

Screen.04
Generative application
Max/MSP
Unpublished

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»Her design – at its best, a stripped-down digital minimalism – exposes fascinating parallels between the creation of ›laptop music‹ and the creation of contemporary digital design; it is also part of the deepening, though little commented on, intertextuality that exists between digital music and digital design.«

*Adrian Shaughnessy
Eye Magazine #49, Winter 2003/2004*

I have been working as a freelance designer since 1993, at first mainly in the context of experimental and electronic music, later on in sports and (pop) culture.

My original background is pre-press and print production – I started to work at a newspaper, did the concept and design of several other periodicals, and held a part-time job in pre-press for several years –; from 2000 on I've been working with non-print media as well. Today, a lot of my work regardless of medium incorporates a mix of screen, print, and generative techniques.

Most of my published work is CD and vinyl packaging, but I'm also doing promotional material like posters and flyers, catalogues, periodicals, books, and non-print formats such as realtime applications and web design. The less visible part of it spans print production and production management, proofreading, text editing and translations, and conceptual assistance – often up to the point where a client–contractor relationship evolves into a truly collaborative work.

I keep an online archive of my work at <http://www.alorenz.net>. This is also where full text interviews, a client list, an up-to-date list of reprints/reviews, and other background information can be found.

Sport respects your rights

Visual identity for an EU-wide awareness campaign on gender harassment and sexualised violence in sports. Vienna, 2013–2015

The project comprised the logo in multiple colour variations, a website (WordPress with custom theme), a project brochure, various banners and other promotion material, and the posters and programme for the final conference in early 2015.

sport-respects-your-rights.eu



**Empowering young Europeans
in sport for a culture of respect and
integrity – against sexualised
violence and gender harassment**

**Sport
respects
your
rights**



Photos by ÖLV | Austrian Athletics Federation, taken at Bundesländercup U18, St. Pölten (Austria), June 2014

**Sport
respects
your
rights**

**Empowering young Europeans
in sport for a culture of respect and
integrity – against sexualised
violence and gender harassment**

PROGRAMME

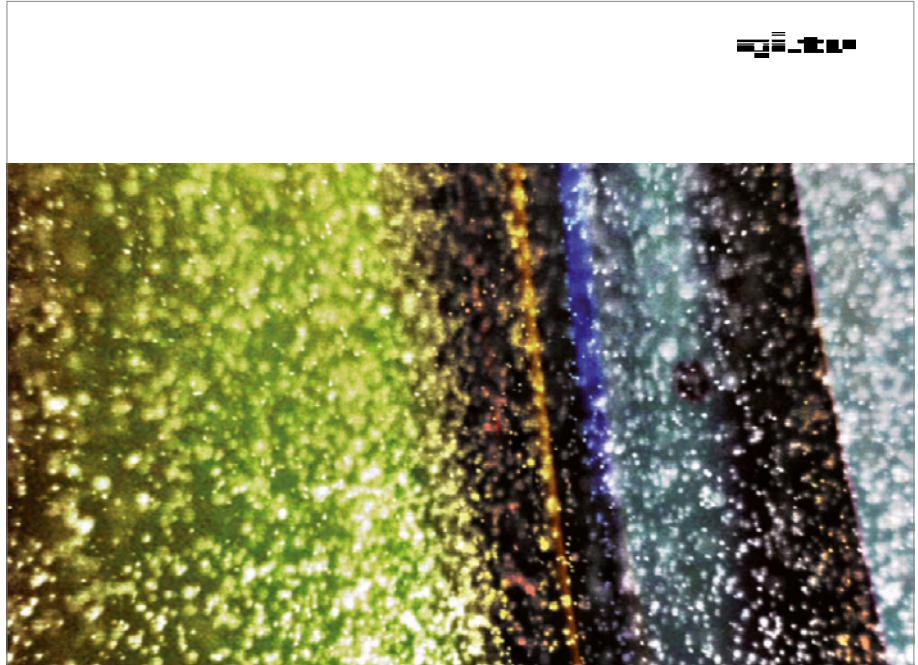
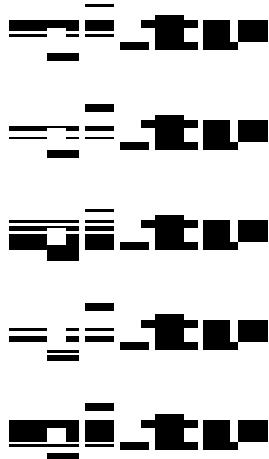
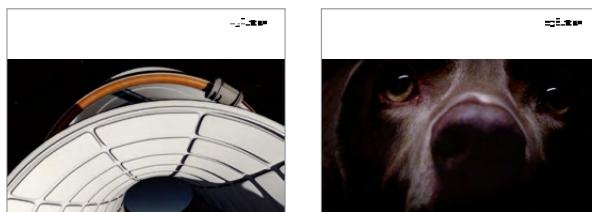
FINAL CONFERENCE
26 + 27 FEBRUARY 2015
VIENNA
HAUS DER EU

