

MGDA STUDIO PRESENTS

Michaela



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MGDA STUDIO

Stands for Michaela Gibiec
Design & Art.

I'M MICHAELA

IT'S NICE TO MEET YOU



That Paris Shot

I am a freelance designer with a passion for branding. I create and build stories by coming up with visual ideas to refresh or elevate brands so they can in turn inspire and connect.

I have over 10 years of experience in collaborating with new and existing business owners to create visual stories for their brands and ideas. I also collaborate with Architects to help visually connect interior spaces with their clients brand. Sometimes I photograph food, products and people.

We'll make a great team!
You have a great job opportunity and I would love to join your team to learn from the best in the business.

I want to make new friends and work hard - using my experience in graphic design photography, film,

digital and print. I would also like to learn what it is like working in a more corporate environment.

Education

2004 - University of Sydney - SCA
Bachelor of Fine arts, Major: Print Media.

2012 - University of Technology
Sydney, Bachelor of Design - Major:
Interior & Spatial Design.

Work

Jan 2010 - Present, Self Employed
MGDA Studio

Nov 2014 - April 2015, Tim
Leveson Interiors
Interior Design Intern

Linkedin: /in/mgdastudio/
Instagram: MGDASTUDIO

Michaela Gijicova

MGDA Studio // 2020

References

MARIA KALIRIS
Sales Manager, Protech / Worldmark
0437 927 199

STEPHANIE OLLEY
The Offices - Design Agency
0415 919 439

BILL HAMMOUD
Owner of Moe & Co, Dapper & Boss
0410 553 121

ANGELA PERNELL
Creative Cherry / Marketing manager
3 Weeds Rozelle
0403 532 037

ELLIE MCDONALD
Digital Health, Fitness and Beauty Editor -
Bauer Xcel Media
(personal friend reference)
0450 631 649





Some Logos

Some Clients



@smallmouthvodka - photography for

Social



Photography plus.....



Photo Editing



Photo Conceptions



Photo Composition

3 Weeds Rozelle

Make all event content.

The 3 Weeds Hotel located in Rozelle just ten mins from the CBD, was my client for 3 years, part time.

Created all the marketing and advertising for thier events, promotions, sponsorship and in house marketing, branding and bill boards.

Food photography and styling for social media.

Roll out print and digital assets for all events.

Created and managed the website.





13. Unterwelt // Underworld

To what extent can an artist's political views be isolated from their artistic work? Richard Wagner's radically critical views of the society he knew are widely known and discussed. 'Underworld' seeks to reinvigorate audiences of their centrality of an artist's own views in shaping their creative outputs. 'Underworld' touches just two of Wagner's complex and obscure array of political musings - specifically his alleged anti-Semitic underpinnings and also his understanding of the major forces behind social change at the time of writing the ring cycle slave labour and industrialisation. The master-slave dichotomy is represented by the Nibelung, the workers, dwarf-like characters who are arguably a vindictive satisfaction of Jews, and their masters - both Alberich and Mime. These two also have been interpreted as personifying Jewish traits that Wagner vilified in writings throughout his life.

A synthesised soundscape using the Forging Leitmotif is used here to represent both the monotony of work in its repetitive nature, and also rising social tensions through its dynamic progression towards climax. Drawing these together in the footage, the image of Wagner's face is interspersed with fragments of organic diagrams, notions of work and slavery.

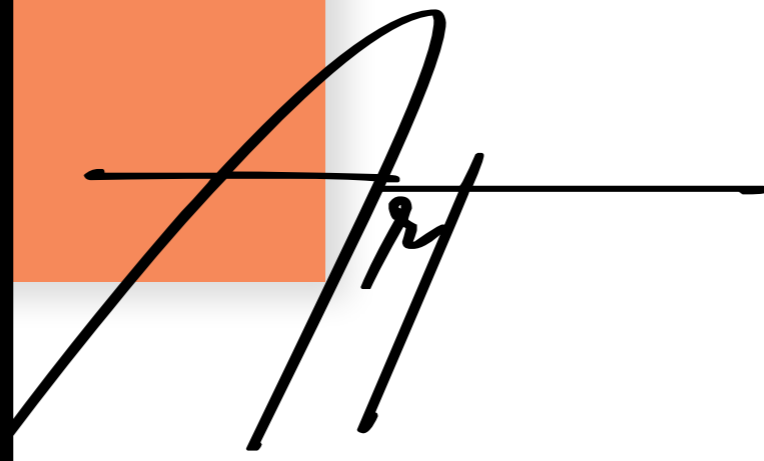
It must be noted that Wagner's Jewish prejudices are to be understood in a context where the rise of eugenic thoughts coupled with a growing dissatisfaction of a working class in opposition to an elite - including wealthy Jews fostered an atmosphere of distrust on many levels. Moreover to draw attention to Wagner's alleged views is by no means intended to divert our attention from the genius and beauty of his music and storytelling, but rather to remind us that no work of art can exist outside of history or politics, which surely contributes to rather than detracts from the deep level of intrigue surrounding Richard Wagner.

