

2002-04

Nancy Birkhölzer

- :: Research, Concept, Information Architecture, Interaction/Interface Design, HCI, Usability Studies
- :: Resume 2002
- :: Project selection 1997-2002

education

1996-2001

University of Applied Sciences Cologne →, Cologne, Germany
Design Department

diploma 2001

main topic

Interface/Hypermedia (Prof. Gui Bonsiepe) →
»Personalized library information environment«
:: research + concept work on the use of adaptive methods in information systems,
information architecture + interface schematics, grade 1,0

secondary topics

Corporate Identity (Prof. Heiner Jacob) →
»Mapping the vertical«
:: analysis of information design and visualization techniques for the 3rd dimension, grade 1,3

Gender Design (Prof. Uta Brandes) →
»Human effects in usability assessment«
:: analysis of usability testing methods and their potential for the design profession, grade 1,3

prediploma 1998

main topic

Corporate Identity (Prof. Heiner Jacob) →
»Information architecture for an art museum network«
:: concept, interface/interaction design + development for the *Lenbachhaus* →, Munich, Germany
grade 1,0

secondary topics

Interface/Hypermedia (Prof. Gui Bonsiepe) →
»To reality by simulation - metaphors in the virtual world«
:: design theory work, grade 1,0

Service Design (Prof. Birgit Mager) →
»Analysis of the customer service of german travel agencies«
:: market analysis and research on profiling strategies, grade 1,0

1999-2000

Rhode Island School of Design (RISD) →, Providence, RI/USA
1 year of Graduate Studies →, Graphic Design Department (Fulbright grant)

1999-2000

Brown University →, Providence, RI/USA
RISD Cross Registration, Computer Science Department,
»Educational Software Seminar« →, Roger Blumberg

1993-1995

Technical high school for design, Arnsberg, Germany
design theory, free and constructive sketching, art history and design technology
Diploma of the technical high school for design, 1995, grade 1,3

experience

2001-2002

Fontanadiseño →, *design studio*, Buenos Aires, Argentina
4 month internship (Mühlfenzl grant)
:: project management, information architecture, interface/interaction design

2000-2001

Cutup GmbH →, *Bertelsmann media company*, Cologne, Germany
5 month freelance + degree project work
:: personalization and profiling for information systems, knowledge management

2000

Trilogy, e-business solutions →, Austin, TX/USA
6 weeks internship focusing on Human-Computer-Interaction
:: visual/interaction design, software prototyping, usability studies

1999

Rhode Island School of Design (RISD) →, Providence, RI/USA
1 semester, Teaching Assistant »Design for Computers«, Paul Kahn →
:: class on computer screen design problems, HCI, information architecture

1999

Dynamic Diagrams →, *information design studio*, Providence, RI/USA
6 month internship focusing on information design (CDG grant)
:: information architecture, website mapping + analysis, visualization techniques

1997-1998

Select Communications →, *design studio*, Koblenz, Germany
12 month freelance work :: new media, web design/development

1997-1998

Designinstitut →, *design studio*, Cologne, Germany
12 month freelance work :: new media, web design/development

1996

Image Consulting, design studio, Cologne, Germany
9 month freelance work :: new media, web design/development, computer animation, CI

1995

Atelier Melanie Weisweiler →, *design studio*, Cologne, Germany
5 month internship

1994-1995

Schmidt & Mengerlinghausen, architecture studio, Olsberg, Germany
12 month freelance work

1993-1994

LZ-Design →, *design studio*, Brilon, Germany
12 month internship

skills

experience	<ul style="list-style-type: none">:: Experienced in human factors, usability engineering, and human-computer interaction:: Familiarity and experience with user-centered design methodologies:: Strong analytical, conceptual, research and problem solving skills:: Ability to work quickly through design interactions (from conceptual stages to prototyping):: Good communication, organizational and interpersonal skills:: Experienced with multi-disciplinary team environments:: Good formal presentation skills
languages	German > Native English > Fluent Spanish > Intermediate

interests

professional interests	Information architecture, information design, interface/interaction design, knowledge management, usability studies, strategy, project management, consulting, teaching
private interests	Sport/outdoor activities (mountaineering, snowboarding, swimming, running, rockclimbing, scubadiving), languages, foreign cultures/countries, travelling, photography

grants

2001-2002	<i>Mühlfenzl Stipendium/ Studienstiftung</i> Grant for 6 month internship at <i>Fontanadiseño</i> →, Argentina
1998-2001	<i>Studienstiftung des deutschen Volkes (»German National Merit Foundation«)</i> → Grant for studies at the <i>University of Applied Sciences Cologne</i> →, Germany
1999-2000	<i>Fulbright Commission</i> → Grant for one year of graduate studies at <i>Rhode Island School of Design</i> →, RI/USA
1999	<i>Carl Duisberg Gesellschaft</i> →, »Career training for students« Grant for 6 month internship at <i>Dynamic Diagrams</i> →, RI/USA

conferences

2001	<i>tp6 tipoGráfica 2001</i> →, <i>International conference »tipografía para la vida real«</i> November 14-16, Buenos Aires, Argentina :: Organisation, Speaker interviews, Project Management for Conference proceedings CD-Rom
2000	<i>Personalization Summit 2000</i> Summit on the technical, marketing and business aspects of personalization technologies April 9-11, Boston, MA/USA :: Research work on personalization interfaces for <i>Trilogy</i> →
2000	<i>ASIS Summit 2000</i> →, »Defining Information Architecture« April 7-9, Boston, MA/USA :: Participation
1999	<i>Sensibles</i> →, <i>MIT Media Laboratory</i> → Research symposium on emotionally, intelligent and responsive technology October 20, Boston, MA/USA :: Participation
1999	<i>3. Media Biennale</i> →, »Envisioning Knowledge - The Knowledge Society and the New Media« International Congress held by the <i>Academy of the Third Millennium</i> February 3-4, Munich, Germany :: Participation
1998	<i>International Design Colloquium »Vom Bauhaus zum Denkhaus«</i> → December 1-2, Wuppertal, Germany :: Participation
1998	<i>Typomedia 1998</i> Conference on graphic communication and typography held by <i>Linotype Library</i> November 5-6, Frankfurt a. M., Germany :: Participation
1998	<i>Mecon 1998</i> →, <i>Conference for Digital Media Production</i> Cologne, Germany :: Participation

