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illustration

亀デザイン

character
creation

イラストレーション

キャラクター

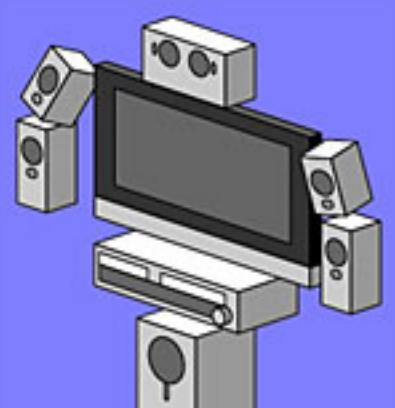


cartooning

コミックス



mascots



マスコット

Joachim Müller-Lancá

is an award-winning international designer, principal and owner of Kame Design in San Francisco since 1997.

His work is characterized by an expressive, direct visual language that always comes to the point. Diverse background and interest in Asia and Europe make him quintessentially cross-cultural, between modernist and experimental. His approach is integrative, not additive: Shape and meaning turn into a coherent One, getting to the essence with consistency and simplicity. Powerful fresh impact and surprise are delivered through energetic, percussive design vocabulary and novel, unusual musical color.

Joachim has taught and lectured on design in the US, Canada, Japan, Hong Kong, Macau, France, Spain, Italy and Switzerland. He has written for and was written up in leading design publications in the US, Japan, Hong Kong, France, Germany and Belgium. His work has been reproduced in over 20 professional books worldwide. He is a member of Association Typographique Internationale and of the Type Directors Club of New York, and a U.S. Alien of Extraordinary Ability.

Joachim graduated with honors from the Basel School of Design in Switzerland, having studied with Armin Hofmann and Wolfgang Weingart. At the Cooper Union School of Art, New York, he added studies in Video, Film and Painting. He plays drums in a Japanese pop band, holds a Blue Belt in Krav Maga self-defense, and speaks German, English, Spanish and Japanese.

www.kamedesign.com
joachim@kamedesign.com

Joachim's greatest wish is for all his mascot characters to come to life overnight and make breakfast for him.

Joachim first stepped into public light at the tender age of 8 years, when he received a live rabbit as an award at the painting contest of the Kleintierzuchtverein Umkirch (Small Animal Breeders Association) of his hometown in Germany. By the age of 11 it was clear that his future lay in drawing, decorating his room with handmade posters about the 1972 Olympics – which put him on the map of the Umkirch design scene from age 12 on, with posters and identities for the town's events and entities, such as the parish and the carnival club. His collection of Letraset catalogs inspired his first band's name "Outline." Age 18 was marked with two awards from the "Milka-Kuh Malwettbewerb," a nationwide painting contest by Europe's largest chocolate manufacturer Suchard Milka: A 1st prize of 1000 Deutschmarks and a 3rd prize of a stuffed purple pet cow. A year later, Umkirch City Hall invited him to create and execute the interior murals of the town's primary school. The rest of his career developed somewhat more usually.





illustration イラストレーション

noun, 14th century

1: the action of illustrating: the condition of being illustrated

2: something that serves to illustrate: as a: an example or instance that helps make something clear

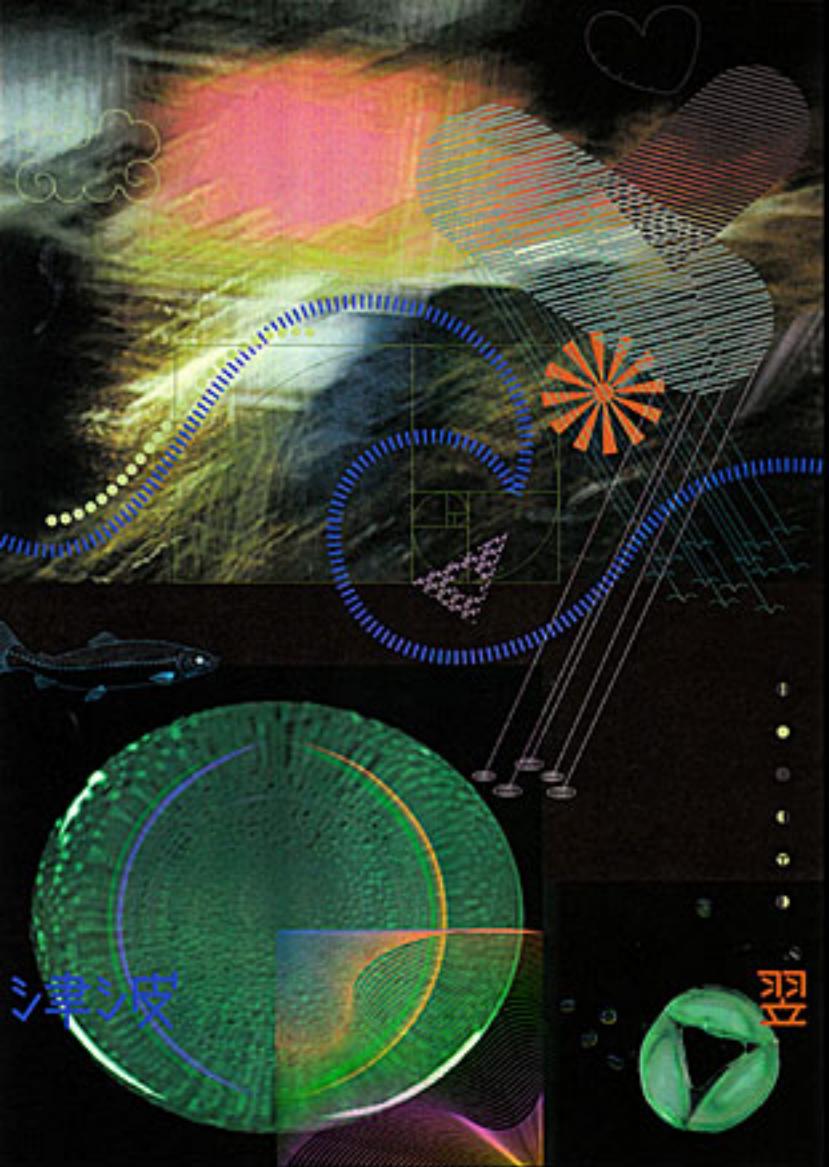
b: a picture or diagram that helps make something clear or attractive

