

GÁBOR LÁSZLÓ MÁNDOKI  
PORTFOLIO

# ABOUT ME

Since an early age, I was driven by curiosity to understand and utilise the connection between technology and creative work. This not only led to being the guy in school who was responsible for cutting movies, creating magazine layouts or assisting in IT classes, but also to a never-ending exploration of new combinations of tools and crafts.

Professionally, my entry to the creative industry started as a musician. It allowed me to work with great clients and to travel to places like China or the US. This responsibility of managing my own projects, representing the company abroad combined with the experience of aligning creative craftsmanship with client requirements have built the basis of my career. After doing this for two years, I wanted to extend my horizon and skillset, which brought me to the design world.

I started to study Communication Design in Munich which covered different fields of visual design and art direction. I applied and deepened this knowledge in a Graphic Design internship at Serviceplan. There, I had the chance to gain experience in a big company environment by assisting in daily business requirements as well as being part of ideation and campaign creation processes.

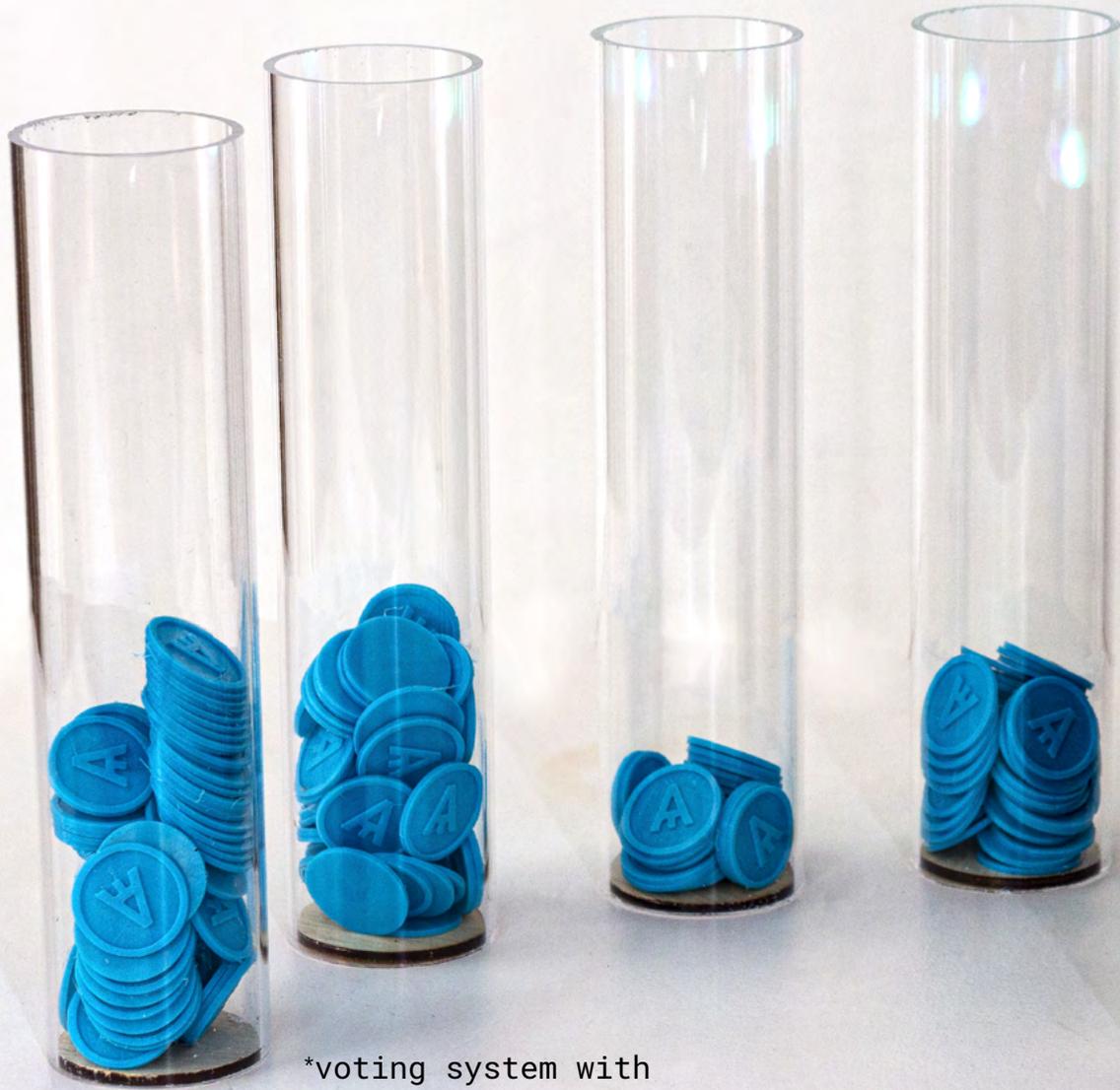
My next step brought me to work as an Art Director in the same company I was doing music for. I was responsible for all visual assets. But my focus was on two main projects which included creating a documentary book with an accompanying movie and the management and marketing of a multi-artist world tour with stops in Berlin, London, Paris and New York. This was especially great as I had to understand these cities cultural habits.

