



Smile Initial Plus

Gabriela Kapfers work is research and concept driven at the intersection of art, design and everyday situations.

the fields of output varies from brand identities, consulting, editorial design, art direction to exhibition design.



2020

IDENTITY & PRINT & WWW

For the project 28 artists were invited to design individual flags for unused masts in the area of the Scharmütsel- and Storkower lake. The aim of the project is to raise awareness of the power of signs and their use or abuse.

Flagge zeigen is a curatorial project by *infected landscapes*.

Client: **infected landscapes**
(Lena Marie Emrich & Susanne Prinz)

<http://infectedlandscapes.eu/>



The colors of the CI derive from the emblems
of the two places the art fair took place at.

A map (designed for the use by cyclists) helped to orientate and informed about the project and artists.



The image shows a desktop browser window and two mobile devices displaying a website for an art project. The desktop screen shows a yellow header with the text "Ein Projekt von infected landscapes" and the main title "Flagge zeigen" in large, bold, black letters. Below the title is the date "26.7.-31.10.". A small text box states: "Ausstellungsparcours mit Flaggen — mit dem Rad zur Kunst. 28 Künstler*innen, 28 Flaggen, 28 Länder." Navigation links at the bottom include "Übersicht", "Karte", "Über das Projekt", and "E/D". The mobile devices show a map of a coastal area with numbered pins (1-29) indicating flag locations. One mobile screen displays a portrait of an artist and their profile information.

Ein Projekt von infected landscapes

Flagge zeigen

26.7.-31.10.

Ausstellungsparcours mit Flaggen — mit dem Rad zur Kunst.
28 Künstler*innen, 28 Flaggen, 28 Länder.

Übersicht Karte Über das Projekt E/D

5 7 8 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

Reichenwalde Stan Eby Golfplatz Diensdorf

Storkow Standortübungsplatz Storkow

Google My Maps

Kartendaten © 2020 GeoBasis-DE/BKG (©2009). Nutzungsbedingungen 2 km

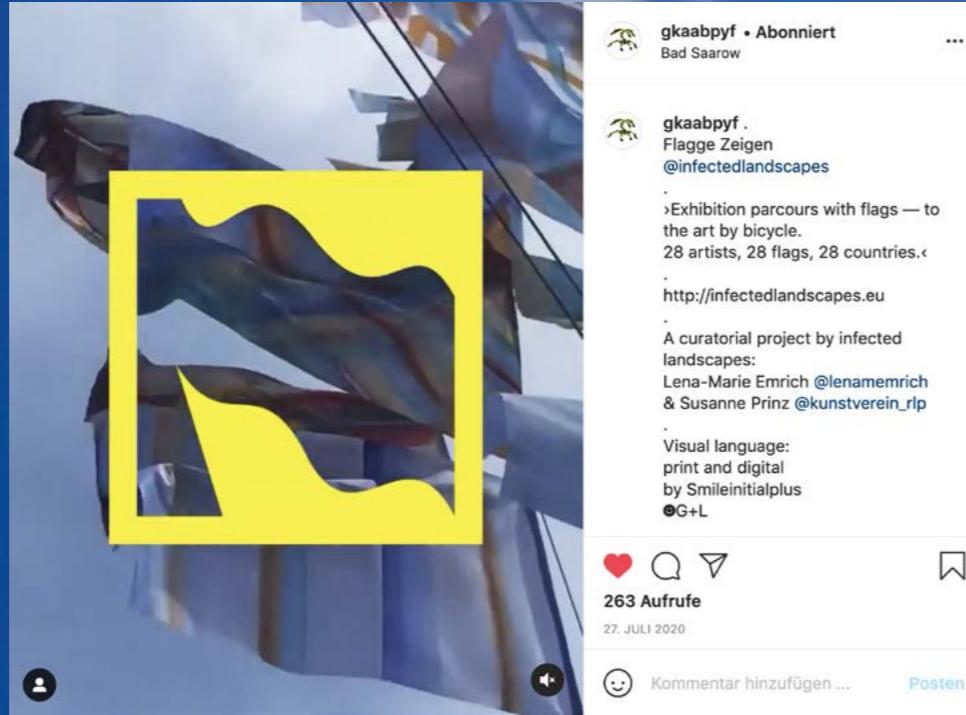
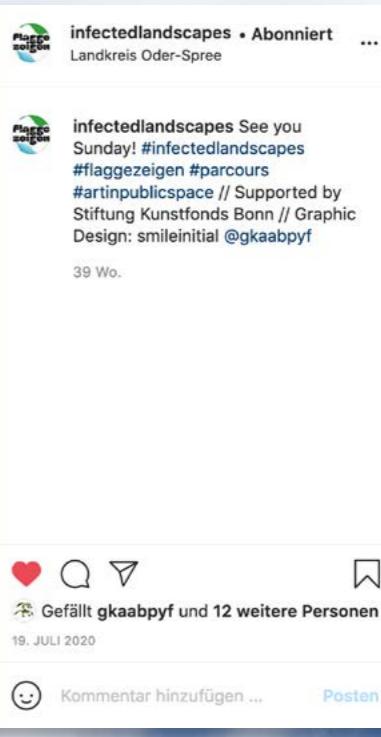
E/D

14

Your Face Here
MIIA AUTIO / FIN
*1986, lebt in Helsinki
YAAS - Yacht Akademie Axel Schmidt, Parkallee 2, Bad Saarow / 122377, 14.02968

Mila Autio beschäftigt sich in ihrer fotografischen Arbeit mit den Regeln struktureller Macht und der damit

Responsive website with basic information and a portrait of each artist with the geolocation of the respective flag in an interactive map.



Graphics created for the Instagram feed.



2020

CONCEPTUAL REBRANDING & RENAMING

Kolja Orzeszko und Thanos Petalotis haben vor ein paar Jahren eine eigene Brotmanufaktur gegründet, mit einem einzigen Sauerteig Brot im Sortiment.

