

# Florian Müller Portfolio

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# **The reasons why I love what I do.**

Change perspectives - with aesthetic design and innovative ideas. Inspire people - by creating meaningful objects, spaces and environments.

Moving forward - by pushing myself with new projects and challenges.

## What I do.

Comprehensive conception and design of interiors, products, exhibitions and brand spaces. Creative project management throughout the entire process.

# The way I work.

Sketches, moodboards, material collages,  
models - virtual and physical.

Rhinoceros + V-Ray, Cinema 4D,  
VectorWorks, AutoCAD.

Adobe CC, Zenkit and Office.



# IAA **smart**

at Braunwagner, 2015

## Trade fair design & exhibits

concept  
design  
detailed planning



» FOR more  
smiles  
per hour.

6,95

go

the most  
original

Parkplatzgeber.

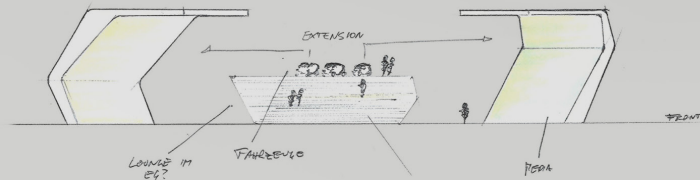
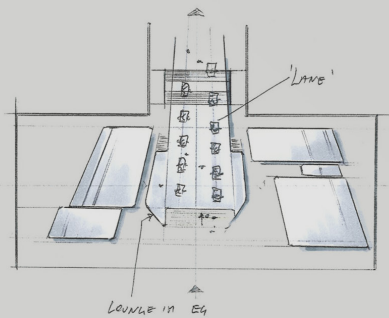
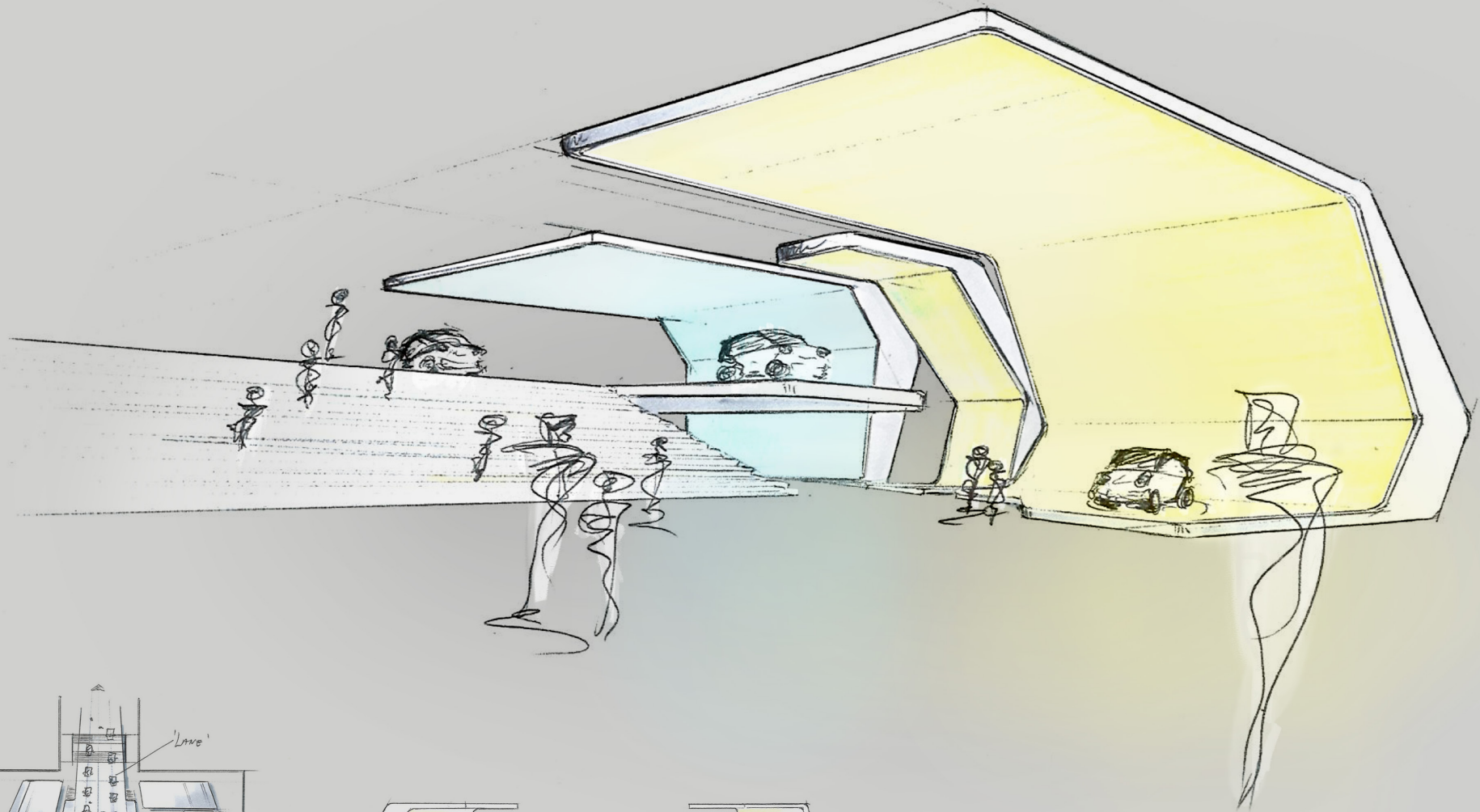
Sitzplatzsammler.