www.sport-respects-your-rights.eu

European partners
Information in different languages:
 Austria (Österreich) (de)
 Hungary (Magyarország) (hu)
 Italy (Italia) (it)
 Poland (Rzeczypospolita Polska) (pl)
 Spain (España) (es)
 Switzerland (Schweiz) (ch)
 United Kingdom (United Kingdom) (uk)
 Ireland (Ireland) (ie)

Supporting Organisations
Engaged partners agreement on Sport (PDF)
Title of Title - The Essential Europe Code

OLV's successful Easter Camp in Austria

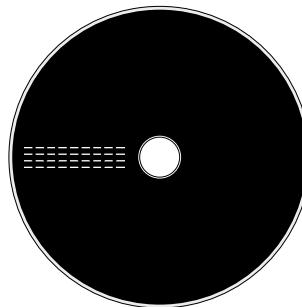
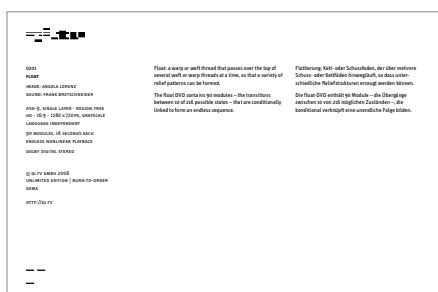
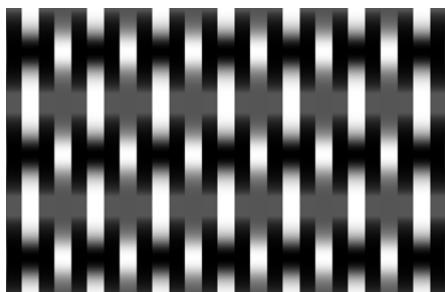


qi.tv

Identity for a DVD label: Logo, web site, DVD packaging, letterhead and business cards.
qi.tv, Berlin 2006–2009

qi.tv published experimental moving image formats, not linear movies in the classical sense, and I wanted the logo to reflect that: instead of one static version, I generated random variations based on an old QuickDraw application of mine.

The DVDs came in two formats, one of them a burn-to-order series: in order to avoid having to print a different on-body for each release, the DVDs carry a uniform binary matrix; the serial number of each one is edited out by hand with a black marker. This code is repeated on the backside of the inlay card.



