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*Art as a game changer in marketing:  
Exciting brand experiences  
due to extraordinary visualizations  
with artistic independence*

With *art in strategy*® I, Katharina Arimont, offer a special form of marketing:

As an art historian and curator with work experience in the field of museums and galleries as well as in the creative and business sectors, I conceive and produce sophisticated content for customer touchpoints on company- relevant topics with artists. The extraordinary:

*art in strategy*® opens up a more differentiated level of perception than classical advertising. Artistic independence leads to authentic and exciting visualizations that play with the expectations of the viewer in a wonderful way and generates exciting insights. This is done with simultaneous entrepreneurial commitment through the promotion of art and culture.

**More about *art in strategy*®-project conception and implementation(s) of *art in strategy*®:**  
**[katharinaarimont.de/leistungen](http://katharinaarimont.de/leistungen)**

"The true artist is an amazing luminous fountain."

Bruce Nauman

*A short digression on the power of art in advertising and marketing*

„I go up a staircase in the dark, want to take the last step, but because I am already at the top, there is no more, and I step into the void. It's such a strange feeling that you get then. Our expectation is broken.“ This is what the artist Bruce Nauman said in an interview with the German newspaper "Zeit online" in 2004, describing, probably without knowing it, a so-called "insight" into the world of marketing - an everyday moment that completely occupies and surprises you for a fraction of a second, and at the same time triggers a kind of "aha effect" and the need to quickly grasp how this could have happened, in other words the context of this "step into the void". When someone manages to surprise us in this way with an advertisement, we feel "caught" in a way. To draw attention to a topic in an advertising way and at the same time by doing so leading the viewer to deeper thoughts is an approach that successful marketing strives for: With a so-called "planning", a so-called "insight" is to be created, an extraordinary brand moment, which stimulates (potential) customers to deal with what they have experienced through insight and enlightenment. In my opinion, art can be a game changer, because it has the power to create such moments. But how can art be used in advertising? How should exciting advertising be designed and how can artists design advertising without being instrumentalized?

Let's get back to Bruce Nauman. His approach as an artist inspires me in creating exceptional marketing content with *art in strategy*®...

**Continue reading at: [katharinaarimont.de/mehrwert-durch-kunst](https://katharinaarimont.de/mehrwert-durch-kunst)**

**art in strategy®**

Individually conceived projects of entrepreneurial art promotion

**Creative Direction / Conception**

Shootings, brochures, websites, campaigns

**Exhibition Curation**

From the idea, to the conception and the implementation

**Speeches**

On various topics in the fields of art and creativity

**Strategic Consulting**

Consulting for companies and cultural institutions

**Branding**

Brand building and brand development as well as rebranding

Katharina Arimont

/ Conceptor, Consultant, Curator



It has always been my mission not to put art in a "glass box", but to show it outside museums and to create projects that make art accessible to everyone in as many places as possible.

I studied art, philosophy and muséology at the Ruprecht-Karls-University in Heidelberg, Germany and at the École du Louvre in Paris, France.

Through my professional experience in both the arts and business, I am familiar with both their needs.

## Referenzen

### / Overview of selected projects

#### **art in strategy®**

- > 7 Elements
- > Le Visage que tu mérites
- > Marlène
- > Rebirth
- > Identity

#### **Branding & Branding**

- > Le Manoir Cream Manufactory
- > Le Laboratoire Paris

#### **Creative Direction**

- > Shooting Le Manoir Cream Manufactory 1/3
- > Shooting Le Manoir Cream Manufactory 2/3
- > Shooting Le Manoir Cream Manufactory 3/3
- > Broschures Le Manoir Cream Manufactory
- > Website Le Manoir Cream Manufactory

#### **Exhibitions**

- > Face it! Who do you want to be?
- > The feeling inside of me

#### **Lectures**

- > Platoon Kunsthalle Berlin, Germany

#### **Opening Speeches**

- > Kunsthaus Frankenthal, Germany
- > Galerie Schrade in Karlsruhe, Germany
- > Galerie tuttiart, Luzern, Switzerland

