

PORTFOLIO

AITANA KUGELER

2020

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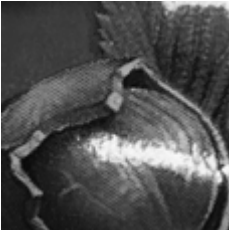
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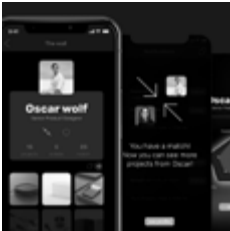


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GETTING TO KNOW ME



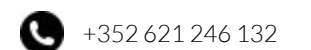
Hello there,

My name is Aitana and on the next few pages you will find projects of mine which I believe represent me best.

Apart from being a cosmopolitan and curious person, I am also very passionate about alternative ways of living as well as other cultures. I consider myself a social person, with the ability to empathise with the people who surround me. I am aware of the impact people can have on each other. That is the reason why, in my projects, I look for authenticity, honesty and work with a purpose. In a world that creates more waste than it can take, I am convinced that it is important to question our habits, ourselves really, in order to become part of a more sustainable collective.

I am currently trying to find a way to put my thoughts and interests into practice within my working process. I like to do extensive research before any project and choose manual or analogue manufacturing techniques wherever I can, while also taking advantage of the latest developments in technology. Since I know that my knowledge alone is not enough, I enjoy getting the most creative and innovative results while working in multi-disciplinary teams and with clients. What better way to be creative than being surrounded by like-minded people?

Now that I have introduced myself, you are more than welcome to have a look at my portfolio and continue getting to know me. I do also appreciate your thoughts on what you're about to see and I am open to discuss any further questions about me as a person and my inspirations.



SNOWFLAKE

PACKAGING, 2018

FOR WHO:	university assignment
THE TYPE:	group (2 ppl.)
MY PART:	conception formalisation presentation



The snowflake packaging resulted from a commission by XOC, a Spanish nougat company. With an open brief, my classmate and I decided to prolong the packaging's lifespan, giving the container a second function besides protecting the sweets. With the increasing amount of waste around Christmas, instead of throwing the empty packaging away, our product can be converted into a decorative lamp. For prototyping, we used silkscreen printing and laser cutting to create our concepts as unique, handmade and playful - which represent XOC. We added a poem on the outside, referring to Christmas, giving the package more of a Christmas spirit.



MOOD

BACHELOR THESIS, 2019

FOR WHO: Bachelor thesis
THE TYPE: individual

MY PART: context research
conception
formalisation
UX/UI
materialisation
presentation

For my bachelor thesis I created mood, a visual support to encourage an honest emotional exchange between partners. It is a non-verbal communication tool that invites (self)-reflection and the sharing of feelings with the aim to facilitate expression and exchange. Its function is to make the invisible visible.

Oriented towards the interaction between two people (the affected and the caregiver or 'partner') when diagnosed with Parkinson's, mood allows, as the name suggests, to communicate one's mood by creating a map of one's emotions. The project consists of two parts: a physical one on a magnetic background as well as a digital one. They work separately although the use of the two parts in a complementary manner is not excluded.





On the one hand, the physical product consists of a series of 20 magnets, each representing one emotion, used to interact on a magnetic board at home. Emotions that are felt on the inside do not always coincide with those that are transmitted to the outside and emotions that are felt today are not necessarily the same as tomorrow. It is meant to help understand the emotional situation between relatives within the context of this disease by honestly reflecting on the board.

On the other hand, the app tracks one's evolution and allows to connect to other people in similar situations. One can share the emotion map with one's family or doctor to ensure transparency and normalise the situation. It also functions as an educational medium for users by presenting the latest news on Parkinson's.

