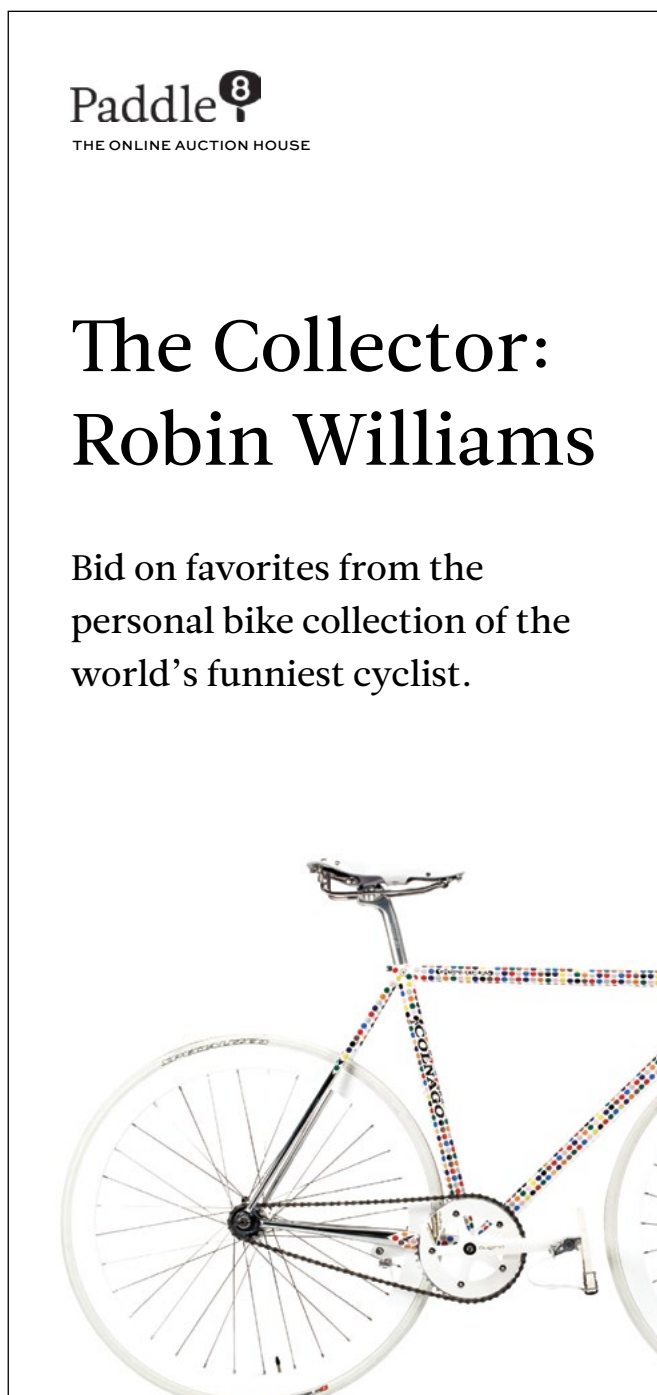

Johanna Lenander

Content & Branding Portfolio

This portfolio contains samples of executed work that I wrote and conceptualized as head of content at Paddle8, MoMA and Fab, and consultant for PepsiCo.



Print and digital advertising for auctions.



Excerpts from print catalogue for Brett Ratner's Hilhaven Auction.

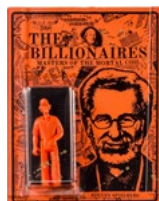


THIS IS NOT JUST AN AUCTION,

it's a story. It chronicles the life and mind of Brett Ratner, who, by the way, is a natural-born narrator. When Brett tells a story, he goes all in, setting the scene, doing the voices and gestures, punctuating the joke with a mischievous chuckle. Storytelling and relationships seem to be the forces behind everything he does; his talent for both has propelled him from teenage film student to one of the world's most influential filmmakers. He started directing music videos after becoming friendly with Russell Simmons while he was still at NYU film school, landing his first feature film at age 26 (*Money Talks*). The following year he helmed *Rush Hour*, and the box office hits haven't stopped rolling in since. Along the way, he cultivated a close-knit circle of friends, most of them older and legendary, such as Robert Evans, the late Dino De Laurentiis, Warren Beatty, and the director James Toback. And he also amassed an impressive collection of fine art, from photography to paintings to sculpture, as well as an insane amount of ephemera. Now, Brett has decided to let some of that go, because, as he says: "Once your collections fill up multiple warehouses, you know you have a sickness." The auction's proceeds will benefit the human rights organization, The Simon Wiesenthal Center and The Museum of Tolerance where Brett is a member of the board of trustees.

“But I want to share the stories, because there's a story behind every single item, no matter what the cost. Everything I've bought represents something personal for me and has a story to tell.”



I DID A COLLABORATION WITH A GREAT STREET ARTIST CALLED SUCKLORD.



I wanted to commission him to do a series that I came up with called "The Billionaires...Masters of the Mortal Coil" because I wanted to immortalize all my billionaire friends, and as an art piece he made toys that looked like them. I sent one to Steve Jobs' wife, one to Ronald Perlman, and one to my partner in Ratpac, James Packer. I also sent some to people whom I knew more as acquaintances than friends, and some I'd never met. I'm sure they were freaked out by it. They probably thought it was some kind of voodoo doll.