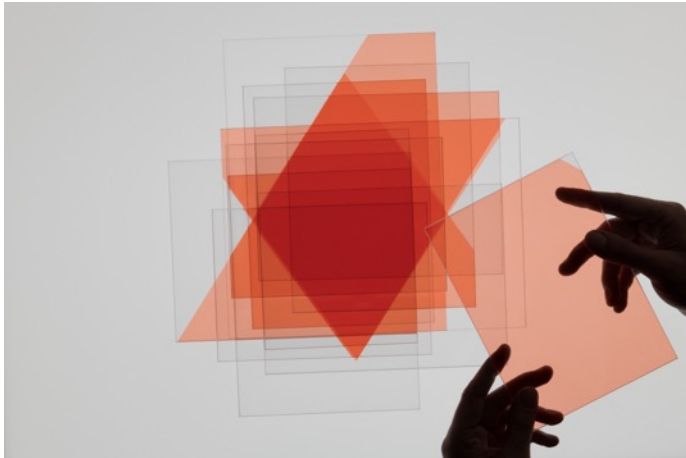
#### **Text Publication**

- > The feeling inside of me

#### **Interview**

- > The feeling inside of me

**View references directly on website: [katharinaarimont.de/referenzen](https://katharinaarimont.de/referenzen)**



## Cinematic Visualization of seven brand values

*The project "7 elements" shows seven characteristics of the Le Manoir Cream factory*

For this project I worked together with the creative duo Stark & Shakupa. The specifications were seven keywords that distinguish the brand Le Manoir Cream Manufactory as well as background information on its integration into the overall identity of the brand. Pujan Shakupa and Stefan Stark were free to implement the concept and visuals. All clips are handmade and realized without computer animation. Through the abstraction of content and visuals, the "7 Elements" play with the expectations of their viewers.

The upper photo shows a video photograph of the clip relating to the keyword "tradition". You can see the "Red Le Manoir diamond shape", a symbol developed by product designer Christian von der Heide: He based the diamond shape on the pattern on the door of the Le Manoir country manor, home of the Le Manoir Cream Manufactory, and the red colour of the diamond shape on the colour of the pharmacy in Germany as a symbol for the pharmaceutical quality of Le Manoir skin care products. In the video clip "Tradition" by Stark & Shakupa, red-transparent glass plates are layered on top of each other by two hands in such a way that they show the "Red Le Manoir diamond shape" in its entirety. The clip thus refers to the tradition of "concentrating on the essentials" in Le Manoir, a place where monks lived in earlier times, which has been anchored since 1698. Furthermore, it refers to the hand-tested, pharmaceutical quality of Le Manoir skin care.

The "7 Elements" video clips were shown at the Le Manoir press launch in March 2018 and used on the website (with explanatory text paragraphs). Sequences of the clips were placed as online advertisements and video photographs were incorporated into image brochures and sales material. The clips also enriched the booth of Le Manoir Cream Manufactory at Fashion Week Berlin, January 2020.

**More at: [katharinaarimont.de/7-elemente](https://katharinaarimont.de/7-elemente)**





### The face as mirror and mask

*In this project, a sponsored film about the handling of one's own image is exhibited in a museum and prepared for the media*

"You get a budget and can create a short film of your choice" - this was the starting point of a cooperation with young filmmaker Cyril Schäublin. He created "Le visage que tu mérites" (4 min), in engl. "The face you deserve." The film deals with the personal responsibility for one's own life and one's outer appearance - a topic that the beauty world in particular tries to ignore by means of rejuvenating beauty interventions. The film was presented for the first time at the Le Manoir brand launch and enabled its sponsor, Dr. med. Kessler, owner of Le Manoir Cream Manufactory as well as practicing dermatologist and aesthetic surgeon, to present himself in an extraordinary way. In his job he is confronted with beauty ideals on a daily basis. There was extensive media coverage after the press launch: The beauty press reported, among them Beatrice Graf, beauty chief of VOGUE-online-Germany. She wrote a comprehensive article about the Le Manoir brand, about her own experience in the use and effect of a Le Manoir product and also mentioned "Le visage que tu mérites" in her article.

