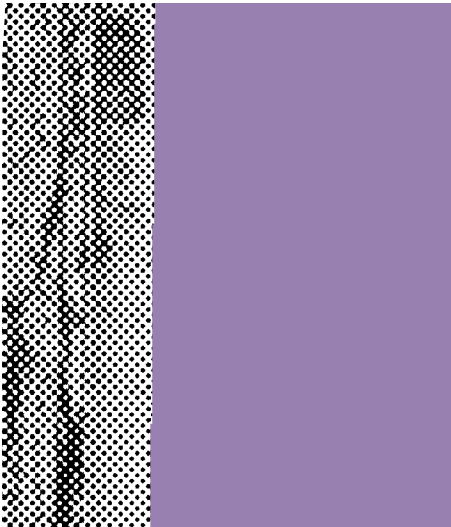


Portfolio
Elena Kaeslin



Consumer behavior
Poster

Let's talk about books
Layout

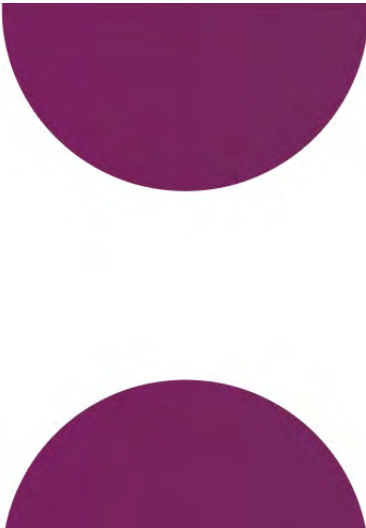


Constant Sans / Serif
Font-Design



Night of Lights
Apperance

Symphony Orchestra
Visual identity

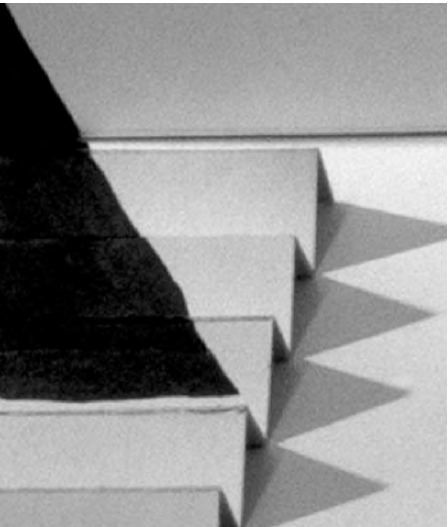


Museum St.Gallen
Poster, Flyer

Grand Hotel National
Booklets



Cookbook
Corporate Design



Anamorphosis
Film, Typography



481 minute of sleep
Photography, Layout

Fein SEIN
Visual identity



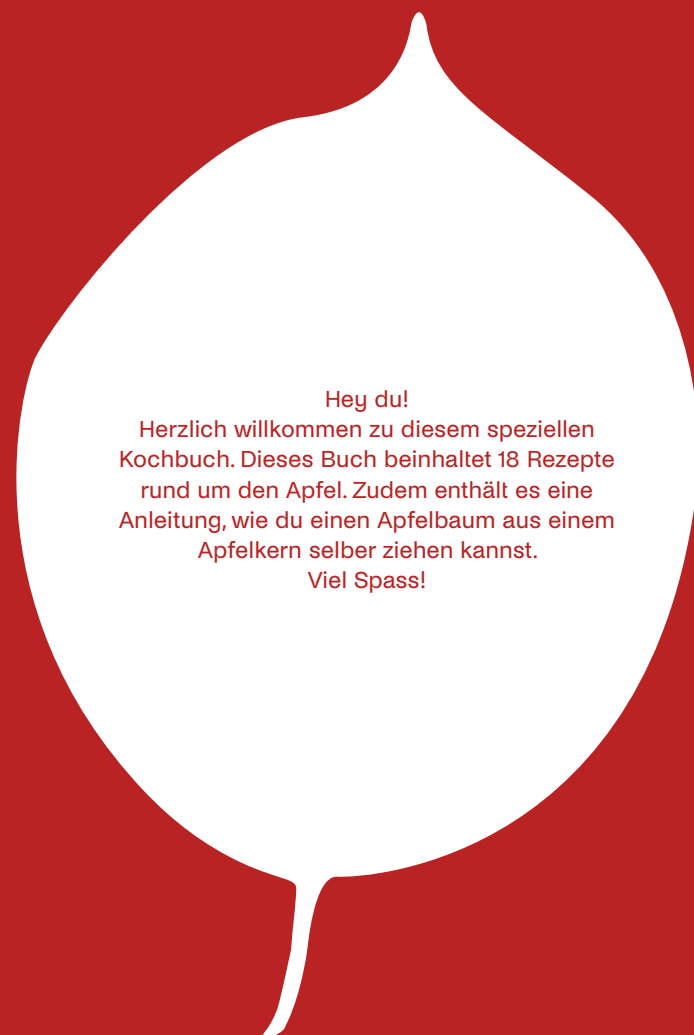
Tape
Illustration



Cookbook

A corporate design for a product-specific cookbook series with the Generation Z target group. That was one of the tests in our qualification process. I decided to combine a cookbook and a gardening book in one. The cookbooks should contain simple recipes, clear presentation and little text. There are also instructions on how to plant and grow the product in question, in this case apples. This is intended to raise awareness of food and nature and open up new perspectives. Formally, various kitchen and garden utensils are used. There is only one color in each cookbook in the series, which is based on the respective product. Instead of photographs of the dishes, there are two-dimensional illustrations. This is to do justice to Gen Z and to create contrasts.

Corporate Design
4th year of studies (2023)



Hey du!
Herzlich willkommen zu diesem speziellen
Kochbuch. Dieses Buch beinhaltet 18 Rezepte
rund um den Apfel. Zudem enthält es eine
Anleitung, wie du einen Apfelbaum aus einem
Apfelnuss selber ziehen kannst.
Viel Spass!

Apfel



Im Garten und
der Küche

Echtzeit

Hey Du!

Herzlich willkommen zu diesem besonderen Kochbuch, das Ihnen eine Fülle von köstlichen Rezepten und wertvollen Tipps rund um den Apfel präsentiert. Dieses Buch ist eine Hommage an eine der vielseitigsten und bezauberndsten Früchte, die die Natur uns schenkt. Das Besondere an diesem Buch ist jedoch nicht nur die Vielfalt der Apfelrezepte, sondern auch die Verbindung zum Gärtnern. Denn was liegt näher, als den Kreislauf der Natur vollständig zu erfassen und den Apfel nicht nur auf dem Teller, sondern auch im eigenen Garten anzubauen? Wir möchten Sie ermutigen, Ihre grünen Daumenfertigkeiten zu entfalten und die Freude zu erleben, von der Blüte bis zur Ernte Teil des wunder-

baren Wachstumsprozesses des Apfelbaums zu sein. Mit diesem Buch möchten wir Ihnen nicht nur eine Sammlung von Rezepten präsentieren, sondern auch ein tieferes Verständnis für die Herkunft und Vielfalt des Apfels vermitteln.

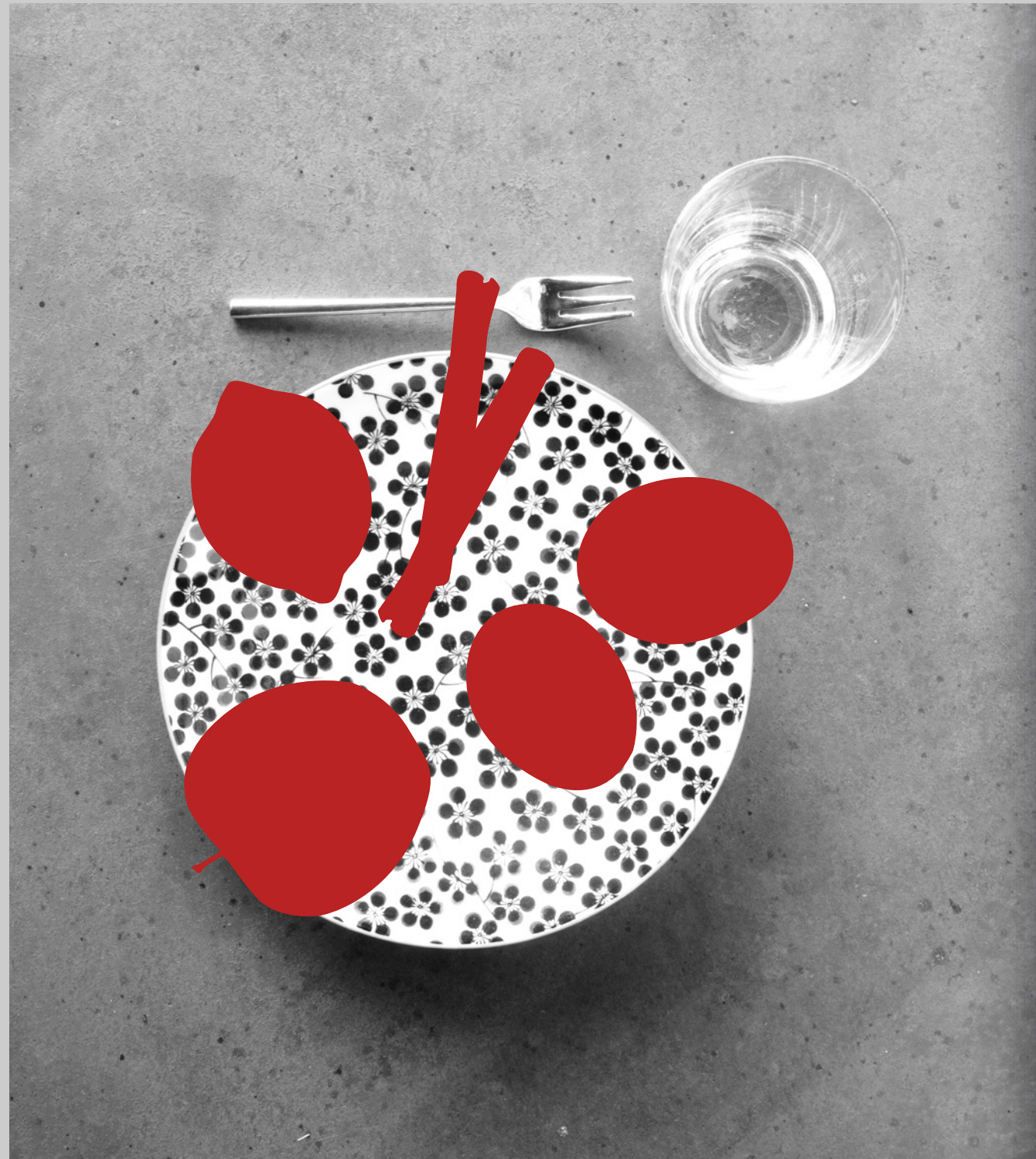
Unsere Rezepte reichen von traditionellen Klassikern bis hin zu innovativen Kreationen, die den Apfel in unerwarteten Kombinationen zum Leuchten bringen. Wir legen grossen Wert auf saisonale Zutaten und einen bewussten Umgang mit den Ressourcen unserer Erde.

Guten Appetit und viel Spass beim Entdecken!

Inhaltsverzeichnis

6	Apfelchips	30 min
8	Apfelmus	20 min
10	Apfelchutney	20 min
12	Apfel-Salbei-Rösti	45 min
14	Apfel Auflauf	90 min
16	Apfel-Lauch-Wähe	70 min
18	Apfel-Frittata	60 min
20	Fenchelsalat mit Apfel	25 min
22	Apfelknöpfli	120 min
23	Äpfel selber anpflanzen	

32	Apfelkuchen	60 min
34	Süssmostcreme	45 min
36	Zucchetti-Apfel-Cake	45 min
38	Apfel Crumble	30 min
40	Apfelschnecken	50 min
42	Bratapfel	20 min
44	Heisser Apfel	50 min
46	Zimtäpfel	20 min
48	Apfel-Quark-Bällchen	40 min



Apfelkuchen

32

3 Stk	Äpfel
1 Pk	Backpulver
3 Stk	Eier
190 g	Mehl
8 EL	Wasser
1 Prise	Zimt
1 Stk	Zitrone
140 g	Zucker

Für den schnellen Apfelkuchen zuerst den Backofen (Ober- und Unterhitze) auf 180 Grad vorheizen.

Danach das Eiweiss in einer Schüssel zu steifen Schnee schlagen.

In einer anderen Schüssel das Eigelb mit Zucker schaumig schlagen. Wasser und Zitronenschale dazugeben. Das mit Backpulver versiebte Mehl untermischen und den Eischnee vorsichtig unterheben. Danach die Äpfel schälen und das Kerngehäuse entfernen und in Spalten schneiden.

Die Teig-Masse in eine gefettete Springform füllen. Apfelspalten auf dem Teig verteilen und mit Zimt und Zucker bestreuen.

Den Kuchen im vorgeheizten Backofen bei 170 Grad (Heissluft) etwa 40 Minuten backen.



Apfel-Salbei-Rösti

12

1kg	Gschwellti
2Stk	Äpfel
4Stk	Salbeiblättchen
2TL	Salz
1Prise	Pfeffer
	Bratbutter

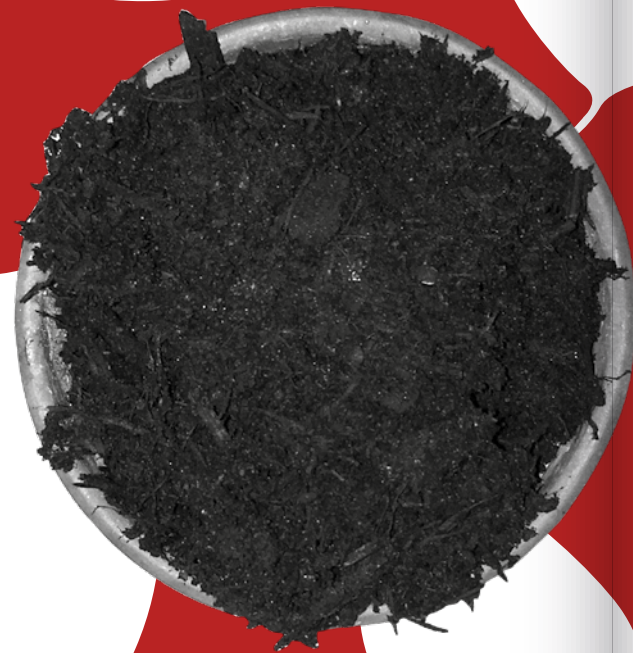
Für die Rösti Gschwellti schälen und an der Röstiraffel in eine Schüssel raffeln. Äpfel dazuraffeln, würzen. Alles sorgfältig mischen.

Bratbutter in einer beschichteten Bratpfanne erhitzen. Kartoffel-Apfel-Mischung zugeben. Bei mittlerer Hitze 10 – 15 Minuten braten, ab und zu wenden. Kartoffelmischung zu einem Kuchen formen, 5 – 10 Minuten weiterbraten, bis sich eine braune Kruste gebildet hat. Rösti auf eine flache Platte oder einen Teller stürzen und in die Pfanne zurückgleiten lassen. Zweite Seite fertig braten.

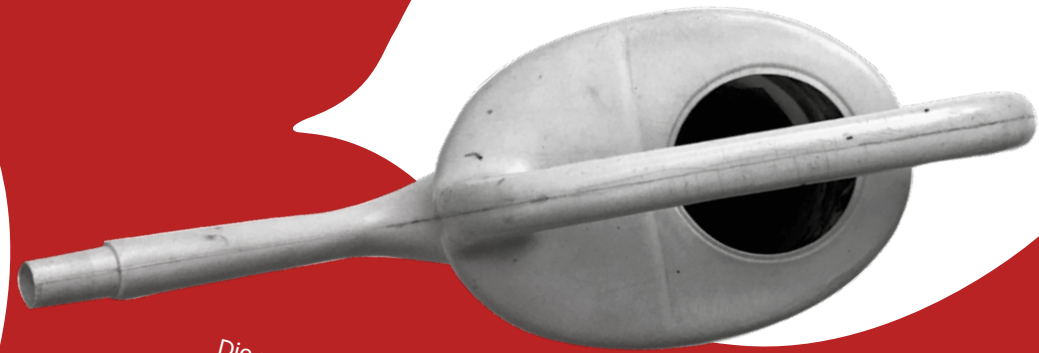
Rösti auf die vorgewärmte Platte oder den Teller anrichten.

Äpfel selber anpflanzen

Zuerst müssen wir 5–10 reife Äpfel sammeln, am besten von 2–3 verschiedenen Sorten. Wir schneiden die Äpfel in der Mitte durch und holen die Samen heraus. Wir brauchen mindestens 3 Dutzend Apfelsamen, denn im Durchschnitt keimt nur einer von 4 Samen.



Wir lassen die Samen zunächst trocknen und wickeln dann immer 2–3 Samen vorsichtig in ein nasses Handtuch ein.



Die nassen Handtücher stecken wir in einen Plastikbeutel, den wir gut verschliessen. Dann legen wir den Beutel für 60–80 Tage in den Kühlschrank. Alle 20 Tage überprüfen wir sorgfältig, ob das Handtuch feucht ist und ob sich Keimlinge gebildet haben.





Kontakt

Garten und Küche

Webshop



Quitte

Roggen



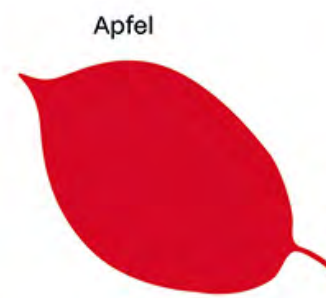
Heidelbeere



Pastinake



Traube



Apfel



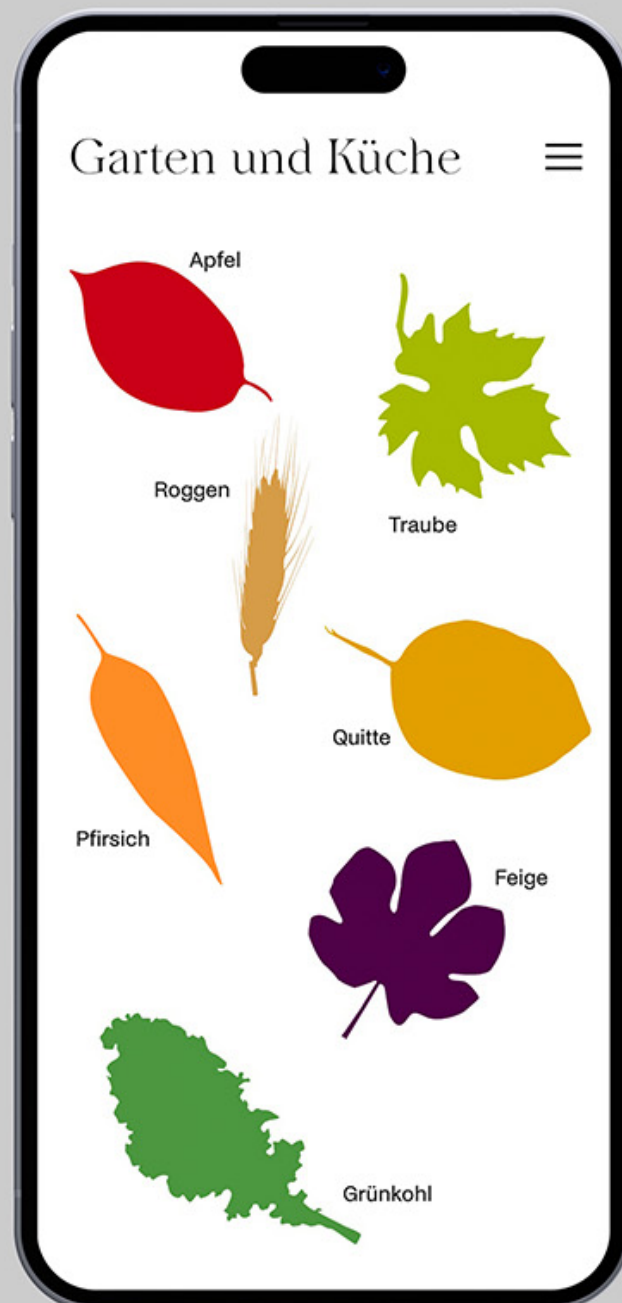
Grünkohl



Feige



Pfirsich





Consumer behavior

In this project, I took an look at our consumer behavior and the issue of waste. It is frightening how much we actually need to cover our needs. My intention was to raise awareness of this issue. To do this, I decided to create an infographic. It shows how many resources a single person in Switzerland consumes per year. The task was to design a poster on the overarching theme of “Respect in society”. This was created in collaboration with the municipality of Emmen and Clear Channel.

Poster
Clear Channel
2nd year of studies (2021)





ier*

m³
Wasser*

60

kg
Papier und
Karton*

kg
Abfall*

6

5





Youth Symphony Orchestra St. Gallen

During my six-month internship at TGG Visuelle Kommunikation in St. Gallen, I was able to work on some very exciting design projects. I was responsible for designing the visual identity of the newly founded association “Jugend Sinfonie Orchester St. Gallen”. For a visual basis, I focused on the formation of an orchestra and translated that into a logo. The next step was to design several flyers and a website.



Visual identity
Youth Symphony Orchestra St. Gallen
In collaboration with TGG Visual Communication
4nd year of studies (2022)



Jugend
Sinfonieorchester
St.Gallen

Jugend Sinfonieorchester St. Gallen

JSOST JSO
Sinfonieorchester St. Gallen

(Punkte)

Sinfonieorchester Jugend Sinfonie Orchester St. Gallen

JSO

Jugend Sinfonie Orchester St. Gallen

JSOST

- Streifen schneiden & wieder zusammenkleben

Hand-drawn sketches of musical instrument forms and a diagram of a symphony orchestra layout.

Instrument Forms:

- Two long, thin vertical shapes (possibly flutes or clarinets).
- A pear-shaped body (possibly a violin or viola).
- A long, narrow, flared shape (possibly a trumpet or trombone).
- A triangle.
- A rectangular shape with vertical lines (possibly a drum or a keyboard instrument).
- A trapezoidal shape.
- Two circles (possibly cymbals or gongs).
- A small, flared shape (possibly a bell or a small drum).

Orchestra Layout:

A diagram showing the layout of a symphony orchestra, with labels for the sections:

- Jugend Sinfonieorchester** (Youth Symphony Orchestra) - positioned at the front left.
- Jugend** (Youth) - positioned at the front center.
- Sinfonie** (Symphony) - positioned at the front right.
- Orchester** (Orchestra) - positioned at the back left.
- St. Gallen** - positioned at the back right.

