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Career stages:	2019 – today	Stolen Moments, Co-Founder
	2017 – today	Publicis AG, Advertising Agency Zurich / Art Director
	2016 – 2017	Self-employment as a Graphic Designer and Art Director Clients: Mode Suisse, Migros, TWBA Advertising Agency, Publicis Advertising Agency, Eclat Brand Agency Porte Blanche GmbH Art and culture agency Projects / Artists' monographs: «Ordnung und Chaos» – Urs Burki, «Tritt in die Neuzeit» – Rudolf Urech-Seon, «Ein Weltbürger» – Rudolf Häsler
	2014 – 2015	Publicis AG, Advertising Agency Zurich / Graphic Designer
	2013	Wirz Werbung AG, Zurich / Internship
	2012	Jung von Matt/Limmat, Zürich / Internship
Education:	2009 – 2012	Giessform GmbH, Bern Apprenticeship Graphic Designer EFZ Schule für Gestaltung Bern
	2008 – 2009	10th grade, Didac Bern Focus on design
	2007	Graduation secondary school Spitalacker, Bern



Täglich
Premieren erleben.
Reisen ist, was
du draus machst.

swiss.com

A STAR ALLIANCE MEMBER

 **SWISS**

Made of Switzerland.



Meetings wieder
persönlich machen.
Reisen ist, was du
draus machst.

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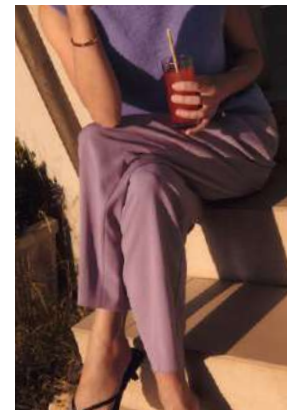
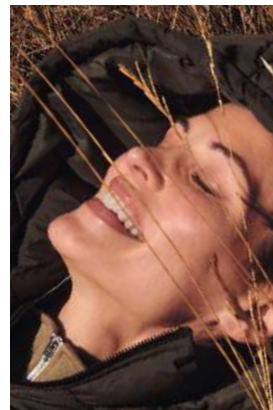
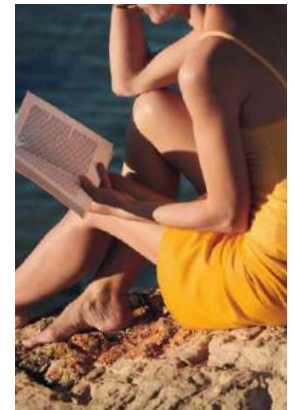
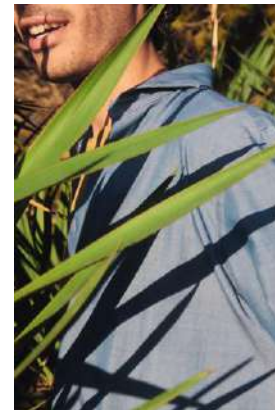
 **SWISS**

Made of Switzerland.

When traveling, it's often not the big experiences and planned excursions that bring the greatest joy, but the small mental snapshots of fleeting moments that you take home with you.

That's what the imagery of SWISS's new 2021 campaign platform is designed to reflect. In this way, we are getting closer to people – either in the form of portraits or as small snippets of everyday travel experiences.

We created a production that would capture these images as authentically, spontaneously and emotionally as possible. The results are accordingly intimate snapshots.