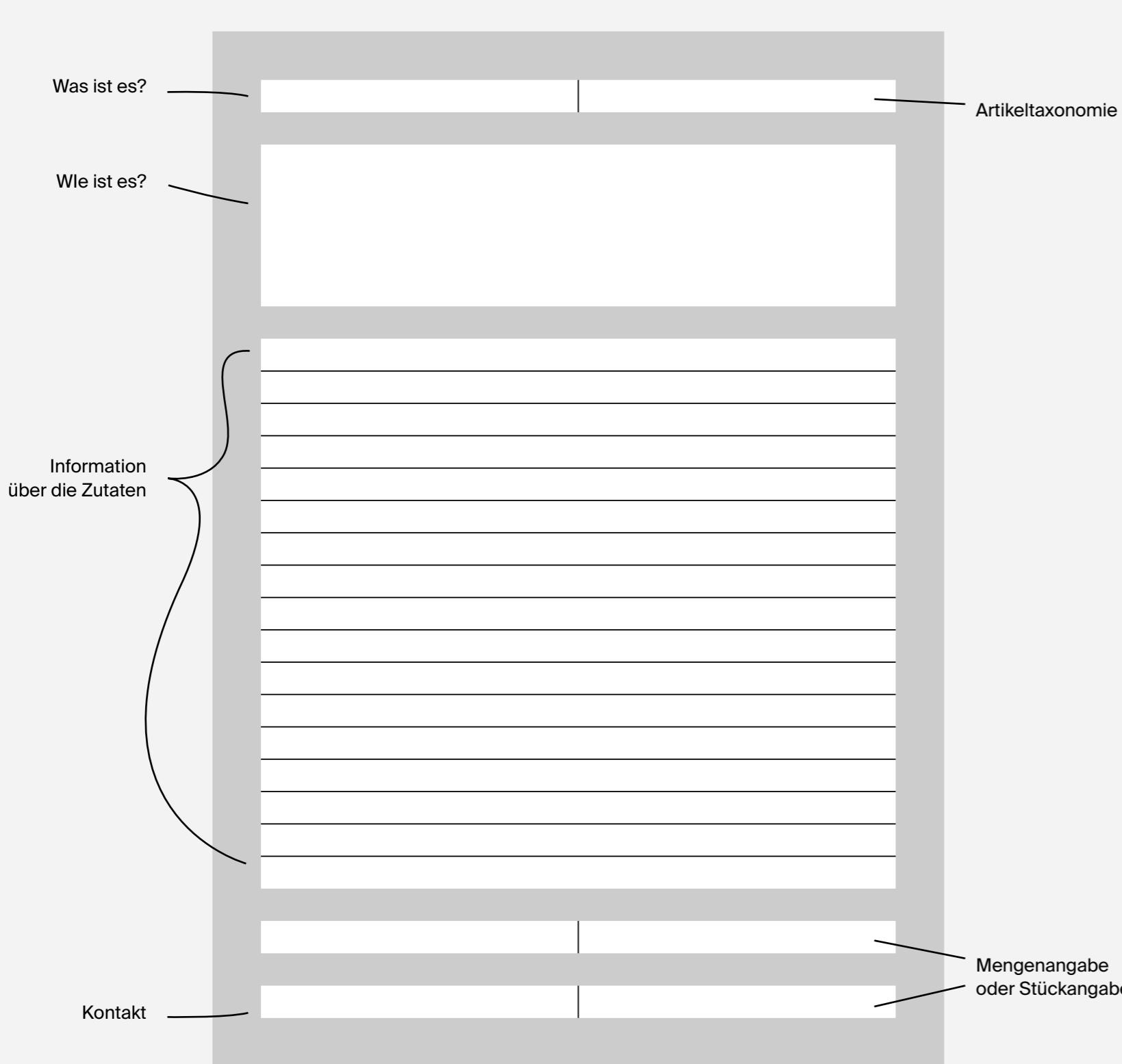
Neben den frischen Backwaren werden eine konzentrierte Auswahl an frischen Lebensmitteln und charaktervollen Haushaltsprodukten dazukommen.

Die junge Manufaktur besticht durch ihre ehrlichen, fairen und regionalen Produktion.

Client: Brot ist Gold



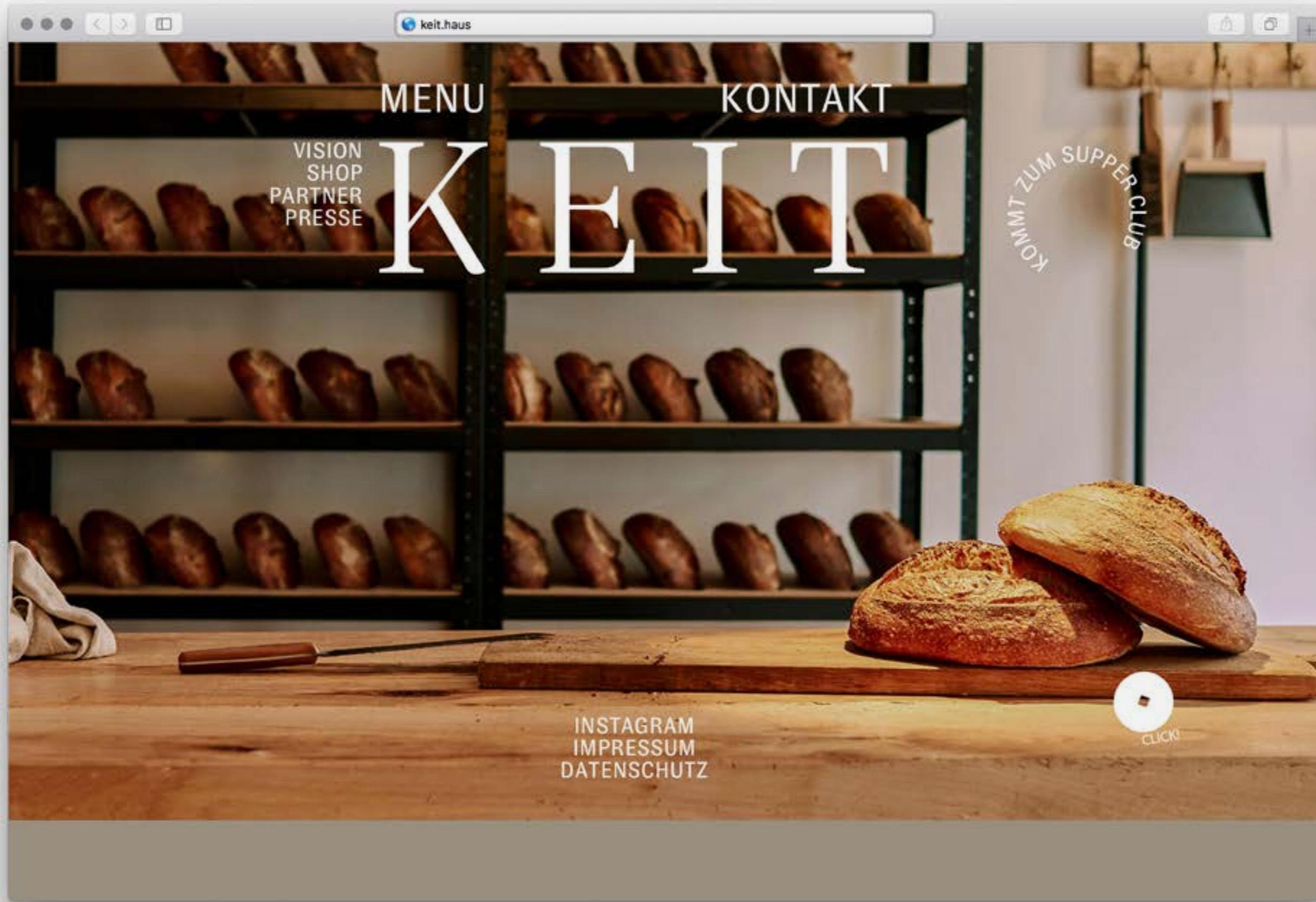
Conceptualization and creation of an unique name.
-keit is a part of the German language and is
transforming a word into an actual condition.
The initials of the two founders occur in the name.