origin: late middle english (in the sense 'illumination: spiritual or intellectual enlightenment'): via old french from latin 'illustratio', from the verb 'illuminare'.

abstract + experimental

< event invitation

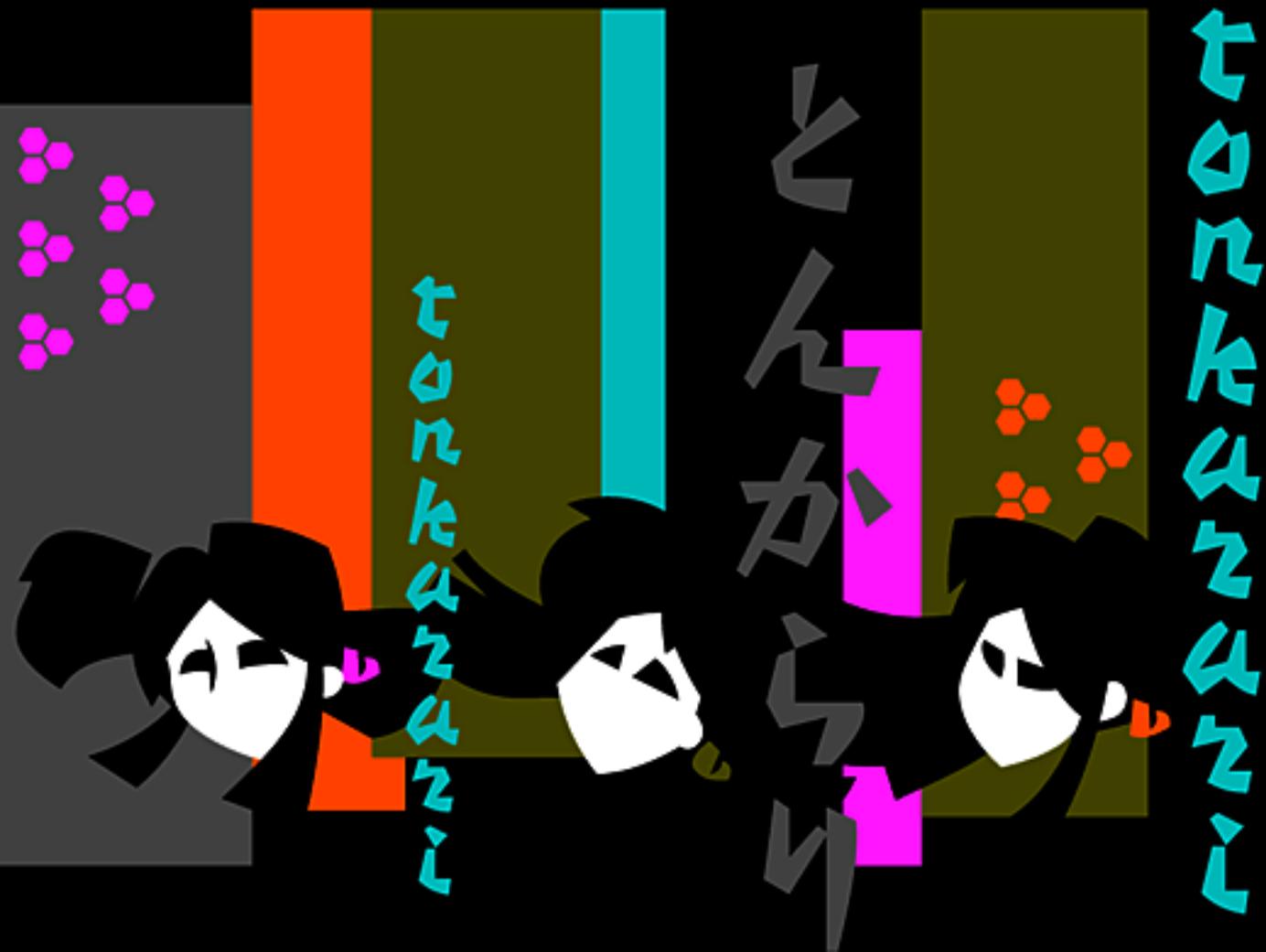
and 2 commissioned art pieces >>



2 commissioned art pieces

tonkarari

promotion graphic for traditional
japanese typeface "tonkarari"



