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PERSONAL	January, 5 1967, in Nuremberg, Germany
EDUCATION	Nationality: German
	Oct 1989 - Sep 1994
WORK	University of Augsburg, in Augsburg, Germany
	Branch of study: Art
	Changed to Communications Design in Oct 1994
	Oct 1994 - Mar 2000
	University of Applied Sciences Augsburg, in Augsburg, Germany
	Branch of study: Communications Design
	Graduated designer (FH)
	Sep 1999 - Jan 2004
	Freelance Art Director for New Media, in Augsburg & Frankfurt, Germany
	Feb 2004 - Sep 2006
	Art Director for New Media at Jung von Matt, in Stuttgart, Germany
	Oct 2006 - Ongoing
	Creative Director for New Media & leader of the New Media creative team at Jung von Matt, in Stuttgart, Germany

2008

EUROBEST

Bronze – Bosch Wasserwaage „Get it Straight“ (Bosch, Interactive Tools)

Shortlist – Music in a Bottle (Bitburger, Websites)

ANNUAL MULTIMEDIA

In Book – Bosch Wasserwaage „Get it Straight“ (Bosch)

In Book – Music in a Bottle (Bitburger, Microsites)

In Book – Emails from the past (Kabel Deutschland)

LIAA

Finalist – Bosch Wasserwaage „Get it Straight“ (Bosch, Mobile Advertising)

Onlinestar

Gold – Bosch Wasserwaage „Get it Straight“ (Bosch, Mobile)

Finalist – Music in a Bottle (Bitburger, Microsites)

Cresta

Finalist – Bosch Wasserwaage „Get it Straight“ (Bosch, Off-line Interactive Media)

Finalist – Music in a Bottle (Bitburger, Internet Sites)

DMA-Echo Awards

Finalist – Emails from the past/Historymails (Kabel Deutschland, Email&Instant massaging)

Cannes

Bronze – Bosch Wasserwaage „Get it Straight“ (Bosch, Kat. Other Interactive Digital Media)

Shortlist – Music in a Bottle (Bit, Kat. Foods and Drinks)

ADC Europe

Finalist – Bosch Wasserwaage „Get it straight“ (Bosch, Online Advertising)

New York Festivals – Advertising in all media

Silver World Medal – Music in a Bottle (Bit, Beverages Alcoholic)

Silver World Medal – Bosch Wasserwaage „Get it Straight“ (Bosch, Home Products/Services)

Bronze World Medal – The Banner Kamasutra 1,000 Positions (Kabel Deutschland, Entertainment Promotion)

DMMA

Finalist – Literaturdöner (Reclam, Kat. Information)

Finalist – Bosch Wasserwaage (Bosch, Kat. Marketingmaßnahmen)

Finalist – Music in a bottle (Bitburger, Kat. Marketingmaßnahmen)

Finalist – bigMusic (bigFM, Kat. Social Networks & Communities)

The FWA

Site of the Day – Music in a bottle (Bitburger)

Site of the Day – Recom.de (Recom)

Clio

Silber – Bosch Wasserwaage (Bosch, Mobile)

One Show

Bronze – Emails from the past (Kabel Deutschland, Email Marketing)

Finalist – Bosch Wasserwaage (Bosch, Single)

Finalist – Music in a bottle (Bitburger, Product-Specific Subsites)

NMA

Bronze – Bosch Wasserwaage (Bosch, Trends)

ADC

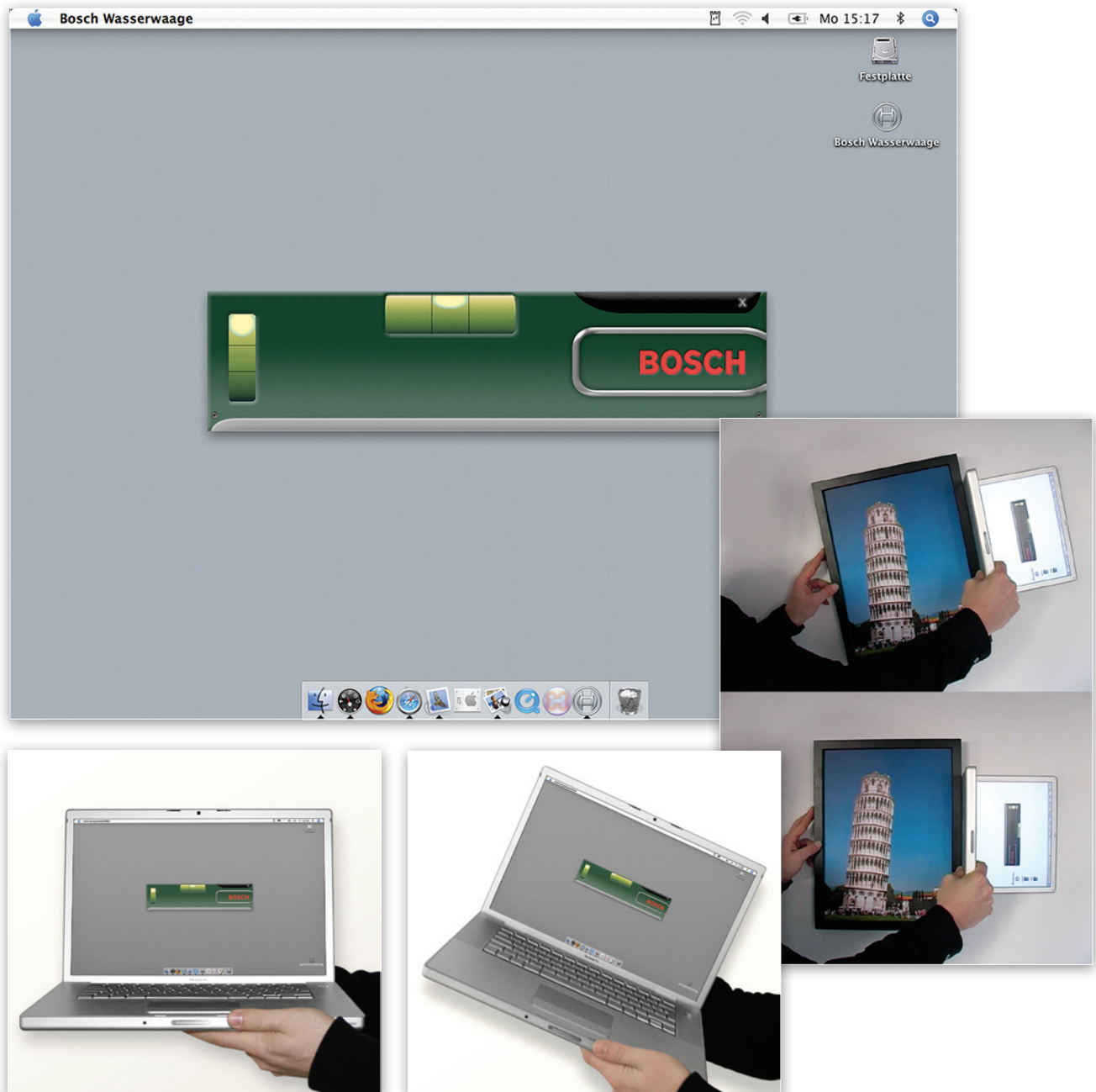
Finalist – Bosch Wasserwaage (Bosch, Interaktive Tools)