» FOR more parking fun.

www.mercedes-benz.com

The trade fair concept "smart extension" translates the growth of the smart fortwo to smart forfour. In an urban designed space, topics like individuality, mobility, technology and design, each find its very own architectural representation.







» FOR  
**radical** new ideas.

» smart  
Technology & Design.

» smart BRABUS tailor made.

» Der smart forfour.  
Der smart(e) unter den Viersitzern.







# MWC **Telekom**

at Mutabor, 2015 / 2016

## Trade fair design & exhibits

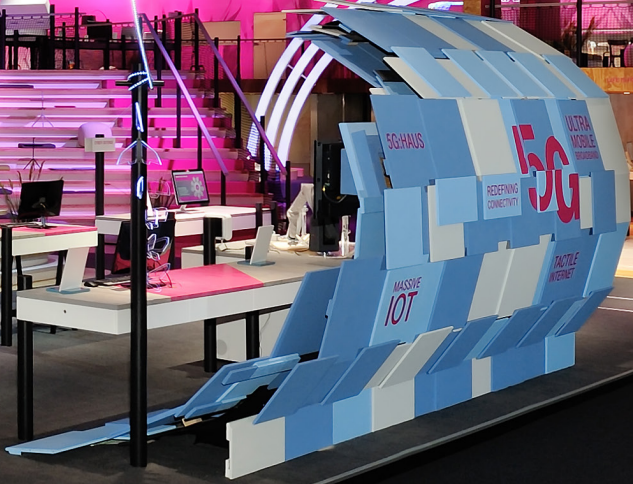
design  
detailed planning





CONNECTIVITY

JOIN THE  
LEADING  
NETWORK  
IN EUROPE



JOIN THE LEADING NETWORK



The trade fair concept "digital beach" combines the easiness of the digitization with the flair of Barcelona. A magenta colored beach forms the stage for a wide range of exhibits - each showing a different aspect of an innovative digital ecosystem.