work in progress



THINK INK

CAMPAIGN DESIGN, 2018

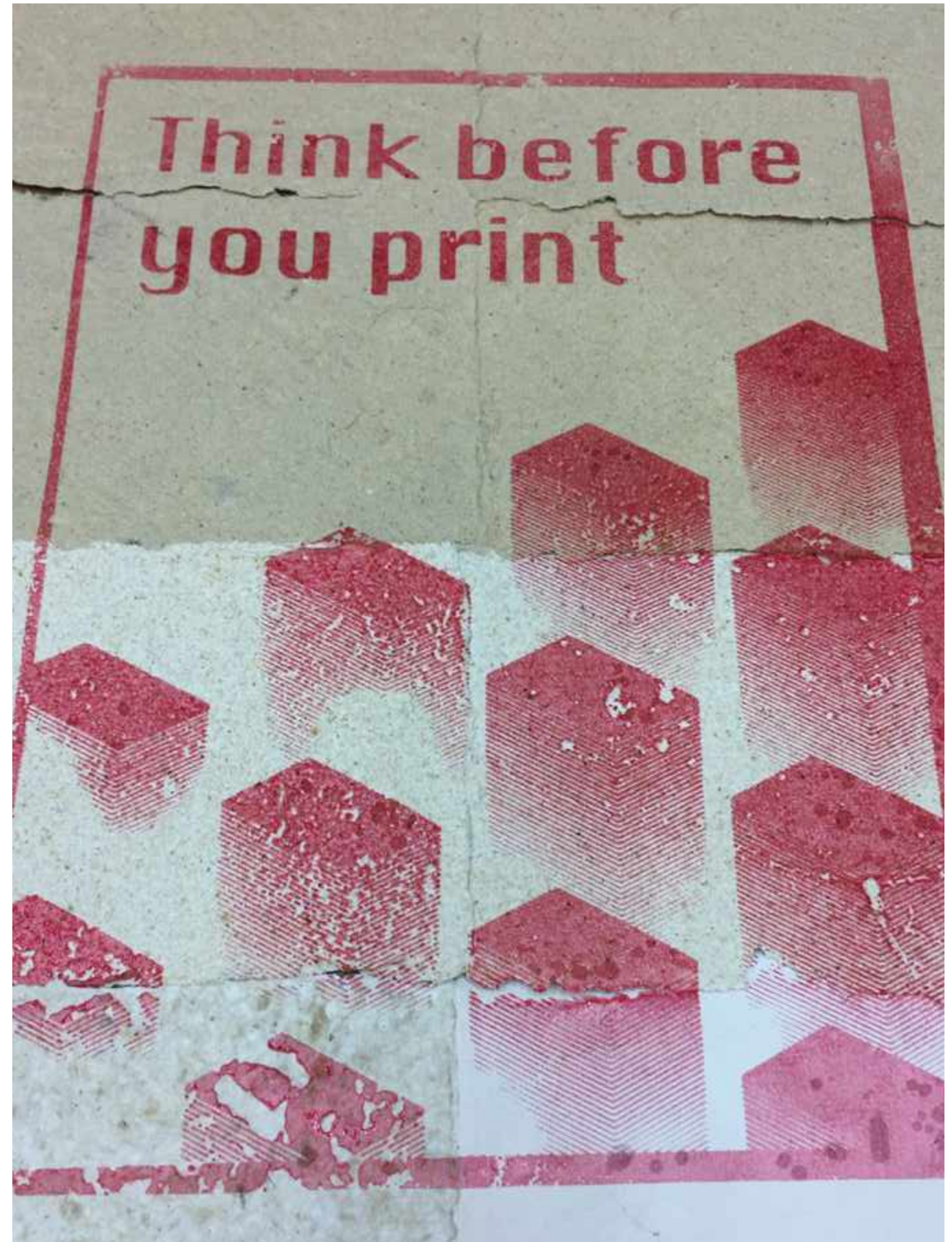
FOR WHO: university assignment
THE TYPE: group (2 ppl.)