Additional Notes:

- Backblenden aus Instrumentformen (Backgrounds from instrument forms).
- Jugend(s)chören (Youth choruses) - including:
 - Chorgruppe (Chorus group)
 - slanted

5/

Sinfonieorchester

Jugend
Sinfonie
Orchester

Jugend
Sinfonie
Orchester

— Jugend —
— Sinfonie —
— Orchester —
— St. Gallen —

Buchstaben aus Instrumentformen

— Jan Menge (Jugendstil-Schriften)

Instrument outlines als
Bildmarke?

Bauklötze?

Jugend Sinfonie Orchester

Jugend Sinfonieorchester
St. Gallen

4/ Nr Typo

== () == —

~~Jugend Sinfonieorchester~~
St. Gallen

~~Jugend Sinfonieorchester~~
St. Gallen

Jugend Sinfonieorchester
St. Gallen

Jugend Sinfonieorchester
St. Gallen

Jugend Sinfonieorchester
St. Gallen

Jugend Sinfonieorchester
St. Gallen

JSO St. Gallen

JSO St. Gallen

JSO

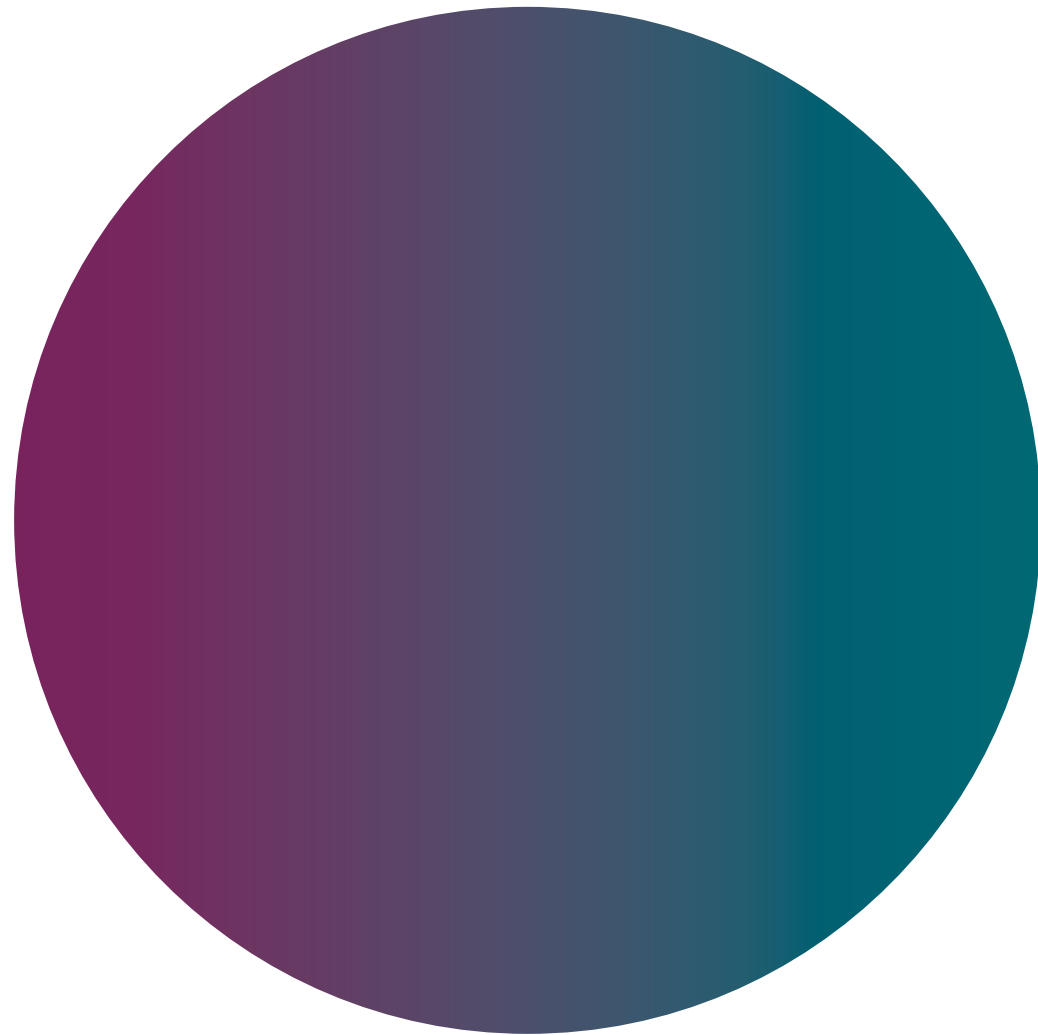
J SO

JSO

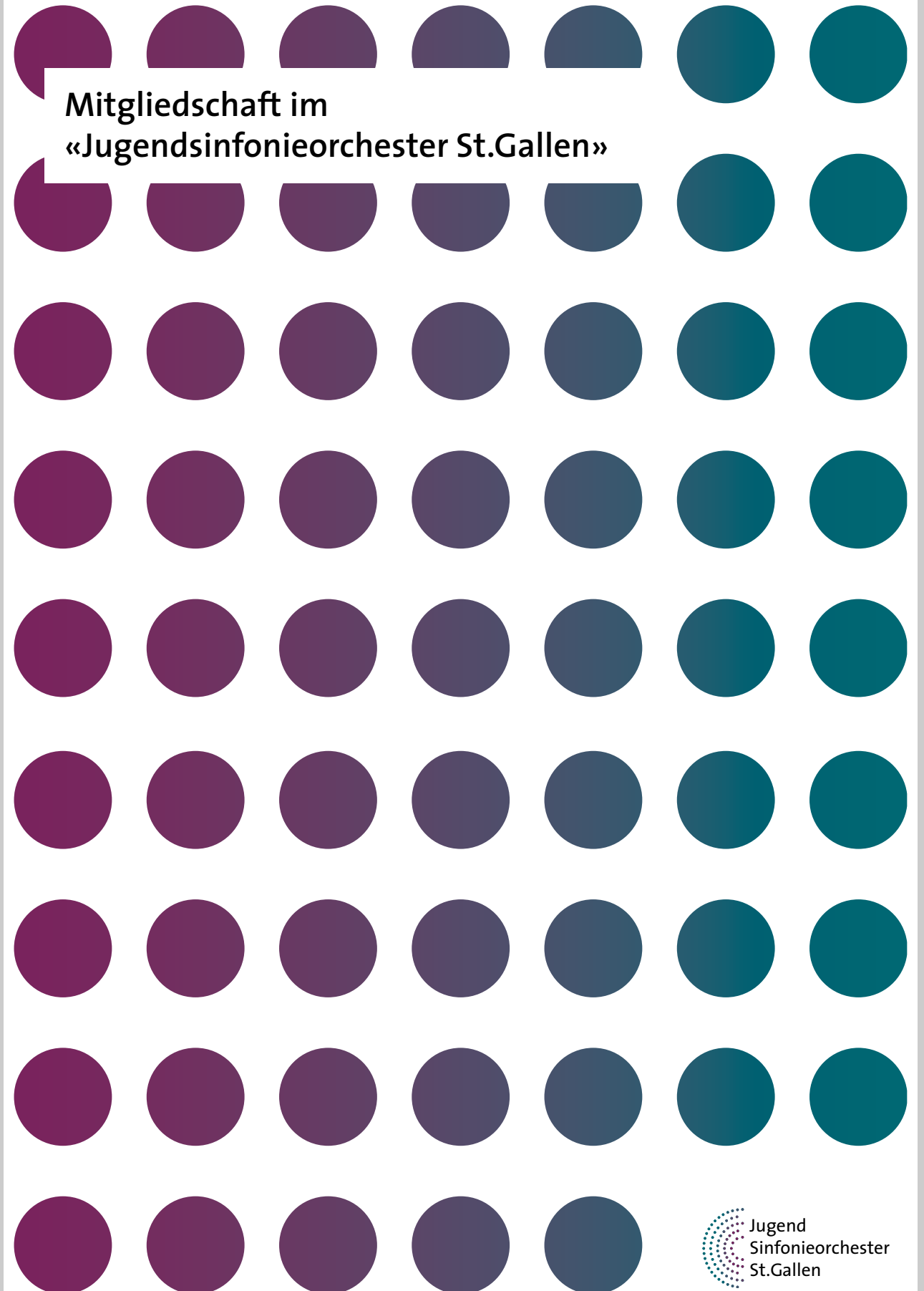
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Ouvertüre

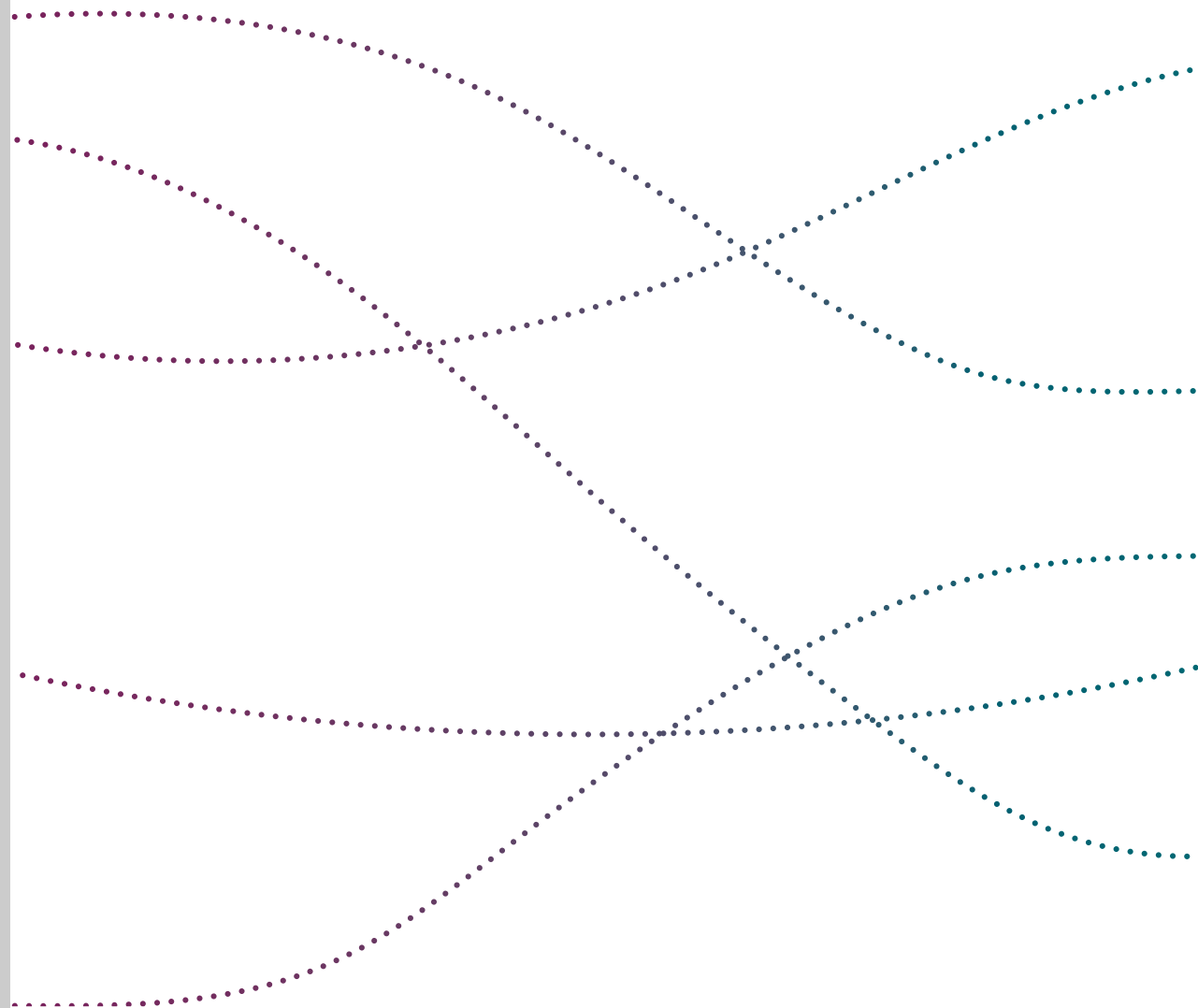
one day – one piece



Mitgliedschaft im
«Jugendsinfonieorchester St.Gallen»

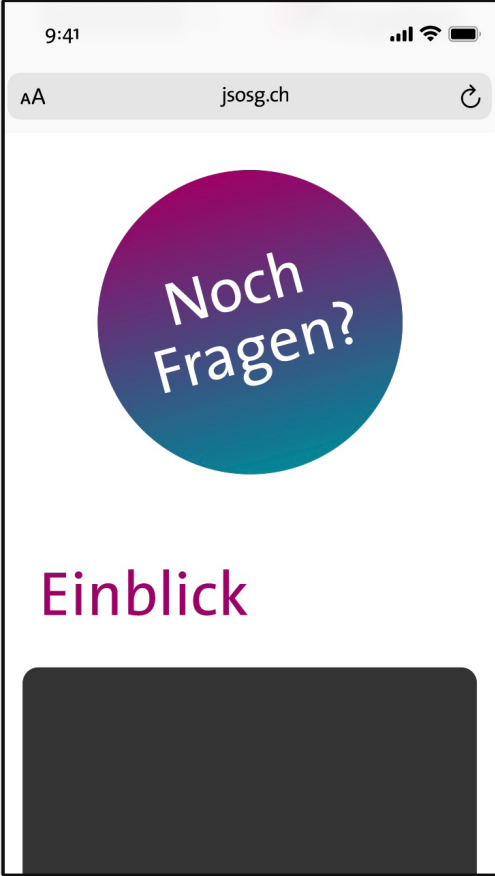
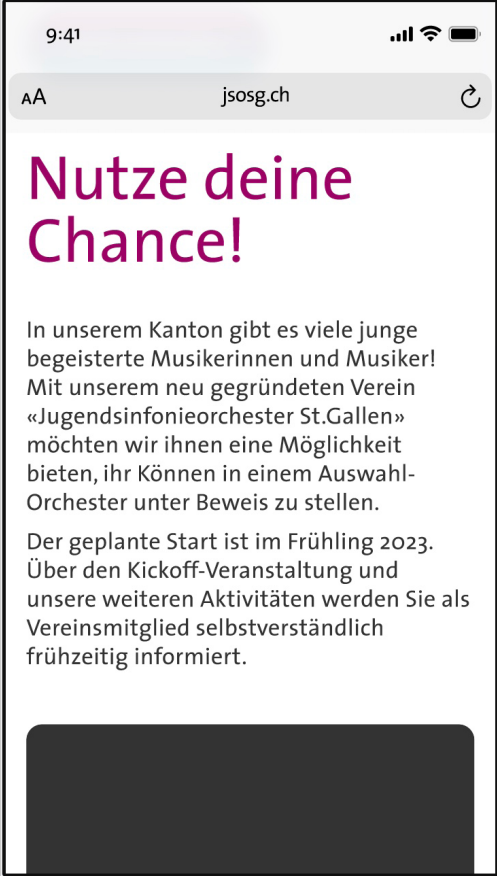


Mitgliedschaft im
«Jugendsinfonieorchester St.Gallen»



Mitgliedschaft im
«Jugendsinfonieorchester St.Gallen»







Hotel booklets

New hotel booklets were to be created for the Grand Hotel National Lucerne. I therefore created a layout concept that can be applied to various booklets. Once the concept had been developed, it was a matter of selecting the appropriate photographs and combining them to create harmonious pages. In a further step, illustrations were created to make the topics easier to understand. In total, five brochures with different topics have now been produced.

Hotel Booklets
Grand Hotel National Lucerne
Employee Marketing (2025)



GRAND HOTEL
NATIONAL
LUZERN

Grand Hotel National

Fashionable seit 1870





Historisch und unvergleichlich

Seit über 150 Jahren steht das Grand Hotel National Luzern als Synonym für Luxus und Eleganz. Hier, wo Geschichte lebendig wird, spürt man die faszinierende Aura einer längst vergangenen, glanzvollen Epoche. In diesem ehrwürdigen Haus verkehrten einst die französische Noblesse, die russische Aristokratie und die britische Oberschicht. Heute beleben weltoffene Gäste die grandiose Kulisse und bringen frische Grandezza ins Haus. Das Fünf-Sterne-Stadthotel am Ufer des Vierwaldstättersees bietet 41 stilvoll eingerichtete Hotelzimmer und Suiten. Darüber hinaus umfasst das Haus 24 Residenzen, verschie-

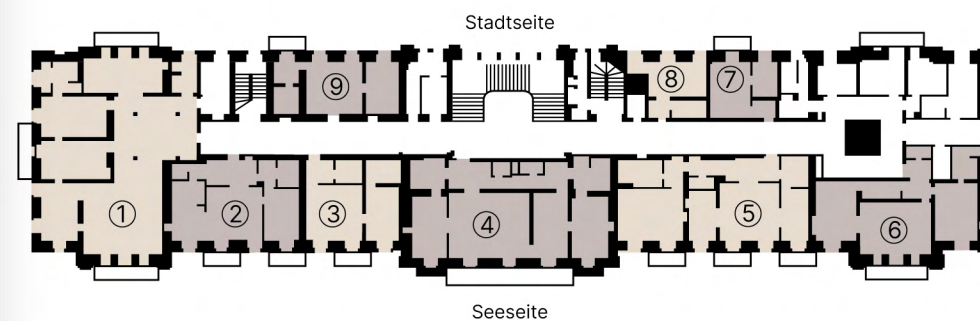
dene Gastronomiebetriebe, zwei prächtige Festsäle, eine Pool-Etage mit Sauna, vielseitige Konferenzräume sowie grossflächige Büroräumlichkeiten.

Unter der Eigentümerschaft von Raimondo P. Erculiani glänzt das Haus in zeitloser Eleganz und ist seit 1870 ein Zentrum für Kreativität und Inspiration. Das Grand Hotel National ist mehr als nur ein Hotel, es ist eine wahre Oase für all jene, die das Besondere suchen.





Residenzen im Überblick



①	6 ½ - Zimmer Residenz	198 m ²
②	2 ½ - Zimmer Residenz	72 m ²
③	2 ½ - Zimmer Residenz	54 m ²
④	4 ½ - Zimmer Residenz	145 m ²
⑤	4 ½ - Zimmer Residenz	115 m ²
⑥	3 ½ - Zimmer Residenz	92 m ²
⑦	1 ½ - Zimmer Residenz	29 m ²
⑧	1 ½ - Zimmer Residenz	29 m ²
⑨	2 ½ - Zimmer Residenz	47 m ²

*Die Apartements in den verschiedenen Stockwerken sind unterschiedlich aufgeteilt, wodurch die Grösse und Grundrisse variieren.



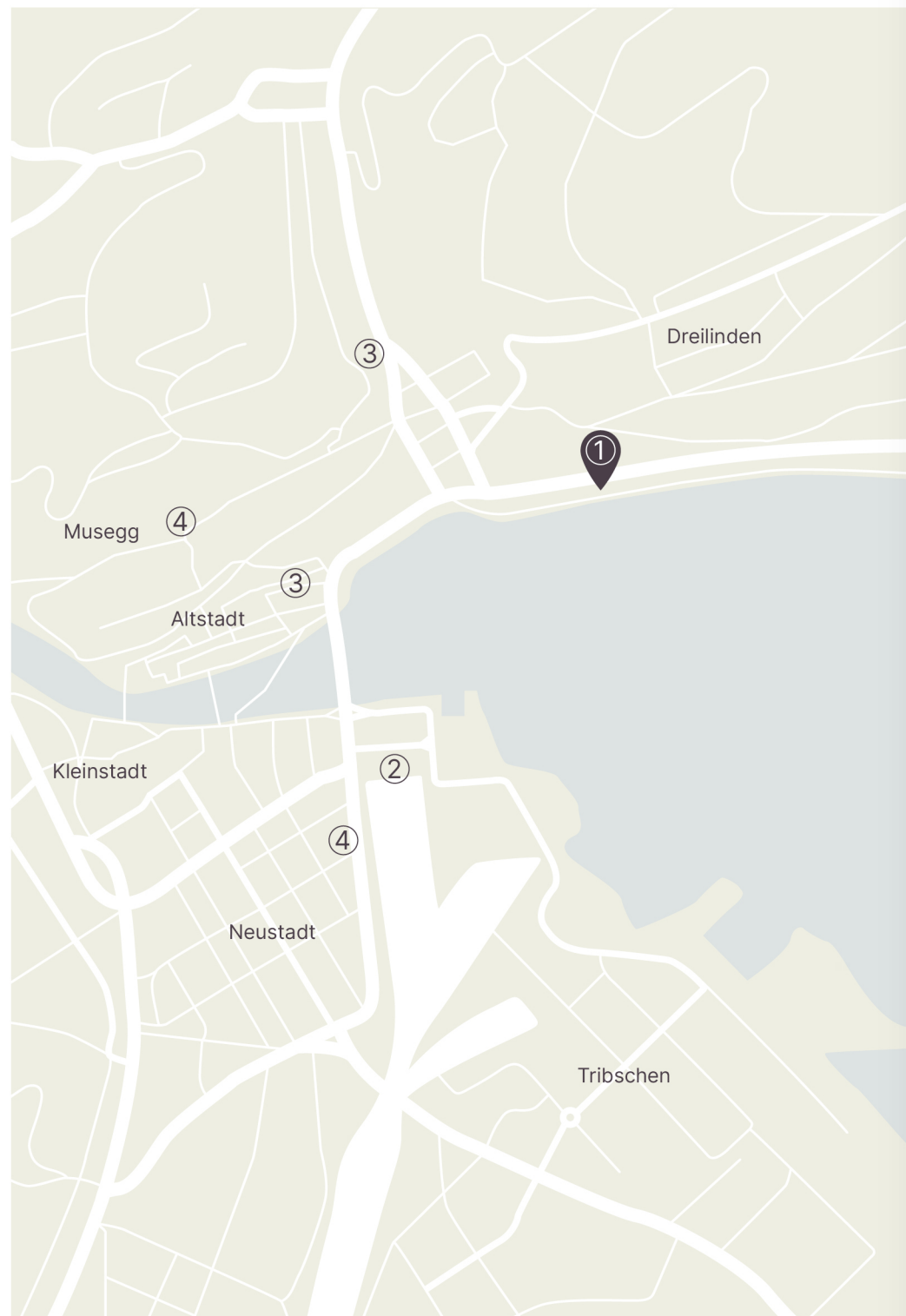
Kulinarische Vielfalt unter einem Dach

Lassen Sie sich von unserem kulinarischen Angebot verzaubern: Verschiedene exquisite Restaurants mit Seeterrassen, ein charmantes Café und die legendäre «National Bar» bieten Ihnen ein einzigartiges Geschmackserlebnis.

