



## Henning M. Lederer • Visual Communication & Animation

### Curriculum Vitae

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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

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

Software Skills

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

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

## 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 Mitrailleuse’ and ‘Isotype’*
- **National Museum of Kyrgyzstan** *Media production for the new opening of the exhibition*
- **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 / **DESIGN HOCH DREI**, Stuttgart, Germany / **JANGLED NERVES GMBH**, Stuttgart, Germany / **HARTMUT ULMER**, Stuttgart, Germany / **THE VISION**, Milano, Italy

### Clients 2016

- **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>)