

# / Portfolio Katharina Arimont



Welcome to my portfolio. My name is Katharina Arimont.

I am a strategist and an innovation/communication developer. On the following pages I will tell you more about me, my career and give an insight into my way of thinking and working by means of selected work samples from various fields.

**Creativity, Strategy, Innovation - I shift horizons, create business and product innovations, brand campaigns and corporate communications.**

For about 15 years, I've been working as a Conceptor, Consultant and Curator at the intersection of art and economy - for companies, museums, galleries as well as for public and private institutions. Thereby innovation has been a constant theme throughout my career, serving as a guiding principle. I don't just concentrate on creating innovations; I also leverage them to bridge internal and external potentials.

**My background:** A broad academic spectrum from art history and philosophy in Heidelberg to museology at the Louvre in Paris with curation, press, marketing, psychological and legal aspects. Certifications in digital transformation and business development as well as multifaceted professional experience complete my profile.

**My expertise:** I curate exhibitions, develop business ideas, design communication strategies and initiate products - all with a user-centered, crossover and holistic approach that transcends departmental boundaries.

**My value proposition:** Unexpected positioning of companies, organizations and institutions as well as increasing their future viability. Developing and connecting innovations for cross-divisional, cross-sector, holistic value creation.

**What's unique:** A strategy that brings together company facets, not only for isolated value creation, but also creates targeted value-enhancing connections through innovative, cross-divisional solutions.

**What drives me:** My fascination for the interplay between creativity, art, society and business. Breaking through traditional patterns and integrating cross-functional perspectives for forward-looking innovations. I challenge the 'why' and venture into the realm of 'why not'.

**My approach:** A profound strategic-philosophical analysis that promotes unconventional connections - inspired by the avant-garde Fluxus movement of the 1960s. And an innovation process that not only focuses on the development of individual innovations, but also strengthens the entire innovation and communication potential, both internally and externally. Conceptual, flexible, changeable. For selected projects, I use a method that I call *art in strategy*<sup>®</sup>. I involve artists with their inherently user-centered perspective in the development of innovations. I also integrate my gallery, Galerie Arimont, into the presentation of entrepreneurial art promotion projects.

**My services:** Shifting boundaries, forging innovative connection. Strengthening value, sparking innovation. From business model and product development to brand and communication strategies and entrepreneurial art projects - each piece completes the innovation puzzle in the areas like marketing, technology et al. and is tailored specifically to the needs of my clients.

# / Innovation consulting and development

## Initial situation & challenge

As part of a project-related collaboration as an Innovation & Technology Consultant at the management consultancy Early Brands Bremen, I was on a team advising a group on the development of new, innovative business ideas in the field of augmented reality (AR).

## Approach & Tasks

Research of technology and innovation developments for start-ups, tech companies with a focus on AR, art and image tech and digital services; user research and conducting user interviews to generate insights as well as analysis and preparation of the results; development of concept ideas and recommendations including user journeys; analysis of target groups and concept development for innovative business models with the business model canvas method; idea development and creative design of audiovisual inspiration and prototypes; agile project management with integration of innovation and technology partners as well as communication and coordination; preparation of presentations on interaction materials; preparation, moderation and follow-up of creative work sessions with employees and the board.

## Outcome

With our work, we were able to present a total of eight innovative business ideas to the Group, with which they can successfully develop outside their core business. (Unfortunately, I can't go into more detail here due to an NDA) Three of these were selected for further development and handed over to the Group for realization and implementation together with a prototype.

## Personal insights

Working for a corporate group gave me an insight into corporate structures. I had the impression that there was a desire for change among some employees on the one hand and an (unconscious) clinging to established structures and old tried-and-tested procedures on the other - more than I had been used to from small and medium-sized companies up to then. This was an enriching experience in which I was able to successfully apply my flair for reading between the lines. At the same time, as a creative, strategic and spirited idea generator, I was able to loosen up structures and get people excited about the topic and its potential. I also realized that there is great potential in cross-divisional projects and ideas and in an interface position. This realization laid the foundation for my approach to innovation development, which I offer on a freelance basis.

## Applied core competences

**Creativity | Strategy | Enthusiasm | Active listening |  
Promoting change | Willingness to learn | Complex thinking  
| Entrepreneurial thinking | Persuasiveness**

Further consulting references on request



## Initial situation & challenge

A wonderful collaboration at various interfaces began with the artist Silja Yvette, whose series "Metaphysics of Core Matter" is dedicated to a core questioning of today's material culture at the interface of art, research and industry.