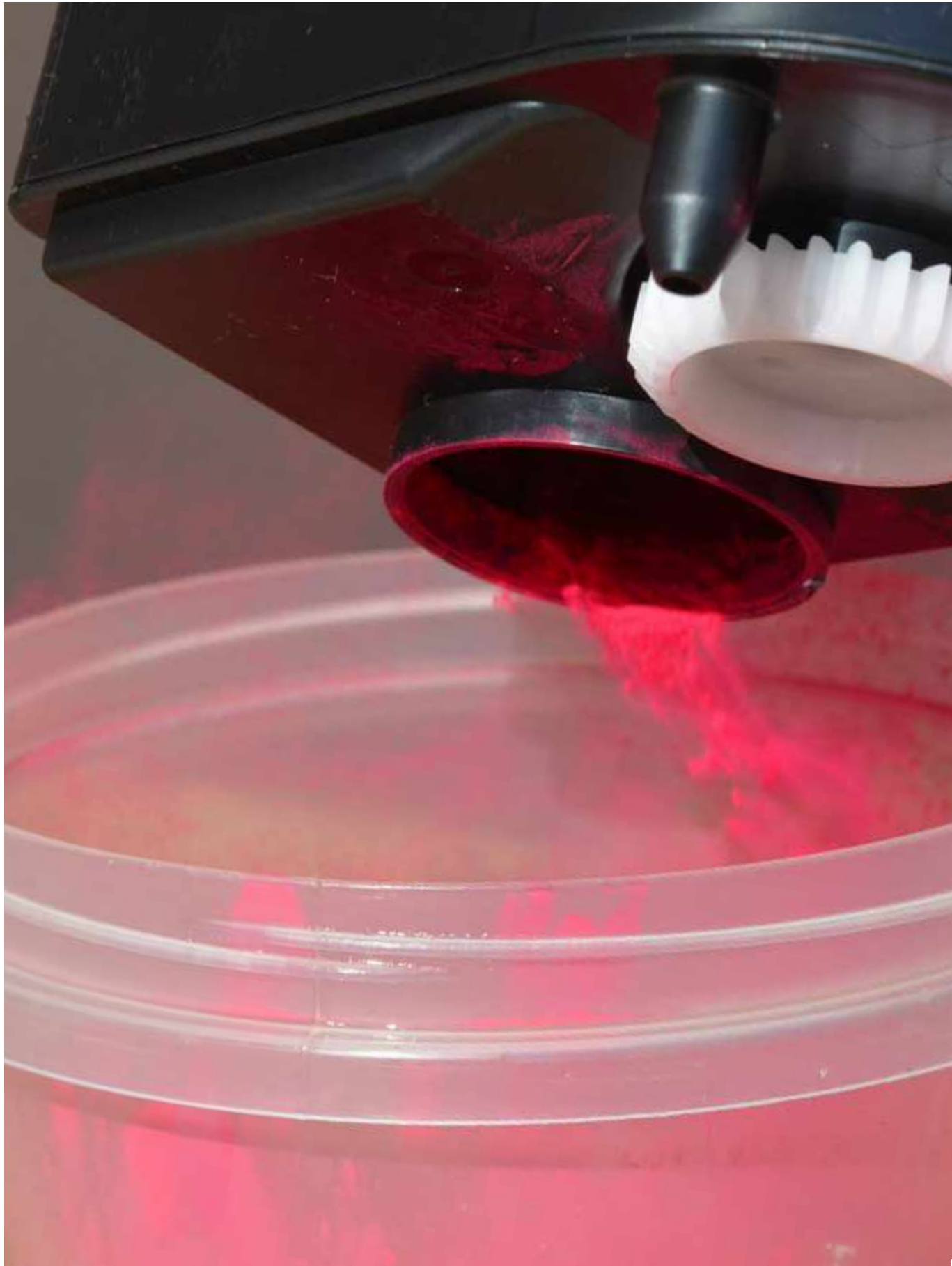
MY PART: conception
formalisation (ink)
materialisation
presentation

Think ink aims to raise awareness about paper waste and the toxicity of cartridge toners. After analysing the current situation at ESDi university, an outrageous amount of printing and an unawareness among students was observed.

The ink as well as the paper are manufactured with leftover waste we found around the university. The ink is made of the remains of toner powder and egg yolk. The paper is recycled from leftover paper and waste found in the workshops.

Our ironic claims “I am addicted to you, don’t you know that you’re toxic” by Britney Spears and “Think before you print” aim to sensitise other students about the consequences printing can have on our surroundings and environment.





