

LETTERS
ARE
MY
FRIENDS™

♥ *typographic++concept store* ♥

Where type meets new technology.

Portfolio **2011**
Bärbel Bold & Ingo Italic say hello.

Hello,

In this document you find a mixed collection of our past adventures in the world of analogue and digital typography merged with new technology.

It gives you an overview of Letters Are My Friends' quite broad range of services and skills we gained in the last years, within our still running businesses

Nindustriect (Bärbel Bold) and Multitouch Berlin (Ingo Italic).

One of our stongest qualities is to combine ideas and solutions that work in the digital domain with a very soulful and haptic character.

We love to mix the mouse with a pen, sound, tv, internet or cardboard cutter!

Letters Are My Friends™

**Boppstrasse 7
10967 Berlin
Germany**

info@lettersaremyfriends.com

Grafic. Design. Print. Online.

Applied Type



Created by Bärbel Bold

Komoot, 2011

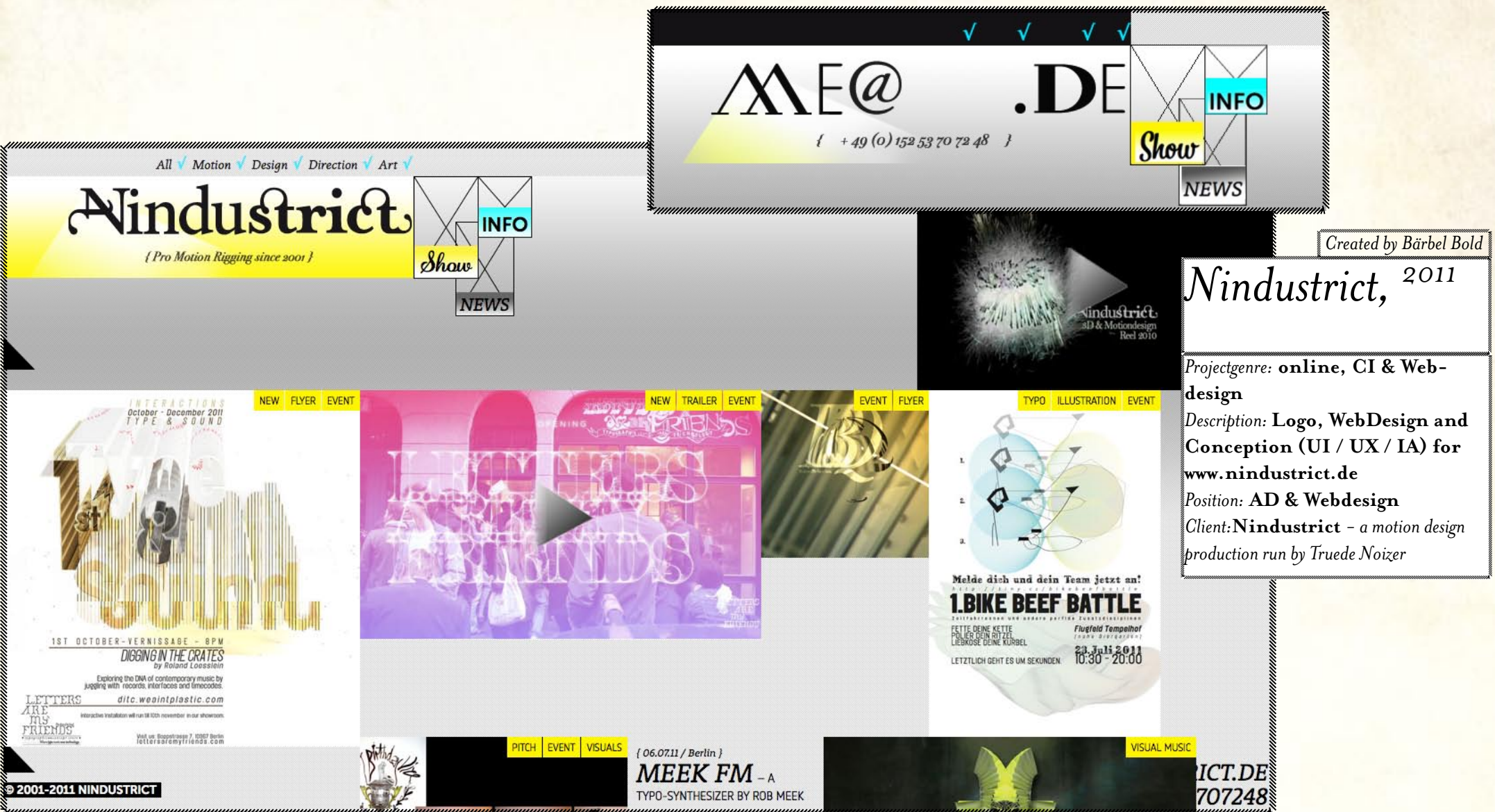
Projectgenre: **CI / 3D-Animation,**
Protypenclips (target audience),
Art Direction Marketingkam-
pagne Online 2011 (integrierte
 Kommunikation) for
www.komoot.de

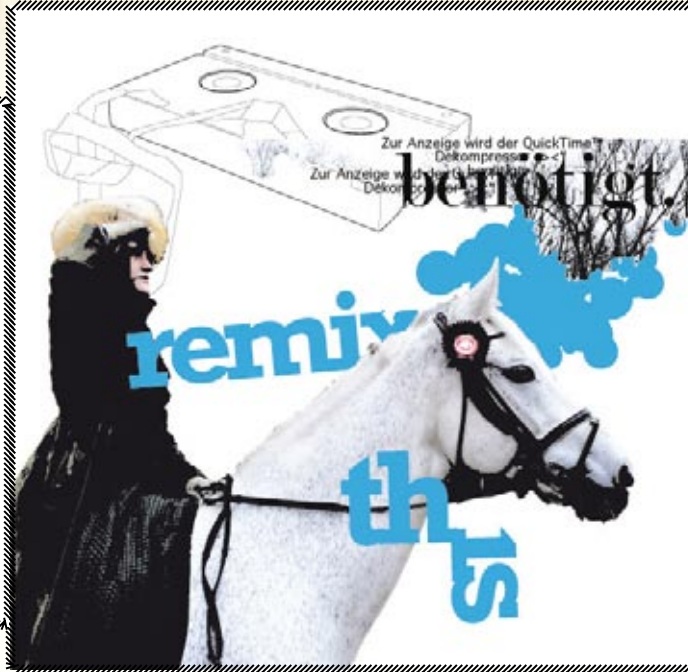
Description: **3D-OpenerAnimation**
 for ITB (Int. TourismFair)

Position: **AD & Motiondesign**

Client: **Komoot** – a company
 developing technology and offering products
 for mobile and online outdoor navigation







Created by Bärbel Bold

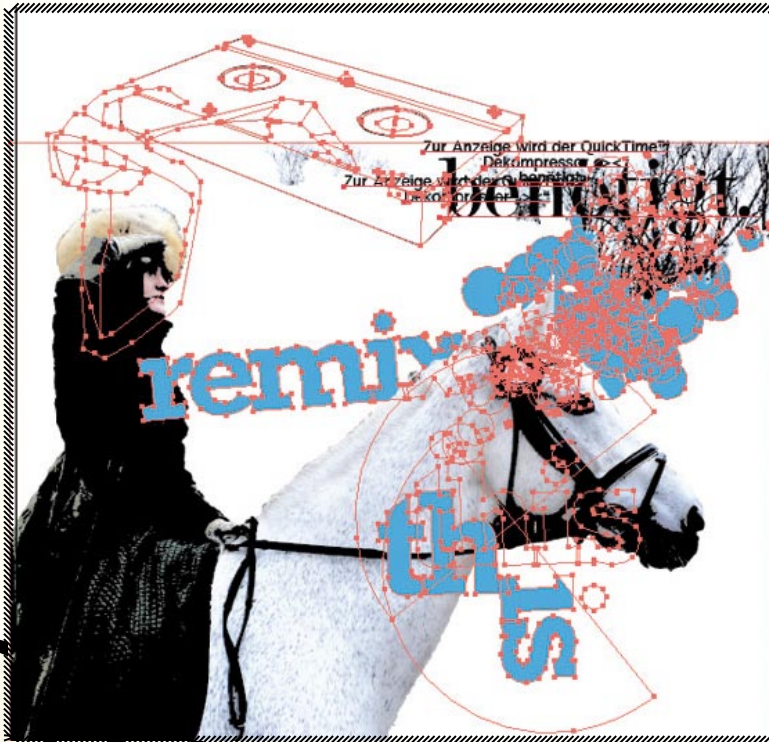
Remix this, 2008

Projectgenre: **Print / Grafik design**

Description: This is a **grafic design remix project** I did together with Michael Titze from Augsburg in a ping pong manner and just for fun.

Position: **Remix Designer**

Client: **Personal project**





Created by Bärbel Bold

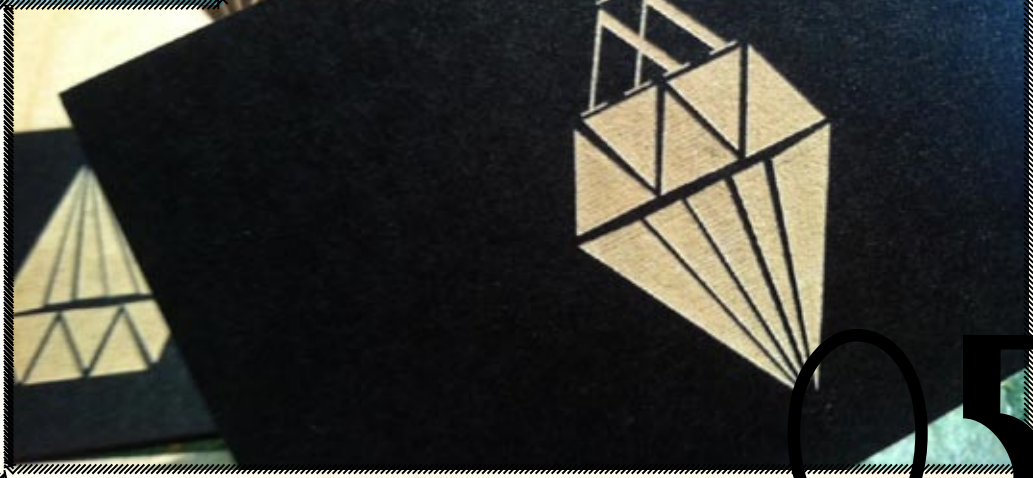
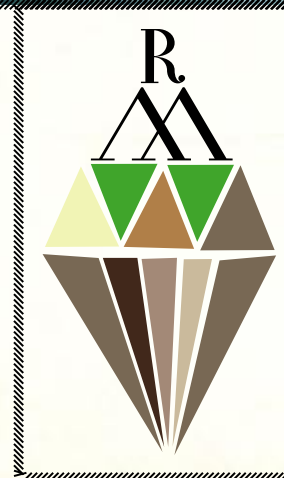
CI Robert Merk

Projectgenre: **CI / Print**

Description: I have been commissioned to **develop the CI and create business-cards** for Robert Merk, *psychotherapist & psychologist*.