A thought-through tag builds the basis of the CI – functioning as the logo itself, but also every other graphic matter that appears through the process.



Photographic interpretation of the KEIT-feeling
through a clear and reduced visual language that is
reminiscent of production shoots of craftsmanship.



Yet the internet always needs special treats, the website stays as close as possible to the concept of the logo-tag, whilst allowing full usability.



2020

**IDENTITY & PRINT & WWW
& PHOTOGRAPHY & SOCIAL MEDIA**

Der Spoiler ist ein Aktionsraum in Berlin-Moabit.
Im Rahmen einer Zwischennutzung ist der Spoiler
temporär für lokale Kunst- und Kulturschaffende
nutzbar und für die Öffentlichkeit zugänglich.
Der Spoiler unterstützt vor allem kurzfristige Vorha-
ben, die anderorts so nicht realisierbar sind und
schafft eine Plattform für alles, was da sein könnte.

personal project / founding members

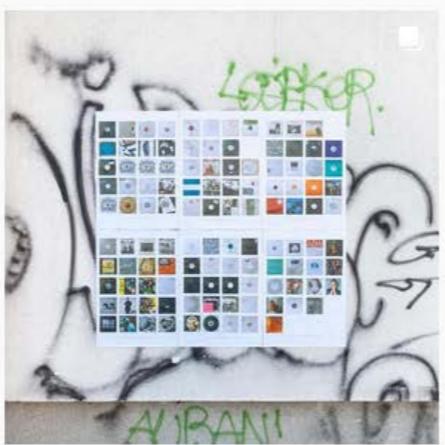
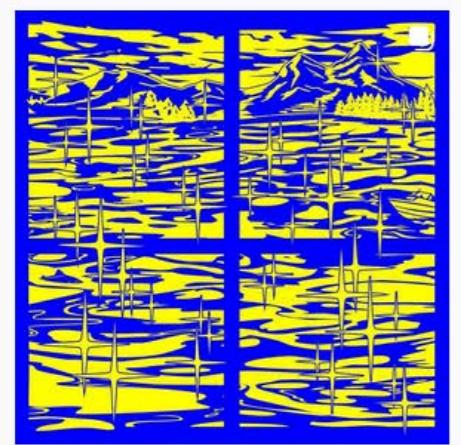
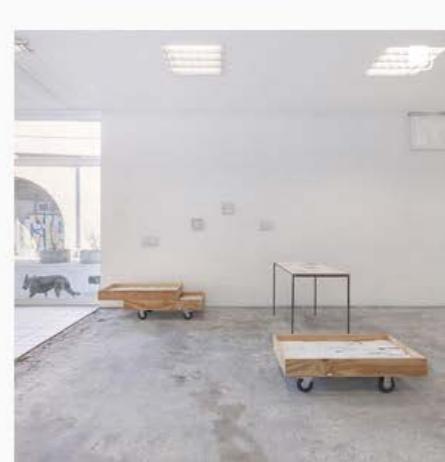
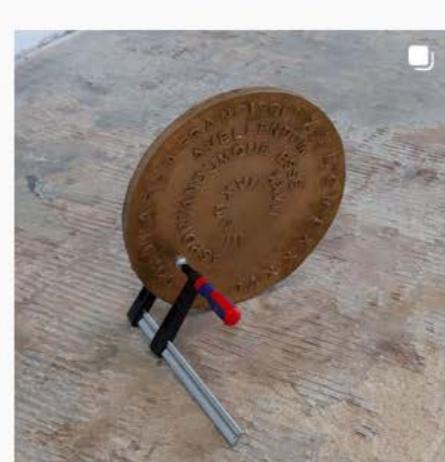
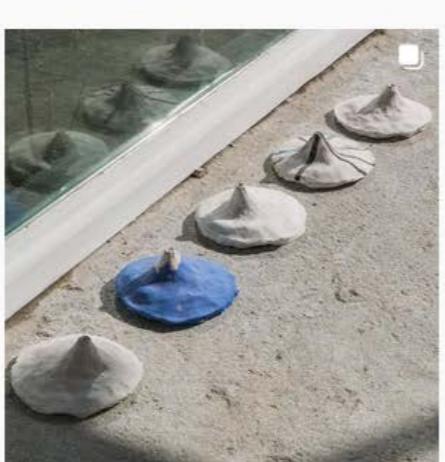
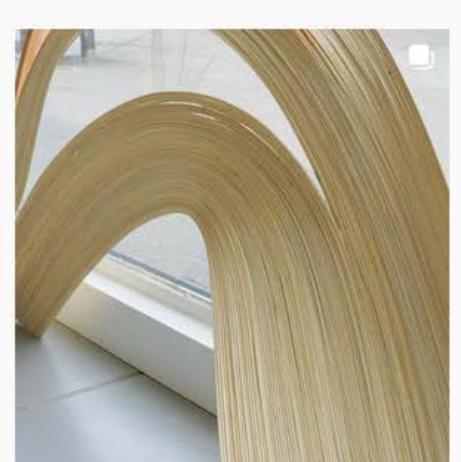
<https://www.instagram.com/spoiler.zone/>
<https://spoiler.zone/>



Just an impression of what the Spoiler is all about:
Action, people, art, artists,...