MATCH IT

APP DESIGN, 2018

FOR WHO:	university assignment
THE TYPE:	group (2 ppl)
MY PART:	conception UX/UI presentation



match

Tackles the need of communication.



collab

Arises from the will of collaboration.



appraise

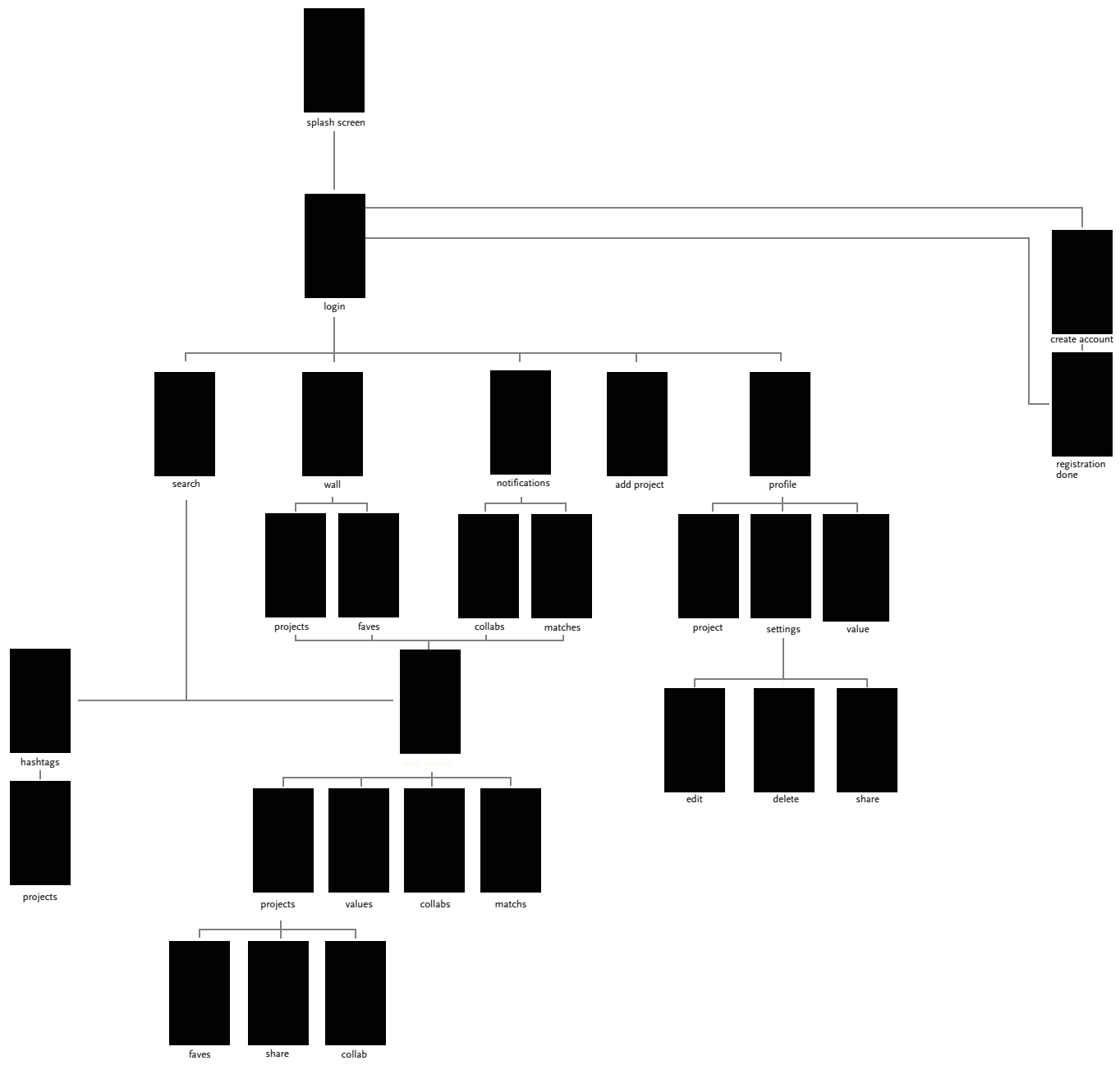
Based on experiences and skills.

