

**GABRIELLE DOBAK | ART DIRECTOR | CREATIVE DESIGNER**

portfolio



# Hi, I'm Gabrielle

## Welcome to my Portfolio!

As an art director and creative designer with over 3 decades of experience, I have had the privilege of working with great teams on amazing projects across a spectrum of mediums, from traditional print, digital platforms, themed environments, retail interior & products. My journey in the world of creative visual arts has been driven by a passion for storytelling, creating worlds and design vision, enabling me to bring unique and impactful narratives to life.

I love the challenge of translating the intangible to tangible, transforming conceptual thoughts into compelling visual designs, products & environments.

In this portfolio, there is a diverse array of projects that reflect my journey and growth as an art director and designer. Showing my ability on working from conception to completion, full cycle. My work spans across multiple platforms, from interactive digital products, analoge print, graphic, to exhibition, product, interior, entertainment and themed enviroments, reflecting my flexiable creative approach to design and visual communication.

Always "hands-on".

Thank you for taking the time to explore my portfolio.

**\*Links to CV's**

**CV- English**

**CV-German**



# AVIATION ACHIEVEMENTS

## INSTALLATION DESIGN

### MY ROLE

ART DIRECTION / CONCEPT

CO- STORY / DESIGN

2D VISUALS / PRINT GRAPHICS

STORYLINE / MOODS

PRESENTATIONS

### THE PROJECT

was to design an entertaining multi-media Installation for Sheremetyevo International Airport, as a centre piece for the Terminal C departure hall.

### DESCRIPTION

A 12 meter high installation with 10 animated planets revealing key aviation achievements, as they rotate in orbit. LED screens to display related motion graphics & film material. Incorporated mechanical animatronics.

### CLIENT

Sheremetyevo International Airport.

TPS, Moscow, RUSSIA

2019-2021





# AVIATION ACHIEVEMENTS

## INSTALLATION DESIGN

### THE PLANETS

Each of the 10 planets, orbiting around the earth contains a key point of aviation achievement. They open one after another, while moving in a slow rotation around the globe revealing animated aviation key points in aerospace engineering.

The planets, containing highly detailed aviation models, which, in turn extrude out of the sphere.

### THE TEAM

30 talented people, comprised of designers, artists, painters, sculptors, engineers, technicians & many more, turned my concept sketch into reality!

One World Studio Ltd, Berlin, worked in collaboration with Movie Constuctions Ltd, Berlin. Pitstop Ltd, UK. & TEQ 4 Ltd, UK.





# AVIATION ACHIEVEMENTS

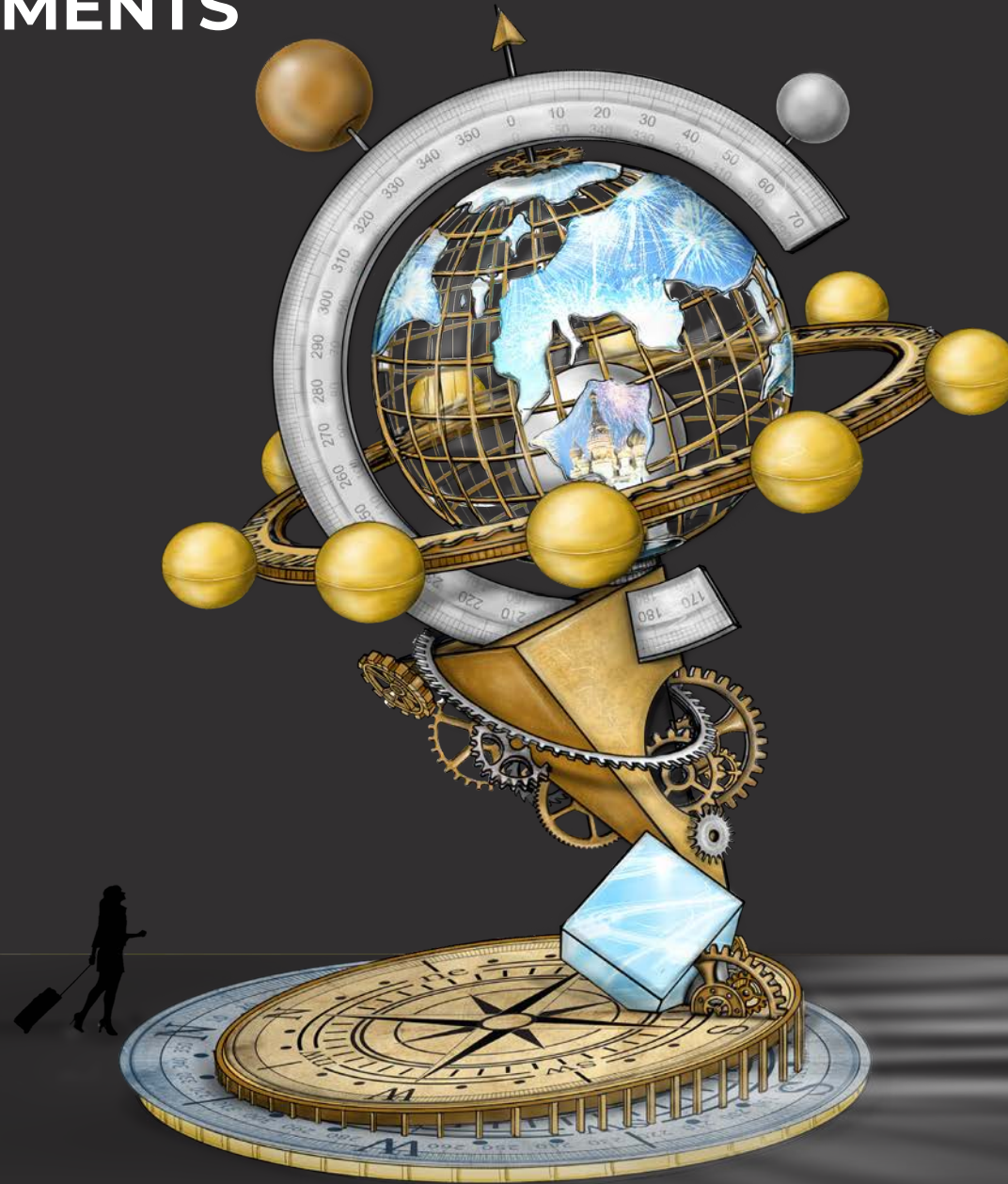
## BRAND/INSTALLATION DESIGN

### INITIAL CONCEPT

The briefing from the client was very vague, however the main theme was to portray the history of aviation achievements with a hint of Kandinsky. As this sculpture was to be the center piece in the main hall of Terminal C in the Sheremetyevo Airport it needed to be an eye catcher.