To give the film an artistic framework and to go even deeper into the subject, I launched the exhibition "FACE IT! Who do you want to be?" at the Ludwig Museum, Koblenz. The art press reported, among others the SWR television produced a report.

Building a bridge back to the patron Dr. Peter Kessler, I wrote an article in the Magazine for Plastic Surgery about the exhibition project, about Dr. Kessler's philosophy and used art as a vehicle to present him in medical circles and to gain visibility in both trade and mainstream media.

**More at: [katharinaarimont.de/le-visage-que-tu-merites](http://katharinaarimont.de/le-visage-que-tu-merites)**



## An illustration as symbol for the brand story of Le Manoir

*Marlène", the muse of and for Le Manoir Cream Manufacture*

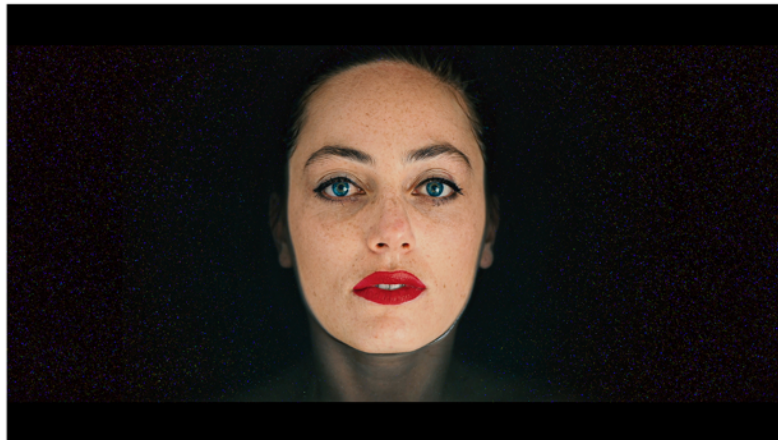
The illustrator and artist Ekaterina Koroleva interprets the founding story of Le Manoir skin care in a single character: "Marlène" takes us into the world of film, to a film location in Luxembourg where the first Le Manoir cream was created. Based on a few specifications from the client Dr. Kessler, Ekaterina Koroleva developed figur of "Marlène", "Marlène on the film set" and "Beauty illustrations".

The key visual, the figur "Marlène" is computer-animated. Charming and coquettishly winking, "Marlène" draws her viewers into the world of Le Manoir and appears again and again at different touch points. She can be found in sales materials, on large banners and displays, in image brochures and in commercials about Le Manoir products and brand identity. The "Beauty illustrations Marlène" underline the care routine of Le Manoir products on the website.

The "Marlène" project can be continued and used in different contexts, so that Marlène always "anchors" itself consciously and unconsciously in the viewers' minds. The drawing style is concentrated on the essentials and therefore corresponds with the philosophy of Le Manoir Cream Manufactory.

In addition to the finished illustrations, the project also provides insight into the development process of the illustrations. In addition, further free expression drawings and paintings by Ekaterina will be shown, which are created during the work on the main illustrations ((like the drawing on the left).

**More at: [katharinaarimont.de/marlène](http://katharinaarimont.de/marlène)**



### Redefining luxury

*A corporate philosophy goes around the world in an artistic short film*

The guiding principle of Le Manoir Cream Manufactory Dr. Kessler is "True luxury focuses on the essentials". The German-French film project "Rebirth" questions this philosophy of the founder Dr. Peter Kessler in a philosophical way.

"What does true luxury mean to you?" I asked the french artist duo Revel, Azel Le Bris & Sofian Pelloquin. Their answer: "Rebirth". The short film is set in the fashion industry and is about the young art director Pauline. She lives in luxury, but is actually trapped like a fish in a jar. When she becomes aware of this, she undergoes an inner change.