Michaela Gibiec, Designer
A design graduate of the University of Technology Sydney 2011, Michaela practices as a freelance designer and artist based in Sydney. Enjoying collaborative work she has been involved in a number of projects including the Prague Quadriennial 2011 and producing an animation for the Sydney Opera House Graphic Festival 2013.

David Ferstl, Sound Designer
He is currently studying Multimedia and Communications at the University of Applied Sciences in Ansbach, Germany. His work and studies focus on audio production, sound design and audio composition. He plays piano in his spare time and has a passion for music, especially film compositions and electronic genre mixed with conventional instruments.

Technical Details
Ply wood, ipad, Antari Z8001 fog machine, JBL speakers, silica boom foam, mixed media sculpture, film - GoPro footage, original 1940's footage of Breendonck and Dachau Nazi Concentration Camp victims and gas chambers, Portrait of Richard Wagner, Albrecht Dürer, 1877 from Galerie Bismarck, Eisen and Fry, Peter Camper, Facial angles, 1785 by son Adriaan Gilles, edited in Photoshop and Premiere Pro CS6, Soundscape inspired by Wagner's leitmotif Forging

Acknowledgments
Frederick Hammer for construction and engineering genius, Rose Cousins for having a way with organising thoughts and words, Mike Day, Lightsounds Sydney and the positive support of friends and family