After initial brainstorming, I came up with this concept sketch. On approval, we now had the challenge of how to produce this! The adventure had begun!

Problems were many, from the balance of the structure, to engineering a rotating ring with animated planets & models, creating LED screens in the shapes of continents and not least, the beginning of Covid! Working together with our multidisciplinary teams we were able to resolve many and when not, we came up with new solutions.





# AVIATION ACHIEVEMENTS

## BRAND/INSTALLATION DESIGN

## PROCESS

### SVO- Terminal C - Art Sculptur Mood Board-Colour/Texture Aviation Achievements

#### SUN SPHERE

Pantone 125 U

Pantone DS 25-11U

Pantone 8961C

MOON SPHERE & INNER GLOBE SPHERE &  
C SHAPE & SUPPORT POLE-BRUSHED CHROME

Pantone 7541U

Pantone 421U

Pantone 877C

PLANET SPHERES & UPPER GLOBE RING & GLOBE  
FRAME- OLD GOLD /BRASS

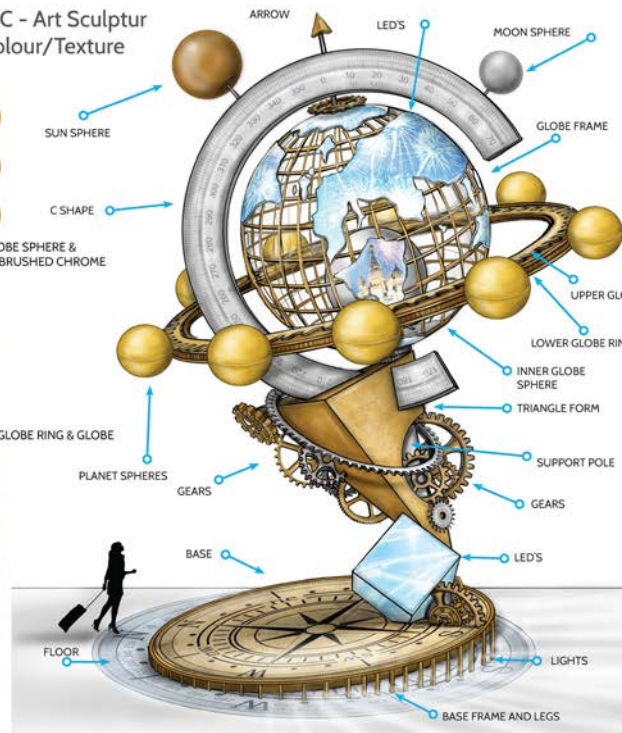
Pantone 458U

Pantone DS 6-3C

Pantone DS 6-3C

Pantone 8642C

Pantone 876C



### SVO- Terminal C - Art Sculptur Mood Board-Colour/Texture Aviation Achievements

TRIANGLE FORM & LOWER GLOBE RING & GEARS  
-AGED RUST

Pantone 103 U



Pantone 8961C

Pantone 174U

Pantone 168U

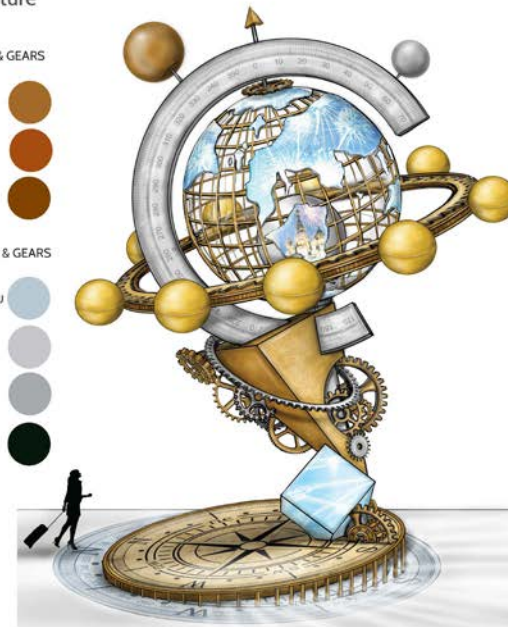
FOR DECO & GEARS

Pantone 5435 U

Pantone 421U

Pantone 877C

Pantone 419U





## AVIATION ACHIEVEMENTS

## BRAND/INSTALLATION DESIGN

## PROCESS

## SVO- Terminal C - Art Sculptur - Sphere 2: Di Vinci

### Mood Board-Colour/Texture

Aviation Achievements

#### OUTER PLANET SPHERES (SAME AS SCULPTUR)

Pantone 458U

Pantone DS 6-3C

Pantone DS 6-3C

Pantone 8642C

Pantone 876C

#### OUTER PLANET SPHERES

#### OUTER PLANET SPHERES

#### GEARS - AGED METAL

Pantone 7541U

Pantone 421U

Pantone 877C

Pantone 419U

#### GEARS - AGED RUST

Pantone 103 U

Pantone DS 6-3C

Pantone DS 25-1U

Pantone 8961C

Pantone 174U

Pantone 168U

#### FLYING MACHINE

Pantone 458U

Pantone DS 6-3C

Pantone DS 6-3C

Pantone 8642C

Pantone 876C

Pantone DS 25-1U

Pantone 1205U

Pantone DS 9-6C

#### CORKSCREW TOP

Pantone 7541U

Pantone 421U

Pantone 877C

Pantone 419U

#### CORKSCREW BASE

Pantone 458U

Pantone DS 6-3C

Pantone DS 6-3C

Pantone 8642C

Pantone 876C

Pantone DS 25-1U

Pantone 168U

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**SVO- Terminal C - Art Sculptur - Sphere 2: Di Vinci**