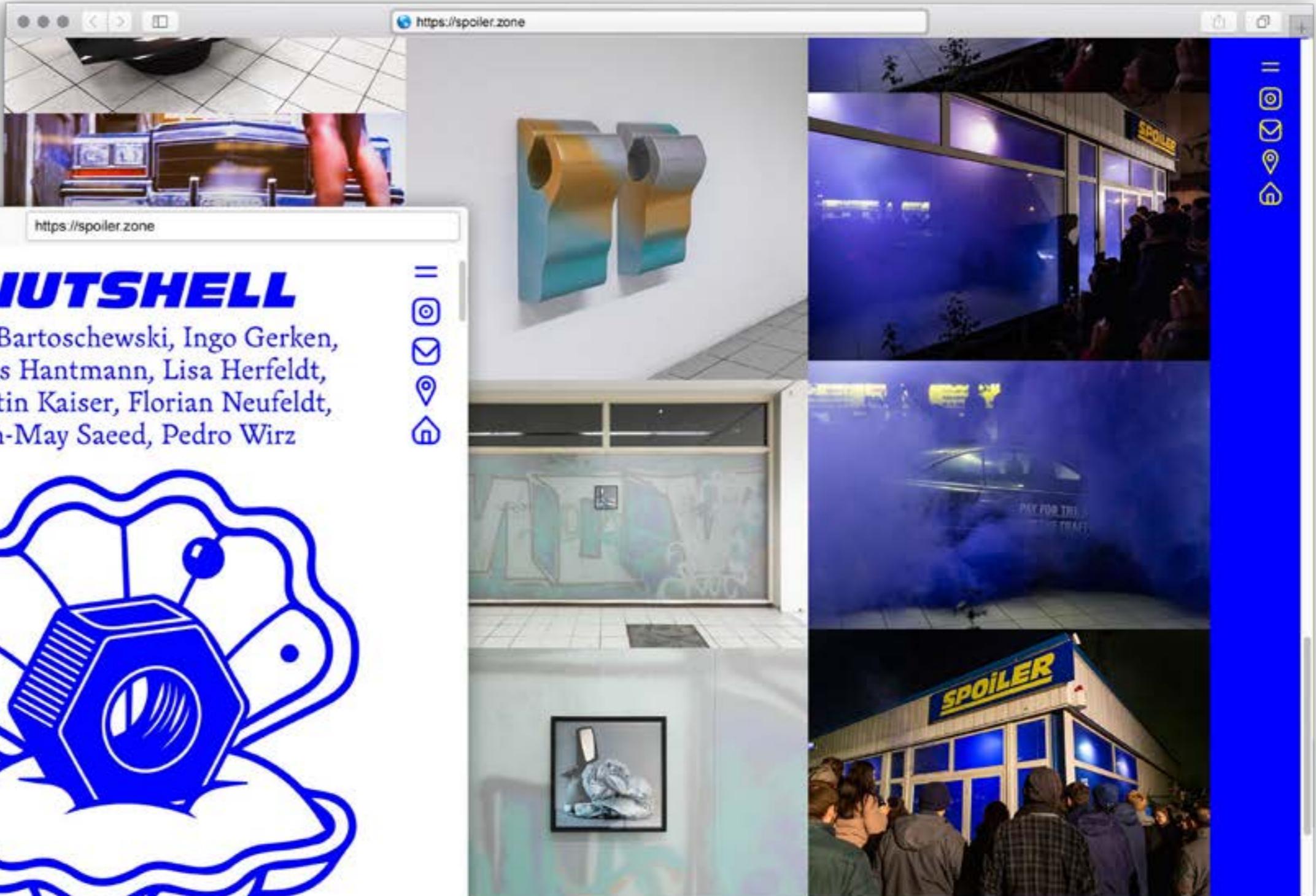


Little glimpse of the first spoiler posters.
Part of the 100 Beste Plakate award 2019.

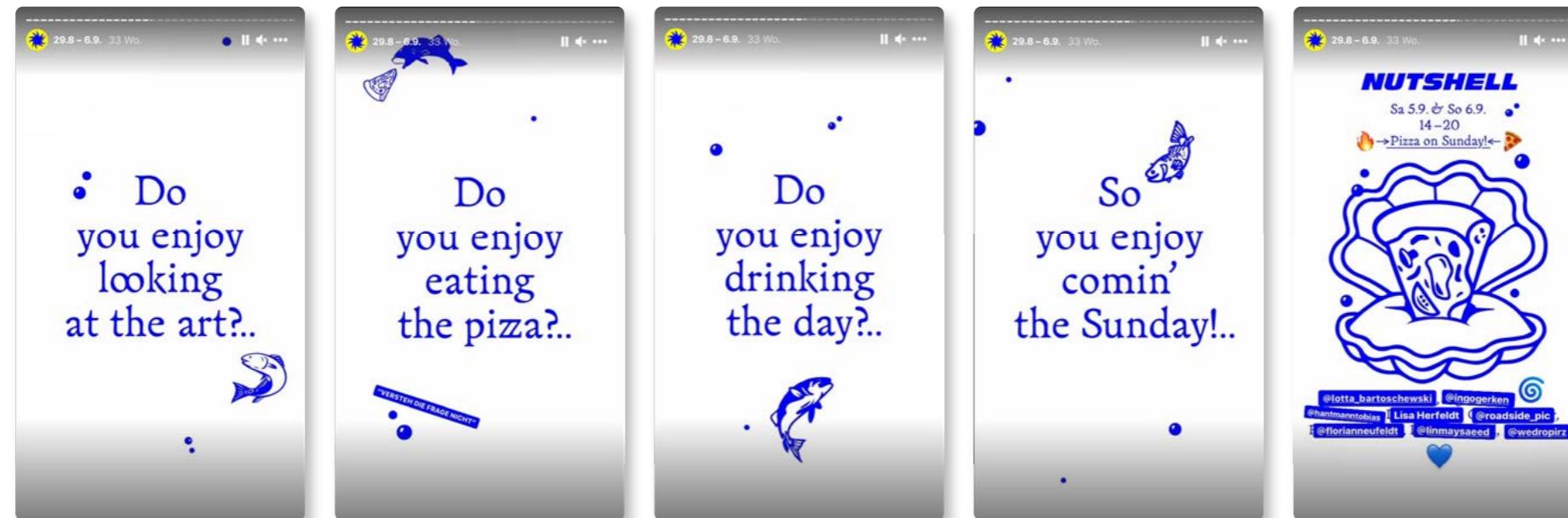
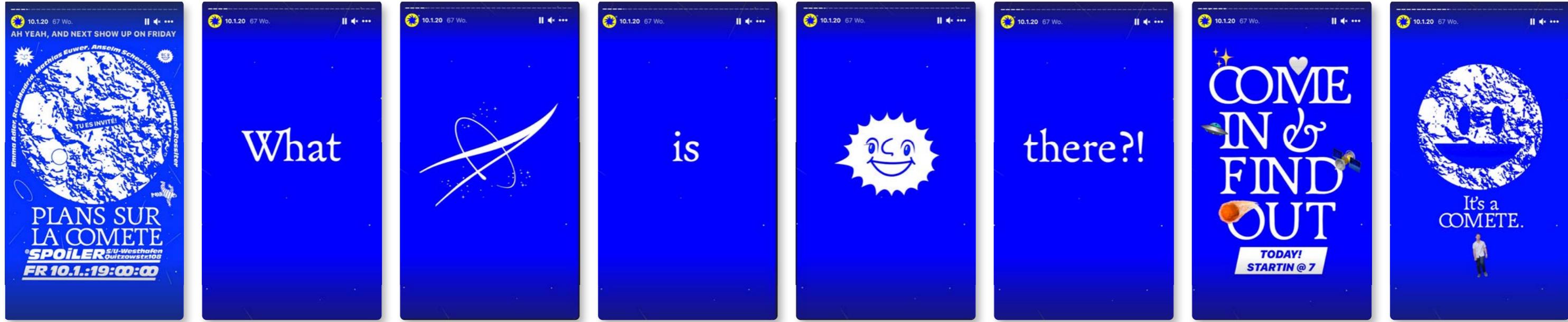


Photography in the Spoiler means to properly use camera and light in a very diverse range of actions, daytimes and perspectives.

The photo documentation can be seen on our Instagram channel.
#spoiler.zone



Realized with a minimum budget, the website has a simple and clear yet modern appearance.