extracurricular activities

2001	Language course → supported by the <i>Studienstiftung</i> 4 weeks, August, Salamanca, Spain
2000	Language course → supported by the <i>Studienstiftung</i> 4 weeks, September, Malaga, Spain
2000	Summer School (»Sommerakademie«) → of the <i>Studienstiftung</i> »Creativity, expeditions to the future + innovation management« 2 weeks, August, Rot a.d. Rot, Germany
1999	8th US-Symposium of the <i>Studienstiftung</i> in Seattle (supported by <i>McKinsey&Co.</i>) »Role and treatment of talent and knowledge in organizations« October, Seattle, WA/USA

Diploma 2001

»Personalized library information environment«

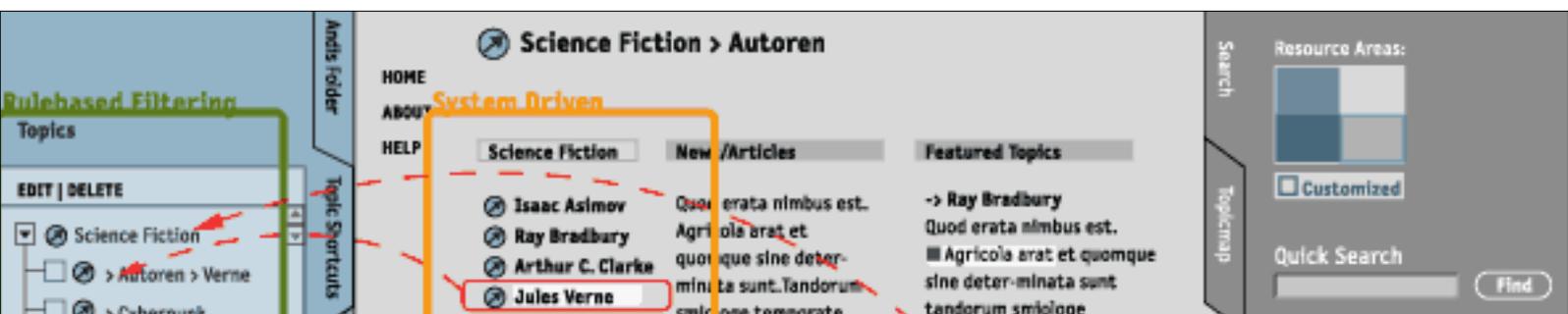
- :: Research, Concept, Information Architecture, Interaction Design, Wireframes
- :: University of Applied Sciences Cologne, Design Department, Germany

Digitale Bibliotheken und Multimedia-Archive werden heute zunehmend als virtuelle Informations- und Wissensumgebungen verstanden, die über die Akquisition, Organisation, Speicherung und das Management von großen, verteilten Informationssammlungen weit hinausgehen. Sie erlauben nicht nur einen effizienten Zugriff auf digitale Kollektionen und strukturierte (Multimedia-) Dokumente, sondern sollen zunehmend auch die Nutzung, Auswertung und Erschließung des Wissens auf den spezifischen Bedarf von Benutzern und individuelle Nutzungssituationen zuschneiden.

Ausgehend von diesen Überlegungen behandelt diese Arbeit die Themen Bibliotheken, Adaptivität, Wissensmanagement und Communities unter verschiedenen Fragestellungen und Perspektiven. Wie stellen sich Bibliotheken gegenwärtig dar und wie werden sie sich in Zukunft positionieren? Wie lassen sich Adaptivität, adaptive Methoden und ihre Anwendung klassifizieren und sinnvolle Ansätze für eine Integration entwickeln? Und wie kann Informationsgemeinschaften eine Plattform geboten werden, die der Erzeugung, dem Austausch und der Bewahrung von Wissen dient?

Die Software-Lösung stellt eine experimentelle Arbeitsumgebung dar, die in Form einer konzeptionellen Ausarbeitung und schematischen Visualisierung, eine modellhafte Verschmelzung von Datenverwaltung im persönlichen Bereich und Recherche auf verschiedenen Ebenen in unterschiedlichen Datenpools (Bibliotheken, WWW, Communities...) ermöglicht. Die persönlichen Daten werden auf einem zentralen Server verwaltet, was ein standortunabhängiges Arbeiten ermöglicht und gleichzeitig die verschiedenen Bereiche (öffentlicher Platz der Bibliotheken und des WWW sowie die eigenen Daten) in einer scheinbar homogenen Arbeitsoberfläche vereint. So wird dem Benutzer die Möglichkeit der Recherche, Selektion, Ablage, Strukturierung, sowie dem Bearbeiten und Publizieren von Daten über eine Oberfläche geboten. Trotz der Kombination verschiedener Datenpools teilt sich das Interface in persönliche, öffentliche und gemeinschaftliche Bereiche, so dass der Benutzer jederzeit nachvollziehen kann, welche seiner Daten im öffentlichen und welche im privaten Raum abgelegt sind, welche Informationen aus der Basis-Datenbank der Bibliothek stammen und welche von der Gemeinschaft der Bibliotheksbenutzer (Community) erzeugt wurden.

Der durchaus experimentelle Interfaceansatz versteht sich nicht als durchgängig pragmatisch. Er soll vielmehr zum Nachdenken über momentane und zukünftige strukturelle Lösungen betreffend Umgang, Verarbeitung, Verwaltung und Generierung von Wissen im digitalen Informationszeitalter anregen.