Mood Board-Colour/Texture

Aviation Achievements

**INNER PLANET SPHERES**

Pantone 7443U

Pantone 2563U

Pantone 7441U

Pantone 872C

Pantone 425U

Pantone 458U

Pantone DS 6-3C

Pantone DS 6-3C

**CORKSCREW BASE**

Pantone 458U

Pantone DS 6-3C

Pantone DS 6-3C

Pantone 8642C

Pantone 876C





# TIME/EVOLUTION DISPLAY

## BRAND/ATTRACTION DESIGN

### MY ROLE

ART DIRECTION / CO-CONCEPT

CO- STORY / CO-DESIGN

2D VISUALS / PRINT GRAPHICS

STORYLINE / MOODS /

PRESENTATIONS

### THE PROJECT

The aim of this art installation was to change an already existing sculptur installed in Horosho Shopping Mall, Moscow, from the Russian artist, Pavel Kaplevich into a spectacular attraction to increase visitors to the mall..

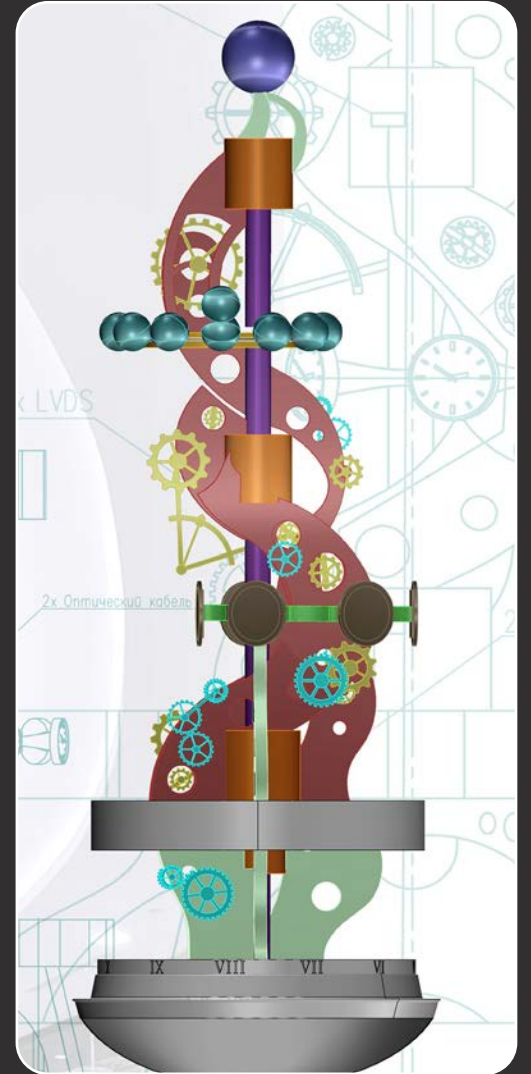
After intense brainstorming we came up with the concept of a mixed media mechanical installation & show, reflecting the evolution of man.

### CLIENT

Horosho Shopping Mall. TPS.

MOSCOW, RUSSIA.

2017-2018





# TIME/EVOLUTION DISPLAY

## BRAND/ATTRACTION DESIGN

### DESCRIPTION

The art installation, 22m in height, reaches up until the 4th floor.

On the hour, one of the revolving twelve spheres open to reveal an achievement of the human race.

- Fountain Clock indicating every 15 minutes and each hour + every 3 seconds indicated by a jumping jet
- 6 Round LED Screen monitors, 2 LED Screens and a round spherical LED screen
- Kinetic installation with 521 LED Balls illuminated from within
- Music and Video
- Software/Programmed for choreographed show every hour during the shopping center opening times.





# TIME/EVOLUTION DISPLAY

## BRAND/ATTRACTION DESIGN

### THE SPHERES

The 12 spheres open to reveal a key achievement in the evolution of mankind. The figurines inside the spheres are animated.

### PRESS

#### AMAZING MECHANICAL TOY

"A grand mechanical toy, a real art object - this 22-meter 4-storey mechanical toy combines advanced audiovisual technologies and real engineering art. It hides a lot of artifacts and secrets that visitors to the shopping mall will have to solve."

Horosho Mall, Moscow, Russia

### FACT

This installation was awarded a memorable sign in the „Book of Records of Russia“ in the nomination for „The largest art object in Russia“.





# EXPLORIT-KINDERCITY

## BRAND/EXHIBITION DESIGN

### MY ROLE

ART DIRECTION / CO-CONCEPT  
DESIGN FOR BAR, LOUNGE, RECEPTION & TODDLER PLAY AREA  
2D VISUALS / PRESENTATIONS

### THE PROJECT

A new brand development for Explorit Kindercity. A mix of science and adventure experience centre, with a lounge/cafe/bar area and toddlers play area making it suitable for all age groups.

A shopping mall development in Y-Park, Switzerland.

