

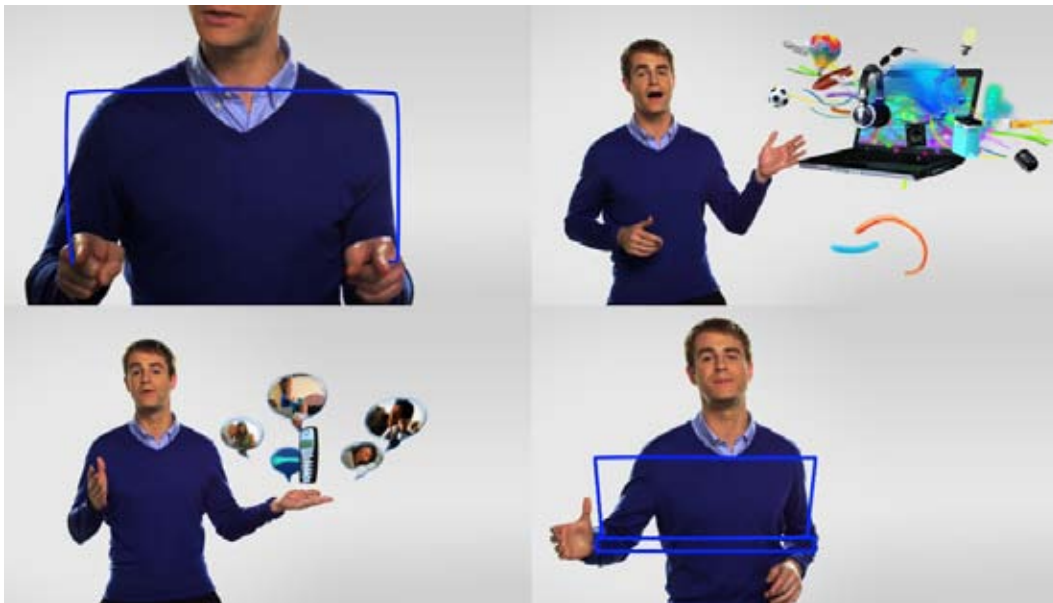
alex postelnicu

design + direction : experience · interaction · vfx

alex@phantomcolor.com

www.phantomcolor.com

+ 41 . 78 . 856 . 9905



role: Associate Creative Director / vfx Director
produced at: humble
client: Wilson RMA
service: Charter Cable Internet
info: Refreshing and vibrant image campaign.



role: Associate Creative Direct / vfx AD
produced at: favoritecolor
client: promax
service: conference branding & graphics

info:

The events of a world seen from below get seamlessly blended together to gradually reveal more and larger aspects of itself. Changes in context and perspective lead us to discover a very familiar setting.. familiar of course, to those in the broadcast industry.



role: Associate Creative Director / AD

produced at: Resident

client: Ogilvy

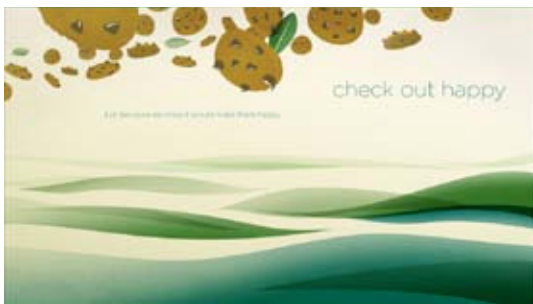
service: Autism Speaks public service campaign

info: This pitch was admired by the CD's at Ogilvy but got turned down by the end client. Set on top of a lightbox we are taken on a journey through generations of snapshots, traveling through photos, each detailing a little story of our spokespersons life.. Toni Braxton and Ernie Els



role: Conceptual Designer
produced at: Brand New School
client: Saatchi & Saatchi
product: Toyota Sienna Family Minivan
info: what makes this particular project interesting, beyond being one of my favorites, is that its been thoroughly admired and complimented by the CD at DK, who actually won this pitch!

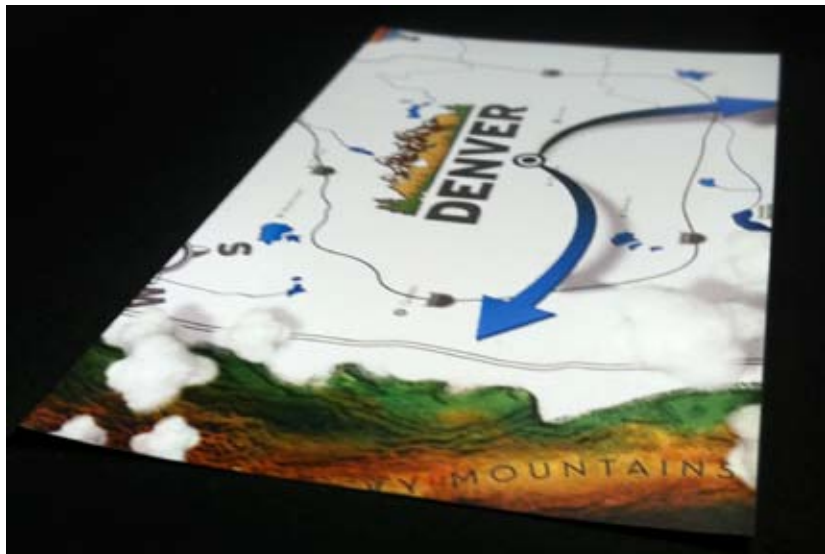




role: Conceptual Designer
 produced at: Brand New School
 client: Advico Young & Rubicam
 service: DoubleTree brand relivening
 info: intended to remind people of DoubleTree hotel's welcoming qualities, these boards conceptualized for 2/3D animation and posters borrow their style and color depth from print processes leaving us with a sense of simplicity and tangibility not usually associated with the CG imagery



role: Conceptual Designer
 client: GSD&M through BrandNewSchool
 service: Southwest Airlines Post Cards
 info: promotional materials synonymous with travel



SOUTHWEST AIRLINES	THE OTHER GUYS
\$ 69 <i>Fare</i>	\$ 149 <i>Fare</i>
	+ SECOND CHECKED BAG FEE


SOUTHWEST.COM

Fares are for comparison only and do not include U.S. government-imposed taxes and fees. Fees listed are an average of various charges by other airlines

role: Illustrator, Conceptual Designer

client: Grey through DigitalKitchen

service: AETNA awareness boost

characters: Bryce Wymer

info: Magic Johnson is seen in several neighborhood environments engaging the audience in a dialogue about health care benefits in a humorous way and seemingly approachable in part to the visual style. Magic is quoted as saying:

- Our team has a great game plan. Your health.
- At the doctor, don't be afraid to ask questions. Nobody ever died of embarrassment.
- For some people, it's easier to ask which bus to take than which medicine to take.