- 1. Die Kosmischekammer & Die Festspielkammer**
DESIGNED BY CHRIS HENSCHKE
The work is based on the character of Alberich, the evil dwarf whose Leitmotif is found in the music. These are expressed audiovisually within a hermetic, like chamber. Staff a distillation of both Wagner's complex and the character he created to house it - the Bayreuth Festspielhaus. Like the dynamics in Wagner's creation, this artwork manifests the tensions between idealised forms and conflicting energies. Die Kosmischekammer is a diasporic re-creation of the Bayreuth Festspielhaus, the source of the Wagnerian energy that spread out into the world, the gateway between Wagner's universe and ours. The Festspielkammer contains such a hermetic, multifaceted means of energy emanating from the Kosmischekammer. Chris Henschke is a multi-media artist teaching at UTS and studying for his PhD at Monash. He works across sound & image space & time and art & science.
- 2. RAJEJÜMLICH**
DESIGNED BY MICHAELA GIBIEC, MARTIN LUBCZYK, MARTIN WURFELIN AND DAVID FERSTL. SOUND DESIGNERS FIND APPELHANN AND ANGELINA LOP
These students from the Multimedia & Communication Course at The University of Applied Sciences in Ansbach have created an interactive 'spatial sound' installation based on the musical prelude to 'Das Rheingold'. The idea is to create a spatial sound on ten speakers and slowly move through the space and create the various leitmotifs and themes from the opera.
- 3. VISUAL LEITMOTIFS**
DESIGNED BY ANNA WHITE
Illuminated paintings on Perspex panels reference the leitmotif of 'The Ring Cycle', transforming them into light via the aid of projecting the work's essence across Anna White is an artist who lives and works in Melbourne. She holds a Bachelor of Fine Art (Painting) from RMIT and a Master of Fine Art (Research) from Monash University.
- 4. FOUR ELEMENTS**
DESIGNED BY RUTH HEDDERLEY & BEN BARKER. SOUND BY DAVID FERSTL
Wagner's Ring features fundamental elements which become important forces in the four operas: the elemental awaking of nature, the water of the Rhine, the elemental gold from the earth and the fire which creates. The artists have re-created their best work, Australian artists with its cycles of flood and fire which repeats rather than destroy. International light artists Phil Demmel and Michaela Gibiec use lighting technology to project the four elements.
- 5. ONCE UPON A TIME...**
DESIGNED BY AME DAVY. SOUND BY DEAN ENGLISH
The beginning of 'Das Rheingold' sets the audience up for the rickety tale they will be told over the following three days. It starts with a single note which develops a pulse, a melody, a motif and a whole world of sounds, emotions and feelings, evoking the centaur Mary of Wagner's Rhine. It can be found in the opening in a black box - the white universe, the sun, elemental gold, the beginning of life under the water and the love and respect due to the natural world, the development of melody and language, the seduction of beauty and the love of lust and death. The installation is based around the original key of F, and also employs on the recordings of the ocean surrounding Sydney. Mike Day is an architect, lighting designer and stage designer and lecturer at UTS and conceived and installed 'wagnerlicht'. Chris is a UTS Sound Design graduate and practices as a composer, sound artist and creative programmer.
- 6. UNENDLICHKEIT // INFINITY**
DESIGNED BY VALERIE GRUBENICHT & LENA WISSE
In the depths of the sea, 'Rheineis' the Nibelungen dwarf Alberich is teased by the Rhine Daughters who are protecting the Rheingold, who grants its owner infinite powers. An endless curved bronze space reflects the gleam of the hidden gold designed by students from the University of Applied Sciences, Detmold, supervised by Prof. Ingo Bracke.
- 7. AN INTERIOR TALE**
DESIGNED BY ANNE SACHINMALLA
The installation looks vertically into the subjective world of Wagner's hearing Rhine Daughters in the first scene of 'Das Rheingold'. It's an interior moment with a stranger - nothing is quite what it seems. Anne is a Performative Space student in Interior and Spatial Design at UTS.
- 8. PRURIENT SYMPHONY**
DESIGNED BY ELA KAMONIS. SOUND DESIGN BY JET COSHEEY AND AMY VALLERIN
The work is based on the character of Alberich, the evil dwarf whose Leitmotif is found in the music. These are expressed audiovisually within a hermetic, like chamber. Staff a distillation of both Wagner's complex and the character he created to house it - the Bayreuth Festspielhaus. Like the dynamics in Wagner's creation, this artwork manifests the tensions between idealised forms and conflicting energies. Die Kosmischekammer is a diasporic re-creation of the Bayreuth Festspielhaus, the source of the Wagnerian energy that spread out into the world, the gateway between Wagner's universe and ours. The Festspielkammer contains such a hermetic, multifaceted means of energy emanating from the Kosmischekammer. Chris Henschke is a multi-media artist teaching at UTS and studying for his PhD at Monash. He works across sound & image space & time and art & science.
- 9. THE FINAL COMPOSITION**
DESIGNED BY CANDICE DIKRA. ARTIST: ELIZABETH GORDON WENGER
The work uses sounds recorded from within the spatial components of the Arts Centre. The Rhine Maidens are used as a means to layer three sound recordings in three parts. PHASE ONE: THE THUNDER. A four movement through the building created: generated sound within the rings of the doors. These sounds have been recorded. PHASE TWO: THE INFORMATION. BODILY. Aids for your participation to interact with the buttons to hear sounds that you've created. PHASE THREE: THE CALL. Aids for your participation to interact with the buttons to hear sounds that you've created. PHASE FOUR: THE CALL. Aids for your participation to interact with the buttons to hear sounds that you've created. PHASE FIVE: THE CALL. Aids for your participation to interact with the buttons to hear sounds that you've created. PHASE SIX: THE CALL. Aids for your participation to interact with the buttons to hear sounds that you've created. PHASE SEVEN: THE CALL. 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Logo in Lights

Brand Success

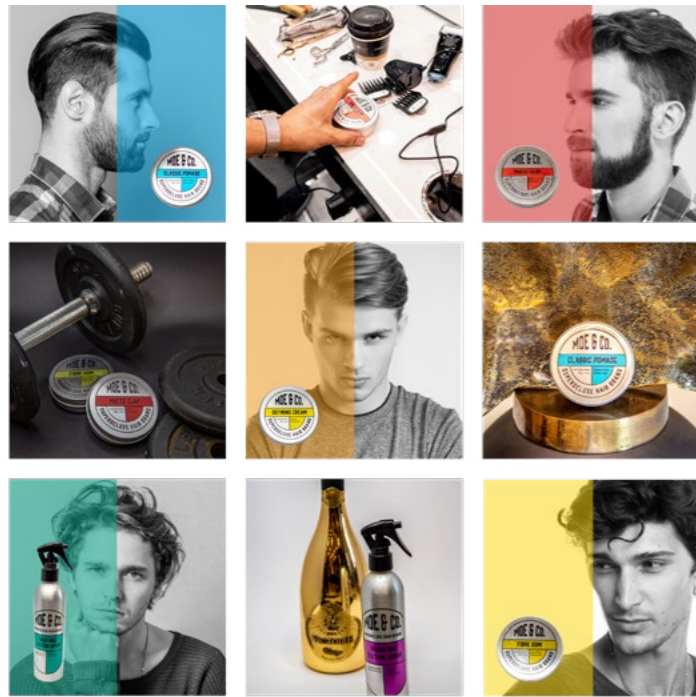
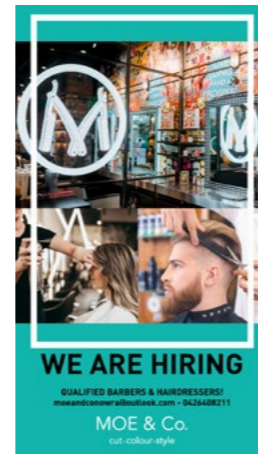


Moe & Co. opened its first salon in 2014, three years on there are now over 35 stores Nation wide.

