

# Portfolio

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**RAFFI EKMEKJIAN**

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DESIGNER GRAPHIQUE  
*GRAPHIC DESIGNER*

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## LES LABORATOIRES SERVIER

DESIGNER GRAPHIQUE ◀ 2013 - 2022

► Deuxième groupe pharmaceutique français, fort de 22 000 collaborateurs et présent dans plus de 150 pays.

*Second largest french pharmaceutical company with 22000 employees and a presence in more than 150 countries.*

### TRAVAIL INCLUANT WORK INCLUDES

Campagnes promotionnelles et scientifiques | *Marketing and scientific campaign*

Packaging

Identités visuelles produits | *Product identity*

Publicités | *Advertising* ©©

Logotype & Packaging

# CARIVALAN®

# CARIVALAN®

Carvedilol/Ivabradine

One tablet twice daily

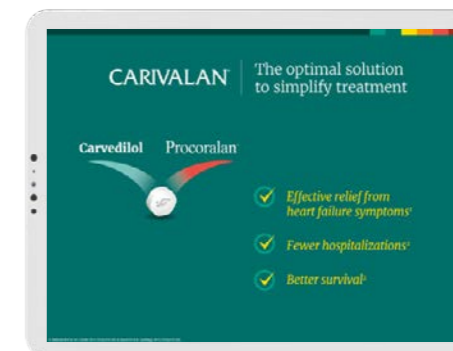
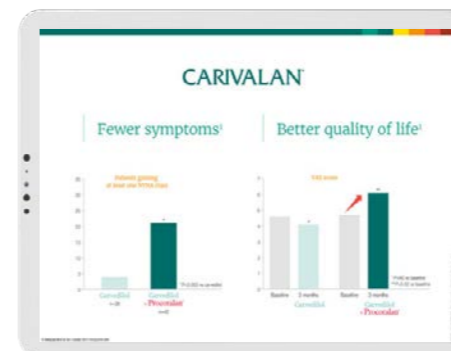




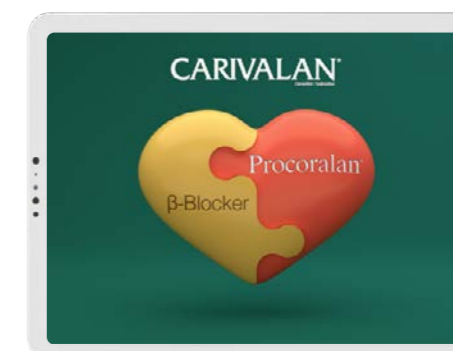
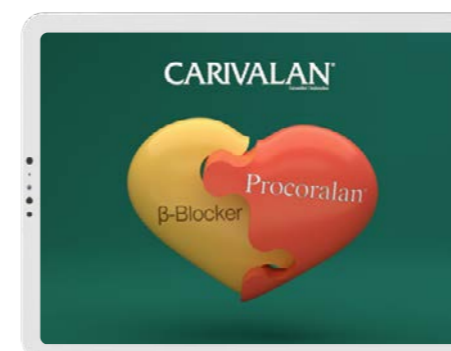
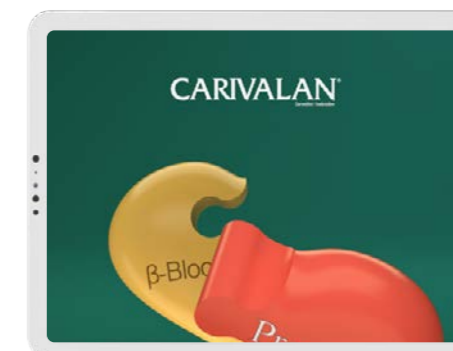
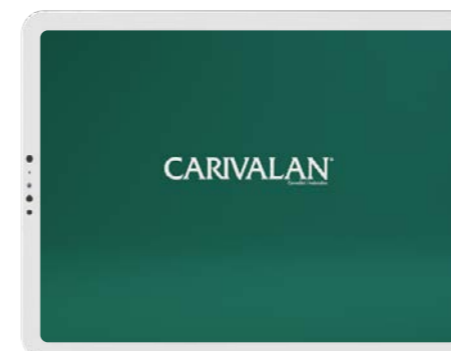
## Aide visual de visite digitale e-Visual Aid

Support commercial à destination des médecins  
(Web design et intégration HTML5).

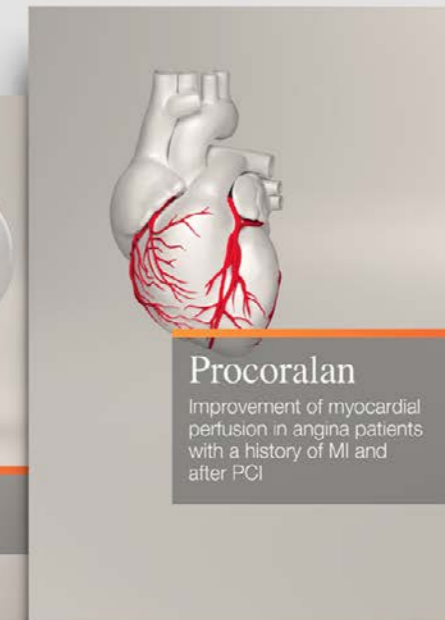
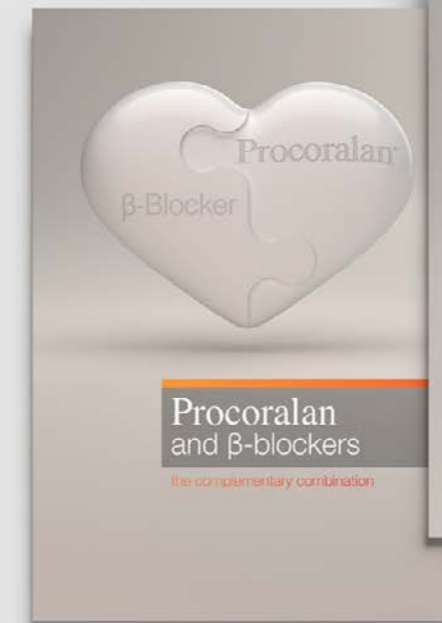
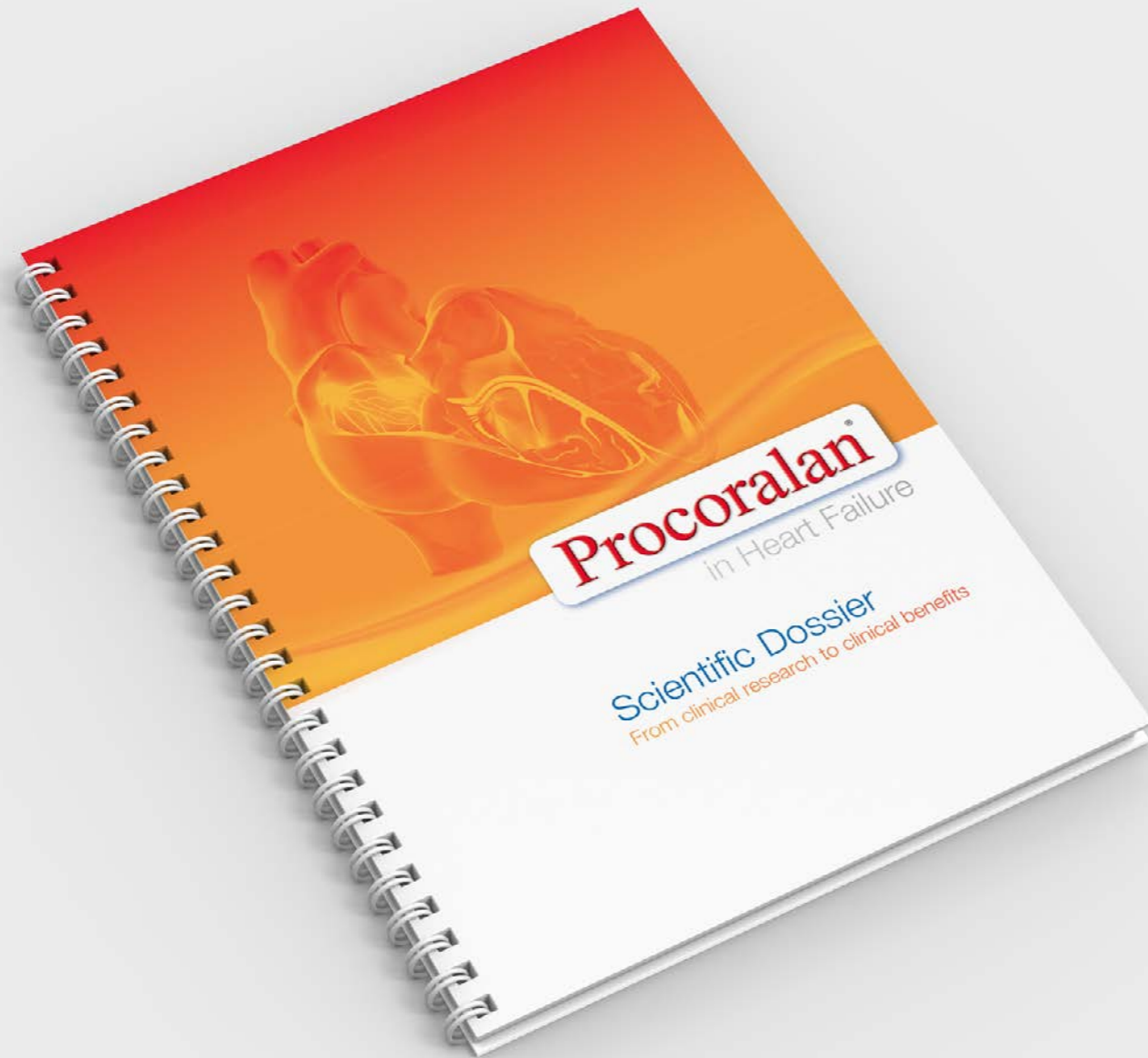
Sales documentation for physicians  
(Web design and HTML5 integration).