# Commercial vehicles IAA **Daimler**

at Mutabor, 2015 / 2016

## Exhibits

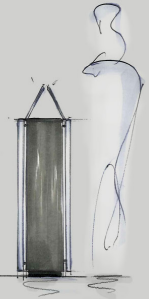
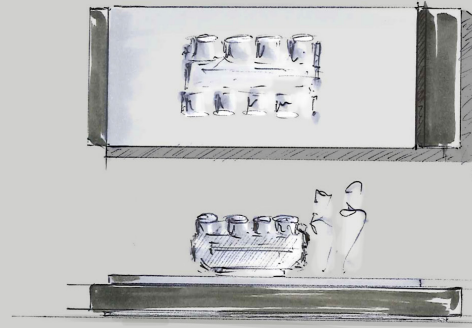
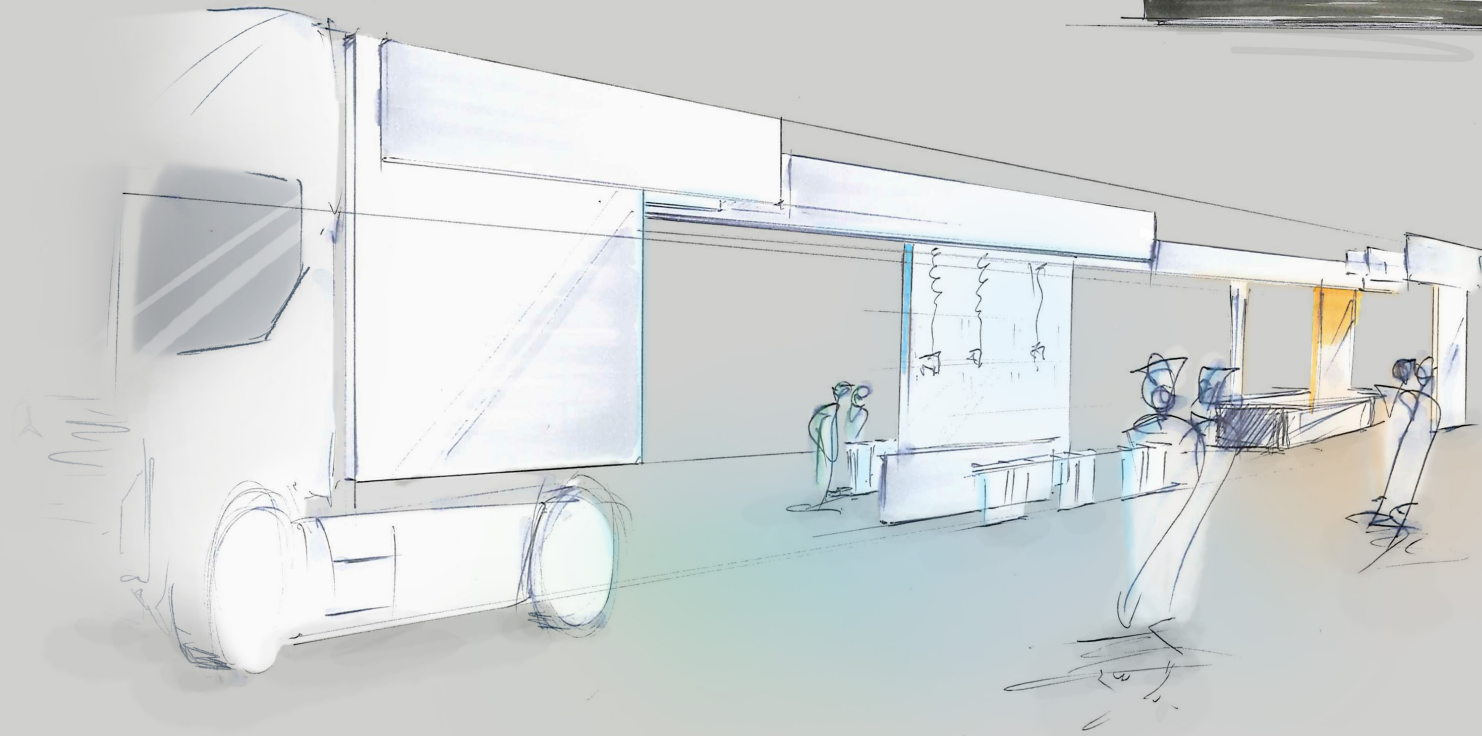
concept  
design  
detailed planning  
supervision of construction







"Ahead of Time" is a trade fair concept, which stages all brands of Daimler in one big picture. More than 30 exhibits explain various topics, that range from powertrains to digital connectivity and the future of commercial vehicles.