fontshop international

calendar page illustration
downloadable pdf calendar
july two-zero-zero-five



FF Lancé Condensed
Light

FF Lancé Condensed
Medium

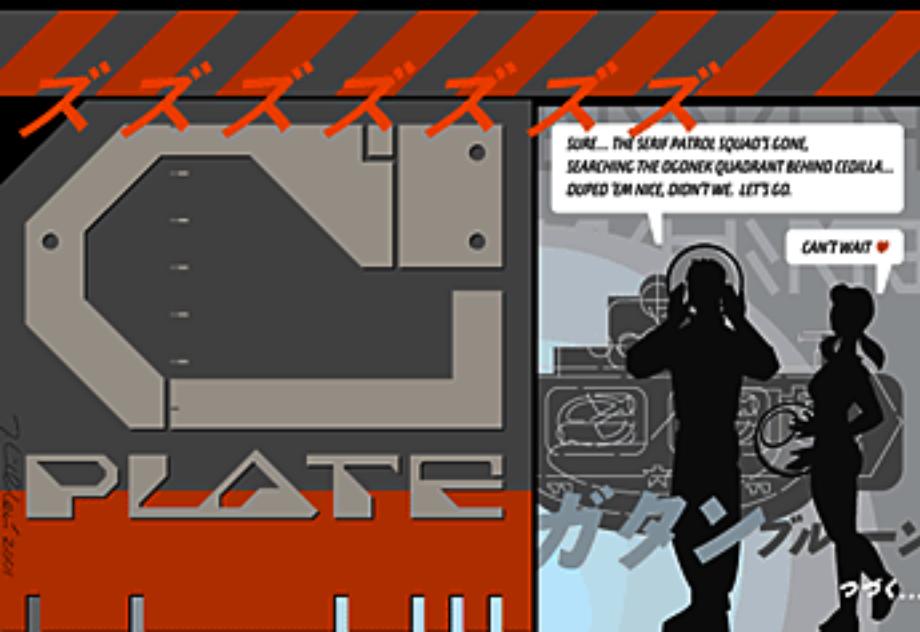
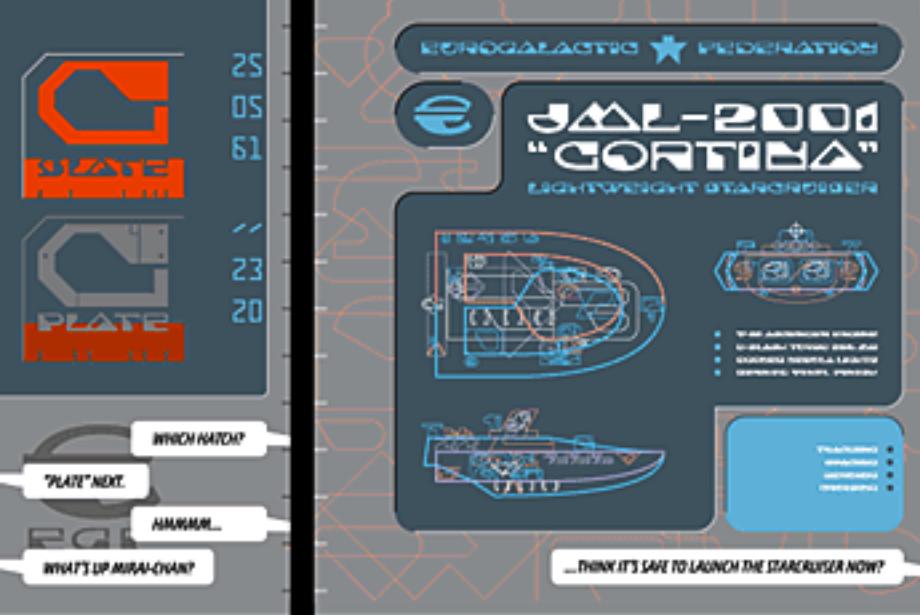
FF Lancé Condensed
Bold



FF Lancé Condensed
Light

FF Lancé Condensed
Medium

FF Lancé Condensed
Bold



www.typebox.com

comic strip "fragment"
to promote typeface "cortina" (below)
in catalog of type foundry typebox, llc.

CORTINA

BASE
SLATE
PLATE

Tiptoe through the tulips with TX **Tiny Tim**tm

With LUV
Iron Frederk™

Start
here
↓



Skip! You scared the birds and
they dropped something on you.
Skip them to wipe.



Dash! Tore the seat of your pants
sootyelling down the willow tree.
Go get first aid.



Cool.
You found the ladder!
Go all the way down.



Wake up! On your marks:
Tiptoe out of your window...



It's the tulip pair!
Time to switch positions
with your sweethester.



First Aid:
Good to be prepared!
Advance 3 tiles.



Is your sweethester still asleep?
Climb up the ladder to check.



Slammy the milkman says Yea!
Good you had your milk.
Advance 3 more tiles.



Aff! Rover doesn't like tiptoeing.
Run to the milkman,
he'll distract the dog.



A valentine in the mailbox.
Skip them and tell the others
what it said.



Squish! Tiptoe on Mr. Snail
on his way to eat the mail.
Go get first aid.



Let's try the slide.
All the way down.



Scat! Tiptoe into Rover's paws.
Go back to your room
to get fresh socks.



Eee, the tulip pair.
Yay, switch positions
with your sweethester.



The slide was so much fun!
Go back up again.



Tiptoe over the milk bottles.
"The milk today" is the wrong song.
Go to the milkman to buy more.



Ugh, the tulip pair again!
Time to switch positions
with Puff...



Splish!
Tiptoe on the garden hose.
Skip them to get dry pants.



Mr. Milkmilk brought a valentine.
Go to the milkman!