“

Examples of content branding (titles, editorial and copy) for auctions.

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[How It Works](#)
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Brett Ratner's Hilhaven Lodge

Select works from one of Hollywood's most storied homes




Director, producer, friend of cinema legends. Most of us know the Hollywood side of Brett Ratner. But he's also a passionate collector of art and compulsive collector of ephemera. Here, he opens the doors to his storied estate, Hilhaven Lodge, to let you bid on a selection of his treasures.

Auction closed Dec 6 2016, 1 PM ET
 Closed

“THERE'S A STORY BEHIND EVERY SINGLE THING, NO MATTER WHAT IT COST, EVERY OBJECT REPRESENTS SOMETHING PERSONAL FOR ME.”

Inside the Auction

Natural Born Storyteller

Brett Ratner on friendship, art, and how to live without envy

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Paddle8

AUCTIONS CATEGORIES

Search works, artists, and auctions



About Sell How It Works Sign in Join



The Collector: Robin Williams

All images from the book, Robin Williams: A Singular Portrait, 1996 (© 2002 copyright Arthur Grace)

Beloved actor and comedian Robin Williams was an ardent cyclist and fierce advocate for people with disabilities. This auction honors his passions. Bid on a selection of favorites from Williams's personal bicycle collection, donated by his children, in support of the Challenged Athletes Foundation and Christopher & Dana Reeve Foundation.

Auction closed Oct 25 2016, 1 PM ET

🔒 Closed

IN PARTNERSHIP WITH



“

WE HOPE THESE BIKES WILL BRING THEIR
NEW OWNERS AS MUCH JOY AS RIDING THEM,
AND HELPING THESE CAUSES, ALWAYS BROUGHT HIM.”

—THE WILLIAMS FAMILY



Inside the Auction



A Tribute to Robin Williams

Conan O'Brien shares fond memories of his friend Robin Williams's love of bikes and passionate involvement in disability causes.

[READ MORE](#)



Cycle of Life

Robin Williams's legacy of laughter, friendship, and sweaty spandex shorts.

[READ MORE](#)

ARTISTS

Showing 87 works



AUCTIONS CATEGORIES

Search works, artists, and auctions



About Sell How It Works Sign in Join



All images © Dennis Hopper, Courtesy of The Hopper Art Trust.

Actor, filmmaker, artist, and voice of a generation. Dennis Hopper was an American icon who left an indelible mark on popular culture. This sale features his remarkable photographs in a special edition created for Paddle8, as well as a selection of unique billboards.

Auction closed Oct 27 2016, 1 PM ET

🔒 Closed



“ Our eyes are hungry all the time, and they have to be fed with color and light and flesh and humor.”
—Dennis Hopper

Inside the Auction



Camera Man

Marin Hopper looks back at her father Dennis's life in art and abundant creativity.

READ MORE

CATEGORIES

☐ Photography (15)

Showing 18 works

MoMA Design Store Out of Home Ads

MoMA

Outdoor advertising for MoMA Design Store. Shown on billboards, phone kiosks and posters by subway entrances.

**The Time
Is Meow
in SoHo**



81 Spring St.
Crossing St.

MoMA DESIGN STORE

**What's
Cooking in
SoHo?**



81 Spring St.
Crossing St.

MoMA DESIGN STORE

**Shop Artfully
81 Spring St.**



MoMA
Design Store

MoMASTORE.ORG SOHO MIDTOWN TOKYO

**Dream in
Color**



MoMA
Design Store

MoMASTORE.ORG SOHO MIDTOWN TOKYO

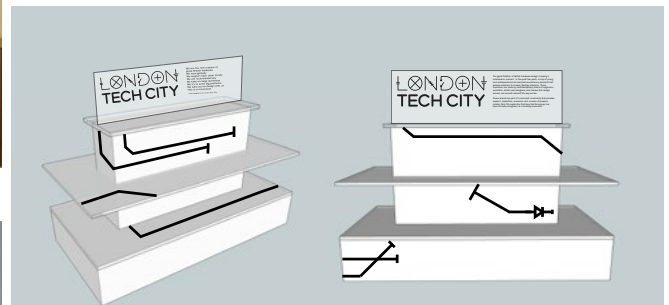
London Tech City

MoMA

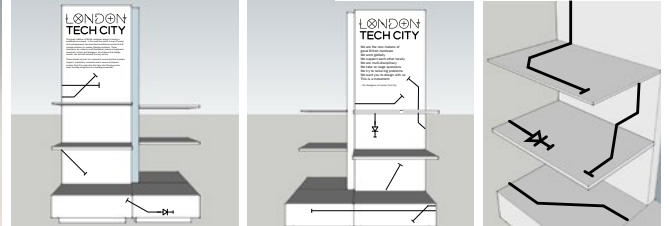
To celebrate NY Design Week, MoMA Design Store invited a group of London-based design firms to show their products. Together with these designers, I created a narrative for the exhibition and a manifesto for them as a collaborative group.



