

**Tabea Guhl** / Grafik, Werbung, Art Direction

## **Tabea Guhl** / Art Director

Tabea Guhl is a Swiss-based art director with extensive experience in advertising and graphic design. Most recently she was Art Director at SPILLMANN/FELSER/LEO BURNETT in Zurich where she led a creative team consisting of graphic designers, copywriters and production assistants. At SFLB she worked with top-tier retail clients such as Lindt & Sprüngli, Migros, Globus and Swiss Life. Tabea also won many national pitches such as Butter (SMP), Migros Fashion and Bio Suisse and worked on different international pitches like BMW MINI, Chevrolet and ABB. Prior to her four and a half years at SFLB Tabea was Junior Art Director at Exxtra Kommunikation, a Young & Rubicam agency.

Tabea's strong conceptual and strategic view of design has helped her garner numerous awards such as the FAB Awards London, Eurobest, Global Awards, Swiss Poster Award and Art Directors Club. Her work has included not only design of print, outdoor and TV advertising but also art direction of countless fashion, still and TV shoots as well as below-the-line promotions and web design. Tabea also gained international experience with TBWA/Chiat/Day in Los Angeles and at the Academy of Fine Arts in Gdansk, Poland.

Since 1999 Tabea has been responsible for artistic direction for the multimedia artist duo COM&COM which has received international recognition at art festivals such as the Venice Biennale or the Berlin Biennial for Contemporary Art. Her work with the duo includes exhibition design, short film production, music production and web design as well as book design and production. Tabea holds a diploma degree in graphic design from the Professional School for Applied Arts in St. Gallen, Switzerland.

Experience

**2003 - 2008** Art Director at SPILLMANN/FELSER/LEO BURNETT  
Advertising concepts (TV, Print) on clients like Migros Fashion, Swiss Tourism, Herrenglobus, Swiss Life, Butter, Bio-Label, Mammut

**1999 - 2006** Assistance with the Artistic Productions of the Multimedia Artist Duo COM & COM: Exhibition Graphics, Book Design and Production, Set Photography, Film Production

- Selected Projects: Art Magazine "We love you", Film Project "Side by Side", Exhibition Venice Biennale, Kunsthaus Zürich, Multimedia Project "C-Files:Tell-Saga", Exhibition in Sharshja, Dubai

**2005** Short art movie "The Big One", 30', 16 mm, production with Com & Com; Webpage, Poster Design, Photography & Production

**Aug. 2003** TV-Pilot „Freak of the Week“, Johannes Hedinger/Simon Baechler, Los Angeles: Grafik, Screendesign, Setphotographie

**2003** Harmonia Mundi AG, Los Angeles (Record Label): Freelance Graphics

**2003** TBWA/Chiat/Day, Los Angeles: Creative Internship, Art Director  
Uncle Bens, Playstation, Pennzoil, Sony Playstation, Nissan:  
klassische und interaktive Marken- und Produktwerbung

**2000 - 2002** Art Director Assistant/Art Director at Exxtra Kommunikation, Y&R Zurich Development of Concepts, Design and Supervising of Production  
- Retail Advertising: Brand Advertising, Product Advertising, Product Launches  
- Media: Print, Poster, TV Commercials, Promotion

Education

**2005-2008** Learning Chinese, written and spoken

**2003** Portfolio School „The Bookshop“, Los Angeles:  
Advanced Class taught by Sherry Hawkins, Copywriter  
at Saatchi & Saatchi, Los Angeles

**1995 - 2000** Diploma in Graphic Design, Professional School for Applied Arts, St. Gallen, Switzerland

Representative Courses: - Thesis Project in Corporate Identity

- Joint Seminar on Marketing with the University of St. Gallen, Prof T. Tomczak  
- Information Design Seminar, Prof B. Swineheart (Carnegie Mellon University)

**Oct 1998 - March 1999** Exchange with the Academy of Fine Arts, Academia Stukna Piekne, in Danzig, Poland (Study of Graphic Design and Painting)

**Aug 1989 - Feb 1995** Matura (University Entrance Degree) in Type B (Latin) in St.Gallen, Switzerland

Awards

**1999**

Winning Entry Design Competition  
for the Säntis Mountain Gondola Project

**2001**

ADC New York Festival Print Milette Gold  
ADC New York Festival Print Extra

**2004**

ADC Schweiz Shortlist Globus „Wasabi & Koreander“ Anzeigen  
Die Anzeige Shortlist Baileys „Rezepte“ Anzeige  
New York Festival Print Shortlist Globus „Wasabi & Koreander“ Anzeige