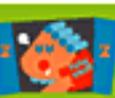
Purr! Tiptoe on Mr. Cat's tail.
She only wanted the spilled milk.
Go get first aid.



Pop! Inky the paperboy
tossed the paper at you.
Skip around to rub your hand.



No tiptoeing without love songs...
Skip them and sing
something romantic for the others.



Dope!
All that singing woke Puff up.
Skip them to make breakfast.

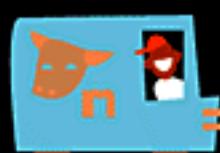


Finish!
Saved! It's Mon's tulip patch.

www.typebox.com

chutes-and-ladders board game
to promote typeface "tiny tim" (below)
in catalog of type foundry typebox, llc.

Tiny Tim Gimpy Tiny Tim Stout





fleisch wolf + wurst

promotion for blackletter font

"fleisch" is german for 'meat' or 'flesh'.
a fleischwolf is a meat grinder,
a fleischwurst is a pork sausage.

Fleisch
Wolf
txx
Fleisch
Wurst

barclays global investors

"dating game" as a metaphor for picking funds in a portfolio:
presentation screen for client conference

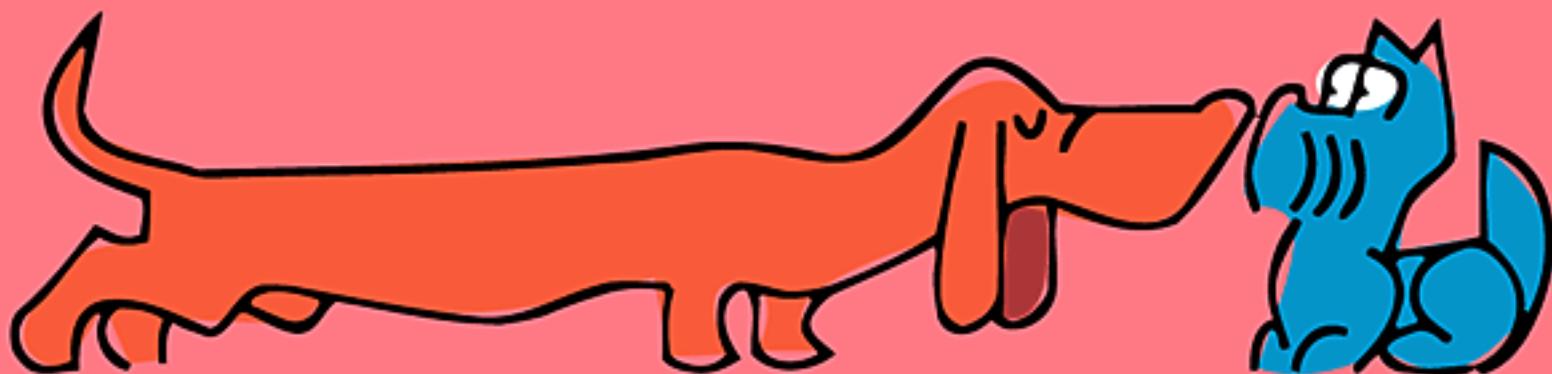


character creation

キャラクタ

human or animal?
a thing with a face?
or something inbetween?
boy or girl?
character traits?
favorite foods and activities?
secret powers?

...mating rituals?





beautifulwedding.com

design proposal for wedding preparation
and networking website





power women

super ann,
singer/musician ann oyama's alter ego

moduletta monospazio,
p.r. executive of the monodular font family



Ann Oyama

尾山



Yours sincerely,

Moduletta Monospazio
Public Relations
Name Design



neko punch 猫パンチ

four hep cats playing japanese power pop
in the san francisco bay area...

(neko = cat)