INSTORE: Soho



INSTORE: MDS



LONDON TECH CITY

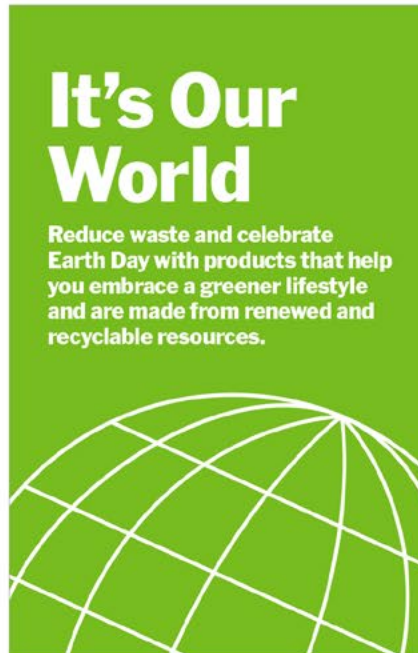
The great tradition of British hardware design is having a renaissance moment. In the past few years, a crop of young tech entrepreneurs has launched revolutionary products that provide solutions to modern lifestyle problems. These inventions are made by multi-disciplinary teams of engineers, scientists, artists and designers, who believe that design should, can and will reinvent the way we live.

These brands are part of a close-knit community that provides support, inspiration, resources and a sense of purpose. London Tech City marks the first time that this group has been formally recognized as a budding movement.

In Store Signage

MoMA

A selection of in-store signs, from product stories to sale promotions. Each sign was conceived with the intention of telling a story, even in the simplest of terms.