## Approach & Tasks

In line with my cross-divisional way of thinking and working, I have taken up and continue to take up various points. See result and outlook.



## Applied core competences

**Creativity | Strategy | Initiative |  
Entrepreneurial thinking |  
Creative drive | Communication**



## Outcome & Outlook

A cross-over project with exhibitions and innovation development

I entered into close contact with Silja Yvette in 2022 and am fascinated by her work and her approach. In "Metaphysics of Core Matter", Silja Yvette photographically stages packaging bodies made of foam, polystyrene and aluminum as temporary sculptures in the studio, in industry and in photo and material testing laboratories. Her iconic stagings inspire reflections on the use of the earth's resources. The series is produced sustainably, an unusual approach in the photographic industry. In collaboration with RECOM ART, Silja Yvette developed an innovative, sustainable photo production process that incorporates bio-based and recycled raw materials.

1: With Galerie Arimont, I showed Silja Yvette's work in an exhibition in Berlin Mitte, as a partner gallery of the European Month of Photography (EMOP) 2023, the largest photo festival in Berlin.

2: Silja Yvette received the Goldrausch Scholarship in 2023. I wrote a text for her artist catalog as part of a final Goldrausch exhibition.

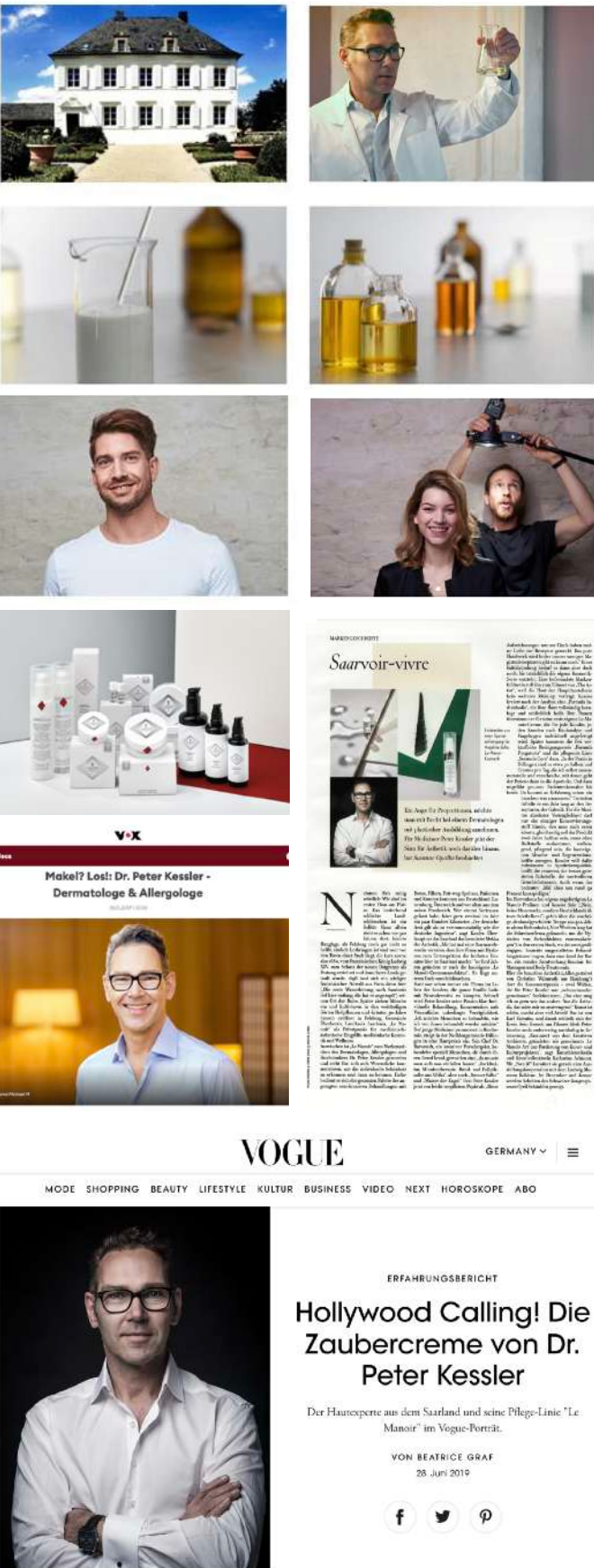
3: In a next step, we are planning a museum project in the form of an exhibition intervention by Silja Yvette and another artists, in a museum's permanent collection (more information coming soon).