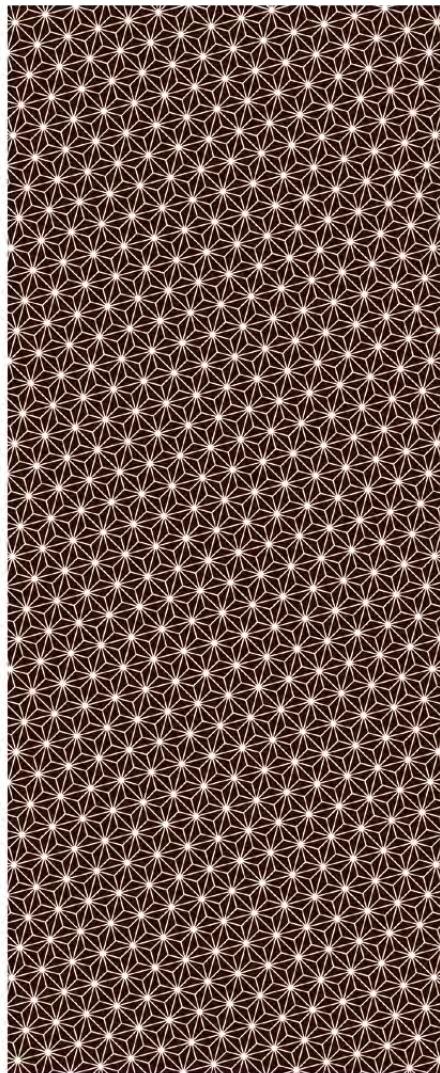


Silke Maurer
Berlin 2003

Design concept for the visual identity of a small record label in Berlin: letterhead, stamps and signs, CD and vinyl packaging, posters, website, and a moving image application.

The design is based on a series of geometrical patterns, featuring photos and text on labels and inlaycards. The idea behind this is to reclaim the basic function of a cover as packaging material (as opposed to self-advertising space); photos are treated as part of the content alongside music and text.

All photos by Michael Tewes,
Berlin.



SILKE MAURER : SIM01

ATMO BRTSCHITSCH CHANGE YOUR LIFE

RELATED PRODUCT SIM02 ROCKSTAR EP

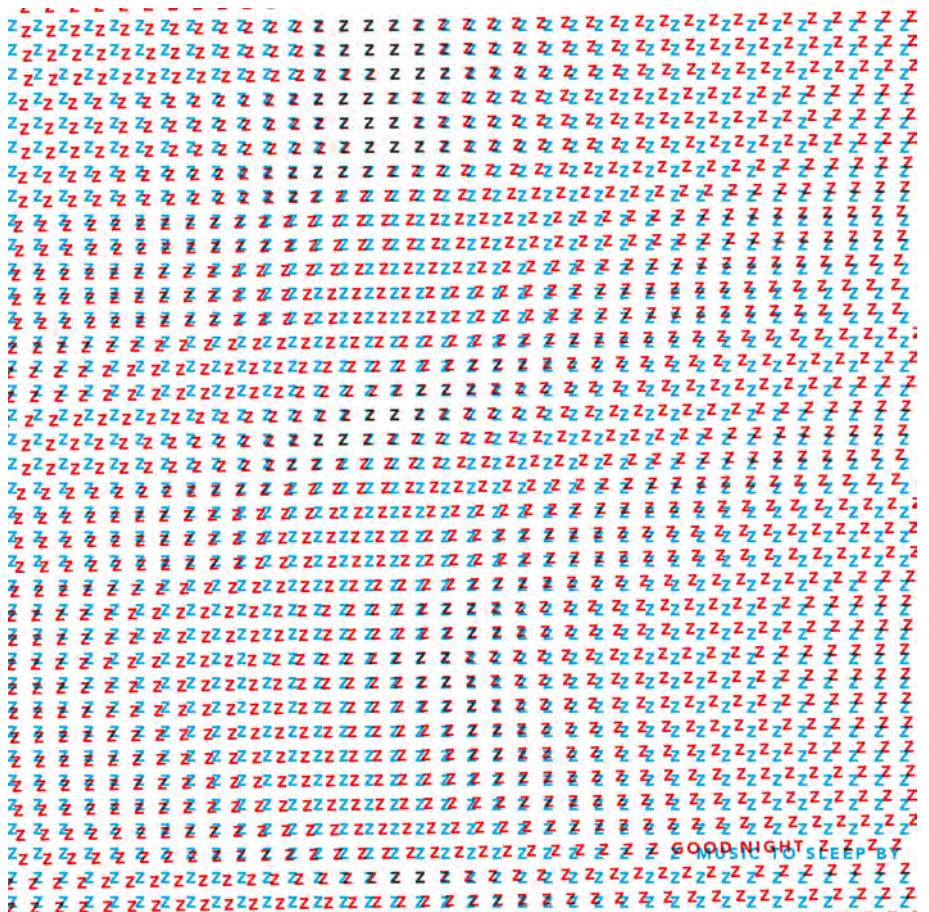
© SILKE MAURER 2003 // 781 49 00 30-A172 03-13 // FAX 49 00 30 41 72 00-2 // ATMO@SILKE-MAURER.COM
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Ritornell
Paper foldout sleeves, custom format
Series of 20
Frankfurt/Main 2000–2001