Our team has a great game plan. **Your health.**

- Evelyn "Magic" Johnson

Health Care options, information and simple ideas for better living, at www.communityvitality.com

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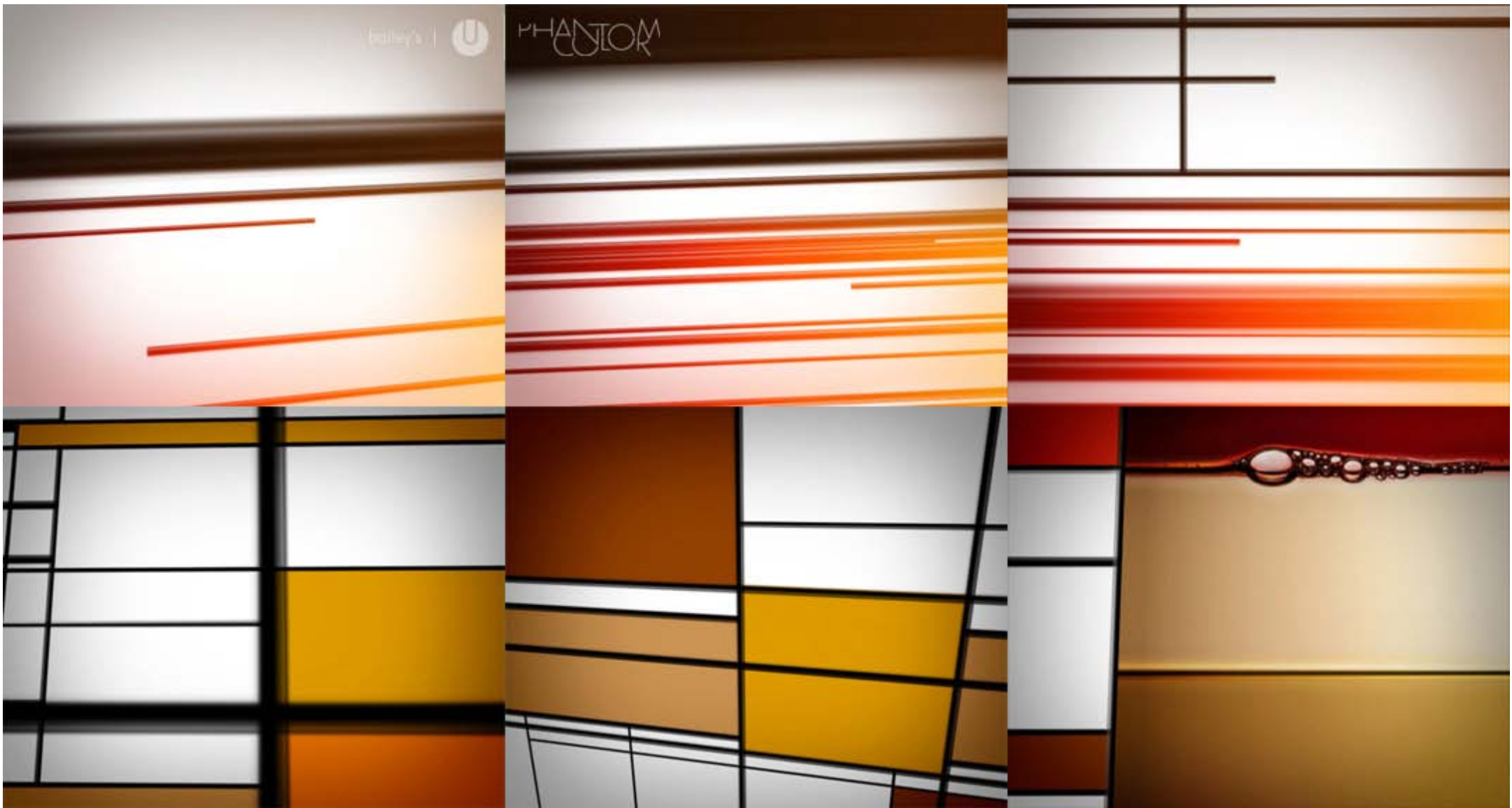
MAGIC JOHNSON ENTERPRISES We want you to know™ **Aetna**



For some people, it's easier to ask which bus to take than **which medicine** to take.