2007	DDP
	Finalist – Emotionmail (Römerquelle, Digitale Medien)
	Finalist – Vergangenheitsmails (Kabel Deutschland, Digitale Medien)
	Communication Arts
	Winner – Bosch Wasserwaage (Bosch, Advertising)
	New York Festivals Innovative Awards
	Finalist - „Emotionmail“ (Römerquelle, Best Design)
	AME Awards
	Bronze – „Holland stoppen“ (Electronic Arts, Integriert)
	Eurobest
	Finalist – „Kamasutra-Banner“ (RedXClub, Interactive)
	Annual Multimedia
	Bucheintrag – „Kamasutra-Banner“ (RedXClub)
	Besondere Erwähnung – „Emotionmail“ (Römerquelle)
	Epica
	Bronze – „Kamasutra-Banner“ (RedXClub, Interactive)
	LIAA
	Finalist – „Kamasutra-Banner“ (RedXClub, Digital Media – Interactive Banners)
	Cresta
	Finalist – „Kamasutra-Banner“ (RedXClub, Interactive Media)
	Finalist – „Donation Tamagotcha“ (Der kleine Nazareno, Off-Line Interactive Media)
2006	Reddot Design Award
	Red Dot Award – „Emotionmail“ (Römerquelle, Communication Design)
	Cannes
	Silber – „Kamasutra-Banner“ (RedXClub, Cyber – Publications&Media)
	DMMA
	Finalist – „Emotionmail“ (Römerquelle, E-Mail)
	One Show
	Gold – „Kamasutra-Banner“ (RedXClub, Banners - Dynamic/BtC)
	ADC
	Auszeichnung – „Holland stoppen“ (Electronic Arts, Digitale Medien)
	Auszeichnung – „Kamasutra-Banner“ (RedXClub, Digitale Medien)
	Auszeichnung – „Dispo Dieter“ (BigFM, Dialogmarketing)
	CCA
	Bronze - „Emotionmail“ (Römerquelle, Online Werbung)
	DDP
	Bronze - „DispoDieter“ (BigFM, Medien)
	Auszeichnung - „DispoDieter“ (BigFM, Integrierte Kampagnen)
	Auszeichnung - „DispoDieter“ (BigFM, Digitale Medien)
	New York Festivals
	Finalist Certificat – „DispoDieter“ (BigFM)
	Eurobest
	Bronze - „DispoDieter“ (BigFM, Direct – Publications&Media)
	Auszeichnung - „Holland Stoppen“ (Electronic Arts, Integrated)

2005	Liaa
	Finalist - „Holland Stoppen“ (Electronic Arts)
	Cannes
	Shortlist – „Weihnachtsmarkt“ (Cyber – Websits/CI)
	One Show
	Merit Award – „Weihnachtsmarkt“ (JvM Eigenwerbung)
	ADC
	Bronze – „Weihnachtsmarkt“ (Online Guerilla)
	Auszeichnung – „Weihnachtsmarkt“ (Direktmarketing)
	Sonderpreis für Design – „Weihnachtsmarkt“ (Direktmarketing)
	DMMA
	Nominierung – „ANAD Dick&Dünn (Fatman/Pukeman)“ (Werbung/PR)
	LIAA
	Finalist - „Schmidt&Bender“ (Interactive - CI)
2001	Cannes
	Shortlist - „Noah - Bag“ (Online Ads - Fundraising)
	New York Festivals
	Silver WorldMedal - „Schmidt & Bender“ (CI)
	Finalist Certificate - „ANAD Thick and thin“ (Rich Media Banners)
	ADC
	Bronze - „Noah – Story behind “ (Werbemittel Digitale Medien)
	Auszeichnung - „Schmidt&Bender“ (Digitale Medien)
	ADC New York
	Merit Award - „Schmidt&Bender“ (Product/Service Promotion)
	New York Festivals
	Silver World Medal – „Promotional CD-ROM for Syndicate Musicproduction“ (Das Labor)
	Best of Swiss Web
	Gütesiegel – „Redsafe“ (für argoBrand, Kat.: Design)