Weltpremiere. Mercedes-Benz

*Road* Efficiency



*Road* Efficiency

Road Efficiency



# Specialty coffee

# **Törnqvist**

with aeny, 2017

## Interiordesign

concept

design

detailed planning







Three monolithic counters are the heart of the highly minimalistic coffee shop Törnqvist. They create the stage for the preparation of the only three coffee drinks on the menu - making the coffee and every step of the baristas work transparent and part of the communication.



To speak of coffee as homogenous nature is to ignore its very essence. At törnqvist, we recognise coffee as a complex fruit with twice as many aromas as wine. Our menu is changed every two weeks according to the current harvest season. Approach us if you would like to know more, we can talk about this stuff for hours.









01 Flat White

03.80

02 Handbrew

04.50

03 Shot

02.80



Try our filtered water – with  
roughly 98% it's the main  
ingredient of your coffee

Our water is filtered through a complex reverse osmosis  
system where we adjust the mineral content to the  
particular coffees we are brewing, in order to highlight  
the characteristics of each origin. The water from this tap  
is the one we use for our handbrews with the idea that you  
can take home both ingredients, water + coffee to brew  
your cup in the exact same way as we do at törnqvist.  
Feel free to fill up your bottles, get a good grinder and  
enjoy high quality home-brewing.

- transparency is key when redefining coffee.



