

Portfolio 2015

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 award-winning interiors, exhibitions, products and brand spaces, such as set-designs, showrooms, trade fairs and roadshows.

Creative direction and consulting throughout the entire process.

The way I work.

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

Rhinoceros 3D + Enscape.

Adobe CC, Miro, Office and Teams.

electric Pop-up

Genesis GV60 at London Battersea

for INNOCEAN Worldwide Europe, 2023

Brandspace +
Exhibitdesign

concept

design

detailed planning

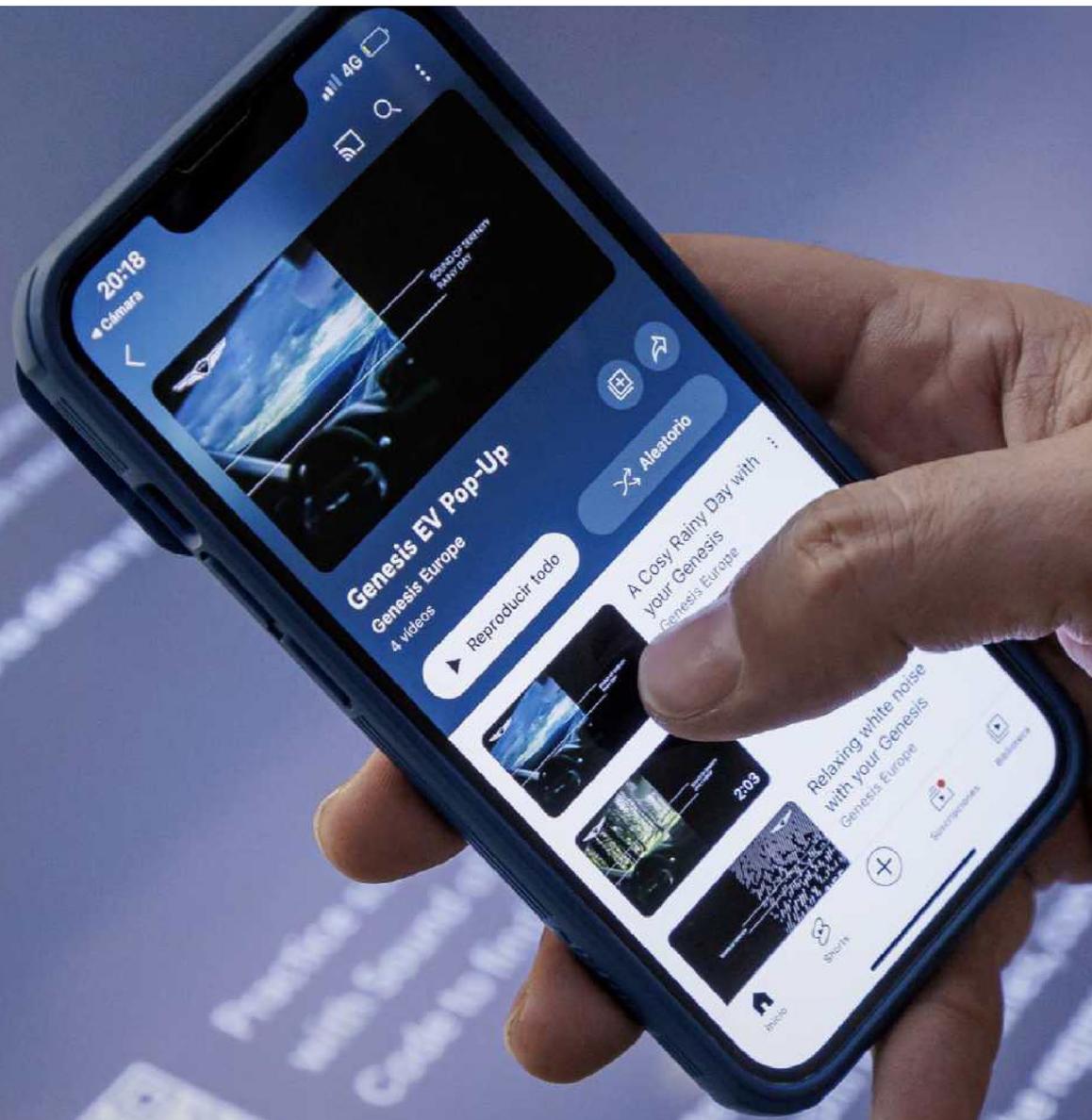
construction supervision

creative lead



'Sound of Serenity' is a sound sculpture that utilises the GV60s vehicle-to-grid technology to recreate the Battersea power stations original turbine sounds. Bringing the historic locations silent energy back to life, while showcasing the cars innovative capabilities.





retail guideline + prototype

Destination Porsche

at Mutabor, 2017 / 2018 / 2019

Retaildesign

concept

design

detailed planning

creative lead



3737



PORSCHE

The advantages of stationary retail and human interactions are combined with digital technology into a hybrid retail experience. Each Destination Porsche site picks its very own mix of thematic modules in order to create an unique point of experience, tailored to their customer needs.