### CLIENT

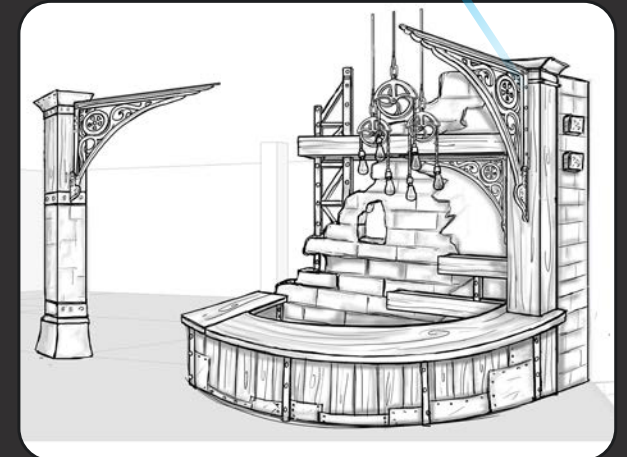
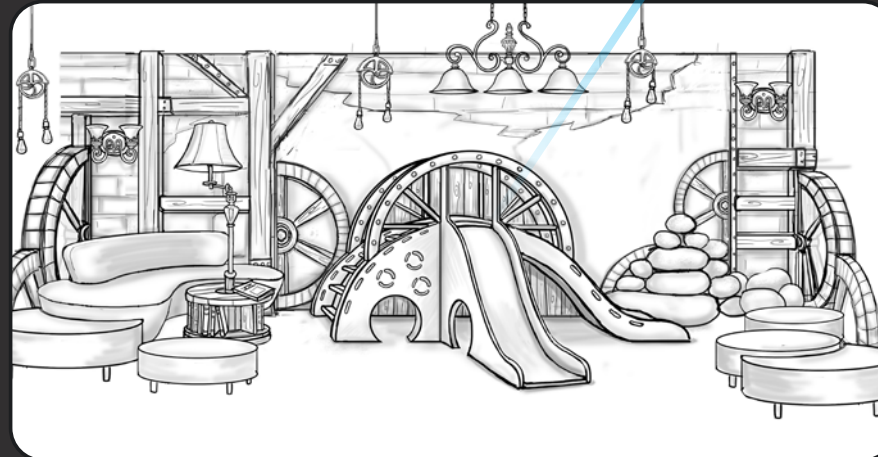
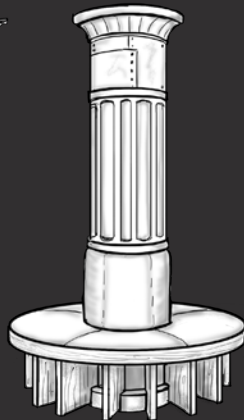
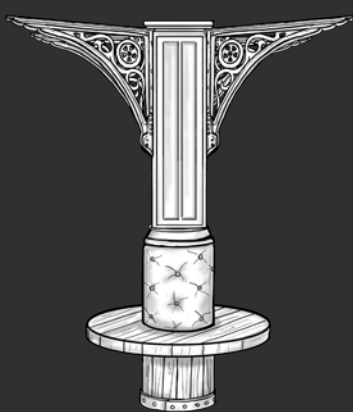
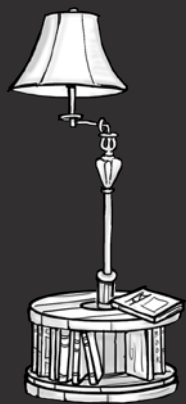
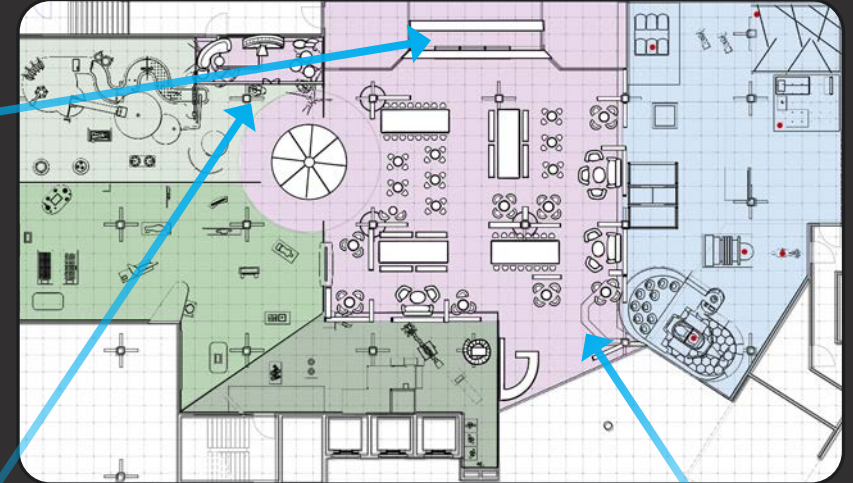
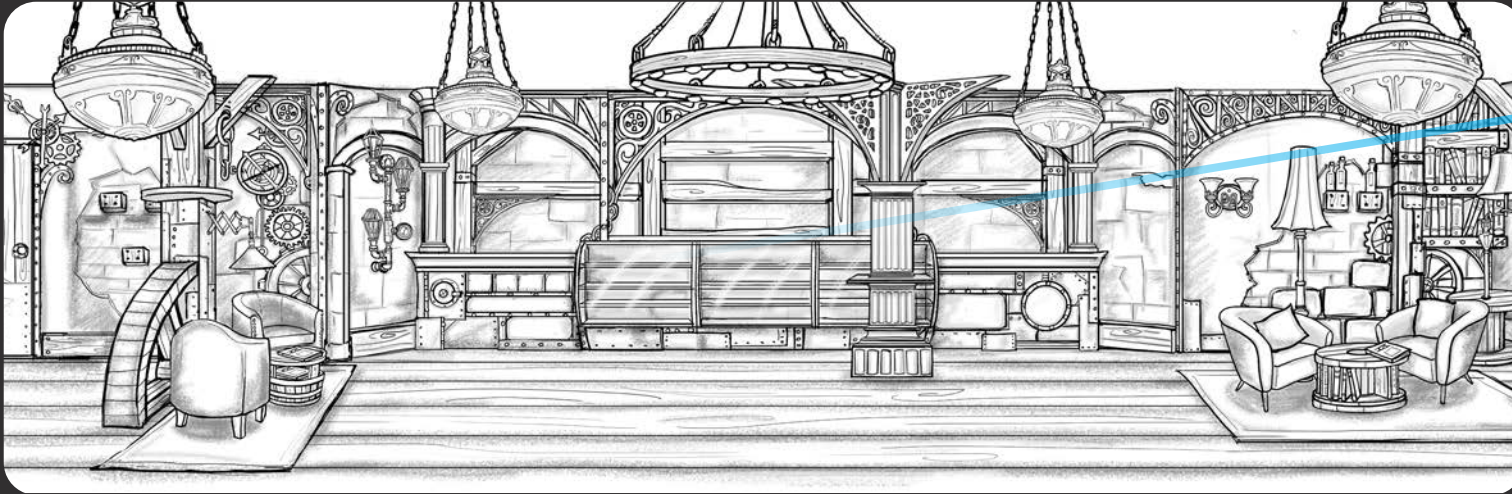
Kindercity Science Center  
VOLKETSCH, SWITZERLAND  
2014-2015