Reise & Sport

Topicmap

Released Filtering
 Collaborative Filtering
 Your personal tip (doc of interest)

Map:

Resource Areas: Users: Content: Minimum Relevanz:

Authors Documents ☆ ☆ ☆

Experts Keywords Bookmarks

Personal tip

Community Hotlist

Type	Name	Author
people	Mändern & Algäu	Smith,
online	Mildwasser	LeGuin,

Science Fiction > Autoren

System Driven

Released Filtering

Science Fiction

Isaac Asimov
 Ray Bradbury
 Arthur C. Clarke
 Jules Verne
 Robert Heinlein
 Frank Herbert
 Ursula LeGuin
 Dan Simmons

Featured Topics

Ray Bradbury
 Agricola erat et quomque sine deter-minata sunt tandorum smiologe

Fantasy
 Quod erata nimbus est. Agricola erat et quomque sine deter-minata sunt. tandorum smiologe temporatet.

19. und 20. Jh.
 Quod erata nimbus est. Agricola erat et quomque

See Personal
 See Generated

Rate Topic Experience (%)
 100 75 50 25 0

Rate Topic Interest (%)
 100 75 50 25 0

Community Hotlist

Type	Name	Author	Date	Format	Forum	Relevance
people	Referat - Verne	Andi Rogers	26.06.2001	.doc	48	☆☆☆☆
online	1984	LeGuin, Ursula K.	21.03.2001	.pdf	21	☆☆☆☆

Resource Areas: Customized

Quick Search Find

Expert Search Open

Release Paths

Browse by Topics

- Audiobooks
- Belletristik
- Business & Karriere
- Computer & Internet
- Fachbücher
- Geld & Wissen
- Geld & Investment
- Lifestyle
- Natur & Technik
- Politik, Biografien
- Pop, Kultur & Medien
- Ratgeber
- Reise & Sport
- Science Fiction
- Fantasy & Horror

Science Fiction > Autoren

Folderes

Science Fiction

Autoren

Referat - Verne

Andi Rogers

26.06.2001

.doc

Expert Search > Aut

Documents

Type	Name	Author	Date	Format	Search	Relevance
	Nord gegen Süd	Verne, Jules	1998	.doc		☆☆☆☆
	Reise um d. Mond	Verne, Jules	1996	.pdf		☆☆☆☆
	1984	Orwell, George	04.04.2001	.txt		☆☆☆☆
	Zyklus	Herbert, Frank	16.04.2001	.pdf		☆☆☆☆
	Trash Ceremony	Simmons, Dan	09.05.2001	.pdf		☆☆☆☆
	Fahrenheit 451	Bradbury, Ray	06.12.2000	.pdf		☆☆
	Referat - Verne	Andi Rogers	26.06.2001	.doc		
	Mission Mars	Asimov, Isaac	22.01.2001		5	
	Rebel Assaults	Clarke, Arthur C.	24.01.2001		5	
	Fantastic Plastic	Heinlein, Robert	29.04.2001			
	Verne Collection		26.06.2001			☆☆☆☆

Documents

Type	Name	Author
	J. to the Moon	Verne
	Space Journey	Verne
	Nord gegen Süd	Verne
	Reise um d. Mond	Verne
	Jules Verne VL	Verne
	SCIFI Verne	Verne
	Verne Collection	Verne

CREATE FORUM

Science Fiction
 20000 Meilen
 1984
 Nautilus

people online

Brown University 1999-2000

»Educational Software«

- :: Concept, Information Architecture, Interface Design, Production (Macromedia Director)
- :: Computer Science Department, Providence, RI/USA

The first objective of this seminar was to bring together students interested in computer programming and education for a discussion of the design, production, and use of educational technology in general, and educational software in particular. The seminar covered a broad range of topics, including the history of classroom technology in the US, theories of learning, paradigms of instructional technology design, the evaluation of educational technology, the sociology of classrooms and schools as it relates to attitudes concerning technology, the process of authoring educational software, and the state of the art in educational technology.

A second objective of the seminar was to synthesize approaches and considerations in software design with those of educational theory and practice, through the project teams' experiences observing and working with teachers.

The third objective was to promote and develop sound, analytical and design skills for educational software. This has been accomplished through the study of educational software design criteria, including pedagogical, cognitive and aesthetic theories, as well as the use of empirical studies to infer principles of successful design.

The three objectives have been pursued in parallel during the semester. Analytical skills have been sharpened and awareness heightened as relevant topics and applications were presented, discussed, and critiqued. The final products of the semester - the implementation of students' educational software in local classrooms - exhibited a synthesis of these objectives.

Transporter



Communicator



Player: Markus
Score: 0 0 2 0 0 2

Transporter
Communicator
Time Machine

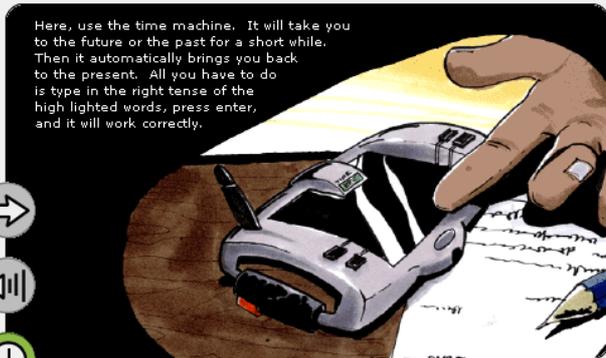


Chief_ can you help me?
Mikkel tells me that he knows what this yellow liquid is_ but he can only say it in his native language_
We need to find out what this liquid is in order to defeat

GO

Player: Markus
Score: 0 0 0 0 0 0

Transporter
Communicator
Time Machine



Here, use the time machine. It will take you to the future or the past for a short while. Then it automatically brings you back to the present. All you have to do is type in the right tense of the high lighted words, press enter, and it will work correctly.