E-Performance

Porsche E-Performance
presta ancora.

Porsche Mission E Cross Turismo
CONCEPT STUDY







PORSCHE

Palm Springs

3737



- Sales ←
- Service ↙
- Parts ↙
- Charging ←
- Visitor [P] ↑

SERVICE

IAA 2021

Hyundai Motor Group

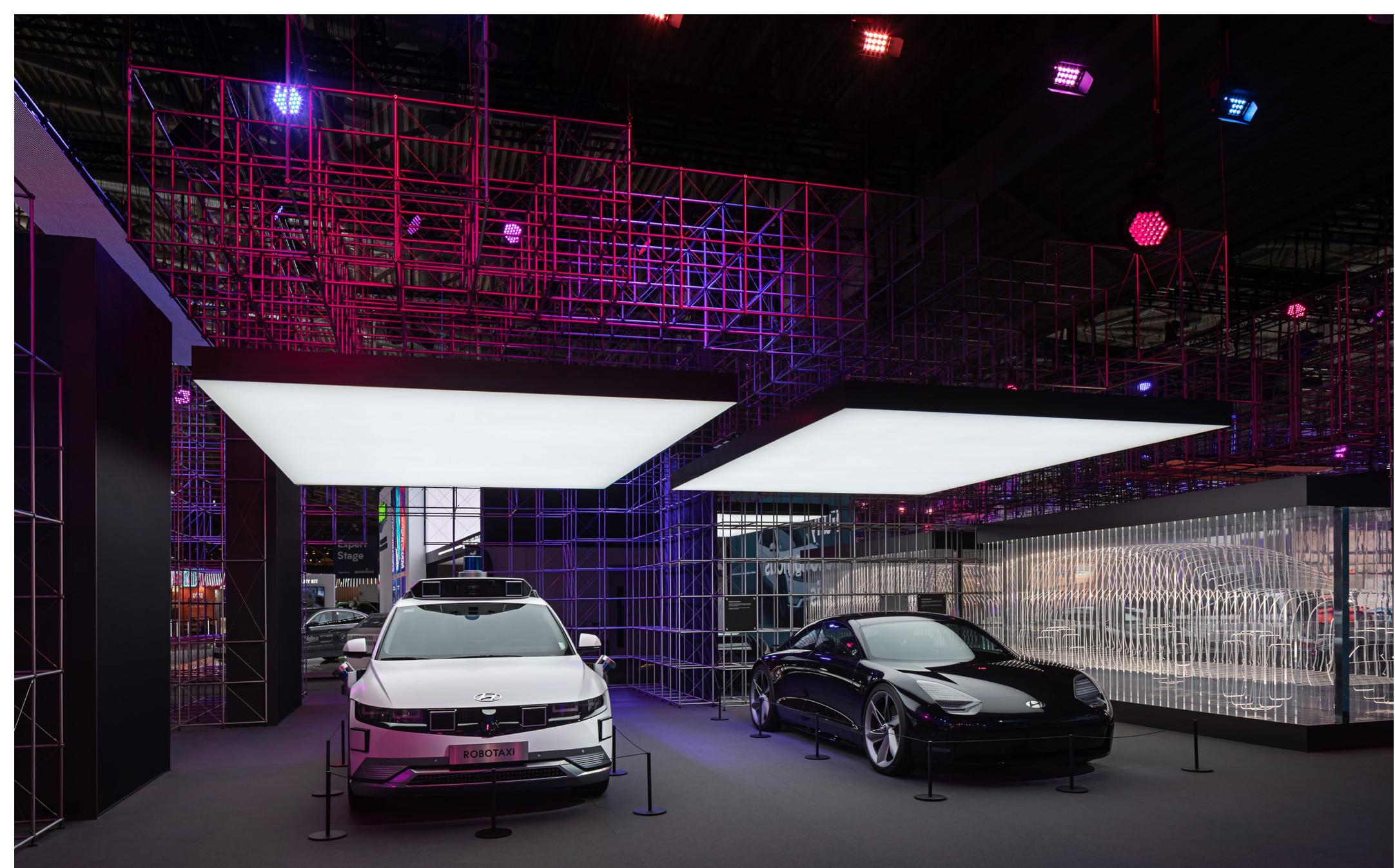
for Uniplan, 2021

