



# Henning M. Lederer • Visual Communication & Animation

## Curriculum Vitae

Name Henning Max Lederer

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Germany

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Date of Birth November 12, 1980  
Place of Birth Essen, Germany

Citizenship German  
Gender Male

Language Skills German (Native language)  
English (Full professional proficiency)  
French (Elementary proficiency)  
Spanish (Elementary proficiency)

Software Skills	Advanced knowledge	Basic knowledge
	<b>Adobe After Effects</b> <b>Adobe Illustrator</b> <b>Adobe InDesign</b> <b>Adobe Photoshop</b>	<b>Adobe Dreamweaver</b> <b>Adobe Flash</b> <b>Adobe Premiere</b> <b>Alias Wavefront Maya</b> <b>Maxon Cinema 4D</b> <b>Soundtrack Pro</b>
	Add-On	
	<b>iWork &amp; Microsoft Suite</b>	

## Online presence

	<a href="http://www.led-r-r.net">www.led-r-r.net</a> Main website		<a href="http://www.linkedin.com">www.linkedin.com</a> Linked In
	<a href="http://www.vimeo.com/machinatorium">www.vimeo.com/machinatorium</a> Professional vimeo-channel		<a href="http://www.www.xing.com">www.www.xing.com</a> Xing
	<a href="http://www.machinatorium.wordpress.com">www.machinatorium.wordpress.com</a> Research blog		<a href="http://www.creative.arte.tv">www.creative.arte.tv</a> Arte Creative
	<a href="http://www.industriepalast.com">www.industriepalast.com</a> Project website		<a href="http://www.glossom.com">www.glossom.com</a> Glossom
	<a href="http://www.vimeo.com/hmlab">www.vimeo.com/hmlab</a> Experimental vimeo-channel [The lab]		<a href="http://www.imvdb.com">www.imvdb.com</a> Internet Music Video Database

## History

### Employment

#### Since 2006...

Freelance Graphic- and Motion-Designer

(Clients and projects are mentioned properly on the next pages)

Mercedes-Benz



OMD



FESTO



TEVA



MAX COOPER



Lucerne University of Applied Sciences and Arts  
HOCHSCHULE LUZERN



VOITH

PORSCHE MUSEUM

BIRCO



O<sub>2</sub>



:Dasa  
Arbeitswelt Ausstellung

facebook



PONS

### Lecturing

#### February – July 2015

Part-time Lecturer / Moving image & sound

Düsseldorf University of Applied Sciences

### Internship

#### March – August 2005

Course-related internship at the **JANGLED NERVES GMBH**, Stuttgart, Germany

Position: Department of graphics & design, animation and post-production

### Education

#### October 2008 – September 2009

Norwich University College of the Arts, United Kingdom

Course: MA Digital Arts (Fulltime)

**Award: Master of Arts // Classification: Distinction**

#### October 2001 – February 2006

Design department at the University of Applied Science of Düsseldorf, Germany

Course: Communication Design

**Final degree: Diplom // Mark: Very good**

Comment on appraisal of the German "Diplom" degree:

The "Diplom" degree can be considered to lie somewhere between today's BA and MA degrees in its weighting. It is equivalent to approximately 240 academic credits.

#### 2000 – 2001

Civilian Service (*compulsory community service instead of military service*)

Mülheimer Werkstätten für behinderte Menschen (*Sheltered workshop/factory*)

#### 1991 – 2000

Helmholtz Gymnasium, Essen, Germany

Final degree: Abitur // Mark: 1,8 (corresponding to the British mark A)

Similar to the British A-levels; Specialised courses: Arts, German literature, Mathematics, Philosophy

#### 1987 – 1991

Theodor-Heuss-Schule (Basic primary school), Essen, Germany

## Selected clients and projects

### Clients 2017

- **OMD – Orchestral Manoeuvres in the Dark** via 100% Records, UK  
*Concept, illustration and animation for two musicvideos – ‘La Mitralleuse’ and ‘Isotype’*
- **CeNak Hamburg** *Motion/UI design & animation for an exhibition*
- **Ballinstadt – The Emigration Museum** *Animation & UI design for an interactive game*  
Company: **FRAMEGRABBER MEDIEN GMBH**, Hamburg, Germany
- *Several projects in the field of animation & motion design for these clients:*  
**DASA – WORKING WORLD EXHIBITION**, Dortmund, Germany /  
**EACHFILM**, Hamburg, Germany / **HARTMUT ULMER**, Stuttgart, Germany