TITLE	„Bosch Spirit Level“
AWARDS	1x Gold / 1x Winner
	Onlinestar 2008, Communication Arts 2008,
	2x Silver
	Clio 2008, New York Festivals – Advertising in all media 2008
	3x Bronze
	Cannes 2008, NMA 2008 (New Media Award), Eurobest 2008
	7x Shortlist / Finalist/ Merit Award/ Book Entry
	ADC Europe 2008, ADC Germany 2008, DMMA 2008 (Deutscher Multimedia Award), One Show 2008,
	Cresta 2008, LIAA 2008, Annual Multimedia 2008
SYNOPSIS	As a leading innovator in electrical tools for home handymen, Bosch is always looking for new ways to bring the claim of 'Technik fürs Leben' ('Technology for life') alive. The first spirit level for laptops and mobile phones gives users the opportunity to align pictures, tables etc. anywhere and exactly with the application. Application download link: http://www.bosch-do-it.de/heimwerker/newsundextras/aktuelles/die-bosch-laptop-wasserwaage-software-anwendung-für-ihre-apple-ibook-powerbook-und-macbookmacbook-pro-6097.shtml

Concept & Creative Direction



TITLE	„Music In A Bottle“
AWARDS	1x Silver
	New York Festivals – Advertising in all media 2008
	7x Shortlist / Finalist/ Merit Award/ Book Entry
	Cannes 2008, DMMA 2008, One Show, Cresta 2008, Onlinestar 2008, Eurobest 2008, Annual Multimedia 2008
	1x Site Of The Day
	The FWA 2008
SYNOPSIS	Bitburger is the second largest Brewery in Germany. With the web special users can find out themselves how much party there is in every bottle of Bitburger's ‚Bit‘ beer-mix beverages. Visitors can hold up a bottle of Bit to their computer's webcam, whereby the label will be automatically identified and a DJ track matching the product starts to play. The music transposes liquid into oscillation, thus forming constantly changing visual patterns, which combine with the sound to an audio-visual movie. More infos: http://www.music-in-a-bottle.de

Concept & Creative Direction



TITLE	„Emails From The Past“
AWARDS	1x Bronze
	One Show 2008
	3x Shortlist / Finalist/ Merit Award
	DDP 2008 (Deutscher Dialogmarketing Preis), DMA-Echo Awards 2008, ANNUAL MULTIMEDIA 2008
SYNOPSIS	For the start of the documentary series 'Hippies', special newsletters were needed to attract new viewers for the History Channel format in Kabel Deutschland's programming. The History Channel broadcasts documentaries 24 hours a day, about historical events. To attract new users we used a two-stage e-mail campaign with backdated news from the 'flower-power' era. As incoming e-mails are sorted by incoming date/time, the e-mails landed automatically at the end of the list. However, they were shown as unread until users found these 'emails from the past' – and opened them up.

Concept, Creative Direction, Art Direction & Illustration



TITLE	„Literatur Doner Kebab“
AWARDS	1x Shortlist / Finalist/ Merit Award:
	DMMA 2008 (Deutscher Multimedia Award)
SYNOPSIS	<p>The Reclam publishing company sells mainly classics of literature. To get schoolchildren and students' enthusiastic about Reclam titles, the Literature Doner Kebab presents literary works in an easily digestible form. Instead of the familiar meat skewer, visitors find on the microsite a doner kebab, formed of selected quotes. They can use a range of functions to get closer to the literary elements that made it up: literary excerpts can be extracted, subject fields can be searched, authors found, selected sections printed out or sent etc. Not to forget: users can directly acquire the books selected via reclam.de, the publishing company's website. More infos: http://www.literaturdoener.de</p>

Creative Direction



TITLE	„The Banner Kamasutra“
AWARDS	1x Gold
	One Show 2007
	1x Silver
	Cannes 2007
	2x Bronze
	Epica 2007, New York Festivals – Advertising in all media 2008
	5x Shortlist / Finalist/ Merit Award/ Book Entry
	ADC Germany 2007, Annual Multimedia 2007, Cresta 2007, Eurobest 2007, LIAA 2007
SYNOPSIS	RedX Club, a Kabel Deutschland product, shows premium hardcore sex movies around the clock – on demand and to suit every taste. To promote the show 'Kamasutra', we created a pivotable banner users can play with, demonstrating with every turn: RedX Club's Kamasutra' offers an endless number of Positions. More infos: http://www.jvm.de/awards/kamasutra

Concept, Creative Direction & Art Direction



TITLE	„Emotionmail“
AWARDS	1x Bronze
	CCA 2007 (ADC Austria)
	1x Red Dot Award
	Reddot Design Award 2007
	1x Book Entry with Special Announcement
	Annual Multimedia 2007
	3x Shortlist / Finalist/ Merit Award
	DDP 2008 (Deutscher Dialogmarketing Preis), DMMA 2007 (Deutscher Multimedia Award), New York Festivals Innovative Awards 2008
SYNOPSIS	Römerquelle is the second-largest mineral water bottler in Austria. We developed a web special raising awareness of the brand slogan 'Belebt die Sinne' ('Awakens the senses') and appealing to a younger audience. And created with 'EmotionMails' a new form of communication: faster than letters and more sensual than e-mails by adding automatically corresponding pictures to the message. More infos: http://www.emotionmail.at

Creative Direction, Art Direction & Illustration



TITLE	„Stop the Dutch“/„Holland stoppen“
AWARDS	1x Bronze
	AME Awards 2007
	3x Shortlist / Finalist/ Merit Award
	ADC Germany 2007, Eurobest 2006, LIAA 2006
SYNOPSIS	The 2006 World Cup is being held in Germany. The main topic of the campaign is the imaginary World Cup victory of Germany's arch-rivals in football: Holland. Holland has to be stopped in its tracks and anyone and everyone can show the Dutch who are really the world champions, with the FIFA World Cup 06 game. Awareness is generated through TV, print ads and the Internet, encouraging potential customers to visit the hollandstoppen.de website, which takes an interactive approach to the topic. An annoying Dutch fan suddenly appearing and fooling around on the website, who can be stopped with a stop button.