## Animation 3D 3D animation



## Brochures et dépliants Booklets and leaflets



**On admission to hospital**

**Laboratory investigations**

- Blood glucose: 112 mg/dL
- Cholesterol: 217 mg/dL
- Total cholesterol: 273 mg/dL
- HDL cholesterol: 57 mg/dL
- LDL cholesterol: 141 mg/dL
- Triglycerides: 200 mg/dL
- Troponin and other cardiac markers: T 1.13 ng/mL, elevated; I: 0.04 ng/mL
- Blood urea and creatinine: Urea 1.10 mmol/L, Cr 0.78 mg/dL

**Clinical examination**

- Blood pressure: 150/95 mm Hg
- Heart rate: 78 bpm
- RR: 18 bpm
- S3 gallop
- Crackles: 200 mmHg

**Electrocardiogram**

Sinus rhythm, normal intervals, ST-segment is ST-20, ST-T ↓. Observation suggests a subtle hypokalaemia (potassium) wave.

**Chest X-ray**

Balance of cardiomegaly and aeration of the left ventricle points to right hypertrophy of the bronchovascular tree. There is no pleural effusion.

**Echocardiography**

The 2-chamber apical projection shows the size of the myocardial infarction, which mainly affects the basal wall.

**Diagnosis**

Acute onset of "the new" heart failure.

**Treatment adaptation**

Reduction of bisoprolol dose to 1.5 mg/day. The patient was stabilized hemodynamically by infusion therapy with dobutamine and amlodipine.

**After 48 hours of hospitalization**

**Laboratory investigations**

- Blood glucose: 95 mg/dL
- Blood urea and creatinine: Urea 0.95 mmol/L, Cr 0.65 mg/dL
- Blood pressure: 120/80 mm Hg
- Heart rate: 78 bpm
- Albumin: 3.8 g/dL

**Clinical examination**

- Blood pressure: 100/65 mm Hg
- Heart rate: 78 bpm
- RR: 18 bpm
- S3 gallop
- Crackles: 200 mmHg

**Electrocardiogram**

Discharge ECG compared with the previous one, apart from reduction in heart rate to 78 bpm.

**On the 3<sup>rd</sup> day**

Increase of bisoprolol dose to 2.5 mg/day. Blood pressure: 100/65 mm Hg.

**On the 5<sup>th</sup> day**

Initiation of intravenous 1 mg of digoxin.

**On the 7<sup>th</sup> day**

BMP level and heart rate were normal.

- Diastolic pressure: 90 mmHg
- Blood pressure: 110/70 mmHg
- Heart rate: 67 bpm
- Albumin: 3.8 g/dL
- BMP: 400 µg/L

**Echocardiography**

Significant left ventricular dilation, LVEF = 30%.

**1<sup>st</sup> follow-up visit, about 1 month after discharge**

The patient was asymptomatic and showed good hemodynamic compensation. His heart rate at rest was 68 bpm, and he was in sinus rhythm.

**Heart failure**

Heart failure is a common clinical condition, with 62 million adults currently affected worldwide. The prevalence of heart failure is expected to increase to 100 million by 2030. The burden of heart failure is increasing globally, with a significant impact on quality of life and healthcare costs.

**Procoralan: a key to improving cardiac efficiency for a better prognosis of heart failure patients**

**PROCORALAN, THE CHANGES** made in pharmacological treatments and better control of risk factors, heart failure remains one of the most significant causes of morbidity in the industrialized and developing world. Heart failure is also the first cause of hospitalization among cardiovascular disease patients. Half a century ago, mortality rates of heart failure were 50% at 1 year and 80% at 2 years. Today, mortality rates are 20% at 1 year and 40% at 2 years, with an improvement of mortality after each hospitalization.

Earlier research has shown that a drug that would reduce ventricular heart size. This led to the discovery and development of carvedilol. Procoralan represented a new pharmacological class of selective heart rate-reducing agents. The clinical benefits of Procoralan have been the focus of a large clinical development program.

Procoralan is a disease-modifying drug that improves the prognosis of heart failure patients. It contributes a breakthrough in the treatment of heart failure as it improves the survival and day-to-day life of heart failure patients.

The results of SPRINT (SELECT) heart failure treatment with the β-blocker bisoprolol showed that, in patients or acute therapy and with a heart rate above 75 bpm, Procoralan reduced the risk of death and also significantly reduced death from heart failure, cardiovascular morbidity, and hospitalization. This combination was shown to improve the associated conditions. In addition to these benefits, Procoralan reduced heart failure-related symptoms and improved the quality of life.

The brochure includes a complete review of Procoralan's properties, the clinical benefits that it brings, and how it can be used in clinical practice.

**Procoralan's unique mode of action**

**2.1 Electrophysiology background**

**Heart rate control**

Heart rate is controlled by the sinoatrial node (SAN) and the atrioventricular node (AVN). The SAN is the primary pacemaker of the heart, and the AVN is the secondary pacemaker. The heart rate is determined by the firing rate of the SAN and the AVN. Procoralan acts on the SAN and AVN to reduce the heart rate.

**Location of the β-1 receptors**

β-1 receptors are located in the SAN and AVN. They are also found in the heart muscle and the kidneys. Procoralan acts on the β-1 receptors in the SAN and AVN to reduce the heart rate.

**Effect of Procoralan on the heart rate**

Procoralan acts on the β-1 receptors in the SAN and AVN to reduce the heart rate. This leads to a decrease in the firing rate of the SAN and AVN, which results in a lower heart rate.

**Effect of Procoralan on the heart rate (continued)**

Procoralan acts on the β-1 receptors in the SAN and AVN to reduce the heart rate. This leads to a decrease in the firing rate of the SAN and AVN, which results in a lower heart rate.

# Aviscardio

n°3

## Insuffisance cardiaque : le défi de la qualité de vie

**L'insuffisance cardiaque n'est pas qu'une maladie du muscle cardiaque**  
F. Carré

**L'éducation thérapeutique du patient insuffisant cardiaque**  
P. Jourdain

**Sexualité du patient insuffisant cardiaque**  
Ph. Meurin

Avi:cardio

Editorial

## L'insuffisance cardiaque : une maladie à multiples facettes

Dr Ph. Meurin - Centre de rééducation cardiaque de la Brie - Les Grands Prés - Villeneuve 77016

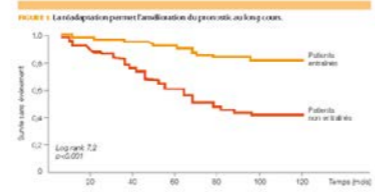
C'est bien parce que l'insuffisance cardiaque est une maladie qui touche l'ensemble de l'organisme que la rééducation cardiaque est si bénéfique.

Comme l'épiqueur X. Cabré, c'est parce que ces patients souffrent d'une altération musculaire et pulmonaire que le réentraînement à l'effort est particulièrement efficace sur leur qualité de vie. Néanmoins, cet effet positif de l'exercice se maintient à très long terme dans une étude randomisée publiée en 2012 par Belardinelli, après un suivi de 15 ans, les patients entraînés avaient une meilleure VO<sub>2</sub> et un meilleur pronostic que les patients non entraînés (1).

Mais l'exercice doit qu'être partie de la prise en charge globale de ces patients. Il s'agit en effet d'une altération systémique de la fonction des systèmes métaboliques, la discussion des traitements médicamenteux, la discussion des traitements électrolytiques, la possibilité de bilan d'étiologie, comorbides... et la mise en œuvre d'un programme éducatif thérapeutique. En effet, comment imaginer comme nous le rappelle Jourdain soigner un patient souffrant d'une maladie chronique sans qu'il ait compris que l'exercice n'est pas en soi la solution, mais qu'il doit être accompagné de conseils adaptés à chaque patient et à sa situation personnelle.

Enfin, certains aspects de la vie des patients ne sont que trop souvent abordés dans une étude récente (2) : les femmes et 60 % des hommes insuffisants cardiaques interrogés ont rapporté qu'aucun des professionnels de santé les ayant pris en charge au cours des trois dernières années n'avait abordé leur sexualité. Ceci est une préoccupation que nous avons encore des progrès à faire.

**Impact des nouvelles recommandations dans la prise en charge de mon patient insuffisant cardiaque**



Avi:cardio

## Sexualité du patient insuffisant cardiaque

Dr Ph. Meurin

On considère bien trop souvent l'insuffisance cardiaque (IC) comme une maladie dont le pronostic vital est si mauvais qu'il est utile mais secondaire de se préoccuper de la qualité de vie et tout à fait superflue de s'intéresser à la sexualité de ces patients. Ainsi, dans une étude récente, 75 % des femmes et 60 % des hommes IC interrogés ont rapporté qu'aucun des professionnels de santé les ayant pris en charge au cours des trois dernières années n'avait abordé leur sexualité (1). Or le pronostic de l'IC s'améliore significativement, la mortalité touche des patients de tous âges et est élevée puisque toujours sur leur sexualité, et ces patients sont demandeurs d'applications voire de traitements. Cet aspect de la vie des patients doit donc être abordé (2).