Position: **Design & Production**

Client: Robert Merk



05

Created by Bärbel Bold

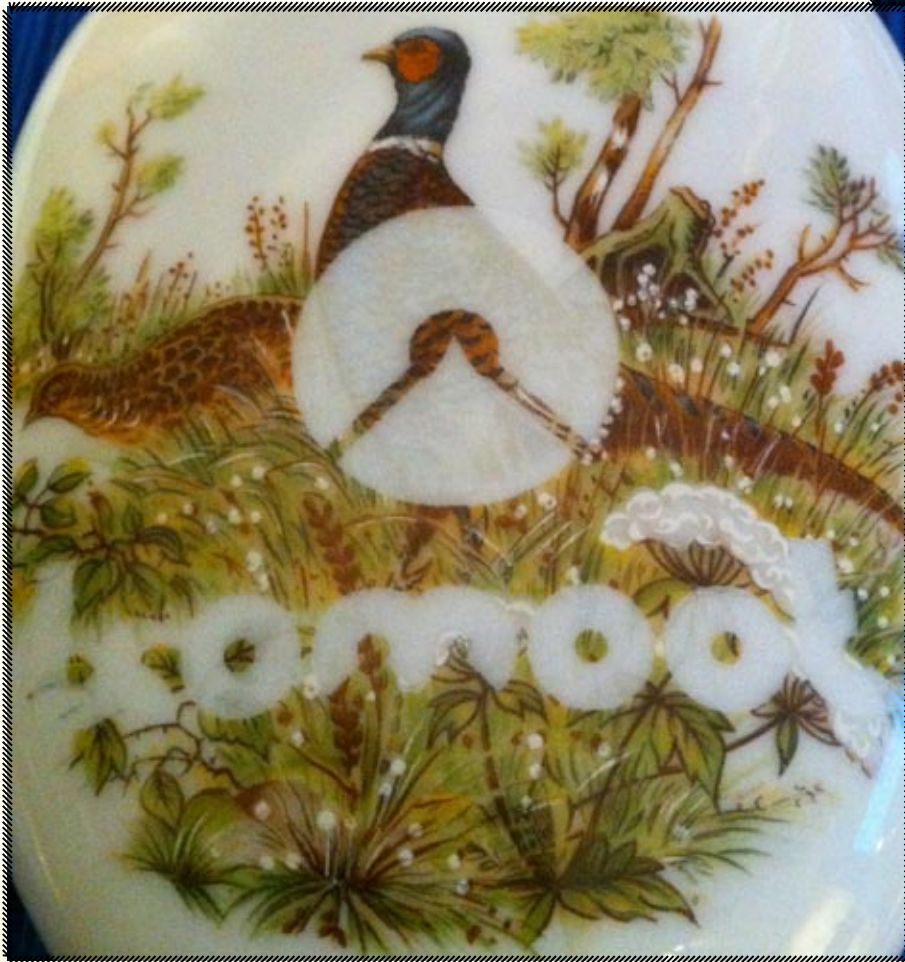
Nindustriect, 2010

Projectgenre: **3D Print / CI**

Description: For Nindustriect I did some engraving experiments on different materials with my lasercut-friend and created a bunch of personalized **NoteCards & Businesscards**.

Position: **Design & Production**





Created by Bärbel Bold

Komoot, 2010

Projectgenre: **3D Print / Corporate Packaging / Gadgets**

Description: Because of my successful achievements with the lasercutter, I decided to experiment some more **with real objects engraving**. Komoot gave me the perfect job: I had to come up with some fun promotional gadgets.

Position: **ArtDirection / Producer**

Client: **Komoot** – a young company developing technology and offering products for mobile and online outdoor navigation

Created by Bärbel Bold

Snowmensland, 2010

Projectgenre: **Corporate Christmas Cards / 3D Print / Illustration**

Description: My favourite materials made it to Nindustric's Christmas Cards. Collages out of different lasercut shapes and tapes.

Position: **AD & Design**

Client: **Nindustric**





Created by Bärbel Bold

Keyframes, 2010

Projectgenre: **TapeTypeStyles**

Description: **Personal TapeType**

Styles

Position: **Designer**

Client: **Personal**

Created by Bärbel Bold

Save the date, 2011

Projectgenre: **Print / Online**

Description: **Wedding Card**

Position: **AD & Design**

Client: **Rebecca & Jay Horn,**

KiteCod.com

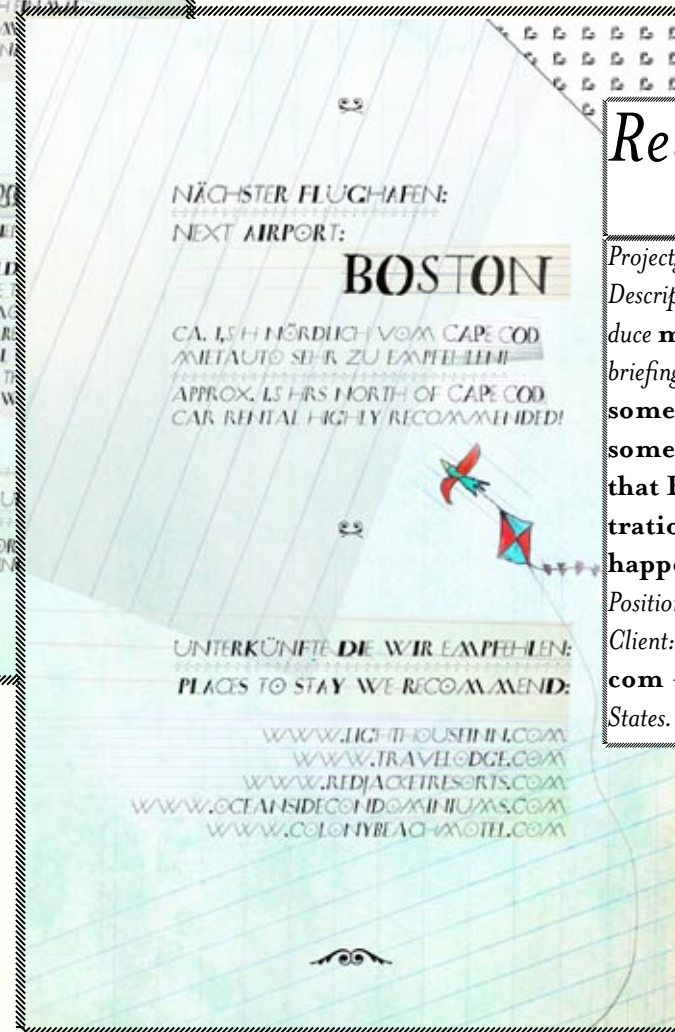
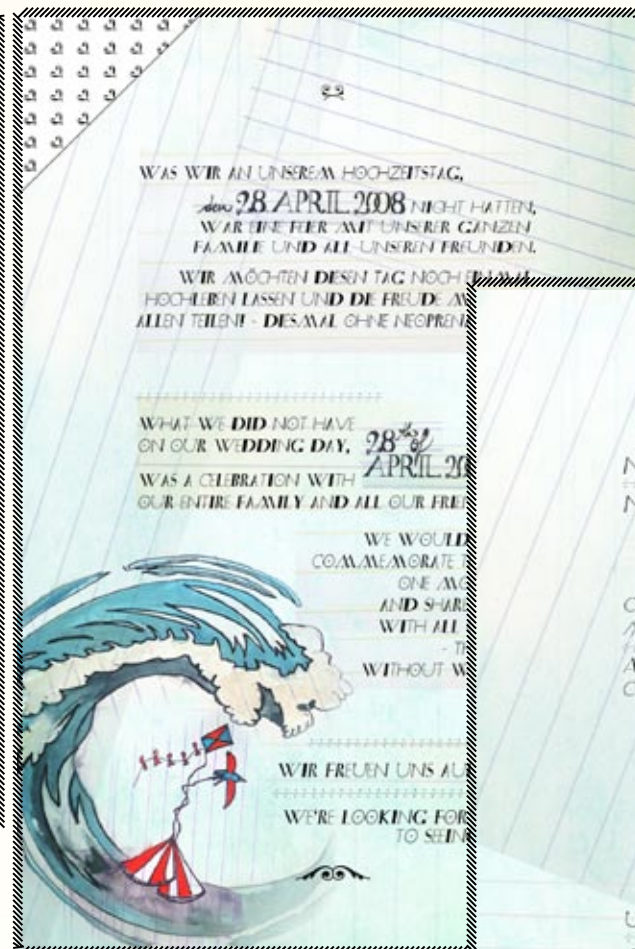
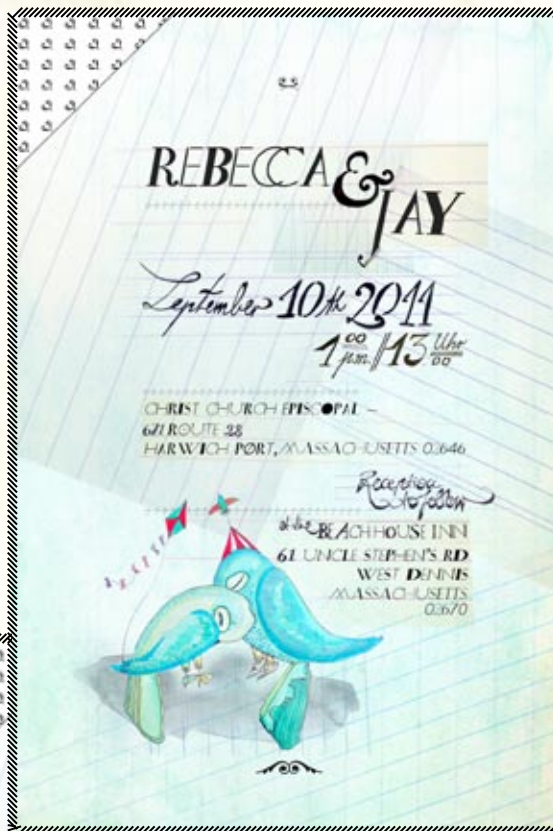
– they are running a kite school in the States.

So it is all about waves.

REBECCA & JAY
SEPTEMBER 10TH, 2011
WEDDING
2 O'CLOCK
CHRIST CHURCH EPISCOPAL
REBECCA & JAY
671 ROUTE 28,
HARWICH PORT

WIGLE STEPHEN'S RD,
WEST DEENHUIS
September 10th
at the BE





Created by Bärbel Bold

Rebecca & Jay, 2011

Projectgenre: Print / Online

Description: The task was to design and produce multipaged Wedding Cards. The briefing for the style was: something with some lovely Lovebirds, waves and some personal individuality. I loved that Briefing! So a mixture of illustrations and custommade typedesign happened.

Position: AD & Design

Client: Rebecca & Jay Horn, KiteCod.com - they are running a kite school in the States. So it is all about waves.



011

Created by Bärbel Bold

Misc, 200x

Projectgenre: Type & Graphic Design

Description: A selection out of my flyer and multipurpose doodles collection.

Position: Designer



012



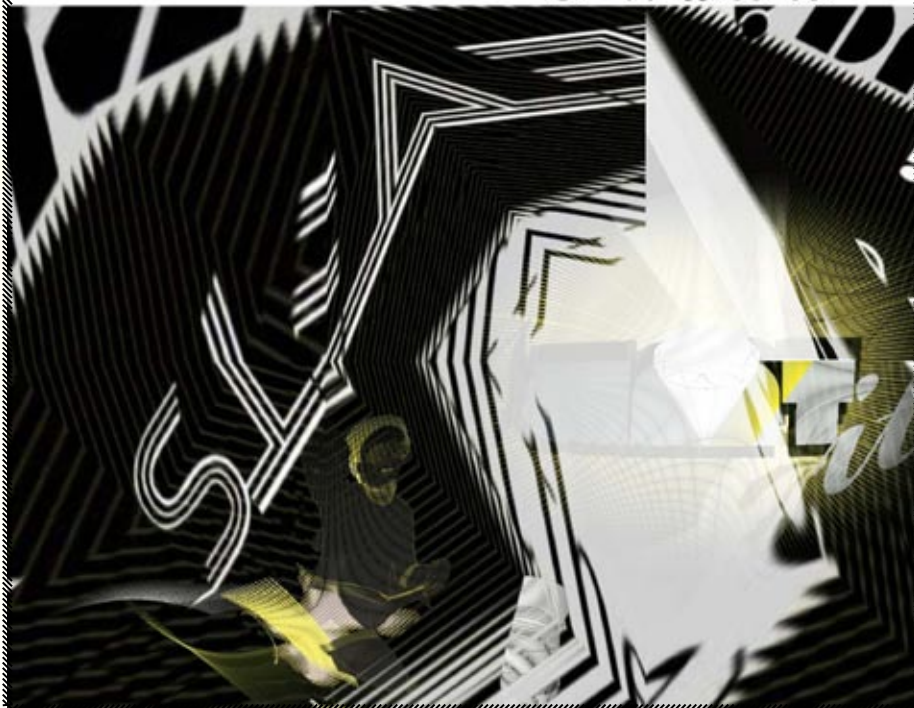


A Video by Nin.Sha & Franzformer // mindistrict.de // felixseeger.de // 1.32.de

www.Patch by KE4 // ke4.de

additional Patching by Tonfilm // tonfilm.blogspot.com

I Want it



Created by Bärbel Bold, Ingo Italic & Co.

