

A TRAINED BRAND STRATEGIST AND DESIGNER  
WITH A "PLAN": BRING LIFE TO SPACES - ON & AND OFFLINE

Annabelle is a dual designer and strategist, focusing on spaces – analog and digital. She graduated from Parsons in New York, worked in branding for Laufen or Vitra in Switzerland, designed for high concept architectural firms such as Snarkitecture and realized several retail- and hospitality projects in New York.

A set of movies for a project at ComplexCon, followed by a first virtual retail space for Instagram brand Coffee n' Clothes, as well as earlier engagements at the Montreux Jazz Festival stirred her interest in performances, culture, fashion and arts and triggered her curiosity to explore thresholds between the physical and digital realms.

Creating spaces with multi-sensory touchpoints to intensify user experiences is her main objective. She is driven by orchestrating layered moments within sanctuaries of spaces and continuously envisions to choreograph user journeys while delivering an experience tied to brand

relevant, yet also poetical, socio-culturally meaningful messages.

The rhythm of sounds and performative movements are her guiding force to any visualization she produces. New York's Queer ballroom scene brought her to Atlanta's Hip Hop strip clubs where she conducted research on gender and body performance in built space – an ongoing project that envisions sustainable stage design for a performance driven, more fluid culture on- and offline.

In her work, she embeds the perfect within the imperfect. She's interested in disruptions of moments and to connect the dots of details that allow the user to engage and complete the full picture. A playful approach that fosters emotions and dialogues from nostalgia to current Zeitgeist, while being in constant flux between realms, the global and local, the temporary and permanent, the communal and individual.

## EDUCATION

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|-------------|--|-------------|--|
| 2019 - 2022 | <b>PARSONS - NEW SCHOOL FOR DESIGN</b>   NEW YORK<br>MFA Interior Design                   | 2017 - 2018 | <b>GOODRICH</b>   NEW YORK<br>Role: Designer, Brand Strategist<br>Projects: Hotels - Surf Lodge Nicaragua / Montauk, Kimpton Cincinnati, West Elm Oakland                                |
| 2016 - 2018 | <b>PARSONS - NEW SCHOOL FOR DESIGN</b>   NEW YORK<br>AAS Interior Design                   | 2017        | <b>SNARKITECTURE</b>   NEW YORK<br>Role: Designer<br>Projects: Loop for Cos Seoul, Twilight LA, Kith NY and LA, Snarkitecture Brand Project Book   |
| 2006 - 2009 | <b>UNIVERSITY OF APPLIED SCIENCES AND ART</b>   LUCERNE<br>BA Design Management            | 2015        | <b>LAUFEN BATHROOMS</b>   MIAMI<br>Role: Marketing Manager US-Market<br>Projects: Installation & Event for Art Basel   |
| 2001 - 2005 | <b>COLLEGE ST. MICHEL</b>   FRIBOURG<br>Major: Visual Arts<br>Minor: Psychology & Pedagogy | 2014 - 2015 | <b>VITRA</b>   BASEL<br>Role: Global Brand Manager<br>Projects: Landi- and Eames Alu Chair Campaign, Vitra Home Complements Global launch, Showroom Designs in Vienna, Stockholm, Madrid |

## ACHIEVEMENTS

|              |   |             |   |
|--------------|---|-------------|---|
| 2020         | <b>RESEARCH GRANT</b>   PARSONS<br>Performative Spaces (Stripclubs Atlanta / Vogue Ballrooms New York)                              | 2011 - 2014 | <b>LAUFEN BATHROOMS</b>   BASEL<br>Role: Brand- & Event Manager<br>Projects: Installation at Salone del Mobile, AIA Forums during Art Basel, Kartell by Laufen Global launch, Product- & Brand App development, Marketing Campaign management, Content Management Website, Photoshoot management & stylings |
| 2019         | <b>CENTENNIAL EXHIBITION</b>   PARSONS<br>Research Assistant, Curator & Designer  |             |   |
| 2018         | <b>SCE - AWARD</b>   NEW YORK<br>Award for outstanding contributions to the School of Constructed Environments                      |             |   |
| 2017         | <b>NY11+ ANNUAL INTERIOR DESIGN STUDENT EXHIBITION</b><br>Selected Parsons representative<br>Project: Studio II, Hospitality Design | 2009 - 2010 | <b>PREMOTION</b>   LUCERNE<br>Role: Event Manager<br>Projects: Migros Gourmet Dinner Tour, M-Stars; Online Shop for Migros Fans   |
| 2016         | <b>FINALIST YABU PUSHBERG</b><br>Scholar Program 2016/17  | 2007        | <b>LATITUDE 10</b>   CEBU & HONG KONG<br>Role: Designer<br>Projects: Jewelry Design, Prototyping and intl. sales at HK Fashion Week   |
| 2015         | <b>ART BASEL, PANEL DISCUSSION</b><br>Expert on 'Design Thinking' & Re-Branding   | 2005        | <b>HIXON DESIGN</b>   NEW YORK<br>Role: Interior Design Intern<br>Projects: FAO Schwarz Displays, Pfizer Lobby  |
| 2009         | <b>BACHELOR THESIS</b><br>Award "Foerderpreis FF"   | 2004 - 2006 | <b>MONTREUX JAZZ FESTIVAL</b>   MONTREUX<br>Role: Artist Support at Auditorium Stravinski   |
| <b>PRESS</b> | Press extracts on request.  |             |   |

## WORK EXPERIENCE

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|--------------|---|
| 2020 - today | <b>ART &amp; COMMUNITY</b>   GLOBAL<br>Snapfinger (Performative Spaces)<br>Echo Club (Mindfulness)  |
| 2017 - today | <b>SELF-EMPLOYED</b>   GLOBAL<br>Brand Strategist & Designer<br><br>Specializing in digital and physical spatial experiences. From concept design to realization. Clients such as: Eyesight Group, Bureau Betak, Laufen, Amazon, Glasshouse Helsinki, ComplexCon, Coffee n'Clothes. |
| 2018 - 2019  | <b>STUDIO PHENOMENA</b>   NEW YORK<br>Role: Designer, Brand Strategist<br>Projects: Restaurant Life Alive (Boston)  |

## QUALIFICATIONS

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|-----------|--|
| SKILLS    | <b>VISUAL THINKER, BELIEVER AND DOER</b><br>A playful, goal-oriented problem solver.   |
| DIGITAL   | Apple & Android User<br><b>ARCHITECT</b> AutoCAD, Rhino, V-Ray<br><b>GRAPHICS</b> Adobe Creative Suite<br><b>SKETCH</b> Sketchbook Pro<br><b>WEB</b> WIP: CSS and HTML, JavaScript |
| ANALOG    | <b>ARCHITECT</b> Prototyping, Installations<br><b>GRAPHICS</b> Presentations, Packaging, Logos<br><b>SKETCH</b> Illustrations (Spaces & People)                                    |
| LANGUAGES | <b>ENGLISH</b> Professional<br><b>GERMAN</b> Mother Tongue<br><b>FRENCH</b> Fair Knowledge   |