Los Angeles New York Zurich

Swiss Railways Clock

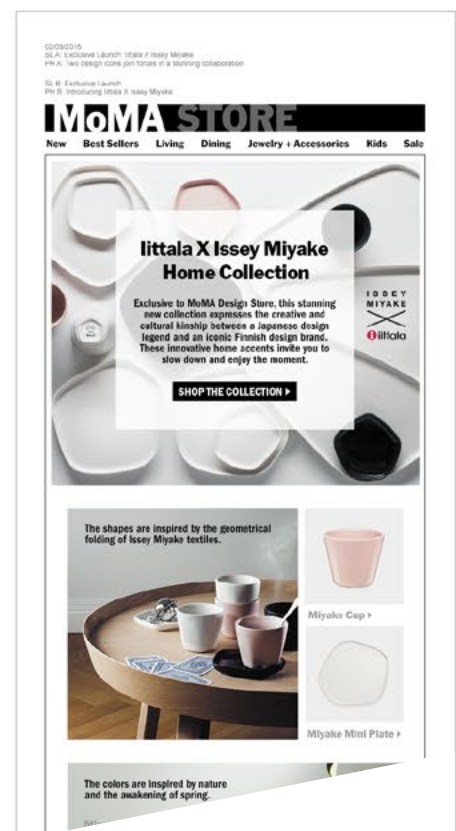
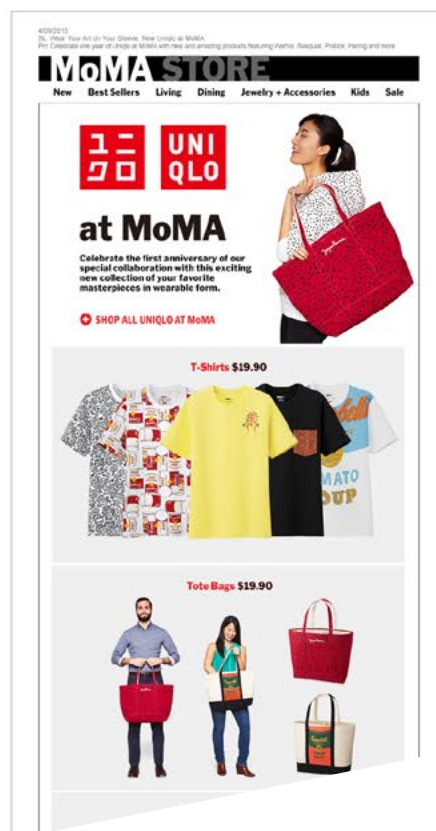
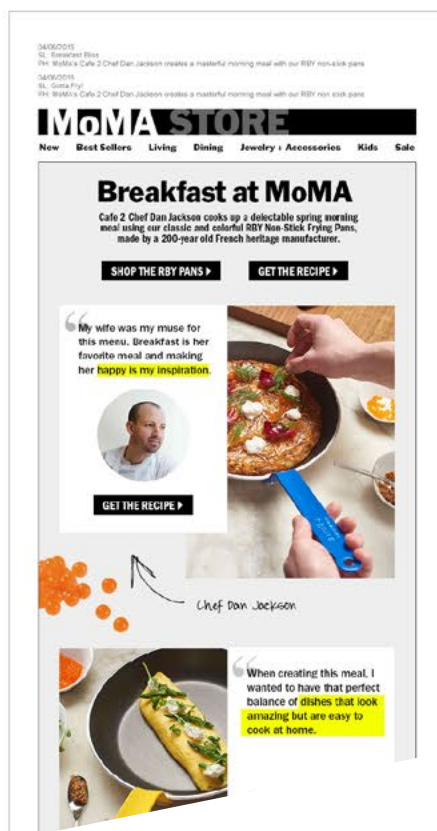
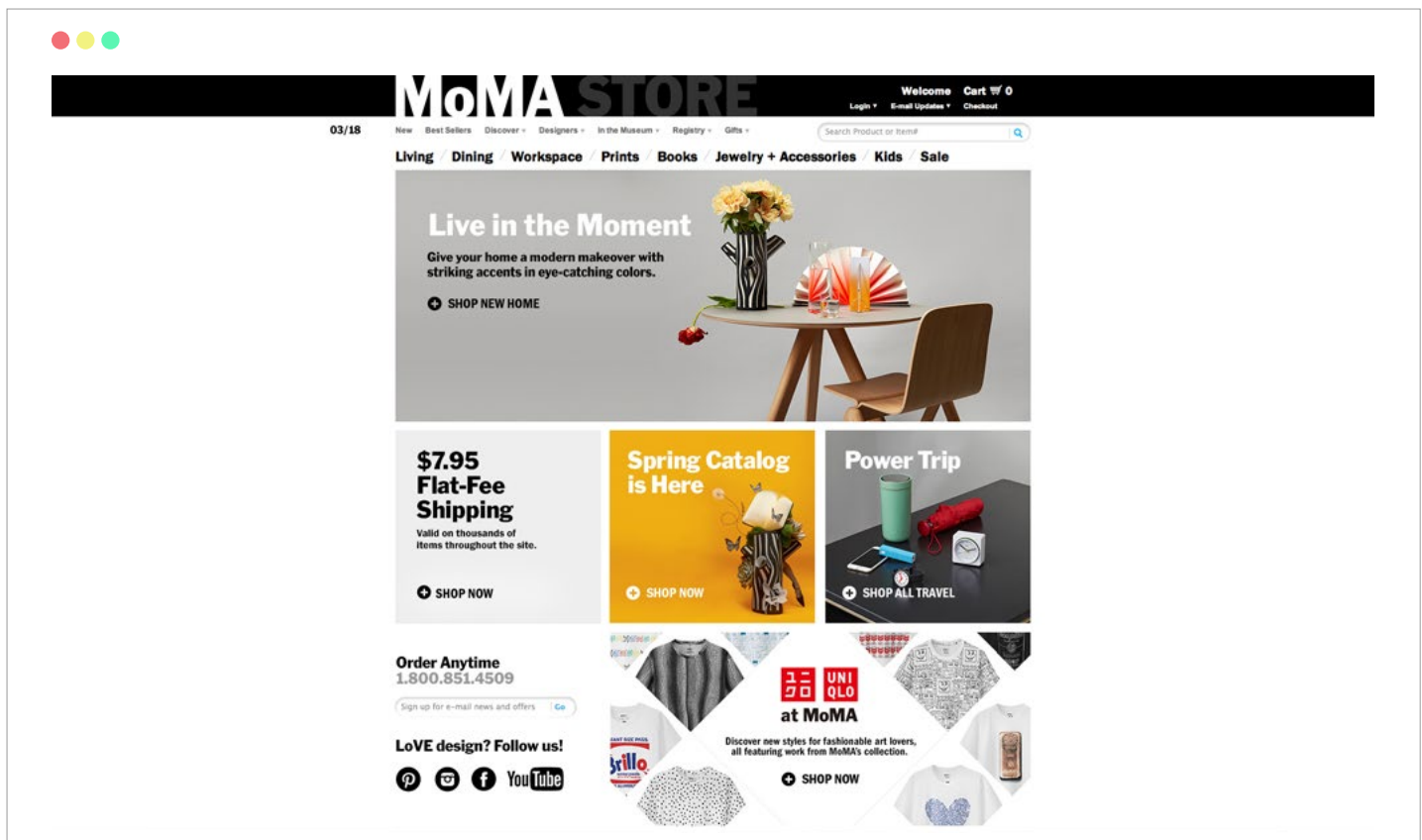
Meet one of the most iconic timepieces of the 20th century. In 1944, designer and engineer Hans Hilfiker created a modernist clock with an easy-to-read black and white face for the Swiss Federal Railways. Three years later, the model was enhanced with a striking red second hand that was shaped after the stationmaster's hand-held signal. A classic was born. More than 3,000 Swiss train station clocks are still ticking today in all Swiss train stations.

Large (Red, Steel) \$455 MoMA Exclusive in red
Small (Red, Steel) \$215

Email and Homepage Promos

MoMA

Created overall concept and storytelling angles. Wrote all copy and collaborated on design and photography concepts.




Concepted theme and all copy for multi-platform “Season of Wonder” holiday campaign, including online categories and gift pages, storytelling video, email promotions in-store displays and signs and store windows.