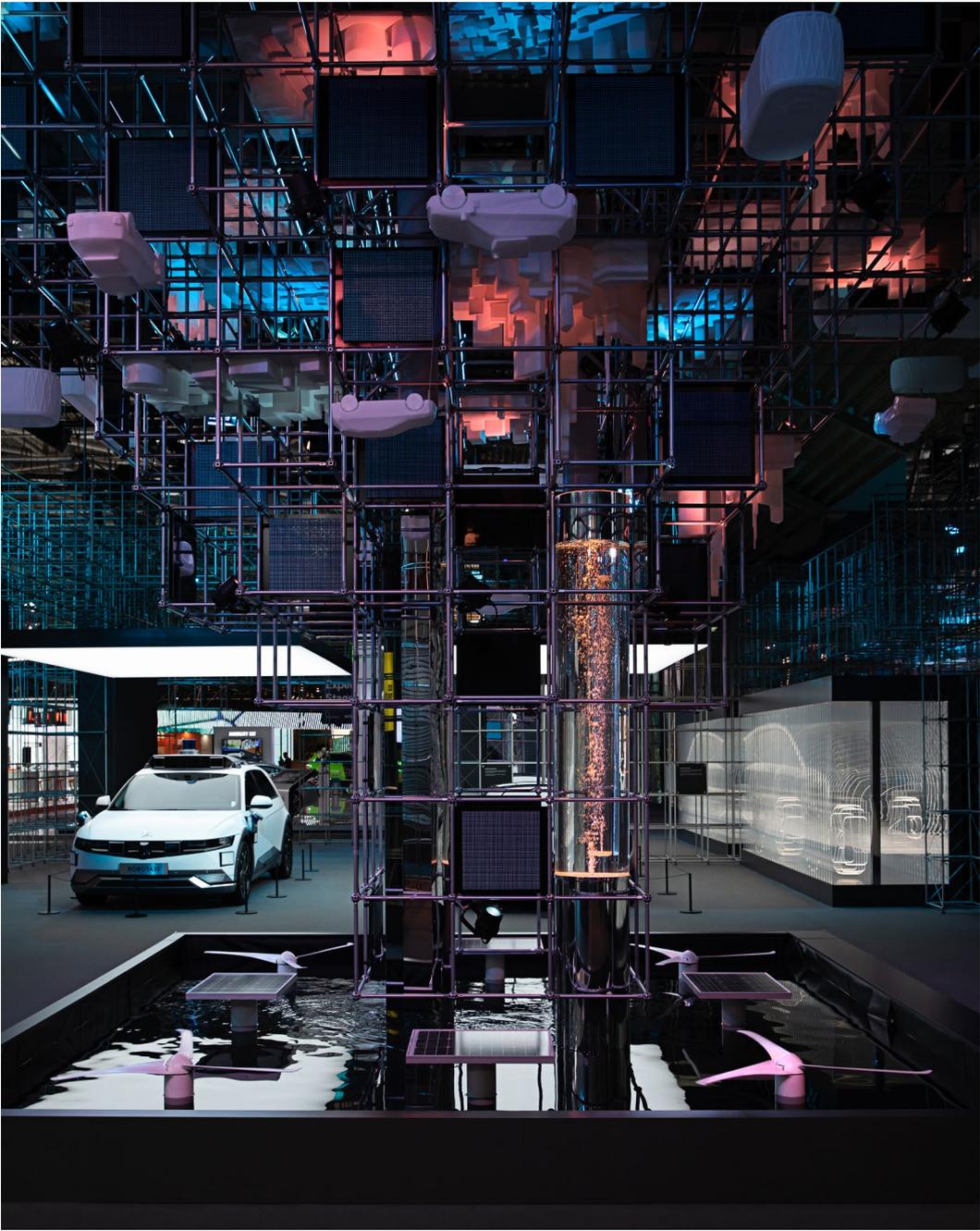
Trade fair design +
Exhibit design

concept
design



At IAA 2021, we turned Hyundai's hydrogen vision into an immersive reality. A fusion of architecture and symbolism invited visitors to step inside the story—experiencing the future of clean mobility.