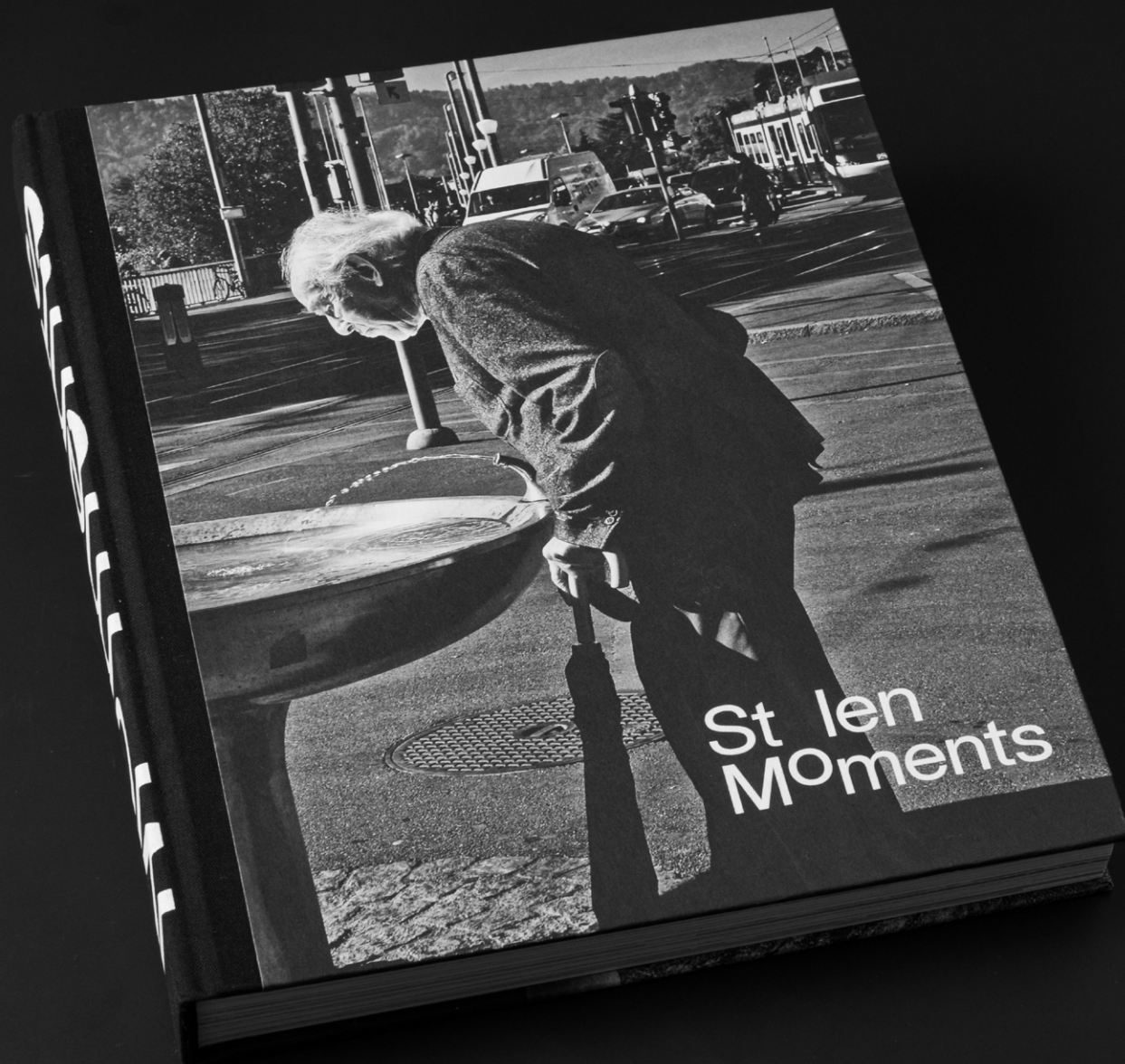


The crops are deliberately chosen to be very close. Since today we communicate much more in an online environment, these crops are intended to form windows that create a feeling that there is much more to be found behind them. So that one is emotionally moved to go out into the world and to open this portal for oneself and to let the world to blanch.

The newly shot material had to fit within and expand the existing imagery of SWISS.

30 stills and 30 moving images were produced.





In this very personal project, we edited 140 photographs on over 250 pages, structured them and created little stories within the book.

The book shows the photographs my father took around the time of his Alzheimer's diagnosis and in the years that followed.

It should not only be a photo book, but make the photographer behind the camera noticeable. Over a period of more than three years, we created this book as a subtle portrait of my father, his work, the challenges of life, and a sense of the disease of dementia.





The book was not intended to be a classic photography book, instead observations of dementia symptoms were charmingly integrated into the design. Irritations that are only noticeable at second glance. The thought „something is wrong“, which is omnipresent especially in the early phase of dementia, runs like a thread through the entire book.