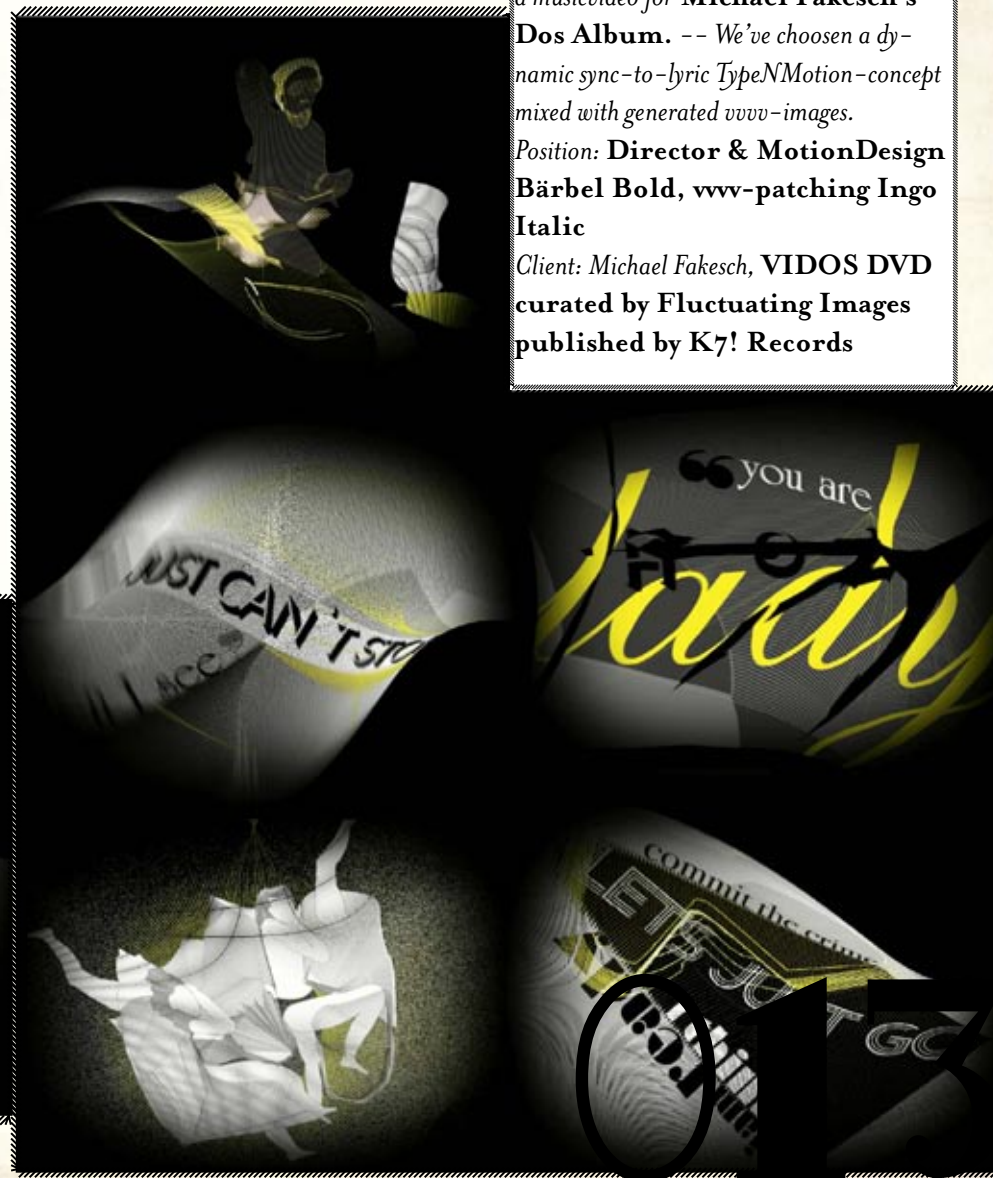
I Want it, 2009

Projectgenre: **Musicvideo / Visual Music**

Description: We have been asked to produce a musicvideo for **Michael Fakesch's Dos Album**. -- We've chosen a dynamic sync-to-lyric TypeN Motion-concept mixed with generated vvvv-images.

Position: **Director & MotionDesign**
Bärbel Bold, vvvv-patching Ingo Italic

Client: **Michael Fakesch, VIDOS DVD**
curated by **Fluctuating Images**
published by **K7! Records**



Type in Motion.

Motion. Design. Direction.



Created by Ingo Italic

Sound On Screen, 2006

Projectgenre: Generative On Air Design

Description: **OnAir design** for a TV pilot about visual music scene. All animations were audio reactive and triggered by an **FFT analysis** of the trailer soundtrack in *vvvv*. The trailer was later rendered in HD. We designed a complete on air package with bumpers, subtitles and breaker animations.

Position: Concept, Design & Production

Client: Sound On Screen, a TV format about the AV / Clubbing Scene in Europe.



E: "DIXON"

Steffen Berkhahn
DJ, Labelowner, Veranstalter, Produzent
Berlin



E: MUSIC PIONEERS

Leidenschaft vs. Brotjob – die Kunst, das Geld
DJ mit 50 – Perspektiven und Gesundheit
Schubladendenken vs. Crossover – Musikalische Heimat



017

Created by Bärbel Bold

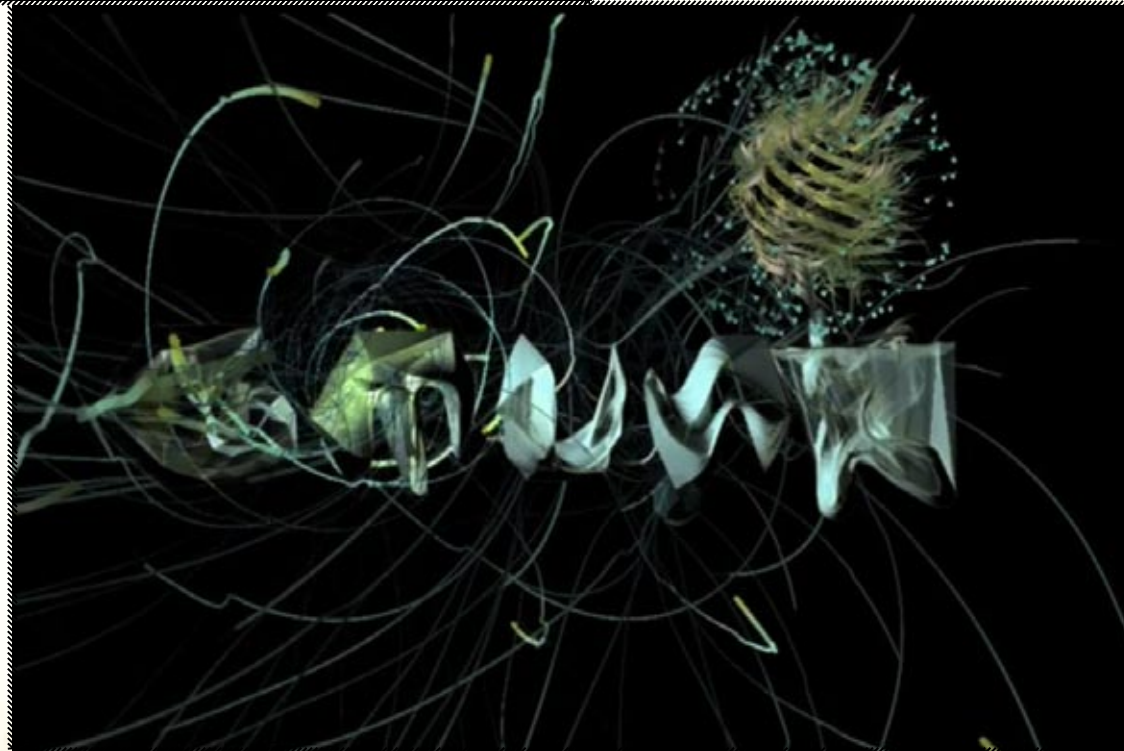
Gmunk, 2009

Projectgenre: **MotionDesign Trailer**

Description: This is an **experimental type animation**, which was created while working on the **TocaMeTrailer 2009** together with Strukt in Vienna who hired me therefore.

Position: **Concept / AD Motion / Design** together with Andreas Koller by **Strukt.at**

Client: TocaMe 2009 – Design Conference in Munich, Germany



Created by Bärbel Bold

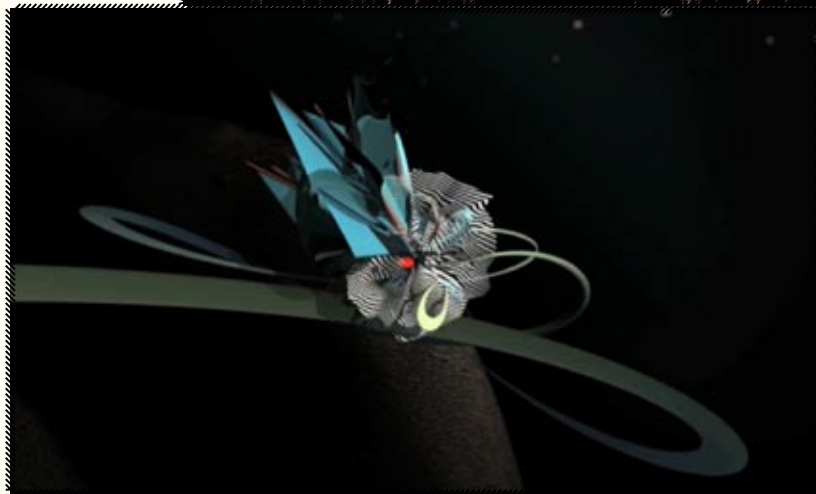
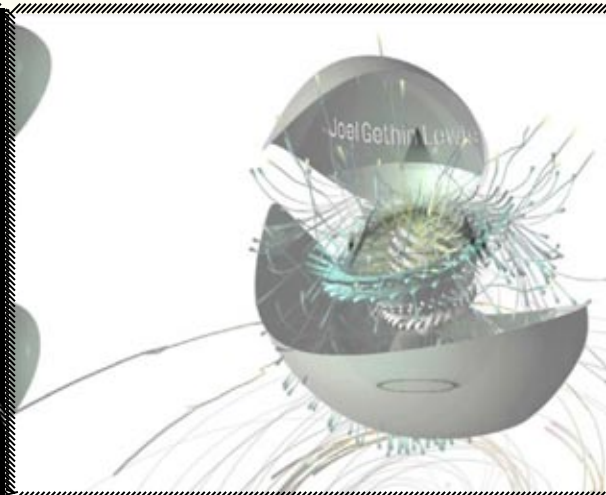
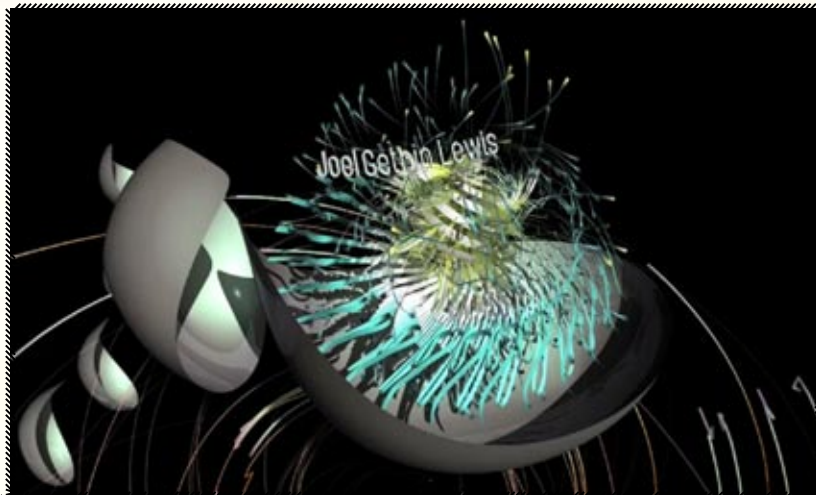
TocaMe, 2009

Projectgenre: **MotionDesign Trailer**

Description: This is an **experimental type animation**, which was created while working on the **TocaMeTrailer 2009** together with Strukt in Vienna who hired me therefore.