CES 2022

Hyundai Motor Group

for Uniplan, 2021 / 2022

Trade fair design

concept
design



ontrol



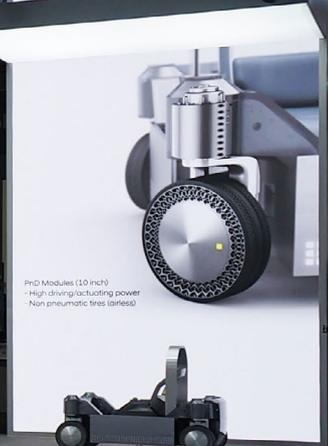
ProD Modules (6 inch)
- Intelligent steering, braking,
in-wheel electric drive, and suspension



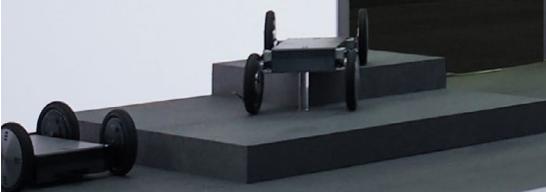
ProD Modules (5 inch)
- Intelligent steering, braking,
in-wheel electric drive, and suspension



ProD Modules (4 inch)
- Intelligent steering, braking,
in-wheel electric drive, and suspension

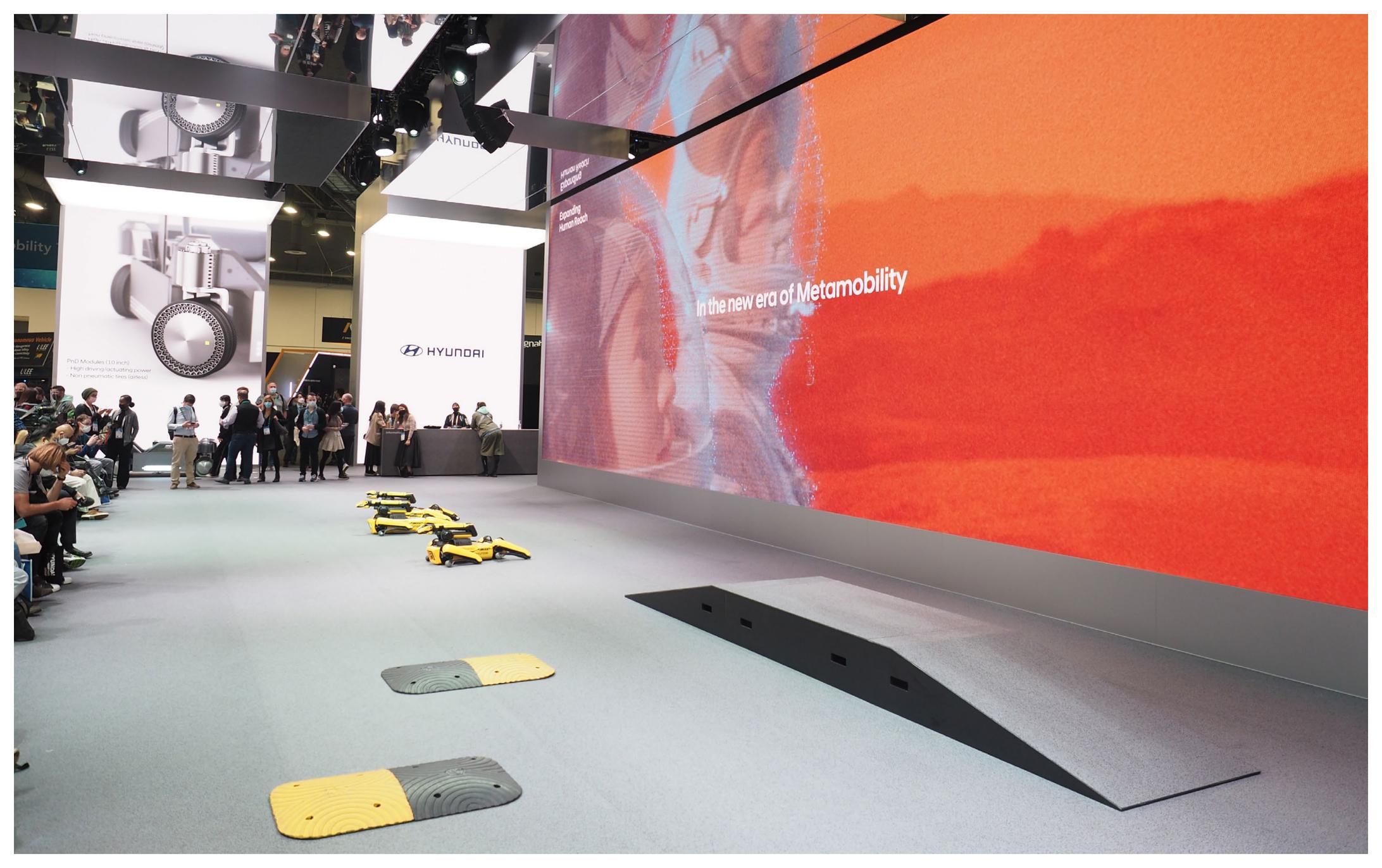


ProD Modules (10 inch)
- High driving/traction power
- Non-pneumatic tires (airless)



At CES 2022, we transformed Hyundai's future-forward vision into a playground of mobility, robotics, and the metaverse. Visitors didn't just observe—they touched, explored, and connected. Fear gave way to wonder as cutting-edge tech became an intuitive, human experience.





Expanding
Human Reach

In the new era of Metamobility