**EFFETS CARDIOVASCULAIRES DE L'ACTE SEXUEL - RISQUES POTENTIELS CHEZ L'INSUFFISANT CARDIAQUE**

Chez le sujet sain un rapport sexuel conduit avec le partenaire habituel représente une activité physique d'intensité modérée. En effet, la fréquence cardiaque dépasse temporairement 130 bpm

et la pression artérielle systolique 170 mmHg. Ceci correspond à un effort de 3 à 5 METS (1 MET = métabolisme au repos) correspondant à 3,5 ml/kg/min de consommation d'oxygène, comparable au métabolisme basal. C'est à dire la moitié rapide de 2 heures. Cette équivalence rapport sexuelle sportive chez le patient IC est moins discutée, et on peut assister à une élévation importante (mais le plus souvent bien tolérée) des pressions artérielles lors de cet acte défilé (3). Il faut donc, comme pour tout effort, stabiliser les risques avant possible conseil aux patients (figure 1). Globalement, l'activité sexuelle est recommandée chez le patient asymptomatique ou avec une symptomatologie en classe NYHA I, évaluée en classe III et IV. Le patient doit donc bien comprendre que les conseils ou interdits sont transitoires, susceptibles de changer avec son état clinique.

Globalement cependant, les patients et leurs partenaires doivent être rassurés : dans 3 études rapportées dans les recommandations américaines (4), parmi plus de 5 000 couples adultes atteints, seulement 66 % sont intervenus au cours d'un acte sexuel, favorisés dans 75 % des cas par le fait qu'il s'agissait

d'un rapport extra-matrimonial. Par ailleurs, chez les patients porteurs d'un défibrillateur il n'y a pas plus de trouble du rythme lors d'un rapport sexuel que lors d'un exercice physique modéré et pas de risque particulier de problèmes aigus d'insuffisance cardiaque.

**SEXUALITÉ ET INSUFFISANCE CARDIAQUE**

Pour être dans quelle est quantifiable et stable, on a souvent la tentation de limiter les conseils aux conseils aux troubles de l'érection (1). Il y a aussi bien souvent un décalage pour le patient asymptomatique ou avec une symptomatologie en classe NYHA I, évaluée en classe III et IV. Le patient doit donc bien comprendre que les conseils ou interdits sont transitoires, susceptibles de changer avec son état clinique.

Avi:cardio

## Prise en charge d'une dysfonction érectile (DE) chez un patient insuffisant cardiaque

FIGURE 1 : Prise en charge d'une dysfonction érectile (DE) chez un patient insuffisant cardiaque

**Évaluation initiale**

- Anamnèse (âge, état général, risque d'effort...)
- Recherche de la cause de la DE (diabète,...
- Examen clinique (FCV, pression artérielle...)

**Risque faible**

- Activité sexuelle recommandée
- Interdiction de l'activité sexuelle

**Risque intermédiaire**

- Recherche de la cause de la DE
- Conseils thérapeutiques adaptés

**Risque élevé**

- Activité sexuelle recommandée
- Précautions avant l'activité sexuelle

**PRISE EN CHARGE DE LA DYSFONCTION ÉRECTILE**

La première étape du traitement consiste en l'optimisation du traitement médicamenteux de l'insuffisance cardiaque, afin de stabiliser le patient (figure 2), et en la modification du style de vie, en insistant en particulier sur le sevrage tabagique (5).

La deuxième étape consiste en la prescription de réentraînement à l'effort. Il a bien été démontré que l'entraînement physique régulier mène à une intensité modérée (60 % du pic de consommation maximale en aérobie, c'est-à-dire une intensité bien tolérée et peu dyspnéique) permet une amélioration rapide des capacités

fonctionnelles de la qualité de vie, et probablement par l'intermédiaire d'une amélioration de la fonction endothéliale de la fonction sexuelle masculine globale. En effet, l'exercice physique permetait dans l'étude randomisée réalisée par Belardinelli une amélioration de la relation entre le traitement de l'insuffisance cardiaque et la qualité de vie des patients (6).

Enfin, les inhibiteurs de la phosphodiestérase 5 sont utiles et peuvent être autorisés chez les patients stables NYHA I ou 2, ils améliorent l'érection en augmentant la sécrétion d'oxyde nitrique, provoquant ainsi une vasodilatation du vaisseau pénien. Ils sont efficaces chez les patients insuffisants cardiaques stables (7) ou, pour une même efficacité, chez les patients insuffisants cardiaques stables (8) en raison de la baisse des pressions pulmonaires qu'ils entraînent. Ils sont bien tolérés pourvu que leur contre-indication absolue d'association

**En bref**

- La sexualité du patient insuffisant cardiaque ne doit pas être négligée.
- Un rapport sexuel représente un effort physique relativement léger.
- Le risque de survenue d'événements cardiovasculaires graves de type infarctus ou AVC est stable chez un patient stable.
- L'insuffisance cardiaque, la dysfonction érectile et la dépression peuvent former un cercle vicieux responsable d'une détérioration supplémentaire de la qualité de vie de ces patients.
- Le traitement de la dysfonction érectile repose sur la stabilisation de la maladie, l'exercice physique et les inhibiteurs de la phosphodiestérase 5.
- L'éducation et l'éducation du patient et de son partenaire sont indispensables.

## Table Ronde

**Impact des nouvelles recommandations dans la prise en charge de mon patient insuffisant cardiaque**

**STAFF**

## La sortie hospitalière

Une étape décisive pour éviter les réhospitalisations itératives

## Invitations à des événements scientifiques

Scientific events invitations

## 11<sup>èmes</sup> JOURNÉES FRANÇAISES DE L'INSUFFISANCE CARDIAQUE

DU 17 AU 18 SEPTEMBRE 2015

NANCY

INVITATION

### SYMPOSIUM

du 17 SEPTEMBRE 2015

INVITATION SYMPOSIUM du 23 OCTOBRE 2015

lors du 27<sup>ème</sup> CONGRÈS CNCF

DU 22 AU 24 OCTOBRE 2015

MARSEILLE

Invitation

Symposium du 19 novembre 2015

21<sup>ème</sup> congrès CNCF

DU 19 AU 20 NOVEMBRE 2015

Paris

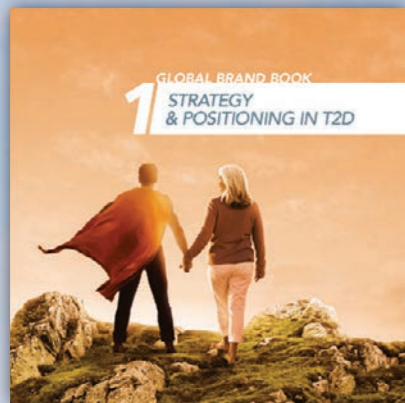
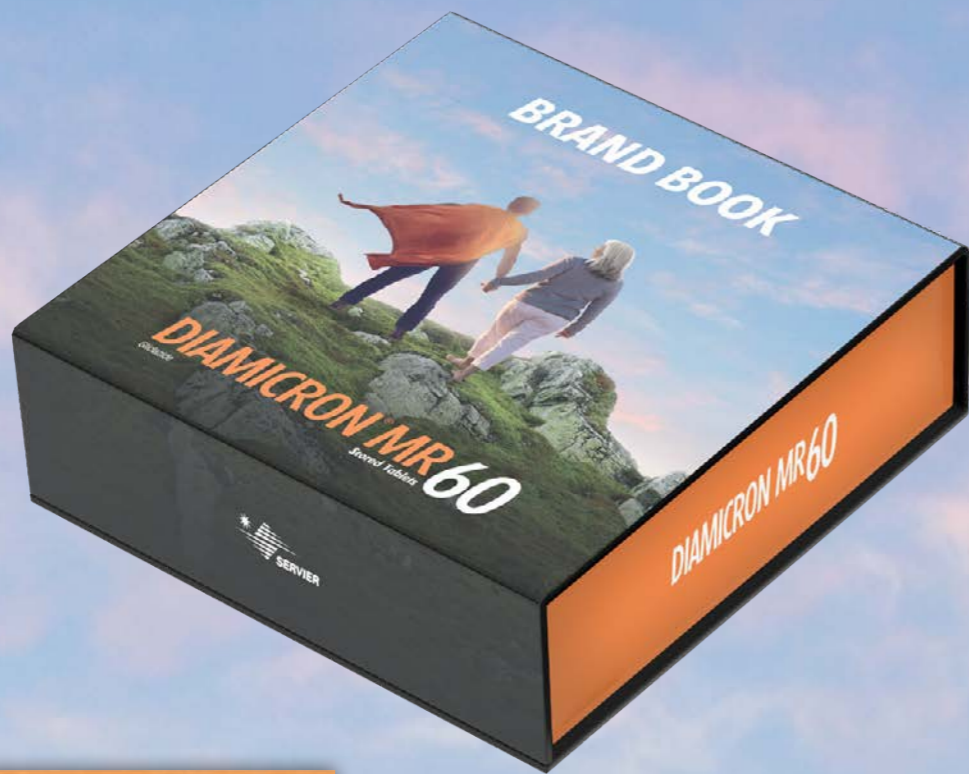
**Magazine santé**  
Healthcare magazine

Publication professionnelle à destination des médecins.  
Professional magazine for physicians.