In the credits of the film you can find the logo of Le Manoir Art. In close consultation with Revel, short sequences of the film were cut into product commercials, which allows a fusion with the Le Manoir philosophy. „Rebirth" enriched the booth of Le Manoir Cream Manufactory at the Fashion Week Berlin, January 2020 and will, via different channels, e.g. short film festivals, concept store screenings, go around the world. The film would have premiered at the Cinéma UGC Gobelins in Paris on March 20, 2020, but had to be postponed indefinitely due to restrictions caused by the corona virus.

**More at: [katharinaarimont.de/rebirth](https://katharinaarimont.de/rebirth)**



### Experience a corporate philosophy with an interactive sculpture

A cooperation with the art association artburst and the Kulturförderpunkt Berlin

Supported by Le Manoir Art, the independent art section of Le Manoir Cream Manufactory, artist Kristiane Kegelmann created an interactive sculpture entitled "a = a (Identity)" which was inspired by the guiding principle of Le Manoir Cream Manufactory. This is "True luxury concentrates on the essentials" and thus describes Le Manoir's philosophy of using only a few substances in cream production. The artwork was created without any specifications and/or influence by the client.

Kristiane Kegelmann interprets true luxury as the concentration of each person on himself and the development of his or her individuality. Her artistic craft also draws a parallel to the craft of cream production: she incorporates edible elements into her interactive sculpture. These edible elements are made of different, individually designed, harmonious compositions of ingredients. Each edible element has a different individual main note analogous to the individual care creams of Le Manoir.

The textual and visual preparation of the project for the websites of Le Manoir Cream Manufactory and the art section "Le Manoir Art" were done by me. Sequences of the creation of the work were also incorporated into the image film of Le Manoir Cream Manufactory. The project offers exciting content material in terms of both content and visuals and brings the Le Manoir brand closer to website visitors in an extraordinary and profound way.

In addition, I conducted an interview with Kristiane Kegelmann for the Art & Inspiration blog on the Le Manoir Cream Manufactory website, in which she talks about the cooperation and her working methods.

**More at: [katharinaarimont.de/identitaet](https://katharinaarimont.de/identitaet)**



### **Branding Le Manoir Cream Manufactory**

As a Brand Strategy Conceptor and Consultant, I developed the content-related and visual brand strategy of Le Manoir Cream Manufactory and advised on sales aspects.

In close cooperation with the management and the Senior Art Director Christian von der Heide, I developed an overall concept around the founding history of Le Manoir Cream Manufactory, which began on a film set. This included, among other things, the establishment of the company's own art section, Le Manoir Art, which takes up the creative world of film.

le  
laboratoire

### **Analysis and consulting Le Laboratoire Paris**

As an Art & Strategy Consultant, I advised the private cultural institution called Le Laboratoire in the context of my thesis for the International Masters at the Louvre Paris. It was founded in 2007 by David Edwards, a Harvard professor and medical doctor. His intention was to make visible in exhibitions the process of the emergence of ideas in the exchange between artists and scientists. In 2014 "Le Laboratoire" moved to Cambridge and became the "Artcience Lab".