4: This project will be complemented by an art in strategy® component, in which we will integrate the mindset of the two artists for the development of corporate product innovation for a commercial enterprise. At the same time, the project will be woven into the corporate communication. (more information coming soon).

5. Further developments will follow. It remains exciting.

Do you have a connecting factor and would like to take part in this project? I look forward to hearing from you and we will discuss the possibilities.

# / Brand building & communication



## Initial situation & challenge

Establishment of Le Manoir Cream Manufactory, combining medical products with an interesting lifestyle.

## Approach & Tasks

Market analysis; development of a corporate identity with links to the world of art and film; conception and implementation of a sales and communication strategy; responsibility for and expansion of the basic product range, creative direction of shootings; conception and implementation of holistic marketing projects as well as crossover planning for the use of all touchpoints, conception and implementation of brand-strategic events; development and management of a creative office and team, stakeholder management.

## Applied core competences

**Holistic thinking | Goal orientation |  
Resilience | Initiative | Teamwork skills**

## Outcome

*A medical brand in the world of art and film*

Le Manoir became a brand and was mentioned in renowned press media such as Vogue, Elle, Icon magazine among others. The product range has been successfully expanded and is now sold in the online shop as well as in numerous beauty salons. The founder, Dr. Peter Kessler, is regularly interviewed in renowned media as an expert in skin care. The company's founding story on a film set is highlighted, among other things, by a Shooting at the Delphi cinema in Berlin. Furthermore, a Company-owned Art Section underlines the connection to the world of the arts and gives the brand an interesting lifestyle promise. The Le Manoir products and the entire Visual Content are both medically clean and excitingly staged. So is the Sales Material.

## Personal insights

My role at Le Manoir combined that of a brand strategy consultant, a creative director and a brand manager. The overall responsibility for all processes was exciting, the activities there allowed me to discover many new areas and also laid the foundation for my approach with *art in strategy*®. At the same time, I learned that regular testing is important in order to be able to make immediate adjustments.



### Initial situation & challenge

The story of the founding of *Le Manoir Cream Manufactory* Dr. Peter Kessler is to be told. The first cream was created for a well-known French actress. However, this actress should not be mentioned by name.

### Approach & Tasks

Creation of a character called "Marlène" to make the person tangible and to convey emotions and content through her at different touchpoints of the brand.

### Applied core competences

**Intuition | Creativity | Analytical Thinking | Empathy | Will to Create**

### Outcome

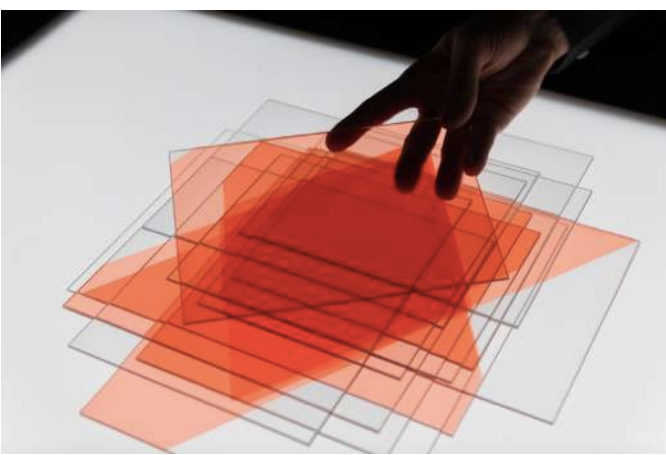
"Marlène", the muse of and for *Le Manoir* cream manufacture

With "Marlène" as the fictional character of a true story, a myth was created that is mysterious and authentic at the same time. She is visualised by the illustrator Ekaterina Koroleva. The drawing style is concentrated on the essentials and thus analogous to the philosophy of the cream manufacturer. Charming and coquettishly winking, "Marlène" takes her viewers into the world of *Le Manoir* and appears in various places so that "Marlène" and thus the *Le Manoir* brand are always consciously and subconsciously imprinted on the viewers' minds. The "Marlène" beauty illustrations underline the care routine of the *Le Manoir* products on the website. "Marlène" can also be found in sales materials, in the company's image film and in commercials about *Le Manoir* products and brand identity. In addition to the illustrations, "Marlène" is represented by a model and thus transported back into the real world.