After this experience, I left the entertainment industry as I wanted to focus more on innovation and technology-driven design. I decided to do a master in Design for Emergent Futures in Barcelona which included research related to futures scenarios and resulted in a creative process taking the social and environmental impact of design into account. Additionally, the Fab Academy, which covered digital fabrication and rapid prototyping, was part of the experience. These skills come in very handy if you want to design your own physical objects.

My most recent chapter brought me to Free Now, where I had the chance to dive into User Experience Research which helped me to understand how to validate our work from the user point of view, how people interact with design and how to translate insights into design actions.

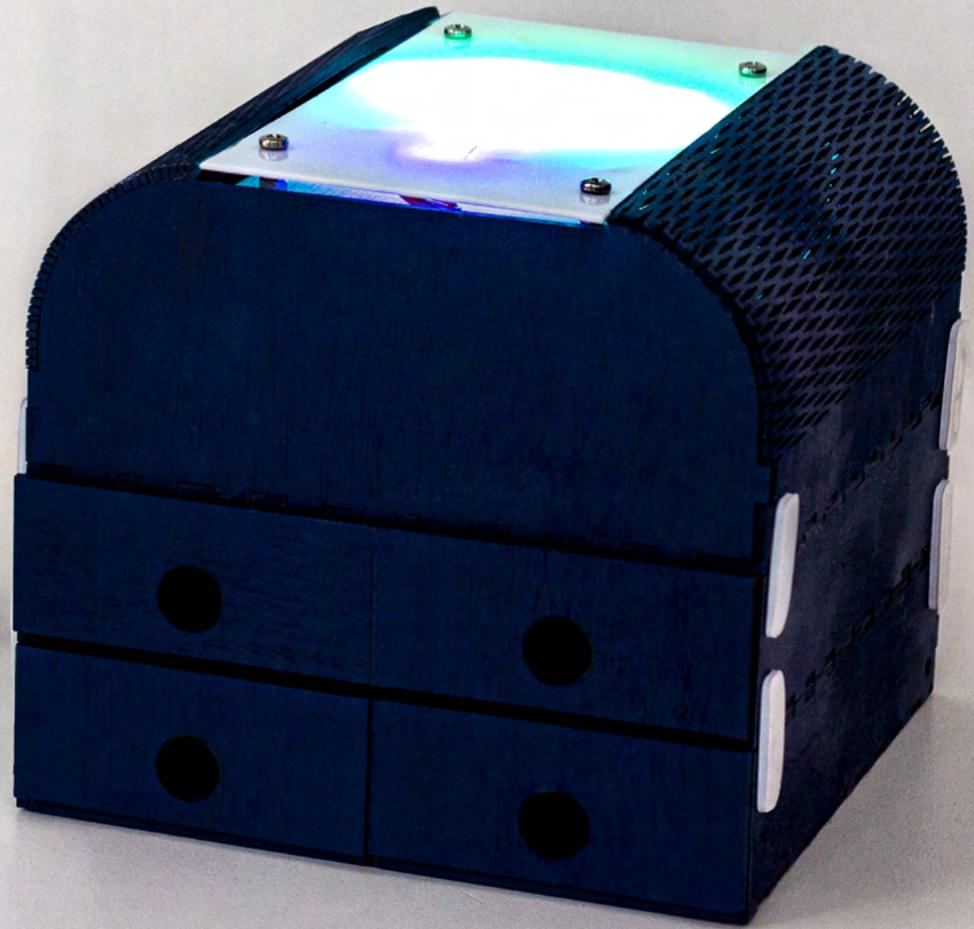
I am always eager to hear about new projects and opportunities for collaboration as well as acquisition and developments, new technologies and innovations that are facing and shaping society, industry, environment or the way we do politics.