Art Direction



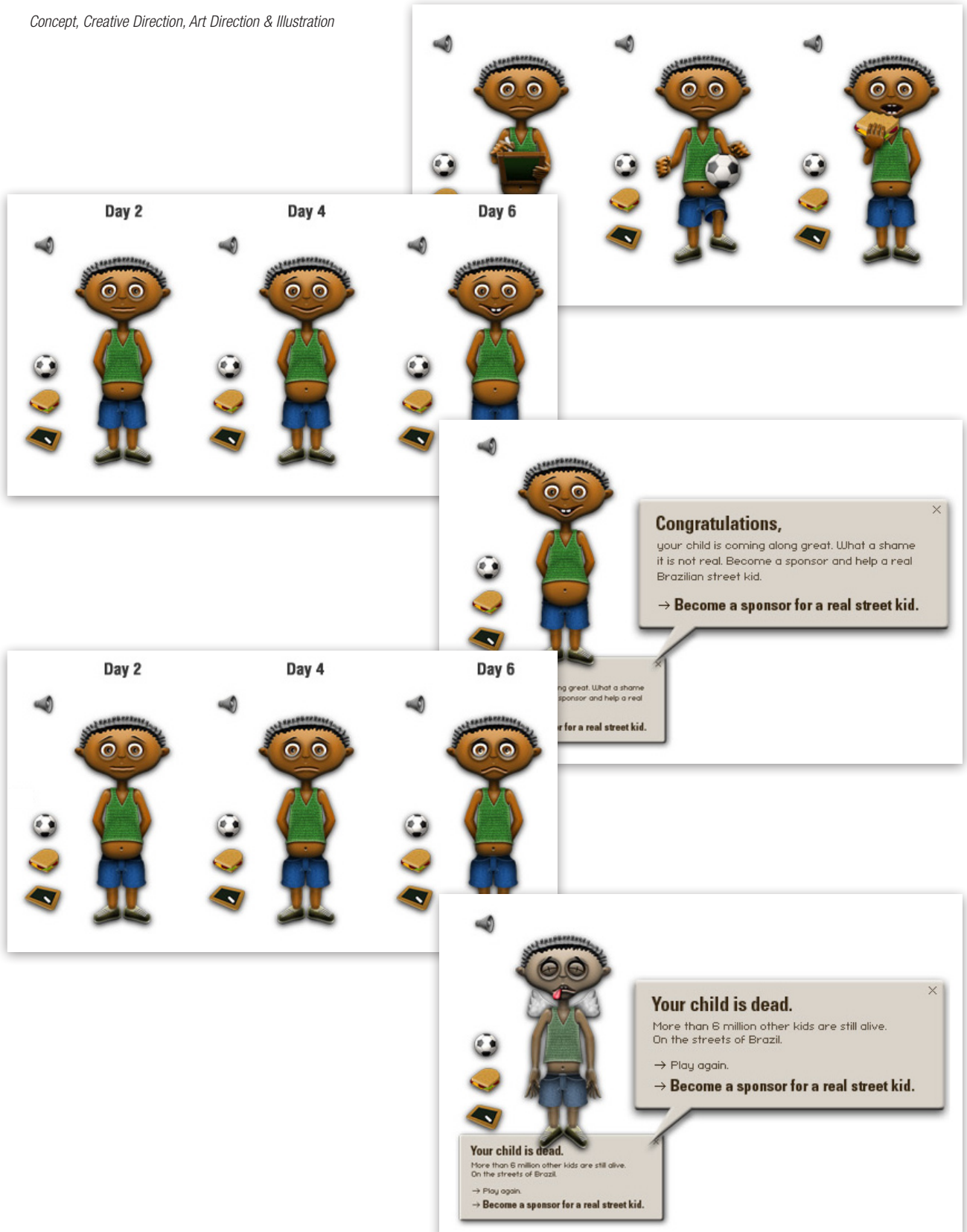
TITLE	„Big Bucks Bill“ (aka „Dispo Dieter“)
AWARDS	2x Bronze:
	DDP 2007 (Deutscher Dialogmarketing Preis), Eurobest 2006
	4x Shortlist / Finalist/ Merit Award:
	ADC Germany 2007, 2x DDP 2007 (Deutscher Dialogmarketing Preis), New York Festivals 2006
SYNOPSIS	As part of an integrated radio campaign we created this fun to visit website. Highlights: Beating up the fake star Big Bucks Bill reveals the menu. Big Bucks Bill constantly provokes the visitor via audio (German). Visitors can compete against each other in a rap battle using a text-to-speech editor. The awarded website is no longer online. More infos: http://www.jvm.de/newyorkfestivals/dispod Dieter

Concept, Art Direction & Illustration



TITLE	„Donation Tamagotcha“
AWARDS	1x Shortlist / Finalist/ Merit Award:
	Cresta 2007
SYNOPSIS	Instead of the usual ‚little-kids-with-sad-eyes-mailings‘, we focused on guerilla marketing to get sponsors for „Der kleine Nazareno“, a registered association building Children’s Villages in Brazil. We offered users an entertaining gadget for their desktop: a widget with a cute little boy. Whom the user could feed, make him learn and let him play. After six days a message, depending on how much the user did care about his boy, popped up.