## Creative Direction

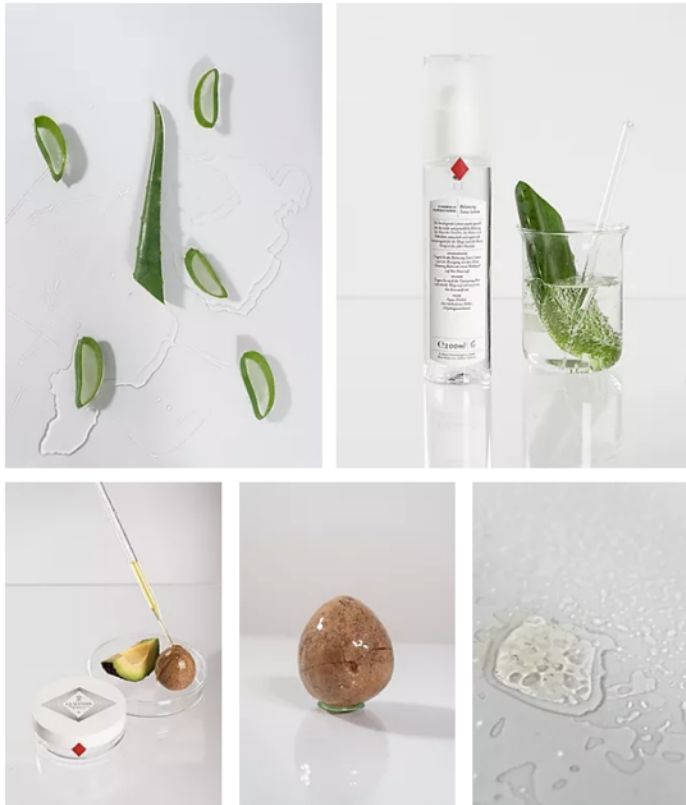
### / Shooting Le Manoir Cream Manufactory 1/3



#### Models & moods

During this photo shooting for Le Manoir Cream Manufactory, I emphasized on the company's motto "True luxury focuses on the essentials" and had this reflected in the aesthetics of the photographs. I created shots showing the models with products in use and "mood" photos as well as shots in which the models are staged with the ingredients of the products, such as roses and lavender.

More at: [katharinaarimont.de/creative-direction](https://katharinaarimont.de/creative-direction)



### Products & ingredients

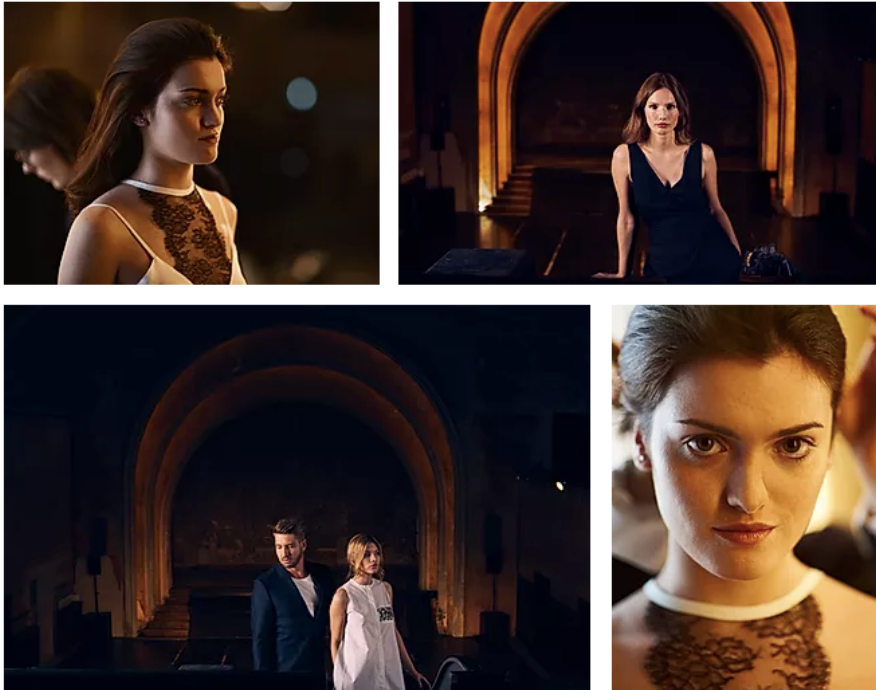
The products of Le Manoir Cream Manufactory were developed by its founder and owner, dermatologist Dr. med. Peter Kessler, on the basis of his many years of medical expertise. During this photo shoot I staged every Le Manoir product with its main active ingredient and medical accessoires to underline the medical character of the products. The "clean" look and white background emphasizes this, too.