\*voting system with  
Attention Coins

\*Lo\_fi Farm-Station  
prototype



# PHONE FARM (ING)

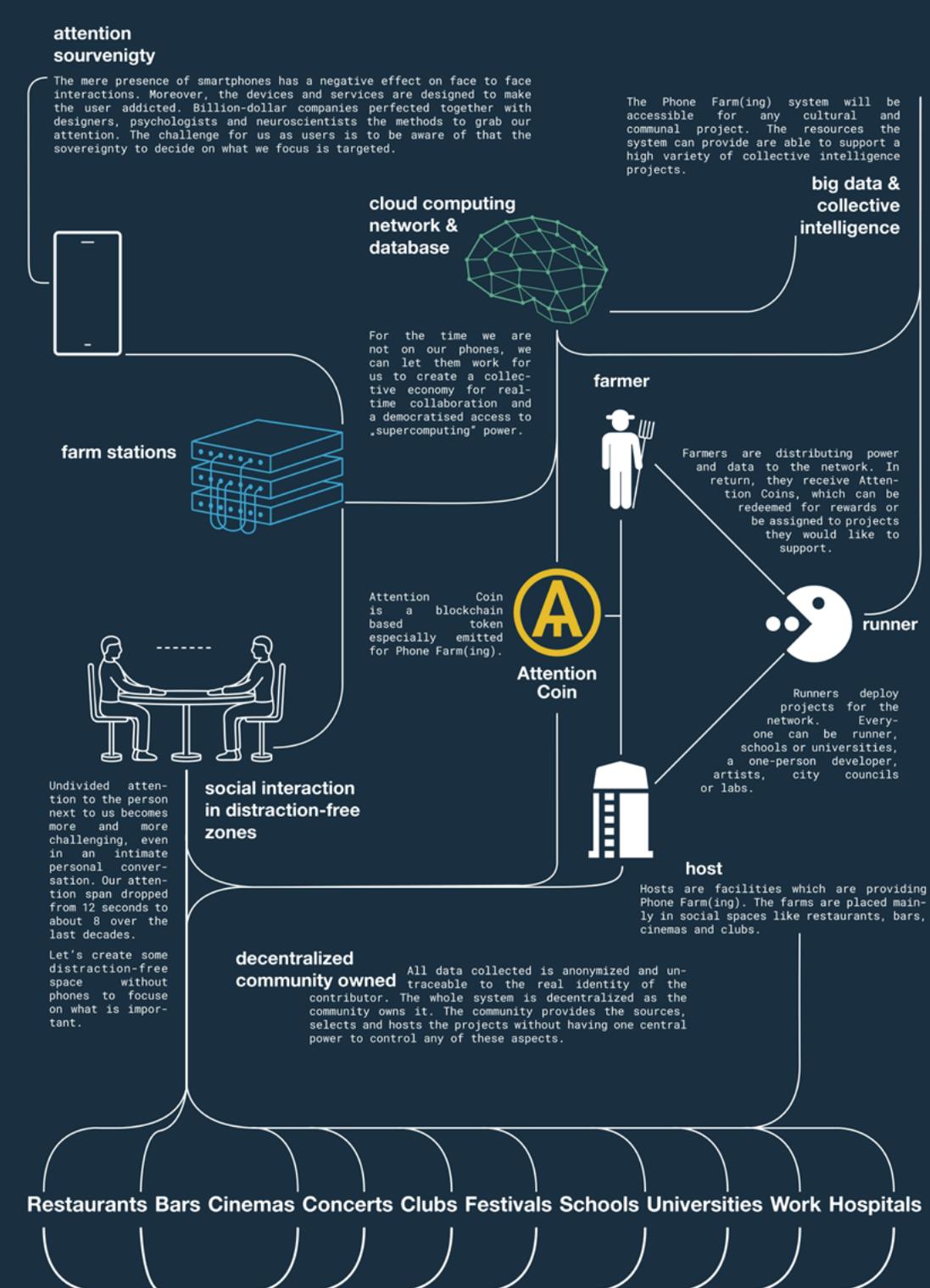
design intervention

Phone Farm(ing) is an intervention on our excessive smartphone usage. The idea is to utilise idle sensor data and processor capacity of our phones while reducing their negative effect on social interaction. A network of farm-stations will provide safe storage and charging for phones whilst harvesting sensor data and processing power. These sources work towards an open-source cloud database and computing network. Stations will be placed in social spaces like clubs, bars and restaurants.

This project was my master thesis. If you like, you find more material about it on the project page.

[PhoneFarm.eu](http://PhoneFarm.eu)

[Atlas of the Future Post](#) 







Bowers & Wilkins

Bowers & Wilkins

EXIT

Marshall

Marshall

Marshall

Marshall

High Impedance

00:53

# MUSICROOM

app & interface design concept

Musicroom offers a new path off the beaten track to discover and enjoy music on a whole new level.

Enter the rooms and experience what it means to enjoy music. You will find tracklists compiled by curators perfectly fitting to every room, backgrounds and history to the artists and their songs and a place to philosophize about songs and albums with your friends.