### Personal insights

What was exciting about the project for me was the combination of free art drawings and illustrative drawings. With the latter, an exact specification according to the end client's wishes is essential so that unnecessary correction loops can be avoided. The challenge is to describe in words what the visual result should look like.

## / Artistic advertising campaign



### Initial situation & challenge

My goal was to realise a campaign about the characteristics of the Le Manoir cream manufacture and the Le Manoir products. The campaign should have an extraordinary look and be used crossover in different areas.

### Approach & Tasks

Conception, management and implementation of the campaign and the overall strategy - for this I chose to work with an artist duo, gave cornerstones and allowed freedom in the implementation. I worked with the artistic-innovative energy and used the results strategically.

### Applied core competences

**Strategy | Creativity | Holistic Thinking | Empathic Leadership**

### Outcome

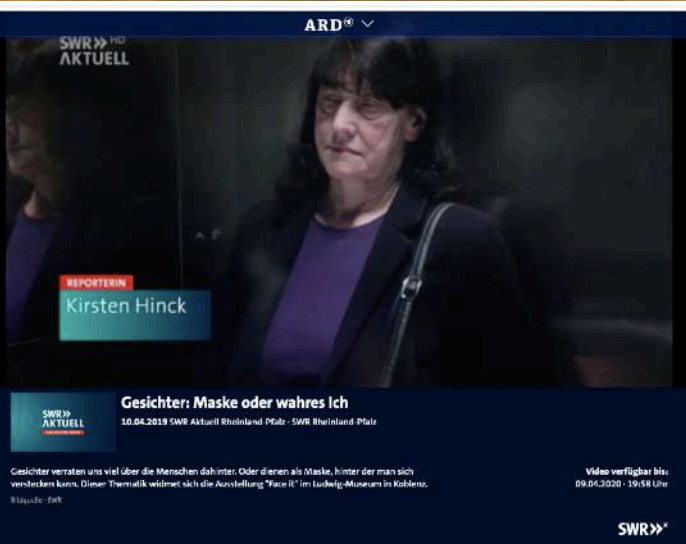
Seven brand values, abstracted and artistically visualised, run like a guideline through the brand presence

The artists Stefan Stark and Pujan Shakupa visualised 7 characteristics of Le Manoir, including "Tradition & Quality" (photos left). This visualisation shows the "Red Le Manoir Rhombus". Its shape is based on the pattern of the wooden door of the traditional country chateau Le Manoir; its red colour symbolises the apothecary quality of Le Manoir skincare. The visualisations were shown at the Le Manoir press launches at the Ketterer Kunsthalle, Munich and the Fontenay Hotel, Hamburg, used on the website and incorporated into image brochures and sales material. Sequences of the visualisations were used for online advertising, which performed particularly well in Instagram Stories. The visualisations also enhanced Le Manoir's stand at Fashion Week Berlin, 2020.

### Personal insights

Finding the right balance between artistic freedom and its strategic guidance is an interesting and at the same time challenging tightrope walk.

# / Brand image enhancement



## Initial situation & challenge

To strengthen the brand image of Le Manoir Cream Manufactory and as an opportunity for its founder and aesthetic dermatologist with his own practices, Dr. Kessler, to make himself better known as a doctor, I initiated and realised an entrepreneurial art project.

## Approach & Tasks

I conceived the project and was responsible for the overall strategy. For the cooperation, I chose the Swiss artist/filmmaker Cyril Schäublin, who was given the sole task of realizing a film on a company-related topic.

## Applied core competences

**Complex thinking | Holistic thinking | Persuasiveness | Positive risk-taking**

## Outcome

A film about dealing with one's own image is exhibited in the museum, processed by the media and draws a line to the project's patron