Die «Sharing Brasserie Juliette» beispielsweise lädt zum gemeinsamen Geniessen ein. Im Mittelpunkt stehen Gerichte, die speziell zum Teilen mit Freunden und Familie kreiert sind. In den Sommermonaten können Sie unsere Köstlichkeiten auf der Terrasse am See geniessen, wo das Berg- und See-panorama den Genuss perfekt abrundet.

Oder man besucht die «National Bar», welche die glanzvolle Vergangenheit unseres Hauses wieder aufleben lässt und sie mit dem modernen Flair der Gegenwart verbindet. Ob allein, romantisch zu zweit, mit Freunden oder Geschäftspartnern – hier können Sie ungezwungen Zeit verbringen.



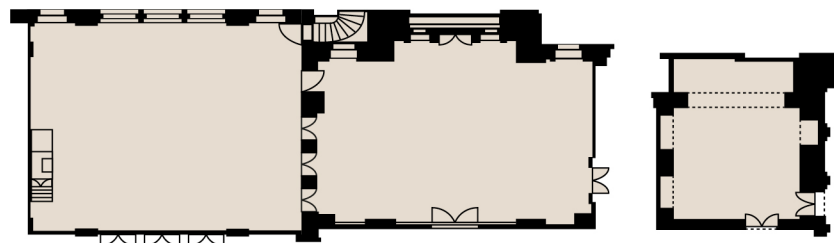


Zentral und gut erreichbar

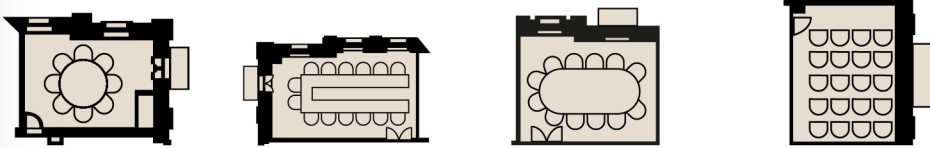
Besser geht's nicht. Ob zum Ausgehen oder Arbeiten, zum Einkaufen oder Flanieren. Die Seepromenade und die Stadt Luzern mit ihrem herrlichen Panorama liegen direkt vor der Haustüre. Nur zehn Minuten zu Fuss bis zum Bahnhof und fünf Minuten bis zur wunderschönen Altstadt.

- ① Residence National Luzern
- ② Bahnhof Luzern
- ③ Apotheke
- ④ Öffentliche Schule

Unsere Räumlichkeiten



	Saal Ritz	Saal Escoffier	Harlekin
Masse	14.7 × 13.6 m	12.6 × 13.9 m	10.9 × 5.5 m
Höhe	6.1 m	6.4 m	3.5 m
Fläche	200 m²	175 m²	55 m²
Blocktisch	–	–	20 Personen
U-Form	40 Personen	40 Personen	–
Seminar	80 Personen	60 Personen	20 Personen
Theater	150 Personen	130 Personen	20 Personen
Empfang	300 Personen	260 Personen	30 Personen
Bankett	130 Personen	100 Personen	20 Personen
Tafel	144 Personen	120 Personen	–



Marmara	Atlantik	Pazifik	Mediterranee
	<i>(nur bei Bedarf)</i>	<i>(nur bei Bedarf)</i>	<i>(nur bei Bedarf)</i>
6 × 4.7 m	9 × 5.6 m	7.1 × 5.6 m	7.1 × 5.2 m
2.6 m	2.6 m	2.6 m	2.6 m
28 m²	50.4 m²	39.7 m²	36.9 m²
8 Personen	20 Personen	12 Personen	12 Personen
–	15 Personen	14 Personen	14 Personen
–	16 Personen	14 Personen	14 Personen
–	30 Personen	20 Personen	20 Personen



Night of Lights

The Night of Lights takes place in St. Gallen every year. It is organized by the Protestant Reformed Church. For the event in November 2022, they needed a new appearance to use again for the following years. I was asked to create the design for various applications such as posters, flyers and web banners. It was important to create a warm, light-filled and peaceful atmosphere.

Apperance

Evangelical Reformed Church of St. Gallen
In collaboration with TGG Visual Communication
4nd year of studies (2022)







Nacht

26.11.2022

der

nachtderlichter.ch

Lichter

St. Gallen



Nacht

26.11.2022

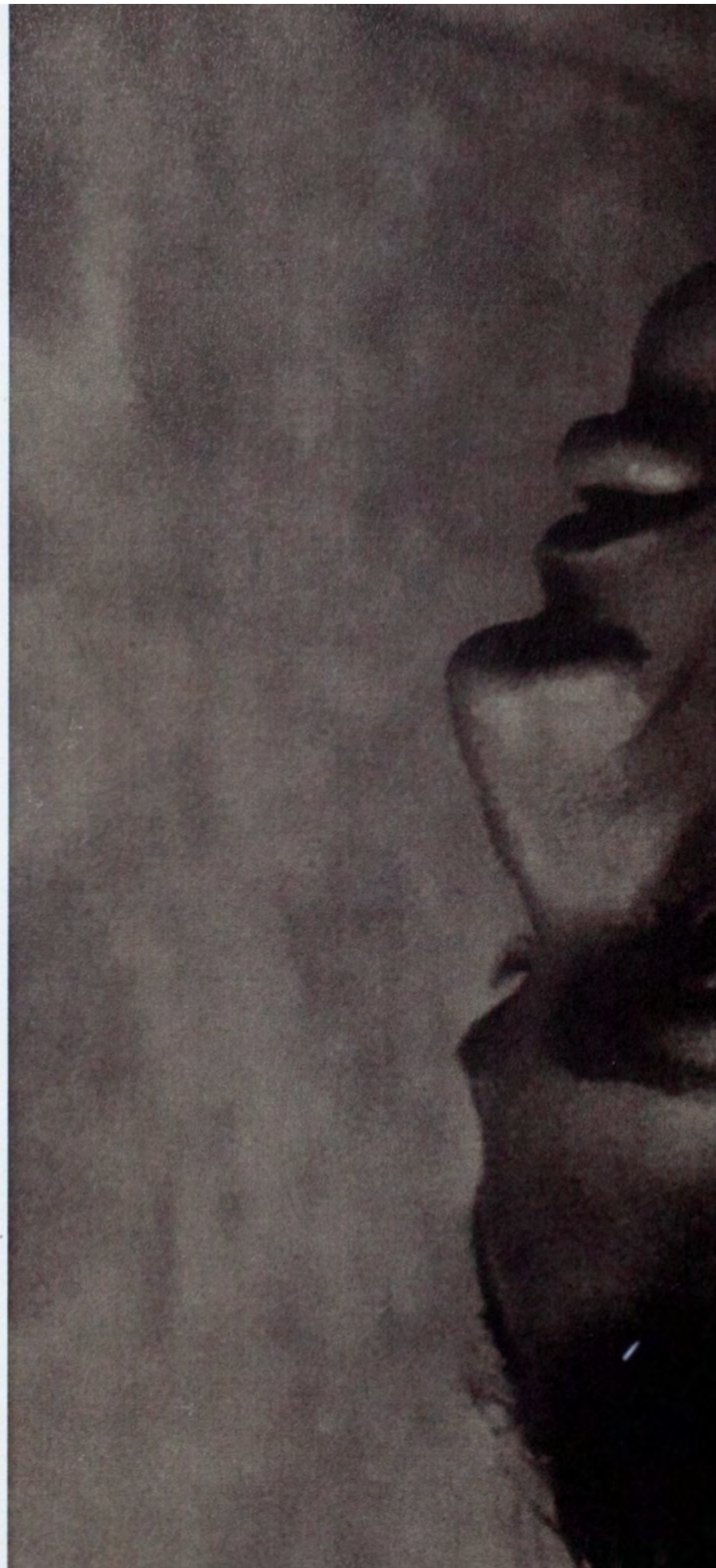
der

nachtderlichter.ch

Lichter

St.Gallen





Let's talk about books

Our second study trip took us to Appenzell. We spent two days in the library of Andreas Züst, a collector who has collected 10,000 books in his lifetime. Each of the 23 students generated images and text material. The task was to arrange, structure and bring together this material in the form of a book. I formally ordered the pictures and arranged them in a certain grid that influenced their size and angle. The texts had to be cleaned up and brought into an appealing form and order.

Layout, Typography
3rd year of studies (2021)

Let's

about

Talk

Books

by

Surrounded

Exchanges

in

World

a

of

Pictures

Let's Talk about Books

about

Let's

Talk

by

Excerpt

What book have you read the most often?

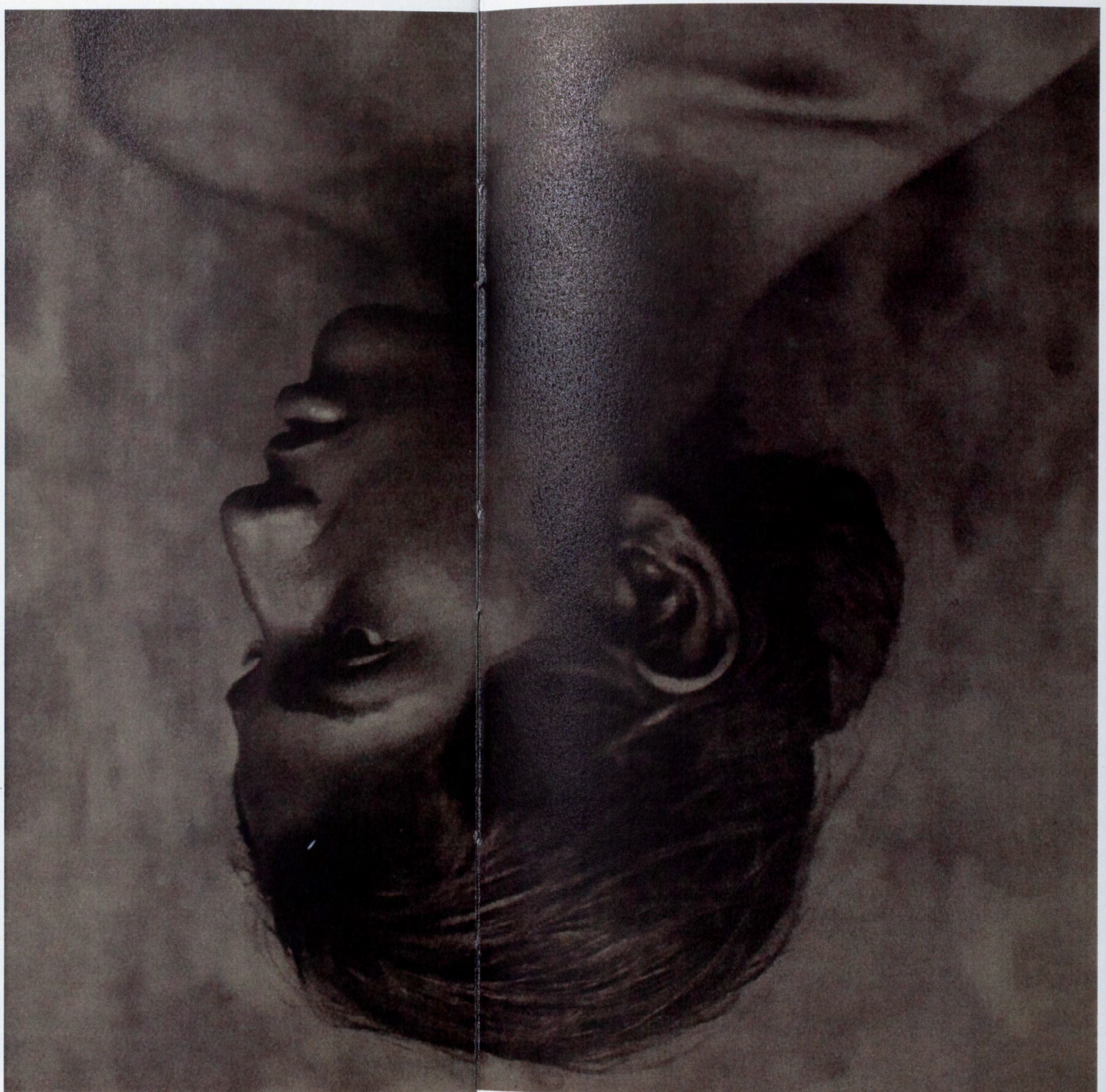
Is there a book you feel guilty about for not reading?

Have you ever thrown a book in the trash?

What's a book that changed you as a person?

what do you think of audiobooks?





95



171

135

Le péristyle

33

Walter Kleeb am Kunstpreisfest
Schang Hutters im Restaurant
Kreuz in Solothurn.

90

Von den mechanisierten Arbeitern zei-
gen der zweite, dritte, vierte und sechste
von rechts Stellungen, die auf Grund
natürlicher Muskelkoordination und Bau-
weise des Skeletts für länger als einige
Minuten nicht aufrechtzuerhalten sind.

17
Tafel 1: Mond im
letzten Viertel

Sophie Taeuber mit einem
ihrer Dada-Köpfe, aufgenom-
men 1920

102



booklist. Do you have a booklist? Right now I am reading the *Throne of Glass* series with eight books and I have two more left. It is too complicated to explain, but it is a fantasy book with fighting, magic and romance. It got recommended to me and I really enjoy reading it. However, I don't know if I would recommend it to you. I got the feeling girls would like it more than boys? *Monsters* sounds interesting too. I have never read a manga, only *Betty & Veronica* or *Donald Duck* comics when I was in primary school. Can you remember what you read in primary school? I hated reading, that's why I liked comics. How about you? Or did someone read books to you, when you were younger? Maybe *Harry Potter*? Have a nice day!!! Valerie

30.07.21

08.40 Sorry for not sending a reply letter back yet, I've been quite sick from my second Covid vaccine, but I'll send it soon.

10.41

No problem! I hope you are feeling better.

02.08.21

12.17

Hi, I already wrote the letter, but I forgot to send it before we went on holiday to Italy, do you need to be done with it before holidays end cuz if you do I'll just rewrite what I wrote to you by text. I'll be back in two weeks and then I could send it if you don't need it before then. I'm really sorry.

02.08.21

13.51

Hi Max! No problem, I have time till the 27th of August. But I have a question. The material I collect, like our letters, will be put into a pot for everyone to use. This means if I scan our letters, everyone could use them for their own project. I wanted to ask if that is okay for you because letters are kind of personal. I would find it really cool if you were okay with me scanning them. But I would fully understand if you didn't want that.

16.05

Hey Valerie, I don't mind if you scan the letters. But I would like to see what actually turns out of them. I think it's pretty fun writing letters. You think much more about what you write.

02.08.21

16.15

Really happy to hear that! I will be very excited to show you the results as soon as they are done!

16.21

Can't really imagine what someone will make out of those letters, but I guess I'll see.

16.22

Hahahah well ... I definitely want to find a way to use them ... idk about the others, perhaps they will too, lol!

16.08.21

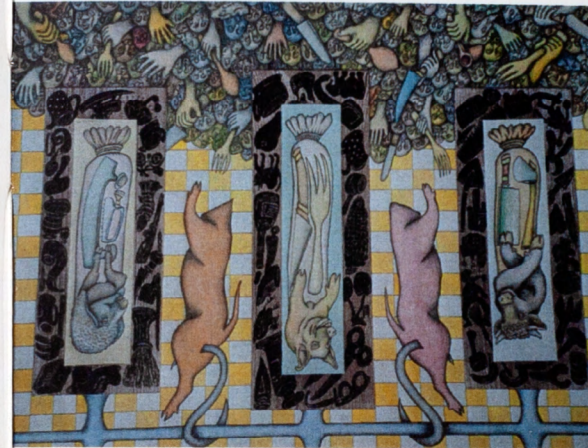
Hi Valerie, I remember reading *Das magische Baumbaus* in primary school but I honestly can't remember much. I think it was about some time travelling tree house or so. I don't have a booklist that I keep but I do definitely have plenty of books I'd like to read. Oh yeah, I also remember reading *Diary of a Wimpy Kid* in primary. It was probably my favourite back then. I will try to think of some manga to recommend for the next letter. And yeah, you definitely have missed out by not reading *Harry Potter*, but it's never too late. Also just cuz I'm a guy doesn't mean I do not appreciate a good romance. I think I will make a proper booklist now. Have a splendid day! Max

19.08.21

Hey Max, I actually remember reading *Das magische Baumbaus* too when we were in primary. Didn't we read it with Mrs. Stocker? But I can't remember the story either. However, I will probably never forget the *Diary of a Wimpy Kid* books. I loved them. I remember reading them on the couch. Do you have a favourite place for reading? Btw, what is your motivation for reading? I think I like fiction and fantasy so much because it's an escape from our everyday life and reality. Furthermore, I love to imagine stuff and daydream. Is there a book that has changed your view of yourself and of the world? Now it's getting deep, isn't it? But it's an obligatory question, sorry. I believe I do self-reflection while reading, especially when the book is written in the first-person point of view. Because I kind of compare myself to that character, but not in a negative way. I do not know how I should describe it. I hope you had wonderful holidays and wish you a great week! Oh, and what have you read today? (except the letter of course) Yours sincerely, Valerie

24.08.21

Hi Valerie, I have recently been reading most of my books digitally because it is way cheaper and stops me from having to order them online. I mainly read in bed though. I'd definitely say I mainly read for escapism. But the books I end up liking the most, are the ones that make me think. I like to not understand a story, and then interpret it myself and add my own meaning. If you know what I mean? There are definitely books that have changed my outlook on life and I don't know what it is, but Japanese books and writing style just resonates more with me. Hard to explain why but maybe it's just the cool and crazy concepts. I recently read *Remake our Life*. That's about a guy who lives a boring life and regrets not going to art school, who then gets to go back in time and relive his life to the fullest. It's mainly about the side characters though and the moral is you regret what you don't do. It's a fun story. I usually don't insert myself into stories though. Maybe it's just the type of books I read... Haven't read today but I read *Remake our Life* vol. three yesterday (it's a quick easy read). Sayonara, Max

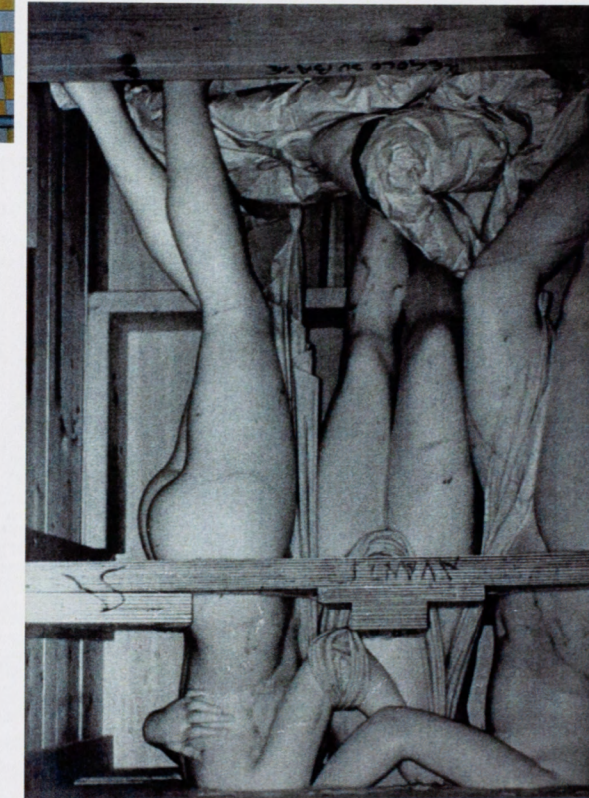


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Why do you like big books?
I can read them longer. Short stories are also nice of course but if you read through them in a day they re done.

My problem with big books is that I don't get through them most of the time. Even if I have already read most of it. It is like an invisible barrier that stops me from finishing it.

If I drop a book it is within the first two hundred pages or if something happens that I really don't agree with.

What are your criteria to decide if it's a good book or not?

That's a big question. Because I read different books for different reasons. If it's a scientific book it has to contain the knowledge I'm seeking. If I'm reading leisure fiction I just want my brain to relax and not have to do any work at all and then I just read Mary Sue fiction. There's a main character and everything goes right and well.

Where is the interest in that? I have a strong dislike for them, I feel like after having read one of them you've read them all.

Well, these are the books that I read when I come home from dancing or partying at twelve or sometimes four in the morning when I'm not ready to sleep yet. Then I don't want to read about existentialism. But I think what keeps me from getting bored is that I really focus on the social interactions in these books. Despite the main character not facing any problems they can't solve, the way that they do can teach me things.

From that perspective that does make sense. There are books that I've read, mainly translated books, where social interaction really suffers. Sometimes the interactions are just too methodically constructed with the single purpose of pushing the plot along. Which is valid but it can stop me from reading an otherwise good story. Why do you read something instead of just watching a movie?

I always blame it on growing up without a television. Don't get me wrong, there are some great works in movie but more often than not I'm bored when watching movies. Marvel movies for example, everybody loves them but I don't get it. There's lots of special effects and action but that's about it.

But isn't it the same thing as you reading bland stories with interesting interactions?

I guess the difference with it for me is that I still learn

something. I still analyse the interactions and can think about how they could be improved upon. A movie flows at its own predetermined pace while I can read in my own tempo. If I want to think about something for a minute I can do that. Movies also focus a lot on the visuals, which makes perfect sense but I personally would prefer the focus to be on the interactions.

Well, for me the problem with things like Marvel movies lies somewhere else. They are based on comics, and I love comics but I feel it's weird how they try to adapt that to a life action movie format. If you are reading a comic it all makes sense in its own reality because it's very clearly a different world and not ours. You can put a huge lizard guy in there and I, as a reader, am just going to accept it. As soon as those designs and stories get put in life action movies it can get very weird very fast. Another great example for that would be *The Lion King* remake where they took the cartoonish, expressive film and destroyed it by translating it into a visual language that it was never intended for.

Changing media can be done quite well but if you lose everything that made the first thing great then what's the point.

Back to books, what is your favourite place for reading?

Reading for me is a bit of a thing to do in between. I do not think of it linked to a specific place. If I had to, I'd say public transport.

I probably mostly read in bed where I have my books anyway. I suppose I could read on my phone and I do that too but I never really got into it. A physical book is also just great to know how much there still is to go and how much I've already read.

I used to be on the same page but I have converted to phone reading, mostly just out of convenience.

Conversation between Charlotte St-Arnaud and Stephen Martin. He is 61 years old and he lives in Zug in Switzerland and in London and works as a Product Manager in Roche. Charlotte St-Arnaud is 17 years old and she lives near Lucerne in Switzerland and studies Graphic design.

03.08.21

10.19 My first question is about everyday life: what did you read today or what is something you read pretty much every day?