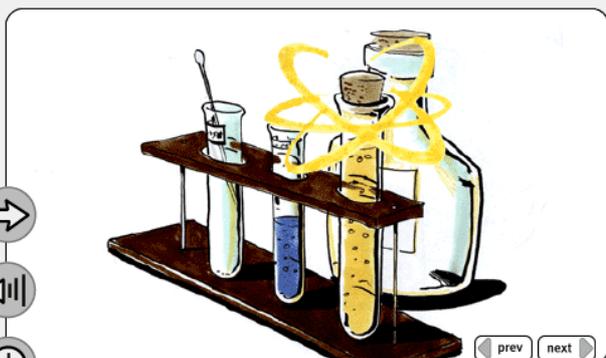
Earlier today, I **see** Jamie during lunch and I **make** plans to play basketball with her. We **agree** to meet after school. Then, instead of meeting her I **go** to AS220 and I **do not** show up to play

Old Verb: see
New Verb: saw

GO

Player: Markus
Score: 0 0 0 0 0 0

Transporter
Communicator
Time Machine



prev next

GO

Fontanadiseño 2001-2002

»Tipográfica E-Zine«

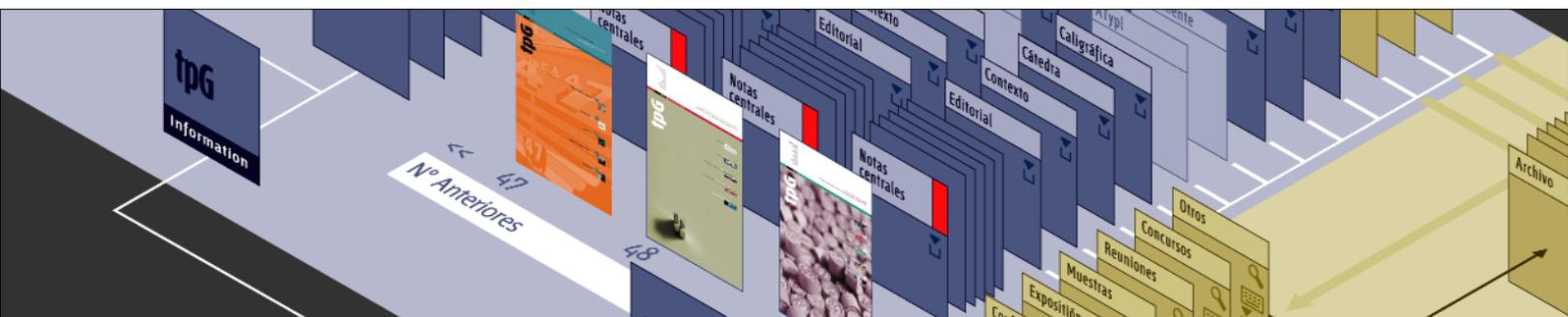
- :: Concept, Information Architecture
- :: Buenos Aires, Argentina

Fontanadiseño is the leading design agency in South America and publishes the most widely-read Spanish-language design magazine, »tpG Tipográfica«.

Since shipping costs for international subscribers are relatively high and especially designers in other Latin American countries often cannot afford a subscription, the idea of providing online content (an electronic version of »Tipográfica«) arose.

The information architecture diagram shows possibilities for combining print content with additional value for the user (with the goal of creating a typography community).

Several possibilities and concepts for financing an electronic magazine were analyzed.



Fontanadiseño 2001-2002

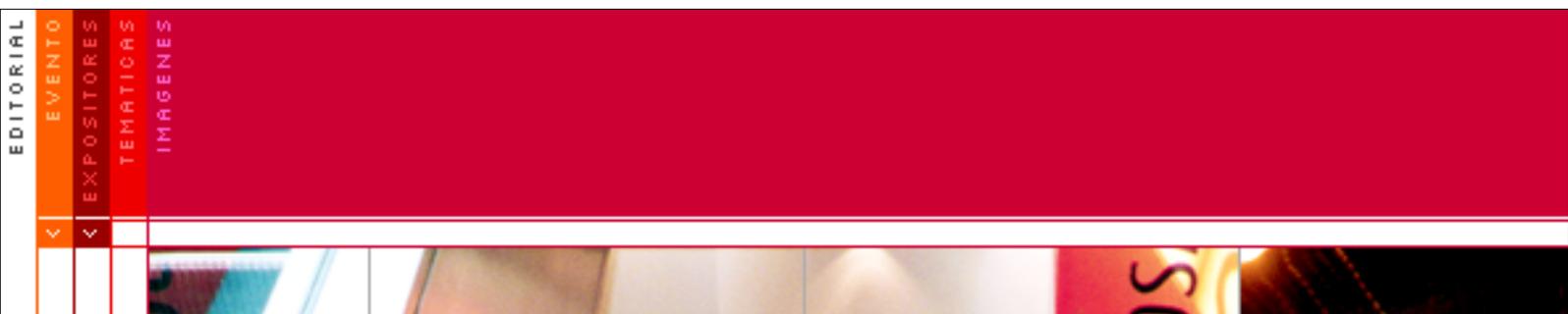
»tpG Conference CD-Rom«

- :: Project Management, Concept, Information Architecture, Interaction/Interface Design, Production (Macromedia Director)
- :: Buenos Aires, Argentina

»tpG tipoGráfica 2001«, an international conference on typography organized by Fontanadiseño, took place in Buenos Aires in November 2001. The CD-Rom, providing the conference proceedings (biographies, videos, photographs, links, lecture texts, book recommendations etc.), was designed and programmed in Macromedia Director and will be mailed to all »Tipográfica« subscribers worldwide in April 2002. The interface is dominated by the organizational structure of the content. By navigating the different content areas (editorial, evento, expositores, tematicas, imagenes) the user can focus on his areas of interest. In addition, horizontal bars provide a means of reordering the content (by category, by schedule, by people A-Z, by conference title A-Z or by conference title organized by topic). By sliding the vertical content areas horizontally (and thereby opening different hierarchic levels of information) they can be minimized or maximized as needed. By choosing the criterion for organizing the content in the horizontal bars the »stage« opens vertically. The content of each section is changed accordingly and is provided in all opened content areas.