Concept, Creative Direction, Art Direction & Illustration



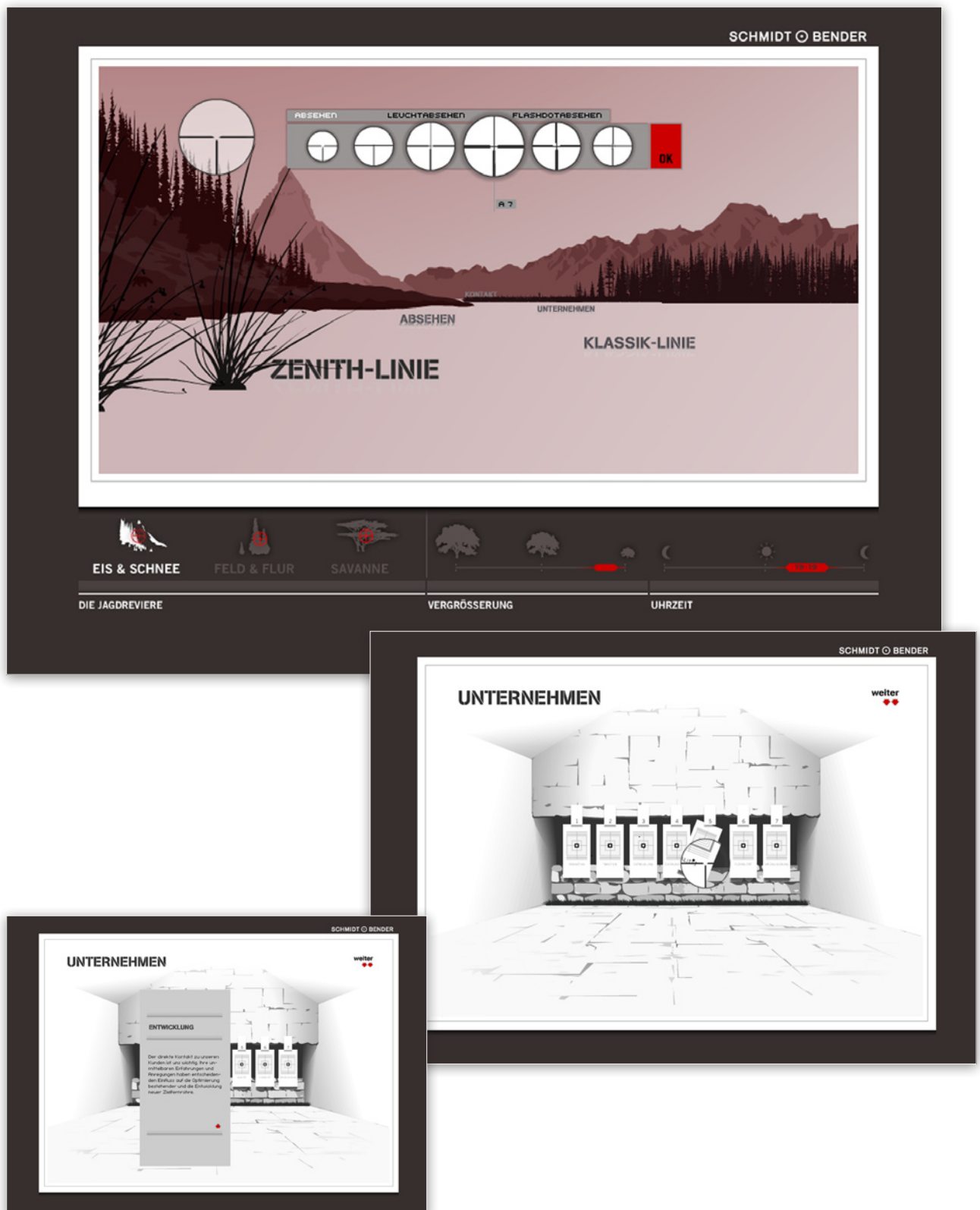
TITLE	„Virtual Christmas Market“
AWARDS	1x Bronze
	ADC Germany 2006
	3x Shortlist / Finalist/ Merit Award
	ADC Germany 2006, Cannes 2006, One Show 2006
	1x Good Design Award
	ADC Germany 2006
SYNOPSIS	Instead of sending out the same boring christmas presents as everybody else, the advertising agency invited clients and friend to the first virtual christmas market. Here the users where able to „play“ with the agency and its most prominent staff. Plus: Each attraction on the market is a little interactive application that triggers a viral response mechanism. You throw cans at agency employees and get a prize send to you by eCard. You can have a portrait drawn which is sent to you as a fax. More infos: http://www.jvm.de/weihnachtsmarkt2005/oneshow

Concept, Art Direction & Illustration



TITLE	„Schmidt & Bender“
AWARDS	1x Silver
	New York Festivals 2005
	3x Shortlist / Finalist/ Merit Award
	ADC Germany 2005, ADC New York 2005, LIAA 2005
SYNOPSIS	The website of the manufacturer of telescopic sights for hunters and shooters allows the visitor to experience the products and their various advantages in different settings.