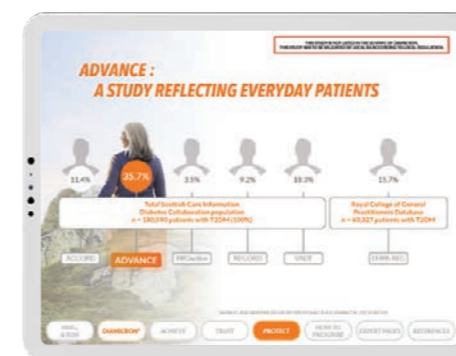
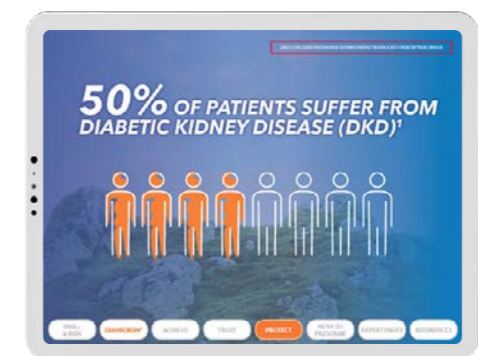
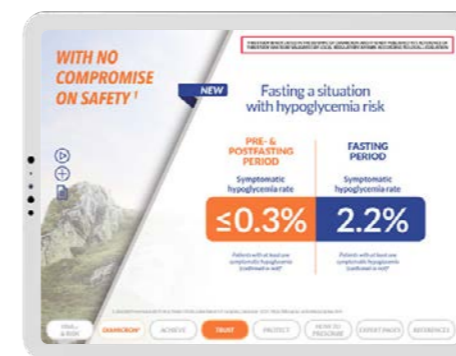
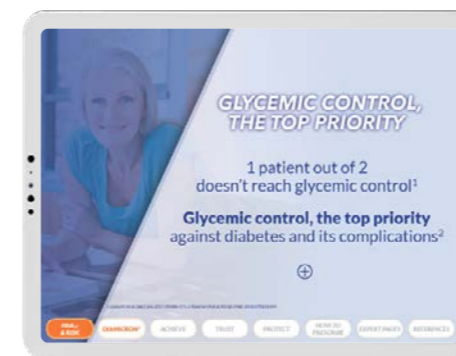
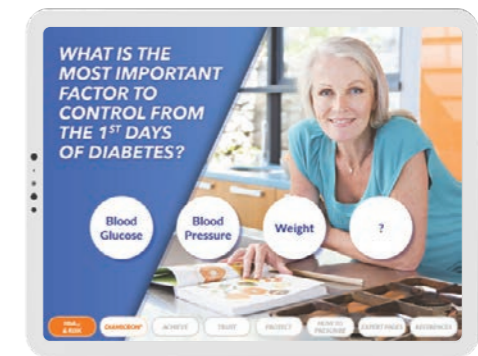
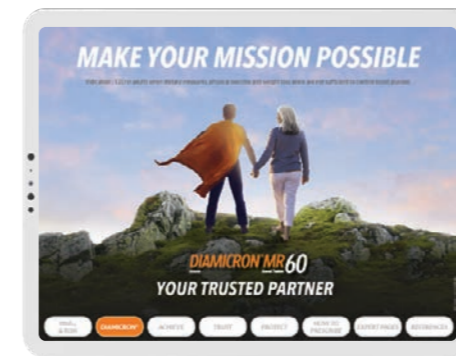
**Affiche et invitations aux symposiums lors de congrès médicaux**  
*Medical congress poster and symposia invitations*





**Charte graphique à partir d'un visuel existant**  
*Brand book from an existing imagery*

Création d'une charte graphique et d'une nouvelle maquette pour l'aide de visite.  
*New brand book and and new layout for the visual aid.*

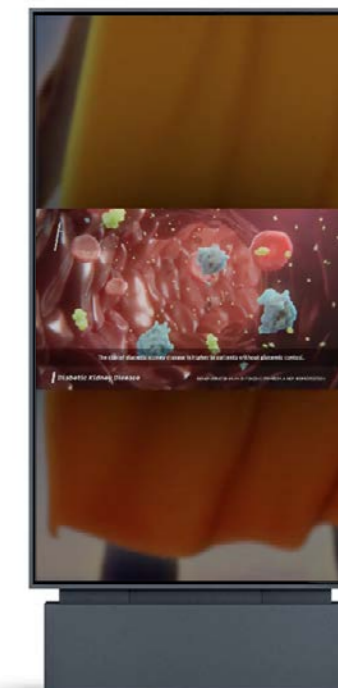
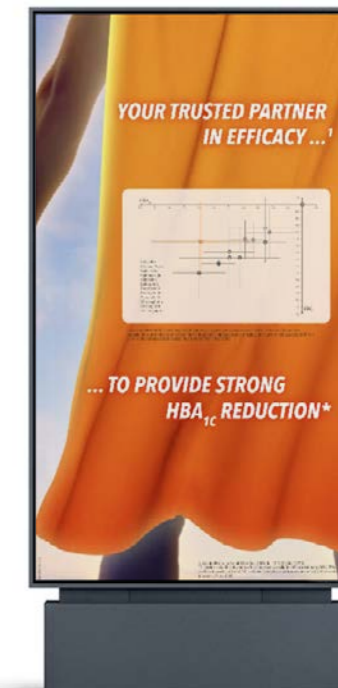
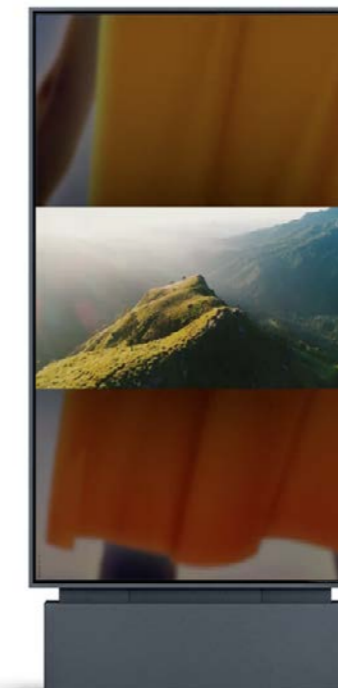
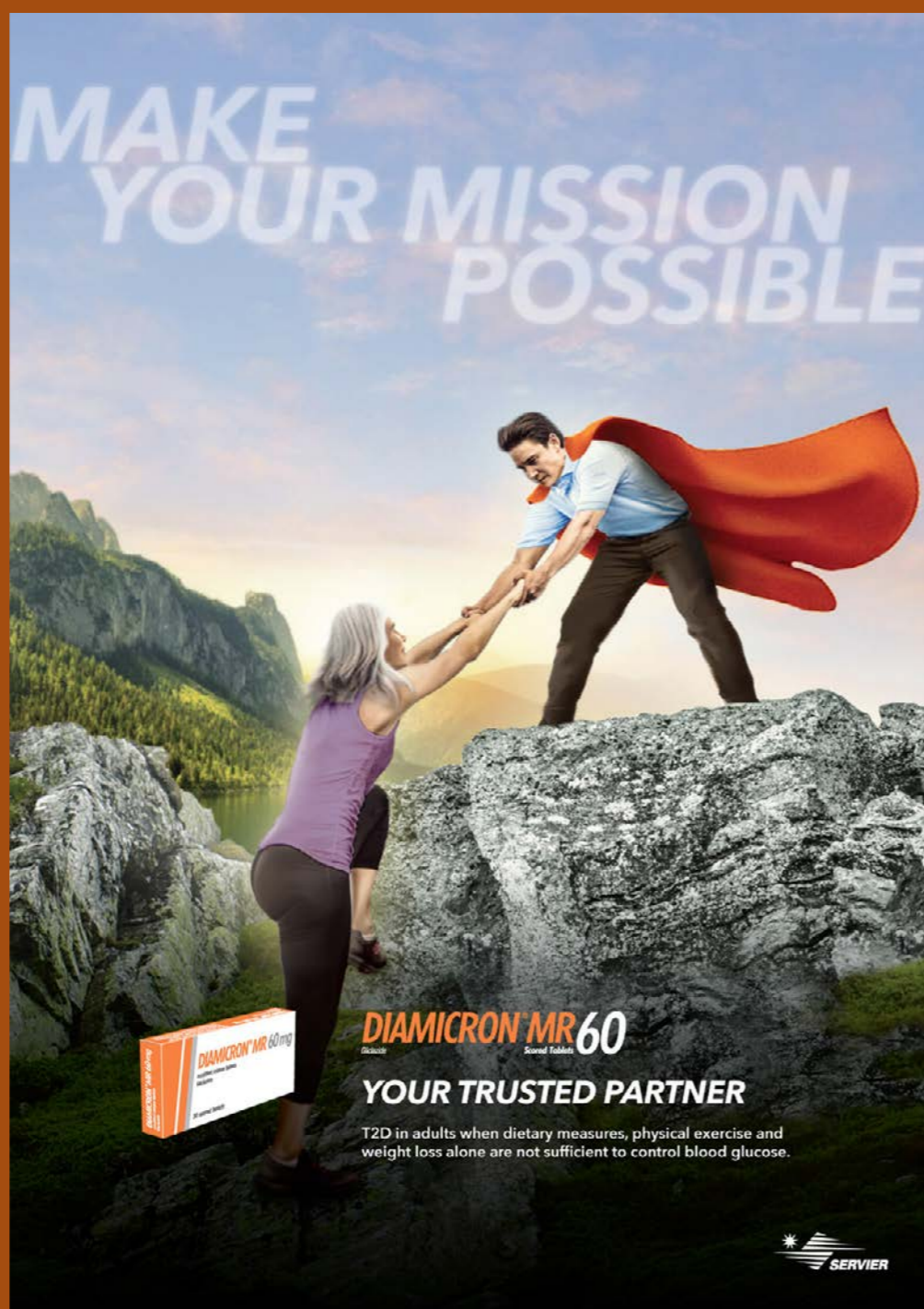






**Page presse Diamicron®**  
Diamicron® press ad

Évolution de mi-vie avec un nouveau visuel  
Half-life update with a new imagery



**Écran stand congrès**  
Congress booth screen

Animation 3D et motion design.  
3D animation and motion design.