Position: **Concept / AD Motion / Design** together with Andreas Koller by **Strukt.at**

Client: **TocaMe 2009 - Design Conference** in Munich, Germany



Created by Bärbel Bold

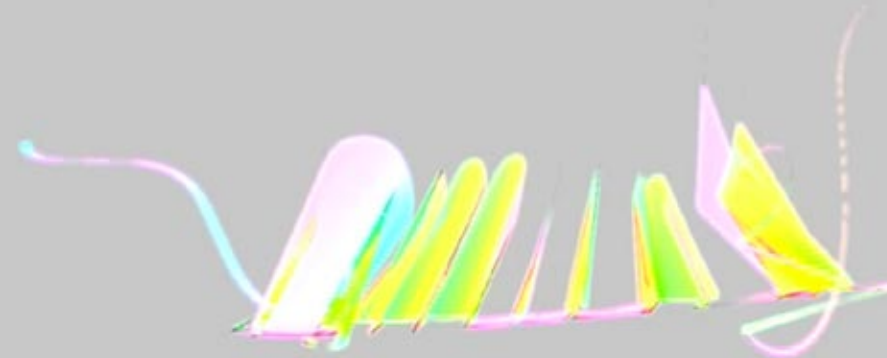
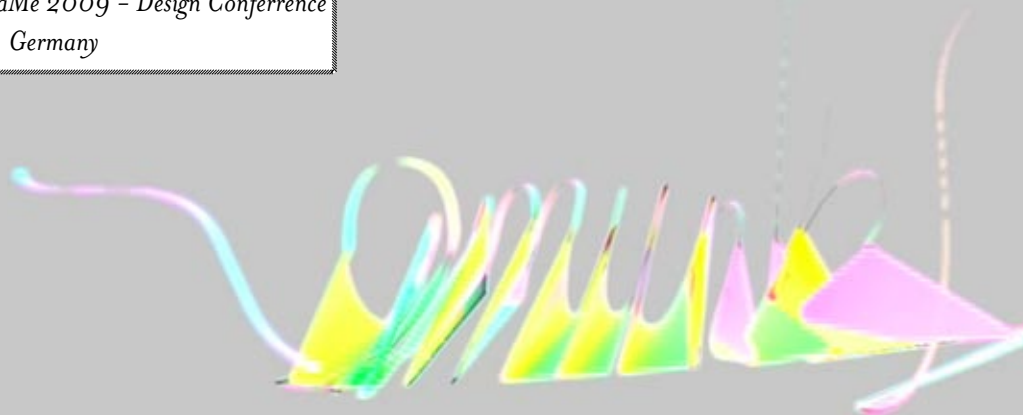
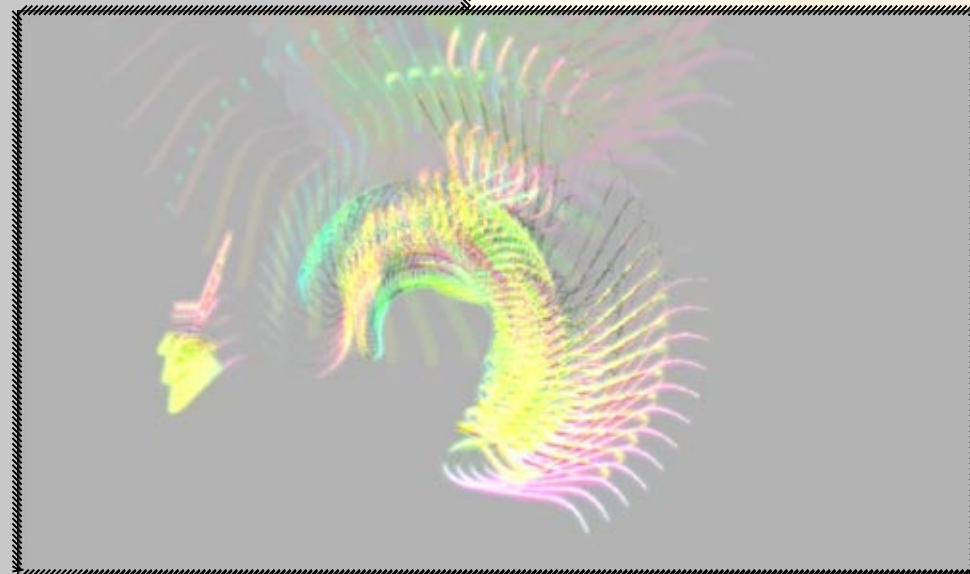
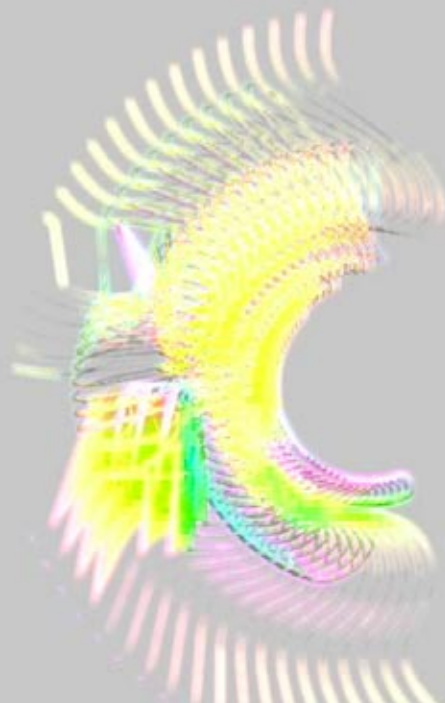
Gmunk2, 2009

Projectgenre: **MotionDesign Trailer**

Description: This is an **experimental type animation**, which was created while working on the **TocaMeTrailer 2009** together with Strukt in Vienna who hired me therefore.

Position: **Concept / AD Motion / Design** together with Andreas Koller by **Strukt.at**

Client: TocaMe 2009 - Design Conference in Munich, Germany



Goldkyd, 2007

Projectgenre: **On Air Package /**

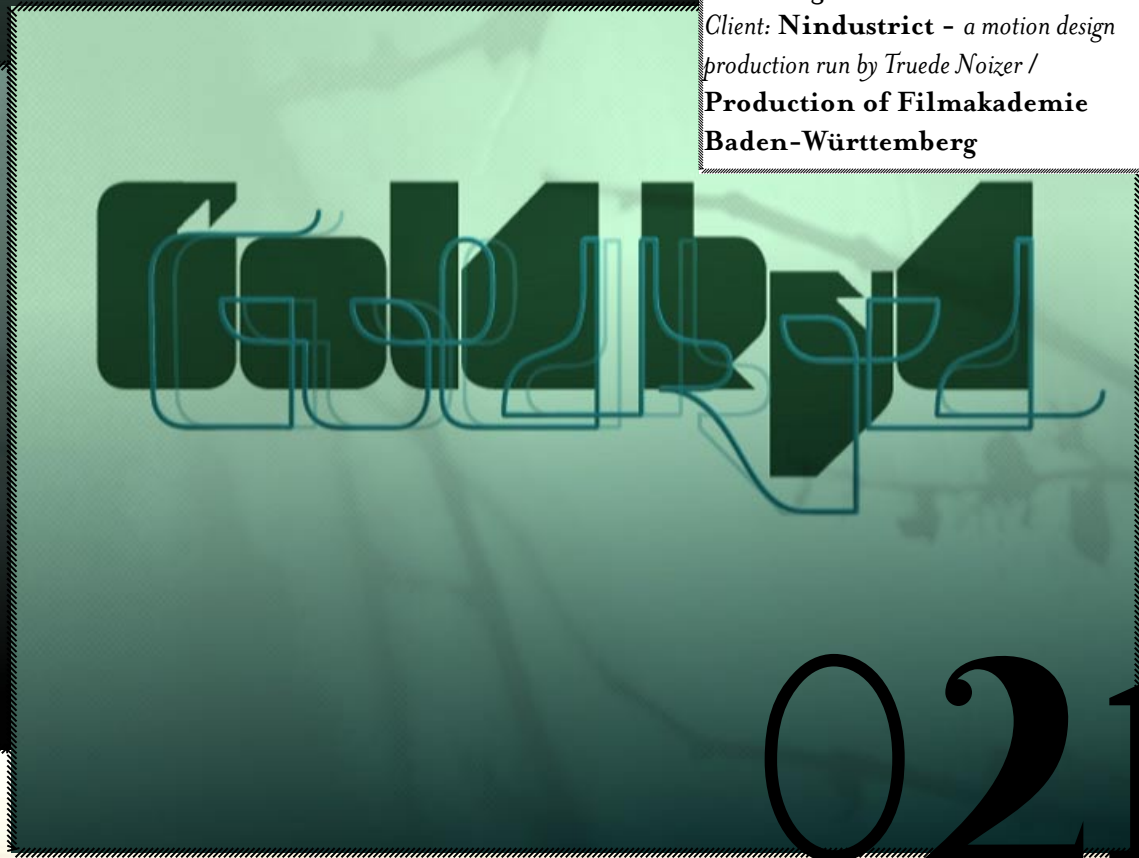
Opener for a short

Description: This **Motion Design Piece** is being developed as an **Opener for a experimental short** and as an **OnAir Package for a Motion DesignPortfolio DVD**. It is based on a customade typecombination using a font by NeubauBerlin and mixed it with a selfmade vectortype.

Position: **AD & Conecption / Motiondesign / Direction**

Client: **Nindustriect** - a motion design production run by Truede Noizer /

Production of Filmakademie Baden-Württemberg





Created by Bärbel Bold

BASF, 2011

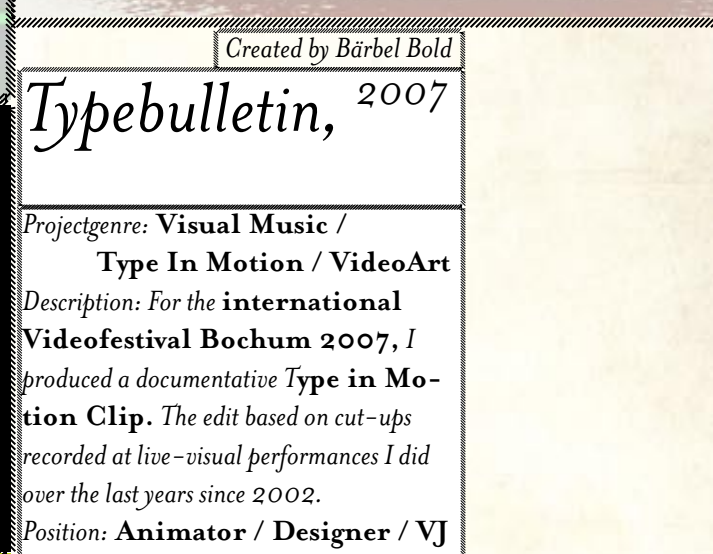
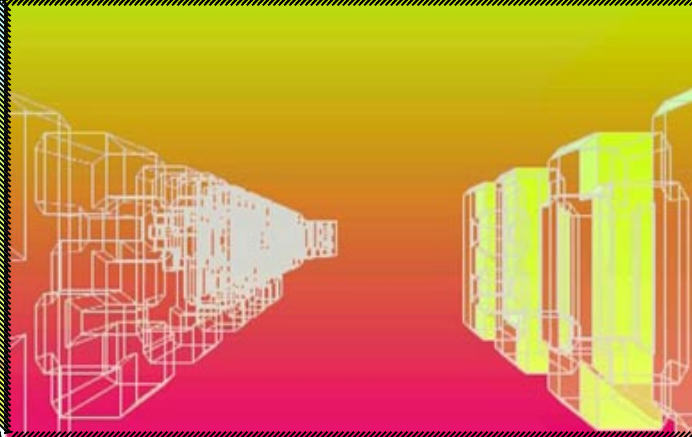
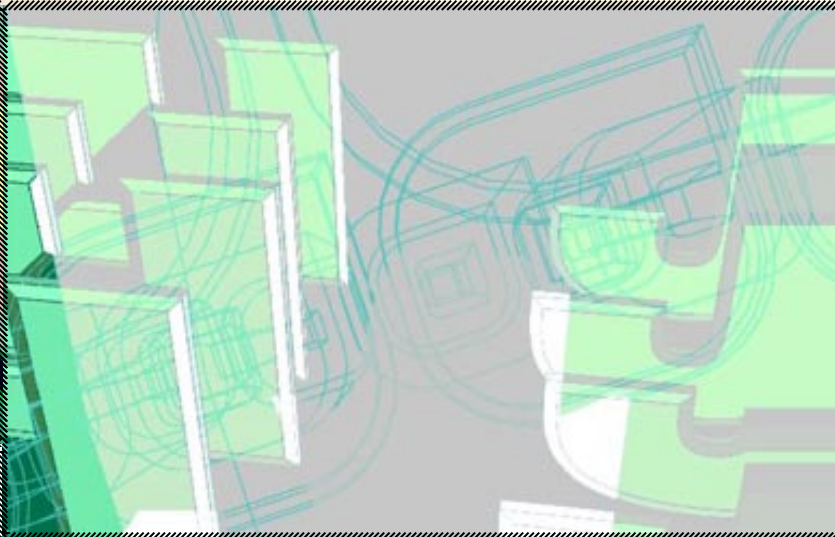
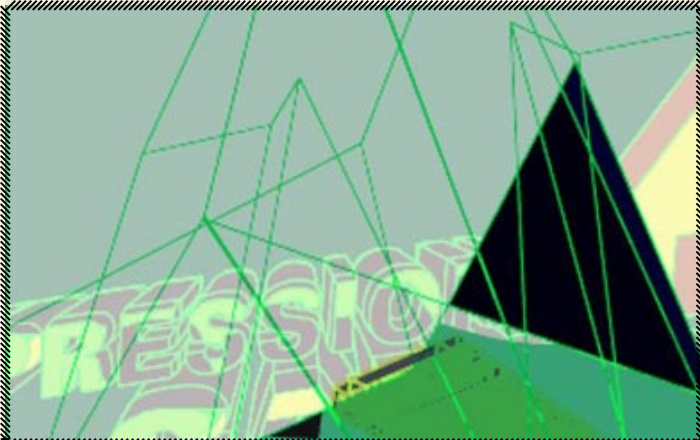
Projectgenre: **Generative & Motiondesign**

Description: Since the beginning of 2011 we have been commissioned by Onformative & Strichpunkt to animate the **financial figures of BASF** using a special developed vvvv-morphing patch combined with some custom motiondesign in regular intervals.