20.32 I read at work constantly. I read maybe 30 e-mails a day along with various documents that I have to review. Yesterday, while I was travelling to the UK, I was reading *The Goldfinch* by Donna Tartt. This is a very long novel, and it is fairly grim (that is, there's not many laughs—it is a tough read). I've just googled it and found that it has been made into a film in 2019—I didn't know that. Is there anything you constantly read or must read because of school?

04.08.21

09.11 Today I continued to read in my book: *Surrounded by Idiots* by Thomas Erikson. It is the book I am currently reading. The last text I read was about remembering choreographies rapidly. I love dancing but I tend to forget the choreographies as soon as I dance in front of people in class. I am trying to find a solution to that. I read every day at school. Whether it is a book or a career text or just an assignment. Reading and writing is a big part of my everyday life. Is there a book you remember reading for the first time ever?

17.49 The first books that I remember were *The Famous Five* and *The Secret Seven*. These were a series of books by an English author called Enid Blyton. Most people of my generation in England grew up on her books. (Note, they would be considered very 'politically incorrect' by today's standards. All white middle-class children having adventures—and not a brown skin anywhere!). I always read these books myself. I don't remember anyone ever reading to me. It may be to compensate for this that I listen to lots of audiobooks now.

18.05 The first book I remember was a book about penguins. I don't remember the name of it, but I know that my mother and I read it together, because I was learning to read. Is there a book that you must read, otherwise you feel that you cannot die in peace? And is there a book you really tried to finish but just didn't manage to?

06.08.21

08.20 *A Suitable Boy* by Vikram Seth. The paperback is about 5 cm thick, and I just can't bring myself to start it. It is interesting but I have always thought that, if you start a book, you should finish it.—I don't know where that belief came from, but it was a strong belief for me. However, the book *To the Lighthouse* by Virginia Woolf tested that. After about 100 pages, I had no idea what the story or the meaning of the book was, so I stopped. I felt very guilty for a while about stopping and not finishing—but now I'm ok with it. Are you able to die in peace?

11.13 I believe that I must read *Anne Frank's diary* at least once in my life. I feel like I want to read it because it is interesting and an incredible real-life story but also out of respect for her. For everything she has been through while documenting it. I also think it is important to finish reading a book. It's also kind of very unsatisfying when you start a book but know you haven't finished it and probably never will. I've always finished books but not only by reading. In secondary school we usually had to read extremely boring books which I hated. So, I always started reading and when I was about 30 pages in, I realised that I had no clue of what I just read and started again. The same thing happened for the second round. So, after many tries to concentrate, I gave up and listened to the audiobook instead which is a really easy way for me to remember everything. I don't remember laughing because of a book. But I definitely cried when I read *The Smile of my Invisible Father*. This book is in German, and it is about the relationship of a father and his son. The Jewish father had a tragic past and therefore behaves very strangely with his son, but the son does not know this. The whole book is about the son trying to find out what caused his father to have such behaviour. Is there a book that made you laugh or cry and which one was it?

14.38 I really like humorous fiction. I cannot remember the last book that made me laugh but it was probably a Terry Pratchett book. Terry Pratchett may be the best-selling author ever in England. He is famous for his Discworld novels. The other thing that comes to my mind is a chapter in the novel *A Prayer for Owen Meany* by John Irving.

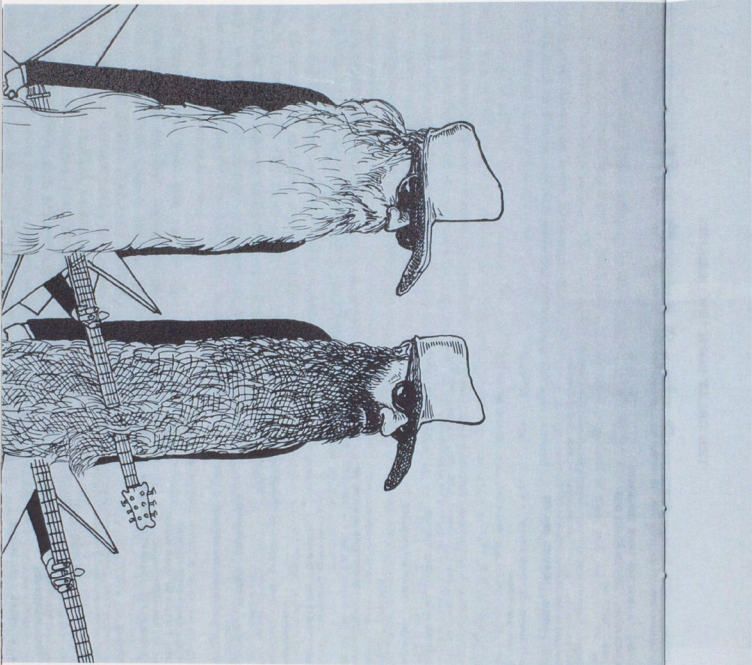
A conversation between Anna Messenger and David Messenger. F
In his early twenties, he moved to London and started working in
& Prints". In his late twenties, he moved to Switzerland and marr
me being the youngest. My names Anna Messenger, I'm 18 years o
Dave worked in a bookshop in Switzerland and now works in th

29.08.21

11.09 Well, the first question is what have you read today
the last text you have read?

Ok well I'm currently reading *Hope Street* from *Can*
and I'm not a Toten Hosen fan, but it's all about L
I don't know their music. But since I've been here,
good. First thing I read this morning was *The Gua*
I also read one of the obituaries from Charlie Wat

The last thing I read was yesterday my own text I



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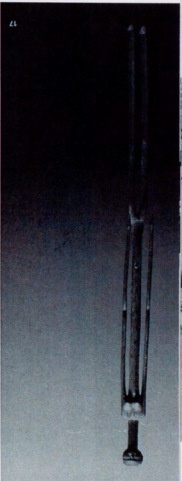
120

Sophie and Lily

the same time. In England there is an expression: Don't judge a book by its cover. I don't know if I agree or not - I do think a cover and the feel of a book are important. However, when I am choosing what to read, it is very rare that I will just go into a bookshop and pick based on nothing. I almost always read based on recommendations or if I have liked an author's previous work. So, in terms of choosing books, cover design often doesn't feature in the decision process. That said, in second hand bookshops I will often pick up a book just because it is beautiful. I often never get round to reading these books, but they are beautiful objects to have in my life!

140

131



Eva and Adeline

21.20 I believe you. Reading in English has helped me a lot in learning the language. I always try to read books in the original language. Since I read almost only English and German books it works very well.

21.21 What books do you usually read?

21.30 Mostly I read novels but I also like fantasy a lot. I think the biggest criterion for a book is the writing style of the author. What do you like to read? And what must a book do for you to like it?

21.31 I'm a hopeless romantic really, but I do read anything as long as I enjoy the writing. If I don't like the way the author described the action or if it's too "dry" I cannot read it. But yeah, as long as it has a good love story, I'll most likely enjoy it.

21.32 Hahaha - a good friend of mine is also an absolute romantic when it comes to books. She often lends me her books, but some of them are a little too romantic for my taste. I like it when there is a good love story but some action has to be included.

21.33 True, sometimes the couple's life is boring. To be honest I also like sad endings for some reason, the heartbreak makes me remember it.

21.34 Oh, not I do not like sad endings. Otherwise, I'm very too depressed after the book. But I like open ends very much.

21.35 Open ends? I'm not sure what that means.

21.36 It means if it is not clear what happens at the end of a story or if the story seems unfinished. I like it very much because I can imagine by myself what happens to the individual characters afterwards.

21.40 Oh, I hate it. I don't like this vague thing. I need to know exactly what happened, even in films. I feel like it ruins the whole story, but obviously everyone has different perspectives.

21.41 Hahaha - I feel like I am the only one who likes this. Almost all my friends have the same opinion as you. So, are you reading a book right now?

82

Eva and Adeline

without the cut ones.

21.42 Yes of course! Things like that I just do not understand... As a child I used to think that films were so much better than books. Today it's no longer the case.

21.43 I guess it is the same for all of us, it takes some time to get over that period when you think reading is lame.

21.44 That is right. Maybe it is just because you can not concentrate that well as a child. So, is reading exhausting for you?

21.45 Depends on the book, if it's something theoretical then I can't read much at once, but if it is more like a story, I can finish it in one day.

21.46 I feel the same way as you. If I like a book very much, I just spend all my energy just reading it.

21.47 I haven't found a book like that in a long time.

21.48 Me too! But I think my expectations are getting higher and higher.

21.49 Most likely... We expect better and better every time. I usually like reading books from the same author once I like one of them.

21.50 I do that a lot... Sometimes it really gets better but sometimes it's just disappointing. After reading a book, I often feel better afterwards. Have you ever had the opposite experience?

21.51 Sometimes I'm sad that it's over especially if I didn't like the ending.

21.52 Oh yes, I can relate to that. For example, I have read many books about the Holocaust and that often made me very sad...

21.53 Yeah, they must be depressing.

21.54 Another question... Do you have a favourite place to read?

21.55 My bed or the sofa but when there is not many around. And I don't like music around me, but I don't mind music though.

83

Capitain

51 Dieses Besatzungsmitglied eines UFOs wurde am 17. Oktober 1963 von Polizeichef Jeff Greenhaw in Alabama fotografiert.

208
Windfahne aus Eisenblech aus dem Jahre 1694

131 Bill Brandt: Portrait of a London Girl.

179 Tafel III: Ein zeremonieller Kula-Akt vor der Hütte des Häuptlings von Omarakana. Im Hintergrund das Zelt des Ethnographen.

44

40



17.53 Sounds like an eye-opening book! Did it change your way of seeing things?

29.07.21

10.00 Yes it did but I forgot and need to keep going back to these things.

11.51 I actually have not read any self-help books. Most of the books I own are for entertainment. I'm not sure why I think it's because I grew up with these kinds of books. My favorite ones consisted of not only written text but additional sketches. It sparked an interest in me artistically.

12.44 Not everyone needs self-help books. I recently bought a book which has wonderful sketches. I'm training to be a counsellor and this man is an artist who lost his wife.

17.57 You seem to have an extensive collection of books. Where do you store them?

30.07.21

16.33 I have a bookshelf and a couple of tables.

21.07.21

21.51 That's a solid collection. Are these all yours?

21.53 Yep.

21.59 I don't have a big selection at home but today my family and I went to a public library which was nice. We used to go there when I was younger too. Did you ever visit one?

22.25 Hardly ever, sadly.

01.08.21

21.06 Do you usually buy books you already know of or do you get one randomly that speaks to you in the moment?

22.07 Usually something I've already heard about.

03.08.21

13.80 Me too. Do you store them in any specific order?

13.82 Nope.

20.55 I used to but then it got a bit messy over the time. Are there any places in particular where you enjoy reading the most?

24.41 In bed, I think.

03.08.21 That is indeed cozy. I quite enjoy lying somewhere outside as well. Were you able to continue with the books you started a while ago? Did they get any better?

08.53

14.34 I kept going for a bit and I will finish it because my friend has said to keep going. But I can't say I'm enjoying it.

04.08.21

09.31 I understand! I'm sure she appreciates your effort. Do you ever read books with a film version?

09.33 I've read and seen *Harry Potter* and *The Hobbit*. And I've only seen the movies to *Lord of the Rings*.

10.59 Which version do you usually enjoy more?

12.58 *Harry Potter* I liked both but a couple of the books were much better. One movie had to edit out a lot to make it fit. *The Hobbit* movie was far too long whereas the book was short and enjoyable.

13.51 With *The Hunger Games* I enjoyed both, books and films, although the movies left out a lot. However, I think the actors were casted well.

17.50 Thank you so much for your time and it was nice meeting you.

17.52 It was lovely messaging you too.

Sophie Vogel is 20 years old, she lives in the canton of Aargau in Switzerland and is currently doing an apprenticeship as a graphic designer in Lucerne in the Fachklasse Grafik. Lily Kuenzler is 23 years old, she lives in London did her BA in Glasgow (English Lit.) and has spent the past year working in a school for autistic children.

23.08.21

12.05 Hi Lily, here is Sophie Vogel from the Fachklasse Grafik Lucerne. We have introduced each other already a few weeks ago by email. Here are a few more details about me: I'm 20 years old, live in the canton of Aargau in Switzerland, and currently I am doing an apprenticeship as a graphic designer in Lucerne. I would like to do an interview with you for my current project. The interview is, as you already know, about books and about reading in general. I would like to try out various written communication options (letter, WhatsApp, E-mail), if this is possible on your part. But if not, it is also okay. I'm looking forward to the conversation, greetings Sophie!

24.08.21

16.04 Hi Sophie, I can be of help however you need - just let me know. All the best, Lily

16.37 Okay, that's good! So I would like to start the dialogue with you here on WhatsApp. Just write what comes to your mind to the questions I ask you or about the things I tell you about. Feel free to ask me questions about the themes I already mentioned. I always liked reading, and I love books. I read at the bus/train station, in the bus/train, during the day in breaks and in the evening again before sleeping. For me, buying books is a disease from which I don't want to be cured, haha. A few questions I have for you: What is your opinion on reading? What is the first book you remember?

26.08.21

13.56 I think reading is the foundation of so many things. I remember my childhood as defined by the books I read and those that were read to me. I still today return to many of the stories from my childhood as a source of comfort and courage. I think everyone should read. Regardless of age, gender, class and creed - there is something for everyone to be learnt from the pages of a book. Today I read for pleasure firstly, but also for more: I read to live. I know this may sound high and lofty, but without the courage and inspiration books give me, my life would be as bare as what the day-to-day can provide - which is to say nothing compared to the infinite universe of literature. My earliest memory of a book is one my mum wrote, called *Nash's Art*. It was the first children's book my mum ever wrote and was sadly never published - although today she has tens of books to her name. I remember crying a lot at *Nash's Art*

there was a beautiful shaggy dog in it that died, and I bawled for hours. I was also so proud of what my mum had done. I am grateful to both my parents for reading to me as I fell asleep most nights as a child.

14.01 Yes, I can agree with you. Did you always think or wanted to study English literature? A question concerning your last message: What do you read now?

14.07 I suppose so, yes - I always loved studying it at school. I wish I had more opportunity in my current life to "study" English - I love to really talk and get to the bottom of literature. Reading alone isn't the same as going deep with analysis. I would like to join a book club, so I can continue to study words. I am about to settle down now and start a new book actually - you caught me at a good time! It is a grey day here in England, so the perfect day for a book. The book is called *Lenny* by *Max Porter* - I read his lyrical novel *Griffy* by *The Thing with Fishers* and adored it. Before that, I read one of my mum's books called *Our Beautiful Game* about women playing football in WW2. It was fantastic - and interesting to read, as I was with her in Cornwall last year when she was writing it.

14.08 Ah okay haha, I love this feeling when you start a new book, and don't really know what to expect. Oh, that sounds interesting.

14.09 The best book I've read in a long time was *Just Kids* by *Patti Smith*. It changed my life - it is about her life as a young artist in NY in the late 60s living with Robert Mapplethorpe. It is so beautiful - a true tale of being young, alive, and creative. Reading this book made me quit my job to pursue my own dreams of being a writer or actor. Books really can change lives!

14.10 I just wanted to ask you, which book changed you or your life.

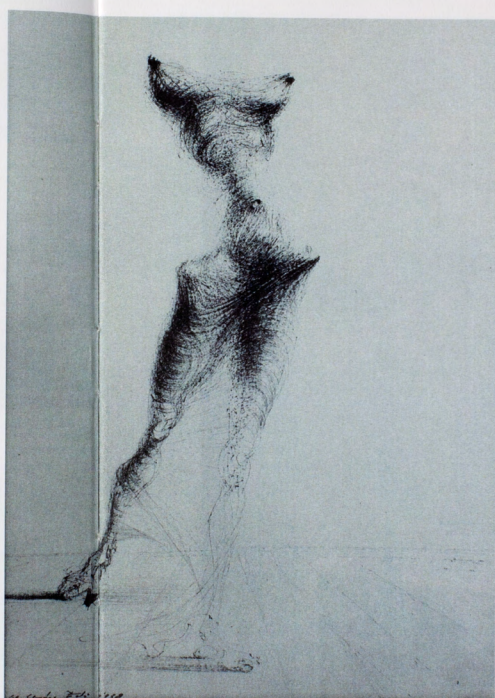
14.10 Certainly, that one! It really impacted my decision process. Without this book I would still be in my job and not free like I am now! The book gave me fire in my belly - it made me want to be alive.

14.11 Yes, and I can agree. I started a book a few weeks ago, it's a German translation from French, and the name is *Baruch et Picochet* by *Flaubert*, and there are a lot of different subjects and I noticed that I am also interested in other things like philosophy, nature or archaeology. Sometimes I read four books at the same time, but I try to hold back. Do you pay attention to the design or feel of a book? Or do you mainly look at the content of it?

14.18 I usually only read one book at a time - although sometimes I have an audiobook and a novel on the go at



11



35



48

Did you read it back then?

Yes, I did. It just made me realize that even if we are supposed to be in a tolerant society, he had to put up with a lot of prejudices and stuff. *The Simpsons* is just his journey in Australia. And not the mythical world sort of thing with holy mountains and holy trees. More like, describing this so nice part of the earth I had never really thought about. I have a copy, if you ever want to read it, in not English and in German. That changed me simply because, well, you know there was all that sort of spiritual feeling behind it but just this sense of adventure.

How old were you when you read it?

I'd say 15 or 16. I read quite a few of his books. The other night I showed you his books about paintings and things like that. It's hard to tell you how old I was because I was reading like maybe sometimes up to three or four books at the same time. I still do that now. I have one I read at work during lunchtime. I have one I read when I'm just sitting around and waiting. I have one I read when I go to bed. I need to read before I go to sleep. It helps me shut down my mind.

I don't think I've read something that changed my view of the world or myself.

Well, it's not that you go looking for a book and think I'll read that, and I'll change my view of the world. It's just suddenly something comes into your hand, and you start to think a little different about it. I mean, there were other books. Another one I remember that really impressed me was *Julian Barnes* *The History of the World in Ten and a Half Chapters*. Fantastic. I've never read anything like that before, you know it really was ten and a half chapters and just different periods in history, whether that was art or literature or world history.

What is your motivation for reading, is it entertainment, information, self-help, or curiosity?

Well, I would say a bit of everything. I mean if you're curious about an author. Or you've read something else by the author, he or she may have written for a newspaper you've read. Quite often all these authors that you enjoy and read they have a daily job where they write for a magazine whether that's *The New Yorker* or *The Times* literary supplement. I don't really watch TV about books. I don't listen to radio programs about books or podcasts. At the moment, everybody's talking about *Bender Brühl*. Many years ago, he wrote a book called *Red's Last Summer* and it's quite funny and entertaining. Now people expect quite a bit from him, and I must say as soon as that happens, sometimes I lose interest in them. I wonder if they're writing for themselves or for the publishing house.

I think my motivation for reading is escaping just my own life. My own thoughts. They can get very overwhelming and sometimes it seems like every day is the same.

So then, if you read about another person's life, do you read with your own voice in your head or the voice of the writer and how you imagine it?

I don't know what I do. I think I use my own voice. But it doesn't sound the same as it does when I talk.

It depends for me. I mean, reading *Campion*, I know how his voice sounds because he's been around on TV lately. I try to imagine their voice, particularly if I know what they sound like. If I don't then it's mine whether I'm reading a book from a male or female, then it's mine.

What is your favourite place for reading?

Well, I used to be in the train, I must admit. I used to travel to Zurich every day, and in those days, you had an hour and ten minutes. That was like two hours 20 minutes a day you could read. 30 minutes more than you've got now. Times were different. I could read anywhere, really. I'm even sitting here reading when Katja is watching TV. I don't have a favourite place to read and to say

that in the train was my favourite place, but I used to look forward to getting into the train because I knew I had a whole hour to read. I read a lot in those seven years. So, no, I don't have a favourite place. I dare say, some people have a Conservatory, a particular chair and the table next to them and that's their reading place, but I don't have that.

I mostly just read in my room, in my bed. I like it when it's raining outside, it's like kind of cold, but it's not freezing. I'm just in my bed with a coffee or a cup of tea and I can just read all day because nobody wants anything from me. The train is also a great place to read for me. While listening to music. I really enjoyed reading in the scouts' camp because there you're outside in what feels like the middle of nowhere. What is the last book that made you laugh, and what's the last book that made you cry?

I don't pick up funny books as such, you know there are lots of authors that write humorously. Mostly it's just one silly situation after another with a punchline that makes me laugh. I think one of the last books that really made me laugh was *Keith Richards' life*, it's his biography. It's just some situations. The Rolling Stones were in sometimes. You can laugh at this one line and think, God they were lucky or idiots or whatever.

I completely agree with you. What was the last one that made you cry?

I sometimes feel sad when I'm reading magazines and things like that because they're talking about things that are happening now, whether that be in Afghanistan or in Tahiti or something like that. Crying not really. More, maybe just a bit down.

The last one that made me feel sad was *Wit Were Liars* by *E. Lockhart*. The main character has an accident and loses part of her memory. She slips into a lot of different mental illnesses because of that. And the news just always leaves me in a state of pure sadness.

I just remembered I read a book once by *Dirk Reinhardt* *Train Kids*. That was very sad because that was happening at the time with Trump and Obama.

Is there a book you feel guilty not to have read? And why?

There are books I do not want to read and feel that maybe I should. I mean again I am not being arrogant or anything but as soon as everybody is talking about something then I go out of my way not to read it. At that point in time, I wait until the hype died down and make up my own opinion. If there was a book or books, and regret is not the right word, but I wish I'd finished, it would be all those thick things from people like *Dickens*. They're all excellent, but I think there's only so many *Charles Dickens* and *Oscar Wilde* you can read in your life, then you got to move on to something else. Otherwise, you just end up staying there. I usually give a book 30 maybe 40 pages only if I'm not into it by then I put it down.

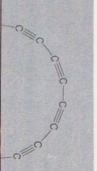
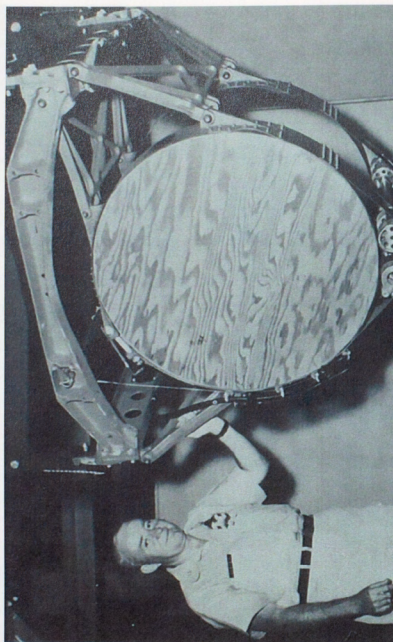
I think I only feel guilty because I buy books, and then I plan to read them, but then another book comes along, and I don't end up reading it. And I do feel guilty to not have read more "Classics". I plan to.