 HYUNDAI

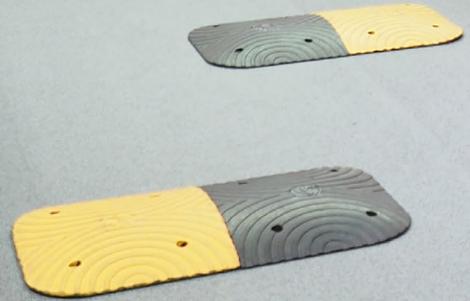
PHD Modules (10 inch)
- High driving/actuating power
- Non-pneumatic tires (airless)

bility

Autonomous Vehicle
LIFE

gnat

People gathered at the exhibition booth.



Coffee van
Naughty Coffee

with aeny, 2022

Productdesign

concept
design



For Naughty Coffee in Miami, we designed a sleek fleet of mobile coffee vans that merge modern minimalism with vintage charm. Stainless steel, matte black finishes, and neon accents bring a bold edge to their iconic VW vans.





Specialty coffee

Törnqvist

with aeny (co-founder), 2017

Interiordesign

concept

design

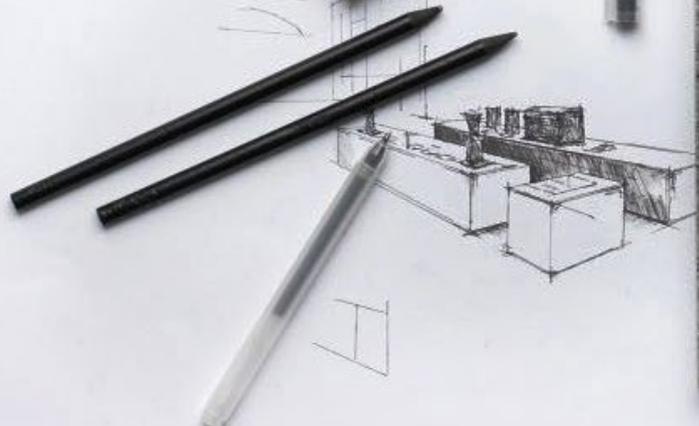
detailed planning



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 homogeneous nature is to ignore its very essence. At törnvist, 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 torrnqvist. 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