Concept, design and production
of a monthly CD series

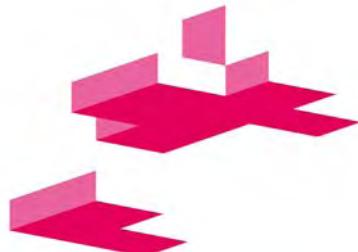
CD packaging



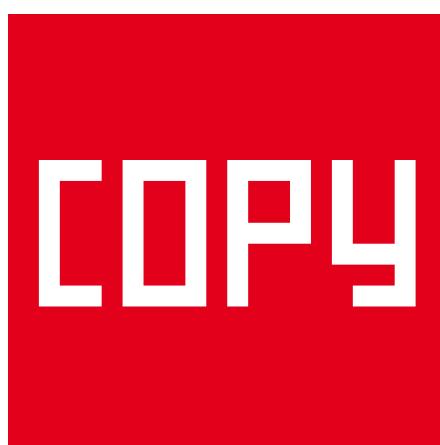
Various Artists:
Good Night – Music to Sleep By
tigerbeat6
Oakland CA 2003

kid606: ps i love you
Mille Plateaux
Frankfurt/Main 2000

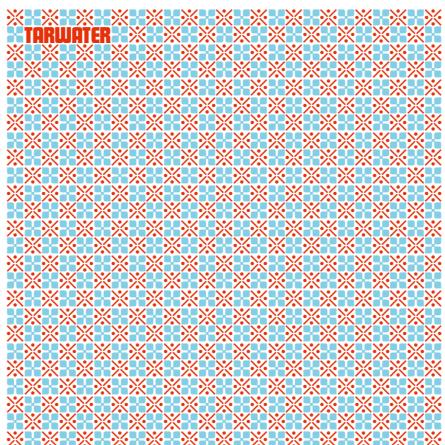
kid606: ps you love me
Mille Plateaux
Frankfurt/Main 2001