Announcement of upcoming events
via Instagram Stories

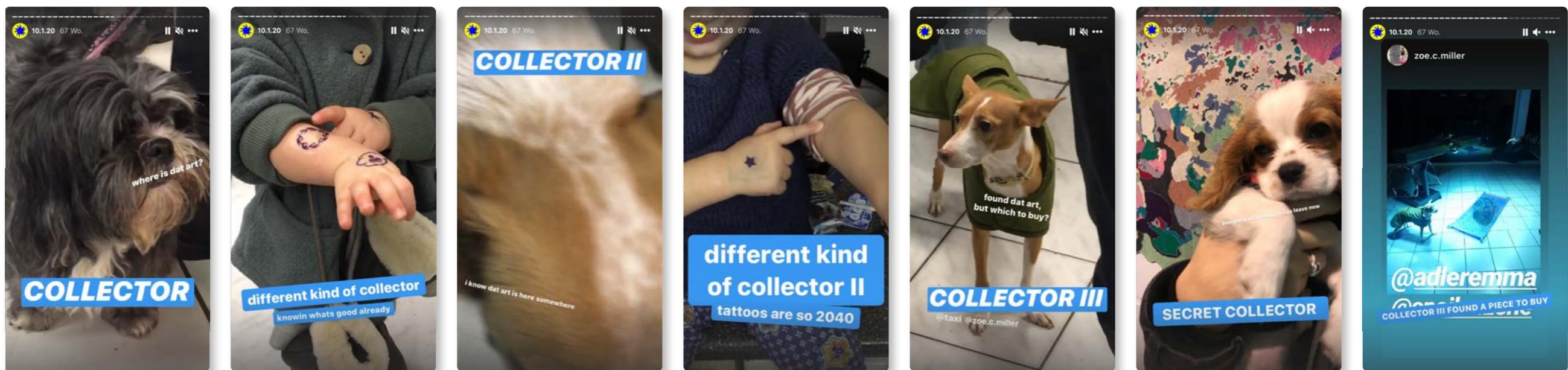
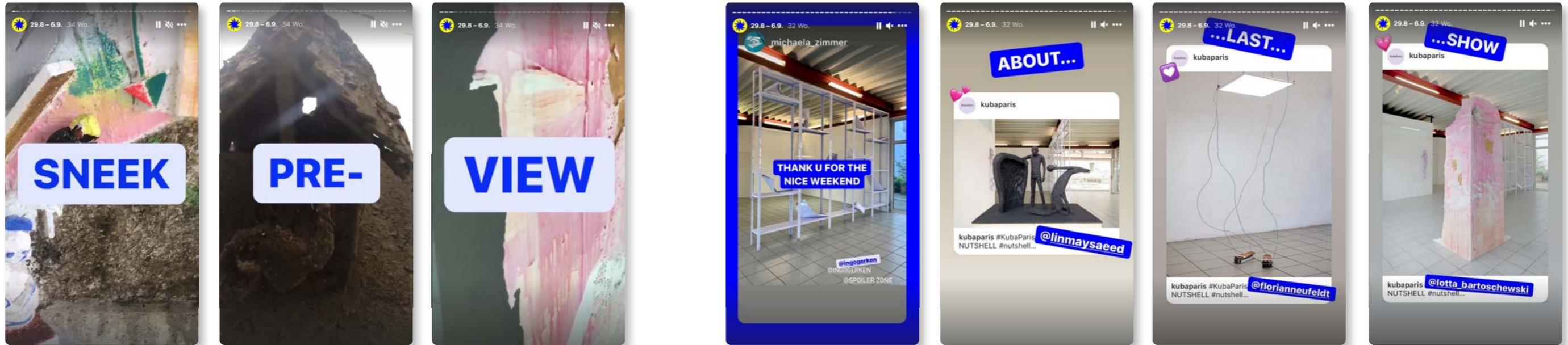


Photo documentation of the events added with topic related comments featuring the *spoiler-language-style* via Instagram Stories.

HARD TO REACH

VR als narratives Medium in der Wissenschaftskommunikation

2019

CONCEPTION, DESIGN AND DEVELOPMENT
OF A VR APPLICATION

Most people don't know what social scientists are working on or how social science research studies are conducted and what their impact on society can be.

The goal was to test a form with the help of which the content of research studies can be communicated narratively.

Master thesis in collaboration with
Social Science Research Center Berlin (WZB)



Impression from the VR application HARD TO REACH

Development components of the VR application:

Storytelling
Shape language
interaction design
3D Modeling
sound design



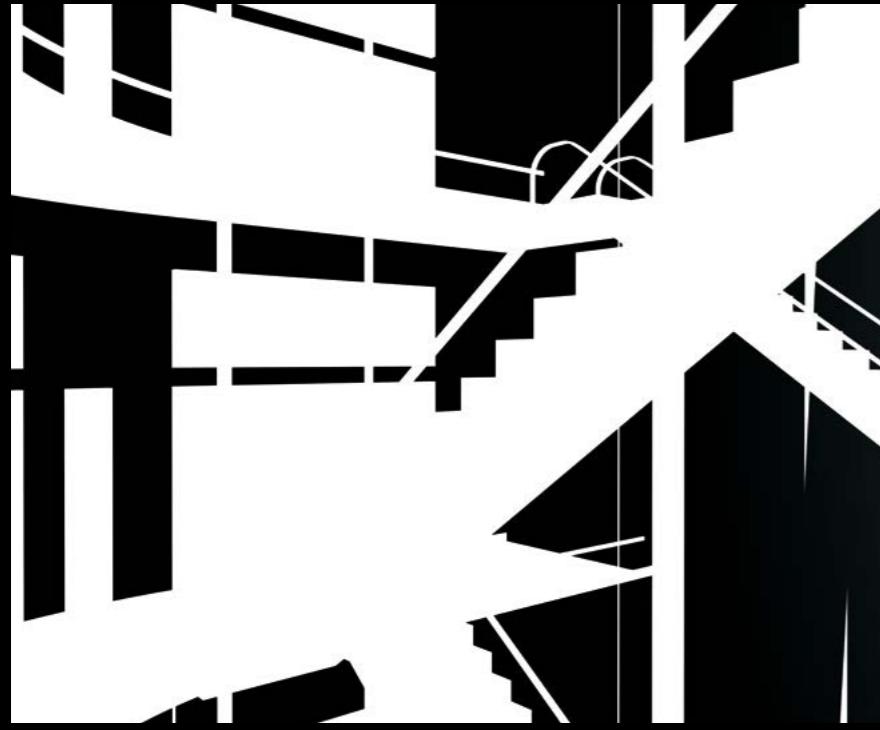
1



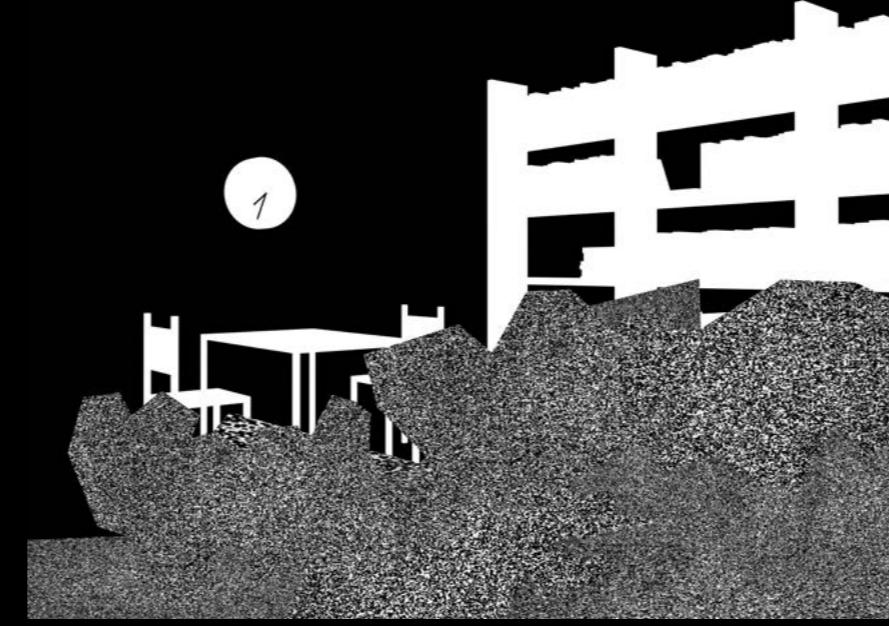
2



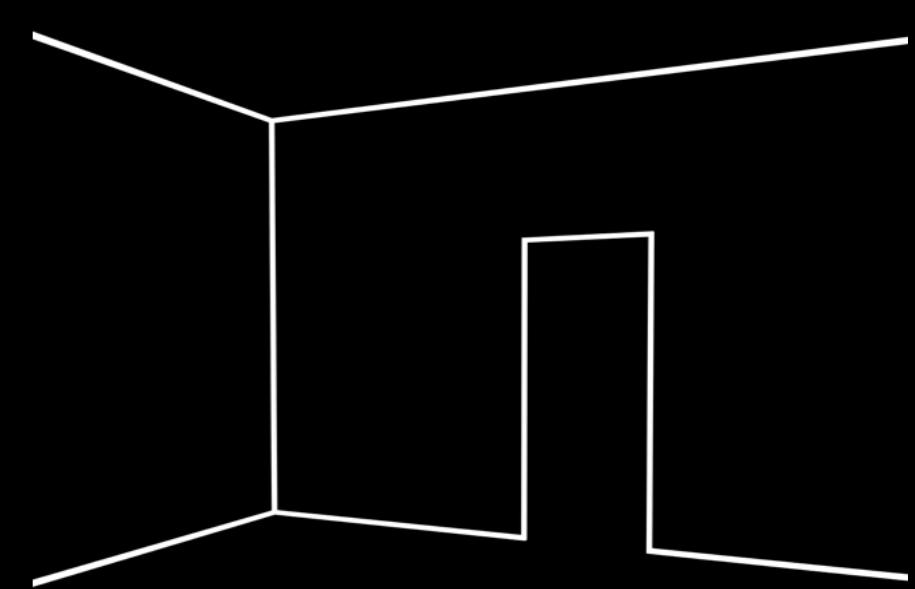
3



4



5



6

Impression from the different rooms of the application HARD TO REACH

Within the application, the user 'walks' through six rooms.

The rooms are designed differently and each has a different research focus.

With the help of a controller, the user navigates through the virtual world and can select certain elements to access further information.

A narrator's voice guides the user through the story.

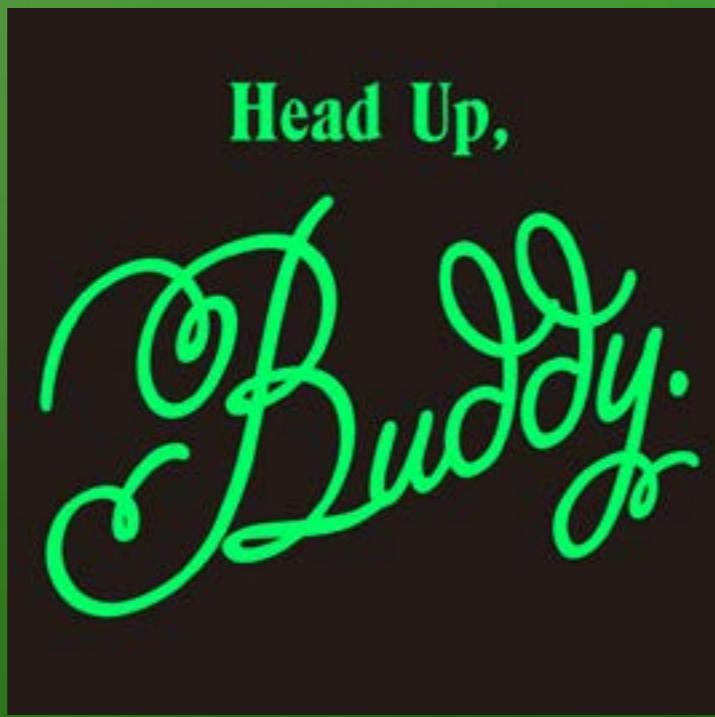


2020 – ongoing
IDENTITY & CONCEPT & PRODUCTION &
SOCIAL MEDIA & PHOTOGRAPHY

ToTo's is a accessory project based on an old children game from the 90s, *Gogo's Crazy Bones*, that was played with characters molded from all kinds of coloured plastic. There are thousands of individual plastic figures having a unique face and name. Games played werer reminiscent of marbles and jacks. Those unused and forgotten plastic figures are being upcycled into rings, hangers and more.

personal project / founders

https://www.instagram.com/totos_totos_totos/



A few graphic share pics of the first collection.
The slogans are dealing with the lifestyle during
the covid pandemic.

Cally Twins
(because one is not enough)

One hand up at the ear.
Pretending to make a call.