### Clients 2015

- **Humanitarian Leadership Academy** *Animation – commissioned by IDEA IS EVERYTHING, London, UK*  
Company: **EYE CANDY ILLUSTRATION AGENCY**, UK
- **Mercedes Benz** *Motion design & animation of an internal presentation-video*  
Company: **MZ MOTION DESIGN GMBH**, Stuttgart, Germany
- *Several projects in the field of animation & motion design for these clients:*  
**EACHFILM**, Hamburg, Germany / **EYE CANDY ILLUSTRATION AGENCY**, UK /  
**FACEBOOK, INC.**, United States / **FRAMEGRABBER MEDIEN GMBH**, Hamburg, Germany /  
**HARTMUT ULMER**, Stuttgart, Germany / **JANGLED NERVES GMBH**, Stuttgart, Germany /  
**SOAK**, Norwich, UK / **SPINDLE PRODUCTIONS**, Norwich, UK  
**WALKING ON THE MOON GMBH**, Stuttgart, Germany

### Clients 2015

- **Robots – The relationship between man & machine** *Animation & motion design for the exhibition*  
Company: **DASA – WORKING WORLD EXHIBITION**, Dortmund, Germany
- **EDEKA – Supermarket of the year 2015** *Animation for the award ceremony*  
Company: **EACHFILM**, Hamburg, Germany
- **Architektursommer 2015** *Motion design & animation for an event*  
Company: **FRAMEGRABBER MEDIEN GMBH**, Hamburg, Germany
- **WIS** Sigmaringen, Germany – *Illustration & animation of a presentation-video*  
Company: **MEDIENGARTEN**, Stuttgart, Germany
- **Esciris / Esceon 8** *Illustration & animation of a presentation-video*  
Company: **MZ MOTION DESIGN GMBH**, Stuttgart, Germany
- **Toyota – Open Road Project** *Animated promotion video – commissioned by WINKREATIVE, London, UK*  
Company: **EYE CANDY ILLUSTRATION AGENCY**, UK
- **Festo – The design philosophy** *Direction & animation for an internal presentation film*  
Company: **DESIGN HOCH DREI**, Stuttgart, Germany
- *Several projects in the field of animation & motion design for these clients:*  
**EMBER FILMS**, Norwich, UK / **JANGLED NERVES GMBH**, Stuttgart, Germany  
**SPINDLE PRODUCTIONS**, Norwich, UK / **MEDIA IMPRESSION - UNIT 08 GMBH**, Ludwigsburg  
**RMH NEW MEDIA**, Cologne, Germany / **WALKING ON THE MOON GMBH**, Stuttgart, Germany

### Clients 2014

- **John Lewis** *Fitness animations – commissioned by SUNDAY PUBLISHING, London, UK*  
Company: **EYE CANDY ILLUSTRATION AGENCY**, UK
- **NFU Mutual** *Motion design for a pitch project*  
Company: **SPINDLE PRODUCTIONS**, Norwich, UK
- **Birco** *Motion design for a trade fair stand at the BAU 2015*  
Company: **STERN+HUBER KOMMUNIKATIONS-ARCHITEKTUR**, Stuttgart, Germany
- **Mercedes-Benz Vans – IAA 2014, Hannover** *Motion design*  
Company: **WALKING ON THE MOON GMBH**, Stuttgart, Germany
- **Max Cooper** *Concept, illustration and animation for Max's audio/visual performance entitled “Emergence” – Premiere at the Decibel Festival 2014 in Seattle, USA*
- **EDEKA – Supermarket of the year 2014** *Animation for the award ceremony*
- **Henri Nannen Award 2014** *Motion design & animation for the award ceremony*  
Company: **EACHFILM**, Hamburg, Germany

## Selected clients and projects

- **O<sub>2</sub> Shop-TV** *Layout & motion design for a new media store concept*
- **E&Y – Entrepreneur of the year 2014 – Germany** *Motion design for the award ceremony*
- **Voith GmbH** *Illustration & animation for an internal HR presentation film*
- **Mercedes-Benz – Geneva Motor Show 2014** *Media production*  
Company: **JANGLED NERVES GMBH**, Stuttgart, Germany
- **Bosch – Eurobike 2014** *Visualisations for a trade fair stand*  
Company: **JÜRGENS ARCHITEKTEN**, Munich, Germany
- **Lufthansa & Hafenumuseum Hamburg** *Motion design for an exhibition/pitch*  
Company: **FRAMEGRABBER MEDIEN GMBH**, Hamburg, Germany