Various Artists: Do You Copy?
Mitek
Berlin/Stockholm 2006



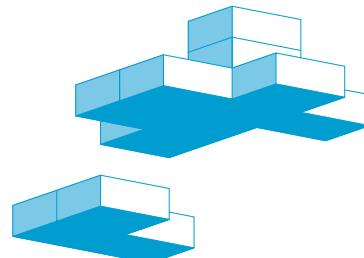
Vinyl packaging



**Tarwater feat. Jeff Tarlton:
Sell Me a Coat**
Kitty-Yo
Berlin 2002

agf: Head Slash Bauch
Orthlorng Musork
San Francisco 2001

kid606: ps i love you
Side A | B
Mille Plateaux
Frankfurt/Main 2000

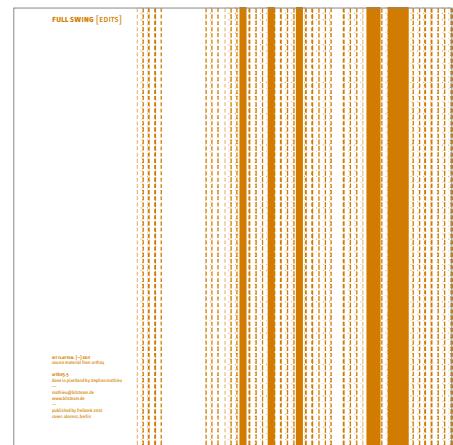
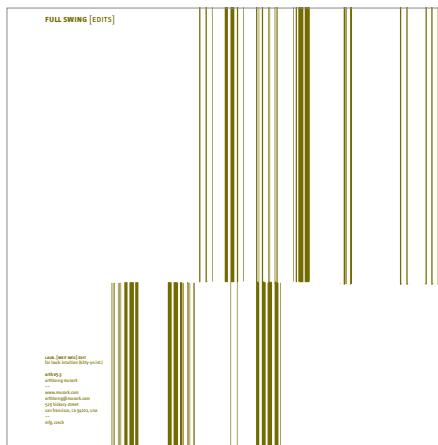
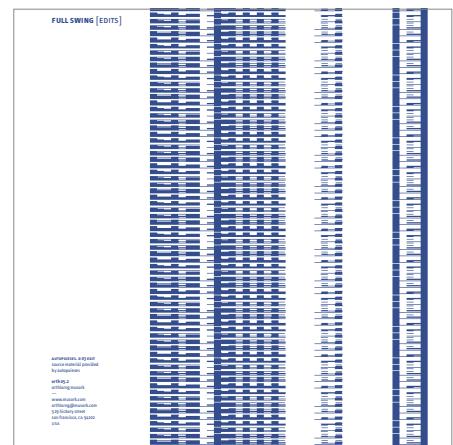
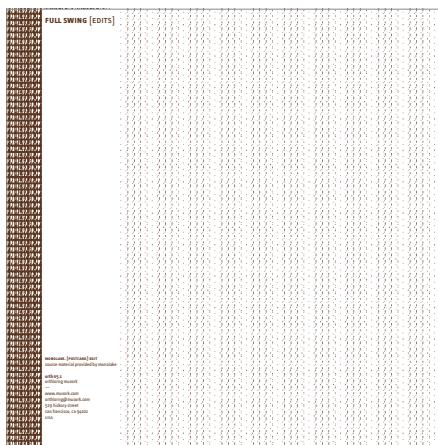
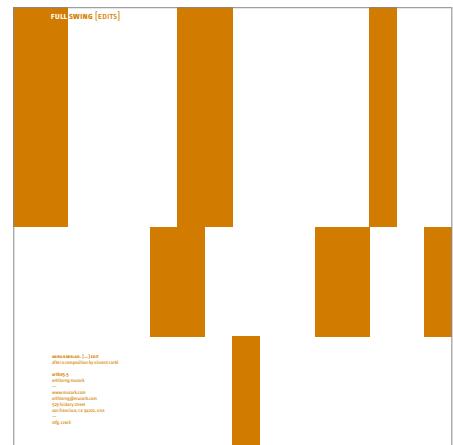
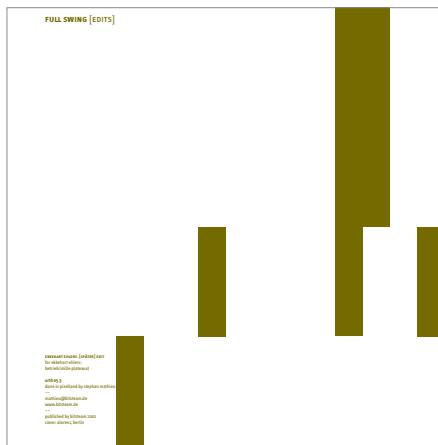
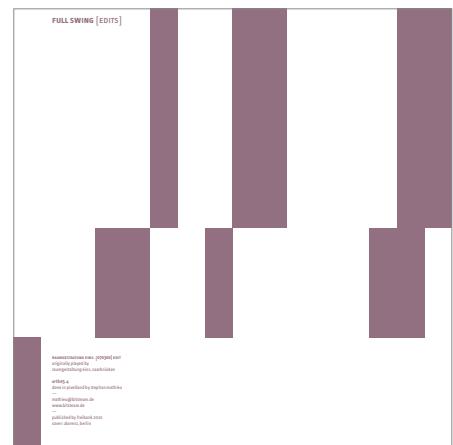
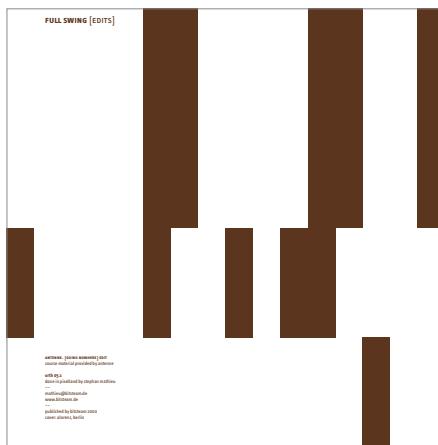