10/09/2015
SL: The Gift Guides Are Here
PH: We make holiday shopping easy with our fail proof selections


MOMA STORE
New Best Sellers Living Dining Jewelry + Accessories Kids Sale


Season of Wonder
Our Holiday Gift Guides
Make your people happy with our selections of smart, fun and covetable design objects
[SHOP GIFTS](#)


Gifts for Him
Indispensable tools, accents and objects for the guy that has everything
[SHOP NOW](#)

 [Leather Touch Gloves >](#)


 [SolarPuff Light >](#)


 [Craftworker Cabinet >](#)
As seen in The New York Times


 [Cube Clock >](#)


 [Tivoli Radio >](#)

Gifts for Her
Unique objects and accessories for the woman who sets her own trends
[SHOP NOW](#)

 [Crystal Necklace >](#)

 [Lucent Cross Body Tote >](#)

 [Ring >](#)



 [Ringly >](#)

 [Dandelion Object d'Art >](#)

 [Fleece Jacket >](#)

Gifts for Kids
Smart and fun toys and games for prodigies in training
[SHOP NOW](#)

 [Cubic Dollhouse >](#)

 [Miffy Light >](#)

 [Osmo Game >](#)

 [SpheroVelo Rider >](#)

 [Robot Light >](#)

Get Merry!
Get into the spirit of the season with MoMA's holiday cards.
Plus, save 10% when you buy three boxes or more. Members save 25% Discount reflected at checkout.
[SHOP HOLIDAY CARDS](#)

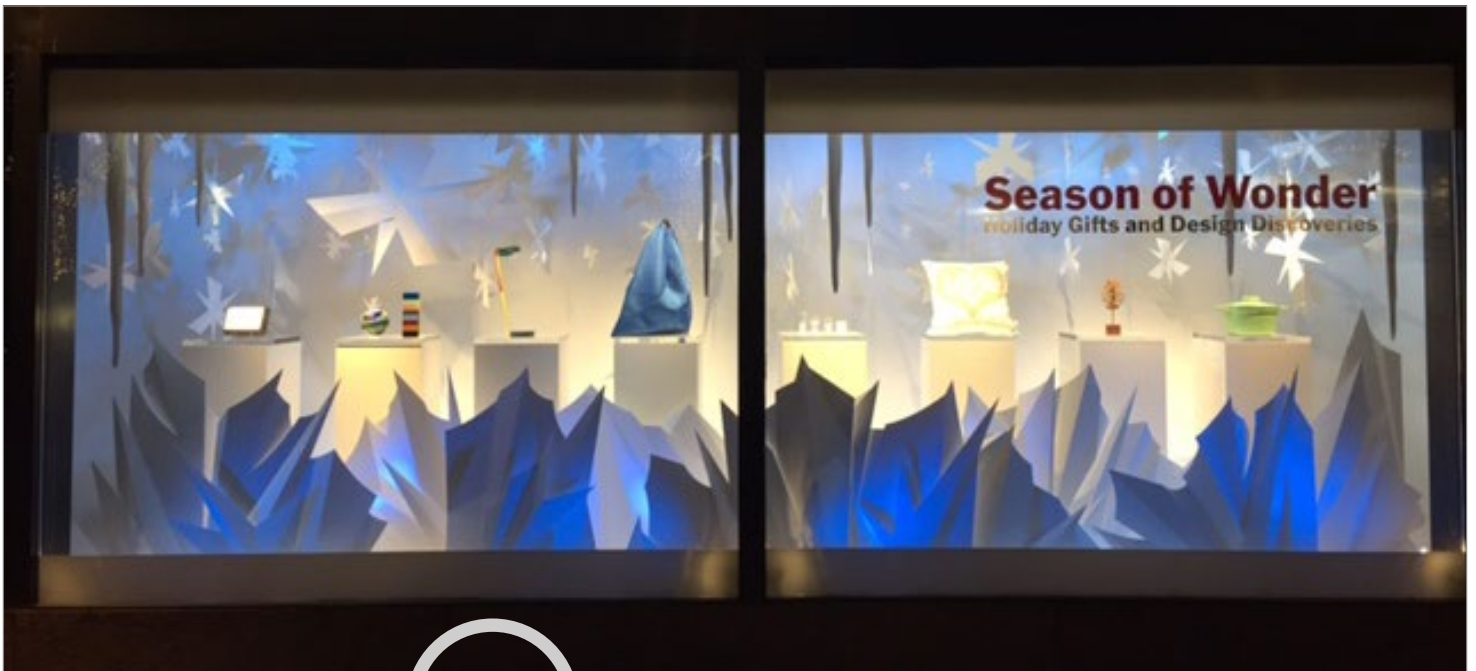
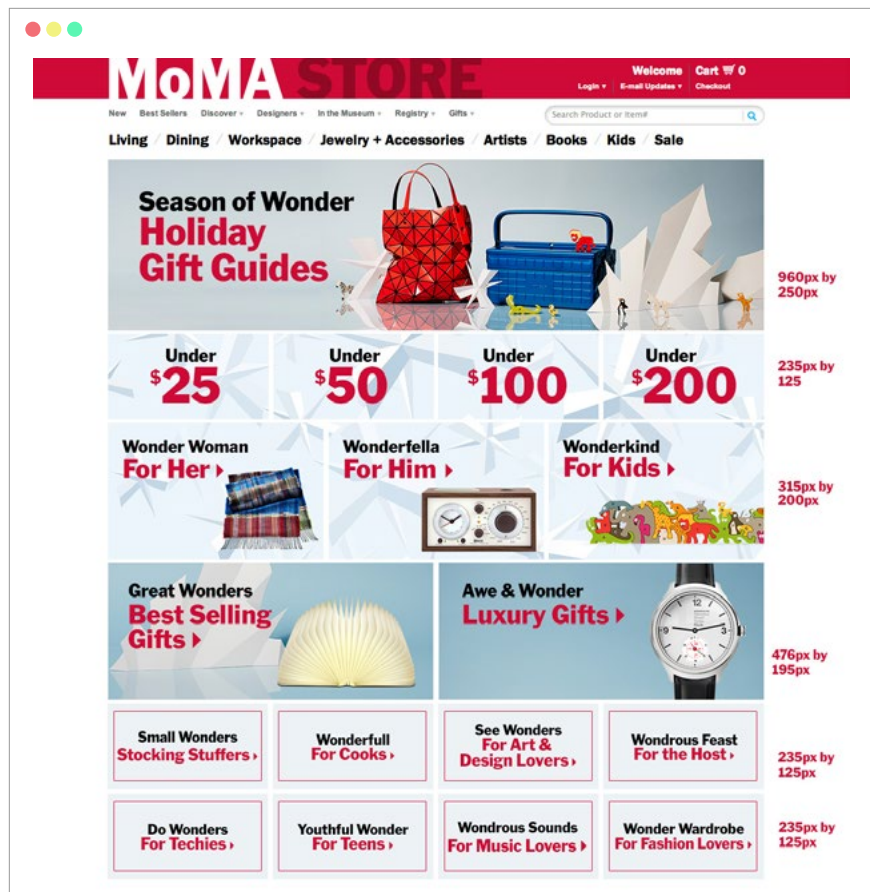