Concept, Art Direction & Flash-Programming



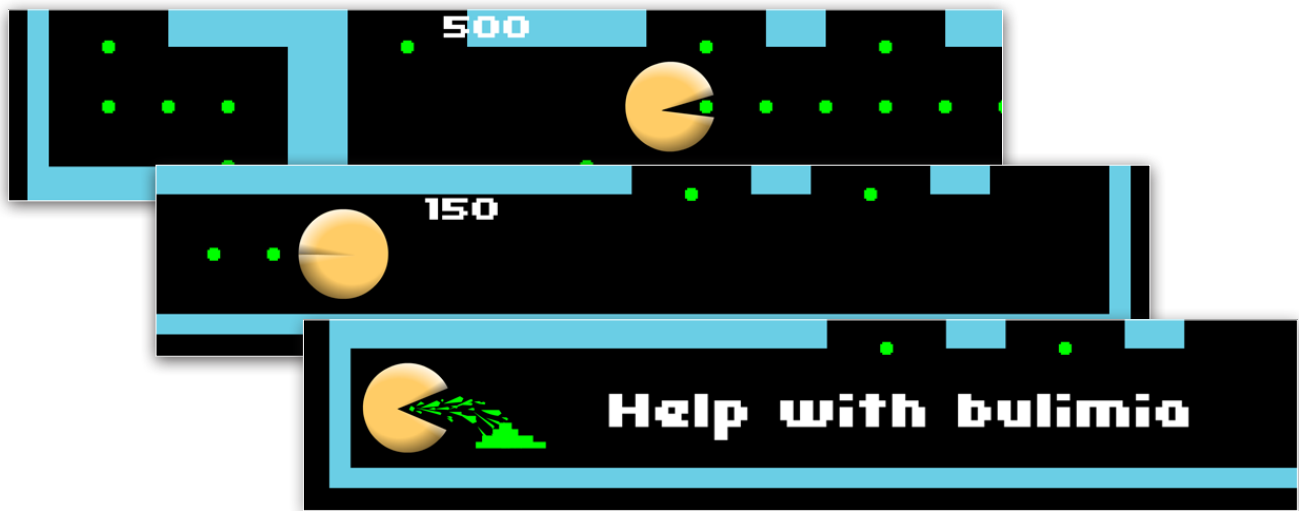
TITLE	„Bag“/„The Story Behind“
AWARDS	1x Bronze
	ADC Germany 2005
SYNOPSIS	1x Shortlist / Finalist/ Merit Award
	Cannes 2005
	A beyond-the-banner campaign for Noah, a german association for animal rights, to increase the awareness that animals are still tortured and killed to give people some luxury.

Concept, Art Direction & Flash-Programming



TITLE	„Tick and Thin“
AWARDS	2x Shortlist / Finalist/ Merit Award: DMMA 2005 (Deutscher Multimedia Award), New York Festivals 2005
SYNOPSIS	A banner campaign for ANAD, Germanys biggest support group for eating disorders, focusing on adiposity victims

Art Direction & Flash-Pvprogramming



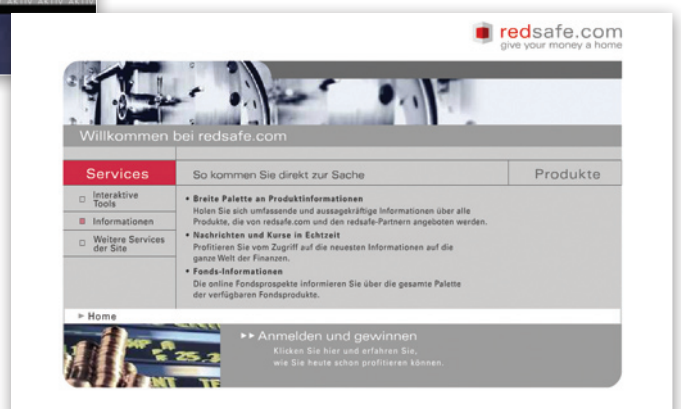
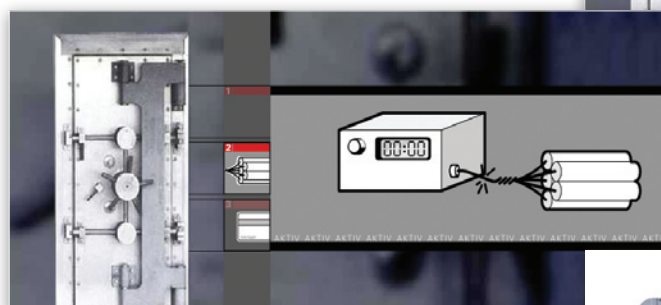
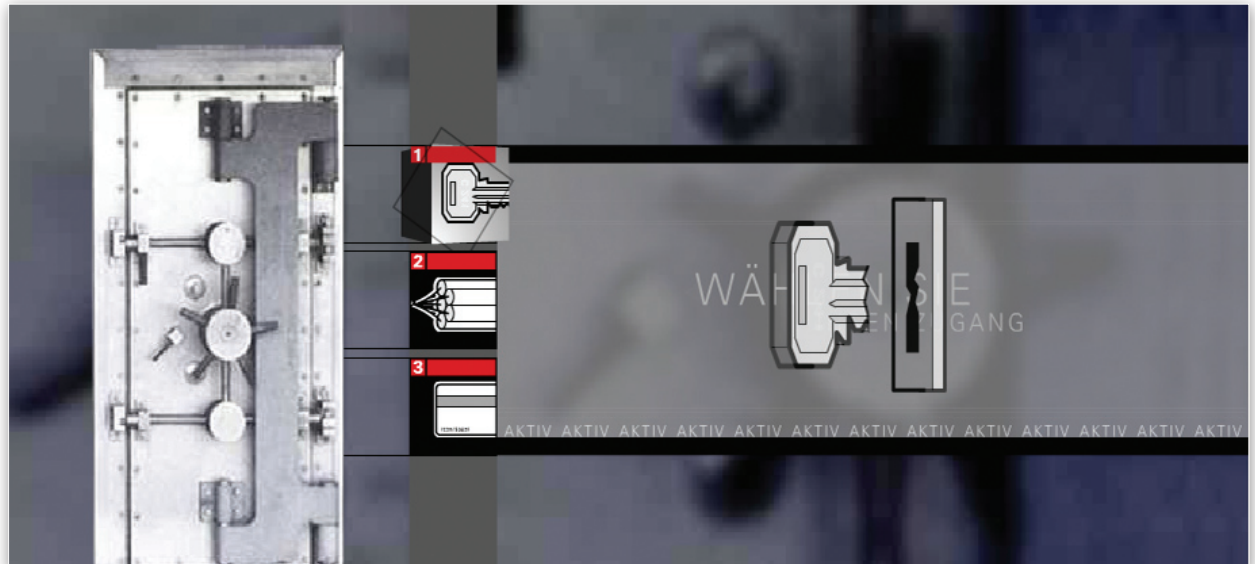
TITLE	„Promotional CD-ROM“
AWARDS	1x Silver
	New York Festivals Innovative Advertising Awards 2001
SYNOPSIS	The Syndicate Team composes and produces for their artists in the musical genres of Pop, Dance and Rock. With their great success with Lou Bega, Syndicatemusic is looking for international partners to build up new artists and to place Syndicate's titles and productions on different music-markets around the world.