I created the name, logo and branding and for the past two years created all their marketing, social media and campaigns.

The initial idea was to attract men into a hairdressing salon and go against the stark white salons of shopping centres. We developed the idea of 'play FIFA while you wait' this took off in Bankstown and so the salons have spread like wildfire, now attracting more males than females.

[Website: moeandco.com.au](http://moeandco.com.au)
[Instagram: Moeandco.official](https://www.instagram.com/moeandco.official)



- Moe & Co.
- Marketing Campaigns
 - Digital and print
 - Centre management communication
 - New shop opening assets
 - Social media and website management
 - Photography
 - Hoarding design
 - Product design and development "Super Deluxe Hair Brand"



Espresso Brothers
Marrickville



Espresso Brothers
 Rebrand-
 of a cafe in
 Marrickville
 Metro.

- Logo
- Website
- Branding
- Interior Signage
- Instagram photos

espressobrothers.com.au

[Instagram: espressobrothers](https://www.instagram.com/espressobrothers)

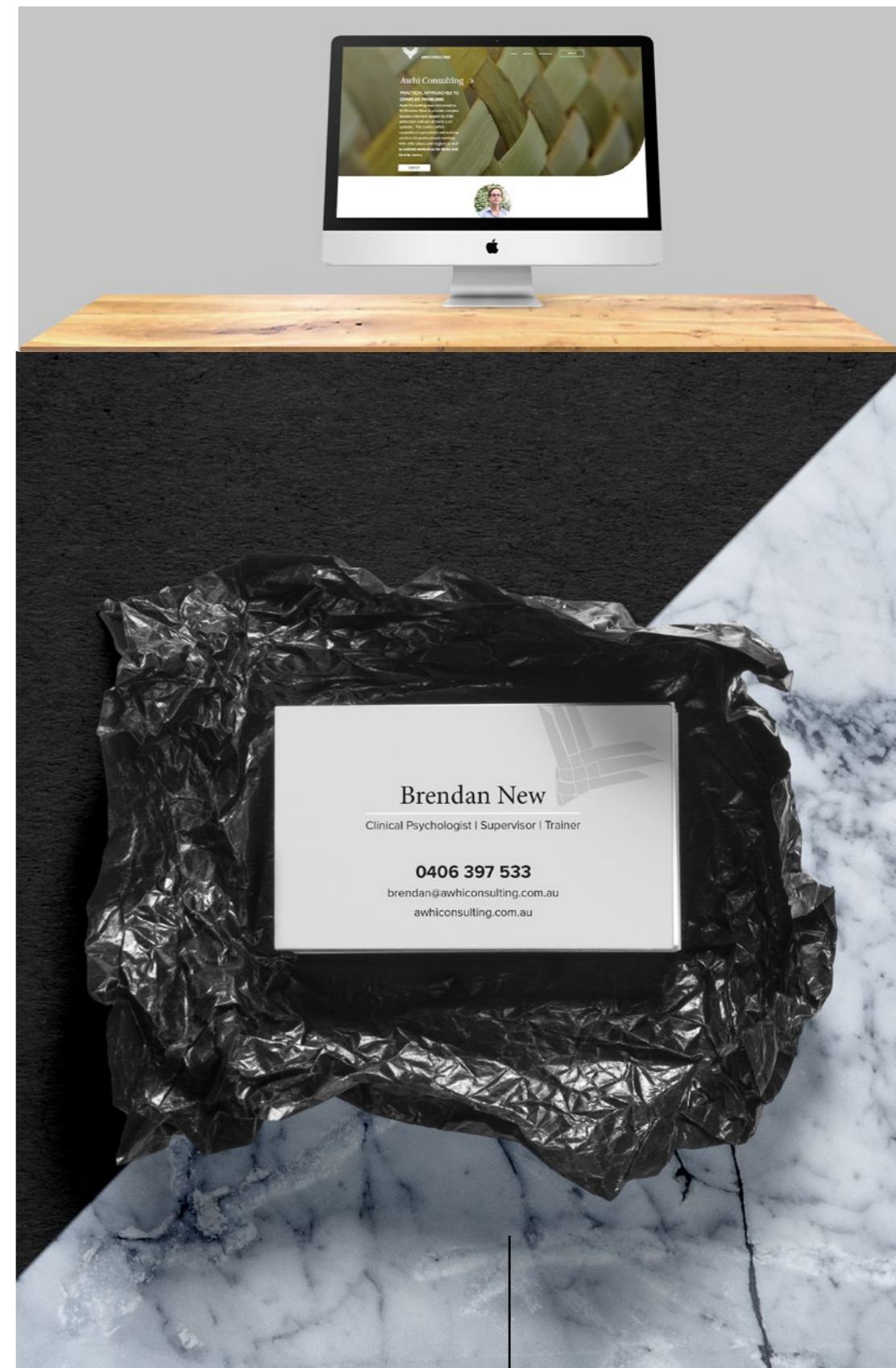


BILLBOARDS FOR RAY WHITE BALMIAN / 3 WEEDS ROZELLE

Large Scale Design

Moe & Co World Square Hording on right.

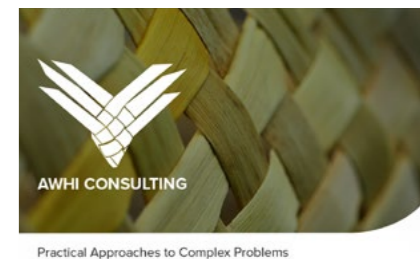
Billy & Vince Salon advertising in Rhodes Shopping Centre below.



BRAND FOR CLINICAL PSYCHOLOGIST BRENDAN NEW.

A very interesting personal branding project. The concept was NZ ferns, nature and nurturing, shown through weaving - the complexity of psychology.

AWHICONSULTING.COM.AU



BIG LAYOUT

SKI TRAVEL COMPANY BROCHURE DIGITAL: (CLICK LINK TO VIEW)

<https://skitravelcompany.com.au/ski-canada-usa-japan-europe-20172018/>

I designed the adverts, all elements and layout of this 54 page annual travel brochure for both print and digital.

WAGEC ANNUAL REPORT 2016/17:

<https://drive.google.com/file/d/1imcJYGLKYBD7woJA6iTpUXtAIRMh-q7B/view>