Koken & Bakken

 **PerfectAir**
Reinigt de lucht en verwijdert
geuren automatisch.

 **PerfectCook**

 **PerfectFry**
Werktemperatuur automatisch aanpassen

Koken & Bakken

Koken & Bakken

 **FlameSelect**
Reguleer de vlamhoogte en de
verwarmingssterkte

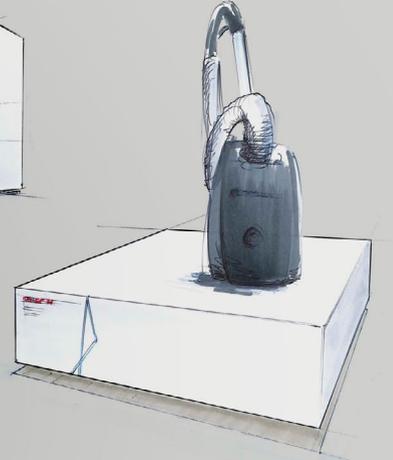
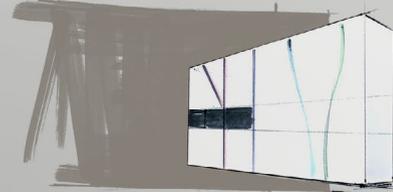
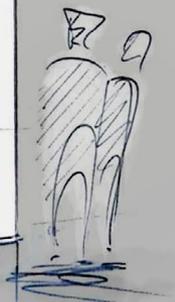
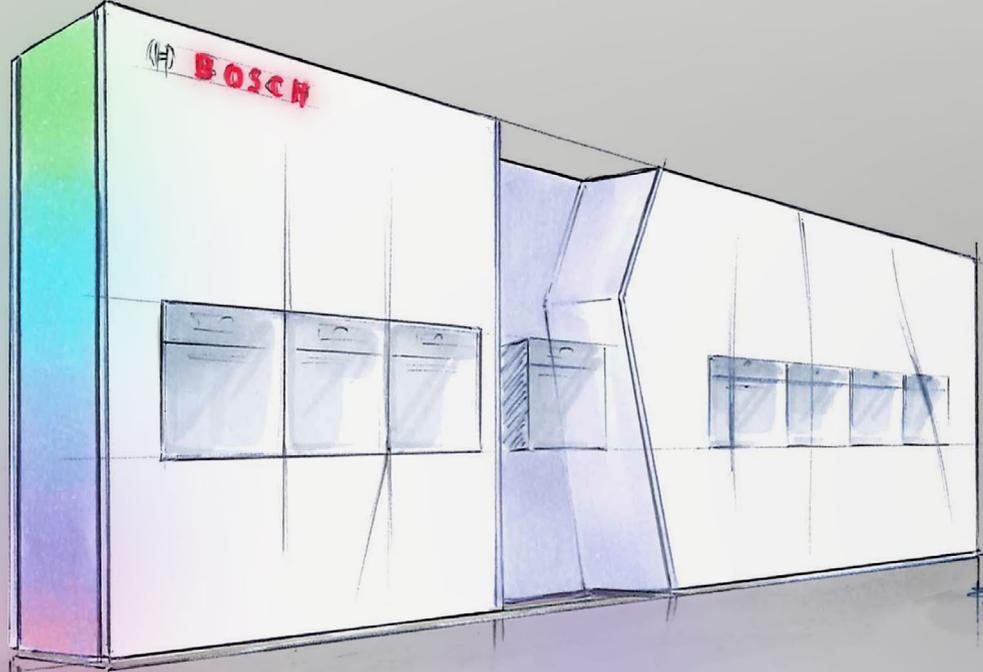
 **PerfectStyle**
Standaard of op maat

Koken & Bakken



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.





Brandevolution + BAU 2025 + POS

Villeroy & Boch Tiles

at AENY, collaboration with Marius Fahrner Design,
Neu & Frei Kreativ- und Denkstudio, 2022