I've got quite a pile of books next door that I intend to read.

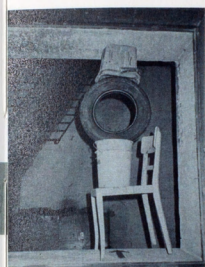
What do you think in regard to books and reading in general did you pass on to me?

Well, intentionally, I just wanted to show you that there's a whole world out there inside every book cover. You don't know where it's going to take you, whether that's *Harry Potter* or *Albert Camus*. I think I've said it often, never judge a book by its cover.

I get that. I've had a lot of books that I really liked but the cover is just terrible. But then again, if you think about it, if you go into a bookshop or into a library, you're not going to pick up a book that doesn't appeal to you. The cover still matters and you in a way always judge a book by its



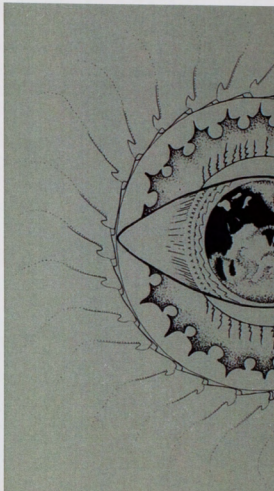
23



129



164



223



1
A Guide to Chinese Music
Chao Mei-Pa
page 104
KFDA 005



2
"A Rh+"
H.R. Giger
page 104
KADG 043



3
Abessinien
Ernst Heinrich Schrenzel
page 198
VG 025



4
Adult Comedy Action Drama
Richard Prince
page 35
KABP 011
1-881616-36-3



5
Ägypten
Alfred Nawrath
page 289
KCGE 025



6
Alfons Schilling



Alfons Schilling
page 9
KADS 022



7
All Tomorrow's Parties
Dave Hickey & Collier Schorr
page 71
KABW 003
0-9527414-1-5



8
Alles für die Katz!
Siné
page 53
KGB 005



9
Alles in Ordnung
Georg Herold
page 34
KAFF 006



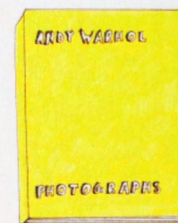
10
Analie und Theo Pinkus-De Sassi
Rudolf M. Lüscher, Verner Schweizer
page 167
PBJA 006
3-85791-202-2



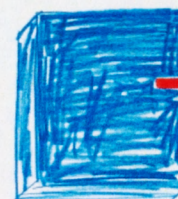
11
Ancien culte Mahorie
Paul Gauguin
page 14
VJC 003



12
Andy Warhol
Stephen Koch
page 40
KABW 22



13
Angleheaded Hipster
Steve Turner
page 94
LAC 057
0-670-87038-2



14
Architekten interpretieren den städtischen Raum
-
page 7
KCC 54i
3-7165-0778-4



15
Arjopa
Alexandra David-Neel
page 273
VHH 013
978-0601488537



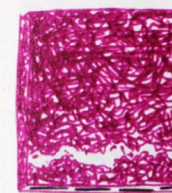
16
Astrid Klein
Ernst-Gerhard Güse & Ernest W. Uthemann
page 25
KACK 009
3-89322-645-1



17



Astronomie
Karl Strumpf
page 192
NAHC 005



81
Be Here Now, Remember
Ram Dass
-
LAC 087
9780517543054



19
Bellmer
Pierre Dourthe
page 223
KAAB 009
2-909882-32-2



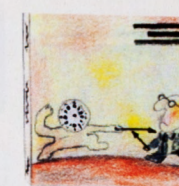
20
Biennale di Venezia 1999
Roman Signer
page 63
KADS 068
3-908617-01-4



21
Biennale di Venezia 1993
Jean-Frédéric Schnyder
page 20
KADS 050
3-906700-55-0



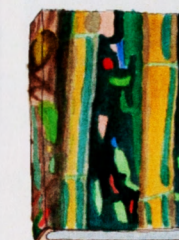
22
Bilder Zauber
-
page 28
KAM 142
3-907044-04-5



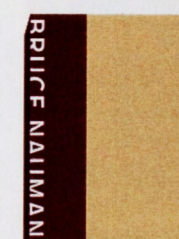
23
Bizarr, Grotesk, Monströs
-
page 34
KGF 017



24
Blumenfeld
William A. Ewing
page 76
KCAB 028
3-908162-42-4



52
Brasilien
-
page 522
VICB 001
3-7165-0841-1



26
Bruce Nauman 2
Kathy Halbreich (Edit.), Neal Benezra (Edit.)
page 174
KABN 04b
0-935640-42-8



27
Bruce Naumann
Kathy Halbreich, Neal Benezra
page 163
KABN 04a
3-909164-07-2



28
Bund Deutscher Gebrauchsgrafiker



BDG
page 74
KB 029



29
Buñuel!
Yasha David
page 76
KEF 004
3-888-14697-6



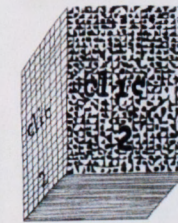
30
Catalogue of the universe
Paul Murdin and David Allen
page 11
NAHE 046
0-521-22859-X



13
China
C. P. Fitz Gerald
page 599
VHEA 004



32
Cindy Sherman
Felix Zdenek, Martin Schwander
page 56
KACS 003
3-88814-752-2



33
clic 2
Peter Bichsel
page 422
KCAB 014
3-85881-073-8



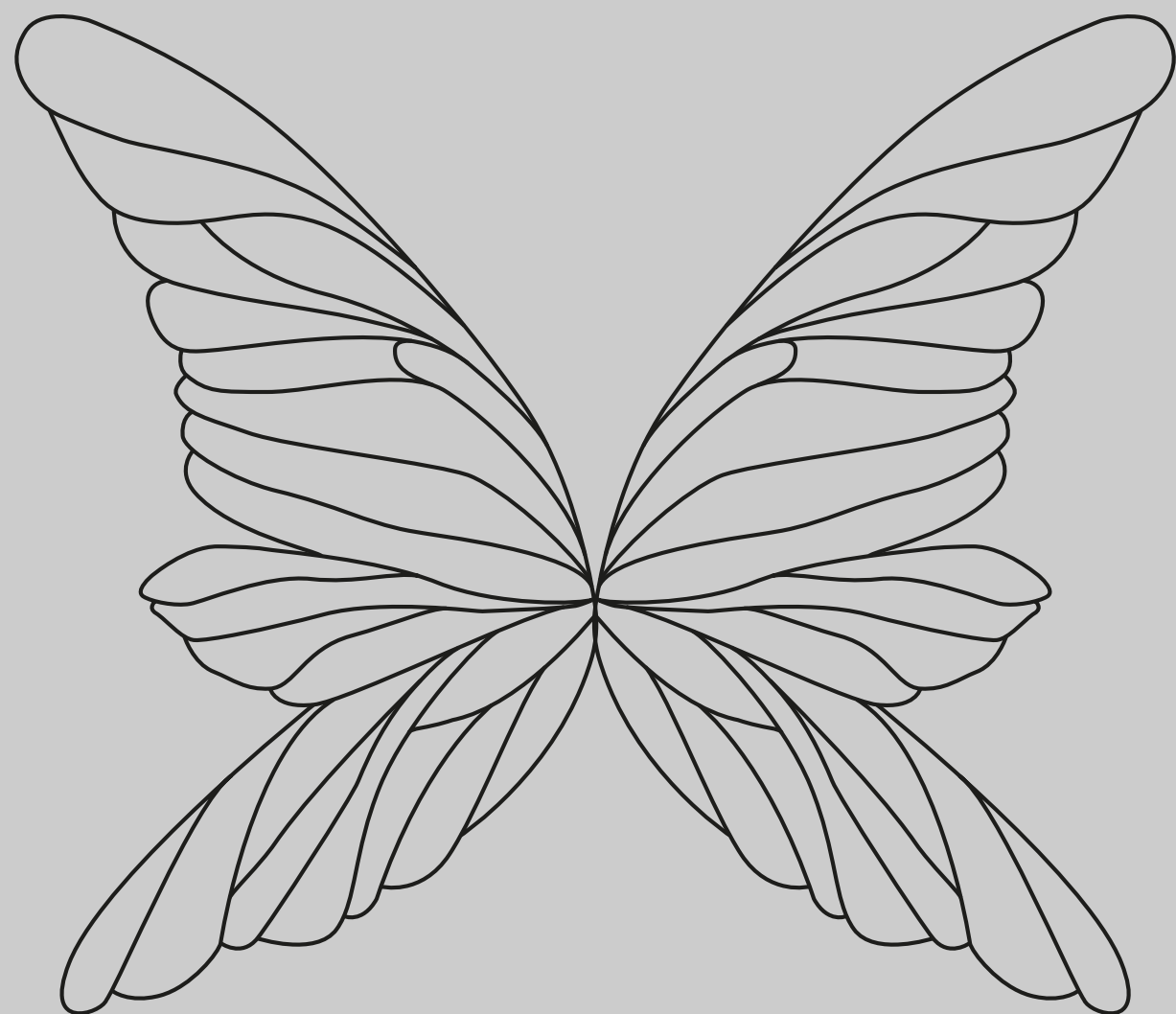
FeinSEIN logo

I was asked to design a new corporate design for „FeinSEIN“. The owner of FeinSEIN GmbH offers various courses and training in the field of neurosystemics and trauma-sensitive coaching. The first step was to get to know the company and its values. In constant exchange with the client, a logo was created that is visually and content-wise tailored to the company and works with the existing website. I was also tasked with designing the car lettering and communicating with the print company.

Visual identity
Fein SEIN GmbH
self-employed (2024)



feinSEIN





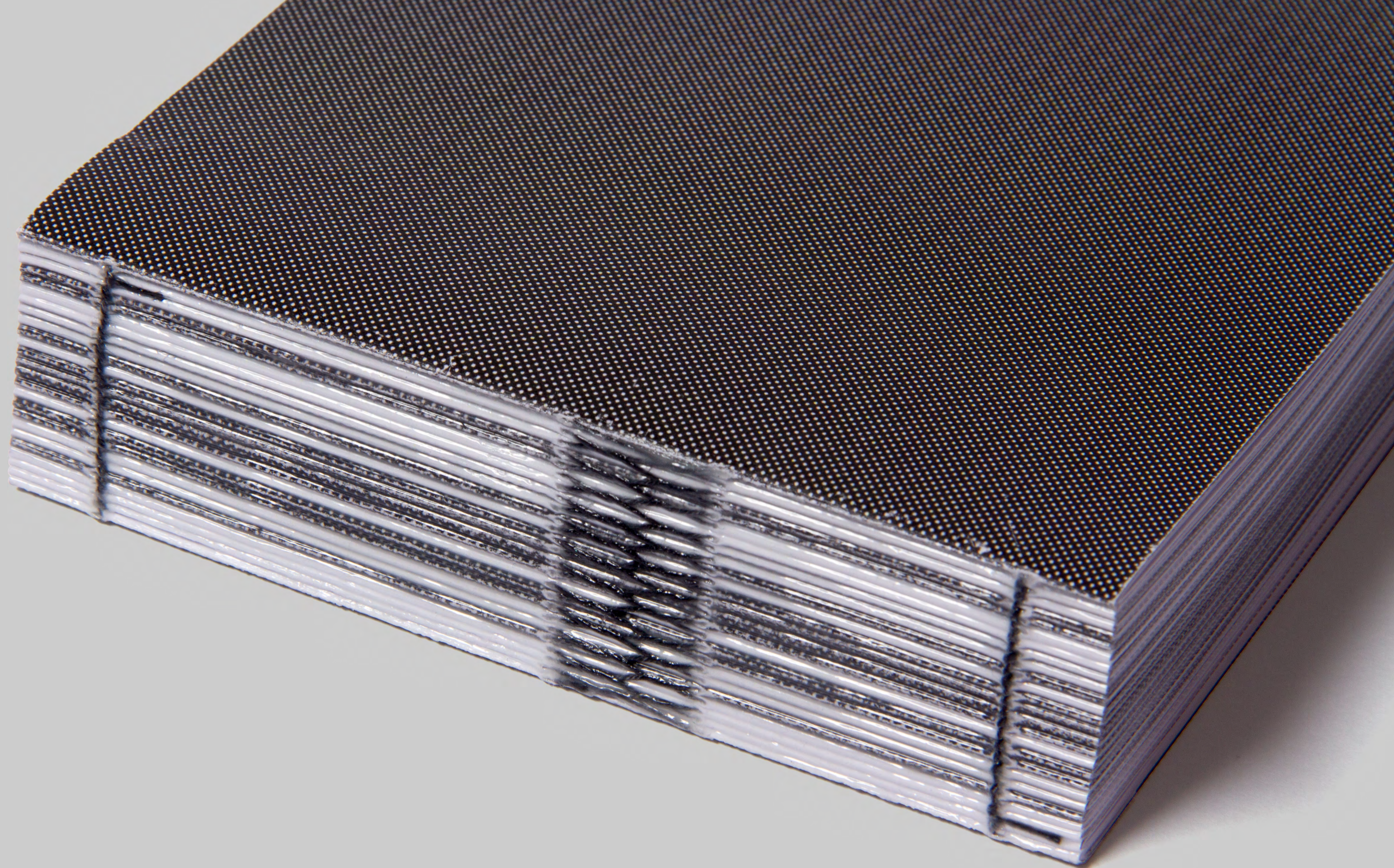


481 minutes of sleep

For my final project, I asked myself the question: „What happens around me while I sleep?“ The idea was to answer this question as simply and precisely as possible. To do this, I set up a wildlife camera at various locations in my immediate surroundings over several nights. I organized the images chronologically and compiled them in a publication. The 481 pages represent every minute I sleep in one night (eight hours). During the minutes in which no picture was taken, the page remains black because nothing is happening. It became a entirely conceptual work in which every detail, from the image processing to the binding, was a very conscious decision.

Photography, Layout
4st year of studies (2023)



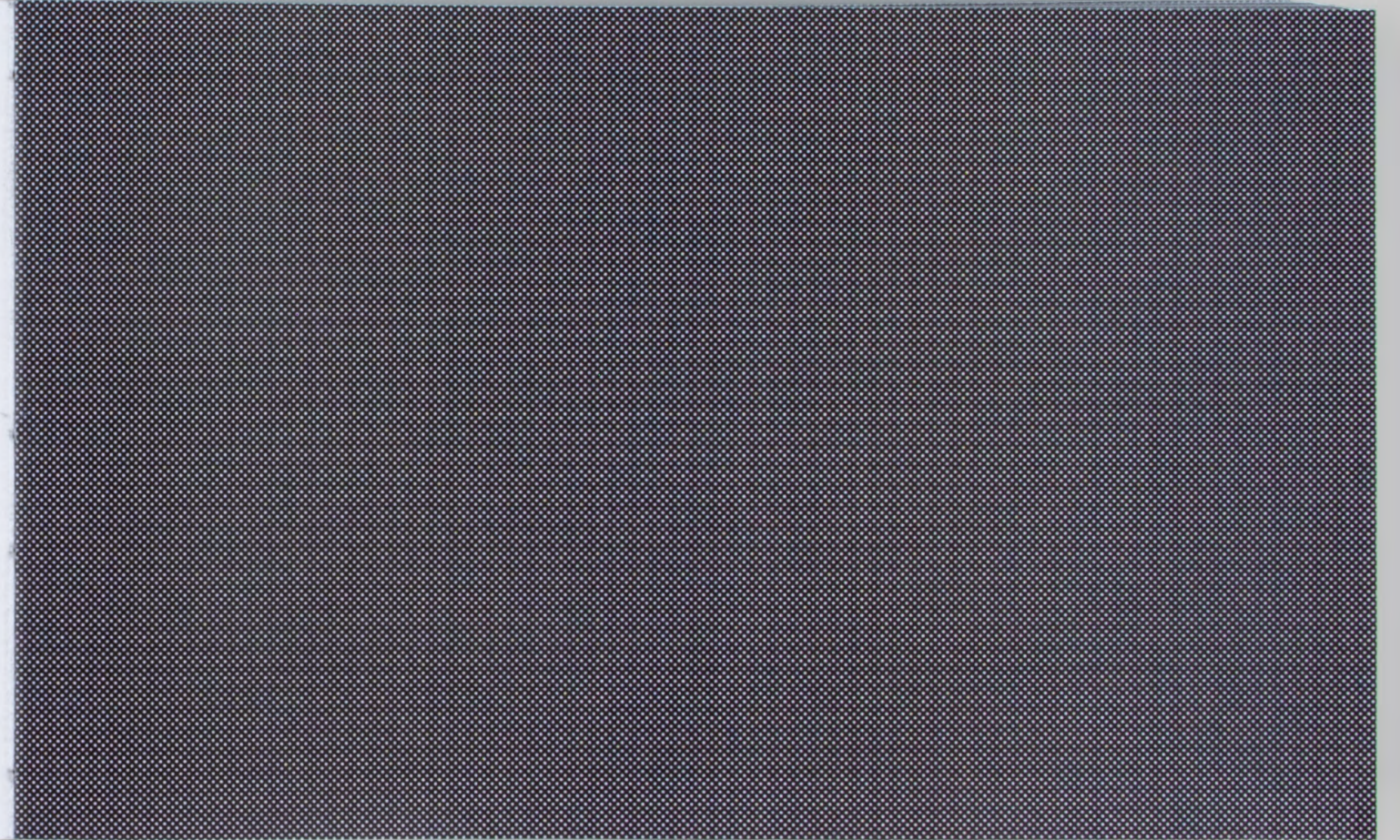


481 Minuten Schlaf

Schlafzimmer



23:00:02





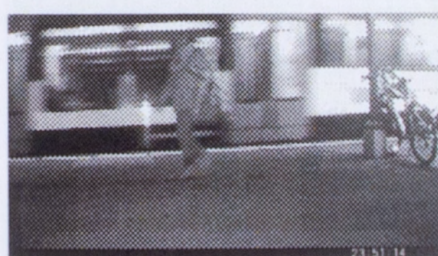
23 50 20



23 50 27



23 50 51



23 51 14



23 51 14



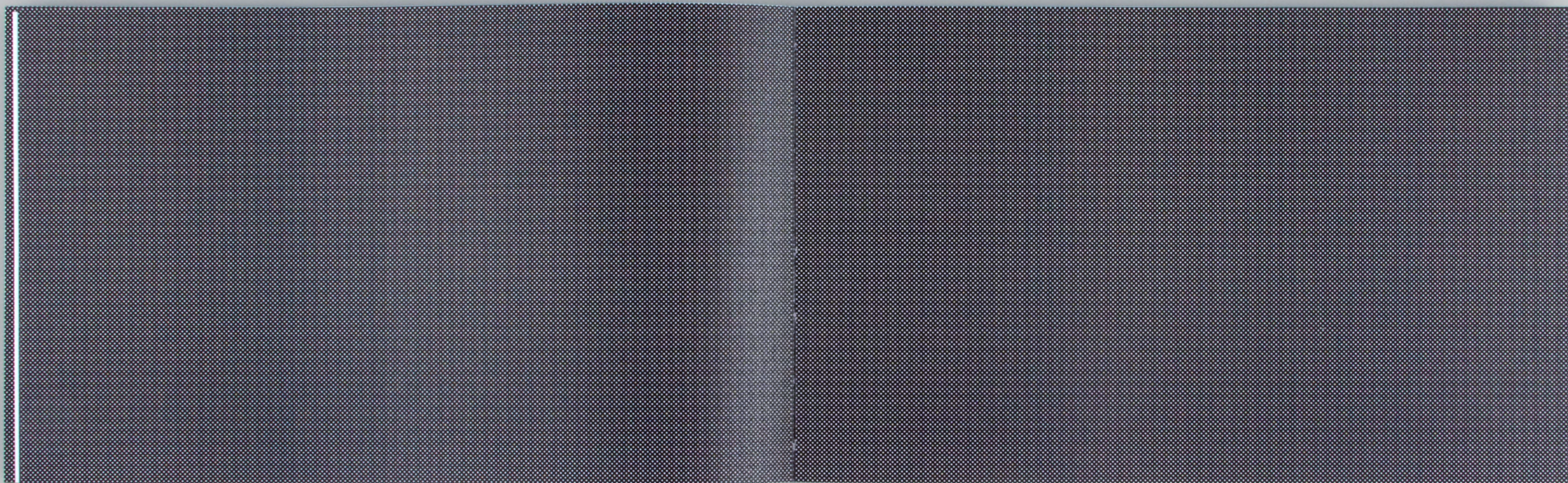
23 51 15



01:40:49



01:41:56





04:22:14



04:22:15



Ort – Ermensee LU
(47.233328°, 8.23334°)

Ausrüstung – Eine Denver Digital
Wildlife Kamera, 7.5 x 12.5 cm, 550 g,
Selbstauslöser bei Bewegung,
3 Bewegungssensoren,
vollautomatischer Infrarot-Filter für
den Einsatz im Dunkeln (42 LEDs),
Sichtfeld 108°, Erfassungsabstand
1–25 Meter, Sensor-Auflösung
8 Megapixel

Umfang – 12 verschiedene
Schauplätze

Zeitlicher Umfang – 12 Nächte
(Januar und Februar 2023)

Schlafend – Elena Kaeslin

Impressum

Inhaltliches und visuelles Konzept –
Elena Kaeslin

Format – 212.5 x 127.5 mm

Text – Elena Kaeslin

Gestaltung und Satz – Elena Kaeslin

Schrift – Univers roman condensed

Fotografie – Elena Kaeslin

Bildbearbeitung – Bitmap
(Halbtonraster, Rasterweite
15/20/25/30, Winkel 45°)

Druck – Konca Minolta Laserdruck

Papier – Inhalt Z-Offset Raw 80 g/m²,
Umschlag Z-Offset Raw 150 g/m²

Bindung – Mehrteilige Broschur,
Kreuzstichheftung

Vielen Dank an meine Mentoren
Tobias Klauser und Mauro Paolozzi

Vielen Dank auch an Thomas Koch,
für das zur Verfügung stellen der
Kamera.

Schlafzimmer – Das Zimmer liegt im Dunkeln. Durch das Fenster dringt das sanfte, gelbliche Licht der Strassenlampen. Vereinzelt fahren Autos auf der Quartierstrasse vor dem Haus vorbei. Bei offenem Fenster ist das leise Rauschen des Aabachs zu hören, der mitten durchs Dorf führt.

Hauptstrasse – Mitten durch Ermensee führt eine hell erleuchtete Hauptstrasse. Stetig rauschen Autos vorbei. Entlang der Strasse stehen einige Wohnhäuser, ein Verkaufslokal von Landmaschinen und eine Tankstelle sind zu sehen.