**IT'S TIME TO**

**HEAR** **TALK** **SEE**

You are too tired

About your untimely thirst

You have a blurry vision

**#ACTNOWFORDIABETES**  
TAKE ACTION & TALK TO YOUR DOCTOR TO CHECK WHERE YOU STAND

**TYPE 2 DIABETES**  
Half of people with diabetes are undiagnosed.  
You may be one of them.

**SERVIER**

**Campagne de sensibilisation au diabète**  
Diabetes awareness campaign

**IT'S TIME TO**

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**SERVIER**

AS YOU KNOW, 1 PATIENT OUT OF 2 IS UNDIAGNOSED AND DIABETES IS ONE OF THE LARGEST GLOBAL HEALTH EMERGENCIES

The most common symptoms of type 2 diabetes include:

- THIRSTY
- TIRED
- BLURRY VISION
- FREQUENT NEED TO URINATE
- SUDDEN WEIGHT LOSS

Servier co-created this diabetes awareness campaign with patients in order to prevent the type 2 diabetes complications

**#ACTNOWFORDIABETES**  
TAKE ACTION & TALK TO YOUR DOCTOR TO CHECK WHERE YOU STAND

Servier is committed to serve patient needs with the help of healthcare professionals.

**SERVIER**

**IT'S TIME TO**

**HEAR** **TALK** **SEE**

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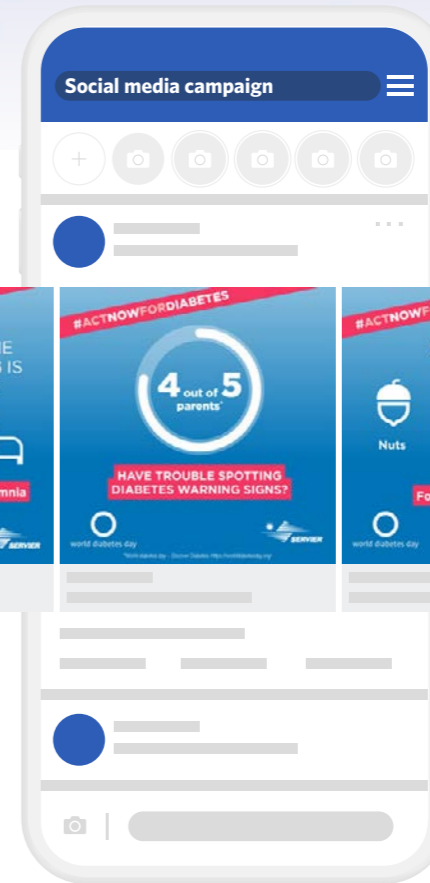
**TYPE 2 DIABETES**  
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You may be one of them.

**SERVIER**

**IT'S TIME TO TALK**

**#ACTNOWFORDIABETES**  
TAKE ACTION & TALK TO YOUR DOCTOR TO CHECK WHERE YOU STAND

About your untimely thirst



**#ACTNOWFORDIABETES**

DID YOU KNOW THAT **TYPE 2 DIABETES** IS A MAJOR CAUSE OF BLINDNESS, KIDNEY FAILURE, AND HEART ATTACK?  
Don't wait: talk to your doctor about testing!

**#ACTNOWFORDIABETES**

INDICATE WHICH ONE OF THESE **SYMPTOMS** IS ONE OF **DIABETES**:

- Increasing thirst
- Fever
- Insomnia

**#ACTNOWFORDIABETES**

**4** out of 5 parents  
HAVE TROUBLE SPOTTING DIABETES WARNING SIGNS?

**#ACTNOWFORDIABETES**

**CHOOSE**

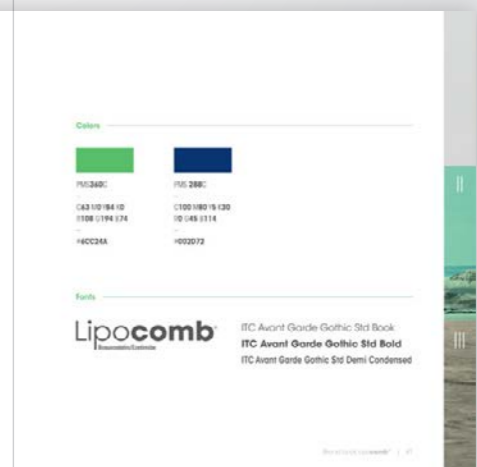
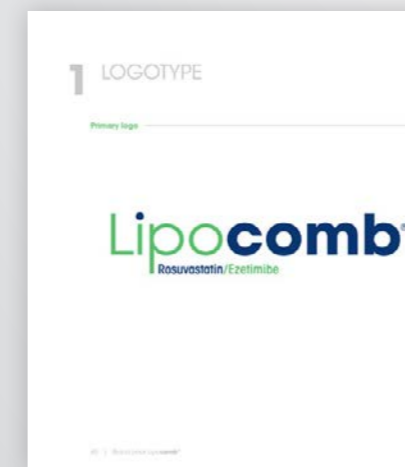
- Nuts
- Fresh fruit
- Unsweetened yogurt

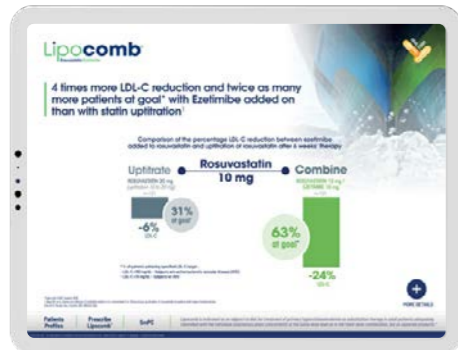
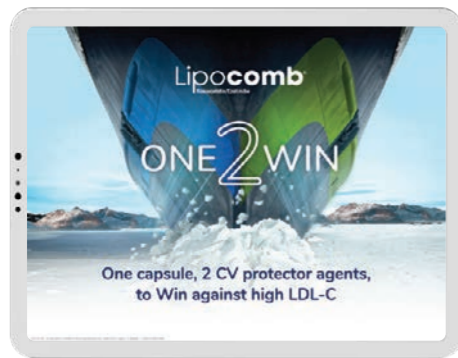
For your daily snacks.

**#ACTNOWFORDIABETES**

**DID YOU KNOW?**  
**374** MILLION people are at increased risk of developing type 2 diabetes

Charte graphique  
à partir d'un visuel  
existant  
Brand book from an  
existing imagery





# LipoNews #1

11 launches in the past 3 years and 20 new launches in the 3 next years

2021 is a turning point for new challenges in new countries, with Lipocomb to achieve more than 107 ME of sales in 2021!

**New!** A new digital app to support you in the launch of Lipocomb

This new internet app is available in the Servier store in order to establish a launch excellence process and share the best practices among the affiliates and gain the maximum market share in the shorter time possible.

- This app specifically developed for Lipocomb contains all the dedicated documents for a launch excellence process rollout and best practice sharing (from 10 to 15 countries)
- Training will be ensured so that you can create your own account and digital toolset including all the key requirements to gain maximum market share. You will receive:
  - Information on key steps and timelines for finance, marketing, sales, training, legal & supply department
  - Tailoring to individual country situations
  - Treatment with best practices from countries that launched already and their key success factors

It's a full launch spreadsheet, to be filled in with progress report, checklists and a library accessible from your iPad

**We wish you a successful launch. ONE2WIN to win together !**

FOR INTERNAL USE ONLY - DO NOT DISTRIBUTE EXTERNALLY OEE 0466 - 22 02/04/21 EN

▲ Aide visual de visite digitale  
e-Visual Aid

◀ Newsletter

▶ Animations pour présentations digitales  
Animations for screen presentations



**But, above all,**

# TAKE CONTROL OF MY CHOLESTEROL

High cholesterol can build up in your body. Having too much in your bloodstream can increase your risk of a heart attack or stroke. To reduce cardiovascular risks, you can stop smoking, eat healthily, move more, lose weight and take medications!

**SERVIER**

**Campagne de sensibilisation au cholestérol**  
Cholesterol awareness campaign

**CHOLESTEROL** is a type of fat that blood and body needs it to build cells

Cardiovascular disease is linked to high cholesterol!

**THE ONLY WAY TO FIND OUT IS TO HAVE A BLOOD TEST<sup>1</sup>**

How to control my cholesterol?