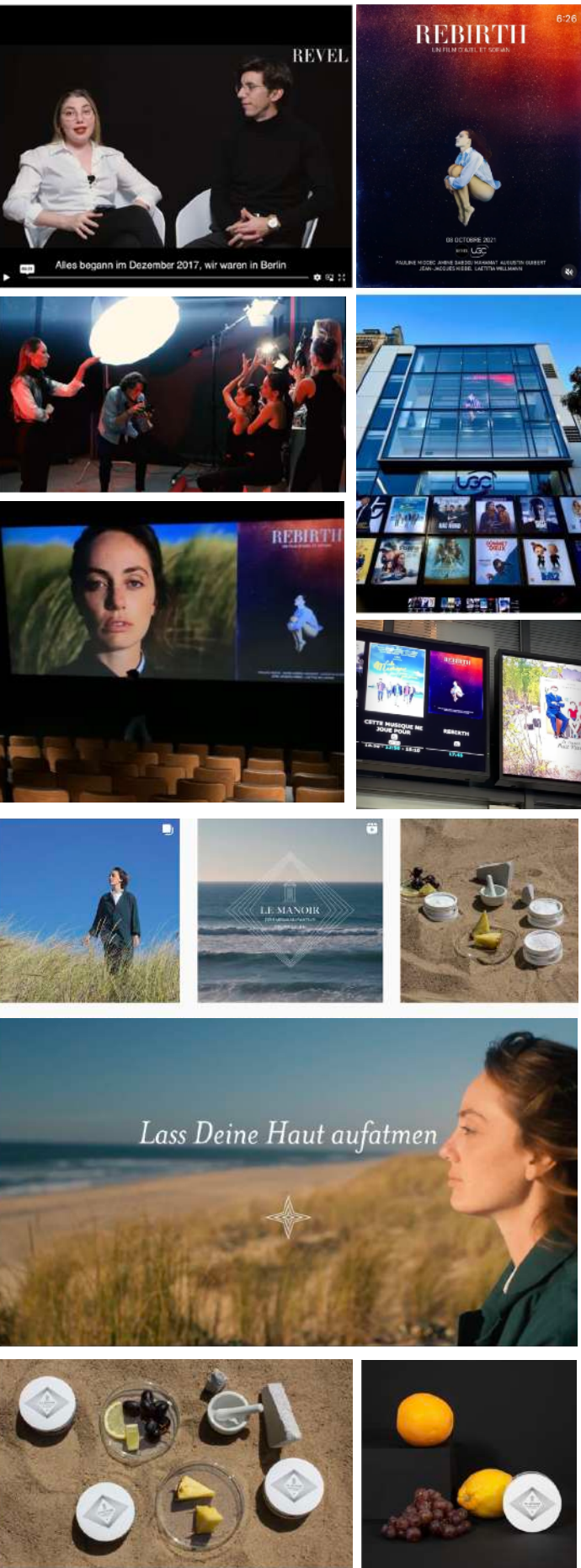
Cyril Schäublin realised the short film *Le visage que tu mérites*, (The Face You Deserve). It deals with the responsibility for one's own appearance, which in the beauty world is often influenced by cosmetic surgery. Through the project, the patron, Dr Peter Kessler, can present his approach as an aesthetic dermatologist in dealing with beauty ideals and at the same time, through the promotion of art, show social responsibility. An exhibition I curated ("FACE IT! Who do you want to be?") at the *Ludwig Museum*, Koblenz, gave the film an artistic framework. The media echo was great, both in the beauty and art press: *VOGUE* online Germany, *Icon* magazine, SWR television reported. An article I wrote for the *Magazine for Plastic Surgery*, with the exhibition as a hook, made it possible to draw attention to Dr. Kessler in a subtle, non-advertising way.

## Personal insights

Convincing the client to give the artist complete freedom was something I felt was both an opportunity and a risk at the time, as I was still testing this approach. The result exceeded our expectations and encouraged me in this approach.



# / Increase brand awareness



## Initial situation & challenge

To increase the international brand awareness of Le Manoir, including in France, I proposed an entrepreneurial art project in the form of a film promotion with a French connection.

## Approach & Tasks

I led the project and used the results in a strategically entrepreneurial way. I chose the German-French artist duo REVEL for the cooperation. Without any content specifications, I had them interpret "True Luxury" - analogous to the corporate philosophy "True Luxury focuses on the essentials" - and agreed that selected scenes could be used for advertising purposes.