- Evelyn "Magic" Johnson

PERSCRPTIONS PHARMACY BEAUTY & BODY



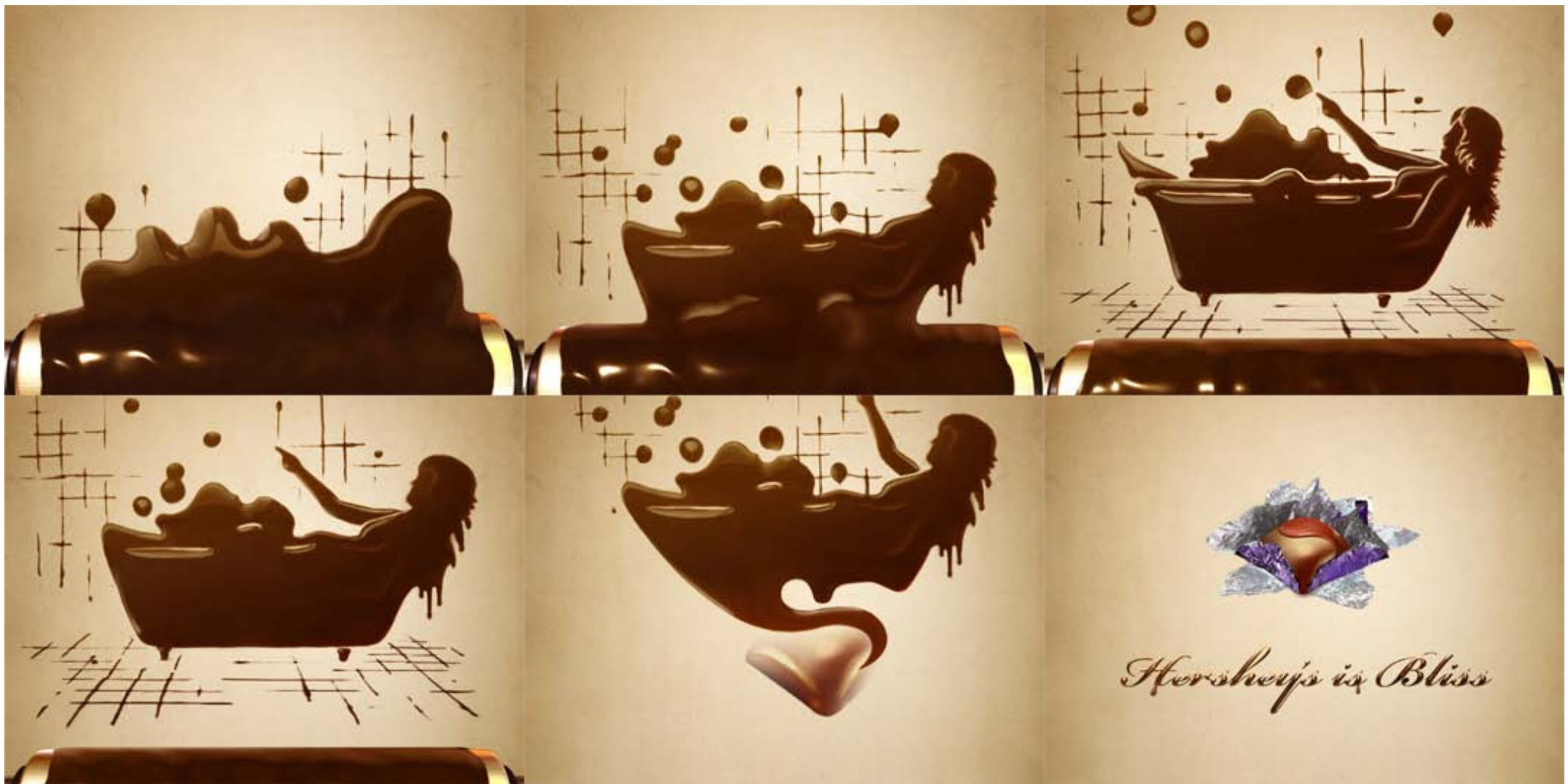
role: Art Director / Concept / Designer

produced at: Ultralmages

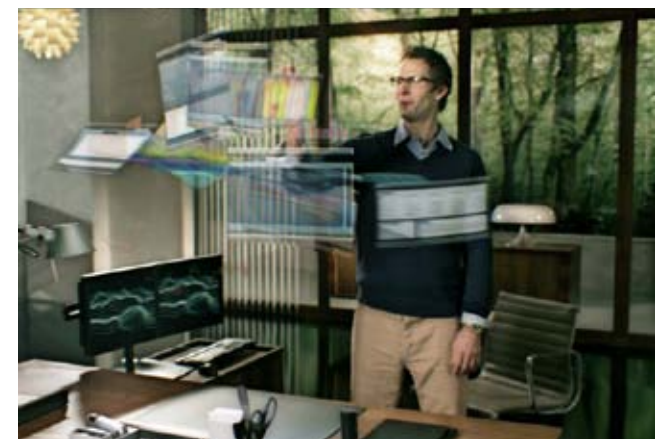
client: SFLB

product: Bailey's Motion Ad

info: Based on extending the existing print campaign look, this spot goes beyond the canvas in to a world inspired by Piet Mondrian and the jovial sounds of Ennio Morricone.



role: Conceptual Designer
produced at: Brand New School
client: Arnold
product: Hershey's Bliss Chocolates
info: designed with the help of chocolate syrup, our mouth waters as the chocolate roller reveals a delectable and relaxing world inside such a small package



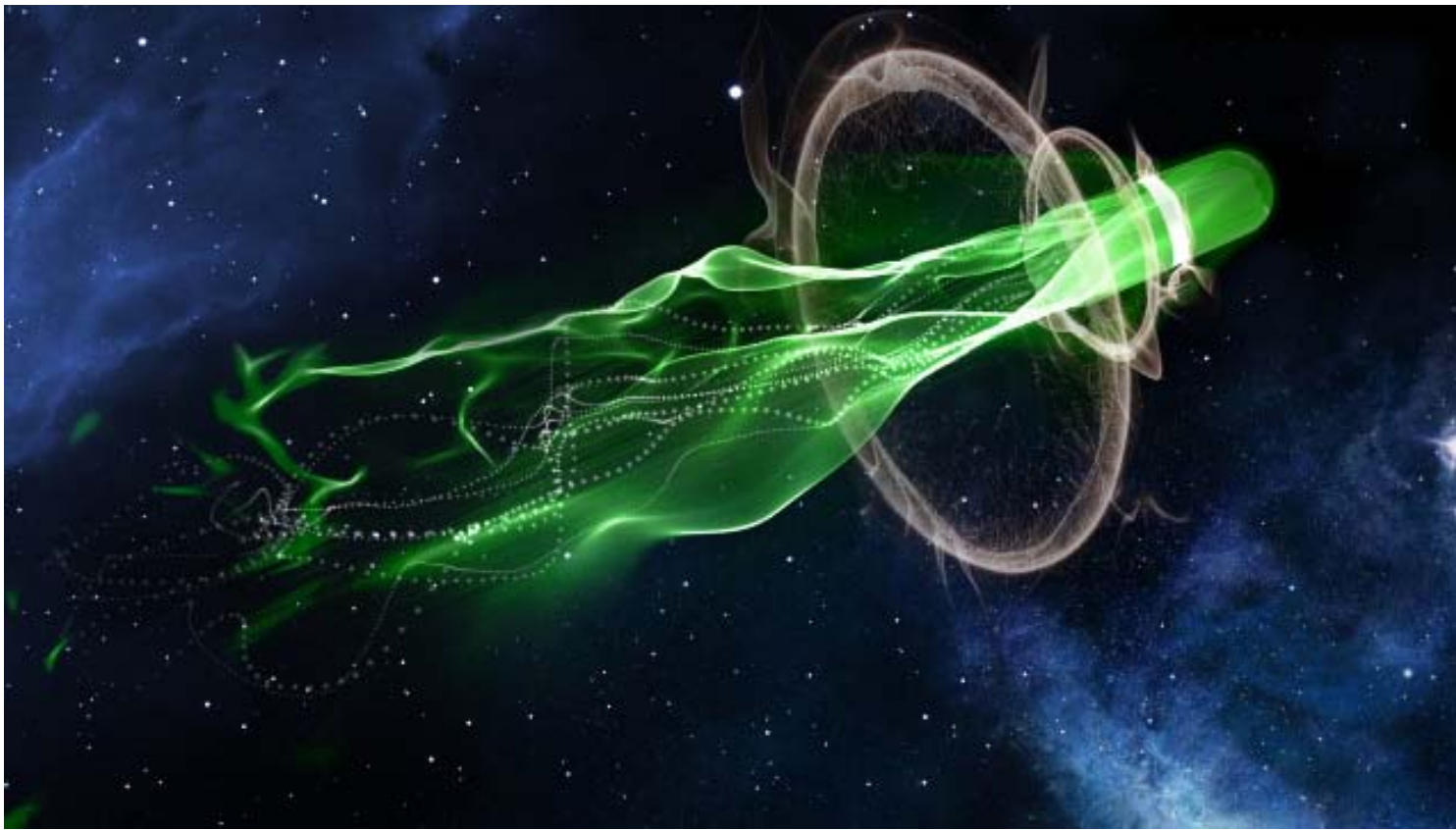
role: Co Art Director / vfx Lead
AD: Chase Hartmann / Brand New School
client: Arnold
product: Fidelity Online Investments
info: If trading online was as effortless, fun and reactive as we wish it were. This spot was challenging and fun to work on and required a great deal of attention to gestures in order to integrate CG elements that flowed and reacted properly



role: vfx Lead + integration Designer
produced at: Stardust Design Studios
client: JWT
product: Trident Gum
info: Europe / Latin market product introduction visualizing the flavorful experience one has while enjoying a stick of trident gum... taste one and be transported in to an atmosphere of silky smooth flavour made of ribbons and dissapating mist.



role: Conceptual Designer
produced at: Ultralmages
client: UBS Alinghi
info: Mood and Styleframes for long format films intended to run in the UBS Pavillion



role: Conceptual Designer
produced at: Brand New School
client: Arnold
service: Excedrin Rapid Release Ad