Position: MotionDesigner / vvvv Programmer

Client: BASF via Onformative, Berlin & Strichpunkt, Stuttgart





Created by Bärbel Bold

Typebulletin, 2007

Projectgenre: **Visual Music /**
Type In Motion / VideoArt

Description: For the **international**
Videofestival Bochum 2007, I
produced a documentative **Type in Mo-**
tion Clip. The edit based on cut-ups
recorded at live-visual performances I did
over the last years since 2002.

Position: **Animator / Designer / VJ**

Client: **Personal**

Kommunikation im Raum.

3D Branding.

Multitouch.

Interactive Installations.

Tape Art.

Visuals.

Created by Bärbel Bold

10 years VICE, 2007

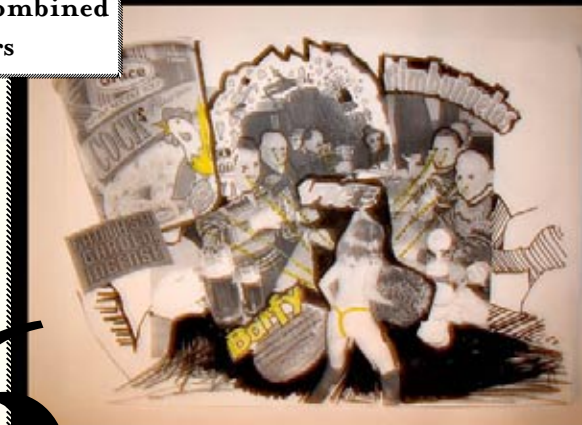
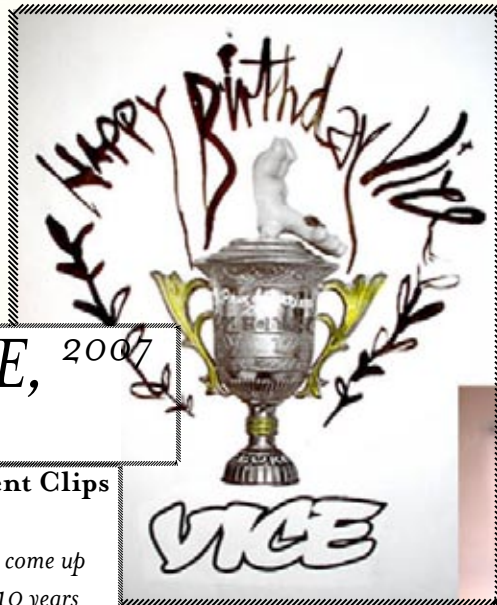
Projectgenre: **Corporate Event Clips / Visuals**

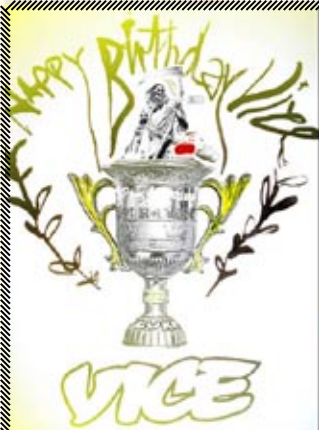
Description: I have been asked to come up with a live visual concept for the 10 years **VICE Birthday Event** in Berlin. The only restriction was to embed the latest campaign of the main sponsor **Sony Playstation**. So I developed a visual concept based on gradients, Sony's Black/White contrast, trashed cut outs and customized lettering.

Then modulate these graphics with help of soundreaction via a vvvv-patch by Ingo:

Position: **AD / Motiondesign / VJ**

Client: **VICE Magazine, combined with Playstation Sponsors**





Created by Bärbel Bold

10 years VICE, 2007

Projectgenre: Corporate Event Clips / Visuals

Description: I have been asked to come up with a live visual concept for the 10 years VICE Birthday Event in Berlin. The only restriction was to embed the latest campaign of the main sponsor Sony Playstation. So I developed a visual concept based on gradients, Sony's Black/White contrast, trashed cut outs and customized lettering. Then modulate these graphics with help of soundreaction via a vvvv-patch by Ingo.

Position: AD / Motiondesign / VJ

Client: VICE Magazine, combined with Playstation Sponsors

Created by Bärbel Bold & Ingo Italic

Auf der Falz, 2005

Projectgenre: **Art Commission**

Description: **Letters Are My Friends** have been asked to support the amazing **Flamingo Beach Motel** (R.I.P.) in Berlin, a little art hotel with 20 rooms and suites – each one designed by very skilled designers like EVOL, Danny Gretscher, Klub7 and many more. Inspired by origami, Ingo and Bärbel came up with a concept of using paper and wireframes, and some type instructions to deal with the room.

Position: **Artists & Space Designers**

Client: **Flamingo Beach Motel**, was runned by Rosmarie Köckenberger, who is now well known with her KJOSK-Bus.





Created by Bärbel Bold & Ingo Italic

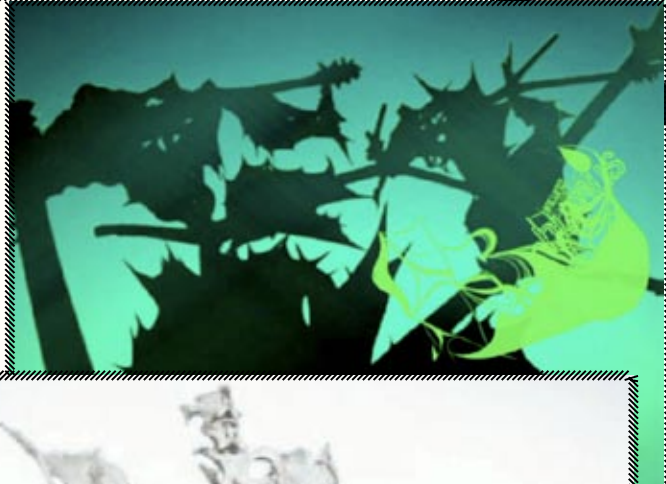
Humus, 2005

**Projectgenre: Visual Music Video
/ Art Commission**

Description: Letters Are My Friends
have been commissioned to produce a one
minute video piece synced to the music of
Populous. - Embedded as one of 20 other
one-minute Clips distributed on a promo-
tional Video-Minuto-DVD.

**Position: Director / Videoartist /
Design / Production**

Client: VideoMinuto.it / Firenze



Created by Bärbel Bold

KE4, 2006

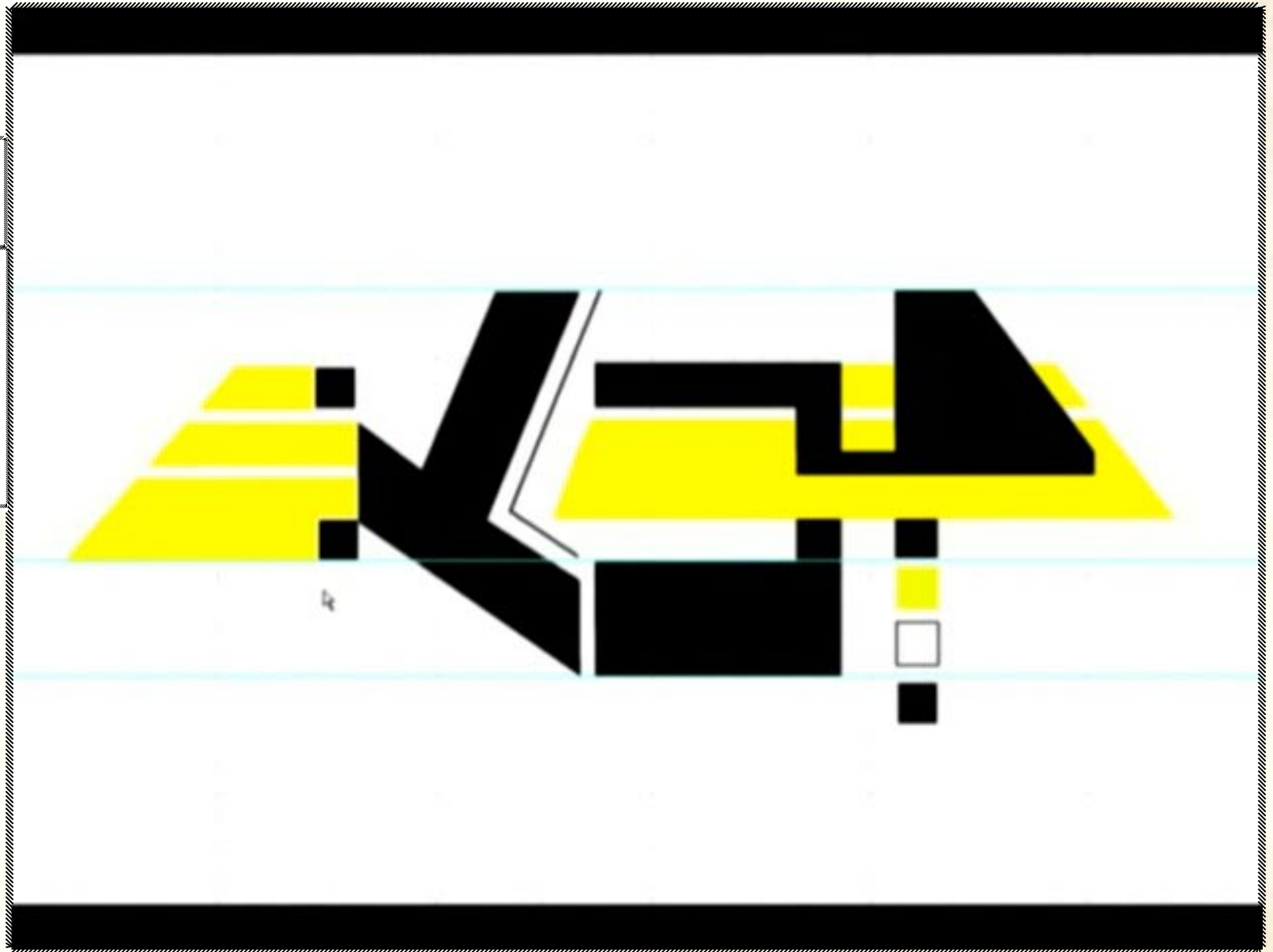
Projectgenre: **CI / Opener**

Description: **CI and Opener** development for **KE4**. Have a look on the finished clip here:

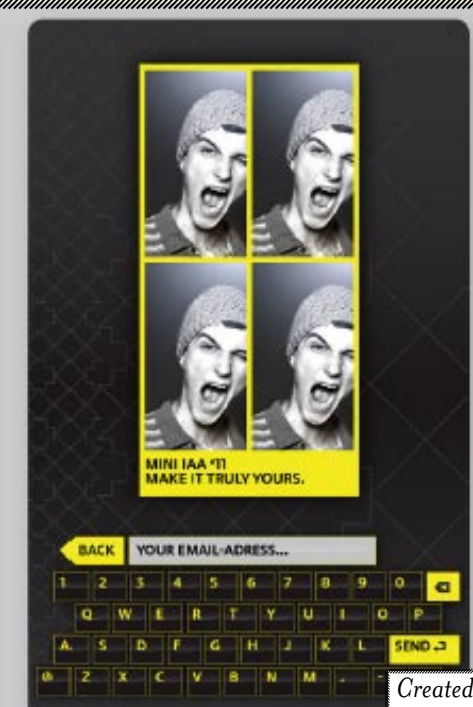
<http://vimeo.com/18390288>

Position: **Direction / Design / Animation**

Client: **KE4**



030



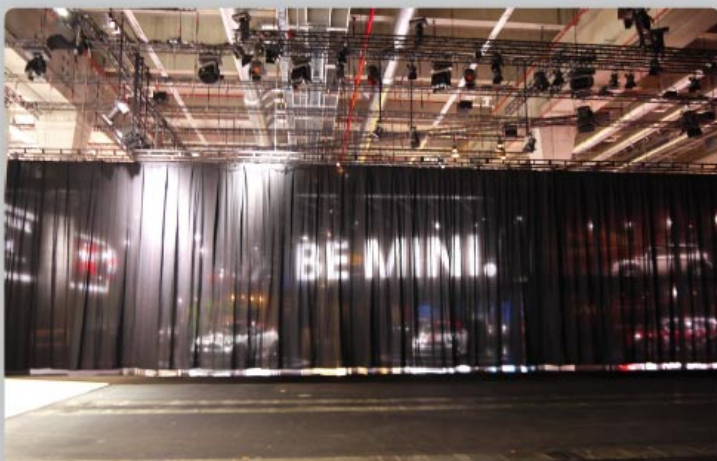
Created by Ingo Italic

BMW Mini Photobooth, 2011



*Projectgenre: Interactive Installation / Event
Description: For IAA car tradeshow in Frankfurt we developed a touchscreen device that enabled visitors of the BMW Mini stand to take 4 pictures of themselves like in a photobooth. Users were able to share their photos over 30" screens at the stand and email them to friends. This project was commissioned by Meiré & Meiré and realized in vvvv.*

*Position: Conception / Interaction Designer / vvvv Programmer
Client: BMW Mini*





Created by Bärbel Bold

No Fame today, 2009

Projectgenre: **TapeArt / Art Commission**

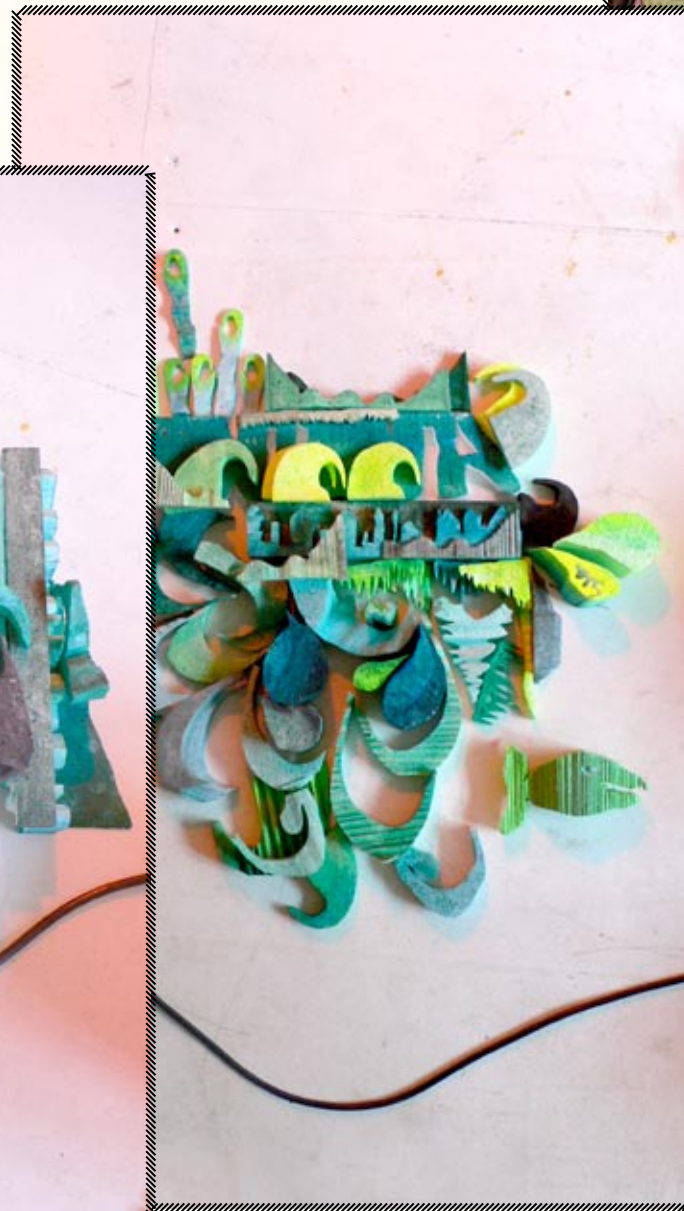
Description: This **TapeArtPiece** was part of the 48h Neukölln Festival 2009 and is still located in the famous Lichtenraderstrasse 32 (L32.de), where I lived my first years in Berlin.

I collaborated on this 2nd floor with **Mymo** (Mymonsters.com), who joined left and rights of/to my piece. The poster I worked around was by **Bora Tannay**.

Position: **TapeArtist / Designer**

Festival: **48h Neukölln 2009**





Created by Bärbel Bold

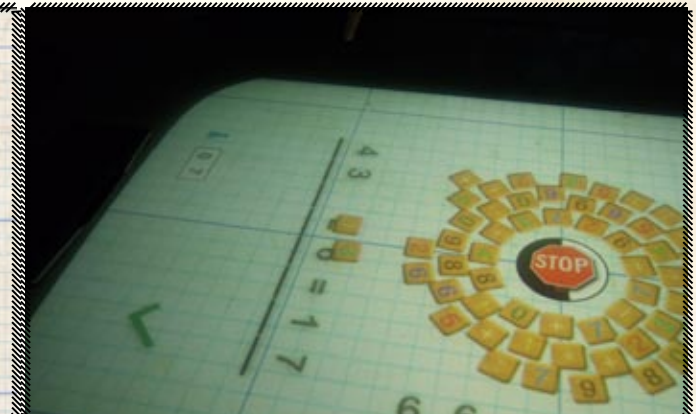
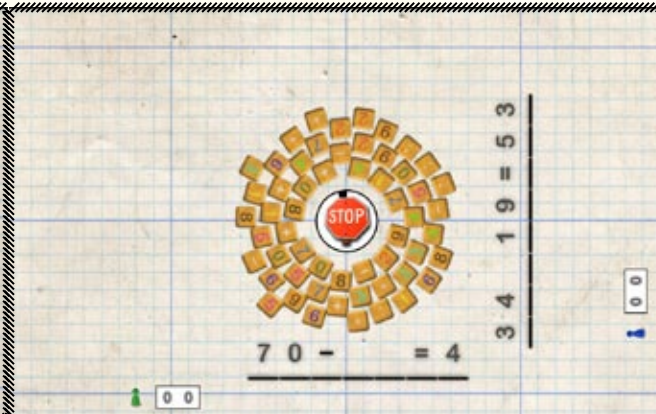
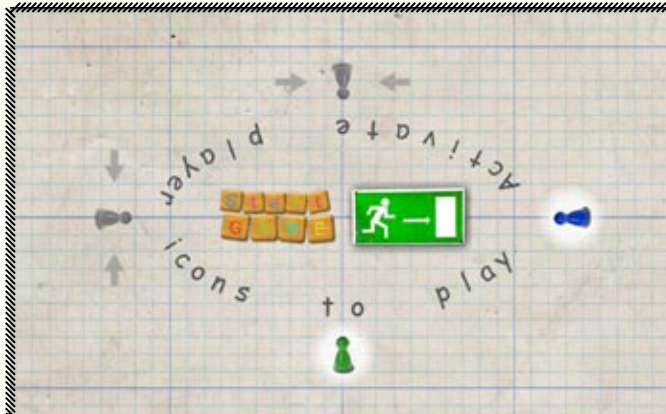
3D Illusion, 2009

Projectgenre: 3D Illustration / Art Commission

Description: For an exhibition I developed my own shape library, made of polyfoam shaped with hot wire. Then I painted the shapes & organised my building set to hatic illustrations. Depending on your PoV-angle, you either recognize them or not.

Position: Artist / Designer / Hot-WireCutter

**Client: RGB Colour Concept
Galery, Berlin**



Created by Ingo Italic & Abstract Birds

Math Game & Media Viewer, 2009

Projectgenre: **Interaction Design**

Description: For the UK based Holgate school I designed two multi-touch applications for children between 6-14 years.

Position: **Concept & Design**

Client: **Mindstorm UK**





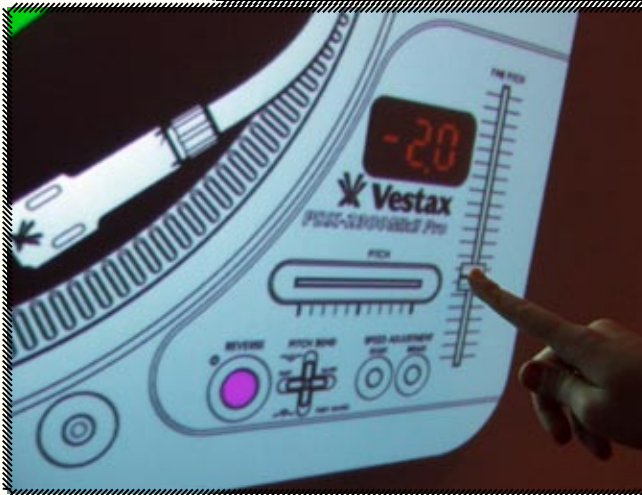
Created by Ingo Italic

Multitouch, 2007-present

Projectgenre: Interaction Design
Description: We have been developing several multitouch applications for large screen displays and installations with the London based company Mindstorm, one of the pioneers in multitouch technologies for clients like Microsoft, Red Bull, Vestax, Audi and many more..

Position: Design & Development

Client: Mindstorm UK



Created by Bärbel Bold & Ingo Italic

Wildecker Bypass, 2006

Projectgenre: **LiveVisuals**

Description: For a bunch of **live concerts, corporate events** or just **parties or festival gigs** Letters Are My Friends – formerly also better known as VJs KE4 & nin.sha / TelefunkenExpress – performed live self- & custom-made, audioreactive visuals.

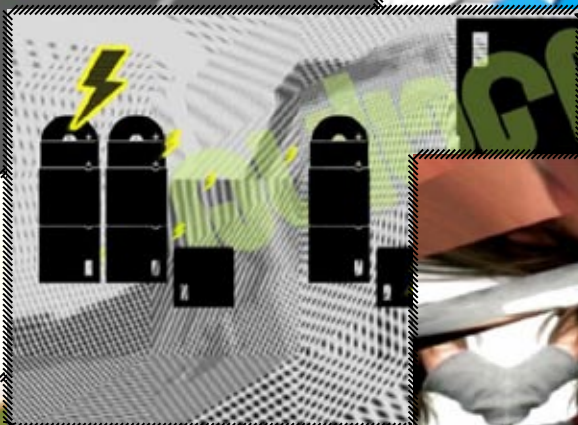
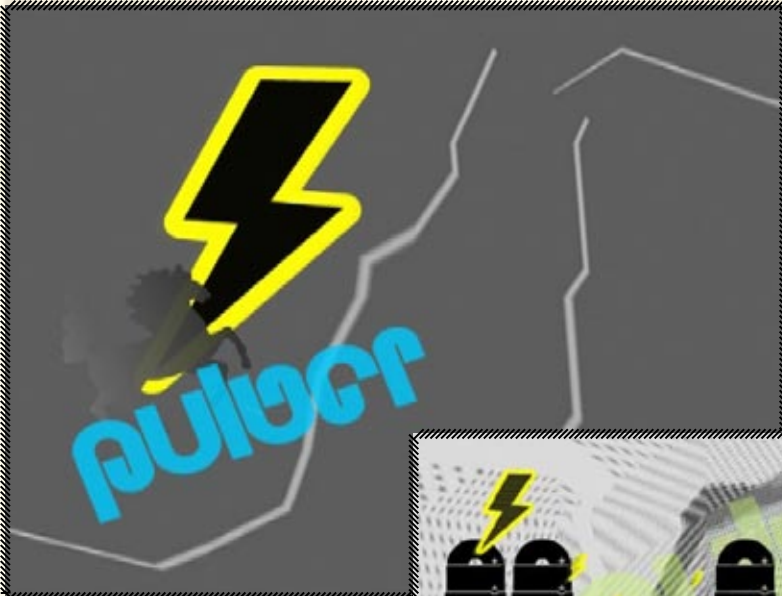
We designed, animated and set up hundreds of type-in-motion animations over the years. **Preproduced and generative** –Ask for Live Demo DVDs!