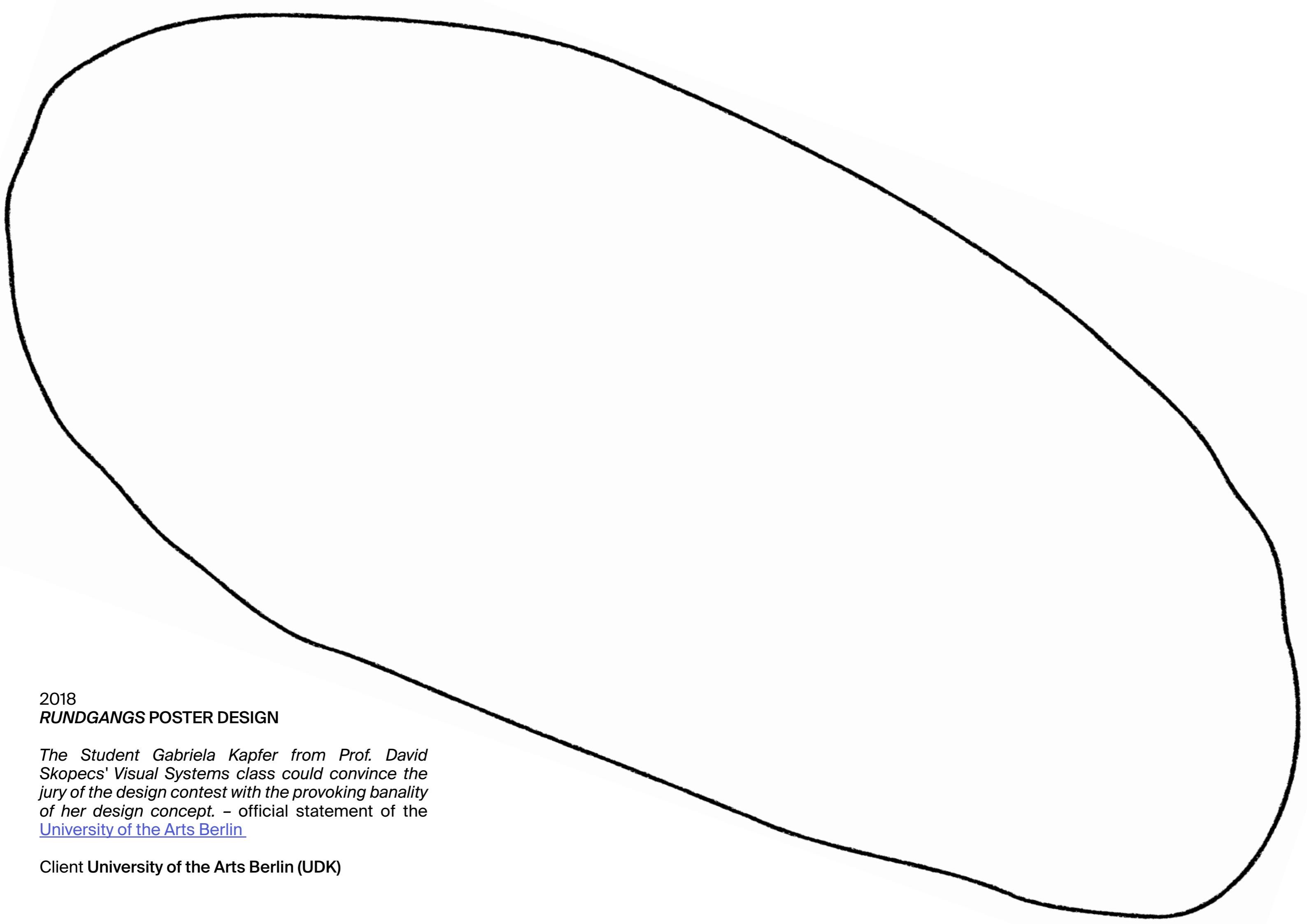
NG29 G15

newlife.ai-green / swampy neon green



The ones on the other side of the line when
you are pretending to make a call.

Each ToTo has it's unique character and description,
but every ToTo's goal is to make the owner happy :-)

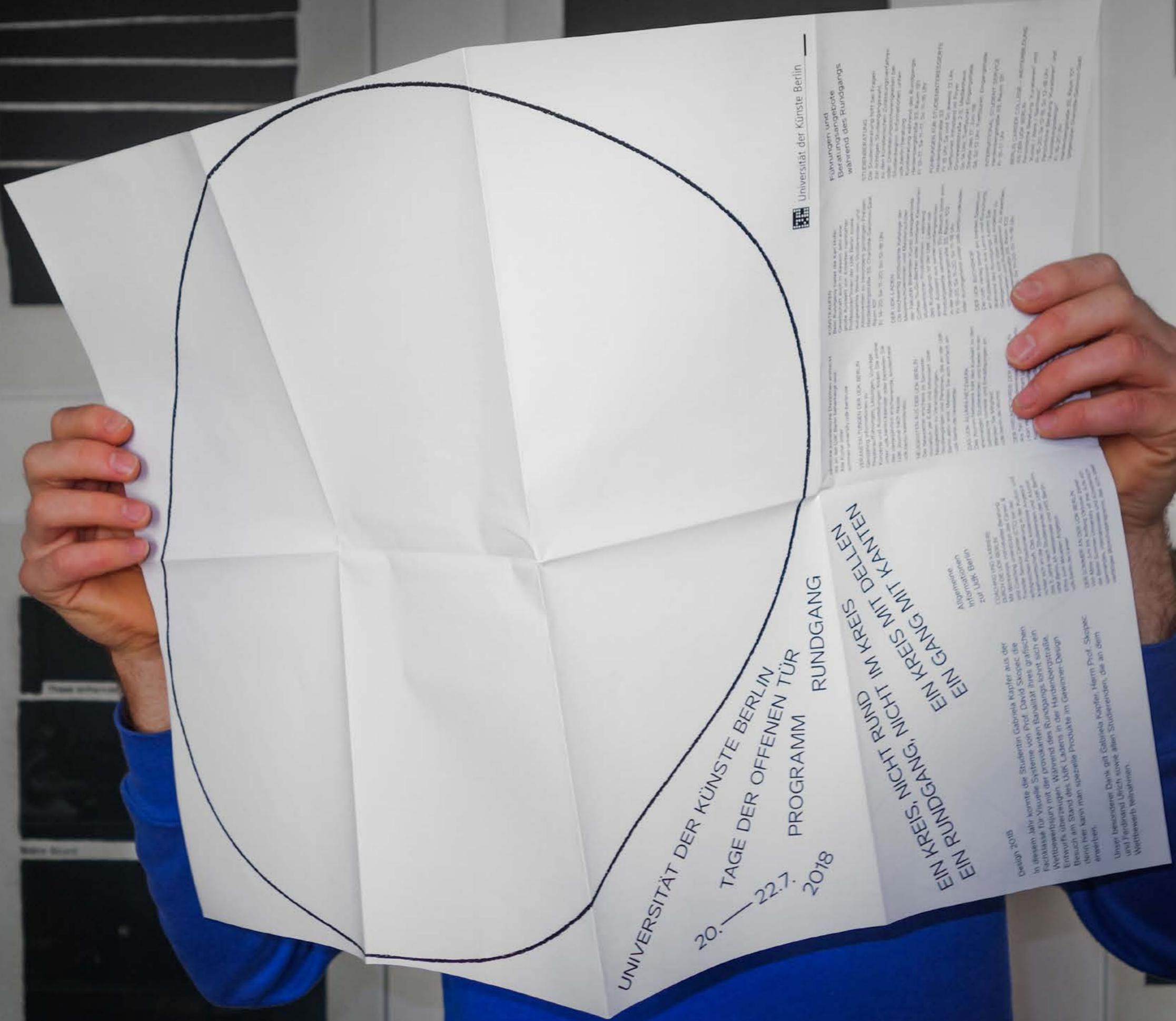


2018

RUNDGANGS POSTER DESIGN

The Student Gabriela Kapfer from Prof. David Skopecs' Visual Systems class could convince the jury of the design contest with the provoking banality of her design concept. – official statement of the [University of the Arts Berlin](#)