## Applied core competences

**Creativity | Structure Decisiveness |  
Empathic leadership | Patience**

## Outcome

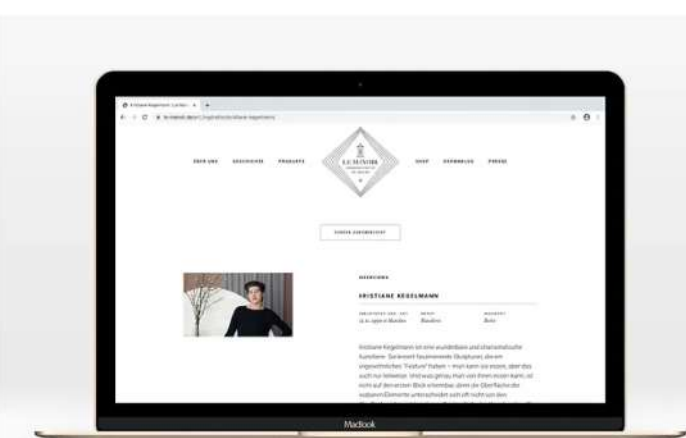
*A corporate philosophy goes around the world with a short film*

The artist duo REVEL (Azel Le Bris & Sofian Pelloquin) philosophically questions what true luxury is. The result was a film about the corporate philosophy. The premiere of the film was on 8 October 2021 at the Cinéma UGC Gobelins in Paris. Already during the film production, promotional teasers and excerpts from the film were shown in articles and posts on the *Le Manoir* website as well as on social media platforms and linked to *Le Manoir* products, thus not only promoting *Le Manoir* care products and clear skin, but also conveying an attitude to life. My concept also included having selected photos from the film developed as print photos and showing them in selected sales outlets of *Le Manoir* products, but this could not be realized due to Corona.

## Personal insights

There were various paths and possibilities that the artist duo REVEL wanted to take. Here it was necessary to set limits in order to bring the project to a conclusion in a goal-oriented way.

## / Immersive brand event



### Initial situation & challenge

To promote the *Le Manoir* brand, its products and its philosophy, I proposed to create an immersive brand event in Berlin.

### Approach & Tasks

I launched a cooperation with the art association *artburst Berlin e.V.*, which planned an exhibition at the *Kulturförderpunkt Berlin* with the artist *Kristiane Kegelman*. There I was able to strategically position *Le Manoir* as a sponsor for the realisation of a sculpture by *Kegelman*. *Kegelman*'s objective was to create a sculpture that reflected the company's philosophy; *Kegelman* was free in its realisation. I used the project and the results for the *Le Manoir* brand.

### Applied core competences

**Initiative | Strategy | Cooperative working  
| Positive risk-taking | Result orientation**

### Outcome

*Experiencing a corporate philosophy with an interactive sculpture*

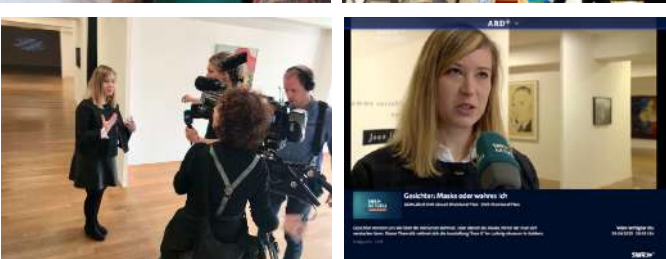
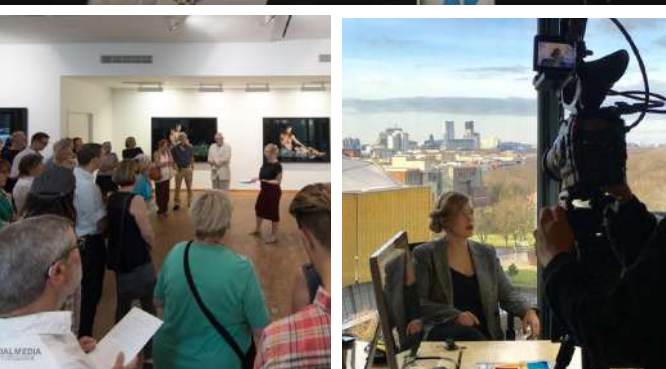
The artist *Kristiane Kegelman* created an interactive sculpture entitled "*a ≡ a (identity)*". She was inspired by the guiding principle of *Le Manoir Cream Manufactory*. This is "True luxury concentrates on the essentials" and thus describes *Le Manoir*'s philosophy of using only a few substances in the production of creams. *Kegelman* interprets true luxury as the concentration of each person on themselves and the development of their individuality. Her artistic craft is also an analogy to the craft of cream making: she works edible elements into her interactive sculpture; each edible element has a different individual main note analogous to the individual care creams of *Le Manoir*. My textual and visual presentation of the cooperation on the *Le Manoir/Le Manoir Art* websites and in the company's image film offers exciting content material in terms of both content and visuals and brings the *Le Manoir* brand closer to your (potential) customers in an unusual, in-depth way.