Musicroom is an app concept as part of my thesis. My goal was to connect our most essential aspects from the past to the digital era of music today.

Visual impressions shared listening and discovery.

The main focus of this work was photography, interface design and app-prototyping.



# EMANUEL PROJECT

AN INTERVENTION IN THE DAILY ROUTINE TO CREATE AWARENESS

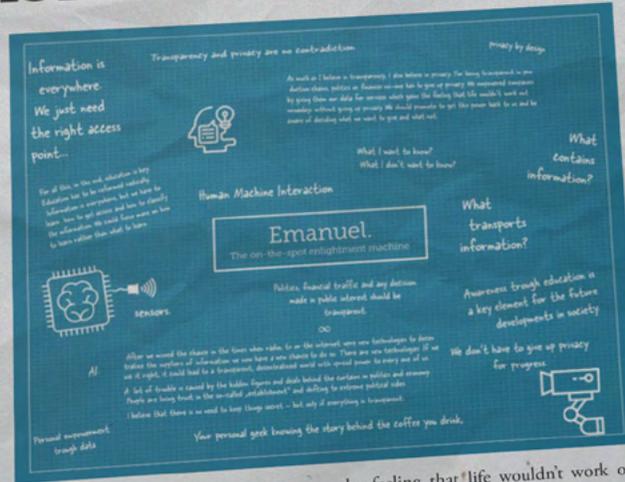
## MOTIVATION & CORE VALUES

### MY PERSPECTIVE OF THE FUTURE.

My vision of the future relies on awareness, responsibility and a horizontal power structure in our society all driven by education, information and technology. My all in all approach is to create a portfolio of tools promoting transparency, privacy and awareness about the environment of each and every one of us.

### Transparency.

After we missed the chance in the times when radio, tv or the internet were new technologies to decentralize the suppliers of information we now have a new chance to do so. There are new technologies. If we use them right, it could lead to a transparent, decentralized world with spread power to every one of us. A lot of trouble is caused by the hidden figures and deals behind the curtains in politics and economy. People are losing trust in the so-called "establishment" and shifting to extreme political sides. I be-



ferent departments of the Government. Since 2010, the platform contains over 30.000 datasets accessible to everyone.