**Be physically active**

**Loose weight**

**MY NEW YEAR'S RESOLUTION FOR 2020**

- FINISH MY STAMP COLLECTION
- CHANGE MY CURTAINS
- LEARN TO CROSS MY EYES

**But, what is crucial is to**

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**SERVIER**

**BBQ!**

**NEW SUNGLASSES**

**LEARN KITESURF**

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**SERVIER**

**BACK TO WORK**

- SCHOOL SUPPLIES LIST
- START HOME YOGA WORKOUT
- ENROL YOUNGEST IN MUSIC SCHOOL
- BOOK CAR SERVICING

**But, above all,**

# TAKE CONTROL OF MY CHOLESTEROL

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**SERVIER**



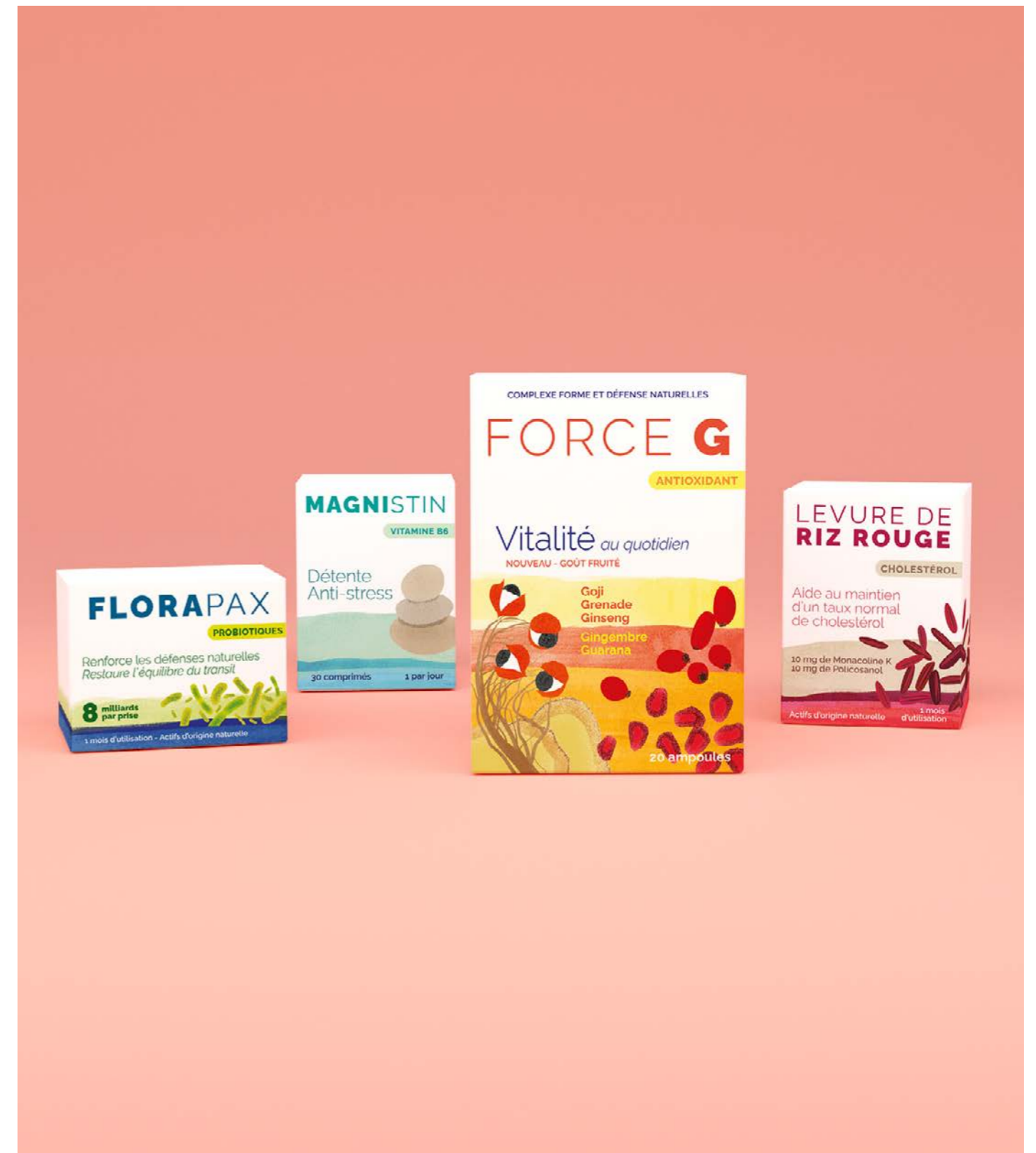
## Packaging médicament Drug packaging

### Gamme Daflon Daflon line

Prescription et libre accès.  
Création et suivi de fabrication jusqu'au prototypage.  
Prescription and non-prescription.  
Design and prototyping.



Gamme Rhinoflash  
*Rhinoflash line*  
 Logotype et packaging  
*Logotype and packaging*



Compléments alimentaires  
*Dietary supplements*  
 Logotype et packaging  
*Logotype and packaging*



**Communication institutionnelle externe**  
Corporate external communication

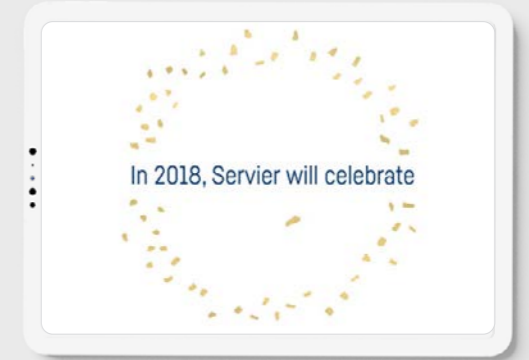
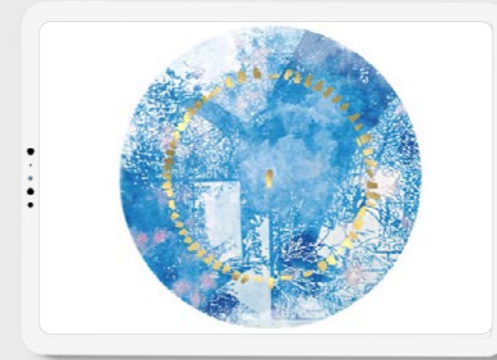






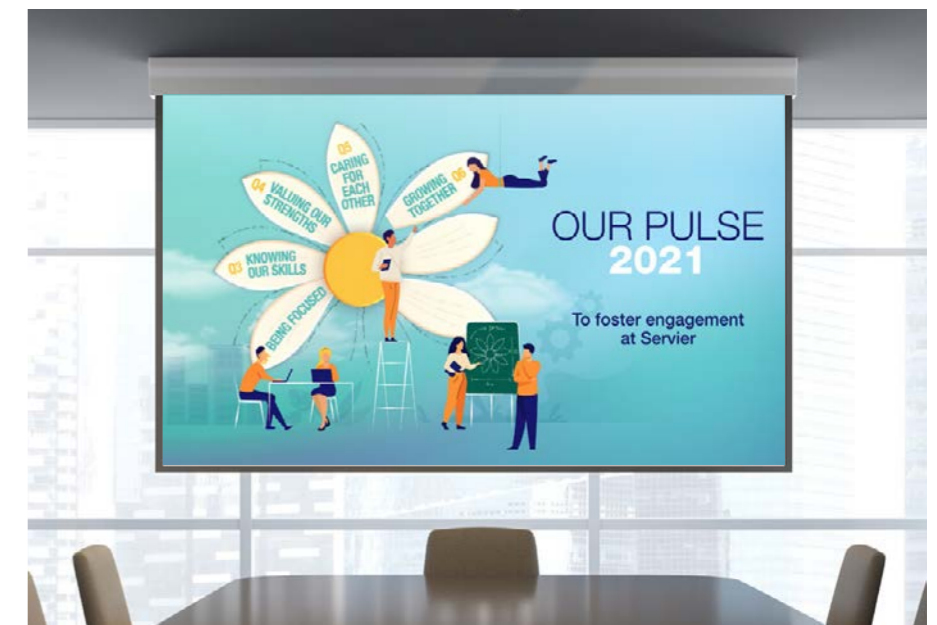
**Carte de vœux animée**  
*Animated greeting card*

Motion design à partir de l'oeuvre ci-dessus de Jean-Paul Agosti, "Le ciel de Perrarinnes" (2005).  
Motion design from the painting above by Jean-Paul Agosti, "Le ciel de Perrarinnes" (2005).





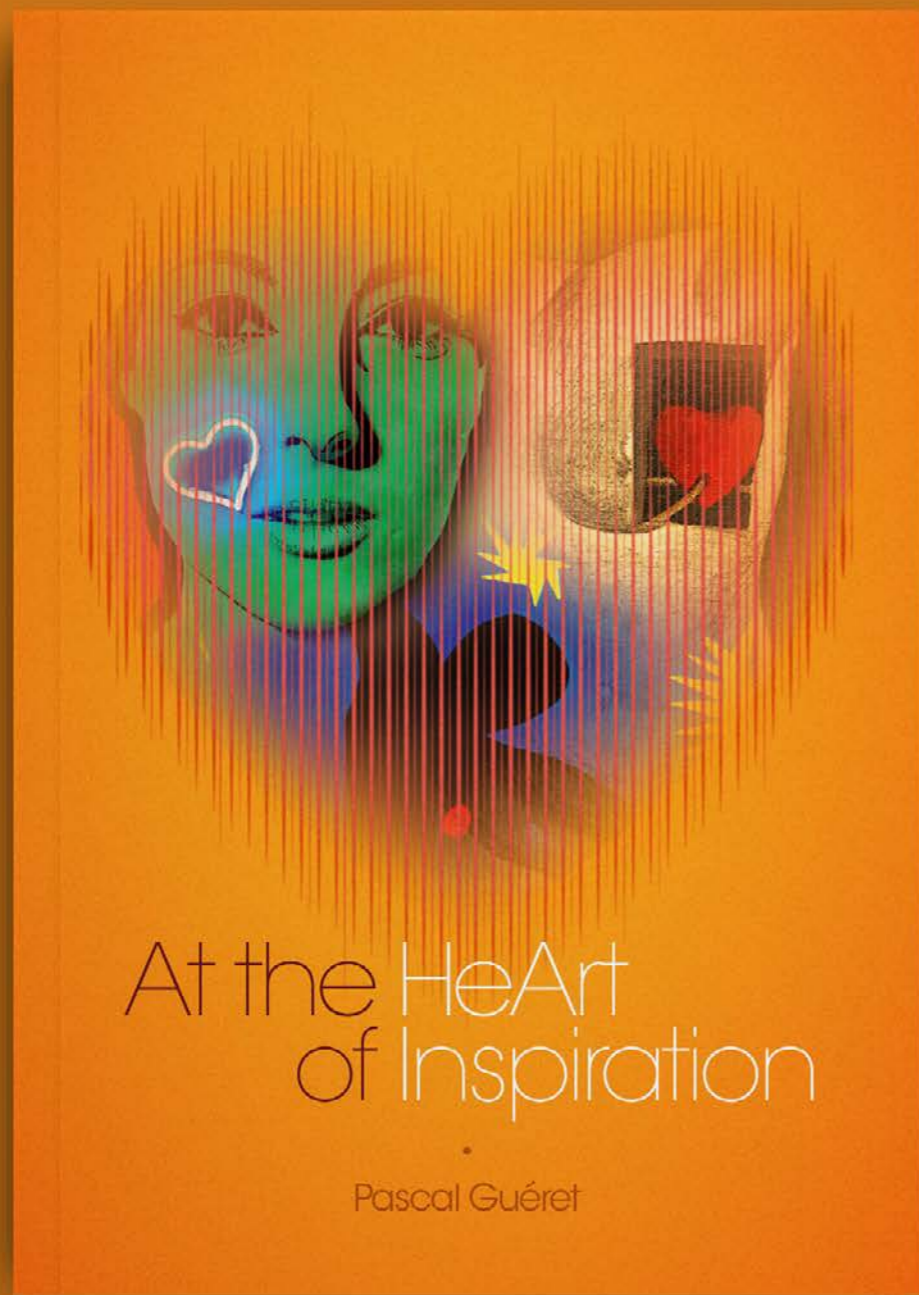
**Communication institutionnelle interne**  
 Corporate internal communication



Animation d'introduction pour les présentations digitale.  
 Screen presentation opening animation.