## Clients 2013

- **Mercedes-Benz – Detroit Motor Show 2014** *Media production*
- **KAPSARC King Abdullah Petroleum Studies and Research Center** Riyadh, Saudi Arabia  
*Development phase for an exhibition centre – in collaboration with EVENT, London, UK*
- **DLR Forum of Space Propulsion** *Motion design & animation for an exhibition*  
Company: **JANGLED NERVES GMBH**, Stuttgart, Germany
- **EDEKA – Supermarket of the year 2013** *Animation for the award ceremony*
- **Iphofener Geschichte(n)** *Motion design & animation for a model projection*
- **Henri Nannen Award 2013** *Motion design & animation for the award ceremony*
- **Swiss Film Price 2013** *Motion design & animation for the award ceremony*  
Company: **EACHFILM**, Hamburg, Germany
- **Co-op East of England** *Motion design & animation for a presentation film*  
Company: **BRANDEXPERIENCE.**, Norwich, UK
- **Max Cooper** UK – *Musicvideo for the track “Numb“ feat. Kathrin deBoer*
- **OMD – Orchestral Manoeuvres in the Dark** via 100% Records & BMG, UK  
*Three sound-visualisations for OMD's new album 'English Electric'*
- **ajoofa** Ulm, Germany – *Illustration & animation of a presentation-video*  
Company: **MEDIENGARTEN**, Stuttgart, Germany

## Clients 2012

- **Bosch Rexroth** *Motion design for the trade fair stand at the Bauma China 2012*  
Company: **MEDIENGARTEN**, Stuttgart, Germany
- **BBC Scotland** Glasgow, UK – *Re-editing the Industrial Palace film for the BBC 4 documentary called “Heart Versus Mind: What Makes Us Human?”*
- **Swiss Media Price 2012** *Motion design & animation for the award ceremony*  
Company: **EACHFILM**, Hamburg, Germany
- **Mercedes-Benz – Geneva Motor Show 2012** *Media production*  
Company: **JANGLED NERVES GMBH**, Stuttgart, Germany
- **Mercedes-Benz** *Animated infoclips for the new Mercedes SL*  
Company: **COSMOTO**, Stuttgart, Germany
- **Rob Ryan** London, UK – *Animated illustration; a collaboration with Charlotte J. Vogel*  
*Winning entry of the ROB RYAN CHRISTMAS COMPETITION 2012*
- **Lucerne University of Applied Sciences & Arts** *Animation of the Christmas & New Year card*  
Direction: **JÜRGEN HAAS**, Stuttgart, Germany

## Clients 2011

- **Lucerne University of Applied Sciences & Arts** *Werkschau 2011 trailer – Motion design*
- **Löwenzahn** (Children's television) – *Post production for an animation about stoneage*  
Direction: **JÜRGEN HAAS**, Stuttgart, Germany
- **Vaetxh** (Rob Clouth) – *Musicvideo for the UK-based artist*  
Company/label: **KING DELUXE**, Canada
- **Henri Nannen Award 2011** *Motion design & animation for the award ceremony*  
Company: **EACHFILM**, Hamburg, Germany

## Selected clients and projects

- **TEVA – Easi-Breathe** *Animated promotion video – commissioned by WOOLEY PAU, London, UK*
- **United Water** New Jersey, USA – *Animation of holiday greetings*  
Company: **EYE CANDY ILLUSTRATION AGENCY, UK**
- **MEDIENMUSEUM Hamburg** *Motion design & animation for an exhibition concept*  
Company: **FRAMEGRABBER MEDIEN GMBH, Hamburg, Germany**
- **European Parliament Exhibition** Brussels, Belgium
- **Museum Bergisel** Innsbruck, Austria **2010 until 2011**
- **Bosch Rexroth** Hannover Messe, Germany  
*Media production (concept, design & production)*  
Company: **JANGLED NERVES GMBH, Stuttgart, Germany**
- **all for one** **Audi** **Deutsches Bäckerhandwerk** **Deutsche Telekom**  
**Mercedes-Benz** **Nintendo** **Rodenstock** *Additional clients 2011*  
Companies: **COSMOTO + FILMFRISEUR – MICHAEL LÜBBEN + KROPAC MEDIA + SCHOKOLADE + TRAUMWELT, Hamburg / Ingolstadt / Stuttgart, Germany**