Schulhaus – Das Primarschulhaus liegt nahe dem Gemeindegebäude. Von dem Fahrradständer führt eine kleine Treppe auf den Schulhausplatz mit Brunnen und Pingpongisch. Rechts davon liegt der Fussballplatz mit neu gebautem Spielplatz aus Holz.

Schafweide – Ein winziger Bach fliesst entlang der geschotterten Feldstrasse, die hoch in den Wald führt. Die Wiese daneben ist temporär umzäunt, damit Schafe darin weiden können. In der Ferne sind die Lichter der Hauptstrasse zu sehen.

Bahnhof – Das einzige Gleis und der dazugehörige Bahnsteig wird hell beleuchtet. Einige verlassene Fahrräder stehen in der Halterung. Die umliegenden Felder liegen im Dunkeln. Eine 30er-Zone Strasse führt vom Bahnhof ins Dorf.

Feldweg – Ein geschotterter Feldweg führt vom Dorf aus an Kuhweiden mit vereinzelt Obstbäumen vorbei. Der Weg liegt im Dunkeln, wird aber vom nahe gelegenen Bahnhof etwas beleuchtet. Die Lichter des Nachbardorfes sind von weitem zu sehen.

Kuhstall – Die ganze Nacht durch können die Kühe Heu fressen, das in einem breiten Gang liegt. Dieser wird durch ein schwaches Licht beleuchtet. An der Wand sind mit Stroh ausgelegte Schlafplätze. Ab und an ist ein leises Rascheln oder Kauen zu hören.

Holzbeige – Parallel zur Holzbeige plätschert der Aabach, welcher derzeit wenig Wasser führt. Die Äste des grossen Nussbaumes reichen bis fast auf das danebenstehende Scheunendach. Rechts zieht sich die Grundstücksgrenze zum Nachbar.

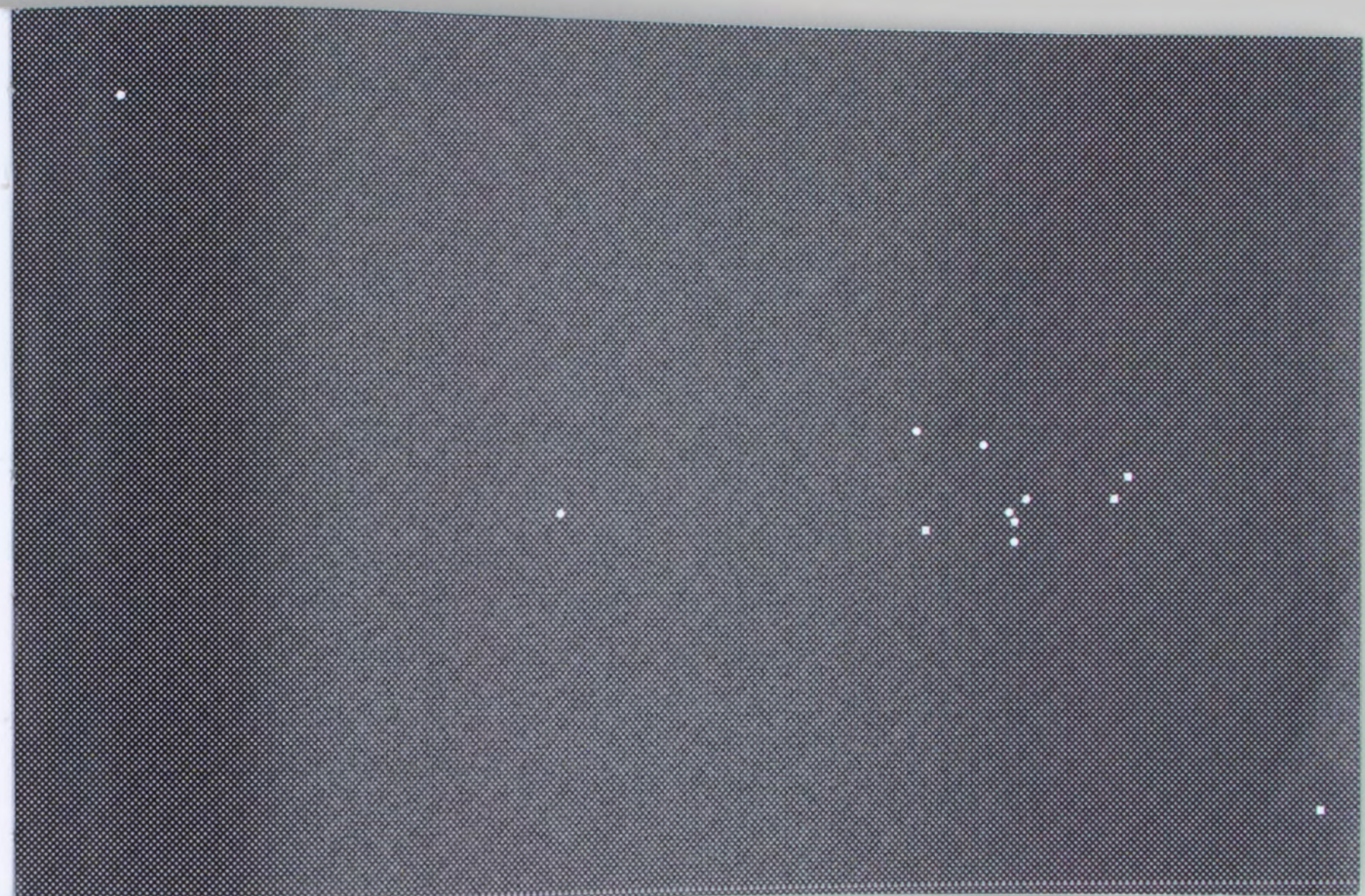
Quartierstrasse – Die 30er-Zone führt entlang der Wohnhäuser. Vereinzelt sind alte, auseinanderfallende Scheunen und liebevoll gepflegte Gemüsegärten zu sehen. Die asphaltierte Strasse wird spärlich von orangefarbenem Licht der Strassenlampen beleuchtet.

Schauplätze in Ermensee

Wald – Ein schneebedeckter, relativ breiter, aber überwuchelter Weg führt den Hügel hoch. Entlang des Weges wachsen Sträucher und Gebüsch, dahinter stehen hohe Bäume. Der Wald gehört noch zum Dorf, liegt aber etwas abseits auf einem Hügel.

Kreuzung – Eine Quartierstrasse führt vorbei an dem Kuhstall und geht in zwei Richtungen weiter. Die Kreuzung ist nur sehr spärlich beleuchtet. Äste einer grossen Trauerweide reichen bis weit über den plätschernden, fliessenden Bach und rauschen im Wind.

Garten – Der Sitzplatz liegt direkt vor dem Wohnhaus im Dunkeln. Leise hört man das Rauschen des Baches, der in der Nähe über eine Schwelle fliesst. Links liegt der umzäunte Gemüsegarten. Daneben mehrere Bäume, Sträucher, Wiesen und die alte Scheune.



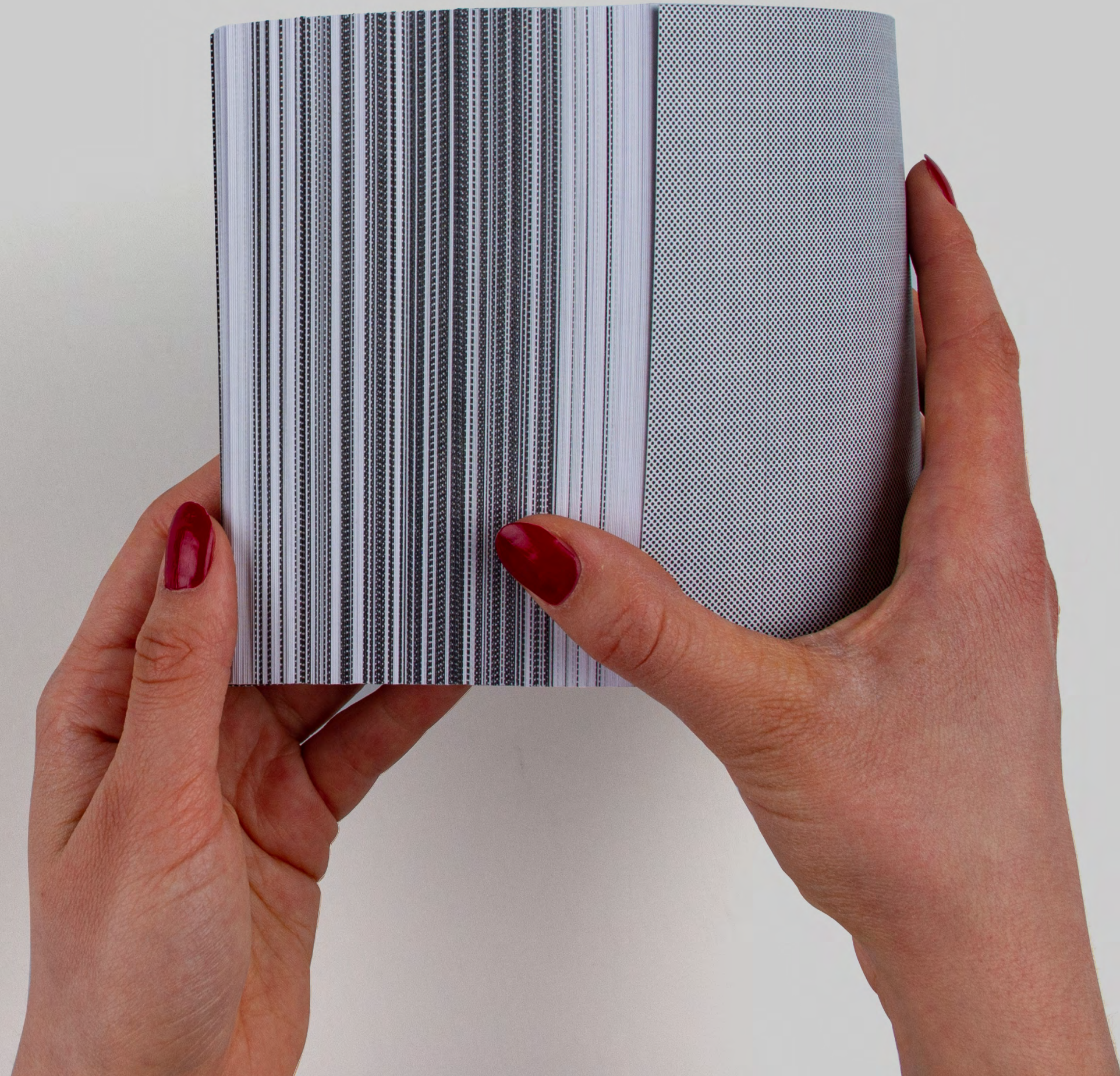


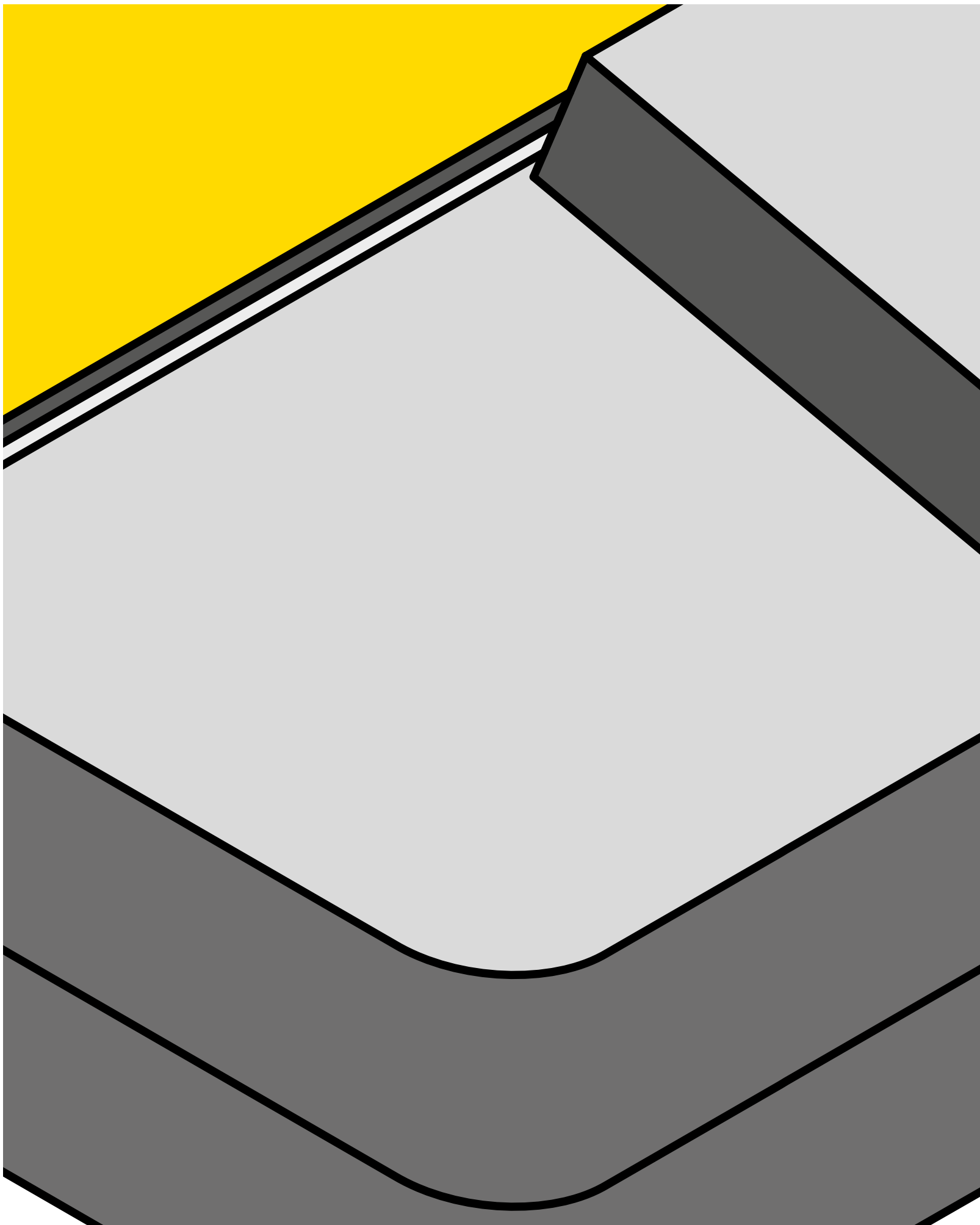
06:34:27



Holzbeige



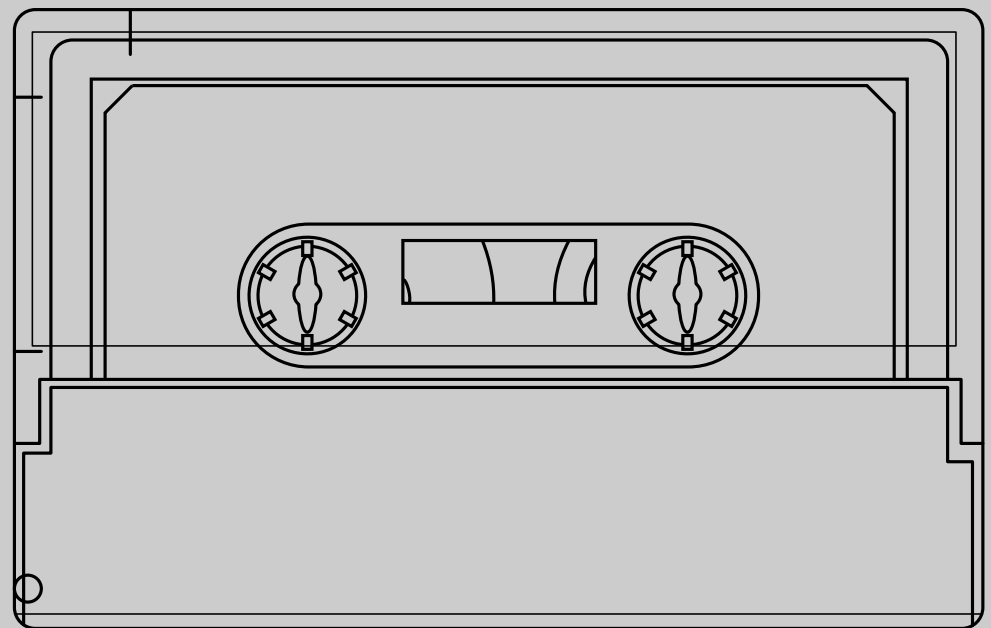
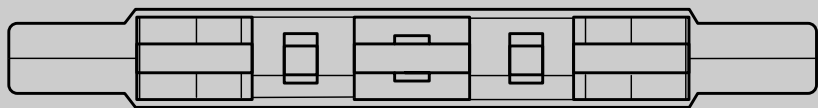
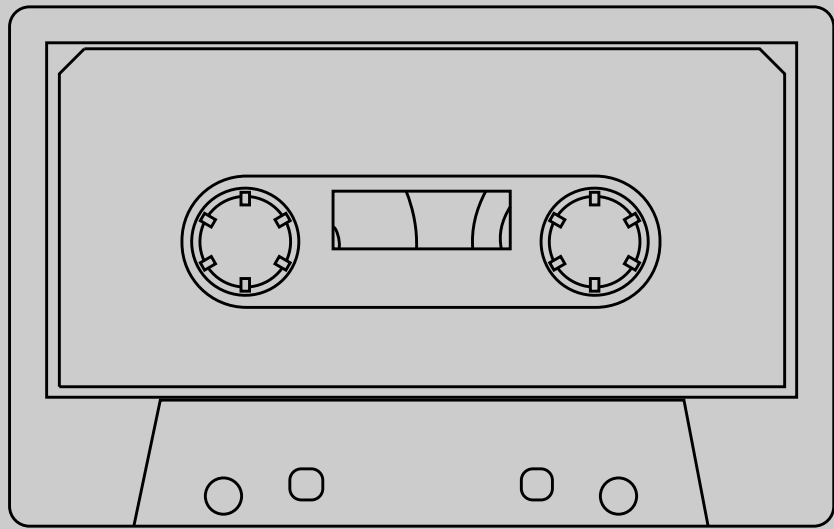
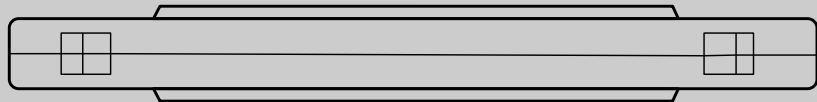
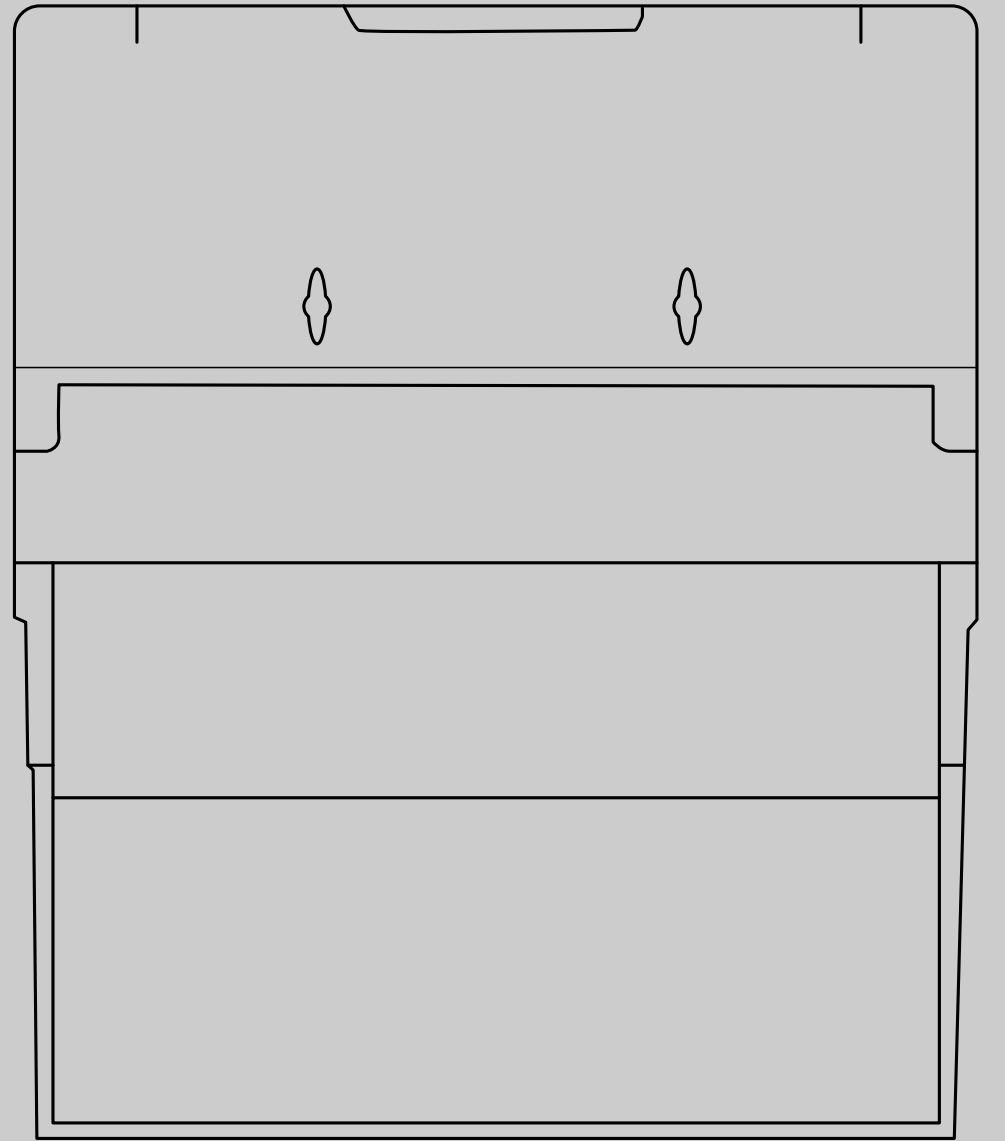
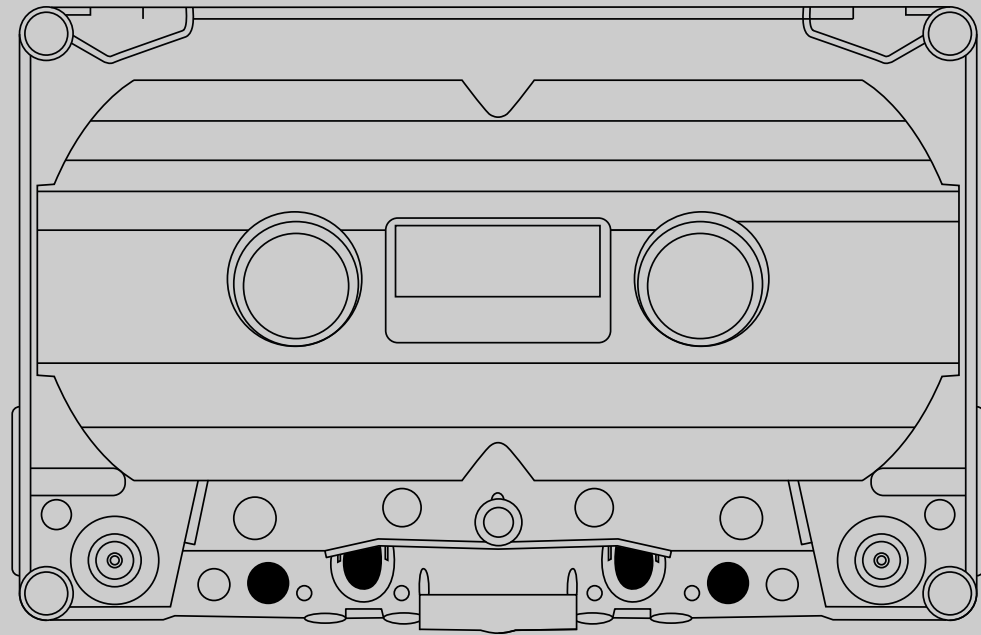
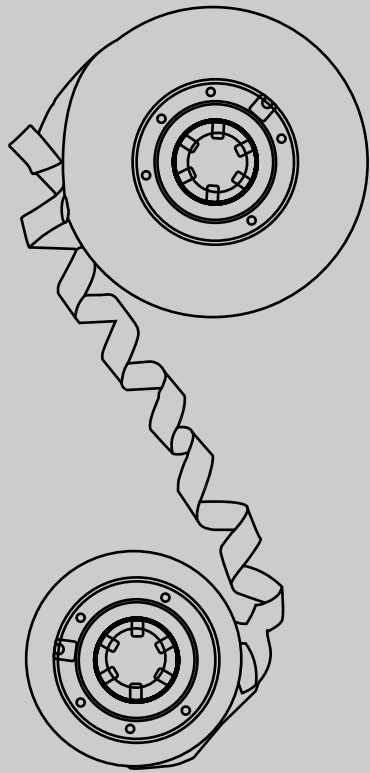