# At the Heart of Inspiration

Pascal Guéret

### I'll Be There; The Glass Dog Giorgio de Chirico • 1914

**G**iorgio de Chirico was born to Italian parents in Greece, moved to Italy, and grew up with a sense of being an outsider. He was the first to introduce the concept of the "metaphysical city" into art. He painted the "metaphysical city" in a way that was both realistic and surreal, creating a sense of mystery and ambiguity. His work was characterized by a sense of "metaphysical" space, a sense of "metaphysical" time, and a sense of "metaphysical" light. He was the first to introduce the concept of the "metaphysical city" into art. He painted the "metaphysical city" in a way that was both realistic and surreal, creating a sense of mystery and ambiguity. His work was characterized by a sense of "metaphysical" space, a sense of "metaphysical" time, and a sense of "metaphysical" light.



### The Lovesick Man George Grosz • 1916

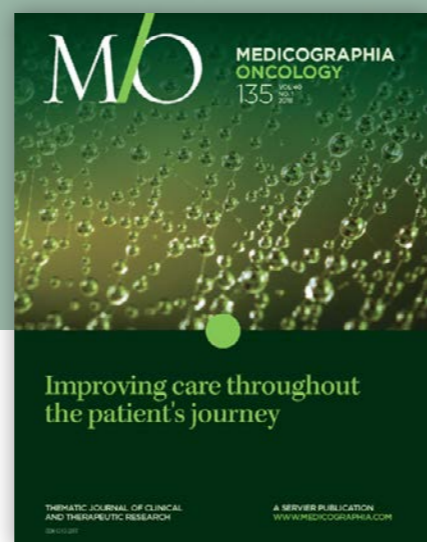
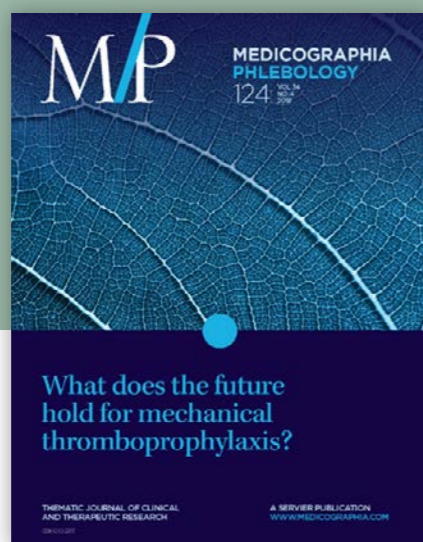
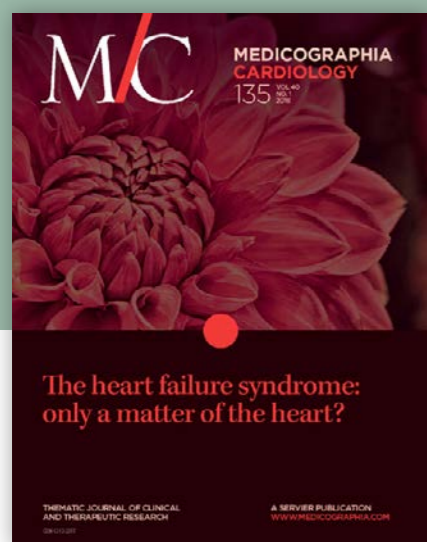
**B**orn in Berlin in 1895, George Grosz was 21 when World War I broke out. He studied at the Bauhaus and was a member of the Die Brücke movement. He was a leading figure in the German Dada movement, which was a reaction against the traditional values of society and the war. His work was characterized by a sense of "metaphysical" space, a sense of "metaphysical" time, and a sense of "metaphysical" light. He was the first to introduce the concept of the "metaphysical city" into art. He painted the "metaphysical city" in a way that was both realistic and surreal, creating a sense of mystery and ambiguity. His work was characterized by a sense of "metaphysical" space, a sense of "metaphysical" time, and a sense of "metaphysical" light.



### Nissa Bella Marital Raysse • 1964

**T**he work of the painting begins with the materials and techniques used in its construction. It is a portrait of a woman, Nissa Bella, who was a friend of the artist. The painting is characterized by a sense of "metaphysical" space, a sense of "metaphysical" time, and a sense of "metaphysical" light. He was the first to introduce the concept of the "metaphysical city" into art. He painted the "metaphysical city" in a way that was both realistic and surreal, creating a sense of mystery and ambiguity. His work was characterized by a sense of "metaphysical" space, a sense of "metaphysical" time, and a sense of "metaphysical" light.





Revue scientifique  
 'Medicographia'  
 Scientific journals 'Medicographia'

15 ans  
years



CHAMBRE  
DE COMMERCE  
FRANÇAISE DE  
GRANDE-BRETAGNE

Raffi Ekmekjian  
GRAPHIC DESIGNER

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rekmejian@ccfgb.co.uk / www.ccfgb.co.uk

## FRENCH CHAMBER OF COMMERCE IN GREAT BRITAIN

GRAPHIC DESIGNER | 2008 - 2010

► La Chambre de Commerce Française de Grande-Bretagne (CCFGB) est la plus importante Chambre de commerce étrangère au Royaume-Uni et une des plus importante Chambre française à l'étranger avec plus de 600 compagnies membres.

*The French Chamber of Commerce in Great Britain is the largest Foreign Chamber in the UK as well as one of the top French Chambers worldwide, with more than 600 member companies.*

### TRAVAIL INCLUANT WORK INCLUDES

Identité visuelle | *Corporate identity*  
Magazine (maquette et mise en page) | *Magazine (design and layout)*  
Publications (livres et newsletters) | *Publications (books and e-newsletters)*  
Invitations (imprimées et électronique) | *Invitations (print and electronical)*  
Publicités | *Advertising* ☺☺



CHAMBRE  
DE COMMERCE  
FRANÇAISE DE  
GRANDE BRETAGNE

125 ans  
years



CHAMBRE DE COMMERCE FRANÇAISE DE GRANDE-BRETAGNE

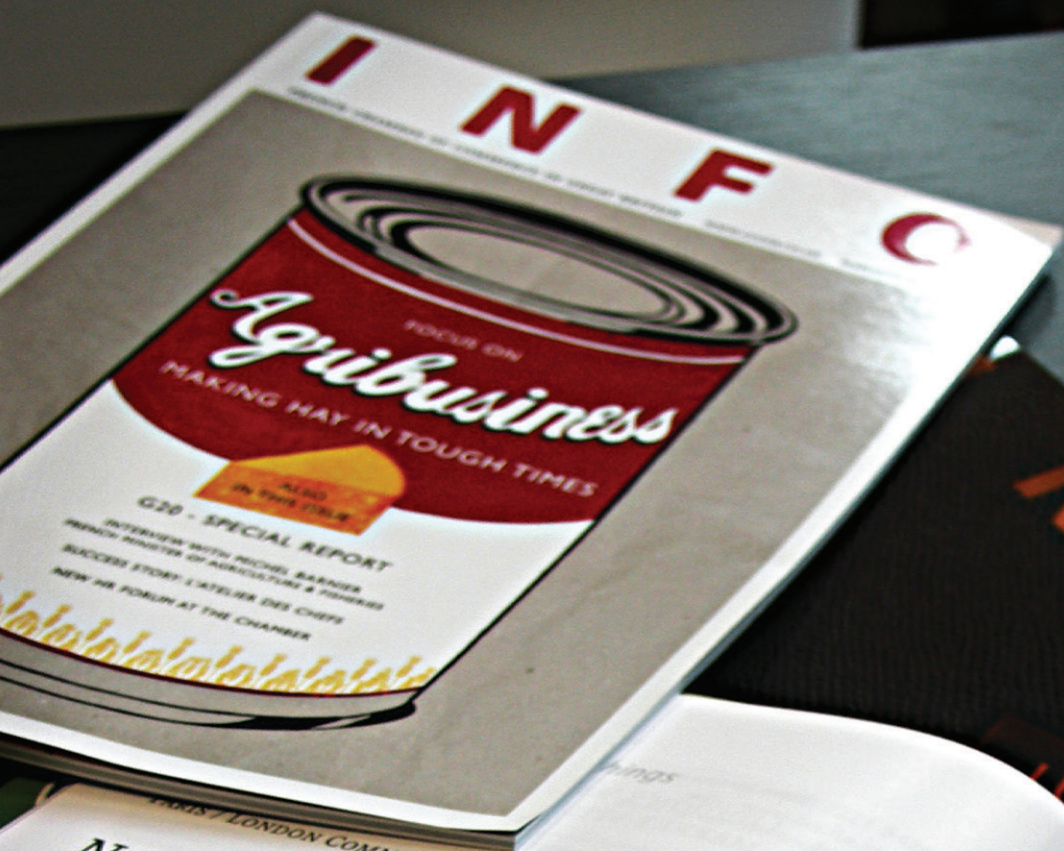
125 ans  
years



CHAMBRE  
DE COMMERCE  
FRANÇAISE DE  
GRANDE BRETAGNE

**Identité visuelle**  
Corporate identity





### INFO magazine

Création d'une nouvelle maquette - la têtère restera cependant inchangée - et mise en page des numéros.