**2005**

ADC Schweiz Bronze Baileys „Rezepte“ Anzeigen  
ADC Schweiz Shortlist Schtifti „Skater Fries“ Aussenwerbung  
Effie Award Bronze Lindt „Maitre chocolatier“ Nahrungsmittel  
Eurobest Shortlist Baileys „Mothers Finest & Frappe“ Anzeige  
Eurobest Shortlist Outdoor Baileys „Coffee“ / „Latte“ / „Macchiato“ Outdoor  
London Internatl. Advertising Awards LIAA Shortlist Baileys „Rezepte“ Plakate  
London Internatl. Advertising Awards LIAA Shortlist Baileys „Rezepte“ Anzeige  
New York Festival Print Bronze Schtifti „Skater Fries“ Plakate  
Swiss Post Award Shortlist Baileys „Macchiato“ Aussenwerbung  
Swiss Post Award Gold Schtifti „Skateboard“ Aussenwerbung

**2006**

FAB Awards London Shortlist Baileys „Rezepte“ Print  
ADC Schweiz Shortlist Die WochenZeitung „Pranger“ Anzeigen  
Edi 2006 Shortlist Zürcher Aids Hilfe „Vergangenheit“ Commercials  
New York Festival Shortlist Schtifti „Skatebent“ Print  
Swiss Post Award Shortlist Schtifti „Glacé“ Aussenwerbung  
Art Award, 30 sec Trailer „claim to greatness“,  
<http://www.agent-provocateur.ch/ap76>

**2007**

The Global Awards 07 Silber Zürcher Aids Hilfe „Past“ TV-Commercial

**2008**

ADC Schweiz Bronze MGB „Migros Models“ Gesamtkampagnen  
New York Innovative Advertising Festival Shortlist Migros „Singles“  
ADC\* Europe Migros Fashion Gold „Singles“ Integrated Campaign  
ADC New York Migros Mode Silber „Singles“ Integrated Campaign  
Cannes Lions Migros Mode Silber „Singles“ Promo Lion: Retail & E-Commerce  
Clio Awards Migros Mode Silber „Singles“  
Innovation in Advertising & Marketing Campaign  
DM Preis 08 Migros Mode Shortlist „Singles“ Elektronische Medien  
Effie Award Migros Mode Shortlist „Singles“ Gebrauchsgüter  
One Show Migros Mode Shortlist „Singles“ Innovative use of Advertising Campaign

Brief: **New campaign for Switzerland (Pitch)**

Tabea Guhl: **Concept, Campaign Idea, Art Direction**

Execution 3d rendering: Patrik Rohner

Client: **Diageo Suisse SA, Renens, VD**

Product: **Baileys**

Execution: **Slogan, Ads, Posters, POS**

Agency: SPILLMANN/FELSER/LEO BURNETT

The Campaign „Always Different. Always Delicious.“  
has been running in Switzerland since 2004 and has been  
winning several awards.





Posters Outdoor



Ads

Brief: **New campaign for Migros Fashion**

Client: **Migros, Departement Store, MGB Switzerland**

Product: **Men & Ladys Fashion**

Execution: **TV, Ads, Brochures, Posters, BTL, Instore, Online**

Function: **Concept, Art Direction**

Agency: SPILLMANN/FELSER/LEO BURNETT

Idea:

This Campaign was running for the last three years:  
Migros, a non-luxury departement store, sells its fashion  
by using Models as you and me:  
not a Heidi Klum but a normal Heidi Müller instead.

The Campaign has been using Swiss Ski Teachers,  
Singles, Politicians, Tourists as their Fashion Models.