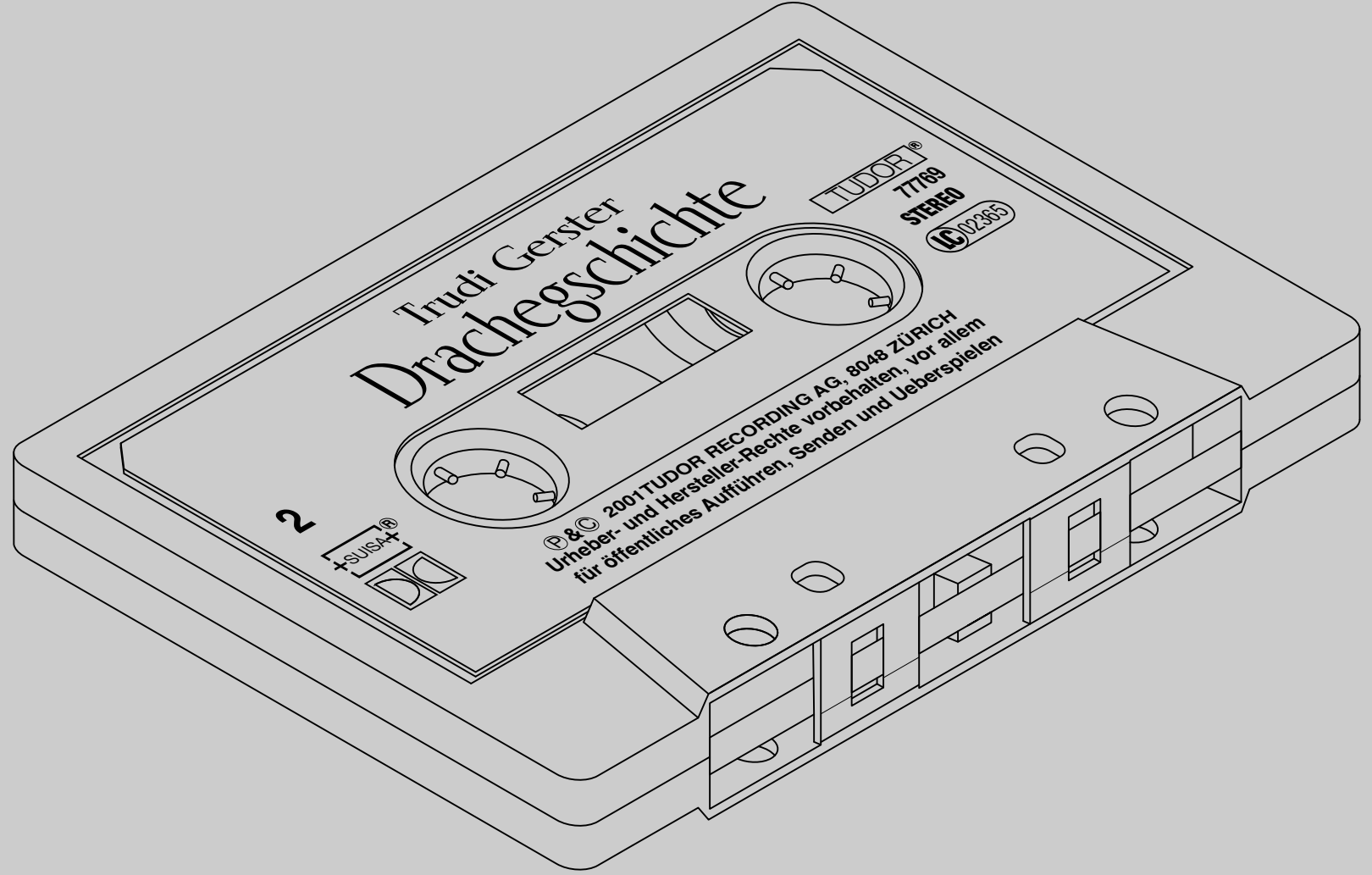
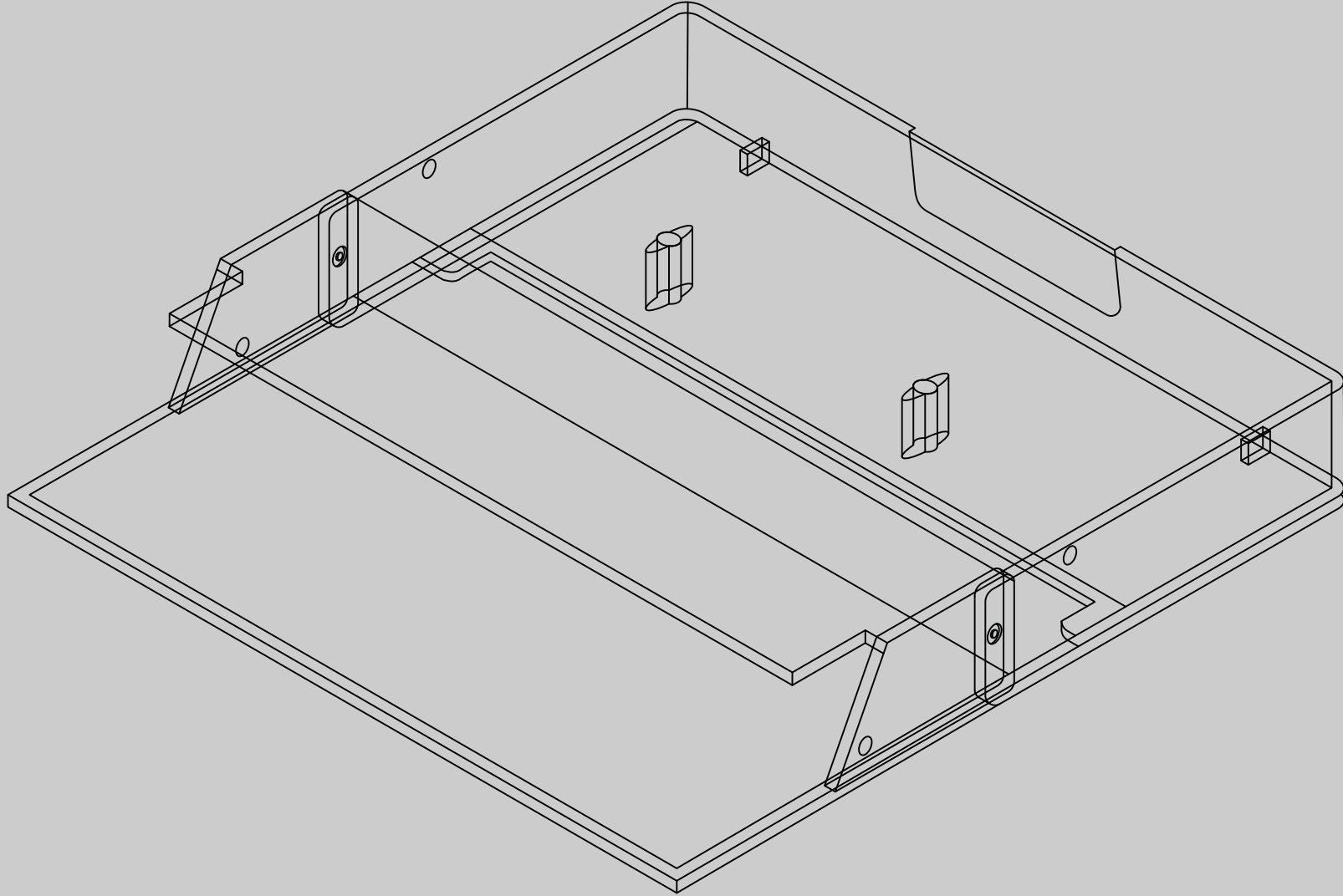


Tape

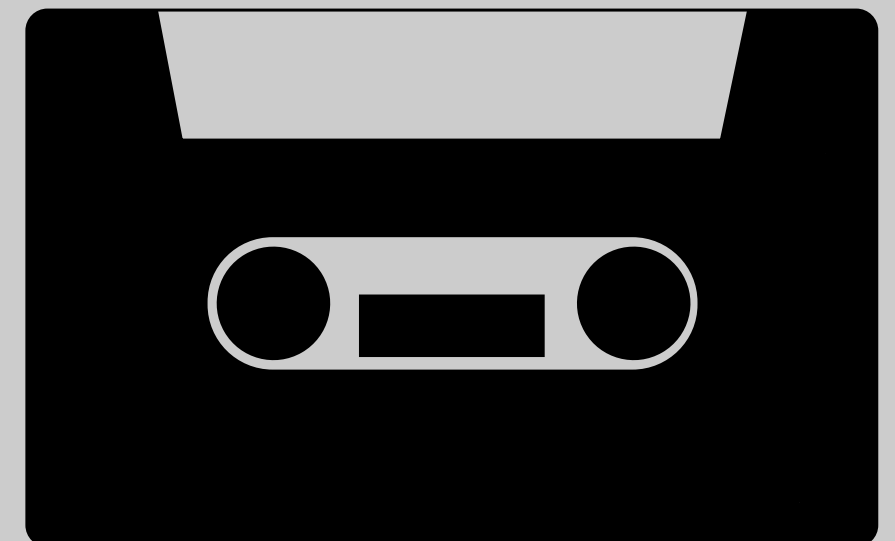
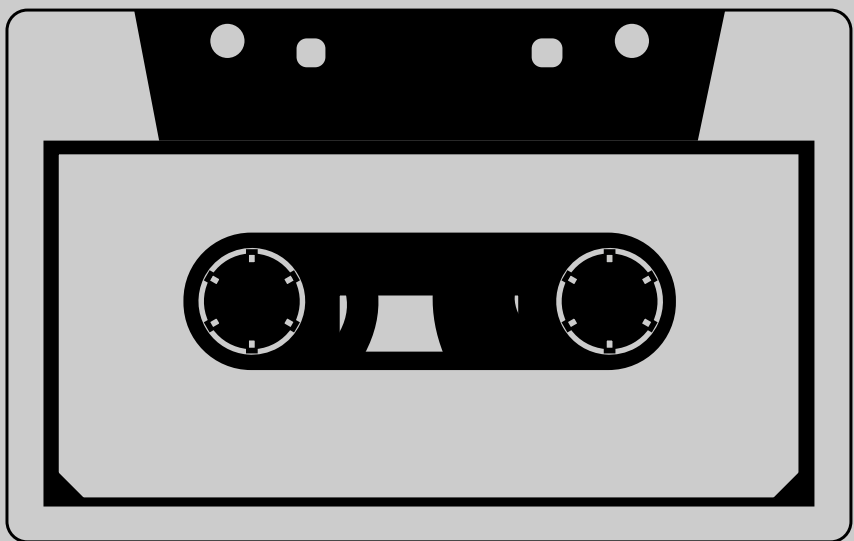
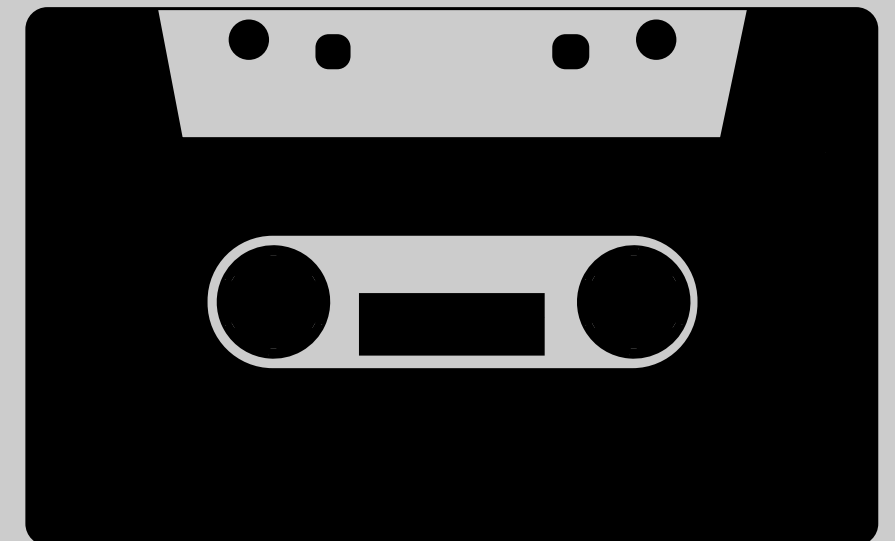
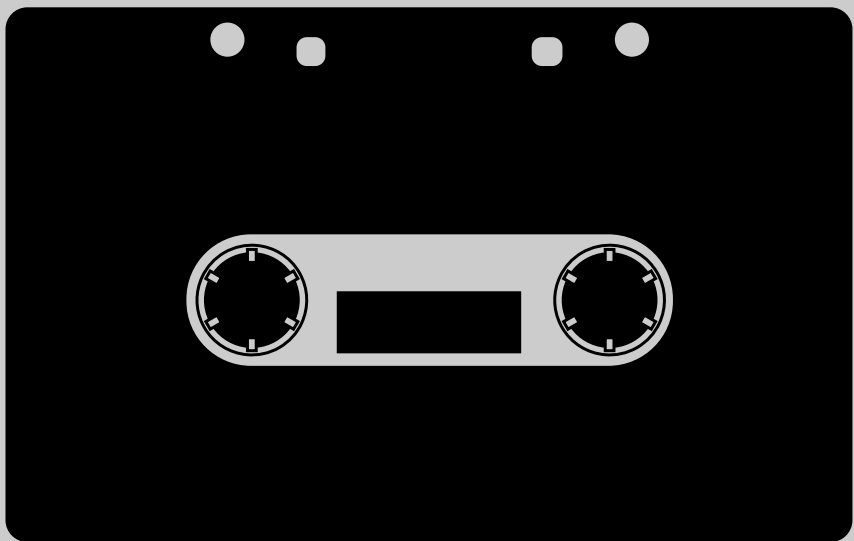
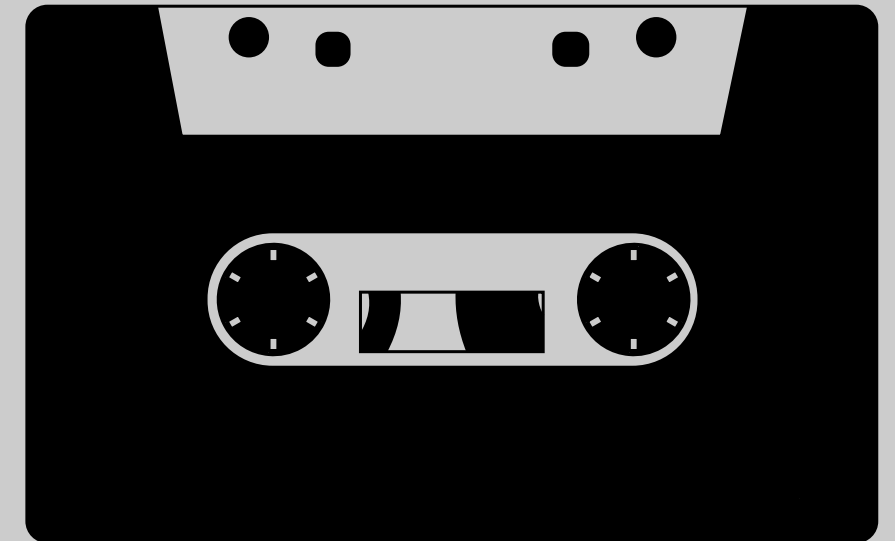
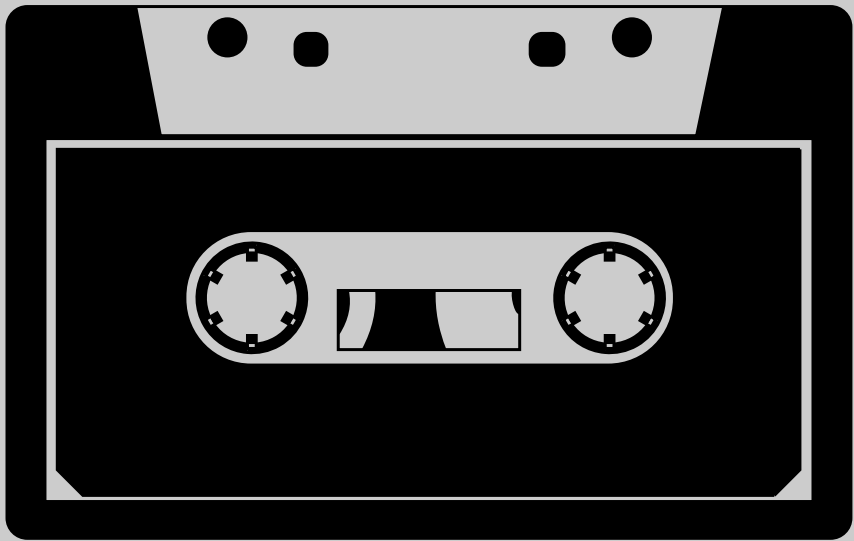
This project was about vectorizing an object based on photographs. I chose a cassette from my childhood. After two-dimensional sketches, I also tried spatial representations and then took the cassette apart to show its inner workings. The next step was abstraction; I depicted the cassette in black and white and with as little detail as possible so that it was still clearly recognizable.

Illustration
1st year of studies (2020)











Art and Textile Museum St. Gallen

Together with the team of TGG Visuelle Kommunikation I designed posters and flyers for several exhibitions at the Art and Textile Museum in St. Gallen. The aim was to take the artists' wishes into account and to incorporate their works.

Poster, Flyer
Art and Textile Museum St.Gallen
In collaboration with TGG Visual Communication
4th year of studies (2022)



Textilmuseum
St. Gallen

8. Europäische

Quilt

Triennale

7.10.2022 – 10.4.2023



8. Europäische Quilt-Triennale

Fünzig Textil- und Quilt-Kunstwerke aus fünfzehn Nationen: Aus mehr als 150 Einsendungen wählte eine international besetzte Jury Werke aus, die eindrücklich belegen, dass Kreativität, künstlerische Inspiration und zeitkritische Aussagen nicht allein Malerei, Bildhauerei, Grafik und Fotokunst vorbehalten sind.

Politisch motivierte Arbeiten reflektieren Themen wie «Black Lives Matter» oder die Lage der Frauen in Afghanistan. Einen breiten Raum im Schaffen der Künstlerinnen nehmen auch die Pandemie und ihre vielschichtigen Folgen sowohl für den Einzelnen als auch die Gesellschaft ein. Andere Werke betonen das ästhetische Moment und widmen sich gestalterischen Fragestellungen, dem Spiel mit Farbe, Form und Materialien.

Die «8. Europäische Quilt-Triennale» wird von der Textilsammlung Max Berk Heidelberg ausgerichtet und ist im Rahmen einer Ausstellungstournee vom 7. Oktober 2022 bis einschliesslich Ostermontag, 10. April 2023 im Textilmuseum St. Gallen zu sehen.