Our Holiday Gift Guides

GIFTS FOR HIM >	UNDER \$25 >
GIFTS FOR HER >	UNDER \$50 >
GIFTS FOR KIDS >	UNDER \$100 >
BEST SELLING GIFTS >	OVER \$100 >

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PRODUCED AND DIRECTED VIDEO ABOUT PAPER ARTIST JEFF NISHINAKA'S HOLIDAY COLLABORATION WITH MOMA DESIGN STORE.

Fab.

Happy Modern Brand Book

In the fall of 2013, I presented a summary of the Fab brand's essence that I called Happy Modern. This concept is at the core of Fab's re-branding for 2014, which I created all copy for.



In 2014 we refined our focus and returned Fab to its proper design roots.

From that emerged a clear understanding and crystallization of our aesthetic, Happy Modern, and our target customer, Thirty-Somethings.

This booklet is intended to be a little guide to Fab's DNA—a foundational handbook for our team to build upon and carry forward.

Smile, you're designed to.

Jason

A handwritten signature in red ink, appearing to be 'JG' with a stylized flourish.





WELL MADE

We believe in originality and quality, things that are made with care and that you want live with and grow with.



INNOVATIVE

We look for products that reinvent classic concepts in a new and modern way.



SIMPLE

Uncluttered surfaces, pure lines and simple materials—these are a few of our favorite things.



INEXPENSIVE

We believe in choosing well, not spending tons of money.

You don't have to be rich to have good taste.



FUNCTIONAL

Good design solves problems, opens up new possibilities and makes life better.



Fab.

Happy Modern Sofa Collection Promotional Email

Introducing The Happy Modern Sofas

We reimagined your comfort zone.



[LEARN MORE](#)



Cup packs more personality into each square inch than any other sofa. It has so much style that it's all you need to dress up any space.

COLOR OPTIONS



PRICES FROM **\$899**



Clip is our most configurable sofa. It features six modular parts and a large range of colors and accessories. That means over 400 ways to create your own perfect seating system.

COLOR OPTIONS

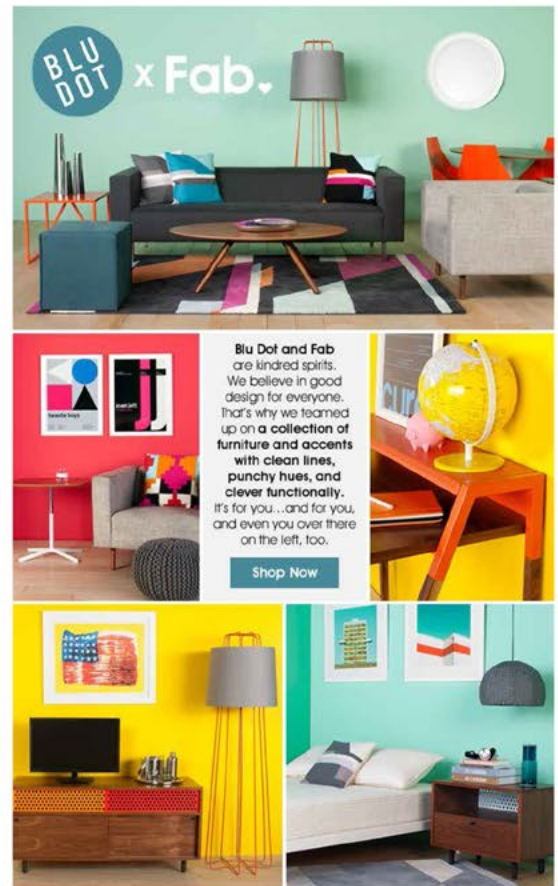


Fab.

Happy Modern Show Room



Email Campaigns




Fab.