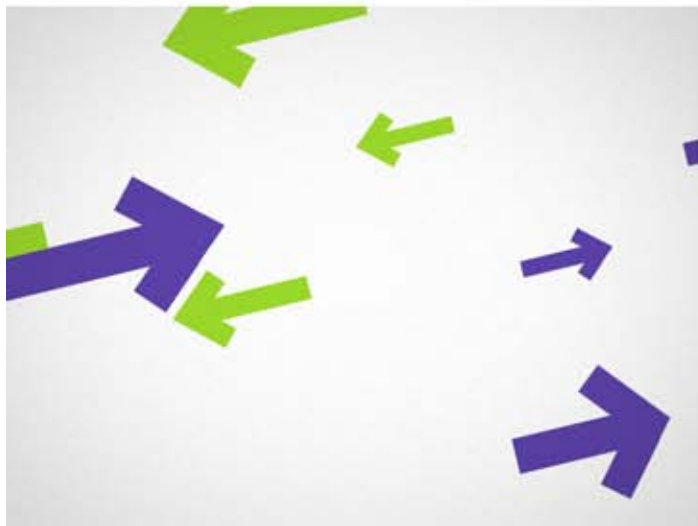
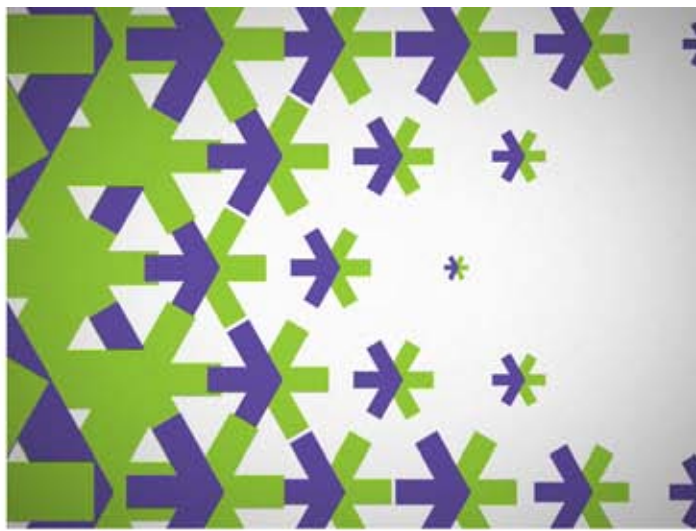
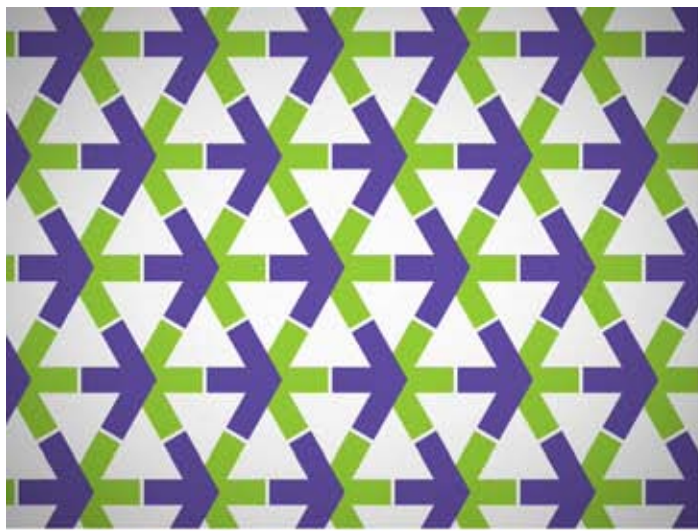


role: vfx Designer
produced at: Brand New School
client: Euro RSCG, DDB Chicago
service: Bud Light Drinkability Campaign Key Visual
info: extremely concise and meticulously finessed, the HD end tag for bud light's new campaign needed to combine mouthwatering appeal with legibility in only 5 seconds

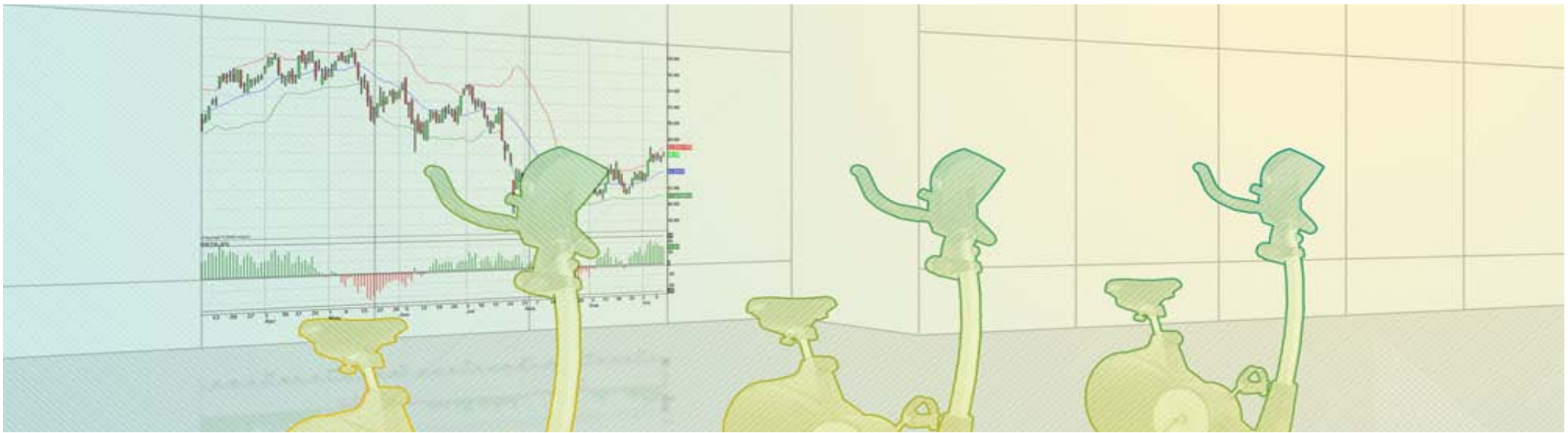


role: AD / designer
produced at: Superfad NY
client: DDB Worldwide

info: lottery game animatic/moods taking one on a journey through the fibres and fabrics of george washingtons bill, by entering the world right through the former presidents hair, submerging in to the different levels and degrees of depth, almost to the nano level, and emerging back out through the fabric of the leaves.



role: Co Art Director / Conceptual Designer
produced at: Brand New School
client: Arnold
service: e-trade graphic logo endtag
info: limited to using the logo's shape and colors, dynamic and subtly playful patterns grab your attention and directional arrows connecting allude to creating new e*trade accounts



role: Art Director
produced at: EQTV Zürich
client: Advico Young & Rubicam
product: Risk Management Web Videos for ABN AMRO
presented in several environments describing
and illustrating key terminology to plain folk





role: Creative Director / Art Director
 client: swisstools
 product: screw drivers around the world
 product photography