Client University of the Arts Berlin (UDK)



Regionales Hauptfest Berlin

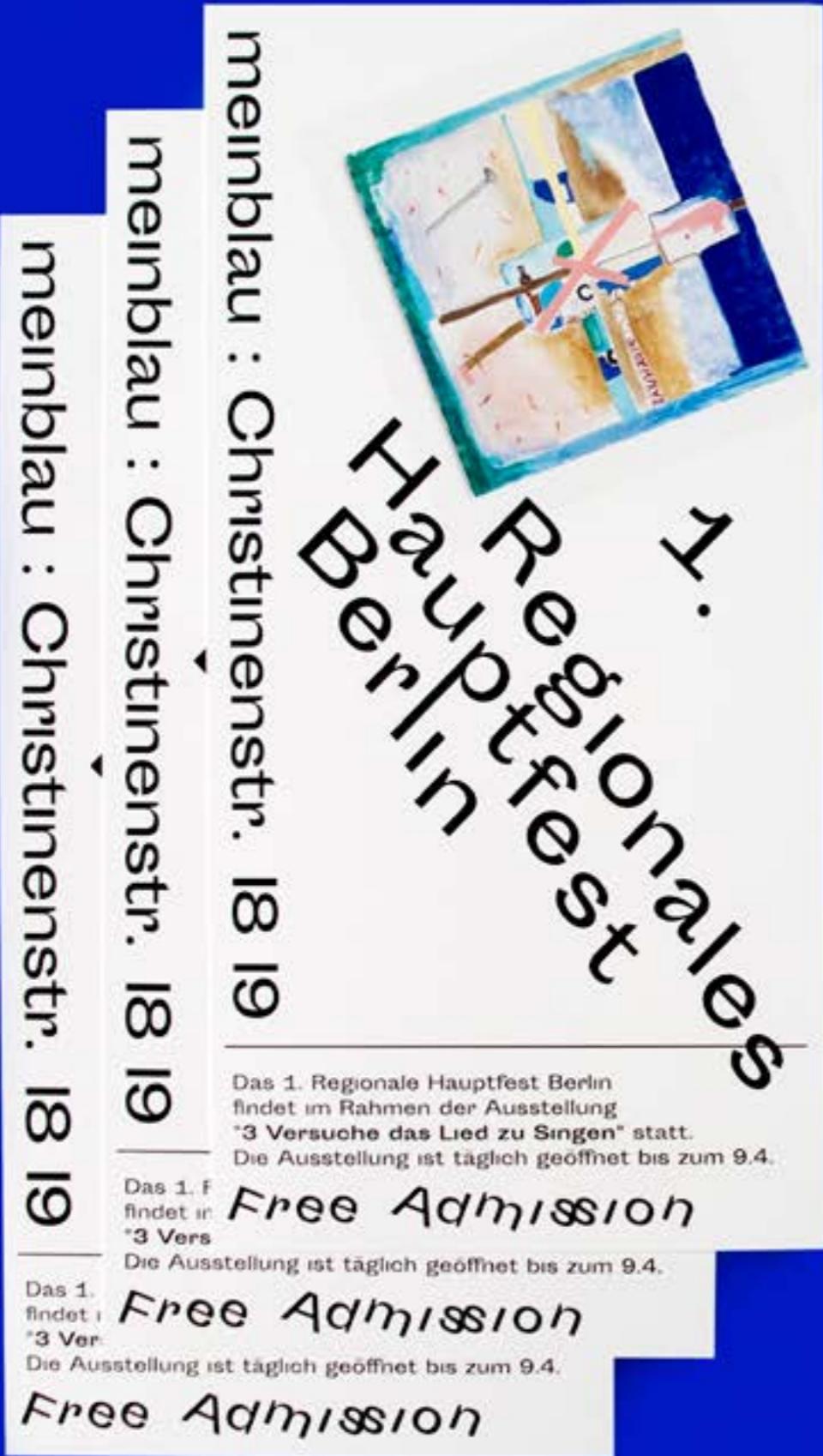
2018

IDENTITY & PRINT & WWW

Artist Demian Kern founded his very own *regionales hauptfest* in Berlin that functions as a local art fair. Funnily a painting was elected to be the logo, even before we were asked to design the CI. With such a distinct visual basis we immediately knew we wanted to use no colors and nothing else but a typeface.

for Demian Kern

<http://regionaleshauptfestberlin.com/>



Fachmesse für Kunst : r Kunst :

BOOTH BY

Round Table by Felix Oehmann –
 Touch Love Cooking by Lena Marie Emrich
 X Thomas Leo Chapman –
 Aktfotofix by Ali Altın X Jochen Görlich –
 Tombola Meisterstück various prizes
 by various artists selected
 by Katrin Plavčak X Ada Van Hoorebeke –
 Bad Reception Fine China
 by Zoe Claire Miller –
 Videos selected by Amelie Wedel in a Tent
 by Reto Pulfer – Honey by
 Jonathan Schneider X Peter Odinzow

PLUS WORKS BY

Alex Becerra – AltinstarkJaja!Merch –
 Ozlem Altın – Octavio Garabello –
 Janes Haid-Schmallenberg –
 Philipp Dachsel – Shelley Tootell

v.P.

Leitung: Demian Kern

25.3. 14⁰⁰ — 22⁰⁰ Uhr 2⁰⁰ Uhr

26.3. 14⁰⁰ — 21⁰⁰ Uhr 1⁰⁰ Uhr

Jeder kann singen
 Gute Idee ≠ Kunst

Für weitere Infos: 0177 55 8 44 17

Gute Idee ≠ Kunst

Für weitere Infos: 0177 55 8 44 17

Für weitere Infos: 0177 55 8 44 17

A clean identity with a strong type and the painting floating through the flyers (and the posters).

meinblau : Christinenstr. 18 19

Fachmesse für Kunst :

BOOBS BY

Round Table by Felix Oehmann

Tc Cooking by Lena Marie Emrich & Thomas Leo Chapman

^ktfotofix by Ali Altin & Jochen Görlach

ück, various prizes by various artists, selected

vin Plavčak & Ada Van Hoorebeke

ption Fine China by Zoë Claire Miller

ted by Amelie Wedel in a Tent by Reto Pulfer

by Jonathan Schneider & Peter Odinzow

PLUS WORKS BY

Alex Becerra – Özlem Altun – Octavio Garabello – Janes Haid-Schmallenberg – Phillip Dachsel –
Shelley Tootell – AltinStarkJaJa!Merch
u.A.

Leitung: Demian Kern

Stimme: Dennis Renz & Rebecca Fleckeisen

25.3. 14 – 22 Uhr

26.3. 14 – 21 Uhr

A sleek one-pager with small but effective gimmicks:
The painting flies around, a voice reads the program
and the map builds the background, when turned on.



g@smileinitial.plus

Gabriela Kapfer
+ 49 157 341 940 11