### Privacy.

As much as I believe in transparency,

### Information.

The majority of our society is not aware of significant things happening around them. Not aware of the consequences of their daily routine. Not aware of what they are eating. Not aware where they leave personal information. Not aware of the complex machinery behind the echo chamber creating information monopolies. We all got used to prepared and portioned information dishes - and of course only dishes we enjoy! We gave up responsibility. But information is everywhere. There will be new ways of providing this information. From different sources, in the right moment, at the right spot and in the right context. We can create a new level of awareness in politics, economy, society down to our day to day behaviours.

### Intervention: Daily routine & household.

I want to focus first on the daily routine and the household. This is a small but complex environment which also allows

the feeling that life wouldn't work out nowadays without giving up privacy. We should promote to get this power back to us and be aware of deciding what we want to give and what not. Different people and companies like Rand Hindi with the project "coins" or Tim Berners-Lee

# EMANUEL PROJECT

speculative design concept

“Emanuel” is an AI assistant, that builds an infrastructure helping you to gather and manage information about your everyday life - in the right spot and the right context. It gives you a new tool to make you aware of your habits, their impact, and what is happening in your direct surrounding. Different pillars like ML for analysing your routine and sources, software like the Emanuel app and hardware that lets you access the Emanuel environment are carrying the infrastructure.

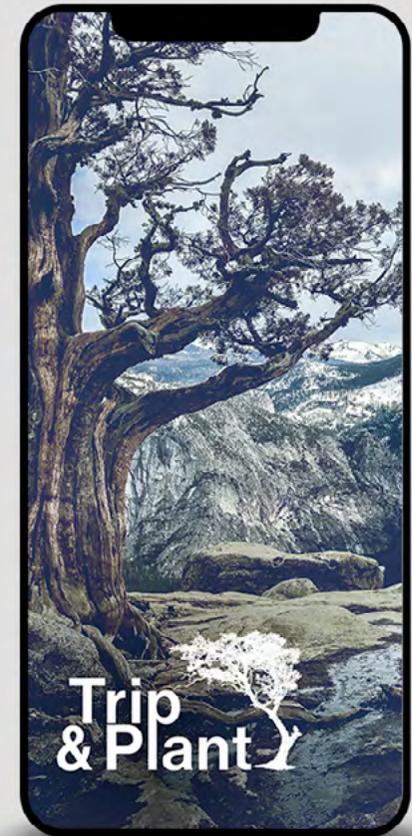
Emanuel can be asked questions about specific topics and can be challenged. Start a discussion, ask for more details, dive in deeper or ask for a different perspective.

In this project, I developed the concept and built prototypes with a Raspberry Pi, an open source AI assistance like Snips and Mycroft and Telegram chatbot.

\*Emanuel chatbot  
based on Mycroft  
& WolframAlpha



of 122  
18.8.8 ==  
of coffe  
.c Level =  
468 \*  
--- 321.3  
\*  
\*  
\*



LH 418

MUC

JFK

Sa. 21. Dec.

Economy

Calculate

Calculating...



Did you know that it takes 50 trees to offset a 3000mi trip?

687 kg of CO<sub>2</sub>

=

11 Trees

Plant your Trip



Thank you for taking care of our planet!



# TRIP & PLANT

concept development  
& UI design

Ever thought about how big your ecological footprint is after having a trip with a plane? Ever wished you could do something about it?

“Trip & Plant” helps you to calculate the caused emission of your trip and helps you to donate money to organizations who are planting trees to save our planet.

I made the app concept and designed the interface.



# muselD

design concept, UX & UI design

This project was part of the Sonar+D Innovation Challenge with Universal Music Group. The goal was to create a concept for the music-service of the future. The core elements of our concept were to combine all music-services the user already has to a musical ID as well as to have a dynamic virtual room where music can be experienced together with friends.

Besides my share in the general concept development, I contributed the wireframes as well as the interface-design together with a colleague.

A GALLERY WITHOUT ART  
IS ONLY A ROOM

Four-fifths of the world's main fish  
stocks are exploited to the limit or  
beyond sustainable levels.  
Help us keeping the art of the sea.  
[www.wwf.org](http://www.wwf.org)





# WWF WITHOUT CAMPAIGN

print - & poster campaign

In this campaign, the acute problem of overfishing of the oceans is addressed and serves to educate. The idea of the campaign is to compare empty oceans with exaggerated situations from everyday life - according to the statement:

“A Sea Without Fish Is Only Water“

The motifs support the respective claim by displaying the designated scenarios. This campaign is posted as part of a term paper.