**Brandlook, Retail- &
Tradefairdesign**

concept

design

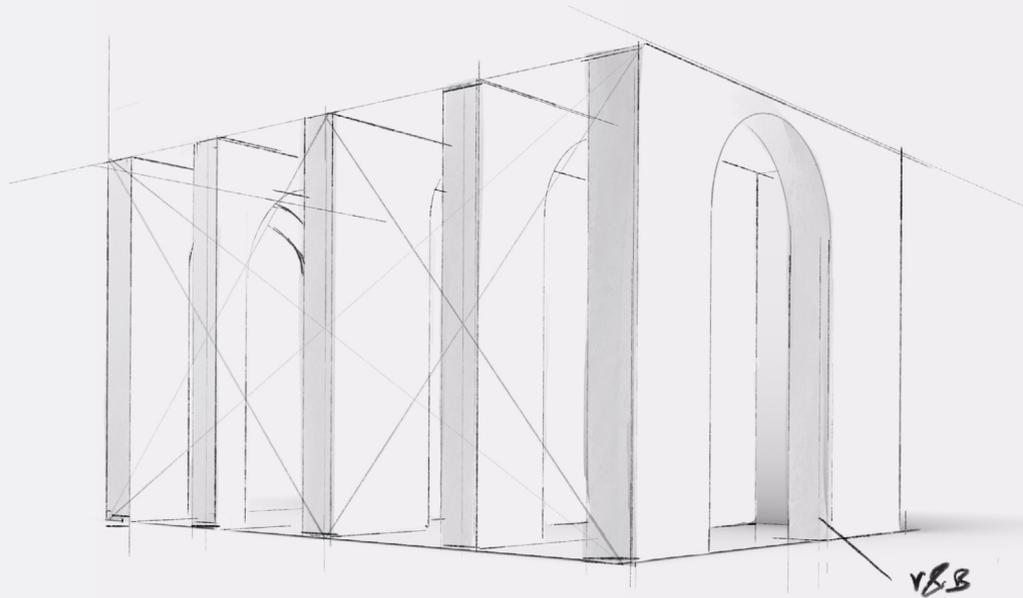
detailed planning



Villeroy & Boch
1748



For Villeroy & Boch Tiles, we shifted the brand narrative from product to purpose—revealing the culture and craftsmanship behind every piece. The historic arch in the logo became a guiding concept, shaping a cohesive visual strategy across imagery, trade fairs, and showrooms. Each touchpoint now embodies the brand's heritage and its distinct aesthetic philosophy.







Medical practice

Praxis Berliner Allee

with aeny, 2020 / 2021

**Interior +
Furniture design**

concept
design
detailed planning
construction supervision



For 'Praxis Berliner Allee's' long-established practice, we crafted a calm, contemporary space that reflects their new holistic medical approach. Clean lines, matte surfaces, and integrated lighting create a sense of clarity and balance throughout. The minimalist design supports both functionality and well-being.