Be it with repetitions of elements (constant repetitions in conversation), twisted letters (something is different), blank pages (emptiness in the mind, loss of cognitive and emotional abilities) or fading letters (memories disappear). The combination happens with a deliberately chosen lightness, thus showing the images in a new context.



In September 2020, we presented an excerpt of Daniel Comte's creative work with 50 exhibits at the Photobastei in Zurich.

The exhibition took place in the context of the book presentation of the book „Stolen Moments“.

With the exhibition we addressed the symptoms of Alzheimer's disease, with which the photographer was diagnosed and which shaped his work and life. For example, the book was presented in a dishwasher.





The logo was drawn across the room over various walls. Standing at a certain point, the individual parts joined together to form a whole.



One photo was framed as a corner picture. It thus fits seamlessly into the series of other pictures and breaks the limitation of the walls.



Structures from the images were thematically included: Stripes in the subject, stripes in the environment of the hanging.



Also shown were wastepaper print sheets from the book. Symbolically, they represent the adventure that „Stolen Moments“ experienced with Daniel during his illness.

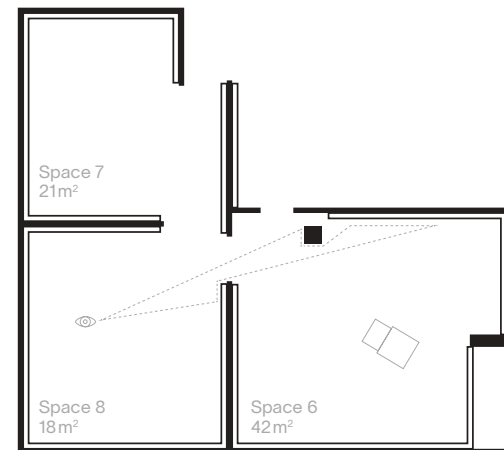


The thought „there is something wrong“ shows up here as well: A frame runs longer.



There are irritations in the classically designed typeface, that are only noticeable on closer inspection.

The exhibition took place in Zurich's Photobastei, the House of Photography. In three rooms on a total of 81 m², the images were edited thematically according to content or visual characteristics.



The poster is divided into three vertical panels, each featuring a woman and the Swissair logo in the top right corner.

- Left Panel:** A woman with glasses and a yellow jacket looks upwards. The text reads: "Du hast den vollen Durchblick?" (Do you have the full view?).
- Middle Panel:** A dark teal background with the text "Werde Pilotin." (Become a Pilotess) in large red letters. Below it, in smaller white text: "Fliegen ist auch mit Brille und ohne Studium möglich. swiss.com/pilots".
- Right Panel:** A woman in a green bucket hat and yellow shirt sits on a running track with books. The text reads: "Studieren ist nichts für dich?" (Studying is nothing for you?).

At the bottom of each panel, there is small text: "A STAR ALLIANCE MEMBER" and "Made of Switzerland."



SWISS' new pilot recruitment campaign is aimed at young people and dispels preconceptions about training and the profession. The special feature: The posters and online spots lack the usual cockpit and aerial shots.

In four online films, young people recommend to each other that they become pilots after all because of a talent they have. Numerous other measures also make it clear that talents that at first glance have nothing to do with the pilot profession can make it possible to enter this exciting career.

In teamwork with the Creative-Direction and Senior Art-Director, Priska Meyer, we created a visual language within the existing SWISS imagery that should appeal to the young audience. Our goal was to bring the tonality of the commercial and the imagery as close together as possible. Key was the DOP, which formed the link between director and photographer.





To inspire and remind people to travel, we „conjured up“ a sunny sky in Zurich's main train station in the depths of winter – in the form of a large installation. An LED sphere with a diameter of two meters was suspended in the hall and a large sheet made of feather silk, an extremely lightweight fabric, was placed underneath. The 170-square-meter sheet weighs just 845 grams. Even a small breeze is enough to make it float in the air.

Fans were sunk into a platform on the floor to give the fabric cloud-like movements. In addition, light emitters were placed under the hall ceiling, projecting light moods of tropical destinations onto the sunny sky.