ANT SHOW PRESENTS
ASIAN AMERICAN MUSICIANS SHOWCASE

NEKO PUNCH

with
Blood Wire
Jumping Jacks

Soy Bok Gwai
+ DJ Steena Lynn
hosted by Tin Fan

THURSDAY, SEPTEMBER 14
RED DEVIL LOUNGE
1695 POLK STREET, SAN FRANCISCO

Advance: \$5
Night of show: \$7

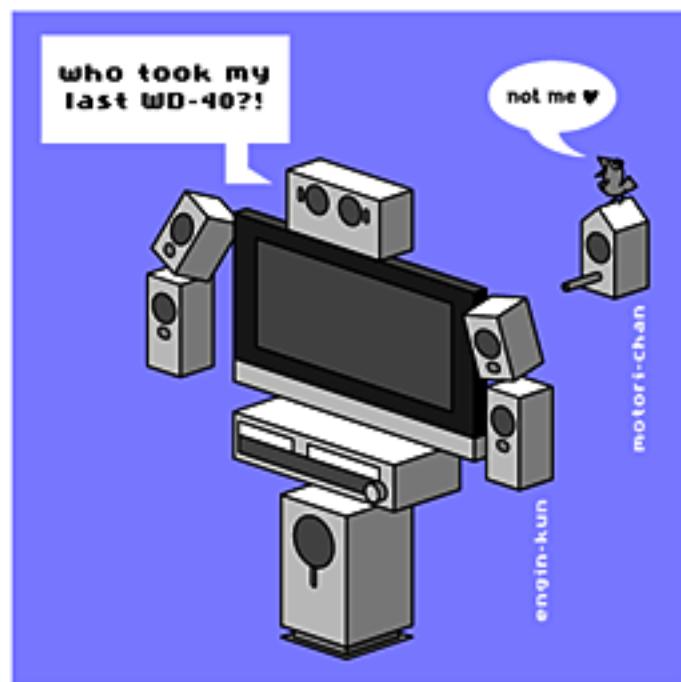
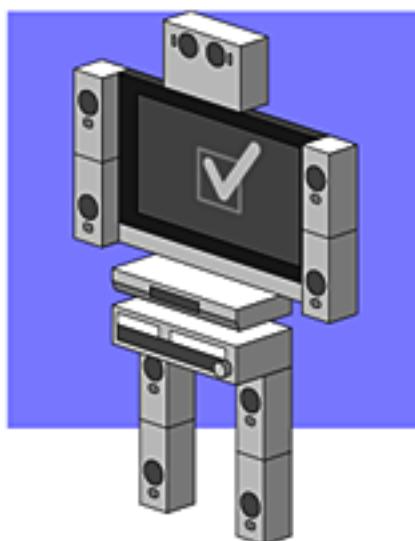
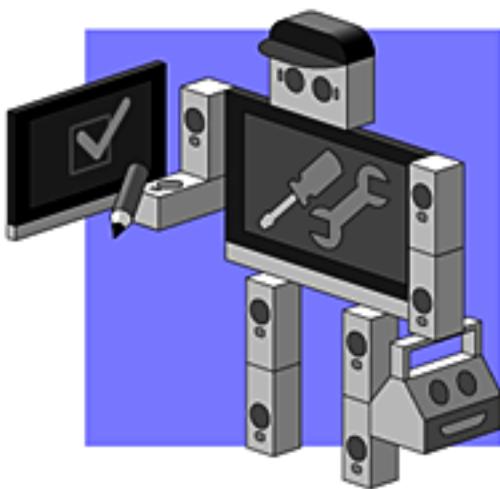
Doors open 8:00pm
On sale now



at your service

mecha-mascot character
created from stereo components

promotion for home theater installation



lotus by i.b.m.

for m.a.d. studio, sausalito

< intranet navigation icons

icons for 'lotus notes' software interface >>



top news



intranet events



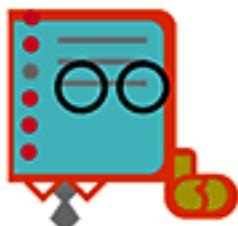
new press releases



new on intranet

A screenshot of the Lotus Notes software interface. The main pane shows a list of news items under the heading 'TOP NEWS'. The first item is 'Data from the World's Software Project', which is highlighted with a blue background. To the left of the main pane is a sidebar with navigation icons, one of which is highlighted in blue. The top of the screen has a menu bar with options like 'HOME', 'NEWS', 'ORGANIZATIONS', 'CORPORATE', 'GEOGRAPHY', 'REFERENCE', 'HELP', and 'SEARCH'.

A screenshot of the Lotus Notes software interface, similar to the previous one but showing a different view. The main pane shows a list of news items under the heading 'NEW ON INTRANET'. The first item is 'Data from the World's Software Project', which is highlighted with a blue background. To the left of the main pane is a sidebar with navigation icons, one of which is highlighted in blue. The top of the screen has a menu bar with options like 'HOME', 'NEWS', 'ORGANIZATIONS', 'CORPORATE', 'GEOGRAPHY', 'REFERENCE', 'HELP', and 'SEARCH'.



newcomer

expert

tired of look



newcomer

expert

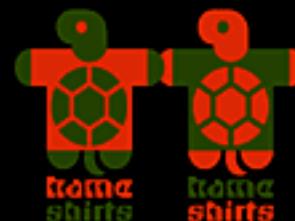
change look

icons for 'lotus notes' software interface



kame t-shirts

a delightful blend of
cotton, japanglish and whimsy

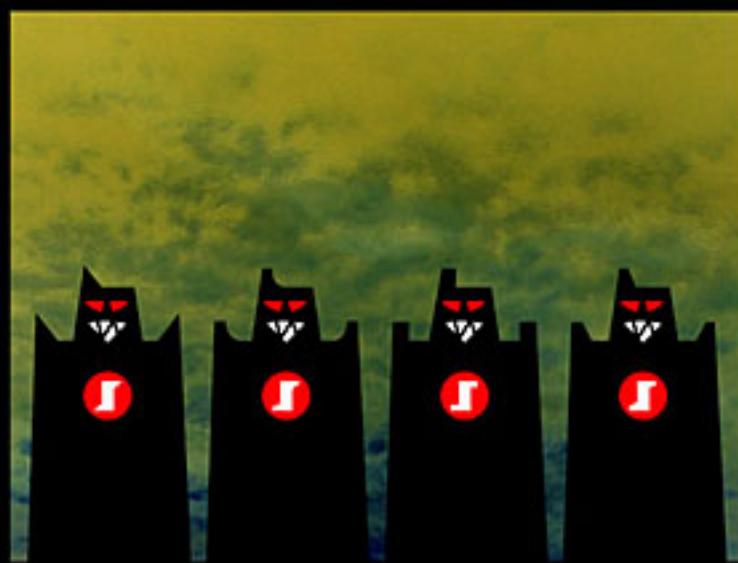
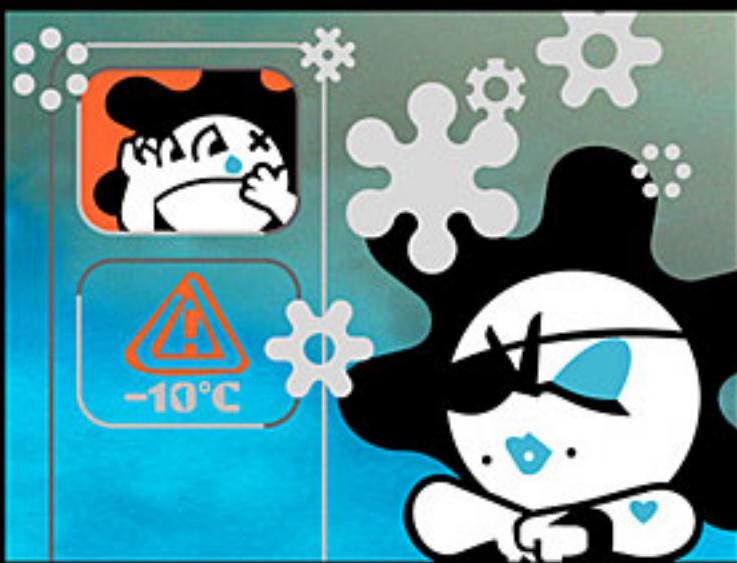