## Clients 2010

- **Henri Nannen Award 2010** *Motion design & animation for the award ceremony*  
Company: **EACHFILM, Hamburg, Germany**
- **The Green Wave** *An animated documentary film*  
Direction: **ALI SAMADI AHADI** / Company: **RMH NEW MEDIA, Cologne, Germany**
- **KACARE The King Abdullah City for Atomic & Renewable Energy** Riyadh, Saudi Arabia
- **Ruhrmuseum** Zeche Zollverein in Essen, Germany **2009 until 2010**  
*Media production (concept, design & production)*  
Company: **JANGLED NERVES GMBH, Stuttgart, Germany**
- **Lucerne University of Applied Sciences & Arts** *The Score – Motion design for a festival trailer*  
Direction: **JÜRGEN HAAS, Stuttgart, Germany**
- **TEVA – Qvar** *Animated promotion video – commissioned by WOOLEY PAU, London, UK*  
Company: **EYE CANDY ILLUSTRATION AGENCY, UK**

## Clients 2006 - 2009

- **Löwenzahn** (Children's television) – *Animation about the circulation of blood*  
Direction: **JÜRGEN HAAS, Stuttgart, Germany**
- **Schwabing Christmas Market** Munich, Germany **2007 & 2008**  
*Direction, character-design & animation of a 15 second promotion spot*
- **New Porsche Museum** Stuttgart, Germany **2006 until 2008**
- **German Watch Museum Glashütte** Germany **2008**
- **Staatliches Museum für Naturkunde – Dinosaur Exhibition** Stuttgart, Germany **2007**
- **Mercedes Benz Museum** Stuttgart, Germany **2006**  
*Media production (concept, design & production)*  
Company: **JANGLED NERVES GMBH, Stuttgart, Germany**
- **Rosfeld** *Animation of the title-sequence & production-design for a short film*
- **D-I-M | Deus In Machina** *Screendesign & -animation for a science-fiction-film*  
Direction: **THE RICKE BROTHERS, Düsseldorf, Germany 2007**

## Selected clients and projects

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### Educational projects

#### **Norwich University College of the Arts**

##### **machinatorium** (Final MA project) | 2009

An interlinked and animated matrix of the present time...

##### **Der Mensch als Industriepalast | Man as Industrial Palace** | 2008 – 2009

An interactive and animated installation based on a poster by Fritz Kahn (1927)

*Part of several permanent and temporary exhibitions in museums, galleries and at festivals*

##### **daxma | Logo Redesign** | 2009

Logo-Design and Website-Redesign for an exchange programme between the Digital Arts courses of Norwich University College of the Arts (UK) and the Siauliai University (Lithuania)

#### **Fachhochschule Düsseldorf (University of Applied Sciences)**

##### **Kleine Fabel | little fable** (Degree film) | 2005 – 2006

Emptiness – Concept and production of an animated film

*Participation in several international film-festivals*

##### **science in motion** (Teamwork) | 2004 – 2005

DVD design for the Ministry of Innovation, Science, Research and Technology of the State Northrhine Westphalia in co-operation with the FH Düsseldorf

Awards: animago award 2005 | Rank 1 – Education/Animation | Image- & Corporatefilm

Das goldene Stadttor 2006 | Rank 2 – Category: Event

##### **formvollendet / perfect in form** (Teamwork) | 2004 – 2005

Concept and realisation of an exhibition with a printed catalogue

Awards: if communication design award 2005 | Print media

Die schönsten Schweizer Bücher, Buchjahrgang 2005

##### **War Spots** | 2004

Concept and design of a TV-Spot for the International Red Cross Committee

##### **FASIA – geliebte rebellin / beloved rebell** | 2004

Layout and design of a book about the German black peace activist Fasia Jansen (with support from Prof. Wilfried Korfmacher, FH Düsseldorf)

Author: Marina Achenbach, Publisher: Asso-Verlag, Oberhausen, Germany

##### **MOLOCH** | 2003 – 2004

Animation | An apocalyptic trip to the underground of alienation...

*Participation in several international film-festivals*

##### **Baudolino** | 2003

Animated film | Based on Umberto Eco's novel "Baudolino"

##### **net.mation** | 2002

Web-based animation about the Internet (<http://www.led-r-r.net/netmation/netmation.html>)