INDEX OF PICTURES
INDEX DE IMAGENES

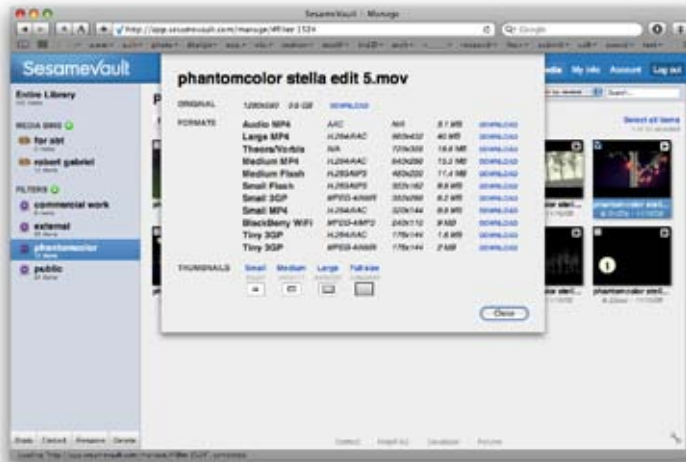




role: Conceptual Designer
produced at: phantomcolor / Wiseguys
client: Sony
service: Playstation 3 Launch
info: pitch for promo campaign



interaction



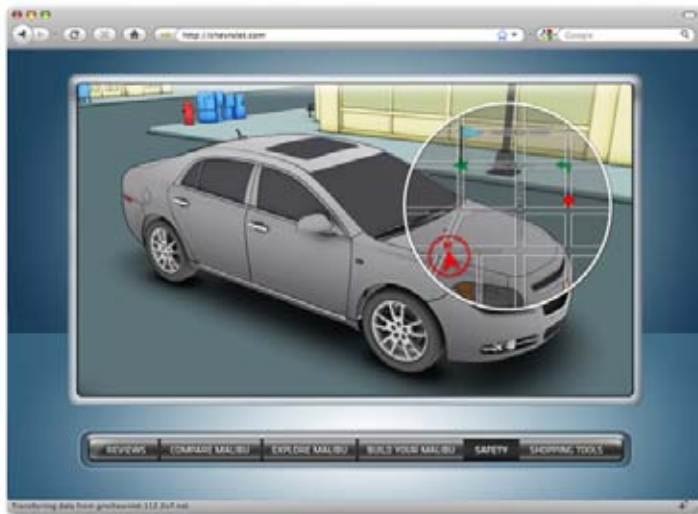
Above: web front end interface
 Below: early multimedia interface for content sorting
 (patented + some contents and titles are removed due to NDA)



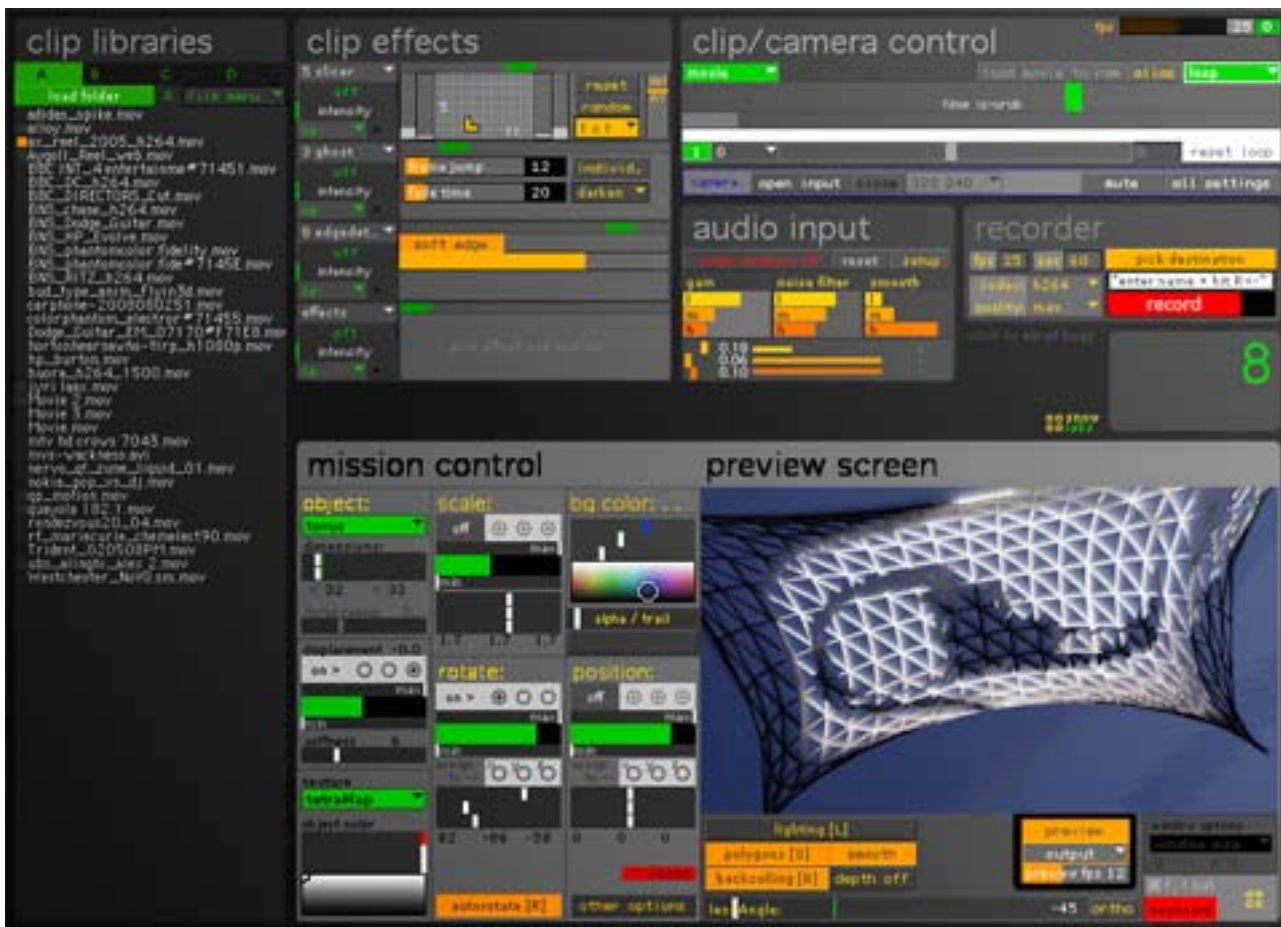
role: Interface + Interaction Designer
 client: SesameVault / OBT
 info:

Web and Flash Interface concept and design for a rich media content management system. Multi platform system interface for a content management system, used by large businesses to store, manage, convert and publish video and images to the web and mobile devices.