Position: **VJs / Designer & Directors**

Clients: Lucky Strike / RedBull / Bacardi / ArtOnSnow / AXE –Musicians: Jahcoozi / Modeselector / many more...



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Created by Bärbel Bold & Ingo Italic

Pulver Swatch, 2005

Projectgenre: **Corporate Image /**
Exhibition DVD / Artwork

Description: We have been commissioned to produce a **Corporate Image DVD** for **Pulver Records**, where all their collected artworks over the last years should be represented. It turned out, that we designed and animated a very special and wonderful remix -video piece, screened during the whole show at the Swatch Store in Berlin / Münzstrasse.

Position: **Videoartists, vvv programming, Director, Animator, Designer**

Client: **Pulver Records, Stuttgart /**
Swatch Store Berlin

037

Created by Ingo Italic

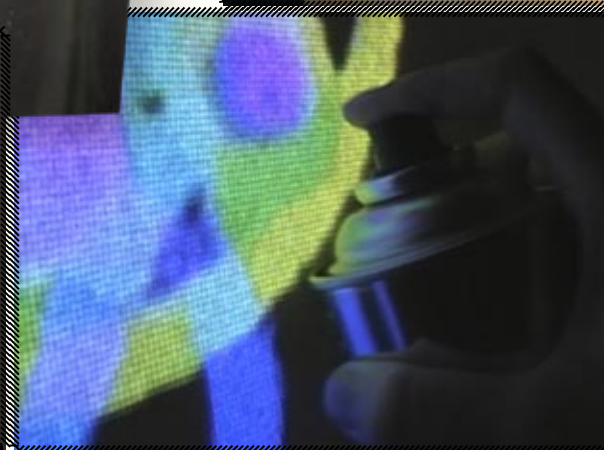
Virtual Graffiti, 2003

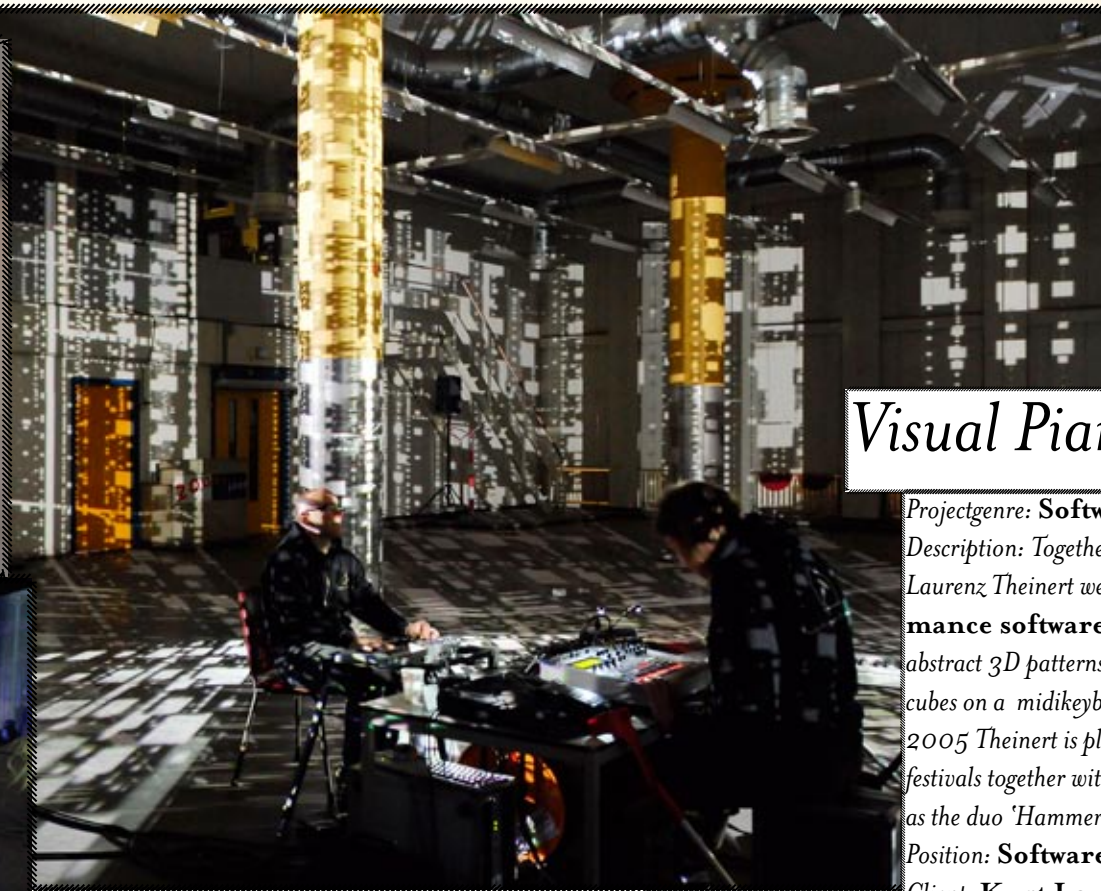
Projectgenre: **Interaction Design**

Description: The **virtual spraycan** is working like a real aerosolcan, but instead of paint you are drawing with strokes of light that are being projected. By pressing the can an array of **12 IR LEDs** light up and are recognised by an IR camera behind the projection screen.

Position: **Concept & Development**

Client: **Personal**

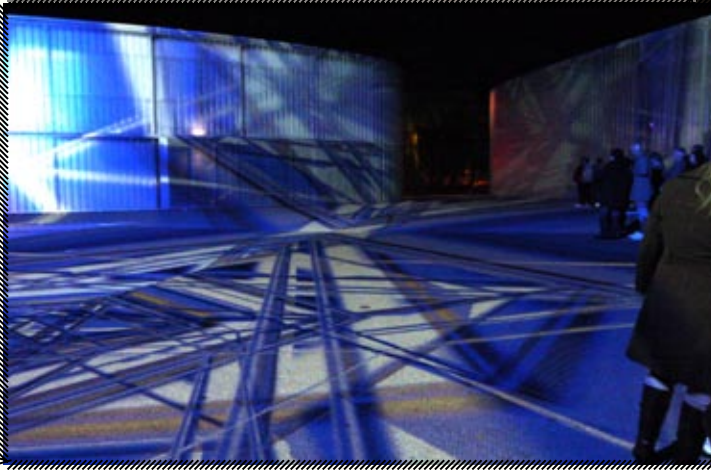




Created by Ingo Italic

Visual Piano, 2005-present

Projectgenre: **Software**
 Description: Together with the light artist Kurt Laurenz Theinert we developed a **performance software** that enables him to play abstract 3D patterns and movements of light cubes on a midikeyboard in **realtime**. Since 2005 Theinert is playing at international festivals together with musician Axel Hanfreich as the duo 'Hammerhaus'.
 Position: **Softwaredevelopment**
 Client: **Kurt Laurenz Theinert**



Created by Bärbel Bold

LAMF Braketts, 2011

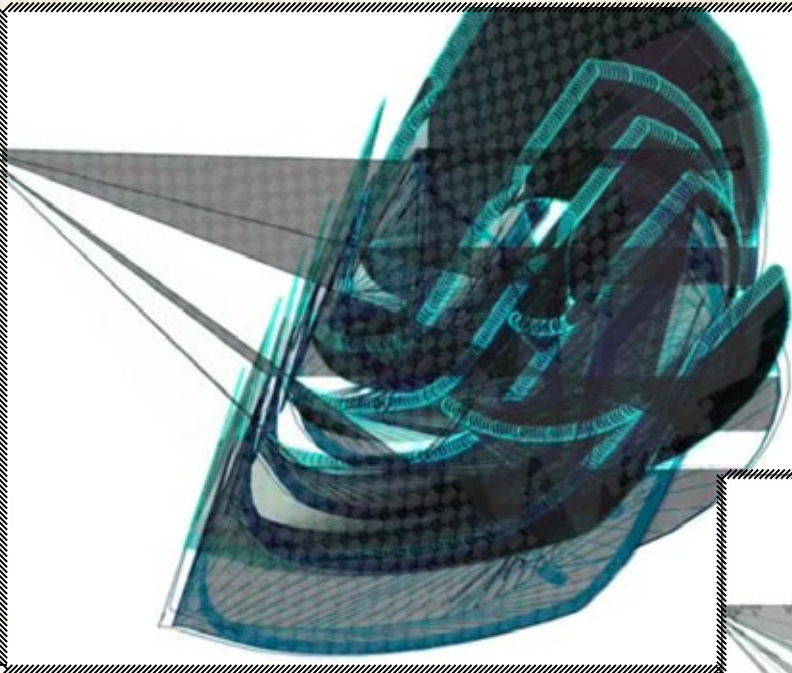
Projectgenre: **Opener**

Description: **Promotional Clip**

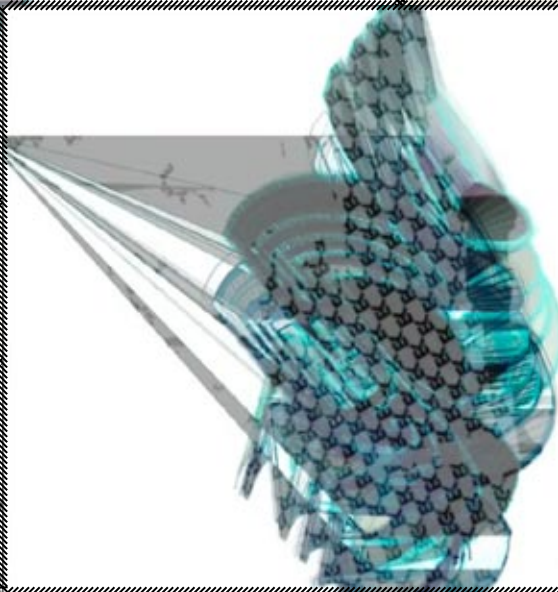
Position: **Director & Brackettsvictim**

Client: **Selfpromotion for Letters Are
My Friends**





**FREE
STYLE
MAGAZINE**
for creative people who like to play



Created by Bärbel Bold

Eley Kishimoto, ²⁰⁰⁹ /Frisbee Freestyle Magazine

Projectgenre: **Corporate Event Clips / Visuals**

Description: It happened, that **Eley Kishimoto** collaborated on the **Frisbee Freestyle Magazine's** first Issue. They ask my to colab with Eley for the **EventClips /Visuals at Michelberger Hotel in Berlin**. I remixed his logo in a bunch of geometric pattern shaders for my 3D type models, which were the base for the clips.

Position: **AD / MotionDesigner / VJ**

Client: **Frisbee Freestyle Magazine / Eley Kishimoto**

Each
sport
Issue
Mold
Eley Kishimoto.

This disc is a good one, not some crappy piece of plastic that falls like a stone. Back in the day this was the disc often used for freestyle (if you don't know what that means then you will after reading the magazine), but it's also a great throw-and-catch disc with excellent stability and a solid flight pattern (not to mention it being good for boys and good for girls).

This issue is available in 5 colours:



The Disc

041



**FREE
STYLE
MAGAZINE**
a magazine for creative people who like to play

freestyle: a performance art featuring relatively free, unreserved movement, intended to demonstrate an individual's special skills or style.

Freestyle Magazine is round in shape and fits inside a Frisbee. The Frisbee appeals to all design minded people who appreciate a piece of plastic that is so simple yet can fly and inspire people - a true design classic. Using the flying disc as an inspiration for the magazine, Freestyle Magazine brings people together who share a freestyle attitude to life and to their work. Both the magazine and the Frisbee will be sold together as one design item. Each issue will be released with a disc designed by famous artists or designers.

We are Art, Design, Photography, Fashion, Architecture, Music, Lifestyle, Frisbee and much more... We will be distributed worldwide in selected magazine and book shops, concept stores and fashion boutiques. Because of the unique circular format, Freestyle Magazine appeals to the very best image makers and artists of our time, who get the challenge and opportunity to work in a format they haven't used before. Our bi-annual title is an exciting and compelling mixture of experimentation and enthusiasm in the ever-changing fields of Art and Design. Our project is organic in nature, and we will deviate and develop - after all that is the freestyle ethic.