> 1 strip of 2 when you stick 3 together > 3 twist 2 sometimes
> 1 row 1 twist be a covering 2 sometimes > 3 when 2 hook
up everything goes vice versa you just do it differently
www.kid606.com www.millaplateaux.com www.agfrecords.com

Full Swing EP
Side A
Orthlorng Musork
San Francisco 2000



Vinyl packaging | [edits] series



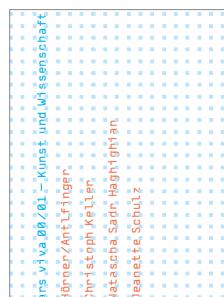
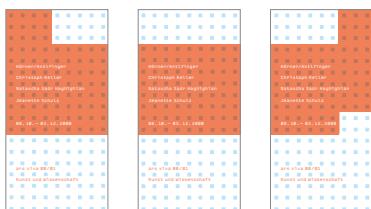
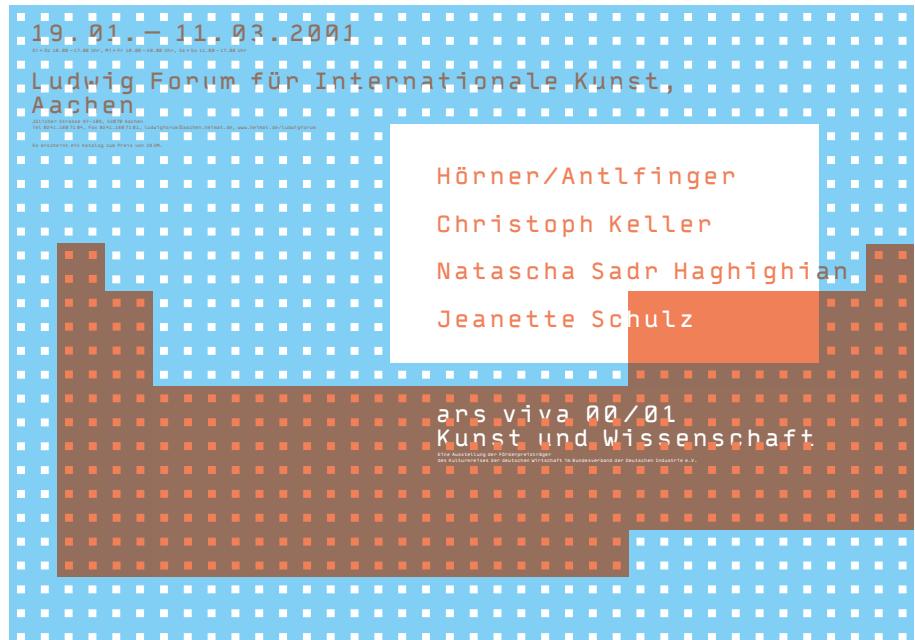


kurs_musik

Posters and flyers, series of 4
VHS Saarbrücken, 2000/2001

400 × 600 mm (posters)
180 × 90 mm (flyers)

The print form is identical for posters and flyers, only the material is changed: posters are printed on 100 gsm paper, flyers on cardboard. The cardboard sheets are cut down to make 12 flyers per sheet.