Ten

Single edition printed 50-page magazine that told 10-themed stories of 10 of Fab's closest collaborators. Distributed at Salone Fair in Milan and ICFF in New York. Mailed to top customers. I created all editorial concepts, conducted interviews and wrote copy.





Copper

Copper is slightly underused in contemporary design circles, which is kind of sad because it's an easy metal to work with. It's very soft, very warm, and very precious-looking. It's also a versatile material: I use it in an ultra-thin, metalized form on plastic, as a plating material for chair and table frames, and also in its pure form for lighting.

IN HIS ELEMENTS

Tom Dixon Picks His Top 10 Materials

Materials matter to Tom Dixon. The influential British designer has a fearless love of metal, wood, and plastic that has resulted in strong, impactful designs that are unorthodox, yet extremely logical. While his design process seems driven by playful experiments, he rigorously strives to optimize his materials for function and longevity. "I'm super-interested in materials, as building things from them," he says. "It's a departure point for lots of designers. We're interested in not just the object, but manufacturing as well. What's available, what things cost, how they act when they're being used, and how they act when they're being thrown away."

So when we asked him to talk about ten of his favorite materials, we knew that we would get some insight into his design thinking. What we didn't know is how layered his relationship to materials is. His products tell stories about a modern approach to craftsmanship, but they also speak about the designer's thoughts on history and social progress, his attachment to British heritage, and his wishes for the future.

20

2013 London, UK

Tom Dixon



Marble

Marble has got something primal about it. One rock of marble has a billion years of history to it. It's a fundamental material of our planet, it's got this extraordinary place in the world, and it's been used and reused all the way from ancient statues in Greece to contemporary fashion stores. It has a quality that just doesn't age. Everyone can appreciate it, each piece is unique in its grain and color, and there's a large variety in color and pattern. Marble has real life to it, which I think is something that contemporary and modern materials probably lack.

2013 Minneapolis, Minnesota

Blu Dot

SITTING PRETTY

Blu Dot's Toro Chair in 10 Steps



When the three college friends Charlie Lazor, Maurice Blank, and John Christakos started Blu Dot in 1996, they followed a simple credo: "Our design philosophy was to make furniture that was simple and rational, with a sense of humor," says Maurice. And they still do. Since then, Blu Dot has become famous for pieces that are clean and well made, with that little extra element of surprise that captures your attention. Maybe it's a jolt of color, or an unexpected angle, or a particularly clever use of space. Either way, Blu Dot masters the terrain between functional and fun, which makes its products so easy to love and live with.

The founders first met as art majors in college, and their very first foray into manufacturing was sculpture class. They built all the pieces in their first collection themselves. And though things have gotten a little more hi-tech since then, they retain a very literal hands-on approach to their products. "We design from the inside out," says John. "Instead of dreaming up an idea and then figuring out how to make it, we start by experimenting with the material. The form is the residue of that process."

We were curious about what that process looks like, and asked them to show us. They were kind enough to oblige. Here's the Blu Dot team giving birth to the beautiful Toro chair in ten thoughtful and fascinating steps.

31

COFFEE TALK

The Power of the 10-Minute Coffee Break

G rady Laird was always a fan of coffee. Especially the strong, smooth, subtly sweetened coffee that he would make himself. What he didn't like so much was standing in line at a coffee shop. But he also liked coffee—which presented a dilemma, as it called for a visit to Starbucks. So the former magazine production manager thought to himself: “Why do I make my own hot coffee, but hand over the responsibility for iced coffee to someone else?” He resourcefully decided to learn to cold brew his own coffee, so he could have his chilled beverage whenever and wherever he wanted. Cold brewing is a process where a special blend of freshly roasted coffee, ground chicory, and spices are steeped in water overnight. The grounds then get extracted using a two-step filtration process. The result is a bold, super-smooth concentrate that can be served over ice. (Or not, if you’d like us as a powerful, refreshing shot.) Grady’s cold-brewed coffee quickly became famous around the Condit Nast building where he worked. He started making bottles for his friends, and as the demand increased he began selling his elixir for cash in the elevator bank. The next step was obviously to launch a full-time business. Which he did, in 2011, together with friends and co-founders Kyle Buckley and Dave Sanders. Here, he tells us more about what prompted that decision.

16

2013

Brooklyn, New York

4

Grady's Cold Brew



17

Fab.

Made with Love

Valentine's Day-themed campaign that highlighted designers who are couples. Produced and directed video about Brooklyn-based husband and wife team John and Svetlana Briscella.

Fab.