This concept explores a new concept of navigating content by using a modular interface grid in which each cell can be minimized or maximized according to the specific interest of a user. Instead of linking certain sites with each other, links are obvious by location: if the user chooses the conference of Erik Spiekermann in the event area he will see the biography and personal information about Spiekermann by opening the people section, the full text, video and slides of the conference by opening the »tematicas« section and photographs of Spiekermann's conference by opening the »imagenes« area.

Schematics helped to define all possible combinations of minimized/maximized areas during the design process. Since every area has a limited amount of possible stages between completely open or completely closed, there is a limited range of combinations possible within the 800 pixel width.



EDITORIAL

EVENTO

EXPOSITORES

CATEGORIAS

CONFERENCIISTAS

ERIK SPIEKERMANN

RUBEN FONTANA
 ANDRÉ GÜRTLER
 DIEGO GIACONE
 ALEJANDRO LO CELSO

DIRECTORES

TOMAS GARCIA FERRARI
 CAROLINA SHORT
 GERRY LEONIDAS
 CALIGRAFOS DE LA CRUZ D. SUR



ERIK SPIEKERMANN
 ALEMANIA

E-MAIL
erik@spiekermann.com

LINKS RELACIONADOS

FALTA TITULO
www.metadesign.com/metaculture/articles/info.htm

FALTA TITULO
www.fontfont.de/designers/spieke440/spieke440.html

FALTA TITULO
www.spiekermann.com

BIBLIOGRAFIA DEL AUTOR

Pascara, Jorge. «Similitudes y respuestas. Entrevista a Matthew Carter, André Gürtler, Rosemary Sassoon y Erik Spiekermann». **tipoGráfica**, N° 49, septiembre, 2001.

BIOGRAFIA

Es reconocido internacionalmente como uno de los mayores exponentes del diseño y la tipografía contemporánea. Nacido en Alemania, completó sus estudios de Arte en Berlín mientras trabajaba activamente en tipografía e impresión. En 1979 se incorpora a MetaDesign de Londres y cinco años más tarde regresa para fundar la oficina de ese estudio en Berlín. Es uno de los miembros fundadores de Fontshop Internacional y colaboró con la publicación de...

A-Z

tpG **tipoGráfica** encuentro internacional tipografía para la vida real QUIT | SEARCH | CONTACTOS + CREDITOS | SPONSORS | HELP | © FONTANA DISEÑO 2002

EDITORIAL

EVENTO

EXPOSITORES

TEMATICAS

CONFERENCIAS

LA TIPOGRAFIA EN EL ESPACIO PUBLICO Y PRIVADO

EL IDIOMA DE LAS LETRAS
 LOS ROMANOS ESCRIBIERON, PERO NO EN ALEMAN NI EN MAYA
 FUNCION DE LA TIPOGRAFIA EN EL PROYECTO DE GRANDES MARCOS
 RITMO, LENGUAJE Y TIPOGRAFIA: TODO AL SERVICIO DE LA DIFERENCIA

WORKSHOPS

LEGIBILIDAD Y COMPRESION EN LA WEB
 PROGRAMAS DE DIGITALIZACION DE FUENTES
 INTRODUCCION A LOS ESTILOS TIPOGRAFICOS

EXTRACTO

...

ROCEOS

LIBROS RELACIONADOS

...

LINKS RELACIONADOS

...

TEXTOS RELACIONADOS

...

TEMAS CENTRALES

...

VIEW (NUEVO VENTANA)

- > Texto Completo
- > Grabacion de Video
- > Presentation Slides
- > Preguntas de la Audiencia

DOWNLOAD

PDF CS, E, HB1

A-Z

TEMAS CENTRALES

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EDITORIAL

EVENTO

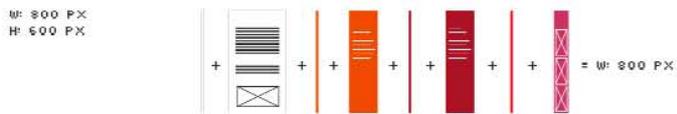
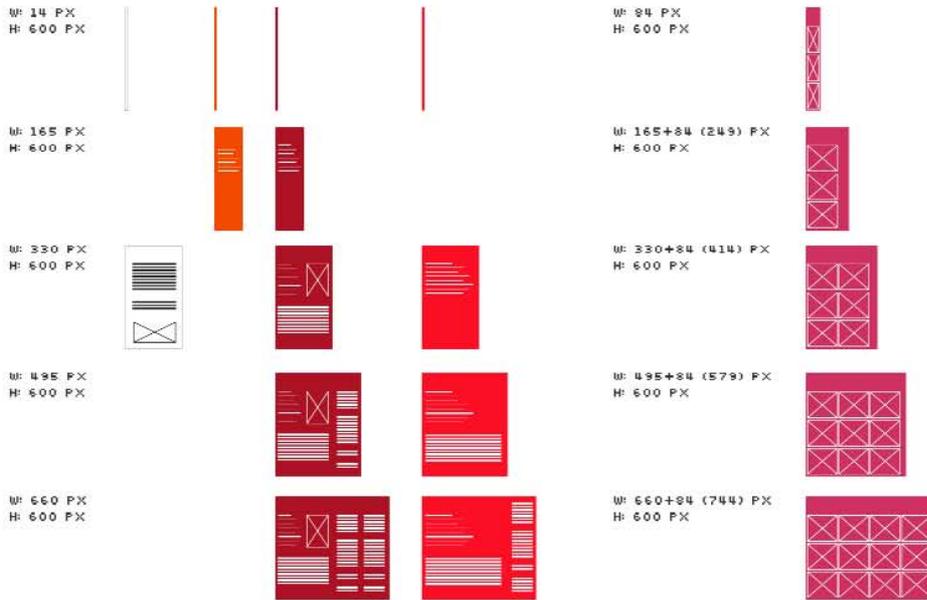
EXPOSITORES