Art Direction & Flash-Animations



TITLE	„Redsafe.com“
AWARDS	1x Gütesiegel
	Best of Swiss Web 2001
SYNOPSIS	Teaser Website to promote the launch of the Swiss Redsafe Bank AG in Germany.

Concept, Art Direction & Flash-Programming

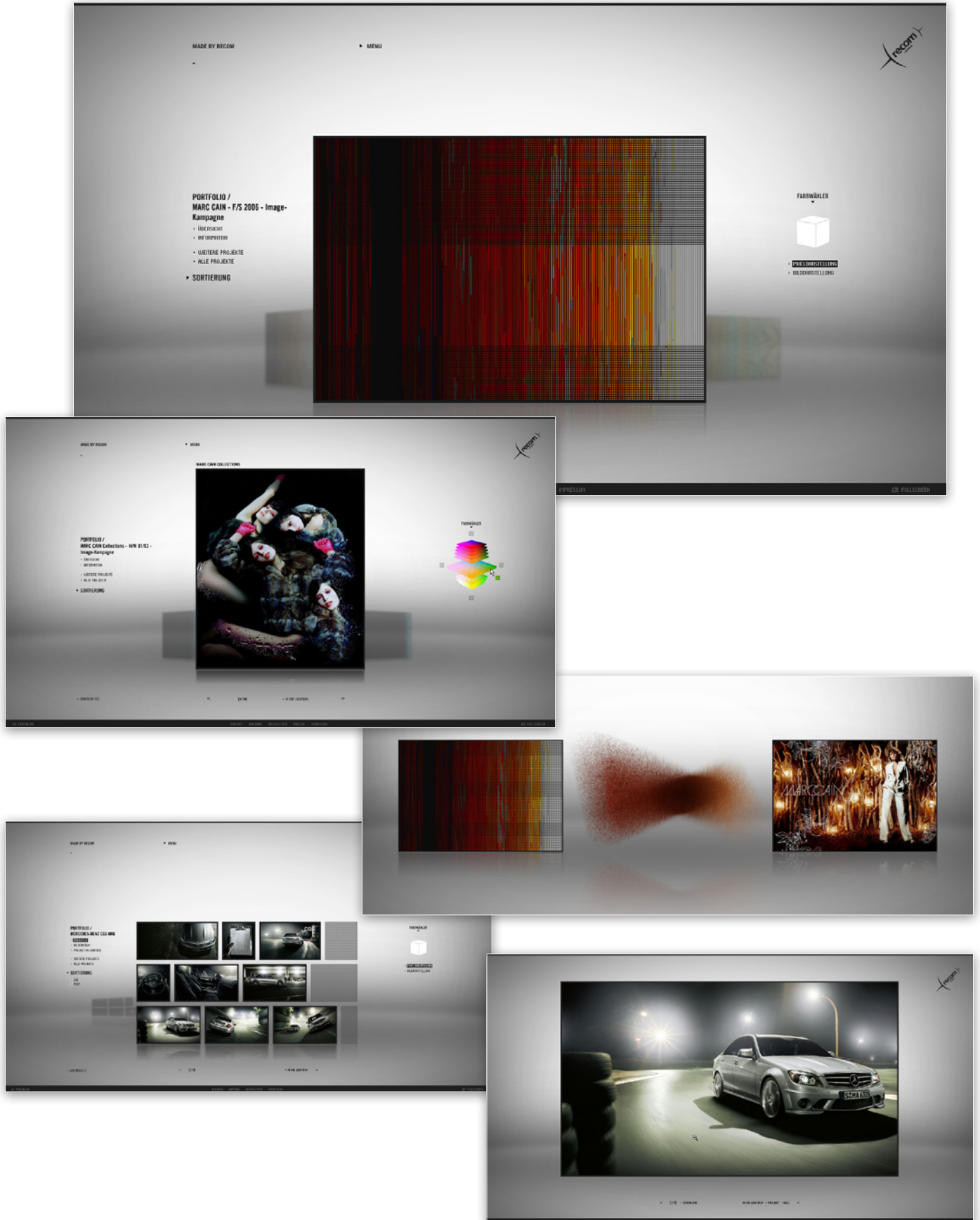


PROJECT	„recom-post.de“ / „recom-cgi.de“
AWARDS	1x Site Of The Day
	The FWA 2008

Relaunch of Recom's website, a post-production & cgi studio in Germany.