# EXPLORIT-KINDERCITY

## BRAND/EXIBITION DESIGN





# EXPLORIT-KINDERCITY

## BRAND/EXHIBITION DESIGN

### MY ROLE

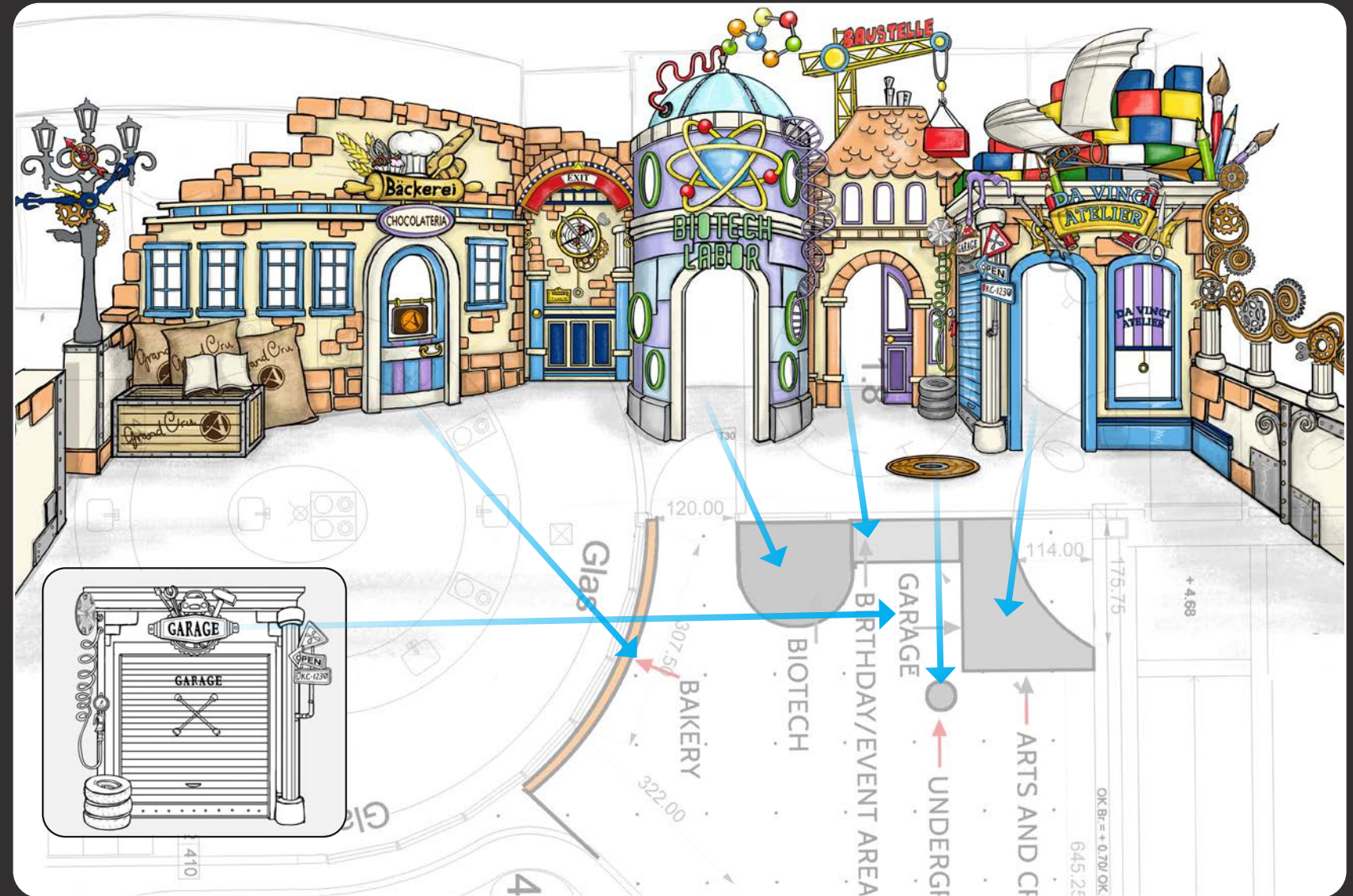
ART DIRECTION / CO-CONCEPT  
DESIGN / 2D VISUALS

### THE PROJECT

Explorit Kindercity, for children aged 2 to 12. My task was to design and visualize an interactive reception area, creating rooms/spaces where children could already immerse themselves in role play, situated by an adjoining cafe, where parents could relax while waiting to enter the exhibition.