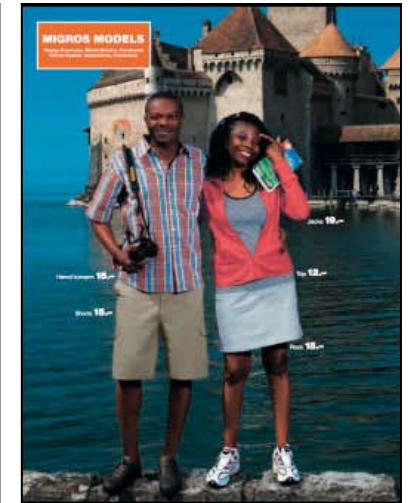
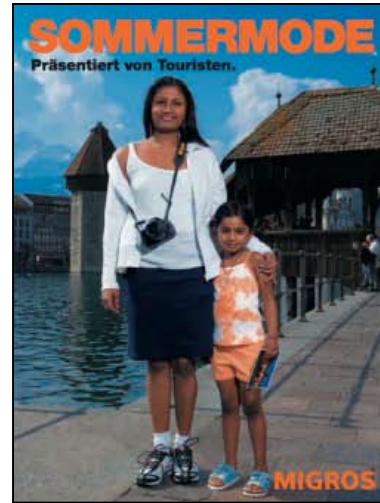
Latest Campaign Autumn 2007, Posters and Online:

## National parliamentary candidates in their underwear.

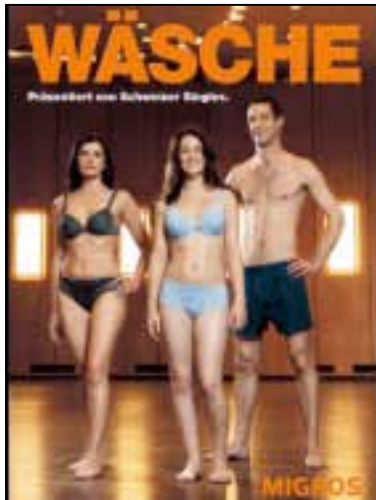
Two weeks prior to the national elections in autumn 2007, Migros – Switzerland's leading supermarket chain – showed various (genuine!) parliamentary hopefuls in Migros underwear.



## Broschures summerfashion: Tourists as Migros Models



## Website: Order the Bra or Contact the Single.



## Broschures underwear: Singles as Migros Models

Home | D F I | Disclaimer | migros.ch

### MIGROS Wäsche präsentiert von Singles

☒ Mann
 ☐ Frau

Vorname:

Alter:

E-Mail:

Wohnort:

Deine Botschaft an mich:

☐ Ich bin mit den Bedingungen einverstanden.

Single-Frauen Single-Männer Filme Bilder Weiterempfehlen Making Of Nationalratskandidaten