Concept and art direction come from me.

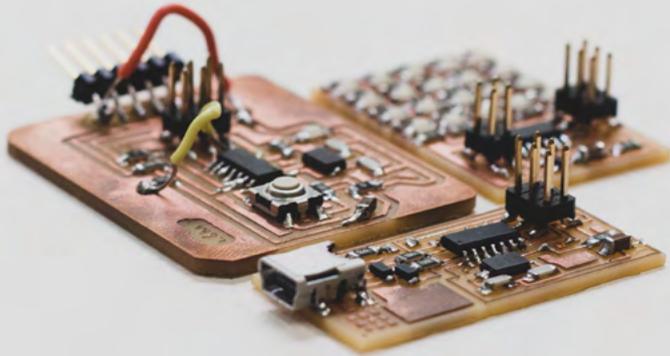
The following claims have been developed:

“A Gallery without Art is only a Room“

“A City without People is only a Landscape“

“A Street without Cars is only Tar“

“A Sky without Stars is only Darkness“



```
class Timer:
    def __init__(self, initial_time, target_time):
        self.last_reset_time = initial_time
        self.current_time = target_time
        self.elapsed_time = 0
        self.reset_count = 0

    def check(self, current_time):
        self.elapsed_time = current_time - self.last_reset_time
        if self.elapsed_time > self.target_time:
            self.reset_count += 1
            self.last_reset_time = current_time
            return True
        return False

    def reset(self, current_time):
        self.last_reset_time = current_time
        self.current_time = current_time
        self.elapsed_time = 0
        self.reset_count = 0
```

```
Downloading https://files.pythonhosted.org/packages/6/41/7a74446b0b4db9d71162a10788b1915be3f8c86e10919c38/serial-4-ay2.py3-none-any.whl (102kB)
100% |#####| 1048 1.90/s
Installing collected packages: serial
Successfully installed serial-4.4
You are using pip version 18.1, however version 19.1.1 is available.
You should consider upgrading via the 'pip install --upgrade pip' command.
Cabor-181- Gabors pip install --upgrade pip
Collecting pip
  Downloading https://files.pythonhosted.org/packages/3/6/6/6481c8e191231efc53e6a6804c796534cc6271c2508512909428/pip-19.1.1-py7.py3-none-any.whl (1.0MB)
100% |#####| 1.0MB 3.09/s
Installing collected packages: pip
  Found existing installation: pip 18.1
  Uninstalling pip-18.1:
    Successfully uninstalled pip-18.1
  Successfully installed pip-19.1.1
Cabor-181- Gabors which python
/usr/bin/python3
Cabor-181- Gabors which python3
/usr/bin/python3
Cabor-181- Gabors
```



# FAB ACADEMY

How to make almost everything

The Fab Academy was part of my master “Design for Emergent Future”, as the IAAC university is placed together with the Fab Lab of Barcelona in one building.

Fab Academy is a hands-on focused, rapid prototyping and digital fabrication course. I got in touch with laser cutting, CNC, 3D printing, programming, electronic design, 3D design, Arduino and Raspberry Pi boards, sensors etc.

This course was very inspirational also to leave the screen and to explore the relationship between bits and atoms.



# LONGING FOR FREEDOM

documentary film & book

“Sehnsucht nach Freiheit“ is the name of a project that commemorates the 60th anniversary of the popular uprising in 1956 in Hungary. In a documentary film and book, not only the background of the struggle for freedom against the communist dictatorship are explained, but it is also described together with historians, contemporary witnesses and important protagonists of our society, the historical context of European history from then until now.

The participants are Guido Knopp, Hubert Burda, Mikhail Gorbachev, Gregor Gysi, Edmund Stoiber, Sigmar Gabriel, Kai Diekmann and many more.