Match It results from a question presented to us by the headmaster, who wanted to improve communication among students at our university. After analysing the current situation, we soon recognised that besides many other problems, students were not interacting nor sharing their projects with each other.

To improve the situation our goal was to create an app that would help communication on a professional level. It allows to show projects, to support collaborations and to evaluate teamwork. It works as an interactive platform where students can upload their projects to be commented on and invite each other for group-works.

Throughout the whole process we used the “design thinking” methodology, a user-centred strategy to get the most adapted and beneficial results for the users. We then focused on a very modern and “designy” user interface to motivate people to use the app. On the profile, one can see a person’s portfolio as well as the finished collaborations and teamwork evaluations.

application flow



Style guide

Interaction buttons

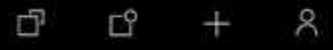


Interaction information



Iconography

Main menu



Secondary actions



Interaction with other users



Appearances



Wireframes



NATURAL DYE

EXPERIMENTAL, 2019

FOR WHO: internship
THE TYPE: individual

MY PART: conception
research
formalisation

This experimental project started during my internship at Éilenger Konschtwierk in 2018. I had the chance to research about natural dyes, different fabrics and pattern techniques as Shibori or tye and dye. It was a very intuitive process based on trial-error. I was on the quest of finding the perfect recipe to get the most out of the natural ingredients. In the end I developed a workshop for the mental disabled people working at Éilenger Konschtwierk. I included natural dyeing and the pattern techniques to create fragrance sacks and fabric bookmarks to sell on local markets.



work in progress



SPACE BETWEEN

EXHIBITION DESIGN, 2019

FOR WHO: university assignment
THE TYPE: individual

MY PART: conception
formalisation
materialisation
presentation

“Space Between” is an hypothetical exhibition conceived for Takis Vassilakis. I purposely chose the greek artist because I wanted a contrast to myself. Throughout his works he tries to capture cosmic and magnetic energy while mixing art with science, which fascinates me.

Fundamental in the design of the exhibition, therefore, were concepts such as fragility opposed to hard materials. Industrial and strong character in the space versus elegant illumination and clean presentation in the room. For the conception of stationary and overall advertising I focused on illustrating the invisible forces which he also repeatedly deals with. All in all, the key concept of the exhibition lies within the multiple contrasts given by his search for the 4th dimension and my down to earth way of designing.





BOLLE, 1967

The only person I ever had of my generation was taking a correspondence with Takis in his studio, looking at the little metal cones. They were constantly pulled by the wires straight up and down. Takis said that the cones were all pulled together with my hand that invisible wire of magnetism radiating from every star in every other star.

Alan Ginsberg

IM SCHATTEN DES JOHANNISBERGS

EDITORIAL DESIGN, 2019

FOR WHO: client work
THE TYPE: individual

MY PART: conception
formalisation
materialisation
presentation

“Im Schatten des Johannisbergs” is a book about the history of Butschebuerg, a vicinity in Dudelange, Luxembourg. In the 240 pages, the author goes on to describe his relation to this neighbourhood as well as historical facts about this area. The project was started by the neighbourhood association, which gave me complete freedom with the design.

I therefore worked on a timeless, elegant layout that compiles all the stories and experiences of that place, without imposing the design over the content. Since I was mostly targeting elderly people born and raised in the vicinity, and I focused on a very visual layout using old scanned diapositives to complement written text, the book in a way also serves as a photo album.



Ein eigenes Schulgebäude erhielt Budersberg 1850. Damals verkaufte die Gemeinde drei Landparzellen. Mit dem Erlös aus dem Verkauf wurde der Bau der Schulen in Budersberg und Büdingen finanziert. Gebaut wurde das Gebäude auf dem Gymnichplatz. In einer ersten Phase waren vier Unterrichtsräume eingerichtet worden. Der Schulhof war von einem schmiedeeisernen Geländer umgeben. Rund um die Schule pflanzte man sechs Kastanienbäume.