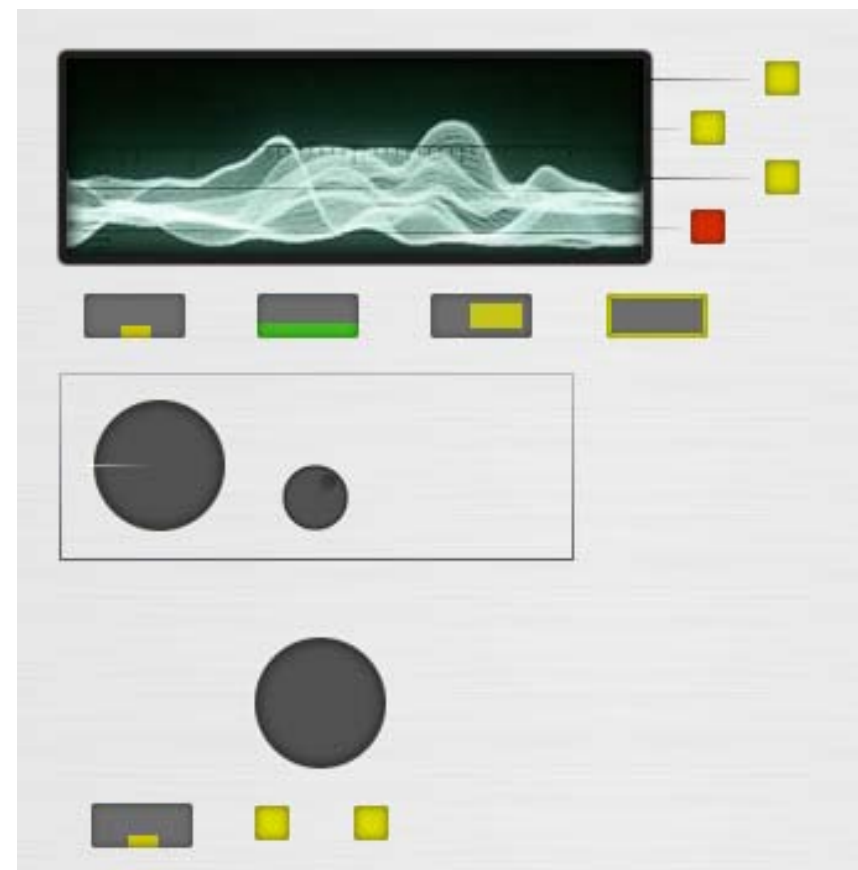


role: Interactive SafetyVideos Developer + Technical Consulting
 client: Campbell-Ewald through BrandNewSchool
 product: Interactive media for the Chevy Malibu 2009 Mirosite
 info: When launched, the site opens full screen, and offers high-definition photographs of the Malibu, bringing the car front and center with a straightforward menubar. The safety button takes the user through Mailbu's high safety standards in form of three interative and extensively informative videos covering OnStar, Stabilitrak and Air bags in a consumer-friendly language.



role: Interface + Interaction Designer
 produced at: vidvox / contract
 client: Weiss Engineering / OBT
 info: Interface design for 2 audio based products

- Above: multi-input automated VJ software
- Side: interface component design for high end VST
(labels are removed due to NDA)
- Below: minimal multimedia player interface



phantomcolor infinity

http://8.phantomcolor.com/ RSS Google

Newsmap

Newsmap is an application that visually reflects the constantly changing landscape of the Google News aggregator by displaying a heatmap algorithm visualization.

design, link, mind

super telekomer lens

super telekomer 1:1.4/50 m42 screw mount lens

design, photo, structure tag wishlist

eugenio scacno

amazing photography, superbly quiet sets and sublime color treatments.

www.eugenioscaco.com

design, entry, photo

a l'olivier - olive oil

"Huile de 'a l'olivier' est remarquable. La présence d'un basilic très aromatique est formidable et l'imagine que les autres goûts sont également présents et délicieuses"

entry

color based personality test

colorquiz.com is based on the work of Dr. Max Lüscher, and gives you several reasons for your current psychological state of mind based on your color choices.

link, mind

MC MV copypastechacter

link

Corford Restaurant Range

Corford CF60 Series Restaurant Range with Flame Safety (6K2499)

entry, food

ball chair by vito osterio 1966

design, structure tag wishlist

no design studio

millefiori lamp by london based t.n.a. design studio. some of the other projects on the t.n.a. studios site deserve a look for their sleek simplicity

design, structure

Manacle

Manacle Magazine has insightful well designed and clear international affairs, business, culture and design reports. Headquartered in London with bureaux in Tokyo, Sydney, Zurich and New York, Manacle appears 10 times a year in print and is updated constantly of manacle.com. Developed for an international audience hungry for information across a variety of sectors, Manacle offers a comprehensive global briefing under a single editorial brand. In print and online, writers and photographers are dispatched to over 50 countries every issue to deliver stories on longcher states, altering political figures, emerging brands, fresh forces in popular culture and inspiring design solutions.

design, info, structure

clip chair

surprisingly comfortable and foldable chair by osko-deichman

entry

c'Mait un rendezvous

entry

travelling cloud

hauke created a mesmerizing 3d long 'Cloud' digital sculpture whose surface is computer controlled and keeps the characteristic flicking noise that instantly invokes the idea of travel. The cloud is now hanging in Heathrow Terminal 5 at the entrance to British Airways' First Class Lounges and signifies the transition between the busy shopping floor and the calm and serenity of the lounges.

entry, structure

overhead in ny

Younger black men with suitcase. I just want you all to know that I am getting on the train with a carry-on bag.

Over black men, not looking up from his newspaper. Nigga, that is the stupidest thing you could have said.

-Downtown 1 train

entry

persistence

Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.

- C. Couillard

info, mind tag map

gps tracking

kahler's links Read the full post

entry

oqua creations

oqua creations: organic furniture inspired by nature + marine life. link / press

design, structure

seven damn fine wineries

1. dominus winery, napa valley, u.s.a. : [www.architect-herzog & de meuron](#)
2. bodogas vias, rioja, spain : [www.architect-santiago calatrava valls](#)
3. penegrine winery, queensland, new zealand : [www.architect-chris kelly](#)
4. corina petra, suvanski, italy : [website architect-marco bolta](#)
5. bodogas opes de heredia vinya ludonca, rioja, spain : [www.pavillion architect-zaha hadid](#)
6. wingat leo hillings, jays, australia : [www.architect-gamer/gamer plus](#)
7. mission hill family estate, westbank, british columbia : [www.architect-olson sundberg kundig allen](#)

more: here...

design, entry, food, structure

Massimo Vignelli's mind

design, info, structure

brain patterns and genetics

Smart People Think Faster : NPR

mind, structure

Canon EOS 5D Mark II

megapixel CMOS sensor, 1920x1080 HD video, HDMI + optional WiFi

photo, structure tag wishlist

dopamine surf campaign

insight's 2008 Campaign: Dopamine has some really amazing underwater surf shots.

Location: Bell Vision/Director: Steve Geymer, Fraser Anderson
Photography: Dustin Humphrey
Surfers: Luke Steadman, Kai Otton, Warren Smith, Jason Apperlele, Jared Mel, Mada Jono & The Jamaican Surf Team.

photo

rescende C2 desk

dark overleg walnut draftsman's desk from [skidell](#), with an adjustable angled desktop, hidden trays, adjustable height, logical design. it is a piece of furniture to fall in love with.

design, entry, structure tag wishlist

Five Things First 1964

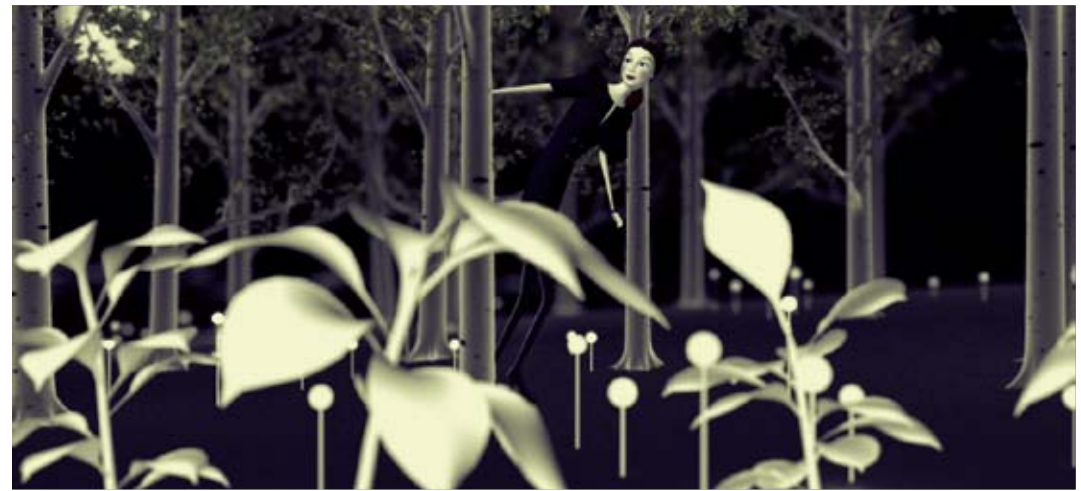
We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombardaded with gratifications derogated to this behalf, applying the work of those who have honed their skill and imagination to sell such things as: car food, stomach powders, detergent, hair restorer, striped toothpaste, alternative lotion, baby/infant lotion, slimming diets, lettering diets, deodorants, fizzy water, cigarettes, colons, patterns and airplanes. Read the full post

design, link, mind

role:
client:
product:
info:

Concept + Interface Designer
personal
Grid based content page
Dynamic Cell Arrangement,
based on vertical grid

experience

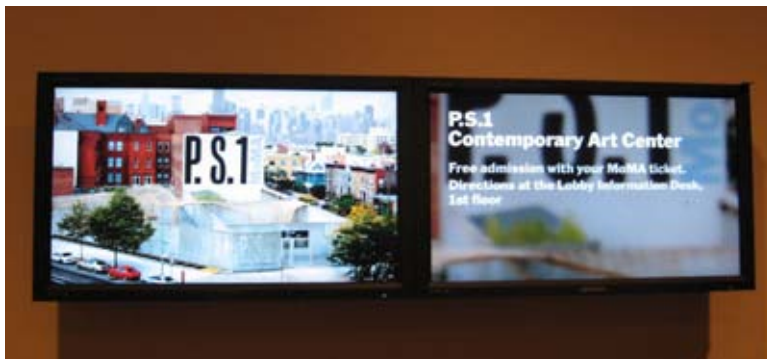


role: Associate Creative Direct / AD
CD: Yannick Aellen
client: swiss textiles / anabelle
product: full scale fashion show package designed and executed in five weeks!! cinematic, dreamy and spectacularly projected on an immense screen.





role: Technological Consulting + Designer
produced at: imaginary forces / contract
client: Museum of Modern Art New York
info: 9 + 4 Screen Entrance Info Graphics System running a customized solid, dynamic and scalable backend. Intended to be visually pleasing and informative to more than 9000 daily visitors.



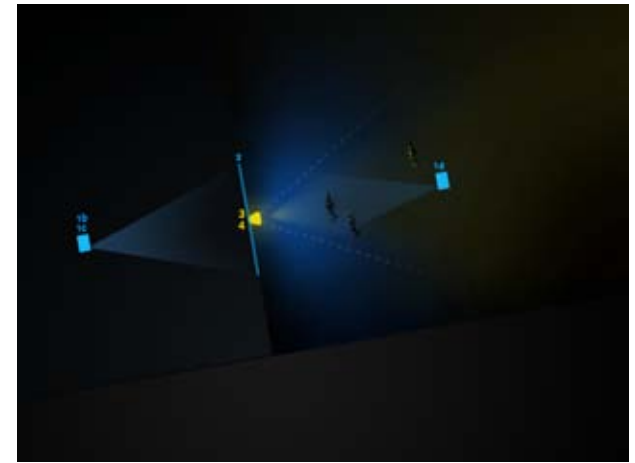
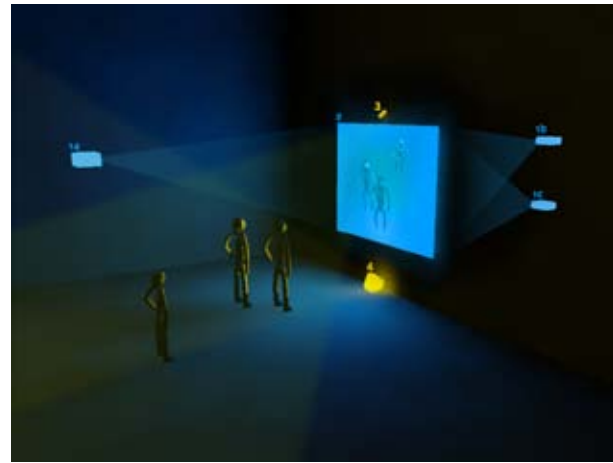
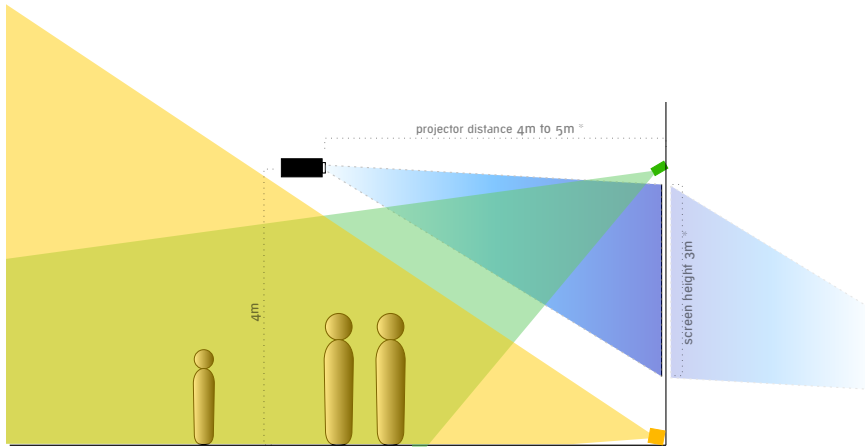


role: Art Director
 client: NYSE Euronext
 service: dynamic interchangeable sponsoring billboards
 info: what stands out in the chaos of Times Square, possibly an energetic or a fluid animation or both. Quick and to the point, these animations offer the NYStockExchange the opportunity to cater to and integrate its sponsors and companies it currently holds, on a daily basis to numerous spectators.



role: vfx Designer
product: Journey to the Sun, 180° dome projection
client: American Museum of Natural History
info: visual effects for an high resolution hemispheric dome. this immersive theater experience launches 6000 visitors daily through space and time to experience the life of the stars in our night sky including our own nurturing sun.