Brief: **Ad/Poster for the left newspaper WOZ with an existing Claim**

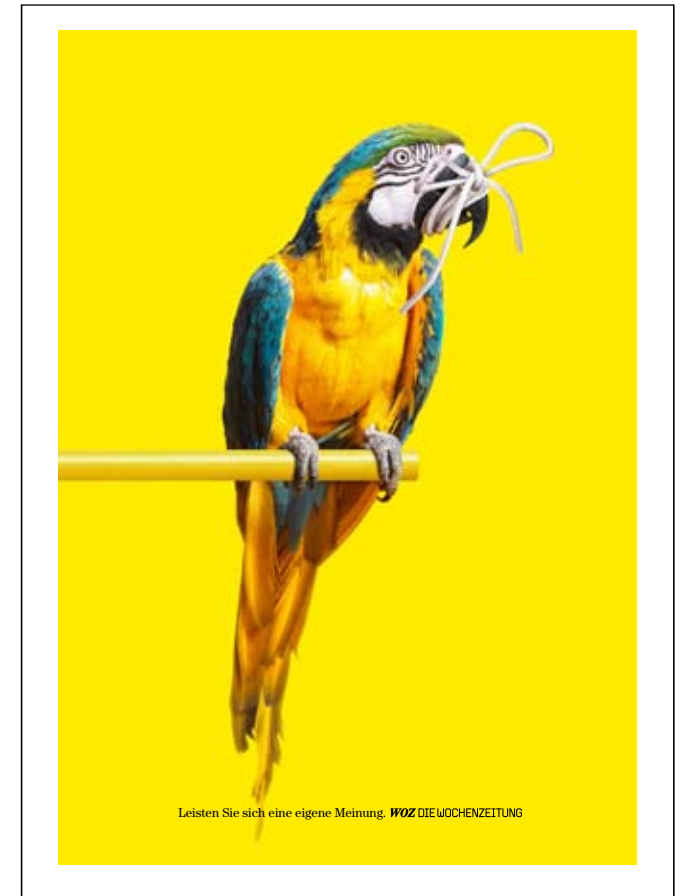
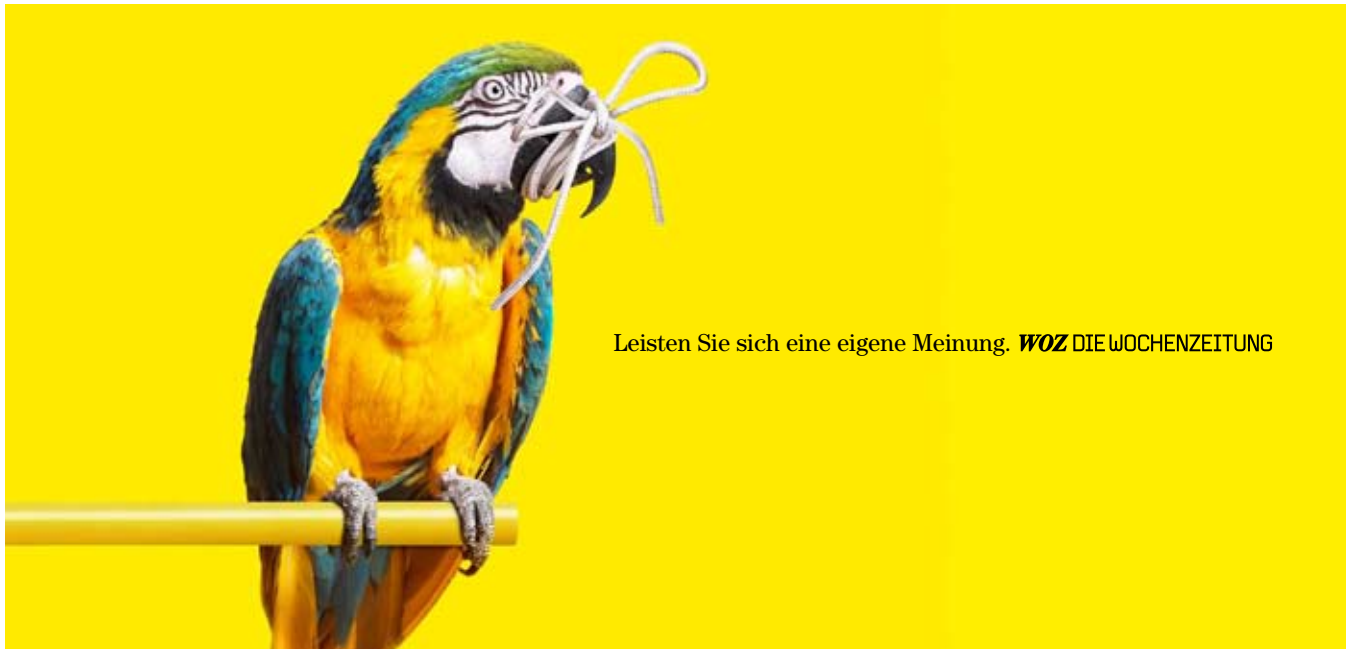
Tabea Guhl: **Concept, Art Direction, Execution**

Client: **WOZ, Zurich**

Execution: **Ads, Poster, Postcards**

Agency: SPILLMANN/FELSER/LEO BURNETT

The Campaign „Always Different. Always Delicious.“ has been running in Switzerland since 2004.



Brief: **Campaign for a Youth Organization against overweight kids**

Tabea Guhl: **Concept, Art Direction, Execution**

Client: **Schtifti, Zurich**

Execution: **Ads, Poster, Postcards, TV**

Agency: SPILLMANN/FELSER/LEO BURNETT



**Various award winning ads** Agencies: SPILLMANN/FELSER/LEO BURNETT, Exxtra, Zurich



**Various award winning ads** Agencies: SPILLMANN/FELSER/LEO BURNETT, Exxtra, Zurich



## Works as self-employed

Corporate Design for a Swiss Handmade Fashion Label:  
Idea: Handmade is a certain Unperfection - so nothing  
is cut in a right angle, the types are almost the same.

*Awarded for the Design Preis Schweiz 2009.*

### Logotype:

# sentis



sentis



sentis

### Hanger:



### Posterflyer:



## Works as self-employed

Corporate Design for a tunnel project  
within the heart of Zurich

Client: Basler & Hofmann