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- RUGS & CURTAINS
- TECH & GADGETS
- ART (TOP 50 UNDER \$50)

FEATURED SHOPS

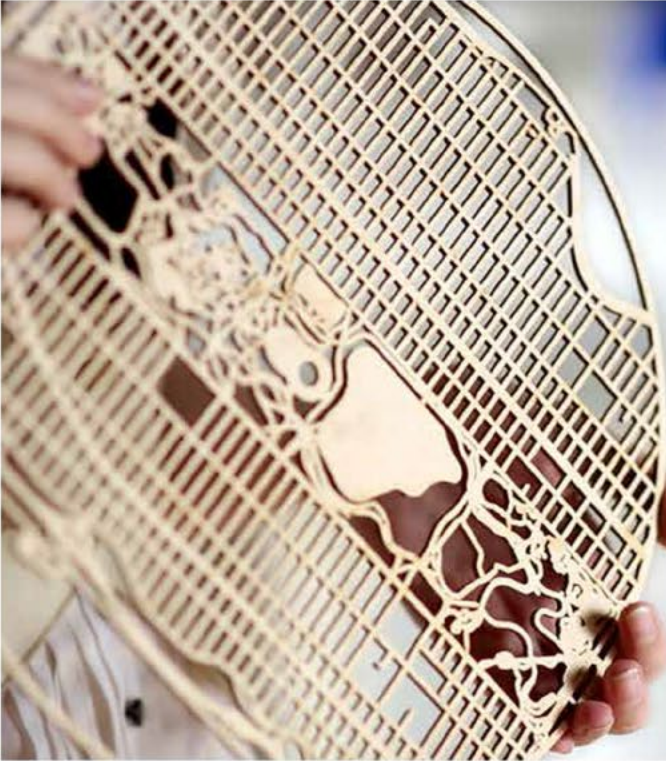
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MADE WITH LOVE

AMINIMAL STUDIO

Enter The World Of Jewelry Makers John Briscella & Svetlana Blum Briscella




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<http://vimeo.com/87103285>

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Promotional copy for special projects.

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FUTURE PERFECT

A fictional cult icon is brought to life with Pepsi Perfect. First introduced in a hit movie from 1989, the space age-inspired soda was the drink of choice in the film's vision of the future. Approaching October 21 2015, a key date in the movie's plot, we had a once-in-a-lifetime opportunity to merge science fiction with real life.

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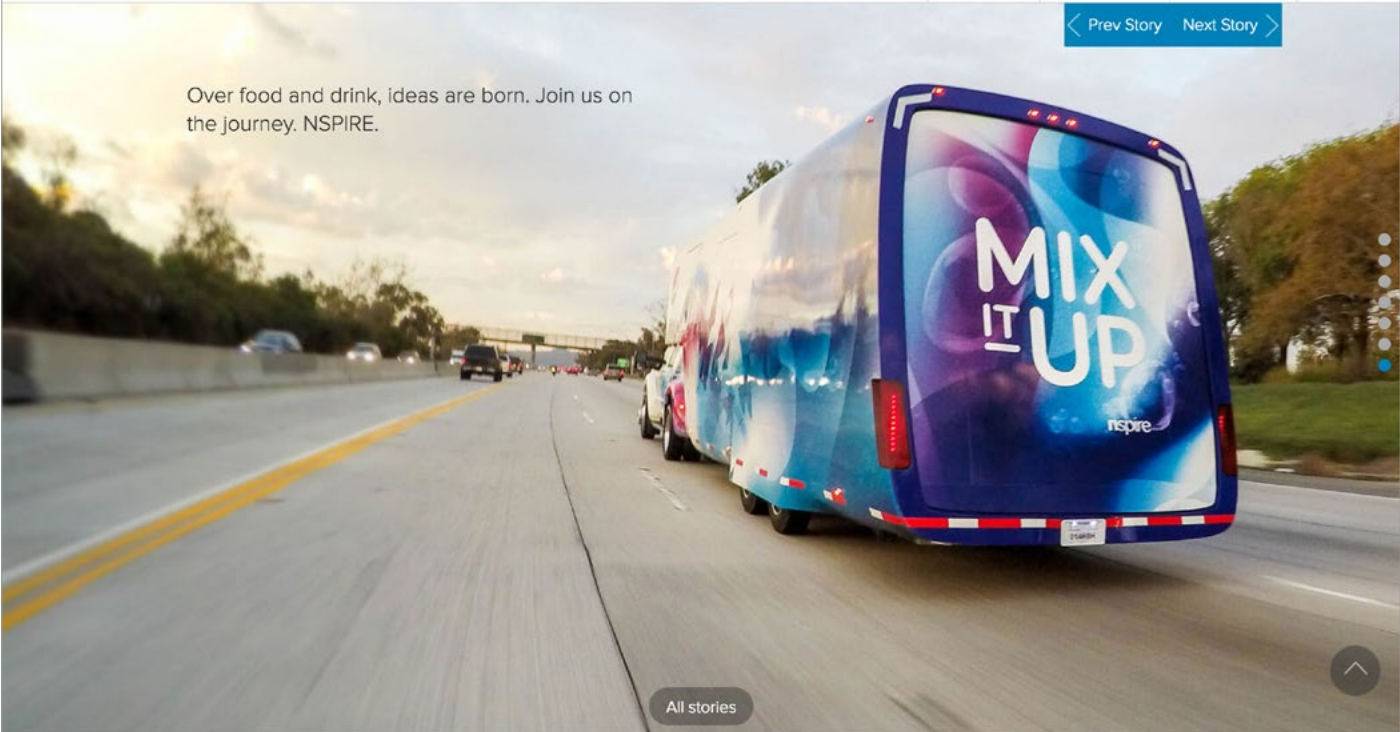
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PEPSICO

As a freelance consultant, I helped PepsiCo's Design and Innovation Center define its brand voice for promotional book and web projects. By interviewing the designers and telling the story behind each project, I gave their visual concepts a voice and words.