ars viva 00/01 – Art and Science

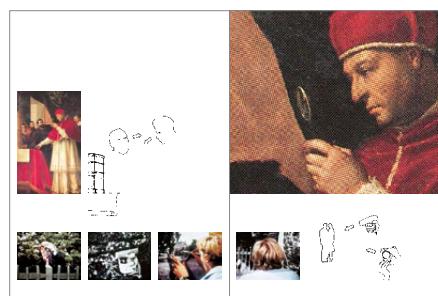
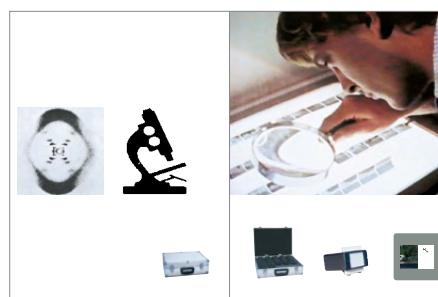
8opp catalogue

Posters and invitation cards

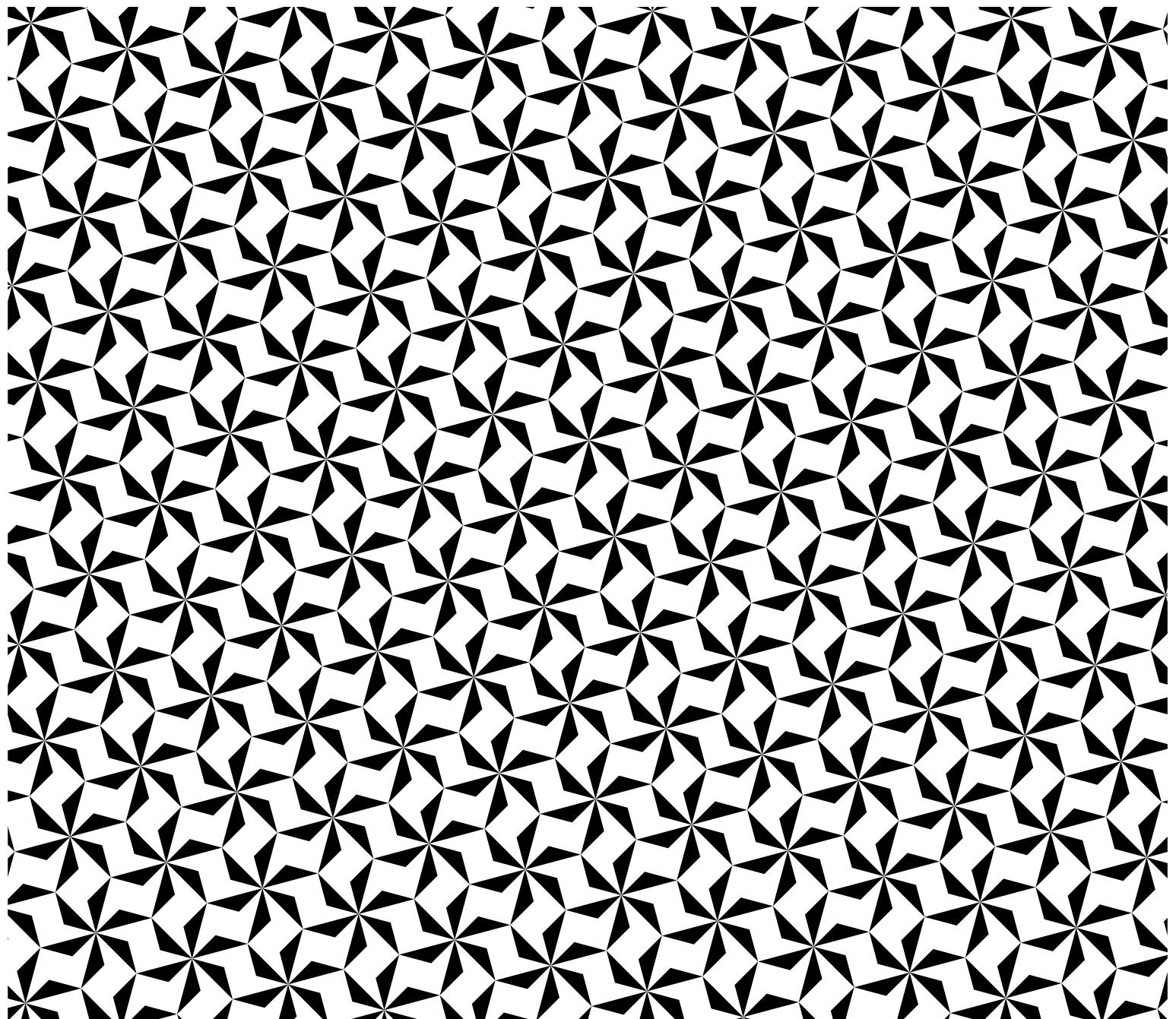
Bundesverband
der Deutschen Industrie
Berlin 2000/2001