TEMATICAS

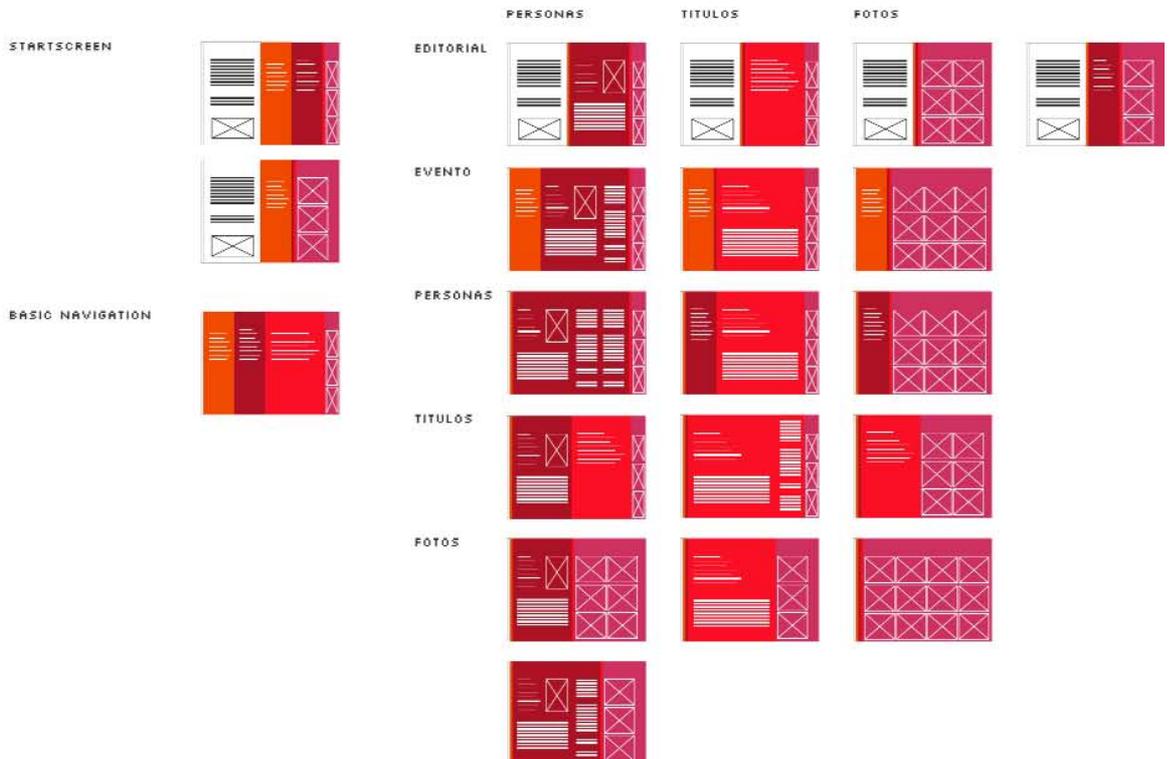
IMAGENES



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TODAS VARIACIONES POSIBLES



Trilogy 2000

»E-Business Solutions«

- :: HCI, Interaction/Interface Design, Software Prototyping, Usability Studies
- :: Austin, TX/USA

insuranceOrder.com - usability studies

InsuranceOrder.com was launched to enable customers to buy insurance online.

Based on usability studies (heuristic evaluations and think-aloud tests), redesigns of the existing site were done. The work included some visual and interaction design but was mostly devoted to measuring and improving the usability of the site (conducting tests including user observation, writing reports, suggesting improvements).

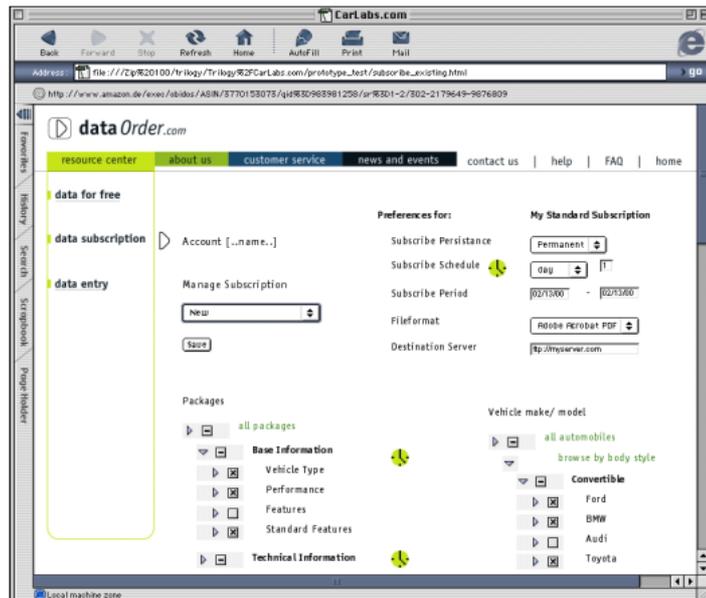
carlabs.com - product content management for the automobile industry

CarLabs was a project to develop the concept of an automobile information company focused on building value for retail car buyers and sellers, and for enterprises in a variety of industries interested in reaching those consumers. It is committed to empowering consumers to make better decisions by showing them what it really costs to purchase and own a new or used car. CarLabs included conceptual work on developing the business plan as well as designing the process interaction.

trilogy.com - website upgrade

Trilogy's shift to providing e-commerce solutions necessitated an upgrade of the corporate website that demonstrated Trilogy's credibility and professionalism to the target market (Fortune 500/Global 2000 corporations) and the media. Trilogy.com design included rapid prototyping and iterative design. Beside the initial visual and interaction design studies usability studies were set up and conducted.