More at: [katharinaarimont.de/creative-direction](http://katharinaarimont.de/creative-direction)



## Creative Direction

### / Shooting Le Manoir Cream Manufactory 3/3



#### Image photos with film character in an old cinema building

The Le Manoir Cream Manufactory was born on a film set. As a location for the shooting of the first Le Manoir image photos, I therefore chose a place that reflects the origins of the brand and at the same time, with its unique architecture, gives the photos an unmistakable character: the former Delphi silent cinema in Berlin.

More at: [katharinaarimont.de/creative-direction](https://katharinaarimont.de/creative-direction)

## Creative Direction

### / Broschures Le Manoir Cream Manufactory



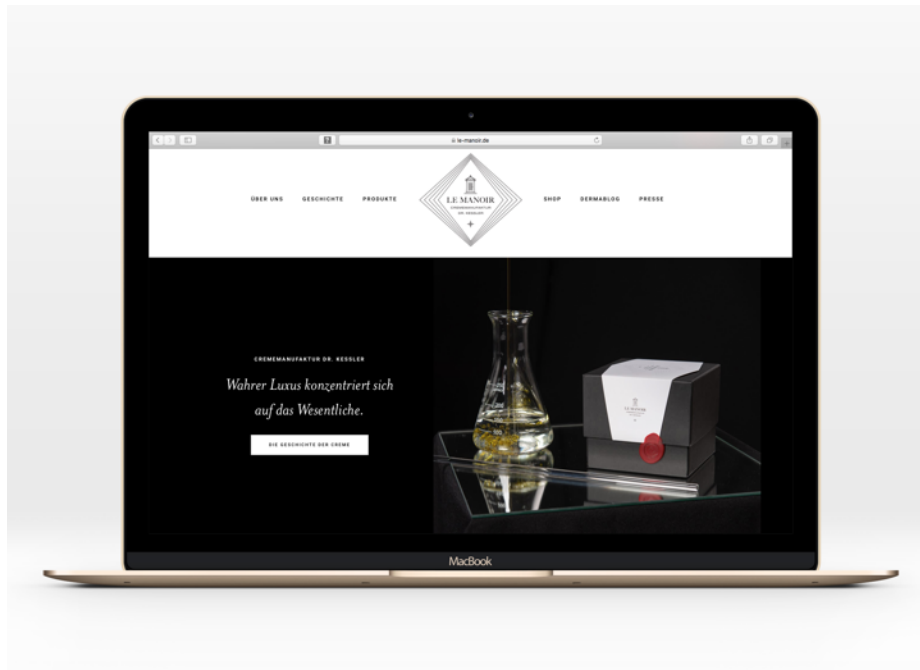
#### Image brochure conception

For three brochures of the Le Manoir Cream Manufactory I was responsible for the creative direction and also for the texts.

More at: [katharinaarimont.de/creative-direction](https://katharinaarimont.de/creative-direction)

## Creative Direction

### / Website Le Manoir Cream Manufactory



#### Website conception and text creation

For the website of Le Manoir Cream Manufactory I was responsible for the creative direction and copywriting. [lemanoir.de](http://lemanoir.de)

Another website reference on: [katharinaarimont.de/creative-direction](http://katharinaarimont.de/creative-direction)

## Exhibition curation

/ Face it! Who do you want to be?

*face it!*

*Wer*

*willst*

*Du*

*sein?*

### About faces as mirror and mask

With "Face it! Who do you want to be?" I curated an exhibition at the Ludwig Museum Koblenz in 2019 around the film "Le visage que tu mérites/ The face that you deserve" (2018) by the internationally known director Cyril Schäublin. The film revolves around the human face. Like a mirror, it reflects one's own way of life, serves as a mask for social conventions and as a symbol of the personal responsibility that each person bears for himself and his own life. In his unmistakable style, which is characterized by an 'unapproachable immediacy' of the scenery and precise camera angles, Cyril Schäublin creates multi-layered aspects within the four minutes of "Le visage que tu mérites", which finds equivalents in works from the collection of the Ludwig Museum Koblenz, such as Andy Warhol, Jean Dubuffet and Pablo Picasso.