### Personal insights

Here it was important to walk the fine line between artistic freedom and strategic leadership.

Further insights: [Projekt a ≡ a](#)

# / Public speaking



## Initial situation & challenge

In different contexts, I have been/am commissioned to write and give talks, moderate artist talks, etc. The challenge is, among other things, to always work in an audience-oriented way, even if the audience often does not belong to a homogeneous target group. One of the challenges is to always work in an audience-oriented way, even though the audience is often not a homogeneous target group.

## Approach & Tasks

I do not prepare fixed texts. This gives me the opportunity to change the tone and content spontaneously and adapt it to the receptiveness of my audience. Furthermore, I always make sure to create exciting references and to lead the moderation with the central theme.

## Applied core competences

**Rhetoric | Improvisation | Humour**  
**Empathy | Confident appearance**

## Outcome

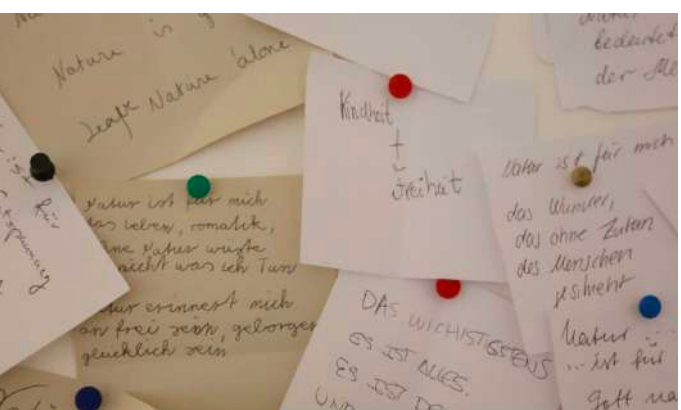
*Over the years I have successfully carried out various commissions with which I respond to the respective audience (also spontaneously)*

Excerpt of my references: Interactive guided tours and art talks at Ludwig Museum (Koblenz) / Opening speeches exhibitions: Galerie Schrade (Karlsruhe), Kunsthaus Frankenthal, Galerie Späti (Zurich) / Impulse lecture for Weinkrake Berlin on the "symbolic dimension of the aesthetic experience of art and design" Platoon Kunsthalle (Berlin) / Interviews a.o. SWR Fernsehen in various contexts / Moderation Imagefilm *Le Manoir*.

## Personal insights

From my experience, there are the following learnings and factors that are particularly important to keep in mind: Include personal stories in speeches without getting too personal; in interviews, be careful not to speak too short sentences so that what is said cannot (so easily) be edited into a completely different statement; in general, in all speeches, always keep an eye on the speaking time and stick to it.

# / Interactive mediation concept



## Initial situation & challenge

During my academic traineeship at the Ludwig Museum, Koblenz, Josep Vallribera's artistic intervention took place in the museum's collection. The title: "Dying Embracing Beauty". The poetic work thematises beauty and nature, among other things. In order to make the work tangible to the visitors of the exhibition, I proposed to conceive and realise an interactive station in the exhibition rooms.

## Approach & Tasks

I used my experience and knowledge from my studies at the École du Louvre, Paris, which included the psychology of art education, as well as insights from my master's thesis in art history in Heidelberg, which I dedicated to the topic of "interaction in museums".

## Applied core competences

**Initiative | Creativity Empathy |  
Communication**

## Outcome

*An interactive station where visitors to the exhibition could write down their own thoughts on certain terms and pin them to a wall.*

The project was very well received, with people of different ages taking part. Since we only retain 10% of the content we read in our heads, but a full 90% of what we actively do ourselves, interactive mediation is an enriching element in exhibitions. It allows visitors to become active themselves, to experience content instead of just absorbing it, and to link it to their own experience. Furthermore, according to feedback from visitors, interaction is fun and enjoyable - it is fun because it breaks up an otherwise classic museum presentation where you are often not allowed to touch anything, and it is enjoyable because you remember the content for a long time because you have been given the key to unlocking something for yourself.

## Personal insights

The psychology of communicating content and the power of interaction as a vehicle runs like a thread through all my activities in all areas.