24h Retail

Kurt König Baushop

with aeny, 2020 / 2021

Architecture +
Retaildesign

concept
design

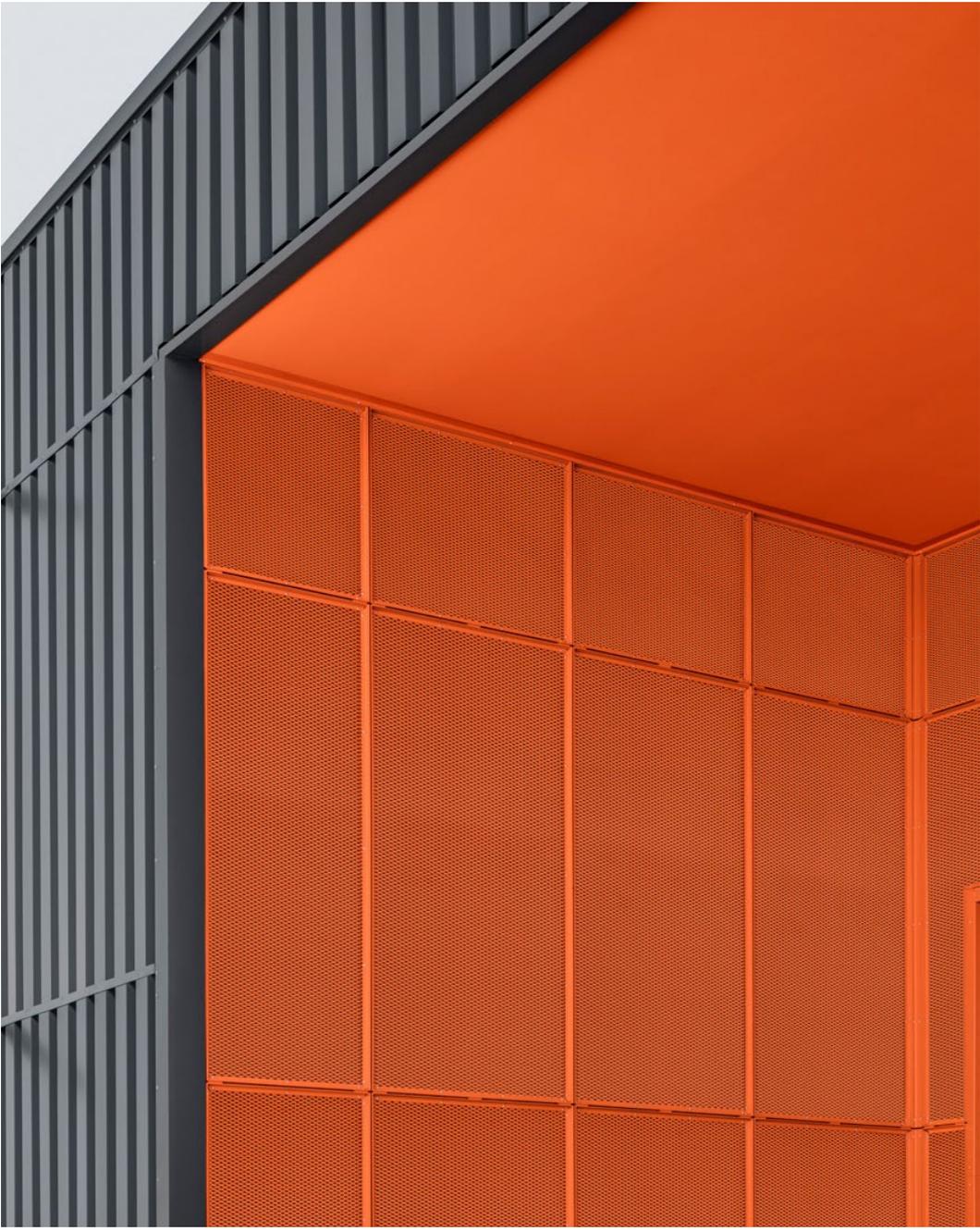


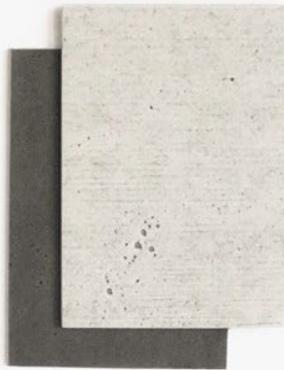
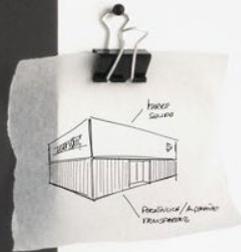
KURT KÖNIG



02 03 04 05 06 07 08

The next generation of Kurt König Baushops incorporates digital innovations, but never forgets about its roots in the hard work on site. Geometric bodies, functional cutouts and anthracite steel shape the exterior. The interior continues the strive for a defined structure with neatly organised shelves, exposed concrete, anthracite steel and luminous signs.





Straßen- & Tiefbau

Trockenbau

Pflastern





Launch event

A. Lange und Söhne

collaboration with Neu & Frei Kreativ- und Denkstudio, 2022

Exhibitdesign

concept

design

detailed planning

A. LANGE & SÖHNE



5

43

A. LANG
& SÖHNE
GLAS

For the launch of the 'ZEITWERK', we designed a travelling exhibition that celebrated A. Lange & Söhne's mastery of mechanical innovation. Under the theme 'The unique way of reading time', large scale exhibits and interactive media revealed the watch's striking way of indicating time by jumping numerals. The spatial design paid tribute to this elegant time bridge.



A. LANGE & SÖHNE
GLASHÜTTE 1/SA

5

22

My résumé.

Product designer B.A. FH Aachen
Scenographer M.A. Muthesius Kiel
2011 - 2014 **Freelance Junior Design Manager** Braunwagner, Aachen
2015 - 2015 **Design Manager** Braunwagner, Berlin
2015 - 2016 **Junior Designer** Mutabor, Hamburg
2016 - 2017 **Senior Designer** Mutabor, Hamburg
2017 - 2019 **Art Director** Mutabor, Hamburg
since 2020 **Co-Founder & Managing Director** AENY, Hamburg
since 2019 **Freelance Creative Director** bureaumuellern, Hamburg

And some cherrys from my career.

Audi, Dealer Event 2016

A. Lange & Söhne, Lauch Event 2022

Bosch, Home Appliances live experience pilots 2016 / 2017

Bugatti, Showroom Concept 2015

Daimler, Commercial Vehicles IAA Hannover 2015

Daimler, Interschutz 2015

Genesis, GV60 Electric Pop-Up, London 2023

Henkel, Adhesive Technologies Showroom 2016

Hyundai, IAA Frankfurt 2017, 2019

Hyundai, IAA Munich 2021

Hyundai, International Auto Show Genf 2017, (2020)

Hyundai, Ioniq Roadshow 2016

Hyundai, CES Las Vegas 2022, 2024

Kurt König, Retail Design Prototype, Göttingen 2021

Porsche, Retail Design Guideline 2019

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

florian@bureaumueller.de

+49 175.52 45 795

Florian Müller