### CLIENT

Kindercity Science Center  
ZURICH, SWITZERLAND  
2014-2015





# DOCK 8, FILMPARK BABELSBERG

## BRAND/ATTRACTION DESIGN

### MY ROLE

ART DIRECTION / CO-CONCEPT

CO-STORYLINE / DESIGN

ATTRACTION EXPERIENCE DE-

VELOPMENT / 2D VISUALS

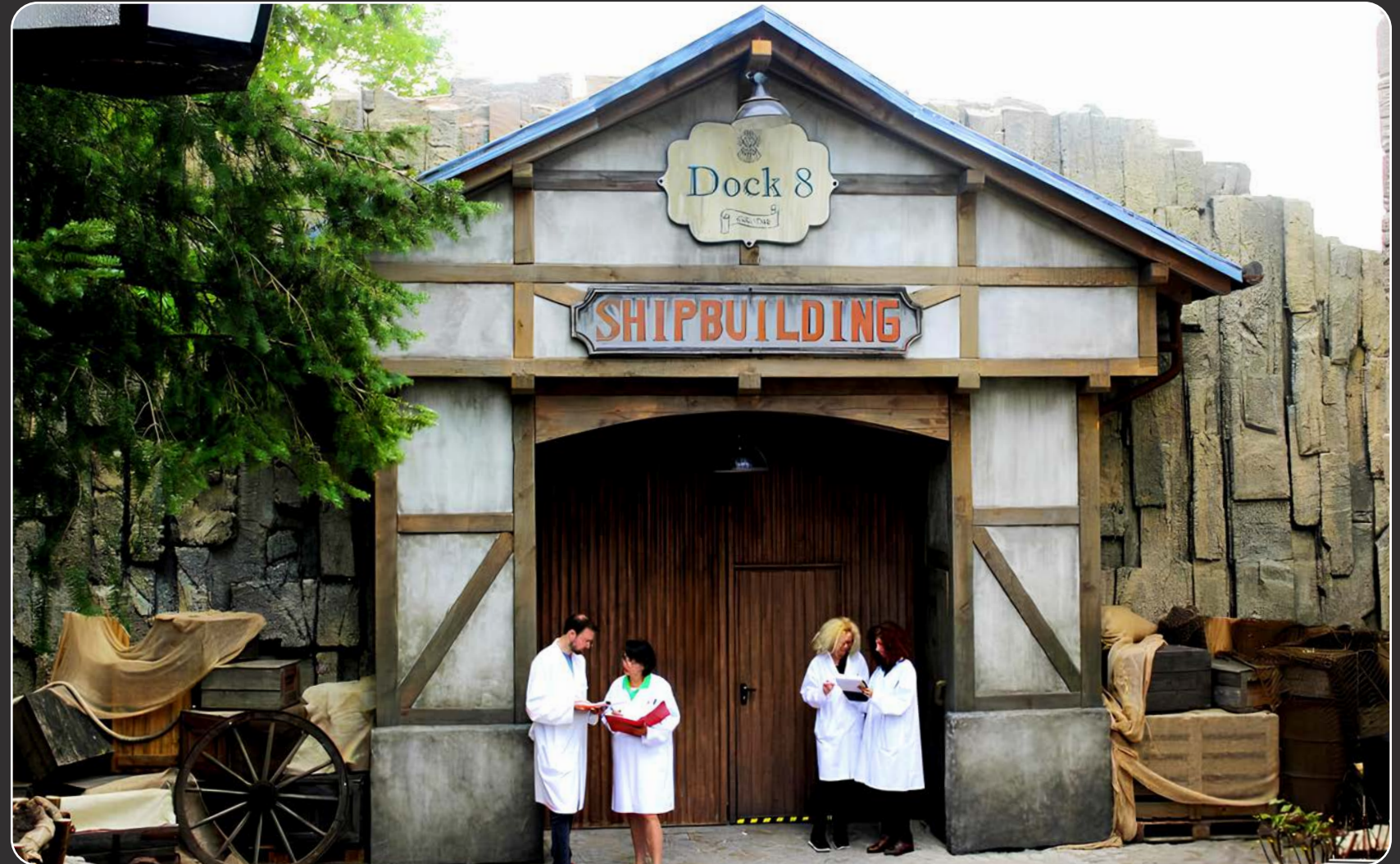
PRINT GRAPHICS / MOODS

### THE PROJECT

Dock 8, A Dark Walk Through Attraction. The aim was to create a new attraction in an old Submarine, left over from the thriller "Hostile Waters" filmed in Studio Babelsberg in 1997. The submarine was already located in the Film Park Babelsberg but needed a complete new concept to revive the attraction.

### CLIENT

Film Park Babelsberg, Potsdam  
2016





# DOCK 8, FILMPARK BABELSBERG

## BRAND/ATTRACTION DESIGN

### DESCRIPTION

Our idea was to create “A Dark Walk Through Attraction” with optical, sound and haptical special effects. The attraction is made up of a themed entrance, pre-show, main attraction and impersive show, actors & exit.

Approx.: 2.000 sqm

### THE TEAM

My team and I collaborated closely with the prop builders and programers from the Filmpark, Babelsburg to achieve the best possible outcome, keeping within the buget and opening deadline. I had the amazing oppertunity to go throught the store rooms in Babelsburg Film Studio to find requisites from other film productions such as ‘Inglourious Basterds’ that we could re-use.



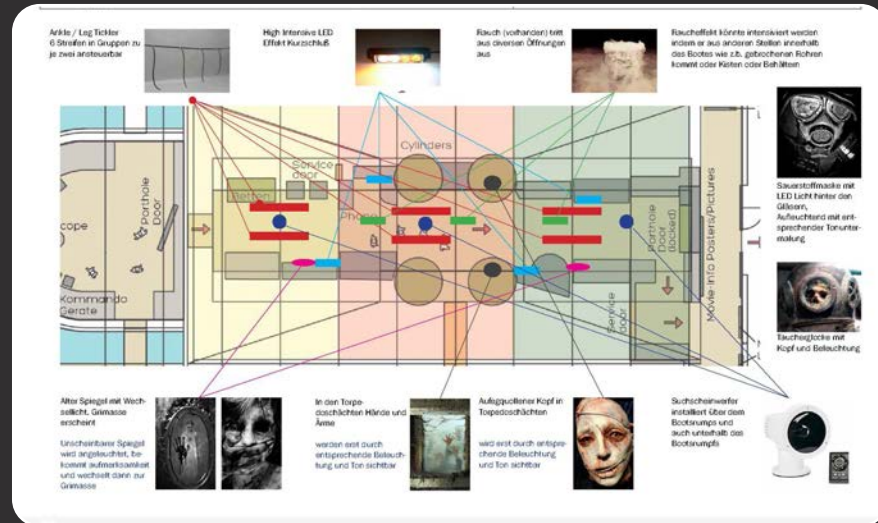
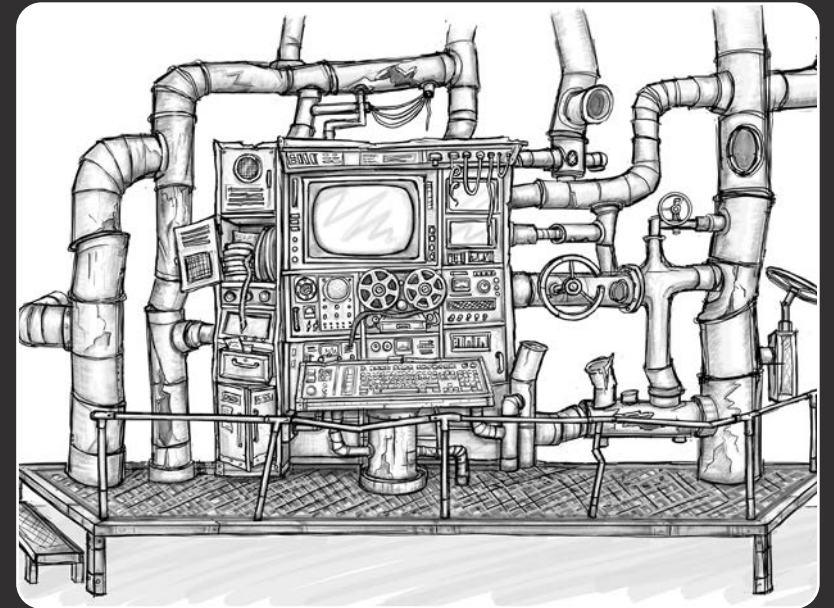