Design concept, layout and production of the printwork for a prizewinners' exhibition. The work of all four artists involved deals with filing systems in some way, hence the possibly familiar form on the poster (it's the outline of the table of the elements).

Co-designers of the catalogue:
Stefan Stefanescu, Tjoss May,
Priska Wollein.



Chronology



Work experience

2011–2015	ENGSO Youth European Non-Governmental Sports Organisation (Europe) Concept, layout and production of print and online material for various projects/campaigns
2007–2008	garnitur (design studio, Vienna) freelance collaboration: design, layout and production of several books, posters, and other printed matter
2006–2009	qi.tv (moving image publisher, Berlin) Art direction: Identity, website, DVD packaging
2004–2005	KYO (record label, Berlin) Identity, website, CD and vinyl packaging
2003	Silke Maurer (record label, Berlin) Identity, website, CD and vinyl packaging
2002–2006	Mitek (record label, Stockholm/Berlin) Identity, in-house design and print production, live visuals
2000–2002	Fällt Publishing (cross-media publisher, Belfast) various collaborations
1999–2001	Ritornell (record label, Frankfurt/Main) Identity, concept and production of a monthly CD series
1998–2006	Kitty-Yo (record label, Berlin) In-house design and print production
1997	ZKM Center for Art and Media (Karlsruhe) In-house book production
1996–1997	moniteurs (design studio, Berlin) 4-month internship
1994–2000	M8 (pre-press studio, Berlin) Part-time employment: pre-press, print production, design and layout for various clients, production management
1994–2000	haz/motz (bi-weekly magazine, Berlin) Design concept (with Stefan Stefanescu, Berlin), layout, production
1993–1995	scheinschlag (bi-weekly newspaper, Berlin) Layout and production
1990	Ruksaldruck (print shop, Berlin) 3-week internship

Exhibitions and such

- 2014 **Letra/Tone** (Radialsystem V, Berlin)
Visual score for percussionist Martin Brandlmayer, also part of
a group exhibition
- 2010 **Template II** (Lovebytes Festival, Sheffield, UK)
Group exhibition
- 2008 **Template** (SightSonic Festival, York, UK)
Group exhibition
- 2007 **Stilvorlagen #3** (Hamburg)
Hochschule für Angewandte Wissenschaften
Guest lecture/presentation
- 2006 **Festival de l’Affiche et des Arts Graphiques** (Chaumont)
Group exhibition »5 × Berlin«
- 2006 **A. Bertilsson, A. Lorenz: Two Abstract Paintings** (Malmö/Berlin)
Exhibitions: Galleri Ping Pong, Malmö / M12, Berlin
- 2005 **F.I.E.L.D. Special Program:**
»**Weaving the Euro-Mediterranean Net**« (Riace, Italy)
Workshop
- 2005 **Dinamismi Museali #08** (Soveria Mannelli, Italy)
Installation
- 2005 **Kitty-Yo 1994–2005** (neu! record store, Berlin)
Group exhibition
- 2005 **University of Brighton, Faculty of Arts and Architecture**
Guest lecture/presentation
- 2005 **D&AD Awards** (London)
Jury member
- 2004 **Grafic Europe** (Design conference, Berlin)
»Musical dialects« panel member
- 2004 **Dinamismi Museali #07** (Soveria Mannelli, Italy)
Installation, presentation, live performance
- 2004 **Back Catalogue | Design for Music 1996–2004** (Berlin)
Solo exhibition
- 2000 **35 mm | Design in Miniature** (Sheffield, Belfast, Montreal)
Group exhibition