My auto insurance profile: Applicant Information				customer service chat with an agent M-F, 8am-8pm CST talk to an agent 1-888-560-4460 M-F, 8am-8pm CST
Personal information				
First name:	Middle name:	Last name:	Suffix:	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	



Dynamic Diagrams 1999

»Nature.com Overview Diagram«

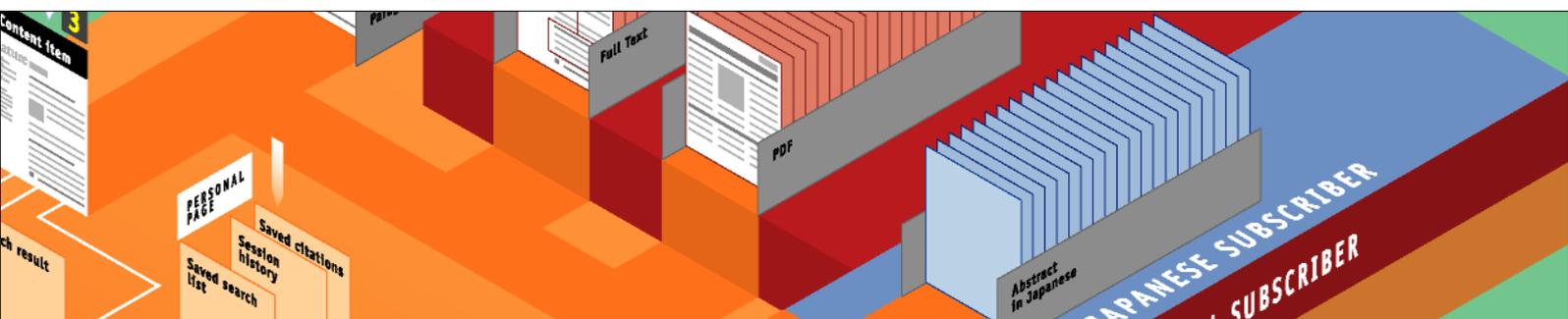
- :: Website Analysis + Mapping, Information Architecture
- :: Providence, RI/USA

For Nature, the leading international weekly science journal, we improved the visual design and navigation of the web site. We began by analyzing the site and visualizing the current information architecture, which helped define the parameters for the new design. The usage of the Nature logo, the existing colour scheme and navigational structure and the elements required for the home page were reviewed. A new colour treatment to define the various sections of the site was developed.

I created a revised overview diagram in July 1999 to show the main web site as it then existed. This diagram illustrates the significant changes and features added to the site since Dynamic Diagrams created the first diagrams of the Nature.com beta site. It documents the original state of the Nature magazine web site (www.nature.com) and was used by the editorial and marketing group in London.

The Information Architecture Diagram:

- identifies content available to visitors (green carpet), registered users (orange carpet), paid subscribers (red carpet) and Japanese subscribers (blue carpet)
- displays the hierarchical organization of the site and shows the number of clicks necessary to reach pages at various levels of the site
- shows the different article views and related database collections (Abstract, Opinions, Full Text, PDF)
- shows links between references in articles and abstracts of related web sites



Dynamic Diagrams 1999

»Verlagsgruppe Georg von Holtzbrinck«

- :: Website + Content Analysis, Structuring, Visualization + Mapping
- :: Providence, RI/USA

For a presentation to the annual meeting of the Verlagsgruppe Georg von Holtzbrinck in Stuttgart we created a book and wall-size diagram documenting the web sites run by the members of this international publishing organization.

The goal of the project was to gather information for the member companies and the publishing group as a whole, on which web sites were available at that time, what kind of information they published and how the sites were linked.

This study includes all subsidiaries of the publishing group whether they currently maintain a web site or not and all divisions, products, and joint ventures for which a website could be found. Each web site is represented by a circle with icons representing a list of features. Web sites are grouped by company and publishing group; groups are indicated by a shared colour background. The lines between the web sites represent one or more navigational links.

Analyzed website features are »Full text search« (the ability to search for a word or phrase anywhere on the web site), »Catalogue search« (the ability to search for a product by title, author, etc.), »Electronic commerce« (any feature on the web site that allows the user to purchase a product), »Access restrictions« (any restriction on the access to the online content such as free registration or paid subscription), »Online advertising« (the inclusion of banner ads or classified advertising) and »Online version« (the inclusion of content that is originally published in printed form).



Dynamic Diagrams 1999

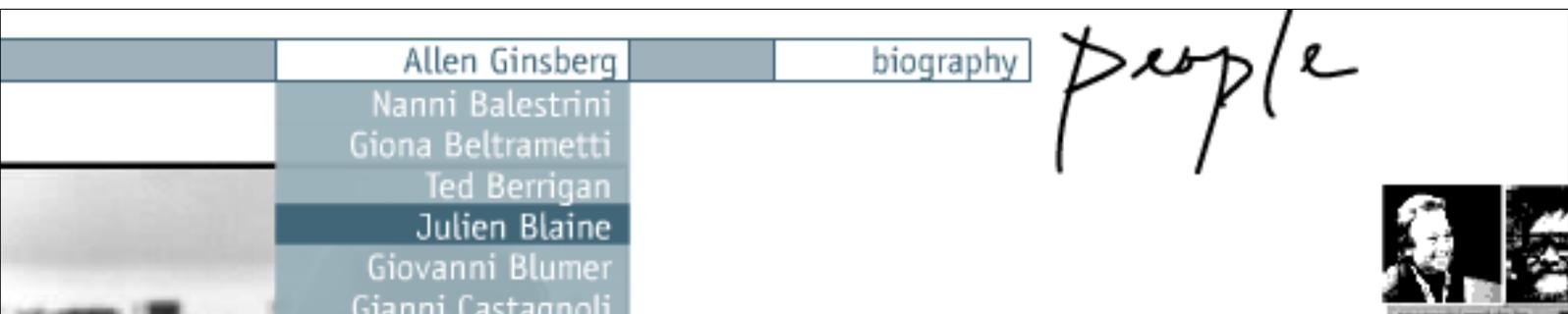
»Archivio Franco Beltrametti«

- :: Concept, Information Architecture, Interaction/Interface Design, Production (Macromedia Flash)
- :: Providence, RI/USA

In conjunction with a retrospective show at the Mendrisio Museo d'Arte in Switzerland we produced a web-based application containing information about the Italian-Swiss artist Franco Beltrametti's (1937-1995) life and work.