# DOCK 8, FILMPARK BABELSBERG

## BRAND/ATTRACTION DESIGN

### SKETCHES/PLANS

After iterating and co-writing the first draft of the script, I started on the initial sketches to visualise the storyline.





# CHARLIE & THE CHOCOLATE FACTORY

## WINDOW DISPLAY DESIGN

### MY ROLE

PROJECT MANAGEMENT / ART  
DIRECTION / CONCEPT / SET  
DESIGN / GRAPHIC DESIGN  
CHARACTER DESIGN  
2D VISUALS / STORYBOARD

### THE PROJECT

was to design an Animated Christmas Window, based on Charlie and the Chocolate Factory. This animated window display covers 38 meter's of shop front. The challenge was to show the key moments of the story including animation, sound, light effects, complying with the brand identity.

### CLIENT

Fenwick Department Store. UK.  
Licensed production, in accordance with The Roald Dahl Story Company Limited, UK. 2019





# CHARLIE & THE CHOCOLATE FACTORY

## WINDOW DISPLAY DESIGN

### PRESS

“The annual event is known to significantly boost foot traffic and sales during the holiday season. The Fenwick Christmas window is a major attraction, drawing large crowds each year. In 2019, the display, themed around “Charlie and the Chocolate Factory,” continued this tradition, enhancing the festive shopping experience and driving increased customer visits to the store.”

(High Life North)

### FACT

**APPROX: 200,000 VISITORS**

DURING THE CHRISTMAS SEASON

**\*LINK TO LAUNCH 2019**

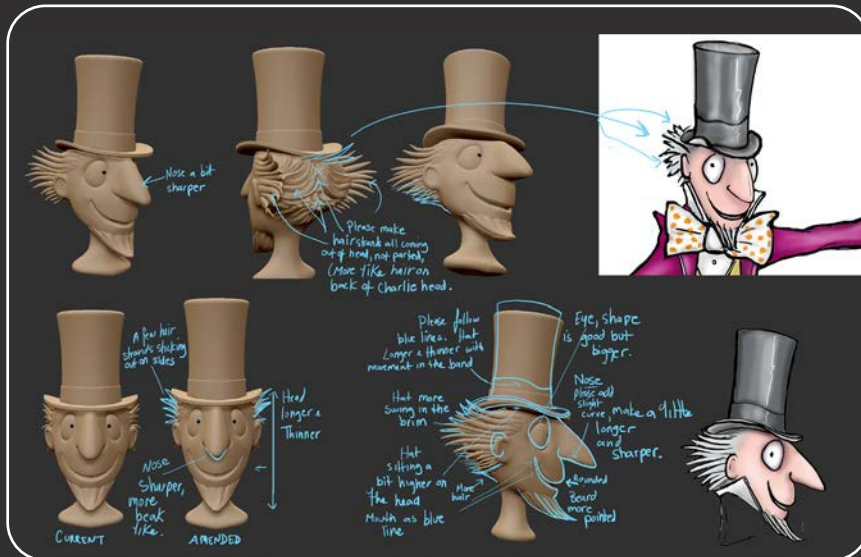
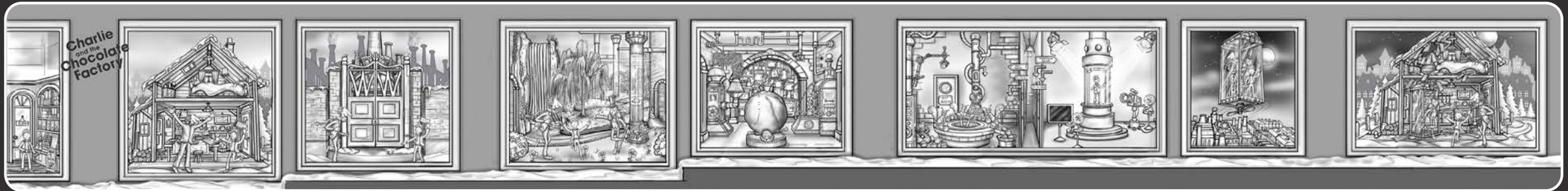




# CHARLIE & THE CHOCOLATE FACTORY

## WINDOW DISPLAY DESIGN

## SKETCHES/MODELS/PRODUCTION



\*LINK TO LAUNCH 2019



# 8 FENWICK WINDOW DISPLAYS

## WINDOW DISPLAY DESIGN

Between the years 2012 to 2019, I project managed, art directed & designed eight Christmas Holiday window productions for Fenwick Department Store, Newcastle, UK.