My tasks in this project were primarily art-direction, layout, production, writing, research, copyright, editing, assistant-director & photography.

The documentary aired on Kabel Eins Doku.



DEAG CONCEPTS

# MAN DOKI SOULMATES

## WINGS OF FREEDOM

A STORY OF MOTHER EUROPE

**1<sup>ER</sup> MARS 2017**  
**L'OLYMPIA**  
**PARIS**

[WWW.GDR.FR](http://WWW.GDR.FR) / [WWW.MANDOKI-SOULMATES.COM](http://WWW.MANDOKI-SOULMATES.COM)

SKODA Bowers & Wilkins RED ROCK PRODUCTION concert concept

DEAG CONCEPTS

# MAN DOKI SOULMATES

## WINGS OF FREEDOM

A STORY OF MOTHER EUROPE

**3 MARCH 2017**  
**HAMMERSMITH APOLLO**  
**LONDON**

[WWW.MYTICKET.CO.UK](http://WWW.MYTICKET.CO.UK) / [WWW.MANDOKI-SOULMATES.COM](http://WWW.MANDOKI-SOULMATES.COM)

SKODA Bowers & Wilkins RED ROCK PRODUCTION concert concept

DEAG CONCEPTS

# MAN DOKI SOULMATES

## WINGS OF FREEDOM

A STORY OF MOTHER EUROPE

**6. MÄRZ 2017**  
**KONZERTHAUS**  
**BERLIN**

[WWW.MYTICKET.DE](http://WWW.MYTICKET.DE) / [WWW.MANDOKI-SOULMATES.COM](http://WWW.MANDOKI-SOULMATES.COM)

SKODA Bowers & Wilkins radioBERLIN BERLIN RED ROCK PRODUCTION concert concept





**BEACON THEATRE** NEW YORK CITY **JAN 29 2018**

# MANDOKI SOULMATES

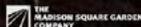
## WINGS OF FREEDOM

**LESLIE MANDOKI** | **NICK VAN EEDE** CUTTING CREW | **BOBBY KIMBALL** TOTO  
**CHRIS THOMPSON** MANFRED MANN'S EARTH BAND | **CORY HENRY**  
**KLAUS DOLDINGER** DOLDINGER'S PASSPORT | **BILL EVANS** | **RANDY BRECKER**  
**JULIA MANDOKI** | **JOHN HELLIWELL** | **MARK HART** | **TILL BRÖNNER**



IN CELEBRATION OF THE 2018 GRAMMY WEEK TO BENEFIT MUSICARES

[www.mandoki-soulmates.com](http://www.mandoki-soulmates.com) | [www.facebook.com/mandoki.soulmates](https://www.facebook.com/mandoki.soulmates) | [www.msg.com](http://www.msg.com) | [www.redrock.de](http://www.redrock.de)



RED ROCK PRODUCTION



## WINGS OF FREEDOM

World tour of the Man Doki Soulmates

Wings of Freedom was a world tour in a class of its own.

In Paris, London, Berlin and New York City, the Man Doki Soulmates played unique concerts in honour of freedom.

With a total of 35 Grammys, the who-is-who of rock and jazz stood on stage to perform their own and shared songs of the last 25 years. A breathtaking show in sold-out halls.

My tasks within this project were the organization and coordination of the concerts, communication between all trades, art direction of marketing campaigns, promotion, sponsoring, social media, development of the campaign for the new markets Paris, London and New York City.





# PHOTOGRAPHY

architecture

Symmetrical geometric shapes characterize modern architecture. In this photo series, this is shown from different perspectives.

Motifs: BMW Welt &  
Pinakothek der Moderne in Munich



# PHOTOGRAPHY

landscape

During my travels last years, I experienced that you get the most different and complex influences from different impressions. Never completely catchable what it feels like being away, I tried to capture the moments of past, nature and light.













**Gábor László Mándoki**  
**[gabormandoki@me.com](mailto:gabormandoki@me.com)**  
**+49 173 98 48 179**  
**[www.gabormandoki.com](http://www.gabormandoki.com)**  
**[in/gabormandoki](https://www.instagram.com/gabormandoki)**