I was able to realize this exciting project in collaboration with Head of Art, Michael Brauchli and Senior Art Director Marvin Hugentobler. It was a great challenge to reach people emotionally through a new medium and to define and guide it down to the smallest detail in terms of production technology.



interio.ch



Über
1000 neue
Designs.

interio

INSZENIERT VON MOOS-TANG

In order to make Interio a design brand for everyone, we have developed a new strategic platform and refreshed the brand aesthetics of the furniture store. Because people who are interested in design know best what suits their style. They are the ones who bring design to life, because they love it and can and combine it for themselves in their own way.

This principle is also lived out in the campaigns. Here, a wide variety of people stage, arrange and organize Interio's designs entirely according to their own tastes. And because they make the brand what it is, their name is placed directly under the Interio logo.

As part of this campaign, we set the existing brand elements in a new, fresh and contemporary way. In this way, we defined new brand guidelines that reinforce the core of the brand and its key elements.



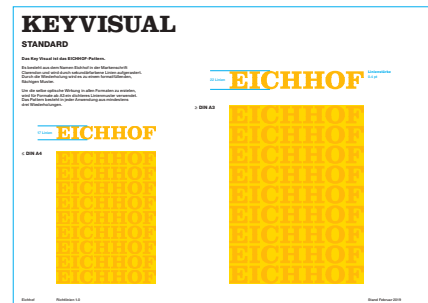
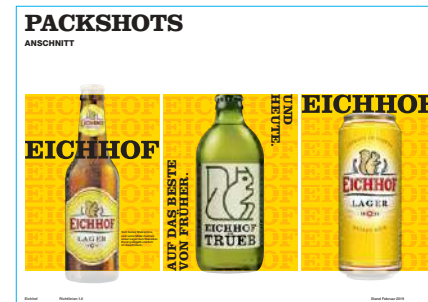


The reworking of the brand that we were able to do for Eichhof emphasizes the self-confident, bulky and edgy distinctiveness of the traditional Central Swiss brand with a local character, while avoiding folkloristic or tourist clichés. The clear, simple and straightforward design from the brand's past is refreshed without losing its wooden character.

The key was to solve the problem with the different logos by making the packshot big beyond the format to present the brand confidently through the packshot.

To do this, we defined brand guidelines and worked them out on various applications. This resulted in mega-posters, truck lettering, beer coasters, gas pumps, etc., among other things.

These guidelines were developed in collaboration with Head of Art, Michael Brauchli.







The development of the guidelines for Eichhof resulted in the commission to design the packaging for the new Eichhof beer „Urfrisch“. It should reflect the down-to-earth brand essence. So I went to Eichhof in Lucerne and was inspired by old designs in their archive. We combined them into a packaging that looks contemporary and yet timeless on the shelf.





In the context of the branding for Topcard, a subsidiary of UBS, I was able to design the credit cards Classic, Gold and Platinum. Topcard's target group is the luxury segment. Since luxury can be experienced through haptics and texture, we addressed this in the branding and design of the cards. Patterns that suggest structure and depth with an optical effect were embossed under the surface of the credit cards using a new process in close cooperation with the manufacturers.

In addition, I developed elegant packaging for the credit cards, which was also finished with high-quality materials and embossing.



For the 12th edition of Mode Suisse I was pleased to create the visuals for Yannick Allen and his team. With the image of Linda Suter, who photographed the designer Anna Meier, I created a poster that addressed the sweater of Anna. Thus, I retrieved the raspberries that Anna made disappear from the fabric in the design and used them dominantly.

Using an analog process, I combined raspberries and cling film to create a striking visual that brought the fabric to the fore.

MODE SUISSE

Edition 12

TALKS/ workshops

Sept. 5

STF Zurich

de Sede Adrian Reber
eSjZ enSoie X Julian Zigerli
YVY COLLECTIVE SWALLOW
DE NIZ-CHRISTA DE CAROUGE
Garnison HEAD - Genève WEER
Ladina Steinegger ft. SOL SOL ITO
Kévin Germanier LIDA NOBA