1868 wurde das Schulhaus um ein Stockwerk vergrößert. Im Unterrichtssaal stand ein Ofen, der in der kalten Jahreszeit für die nötige Wärme sorgte. Eine Wohnung für den Lehrer war im ersten Stockwerk eingerichtet. 1876 übernahm Schwester Denise Jaans den ersten Posten der Kindergärtnerin.

Bei einer zweiten Modernisierung kam es bereits 1879. Bauunternehmer Feltgen aus Haller richtete in der Schule Toiletten für beide Geschlechter und auch einen Raum zum Lagern von Holz und Kohle, die zum Heizen des Schulsaals dienten, ein.

1885 kam Fräulein Dell aus Echternach nach Budersberg und unterrichtete ältere Mädchen in der Abend- schule. 1893 hatte Budersberg 20 Schüler. 1902 vermittelte André Wieser den Kindern sein Wissen für ein Jahresgehalt von 1500 Franken mit Wohnung. Die Schülerzahl war steigend. Wie aus einem Bericht von 1903 hervorgeht, unterrichtete Fräulein Dell zu diesem Zeitpunkt bereits 38 Kinder.

1904 soll auch Dominique Lang in Budersberg Unterricht erteilt haben. Belegt ist das aber nicht. Der am 15. April 1874 in Düdelingen geborene Künstler, dem wir neben dem Kreuzweg in der Pfarrkirche St. Martin in Düdelingen zahlreiche weitere Werke zu verdanken haben, war kein ausgebildeter Lehrer. Es ist aber auch



Kinder vor dem alten Schulgebäude

gewusst, dass er von der Kunst allein nicht leben konnte. Lang unterrichtete als Lehrbeauftragter an der Berufsschule in Esch, um sich finanziell über Wasser zu halten. Dass er auch Kurse in der Schule in Budersberg gab, wird in offiziellen Dokumenten nicht bestätigt.

1908 wurde die Schulmedizin eingeführt. Die Ärzte Dr. Urbany, Dr. Schumann und Dr. Leclerc schlugen vor, die Kinder regelmäßig auf ihr Wohlbefinden zu untersuchen. Die Schulpflicht wurde 1909 auf sechs Jahre heraufgesetzt. In der Klasse von Fräulein Dell in Budersberg wurden zu dem Zeitpunkt neun Jungen und elf Mädchen im Alter zwischen sechs und zwölf Jahren unterrichtet. Die Lehrerin bezog ein Jahresgehalt von 850 Franken. Ein Kuriosum gab es auch zu dieser Zeit, denn in Düdelingen konnten die Jungen ein Jahr länger zur Schule gehen als in Budersberg.

Die Bevölkerung von Budersberg nahm zu. 1910 wohnten im Dorf 247 Menschen. Damit stieg auch die Zahl der Schüler. In der Klasse von Lehrerin Dell waren 80 bis 86 Kinder. Das Gehalt der Lehrerin wurde aufgrund dieser Entwicklung angepasst. Das Jahreseinkommen lag jetzt bei 1500 Franken. Zusätzlich erhielt sie eine Wohnungsentschädigung von 325 Franken. Für schwache Schüler wurden Hilfsklassen eingeführt.

1911 hielt der Turnunterricht Einzug in die Budersberger Schulen. In höheren Klassen, das fünfte, sechste und siebte, wurde jetzt regelmäßige körperliche Erziehung eingeführt. Die Entschädigung für Turnunterricht betrug im Jahr Schuljahr 1911/12 100 Franken im September.