Annual reports dont have to be boring. I worked with the girls at WAGEC to design thier latest report, taking inspiration and elements of thier fantastic mural.



Ski Brochure Newsletter Enquire Now PH 02 9810 1000

CANADA UNITED STATES JAPAN NEW ZEALAND AUSTRALIA STOP OVERS GROUPS SKI DEALS RESORT FINDER CONTACT US

Ski Brochure : Ski Canada, USA, Japan & Europe 2017/2018

HOME / SKI BROCHURE : SKI CANADA, USA, JAPAN & EUROPE 2017/2018

Download PDF (4mb) Download PDF (9mb) Send me a brochure (via post)

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Efficient & Friendly Service

SKI BANFF LAKE LOUISE
#CANADACHALLENGE
WIN
A TRIP FOR 2 INCLUDING AIRFARES TO SKI BANFF-LAKE LOUISE, CANADA
Valued at over \$7500

HOW TO WIN

- Take a Canadian themed selfie or a of yourself doing something typically Canadian.
- Share it on Instagram. Make sure you use the hashtag #CANADACHALLENGE and tag @SkiTravelCo
- A winner will be randomly drawn at the end of the Australian ski season.

GET AN EXTRA ENTRY IN THE DRAW WHEN YOU POST IT ON FACEBOOK AND TAG US.

@SkiTravelCo
/SkiTravelCo

FIND OUT MORE AT SKITRAVELCOMPANY.COM.AU
Competition Closes 30 September 2017. Winner will be announced by 10th October 2017. For full terms and conditions see website.

NORQUAY Lake Louise BANFF SUNSHINE SKI travel company

publitas Open



SOCIAL MEDIA POST AND TWO PULL UP BANNERS FOR TRADE SHOW

Beauty Rebrand

PHYT'S Australia & NZ hired me to re build their online store and give the brand a Fresh, Clean Australian look and feel. As the brand is originally from France, they like local design and input to make it relevant around the world.

<http://phyts.com.au>

website and ecommerce online store design and build.

Social media photography

corporate re brand, logo, stationary

Marketing materials



PHYT'S
NATURO-ESTHETIQUE
AUSTRALIA | NEW ZEALAND



Michaela

hello@mgda.com.au
+61 400 006 422