Sélection Mode Suisse
Aug. 31 – Sept. 9, 2017
enSoie, Strehlgasse 26

Shows
Sept. 4
Schiffbau Zurich

ENGAGEMENT
A DEVELOPMENT FUND OF THE MIGROS GROUP

ZÜRCHERISCHE
SEIDENINDUSTRIE
GESELLSCHAFT

HILDA UND GUSTAV
ZUMSTEG-STIFTUNG

prohelvetia

SEPTIEME ETAGE
welcomes
a selection
of SEVEN
Mode Suisse
participants

Opening Night
Aug. 24
18.00 – 21.00
Refreshment
by **PERONI**
ITALY

Adrian Reber
de Sede & Griesbach
Dorothee Vogel
enSoie
Julian Zigerli
LYN Lingerie
YVY
+ HEAD - Genève

Sélection Mode Suisse
Opening hours
Mon 14 - 19
Tue, Wed, Fri 10.30 - 19
Thu 12 - 20
Sat 10.30 - 18

chez SEPTIEME ETAGE
Rue du Perron 10
1204 Geneva

Aug. 24 – Sept. 9, 2017
Please check our facebook page
for special events

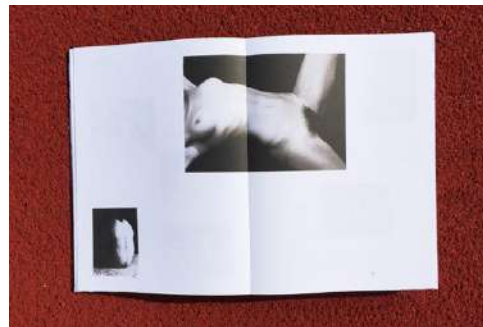
MODE SUISSE

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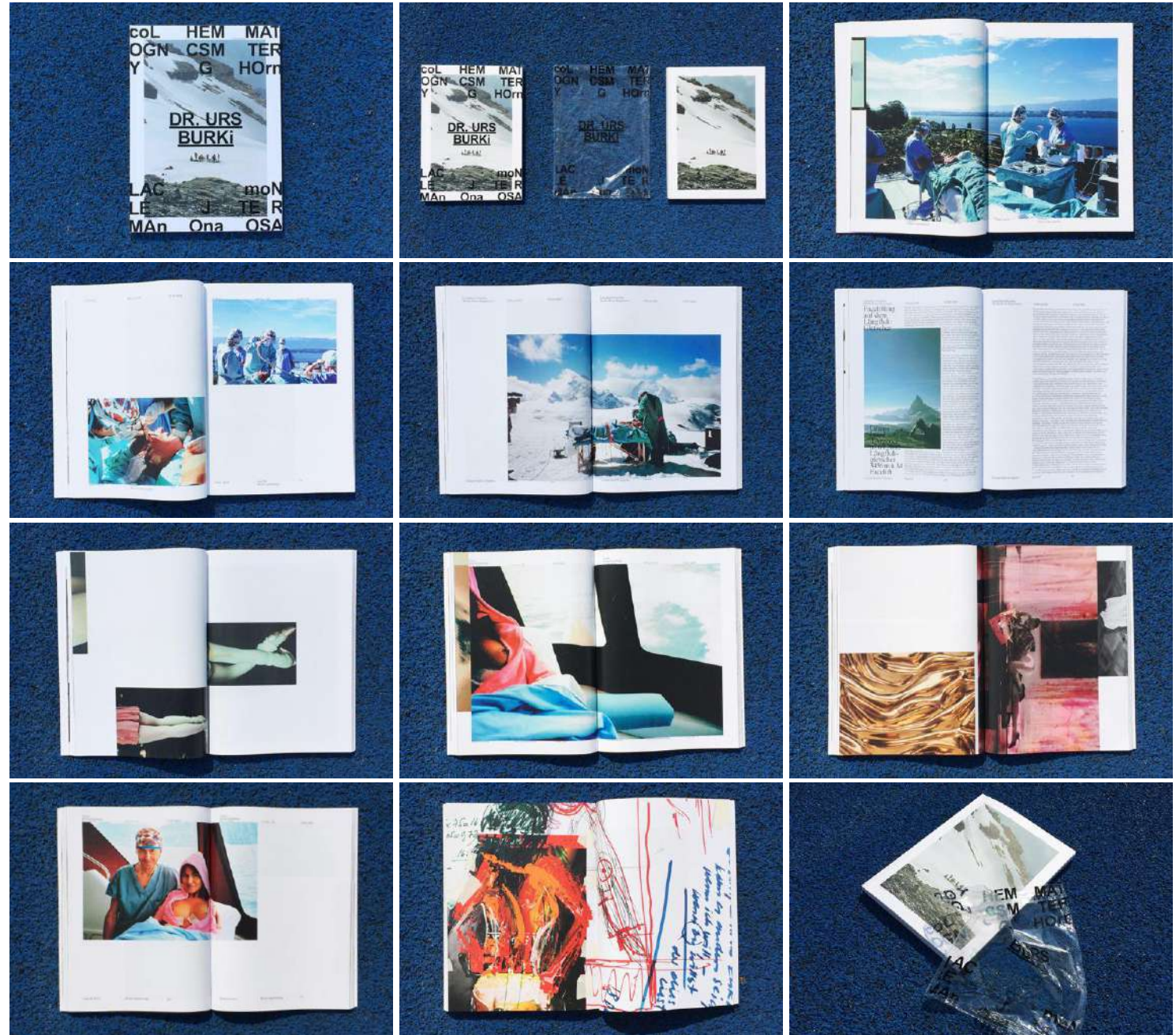