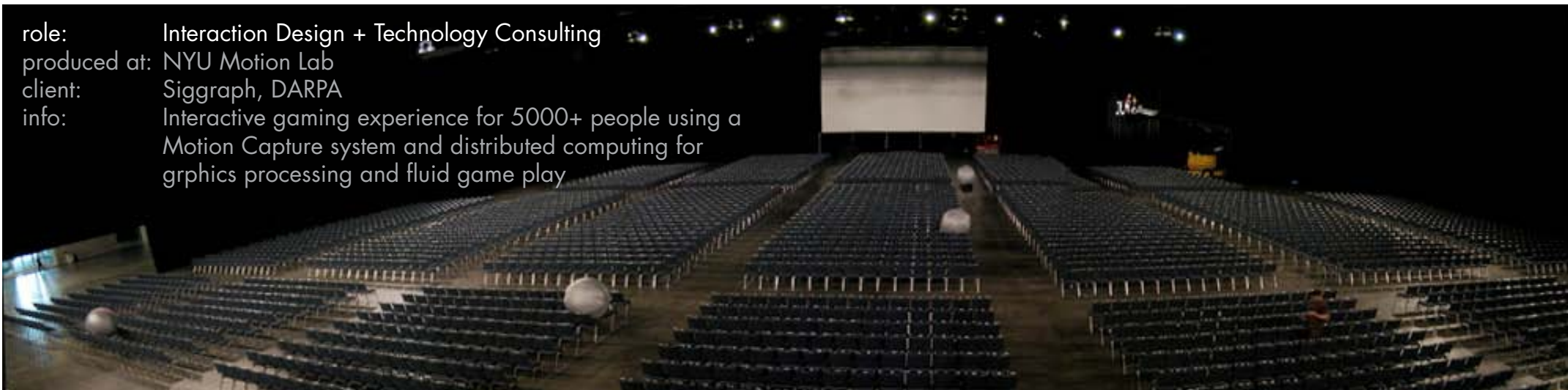
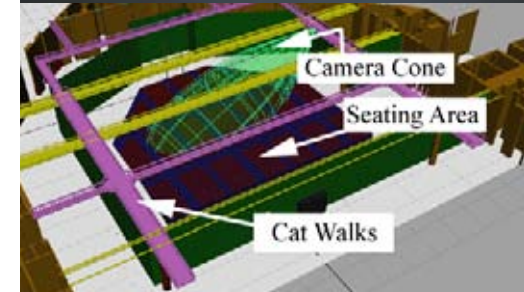
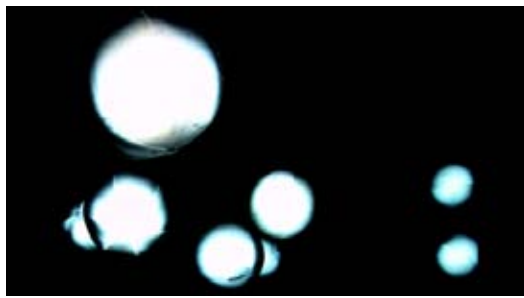
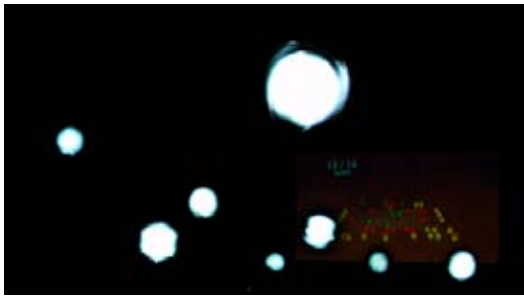


role: Interaction Designer + Technical Consulting
 produced at: comission
 info: backend programming for an interactive installation



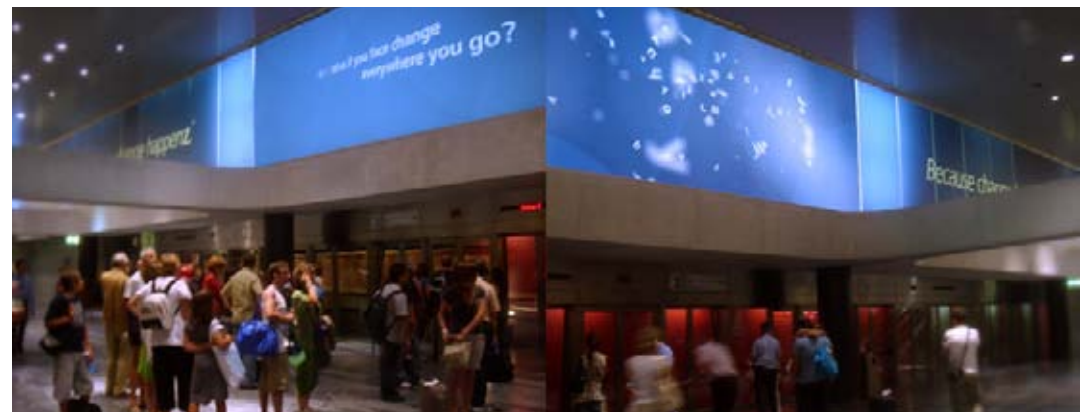
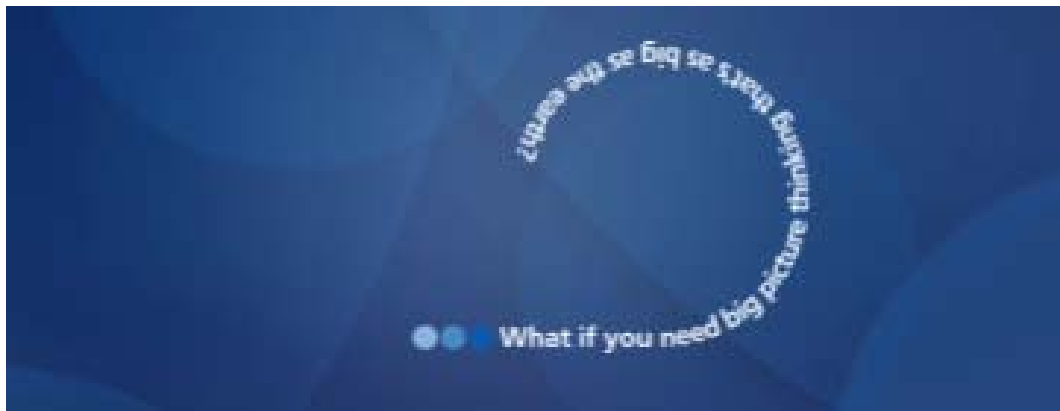
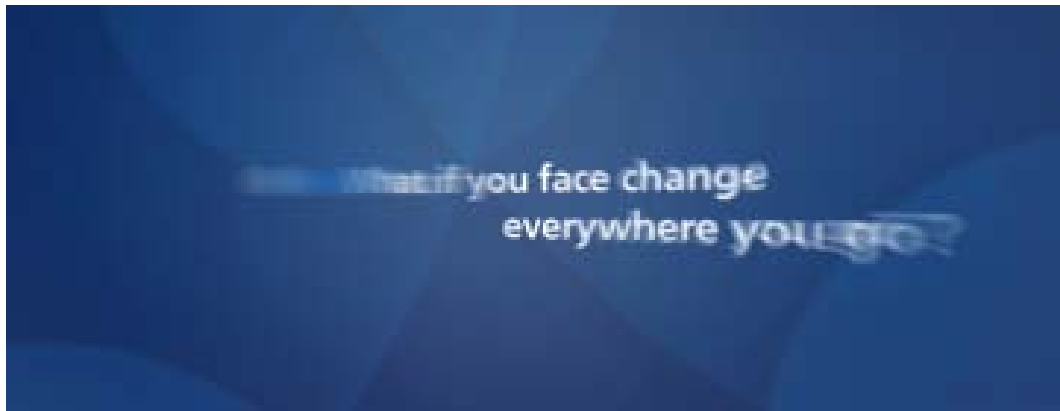
role: Design and Fabrication
produced at: personal / phantomcolor
client: Various Private
info: Inspired by the fresh rivers and lakes of the swiss alps, representing veins of life around which civilizations based their existence, this laser cut lamp also embodies a visual aesthetic duality. During the day, the geographically accurate outlines forming the bodies of water are almost black, while at night the light that shines through gives life to this sculpture/product and amplifies the original qualities that inspired its creation.





role: Interaction Design + Technology Consulting
 produced at: NYU Motion Lab
 client: Siggraph, DARPA
 info: Interactive gaming experience for 5000+ people using a Motion Capture system and distributed computing for graphics processing and fluid game play





role: Motion Design + Technical Consulting
produced at: Ultralmages
client: Publicis
info: Extensive Airport billboard with sequenced animations

thank you