shuriken boy
shuriken girl



*and
the evil
dr. serif*



animation in progress, for the mascots of "shuriken boy" font from adobe systems

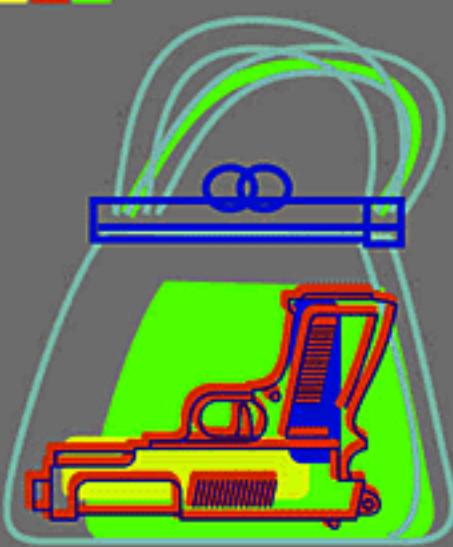
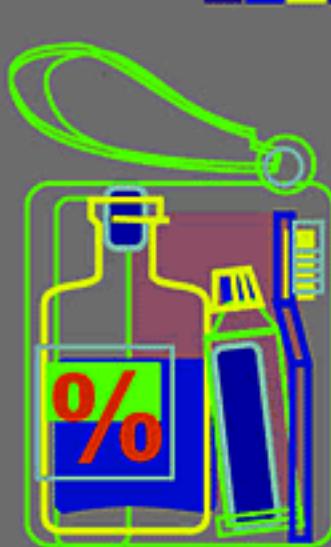
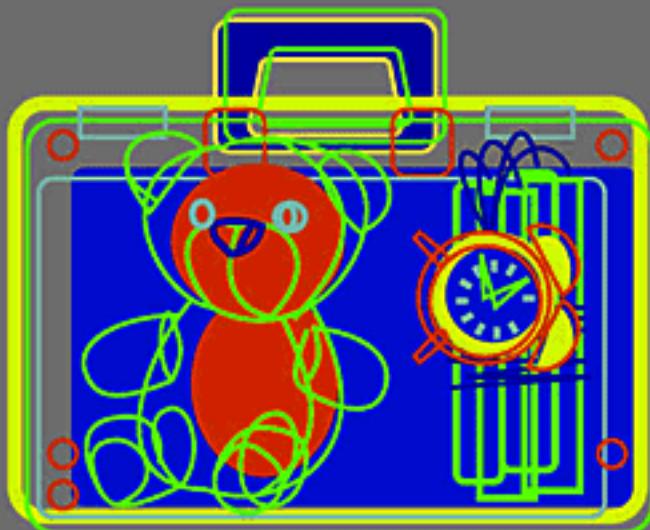
secrets of the ninja

mini-maru samurai and mini-maru ninja,
safekeepers of the kanji and latin font pair
"mini-maru"



...and some of their secret arsenal
uncovered at airport security

mini'maru





www.typebox.com

website navigation: "thinkbox" editorial section



viewpoint

history +
theory

tech tips +
FAQs

funbox

				
typebox	thinkbox		fontbox	standardbox
typebox	thinkbox		fontbox	standardbox
outbox	inbox			showbox
	The Black Menace	A-B-C	A-B-C	
viewpoint Leipzig Ipsum ATypI	history + theory Oswald Cooper and His Black Menace.	tech tips + FAQs Hanging in There	funbox Vernacular Glitch of the Month	
At ATypI 2000 in Leipzig, Germany, Joachim Müller-Lancz boogied down 'til 5 a.m. to find out why type is sexy, and why stuffed animals are 'de rigueur' for fontheads this fall.	Some may think Cooper Black is from the 60s - but that was one of many revivals. This typeface dates back to 1923. On its creator Oswald Cooper and his work, we offer interesting background.	Many frequently-used symbols are floating nicely between lowercase letters, but they look lousy in all-caps use. Let's address our concerns about the weightline.	"I can't believe they did this..." Even in Germany, the motherland of "Fraktur" (Frakturen), today's folks use it just as clumsily as elsewhere.	
We hope our 4 quarterly columns will stimulate you enough to come back to read every free issue, or even to contribute your own thinking!	Mike Kohlke: "Oswald Cooper and His Black Menace", 1999 CalArts, Los Angeles.	More tips about creating and using type in every quarterly issue...	Seen other funny type glitches? We'd love to feature them here; of course with your comments and URL.	
				> submit your

signal signifier

traffic- and transportation-related symbol font from typebox.com:
collaboration of several designers



“Free Signal Signifier:
Metaphorically Speaking...”