Buders-
halts-
it den

INNOCENCE

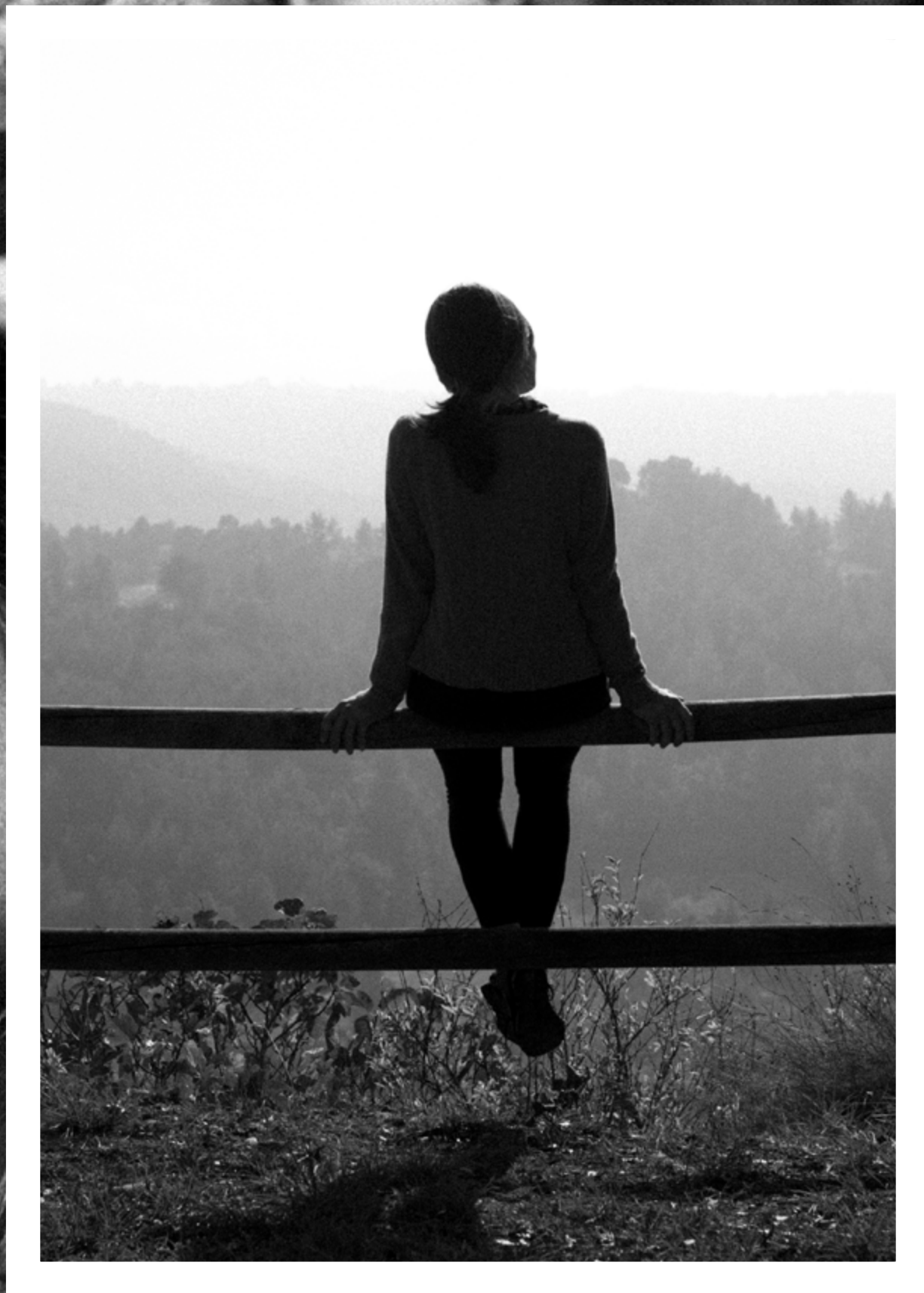
PHOTOGRAPHY, 2017

FOR WHO:	personal project
THE TYPE:	individual
MY PART:	conception formalisation materialisation

The feeling of having the world at one's feet, the joy, curiosity, purity and naturalness are the starting point of my photography series called "innocence". Through ten photographs I interpret photographer Matthew Hinthier's works, capturing the emotions I felt when I first saw his picture "Anika".

Hinthier is inspired by works by Eugene Smith, a photo-journalist who after being wounded at war decided to contrast his works with the beauty in the world. Matthew Hinthier's photograph of the little girl fascinates me as in a way I feel really connected to her innocent self. With "Innocence" I was able to re-feel this curiosity and purity we experience as a child.





THANK YOU :)