Beltrametti was of Italian-Swiss origin. He worked in Japan, the United States, Italy, France, Luxemburg, and his native region of Ticino. His work spanned graphic arts, painting, and poetry.

The application, developed in Macromedia Flash, combines examples of his visual and poetic works with his autobiography, animated maps of his travels, and text and photos of his fellow artists and writers. The piece became part of the show, running from 17 September until 7 November 1999, at the Museo d'Arte.



London 1962 | senza titolo | inchiostro su carta | 34x27

work



37/60 | 70 | 80/86/95 Franco Beltracetti

Dario Villa | text | biography

people



- Nanni Balestrini
- Giona Beltracetti
- Ted Berrigan
- Julien Blaine
- Giovanni Blumer
- Gianni Castagnoli
- Cid Corman
- Corrado Costa
- Giovanni d'Agostino
- Rita Degli Esposti
- John Gian
- Pietro Gigli
- Allen Ginsberg
- Stefan Hyner
- James Koller
- Janne Kyger
- Lewis MacAdams
- Jean Monod
- Giulia Niccolai
- Simon Pettet
- Tom Raworth
- Antonio Ria
- Lalla Romano
- Anna Ruchat
- Nanao Sakaki
- Walter Schoeneberger
- Gary Snyder
- Adriano Spatola
- Patrizia Vicinelli
- Dario Villa
- Anne Waldman
- Philippe Wahlen



37/60 | 70 | 80/86/95 Franco Beltracetti

1968-1975 | map animation | text | people diagram

places



37/60 | 70 | 80/86/95 Franco Beltracetti

Select Communications/ Designinstitut 1997-1998

»Douglas, Jil Sander, Davidoff u.a.«

- :: new media, web design/development
- :: Cologne, Germany

douglas.de | douglascosmetics.com

Concept, layout and realization of the first worldwide Douglas presentation in 1997.

For selling fragrances and cosmetics online the first Douglas online shop was completed for Christmas 1997. Up to 1999 I worked freelance for »Select Communications«, and was responsible for all website updates and frequent online specials (new campaigns such as »Valentine's Day« or »Summertime«, »Top 10 perfumes« and promotions with external partners such as Hugo Boss, Davidoff, Tommy Hilfiger and Estée Lauder).

Subsequent projects included web concepts (information architecture, interaction/interface design and realization) for the official Davidoff, Jil Sander and Hugo Boss websites in co-operation with Select as responsible advertising agency.

douglas info-terminals, House of Beauty, Cologne

In October 1998, Europe's first Douglas »House of Beauty« opened in Cologne. In order to create a special multimedia adventure for the customers, scent terminals were designed to provide information and special services for the user as well as to address as many of the customer's sensory organs as possible. The terminal titles »See me, hear me, touch me, smell me« show the order of the sensory impressions to be expected. While the user is browsing, reading and listening to the information about a product (provided in an interactive Macromedia Director show) he is smelling the specific scent he is interested in.



Netscape: Willkommen bei Douglas

Adresse: file:///N:\A13\20Projekte/Douglas/Backups/22_fr_99fhling%3Adavidoff%3Atommy/4_highlights/davidoff/sites/aqua.htm

high lights
10 YEARS
COOL WATER
FRÖHLING
BEI DOUGLAS

10 Jahre Davidoff **COOL WATER** – kühlen und verwöhnen!

10 Jahre Davidoff Cool Water: 3. coole Antwort, 3. cooler Schritt!

Hinter Davidoff Cool Water Woman Aquatics verbirgen sich 5 pure Verwöhproducts für Aktivität und Lebensfreude von Kopf bis Fuß: Peeling-Seife, belebende Badetabletten, kühlende Puderlotion, pflegendes Duftspray und erfrischendes Körpergel.

Netscape: Willkommen bei Douglas

Adresse: file:///N:\A13\20Projekte/Douglas/Backups/23_sommer%3Abozz/4_highlights/sommer/sites/sgold.htm

high lights
HUGO BOSS
SOMMER
BEI DOUGLAS

GOLD
DIE
FARBE
DER
SONNE

Magische Reflexe für den Sonnentint. Funkelnde Highlights für Augen, Lippen und Nägel!

Gold ist der heißeste Make-Up-Tip dieses Sommers.

AUGEN
HAARE
LIPPEN
NÄGEL
WANGEN

Netscape: Willkommen bei Douglas

Adresse: file:///N:\A13\20Projekte/Douglas/Backups/23_sommer%3Abozz/3_beratu/damen/sites/damen.htm

1 2 3 4

5 6 7

8 9 10

Ihre aktuellen **DUFTCHARTS** bei Douglas

1 **Cool Water Woman** von Davidoff
2 **CK one** von Calvin Klein
3 **Hugo Woman** von Hugo Boss
4 **Contradiction** von Calvin Klein
5 **Sunny Frutti** von Erada
6 **Roma** von Laura Biagiotti
7 **Trésor** von Lancôme
8 **Cerrutti Femme** von Nino Cerrutti
9 **Pleasures** von Estée Lauder
10 **Very Valentino** von Elizabeth Arden

TOP 10 DAMEN
TOP 10 HERREN
MAKE UP
PFLERGE

Douglas
beratung