Test drive the creations from Typebox' first group picture font project. These icons represent the fun and fantastic world of traffic and construction graphics. Use this gift to inspire your own view on signs, signals, street barriers, or anything else that may steer us in different directions.

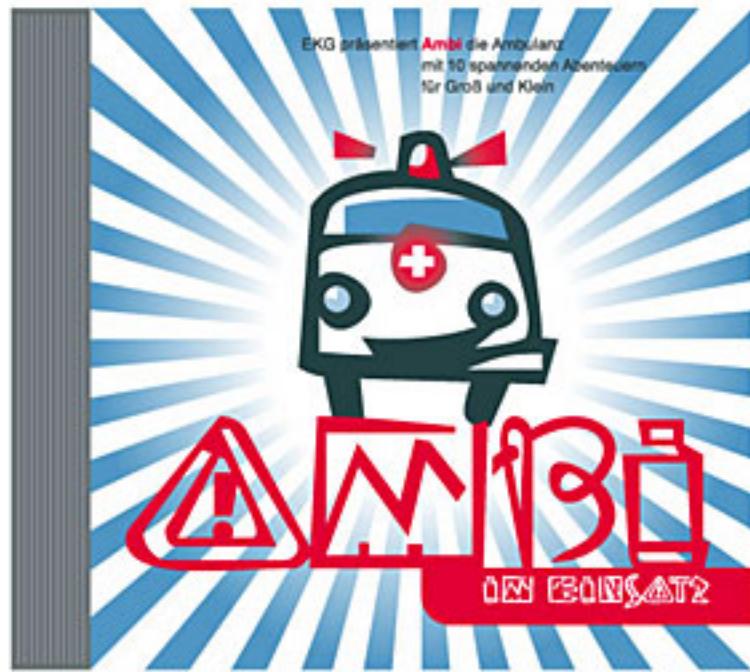
Enjoy each collaborator's silly, serious and sagacious approaches to street vernacular. Public take notice! Whether you chose to travel by land, sea or air (or even space) – Typebox points the way! ”

ouch!



> "ambi the happy ambulance"
mascot character of "ouch!" font

< doctor's case
promotion sample art for first release
at adobe systems inc.





ツライよ...



なに?



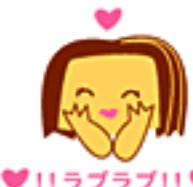
peace—!



sexyyy...



lovely—



♥ !! ラブラブ !! ♥



カキー!



whazzuuuuuu—!



posing till closing—



shake that booty
to the ground



ドウつかう?



やっぱり~



where's the other shoe ?



so whassup, m?

さようならミキちゃん sayonara miki-chan

miki is a real fun girl, but today she's sad since she has to leave san francisco for new york...

event promotion



shake break bounce

happy yotaro sure is growing up,
but not too much (^_~)

event promotion



katrina's cool birthday



...and everybody and their kitchen sink
are coming to the party...

interactive computer game





[5] (Untitled)

• polifell 0-(2005/12/13(Tue) 04:55:32)



Awesome sound, great look, and brilliant!

[Quote]

[Reply](#)

[4] Good luck. ^_^

• Laik-(2005/12/06(Tue) 09:35:56)



I listened to the demos and I liked them. Decided to look around the site some more and you're pretty too. ^_^ Seriously, I really

[Quote]

[Reply](#)

[3] ~NICE~MUSIC~

• John Sterling 0-(2005/12/03(Sat) 13:01:33)



~NICE~MUSIC~ I am #1 fan! :)

[Quote]

[Reply](#)

[2] (Untitled)

• Patrick-(2005/11/28(Mon) 14:52:57)

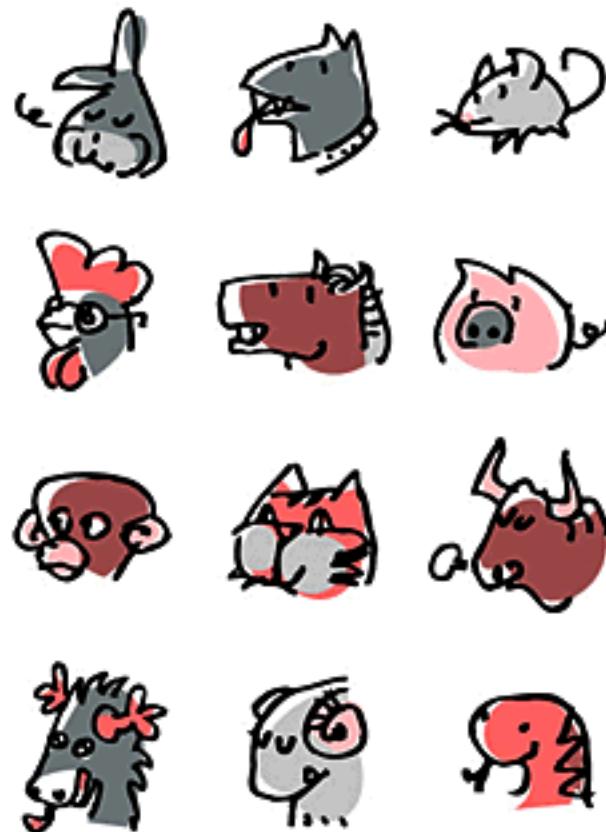


Good Luck in LA! ^_~b

[Quote]