Vernissage

Wir freuen uns, Sie zur Eröffnung der Ausstellung, die im Beisein der Kuratorin Dr. Kristine Scherer stattfindet, begrüssen zu dürfen: Do, 6.10.22, 18.30 – 21 Uhr

Veranstaltungen

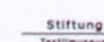
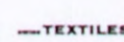
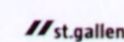
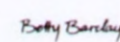
Aus dem Nähkästchen geplaudert
Kuratorenführung mit Dr. Kristine Scherer
Fr, 7.10.22, 10 Uhr

Bosna Quilts – Textilkunst über Grenzen hinweg
Museumsgespräch mit Lucia Lienhard-Giesinger
Do, 3.11.22, 18 – 19 Uhr

Widerständige Nadelarbeiten
Ausstellungsführung mit Dr. Roman Wild
Do, 9.2.23, 18 – 19 Uhr

Öffentliche Ausstellungsführungen
So, 6.11.22 / 4.12.22 / 8.1.23 / 5.2.23 /
sowie Ostermontag, 10.4.23, jeweils um 11 Uhr

Textilmuseum St. Gallen +41 71 228 00 10
Vadianstrasse 2 info@textilmuseum.ch
9000 St. Gallen Öffnungszeiten:
Mo – So, 10 – 17 Uhr



Grace
Schwindt

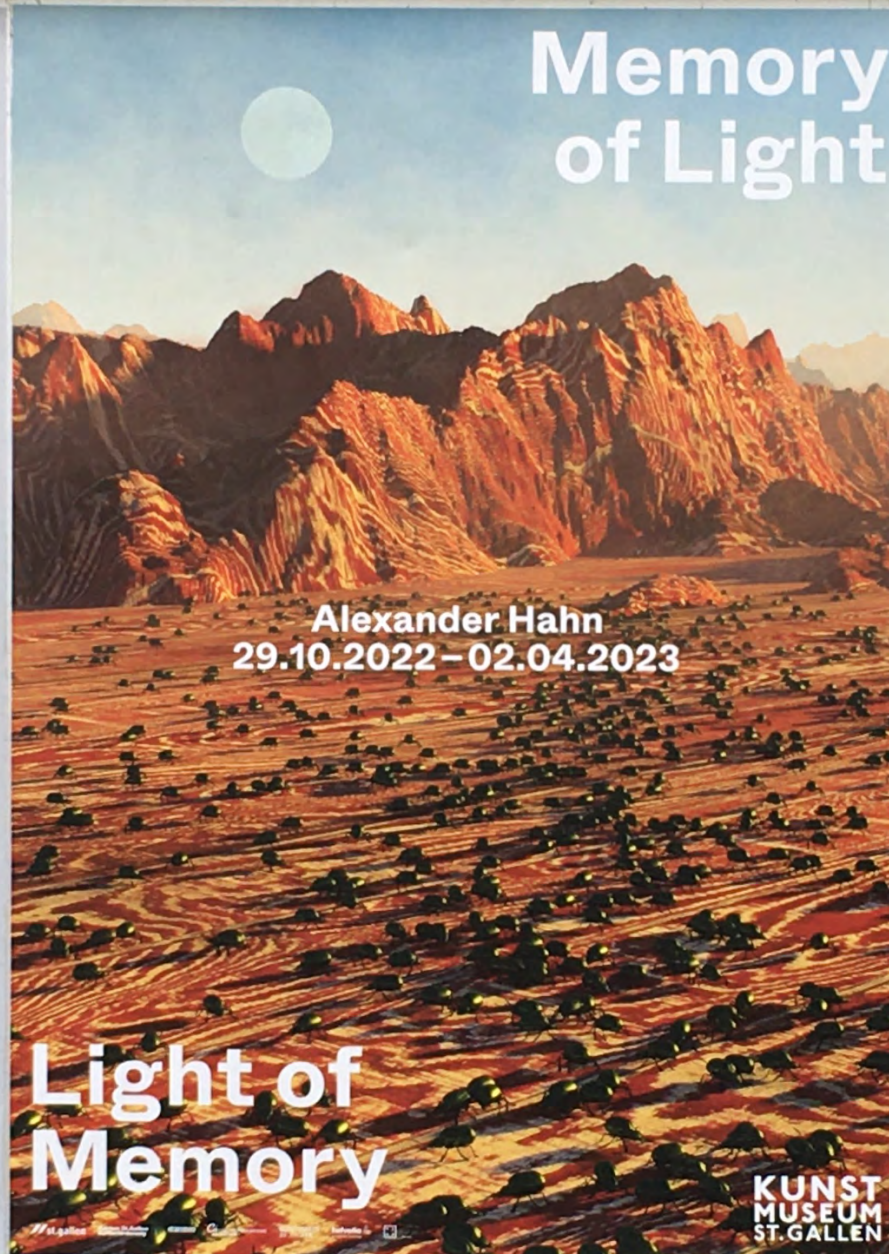


Defiant
Bodies

17.9.22 - 5.2.23

KUNST
MUSEUM
ST. GALLEN

Memory
of Light



Alexander Hahn
29.10.2022 - 02.04.2023

Light of
Memory

KUNST
MUSEUM
ST. GALLEN

PERFECT LOVE
Von Liebe
und Leidenschaft
9.4.22 - 14.5.23



KUNST
MUSEUM
ST. GALLEN



Memory

Memory

Memory of Light

Alexander Hahn
29.10.2022 – 02.04.2023

Light of
Memory

KUNST
MUSEUM
ST. GALLEN

Memory of Light

Alexander Hahn
29.10.2022 – 02.04.2023

Light of Memory

KUNST
MUSEUM
ST. GALLEN

Vernissage

Fr 28. Oktober 2022, 18.30 Uhr

Begrüssung:

Dr. Laura Bucher, Regierungs-
rätin Kanton St.Gallen

Einführung:

Roland Wäspe, Direktor

Kuratorenführung mit Apéro

Mi 2. November 2022, 18.30 Uhr

mit Alexander Hahn, Künstler
und Roland Wäspe, Direktor

Künstlergespräch

Ausstellungsrundgang mit Blick
hinter die Kulissen

Mi 14. Dezember 2022, 18.30 Uhr
mit Alexander Hahn, Künstler

Kunstgespräch

«Diving into another reality»

Geschichte und Faszination des
Game Designs. Eintauchen in
virtuelle Welten durch computer-
generierte Ästhetik und Musik.

Mi 15. Februar 2023, 18.30 Uhr
Mona Mur, Musikerin
und Komponistin für Games
Prof. Ulrich Götz, Leiter Fach-
richtung Game Design,
Zürcher Hochschule der Künste

Kunstgespräch

«Ars Brevis – Vita Longa»

Digitale Kunst – wie kaufen,
sammeln und bewahren?

Fr 31. März 2023, 18.30 Uhr
Alexander Hahn, Künstler
Dr. Nina Röhrs, Expertin für Kunst
im digitalen Zeitalter
Georg Bak, Kurator und Experte
für digitale Kunst

Öffentliche Führungen

So 27. November 2022, 11 Uhr

So 15. Januar 2023, 11 Uhr

So 5. März 2023, 11 Uhr

mit Florian Hürlimann,
Kunstvermittler

Filmvorführung INDOCAM

Das Video *INDOCAM* besteht
aus Aufnahmen während einer Reise
des Künstlers von den USA nach
Indien, die mit einer billigen chine-
sischen Uhrenkamera aufgenommen
wurden. Unverfälscht und ungestört
spinnt *INDOCAM* einen subtilen
und fesselnden Faden entlang der
zufälligen Begegnungen Alexander
Hahns mit Privatpersonen sowie
Persönlichkeiten aus Kultur und
Politik.

So 2. April 2023, 13 Uhr
mit Alexander Hahn, Künstler

Kunst & Kaffee

Di 1. November 2022, 14.30 Uhr

Di 7. März 2023, 14.30 Uhr

mit Daniela Mittelholzer,
Kunstvermittlerin

Kinder Kunst Klub

Mi 30. November 2022, 14–16 Uhr

Anmeldung: kunstvermittlung@
kunstmuseumsg.ch

Offenes Kunstlabor

Gestalten zur Ausstellung für alle

So 6. November 2022, 10–14 Uhr

So 5. März 2023, 10–14 Uhr

Ohne Anmeldung

Tagesaktuelle Informationen zu
unseren Veranstaltungen:
www.kunstmuseumsg.ch/agenda

helvetia

KUNSTVEREIN
ST. GALLEN

EXCESS03

Kanton St.Gallen
Kulturförderung

st.gallen

CHF 12
CHF 10
CHF 6

Eintritt regulär
reduziert (IV / AHV)
in Ausbildung
Mitglieder des Kunst-
vereins St.Gallen

Öffnungszeiten:
Dienstag–Sonntag 10–17 Uhr
Mittwoch 10–20 Uhr
www.kunstmuseumsg.ch/
ihr-besuch

Kunstmuseum St.Gallen
Museumstrasse 32
CH-9000 St.Gallen
info@kunstmuseumsg.ch
www.kunstmuseumsg.ch

Alexander Hahn
Memory of Light – Light of Memory
29. Oktober 2022–2. April 2023

Alexander Hahn (*1954 Rapperswil) ist in den elektronischen und digitalen Medienkünsten in Europa und Amerika zuhause. Gegebenheiten aus seinem persönlichen Leben, aus Geschichte und Wissenschaft verwandelt er seit 1981 in Kunst und benutzt dazu die inneren Welten von Psyche, Erinnerung und Traum.

Er integriert die zeitbasierten Formen des Videos mit der Praxis des computer-generierten Bildes. Der Ausdruck dieser Bilder, Animation, Virtual Reality, Installation und das Schreiben über die neuen Medien prägen seine Kunst. Nach einer ersten Einzelausstellung *The Bernoulli-Itinerary*, 1991, und zahlreichen Beiträgen zu medienbasierten Ausstellungen gibt das Kunstmuseum nun einen Überblick über sein faszinierendes Schaffen an der Spitze der medialen Entwicklung mit einem Schwerpunkt beim *Indian Cycle*, der durch ein Stipendium der Pro Helvetia und des Kantons St. Gallen ermöglicht wurde.

Kurator: Roland Wäspe



Vorderseite:
Moonlighting – Dance by Lunar Polarity – a 2022 Revisit, 2022
Pigmenttusche auf weichem Glanzpapier, 106,7 x 71 cm
© 2022, ProLitteris, Zürich

Computergenerierte Installationsansicht, Untergeschoss des Kunstmuseums mit *TRANSIT OF EARTH*, 2022
© 2022, ProLitteris, Zürich

The Artist's Studio as Encryption Lab – Answerable Questions and Questionable Answers from the Fly's Visual System – Sudden Apparition of a Small Black Hole, 2010
3D-Computergrafik, Pigmenttinte auf weichem Glanzpapier, 106,7 x 78,7 cm
© 2022, ProLitteris, Zürich





Constant sans / serif

The goal of the project was to design a font. On the basis of I started to create my own font in the Glyphs program using a few sketched letters. First, I created a serif font. I wanted the body to have the same stroke thickness as the serifs. The font should appear heavy. In addition to realizing the font, I also had to examine the kerning of different letter combinations more closely. In the process, I got to know the word typography from a completely new perspective.

QIT
REMEMBER

AIR REMEMBER

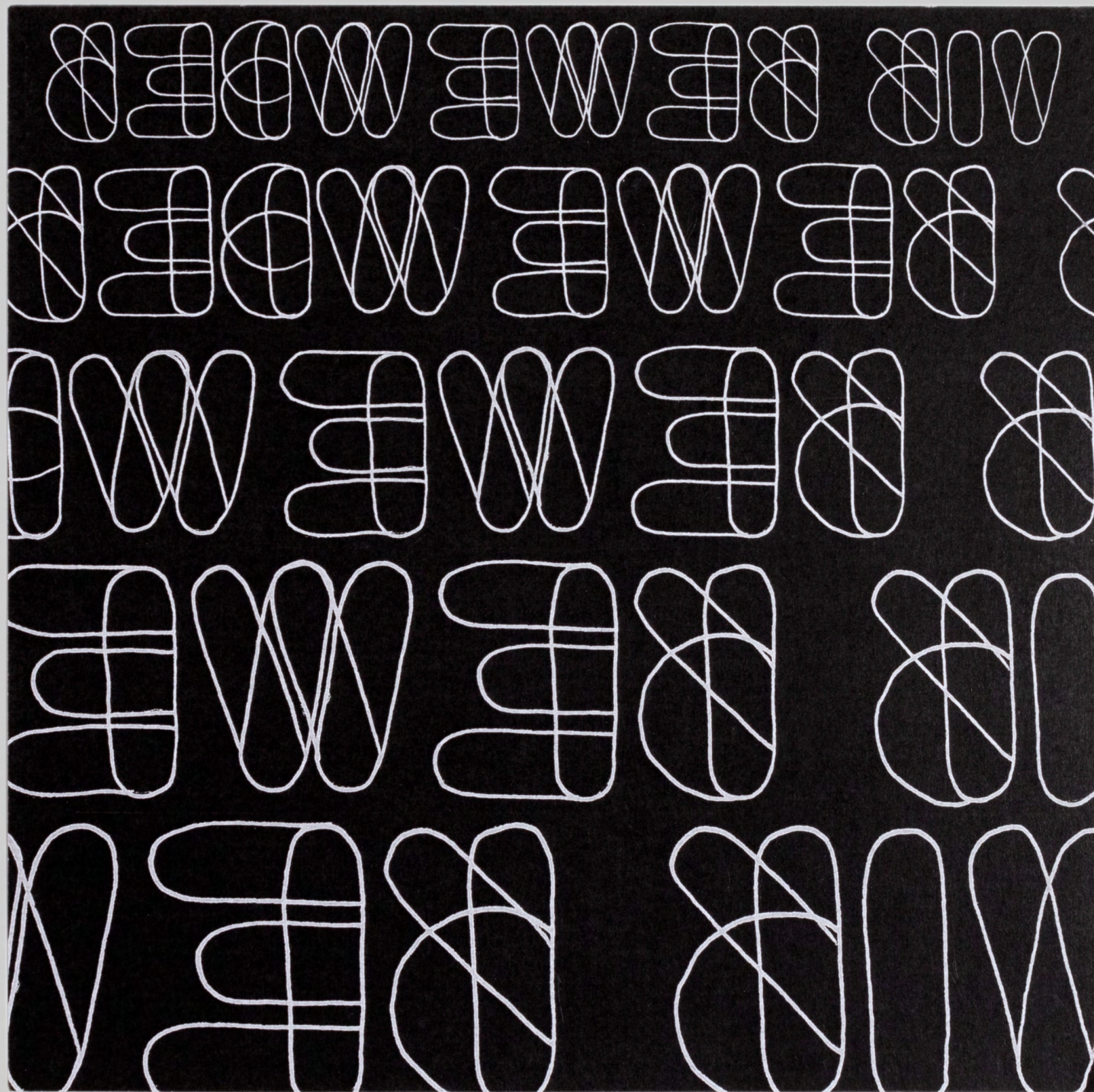
AIR REMEMBER

AIR REMEMBER

AIR REMEMBER

QIT

REMEMBER



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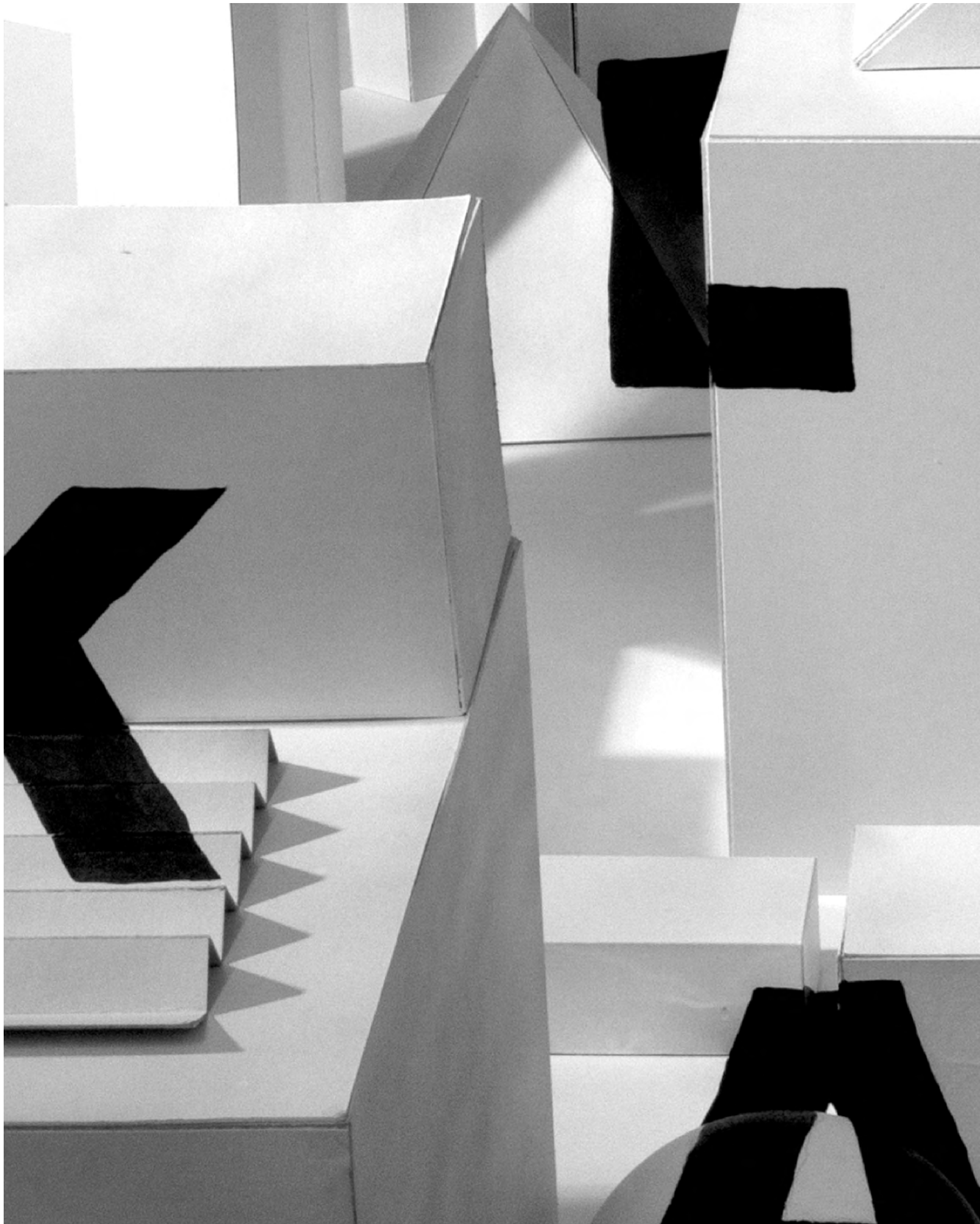
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Anamorphosis

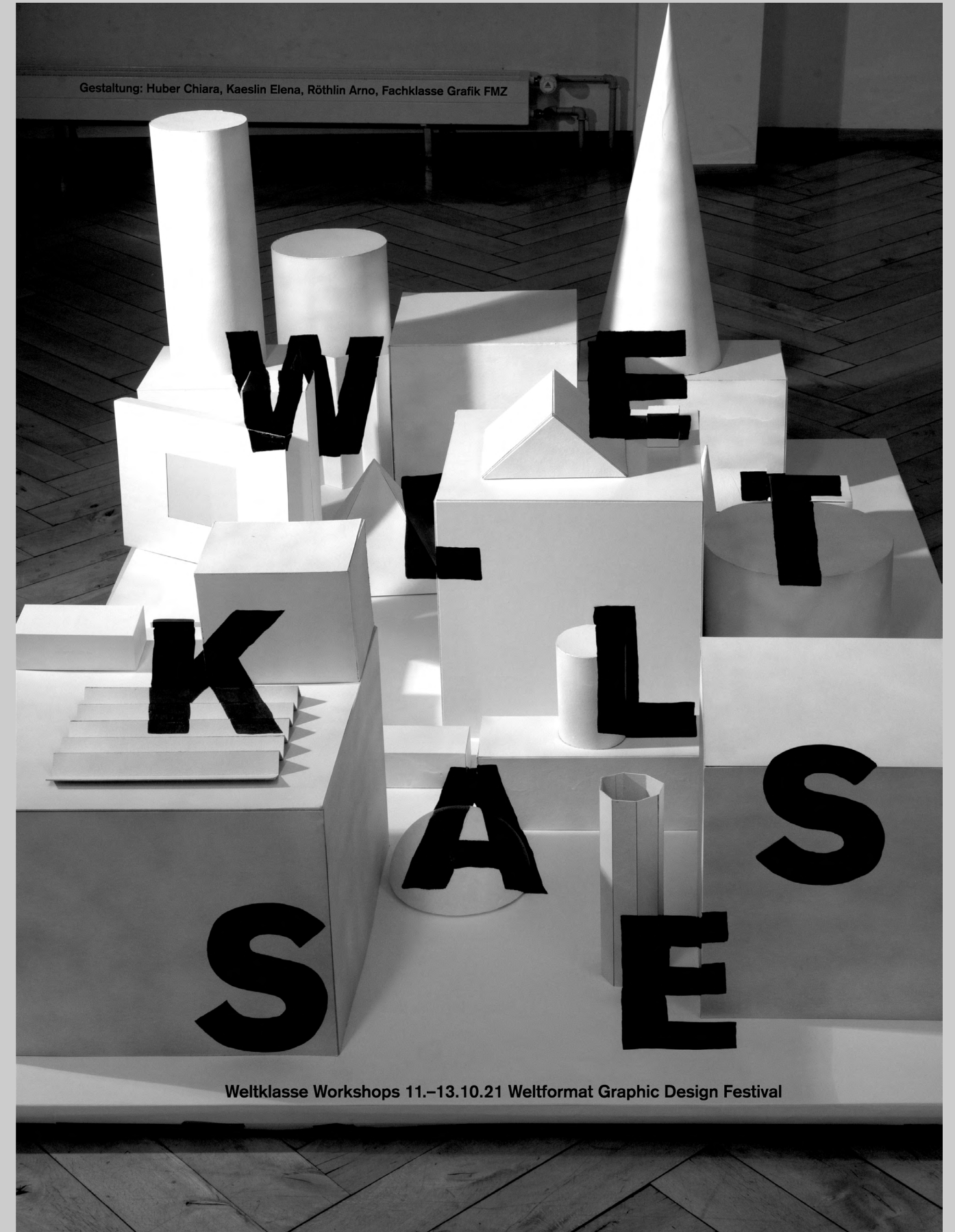
This project was about discovering moving typography with a video clip. We worked in a team of three on the subject of anamorphosis. We built our „world“ out of cardboard. Using a projector, we projected the letters onto the bodies at a certain angle on the bodies. The illusion created by anamorphosis is very fascinating. It all comes down to a certain point from which the word can be read perfectly. With a small movement, the letters become graphic shapes. The video clip and the three poster designs were created as a commission for the Weltformat Graphic Design Festival, more precisely for the annual Weltklasse workshops, which are organized by the Fachklasse Grafik Lucerne.

Video: elenakaeslin.ch

Film, Typography
Weltformat Graphic Design Festival
2nd year of studies (2021)



Gestaltung: Huber Chiara, Kaeslin Elena, Röthlin Arno, Fachklasse Grafik FMZ







Elena Kaeslin

Hey, my name is Elena, I was born in 2003 and grew up in a small village near Lucerne (Switzerland). I completed my four-year training as a graphic designer EFZ in 2023. During this time, my fascination for visual communication has developed into a passion. I like to create a clear concept and love designs with a strong message. It is important to me to find the right design and medium for each project through research, discussion and analysis. I am particularly fascinated by layout, typography, poster design, corporate design and photography. I look forward to gaining experience in all kinds of areas and learn new things. In my free time, I enjoy spending time with my friends and family. I am passionate about sports, with Thai boxing and dancing being my favorites. I listen to a lot of music, like reading, enjoy spending time in nature and am always excited about going on excursions or traveling.

Languages
German: very good
English: good
French: basic

Programme
Indesign: very good
Photoshop: good
Illustrator: good
Adobe Lightroom: good
Figma: basic
Affter Effects: basic
Glyphs: basic
Html/Css: basic

Craft
relief printing
bookbinding
metal type
screen printing
analogue photography