**More about "Face it! Who do you want to be?" and further exhibition curatorial projects at:**  
**[katharinaarimont.de/ausstellungskuration](http://katharinaarimont.de/ausstellungskuration)**

## Lecture

/ Weinkrake - Platoon Kunsthalle, Berlin



### Platoon Kunsthalle, Berlin - "Wine Taste Event"

For the online magazine „Weinkrake“ I gave a lecture at a Wine & Taste Event 2015 at the Platoon Kunsthalle Berlin about the encounter of art and wine on wine bottle labels and the symbolic dimension of the aesthetic experience of art and design.

More: [katharinaarimont.de/vortrag-eroeffnungsrede](http://katharinaarimont.de/vortrag-eroeffnungsrede)

## Opening Speech

### / Selected Speeches



Kunsthaus Frankenthal, Germany, 2015:  
Günther Titz, "Out of the dark"

Galerie Schrade, Karlsruhe, Germany, 2015:  
Nathalia Edenmont, "Blüten des Lebens"

Galerie tuttiart, Luzern, Switzerland, 2015:  
Kejoo Park, "Silberlandschaften"

**Excerpts from the speeches:**

**[katharinaarimont.de/vortrag-eroeffnungsrede](http://katharinaarimont.de/vortrag-eroeffnungsrede)**

## Text Publication

### / "The feeling Deep Inside"

Excerpt from a text publication about the Korean Artist SEO and her Installation „Das Gefühl in meinem Innern (The Feeling Deep Inside)“, 2014, published in the Exhibition catalogue of the Ludwig Museum Koblenz, Germany

*The Feeling Deep Inside*

*The seat of the soul is where the inner world and outer world touch each other, where they penetrate each other.*

*It is at every point of penetration.*

*We must seek to create an inner world.*

*The mysterious path leads inwards.*

Novalis (1772-1801)

Four cylindrical silver-gray metal objects can be found in SEO's installation *Das Gefühl in meinem Innern* (The Feeling Deep Inside), 2014. They are larger than life, 2.20 m high and have a diameter of 1.50 m at the bottom. From there, they first curve minimally outwards and then taper towards the top. The surface is as smooth as glass. There they are surrounded by murmuring sounds, such as a horn, a rustling noise, a collage of different sounds, from which crystallizes a main sound: The uniform sound of bells.

The Korean artist SEO (born 1977) is showing an installation of four bells which is based on a personal experience she had in her hometown of Gwangju: SEO was standing on a hill and looking down into the valley when she heard the sound of ringing bells, the bells of a nearby temple. She spent an hour on the mountain, alone, alone with nature, and listened to the sound of the bells. The sound of loneliness, the sound to find oneself.

Back in the city, it was hectic again. Her family, her friends and everybody were asking her how she was doing and wanted to know what her next project was. In her studio in Germany she thought a lot about this experience, the moment in nature and the sound of bells and the feeling fleeting by, the one which triggered this sound in herself, as she sees herself, a German artist with Korean roots. As so often, she started reflecting on the different social systems in Germany and Asia...

**ISBN 978-3-939983-93-4**

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Portfolio ©Katharina Arimont / page 23 of 25

## Interview

### / In conversation with designer Christian von der Heide

Christian von der Heide is one of the most creative and exciting persons I know. His way of thinking as well as his talent to soak up sensory impressions and synthesize them into exciting designs are simply fascinating. Whether product, corporate, logo or editorial design - for clients such as Dita van Teese, Strellson, David Rothschild, Yōji Yamamoto - Christian's designs always go beyond an aesthetic surface, as in the packaging design for Le Manoir.

On a warm Saturday night in summer, Christian and I talk about things like the art of gardening, beauty, the fashion sins of his youth, the importance of humour, and how he works and what inspires him.

**You can read the interview at: [https://le-manoir.de/art\\_inspiration/christian-von-der-heide/](https://le-manoir.de/art_inspiration/christian-von-der-heide/)**



# art in strategy

Katharina Arimont  
CONCEPTION CONSULTING CURATION