## / Exhibition curation, press, catalogue text

### Initial situation & challenge

As a scientific trainee (Volontariat) at the Ludwig Museum, Koblenz, I curated an exhibition by the Korean artist Seo in 2014 and wrote a text for the exhibition catalogue. The exhibition, in cooperation with Seo's gallery owner at the time, Michael Schultz, was to include an installation of aluminium bells and aluminium wall works.



### Approach & Tasks

First, I visited Seo in her studio and talked to her in detail about her art. Her gallery took care of the production of the bells in South Korea. My tasks were to manage the exhibition at the Ludwig Museum, to prepare the content in terms of text and media, and to design the presentation.

### Applied core competences

**Organisation | Time management**

**Reception competence | Precision**

### Outcome

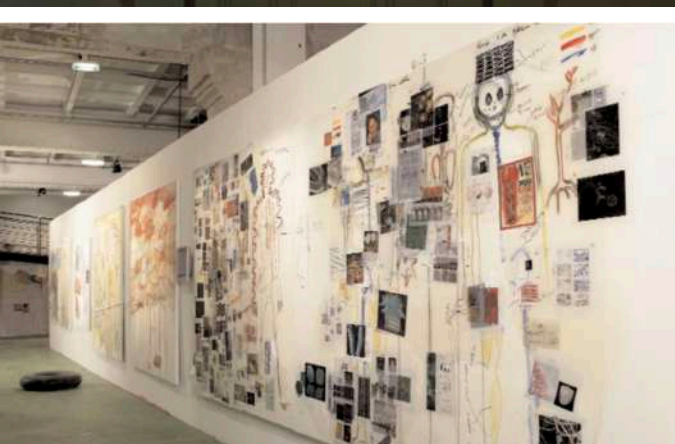
Successful exhibition curation incl. catalogue text and press presence

Thanks to my holistic exhibition management with precise planning and close communication with the Korean construction team, the Michael Schultz Gallery and the museum's own building services, I was able to successfully transport the large aluminium bells and filigree aluminium wall works into the cramped exhibition hall of the Ludwig Museum and realise the exhibition with the title "Das Gefühl in meinem Innern" (The feeling inside me). A wall design I conceived in the exhibition space with a quotation from Novalis (writer of the early Romantic period) formed the link to my catalogue text accompanying the exhibition. According to the director of the museum, Prof. Dr. Beate Reifenscheid, I was able to make a significant contribution to the understanding of Seo's work with the textual background; Seo's thoughts and the concept behind the project are highly exciting, but the message cannot be understood without accompanying information on the context. Through active press work, I managed to place the project in various public media.

### Personal insights

For this project, it was particularly important to understand the artist's intention, working method and work down to the last detail. With patience and empathic communication, I succeeded in empathising with her world of thoughts and shaping them textually.

## / Analysis, implementation advice



### Initial situation & challenge

As part of my thesis at the École du Louvre, Paris, I advised the private cultural institution Le Laboratoire (now Artscience Lab, Cambridge). It was founded in 2007 by David Edwards, a Harvard medical doctor, with the intention of making visible the exchange between artists and scientists in the development of innovation in exhibitions.

### Approach & Tasks

I accompanied Le Laboratoire for a year, analysing the institution holistically. To do this, I visited the exhibitions and conducted interviews with visitors and Le Laboratoire staff. I investigated whether its concept conformed to its implementation in order to identify possible discrepancies and to provide possible solutions.

### Applied core competences

**Analytical thinking | Results orientation**

**Communication skills | Flexibility**

### Outcome

*Successful analysis and implementation consulting*

Through my analysis, I was able to show that the implementation at that time did not correspond to the concept. I succeeded in pointing out discrepancies that the founder had not been aware of until then and to provide possible solutions. Among other things, the target group of the institution was not clearly defined within the individual areas (curation, art education, etc) and the conception and mediation were not clearly oriented accordingly (both in the exhibition parkour and in the mediation texts). Furthermore, the concern to make the process of exchanging ideas visible was not expressed in all exhibitions. (I have published an [e-book](#) in French about Le Laboratoire.).

### Personal insights

Working on the project already ignited my passion for analysis, consulting and innovation. All the employees were very open to discussions and exchange, which laid a good foundation for change.

The combination of the agile structures at Le Laboratoire at the time, which was constantly evolving, with the classic scientific thesis at the École du Louvre was challenging and an enriching experience. I am particularly pleased with the positive [letter of reference from David Edwards](#).

I look forward to exchange, new challenges and your contact at:

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