CATCH IT IF YOU CAN...



Created by Ingo Italic, Lasal, Elektromeier

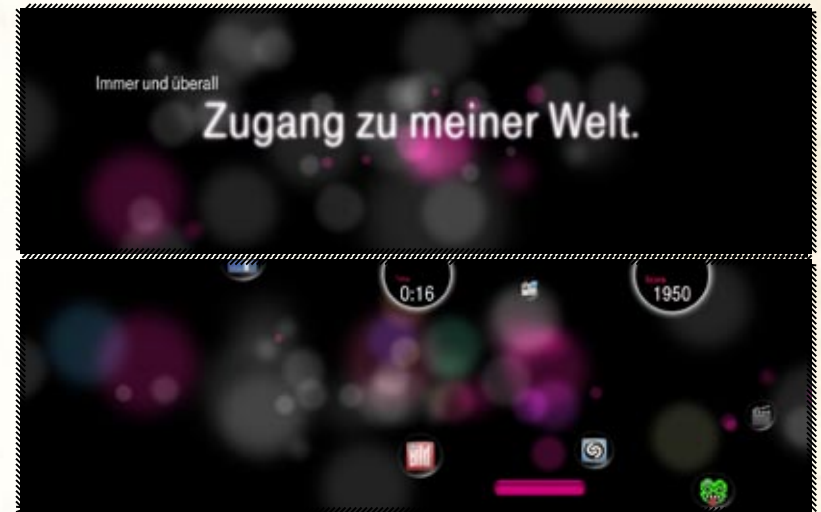
Telekom IFA, 2010

Projectgenre: **Event**

Description: We designed & programmed the stage **visuals** and **2 interactive tracking games** for the main stage of Deutsche Telekom at the 2010 IFA in Berlin. All visuals were running in realtime with no pre-rendered content.

Position: **Software & Design**

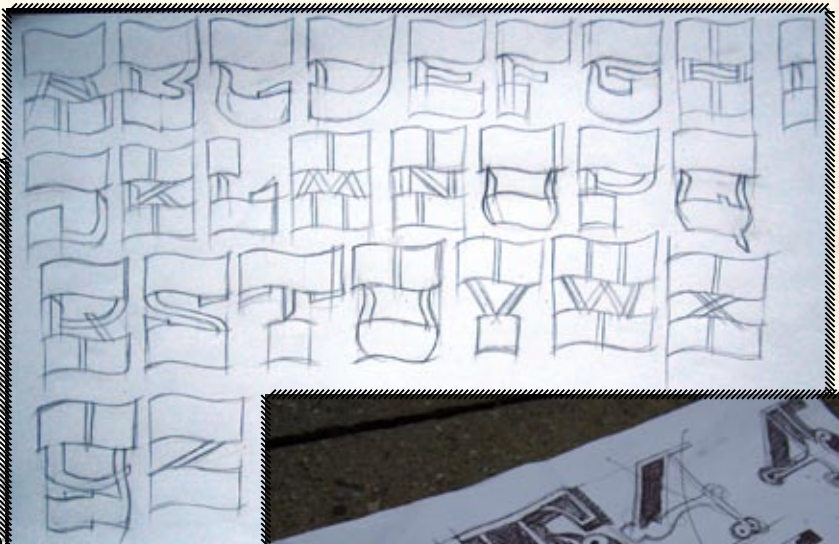
Client: **Deutsche Telekom, q-bus**



Typedesign.

Custom Lettering.

045



Created by Ingo Italic

Custom Lettering, 2000-present

Projectgenre: **Graphic Design /
Type Design**

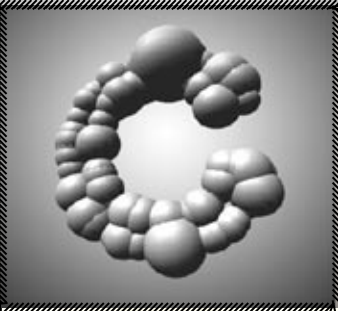
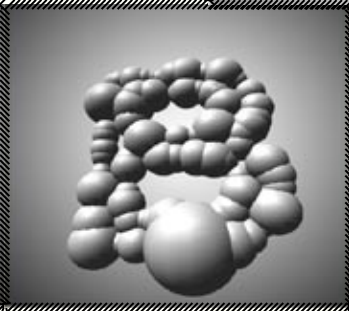
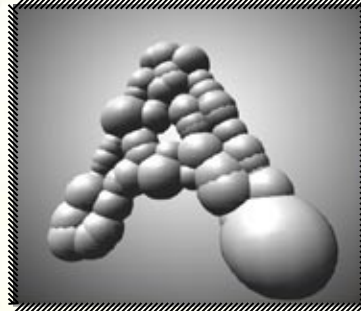
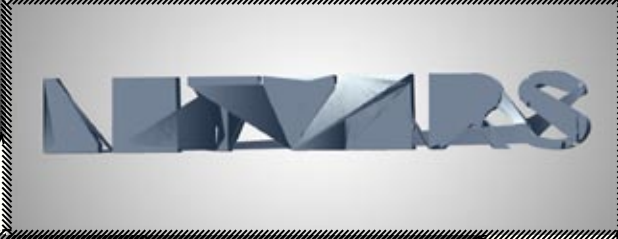
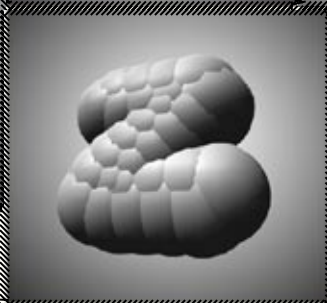
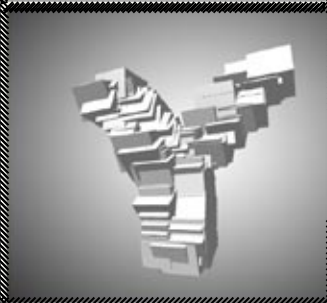
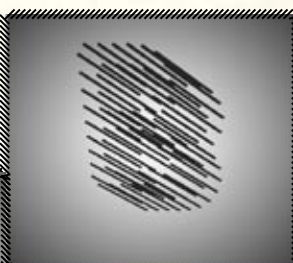
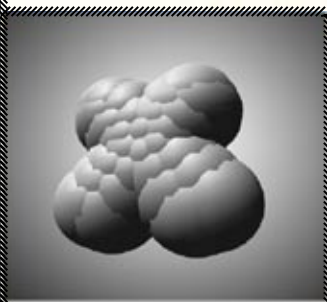
Description: Various print designs and custom
lettering for personal projects

Position: **Design**

Client: **Personal**



047



Created by Ingo Italic

Generative Letters, 2010

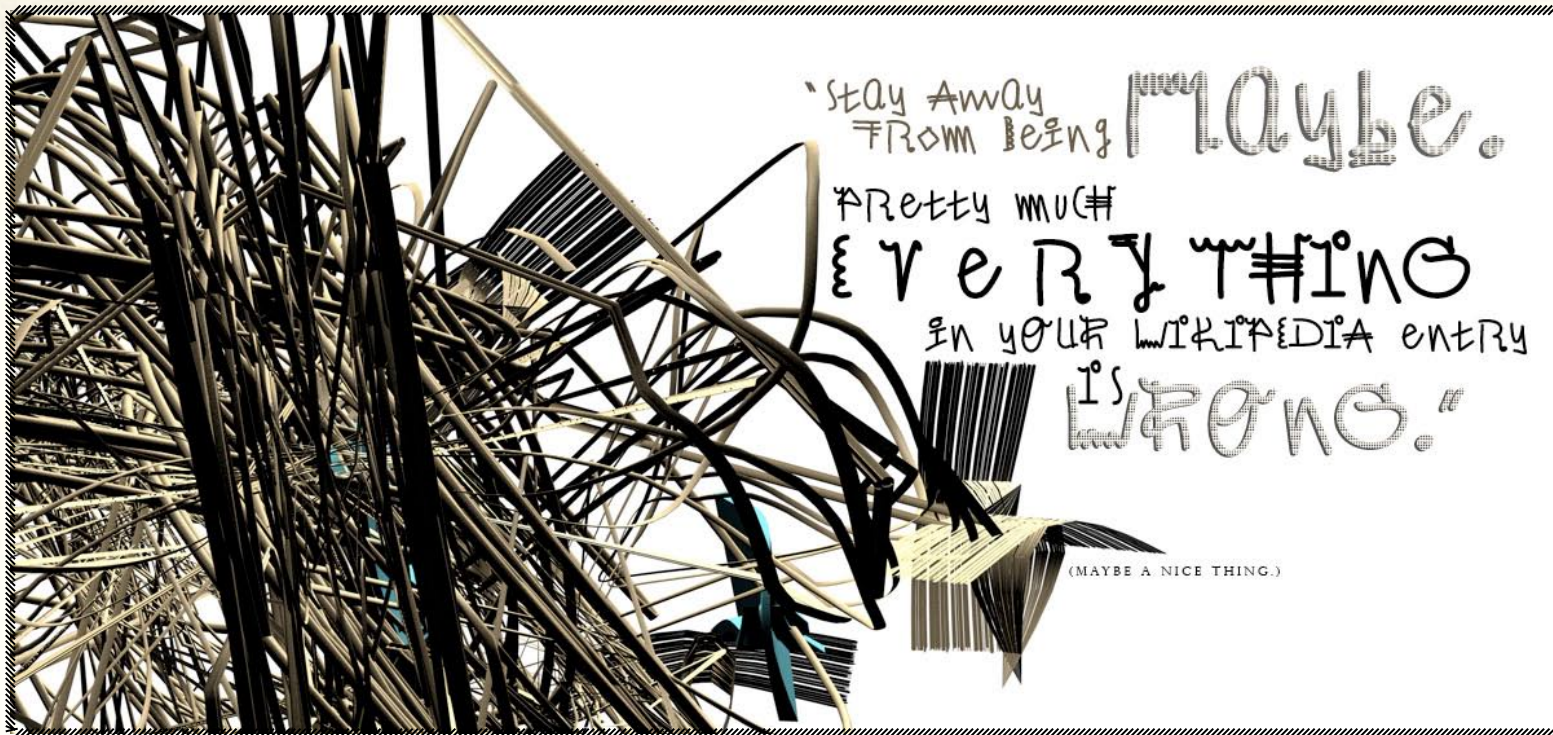
Projectgenre: **Generative Design**

Description: We've been experimenting with generative typography by using the tool-kit vvvv. All these fonts can be animated in realtime and are easy to implement for movietitles or interactive installations.

Position: **Design & Development**

Client: **Personal & Clients**

048



Eine Vierundsiebzig Jahre
alte Frau hat sich in der Nahe
von Albstadt im Wald verlaufen
und ist erfroren

MAN FÄLLT VOM
TASSENHOCKER UND
WIRD SCHNELL VERLEBET

PFEFFERSPRAY SORGT
FÜR AUFGEBUNG
IM KLASSENRAUM

ESTONIANE
AUTOS IN DE
NECKA UND
NIE SCH
ENTDECKT

Created by Ingo Italic & Bärbel Bold

Headline Typefaces, 2010

Projectgenre: **Typography**
Description: Various **.ttf fonts** designed
for own projects and clients
Position: **Design**
Client: **Personal**

049



Created by LettersAreMyFriends & Family

BalloonTag, 2010

Projectgenre: **Art Installation**

Description: For a Summer Festival we came up with the idea of building a **big word-piece** hanging on a huge house, like a graffiti **rooftop**, but made of **balloons**. Unfortunately it rained and we couldn't hang it properly. So it became an inhouse installation.

Position: **Artists**

Festival: **Blockparty 2010, Sena-
treservenspeicher, Berlin,
Artitu.de**



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Created by Ingo Italic

LF Pasing Dekor, 2010

Projectgenre: **Type / CI**

Description: For **LettersAreMy-Friends** Ingo came up with a customade alphabeth which he modified to one of our logoversions.

Position: **Typedesigner**

Client: Letters Are My Friends

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051

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*Love
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SEPTEMBER 2011

LETTERS
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FRIENDS

FASSADE N°03

BY
UGLYSTUPIDHONEST.COM

Michael Johnson



OKTOBER 2011

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Thank you for reading me.