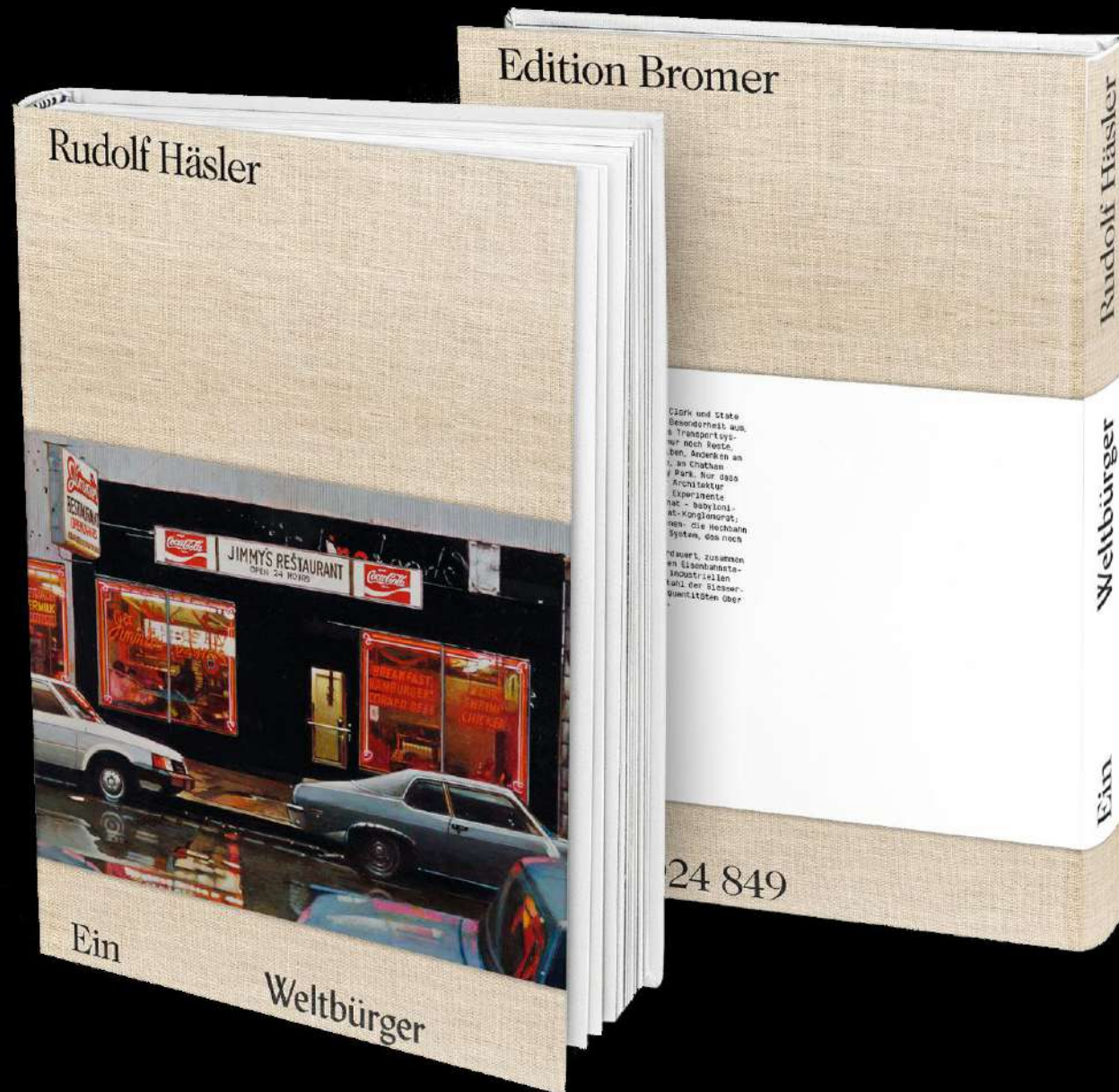
The comprehensive publication „Chaos und Ordnung“ presents Urs Burki's complete works for the first time, most of which have been kept under lock and key until now. With a lot of effort, the character of the artist was made tangible in the book. For this purpose, I laid out all 560 pages of the book by hand, layouted them with adhesive strips and text printed on transparencies, and finally photographed them.