[Reply](#)

chinese zodiac animals
for bbs bulletin board on website
of singer/musician ann oyama





BayAnime.com

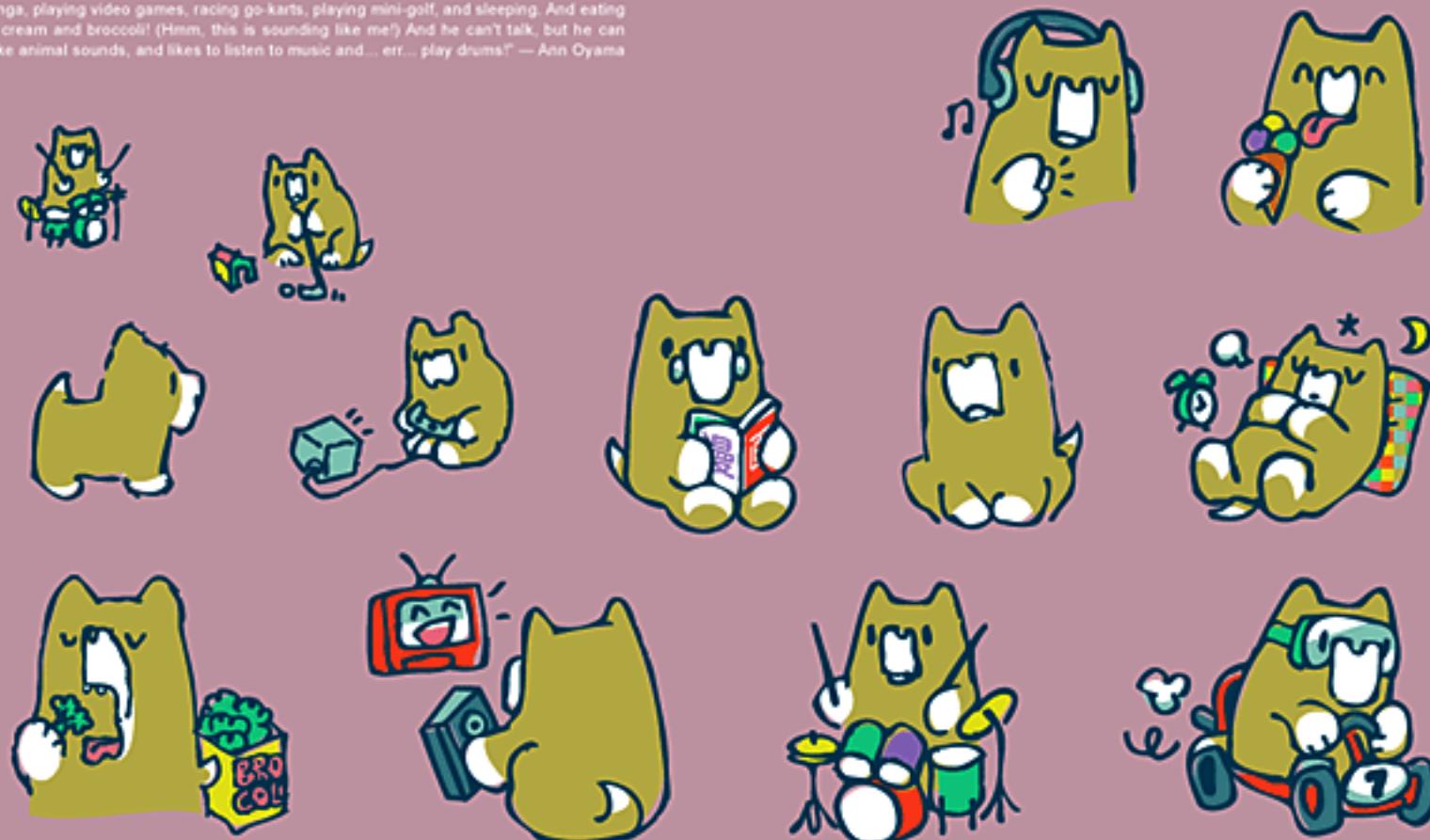
San Francisco Bay Area community for fans of anime, manga, and Japanese pop culture

"Oh yay, this is fun... let's see, definitely animal! Definitely something cute of a sort of ambiguous male gender that will potentially appeal to everyone like Totoro which everyone knows, or some kind of funny cute character like Domokun with a sort of simple form with some defining features (so a tiny icon will be recognizable even) and neutral color. Sort of a combination bear-dog would be awesome. And it loves watching anime, reading manga, playing video games, racing go-karts, playing mini-golf, and sleeping. And eating ice cream and broccoli! (Hmm, this is sounding like me!) And he can't talk, but he can make animal sounds, and likes to listen to music and... err... play drums!" — Ann Oyama



bayanime.com

beardog mascot "kumaken-chan" for japanese animation site



type + character



kawaisou tulips for
"fleurons of hope"
tsunami help font



angelella for
"chrimbobats"
xmas benefit font



personal marks for exlibris



recycling angel, air mail and karaoke for "ff interoffice" by fontshop



the kame-baby, splitting a brick

kame sports club

< turtle mascot for own site
kamedesign.com

> the quick brown fox finally
caught jumping over the lazy dog



早く茶色い狐は怠惰な犬の上に飛びます。

the quick brown fox jumps over the lazy dog.



thank you & love from
kame design