2019-**Charlie & the Chocolate Factory**

2018-**The Snowman**

2017-**Love from Paddington**

2016-**Beatrix Potter, 150 Years**

2015-**Once upon a Christmas Eve**

2014-**Alice in Wonderland**

2013-**The Enchanted Forest**

2012-**Reindeer Express**

**\*LINK TO MY ONLINE PORTFOLIO  
FOR FUTHER INFORMATION**





# BIOSPHERE TROPENWELT

## EXHIBITION DESIGN

### MY ROLE

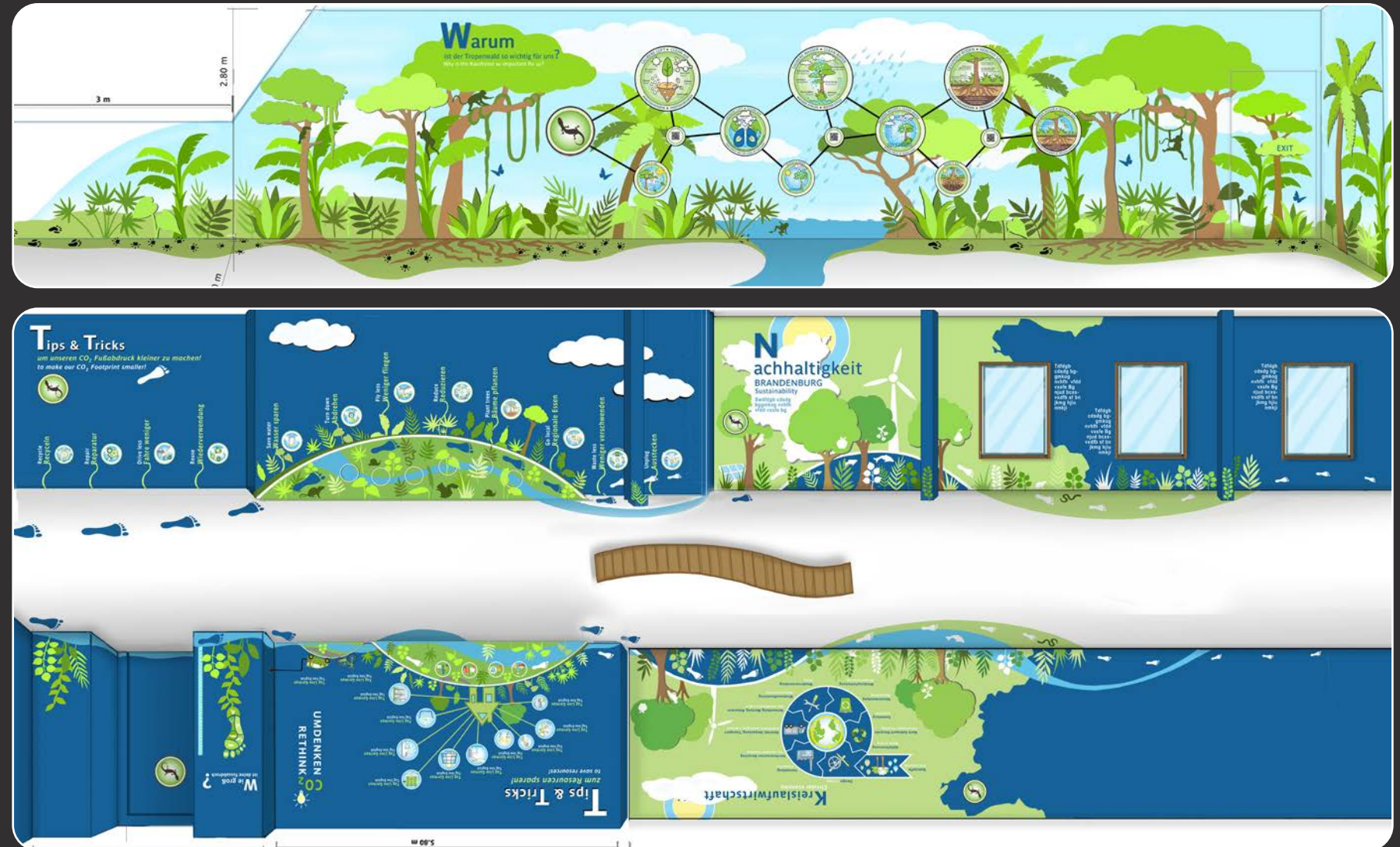
ART DIRECTION / CO-CONCEPT  
DESIGN / 2D VISUALS  
APPLICATIONS GRAPHICS  
ILLUSTRATION / RESEARCH  
PRESENTATIONS

### THE PROJECT

was to design the pre-show & exit hallways in the Biosphäre, Tropical Rain Forest with climate awareness, exhibition walls. To motivate interest & awareness to the many problems of climate change.

### CLIENT

Biosphäre, Tropenwelt, Potsdam  
2023





# BIOSPHERE TROPENWELT

## EXHIBITION DESIGN

### MY ROLE

ART DIRECTION / CO-CONCEPT  
DESIGN / 2D VISUALS  
APPLICATIONS GRAPHICS  
ILLUSTRATION / RESEARCH  
PRESENTATIONS

### THE PROJECT

An important key point was to create visuales & info graphics for different age groups & incorporate tips & tricks to reduce carbon footprints & support sustainability, complying with the brand identity.

### CLIENT

Biosphäre, Tropenwelt, Potsdam  
2023





# MICHEAL ENDE PRIMARY SCHOOL

## FACADE DESIGN

### MY ROLE

CONCEPT / DESIGN

ILLUSTRATION

STORYLINE /MOODS

### THE PROJECT

Concept & Facade development for the Kindergarten & Primary School, named after Micheal Ende, author of much loved fantasy & children's fiction: such as "The Neverending Story, Momo, Jim Button and Luke the Engine Driver".

Opening 2024-2025

### CLIENT

Licensed production, in accordance with Thienemann-Esslinger Verlage

Film Park Babelsberg, Potsdam  
2021-2023





# WINC. WOMEN IN CONTROL

## UX/UI APP DESIGN

### MY ROLE

CO-CONCEPT / UX / UI DESIGN

BRANDING / LOGO DESIGN

### THE FINAL PROJECT

For the final capstone project of the 3 month UX/UI Bootcamp in Spieced Academy we were to create an App.

My team colleague and I came up with the idea to develop an app that consolidates essential information for immigrant women facing the challenge of starting a new life in Germany, with the aim to empower, connect and to have control.

### Link to Full Casestudy

Spieced Academy, Berlin  
2024





# SOCIAL MEDIA

## SOCIAL MEDIA CAMPAIGN

### MY ROLE

CONCEPT / 2D VISUALS

### THE PROJECT

Social Media Teaser Campaign:  
Coming soon! for up and coming  
new projects .

### CLIENT

One World Studio. Berlin  
2017





**For more projects please visit my online portfolio:**

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**BERLIN**

**thank you**