live experience pilots

# **Bosch Home Appliances**

at Mutabor, 2016 / 2017

## Retaildesign

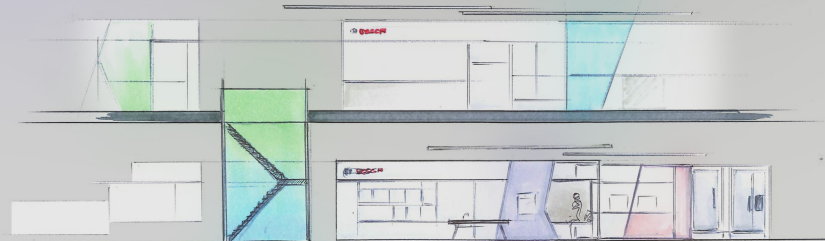
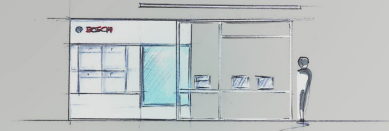
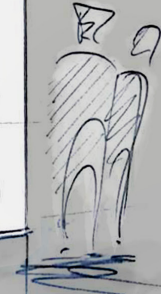
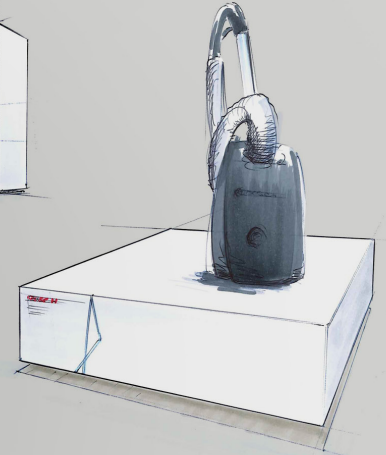
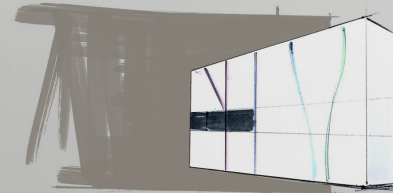
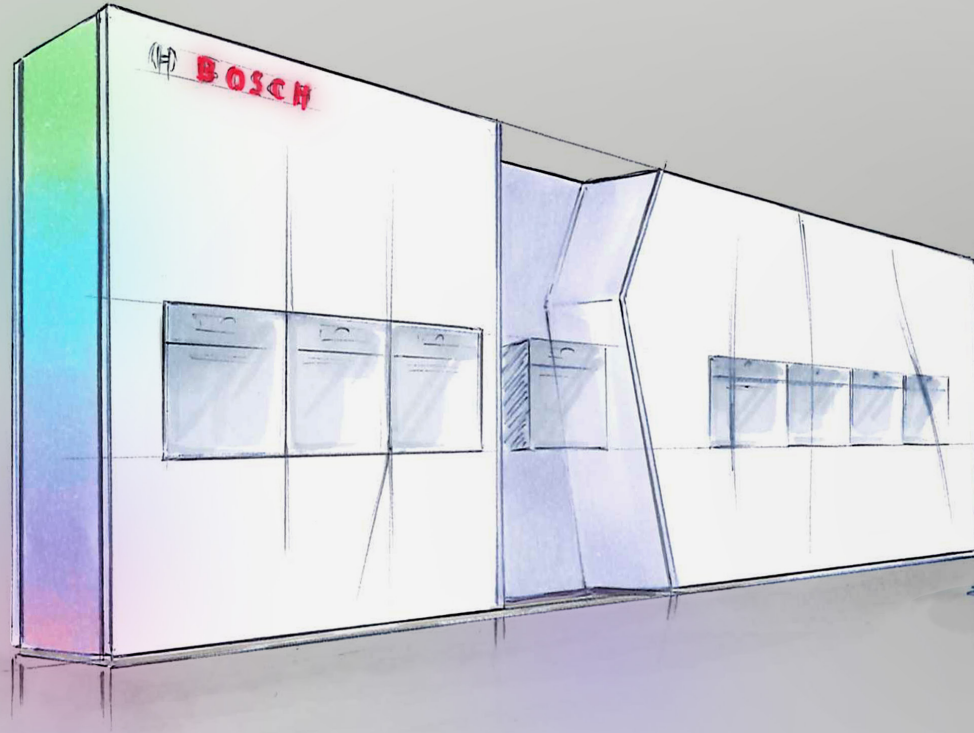
concept  
design







As welcoming as "Home", as real as "Life"  
and as personal as a "Friend" - experiences  
that create a global retail "Bosch-feeling".  
A consistent design - warm, welcoming,  
and also clearly structured, is the foundation  
of product presentation and living  
environments.







# My résumé.

**Product designer** B.A. FH Aachen

**Scenographer** M.A. Muthesius Kiel

2011 - 2014 **Freelancer** Braunwagner, Aachen

2015 **Design Manager** Braunwagner, Berlin

2015 - 2016 **Junior Designer** Mutabor, Hamburg

2016 - 2017 **Senior Designer** Mutabor, Hamburg

2017 - 2019 **Art Director** Mutabor, Hamburg

2019 **Freelance Art Director / Creative Director**

# And some cherries from my career.

Audi, Dealer Event 2016

Bosch, Home Appliances live experience pilots 2016 / 2017

*Braas, Trade Fair Concept Pitch 2016*

Bugatti, Showroom Concept 2015

Daimler, Commercial Vehicles IAA Hannover 2015

Daimler, Interschutz 2015

Henkel, Adhesive Technologies Showroom 2016

Hyundai, IAA Frankfurt 2017

Hyundai, International Auto Show Genf 2017

Hyundai, Ioniq Roadshow 2016

*Panasonic, Convention Pitch 2011*

*Porsche, LMP1 Hospitality Pitch 2013*

Porsche, Retail Design Guideline

Porsche, Retail Design Prototype Palm Springs 2017 / 2018

smart, IAA Frankfurt 2013, 2015

smart, International Auto Show Genf 2014

Telekom, Mobile World Congress Barcelona 2016

Volkswagen, GTI Wörthersee 2011, 2012, 2015



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