„Chaos und Ordnung“
VEXER. Verlag publishers,
St. Gallen/Berlin, 2017
560 pages, thread stitching,
free spine brochure,
three-page color cover
ISBN 978-30-9090-86-0

In addition to the complete work, we realized a magazine that focused on the performance open-air operations of the artist and plastic surgeon Urs Burki.





Rudolf Häsler, the highest foreign state official in Cuba after Ernesto „Che“ Guevara and at the same time an avant-garde painter of realism: the artist is one of the most independent Swiss artists of the 20th century.

In collaboration with the curator Christian Herren, I edited, conceived and designed the first catalog raisonné of Rudolf Häsler's work, comprising over 200 works.





For Porte Blanche and the curator Christian Herren, I was able to be part of the processing of the artist's estate of Rudolf Urech-Seon (1876 – 1959), which resulted in the publication of a comprehensive monograph, which I was able to conceive, edit and design.

The concept of this book came about through the extensive study of the life and work of the painter. Thus, I took much from the artist's working methods to design the typesetting, type area and layout.



„Tritt in die Neuzeit“
Scheidegger & Spiess, 2017
428 pages, 358 color and
21 b/w illustrations
17 x 24 cm
ISBN 978-3-85881-566-8

salt.ch/new

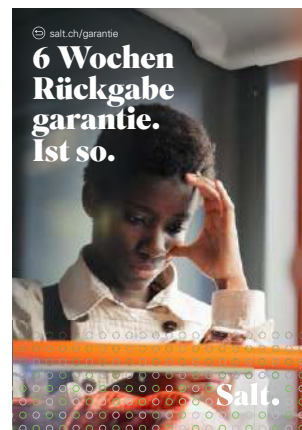
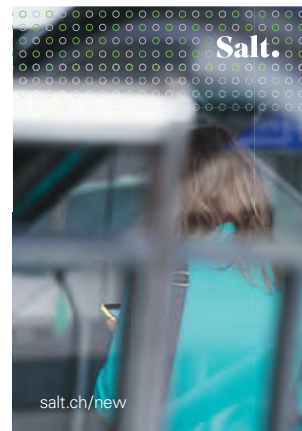
Orange heisst jetzt Salt.



I got the chance to be part of one of the biggest and most striking rebrandings in Switzerland.

All posters for the campaign are supposed to depict reality. The urban person is almost only on the phone, texting, taking pictures, listening to music or surfing. All the images for the campaign were therefore taken with street photographers.

For me, it was the first time that I had to deal with commissioned photography on such a large scale. I also learned a lot about brand building on a larger scale during this project and was able to use my skills as a graphic designer in the implementation.





For the launch, we produced a ten-page magazine that presents the new brand and all its offerings at a glance.



We also designed a magazine for the employees, which presented the new clothing and thus created an identification with the new brand.



Anatole Comte

Art Director / Designer

2022

All works in this portfolio were created in teamwork.
For further information please do not hesitate
to contact me at any time.

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