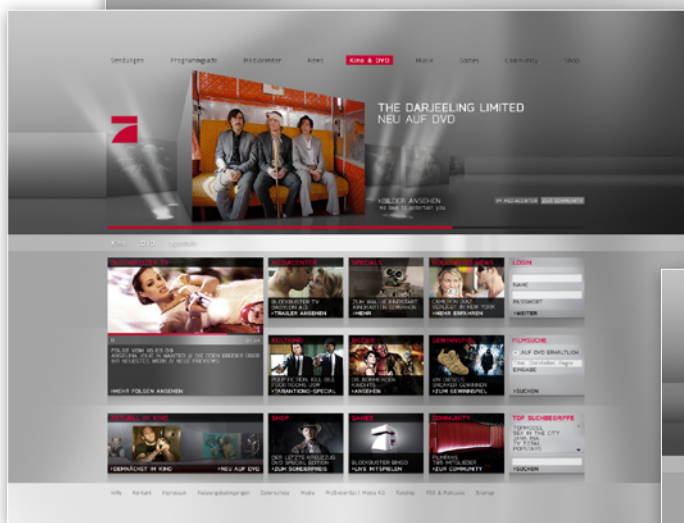
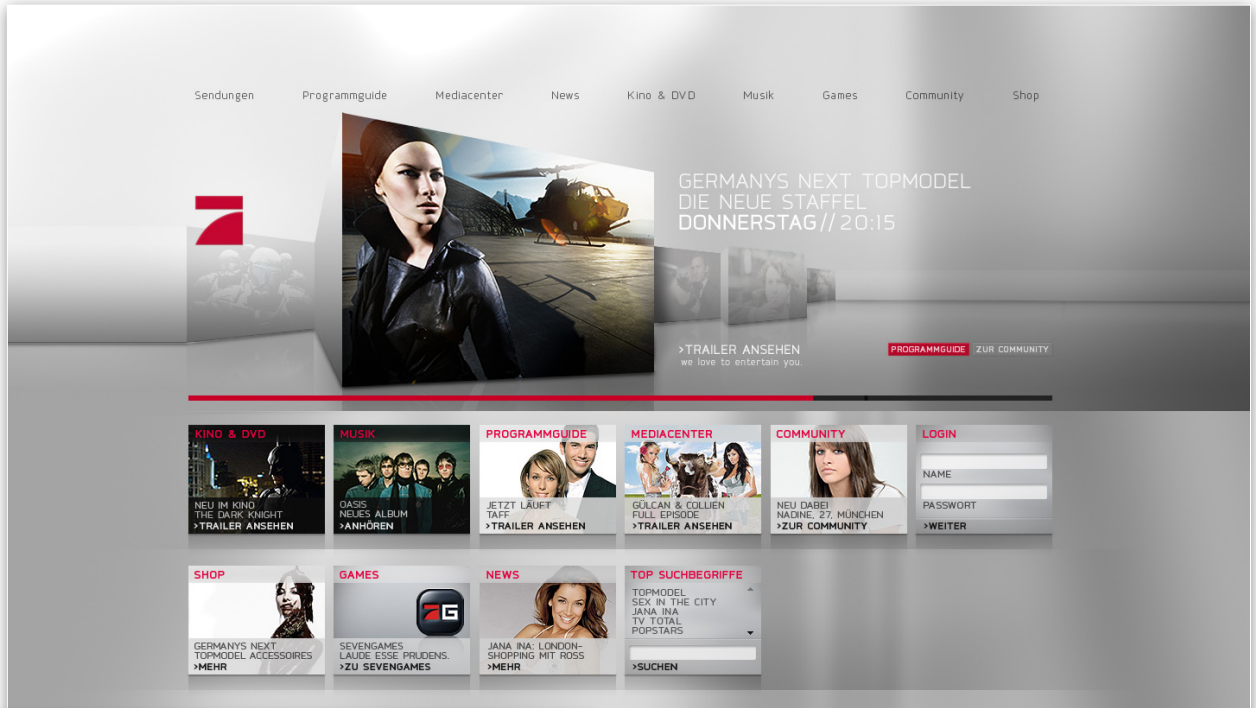
SYNOPSIS More infos: <http://recom-post.de> or <http://recom-cgi.de>

Concept & Creative Direction



PROJECT	„prosieben.de“
SYNOPSIS	Relaunch of Pro7's website – the most popular TV network station in Germany.
	Launch: Beginning of 2009.

Concept, Creative Direction & Art Direction



PROJECT	„Measure Everything As Easy As A Cube“
SYNOPSIS	Communication concept for FARO's laser scan tools. To dramatize that complex objects can be easily measured with FARO tools, we show objects hard to measure in one of the most simple to measure forms of the world: A cube.

Concept & Creative Direction



Complex measurements made simple.

FARO's Laser ScanArm V3 makes measuring complex objects easy. This includes inspection, point cloud-to-CAD comparison, rapid prototyping, reverse engineering and 3D modeling.

The FARO Laser ScanArm V3: Measure everything as easy as a cube.

It's as simple as that:
you give us a call and we show you, how easy measuring can be!
0 800 32 76 72 53

Visit us at MACH
at booth 5/20

Easy measuring from the smallest to the tallest. Find your solution on www.faro.com

PROJECT | „Trigo“

SYNOPSIS | Concept design for a device, that integrates the former three devices: digital tv-receiver, wlan and phone in one, called „Trigo“.

Creative Direction, Art Direction & Concept Product Design



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Dreifach einfach.**

Fernsehen, surfen, telefonieren: TRIGO.

44,90 EUR/Monat
Inkl. TRIGO

Mit TRIGO können Sie fernsehen, drahtlos im Internet surfen und telefonieren – alles ohne herkömmlichen Telefonanschluss und ohne zusätzliche Geräte. Sie empfangen über 100 TV-Sender und 20 Radiosender in brillanter Qualität, surfen mit bis zu 30 MBit/s im Internet und telefonieren auf zwei separaten Leitungen – mit einer Doppelflatrate für Telefon und Internet, ohne Zeit- oder Volumenbegrenzung. Dreifach einfach. Einfach genial.

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Mehr zu TRIGO unter www.kabeldeutschland.de

Kabel Deutschland

PROJECT	„Siedle-Pitch“
SYNOPSIS	A pitch presentation for a leading communication technology company in the intercom and access control markets.

Concept, Creative Direction & Art Direction