Complete new design (meanwhile the board decided to keep the magazine's header unmodified), and layout of every issue.

**Agribusiness: Making hay in tough times**

Agribusiness is a key sector within the French economy. The sector is a key driver of growth, and is a major source of employment. The sector is a key driver of growth, and is a major source of employment. The sector is a key driver of growth, and is a major source of employment.



**The EU and agriculture: overview of a longstanding bone of contention**

The European Union (EU) and agriculture have a long and complex relationship. The EU has been a major player in the global agricultural market, and has been a key driver of growth in the sector. The EU has been a major player in the global agricultural market, and has been a key driver of growth in the sector.

**Key statistics:**

- EU agricultural production: 1.5 billion tonnes
- EU agricultural exports: 1.2 billion tonnes
- EU agricultural imports: 1.1 billion tonnes
- EU agricultural trade balance: 1.0 billion tonnes

**Agro-food: Strong basis for French economy**

France is a major player in the global agricultural market, and has been a key driver of growth in the sector. The sector is a key driver of growth, and is a major source of employment. The sector is a key driver of growth, and is a major source of employment.



**Key statistics:**

- French agricultural production: 1.2 billion tonnes
- French agricultural exports: 1.0 billion tonnes
- French agricultural imports: 0.9 billion tonnes
- French agricultural trade balance: 0.8 billion tonnes

**France is satisfied with G20 outcome, says Mme Lagarde**

Christine Lagarde, Director General of the International Monetary Fund (IMF), has expressed her satisfaction with the outcome of the G20 summit. She has praised the leaders for their commitment to global economic growth and stability.



**Key statistics:**

- G20 summit attendance: 190 countries
- G20 summit duration: 10 days
- G20 summit location: St. Petersburg, Russia

**Belen Alexander, president of the CBI, says optimistic in EU trade talks**

Belen Alexander, President of the Confederation of British Industry (CBI), has expressed her optimism regarding the progress of trade talks between the UK and the EU. She believes that the talks are on a positive trajectory and that a deal is within reach.



**Key statistics:**

- CBI membership: 100,000 companies
- CBI revenue: 1.5 billion pounds
- CBI assets: 2.0 billion pounds

**Transport in the UK: The collateral victim of its own success?**

The UK transport sector has experienced significant growth in recent years, but it is facing a number of challenges. The sector is a key driver of growth, and is a major source of employment. The sector is a key driver of growth, and is a major source of employment.

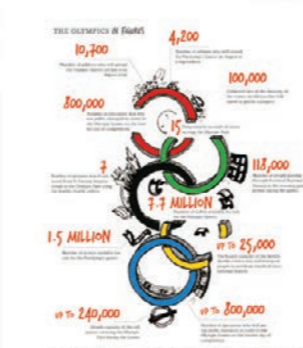


**Key statistics:**

- UK transport revenue: 1.5 billion pounds
- UK transport employment: 1.2 million jobs
- UK transport growth: 5% per year

**Preparing for the Olympics: The Olympics in fluxes**

The 2020 Tokyo Olympics are set to be a major event for the Japanese economy. The event is a key driver of growth, and is a major source of employment. The event is a key driver of growth, and is a major source of employment.



**Key statistics:**

- Olympic revenue: 1.5 billion pounds
- Olympic employment: 1.2 million jobs
- Olympic growth: 5% per year

**REAL ESTATE: Home sweet home?**

The UK real estate market is facing a number of challenges, but it is also experiencing significant growth. The market is a key driver of growth, and is a major source of employment. The market is a key driver of growth, and is a major source of employment.



**Key statistics:**

- UK real estate revenue: 1.5 billion pounds
- UK real estate employment: 1.2 million jobs
- UK real estate growth: 5% per year

**Uncertain times: UK residential real estate & the economy at large**

The UK residential real estate market is facing a number of challenges, but it is also experiencing significant growth. The market is a key driver of growth, and is a major source of employment. The market is a key driver of growth, and is a major source of employment.



**Key statistics:**

- UK residential real estate revenue: 1.5 billion pounds
- UK residential real estate employment: 1.2 million jobs
- UK residential real estate growth: 5% per year

**The museums of France: Throwing off the yoke of bureaucracy**

France's museums are facing a number of challenges, but they are also experiencing significant growth. The museums are a key driver of growth, and are a major source of employment. The museums are a key driver of growth, and are a major source of employment.



**Key statistics:**

- French museum revenue: 1.5 billion pounds
- French museum employment: 1.2 million jobs
- French museum growth: 5% per year

**Does Britain try to punch above its weight?**

Britain is a major player in the global economic market, and has been a key driver of growth in the sector. The sector is a key driver of growth, and is a major source of employment. The sector is a key driver of growth, and is a major source of employment.



**Key statistics:**

- British economic revenue: 1.5 billion pounds
- British economic employment: 1.2 million jobs
- British economic growth: 5% per year

**COVID-19: What's next?**

The COVID-19 pandemic has had a significant impact on the global economy. The pandemic is a key driver of growth, and is a major source of employment. The pandemic is a key driver of growth, and is a major source of employment.



**Key statistics:**

- COVID-19 revenue: 1.5 billion pounds
- COVID-19 employment: 1.2 million jobs
- COVID-19 growth: 5% per year

**The Power of 'U'**

The UK is a major player in the global economic market, and has been a key driver of growth in the sector. The sector is a key driver of growth, and is a major source of employment. The sector is a key driver of growth, and is a major source of employment.



**Key statistics:**

- UK economic revenue: 1.5 billion pounds
- UK economic employment: 1.2 million jobs
- UK economic growth: 5% per year



## Besoin d'une adresse fiable ?

Vous souhaitez vous implanter au Royaume-Uni mais la création d'une structure n'est pas encore à l'ordre du jour ? Une domiciliation de votre société à la CCFGB est alors la réponse adaptée à votre besoin.

Nous vous proposons un service de domiciliation avec redirection postale, téléphonique et la mise à disposition de nos salles de réunion.

Pour plus d'information, appelez le +44 (0) 207 092 6600  
ou visitez [www.ccfgb.co.uk](http://www.ccfgb.co.uk)



**Need a meeting room?**

The French Chamber of Commerce in Great Britain is offering meeting rooms for hire at its offices in central London, only two stops away from St Pancras International.

Our meeting rooms benefit from natural light and are equipped with the latest audiovisual equipment. We are here to respond to your specific requirements and are able to assist you organise meetings ranging from conferences to interviews.

For more information, please call 0207 092 6600  
or visit [www.ccfgb.co.uk](http://www.ccfgb.co.uk)

**Pages presse**  
Press Ads

**McFranck**  
David Brown

dbrown@mcfrank.co.uk / tel: 0207 092 6600 / 299 New Hall Street, London, SE1 4BB

**Need some design advice?**

The French Chamber of Commerce in Great Britain is now offering a full range of graphic design services. You may need to revive your existing logo or create an eNewsletter, our services range from designing logos, brochures and catalogues, to ads or annual reports. We can also assist you in setting up a new range of communication tools suitable for your business.

For more information, please call 0207 092 6600  
or visit [www.ccfgb.co.uk](http://www.ccfgb.co.uk)

## MANCHESTER DINNER

Thursday, 4th December 2008

Guests of Honour  
HE Mr Maurice Gourdault-Montagne  
French Ambassador to the UK  
&  
Mr Arnaud Vaissie  
President of the French Chamber of Commerce in Great Britain

MENU

CHAMBRE  
DE COMMERCE  
FRANÇAISE DE  
GRANDE-BRETAGNE

## DÎNER DE LA RENTRÉE

THURSDAY, 16TH OCTOBER 2008, 19.30 - 23.00  
RENAISSANCE CHANCERY COURT

Guest Speaker  
GILLES MICHEL  
Executive Vice President of Automobiles Citroën &  
Member of Renault Nissan Citizen Managing Board

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AWARDS

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CITROËN

Annual Financial Lunch

## Événements

### Events

Une cinquantaine d'événements sont organisés annuellement, avec des personnalités du monde politique, économique ou culturel. Ici des exemples d'invitations papier ou électronique.

About 50 events are organised each year, with personalities from the British and French political, business and cultural worlds. A few examples of printed and electronic invitations.



125 ans years

Business Club | Forums | Events  
Conferences | Room hire |  
INFO Magazine | Business  
support services | VAT recovery |  
Accountancy & Payroll services

**The strength of a network**  
of 600 member companies  
Franco-British Business  
Directory | Fiscal representation |  
Business Club | Partner search |  
The strength of a network  
of 600 member companies  
Events | Conferences | Forums |  
INFO Magazine | Franco-British  
Business Club | Partner search |

CHAMBRE  
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GRANDE-BRETAGNE



15 ans years

*Franco  
British*  
BUSINESS AWARDS

francobritish  
chamber of commerce & industry



Wine tasting at the Chamber

BACCHUS GOURMAND EVENTS  
GRANDS VINS



LUXURY CLUB  
THE FRENCH CHAMBER OF COMMERCE IN GREAT BRITAIN



FRENCH CHAMBER OF COMMERCE IN GREAT-BRITAIN

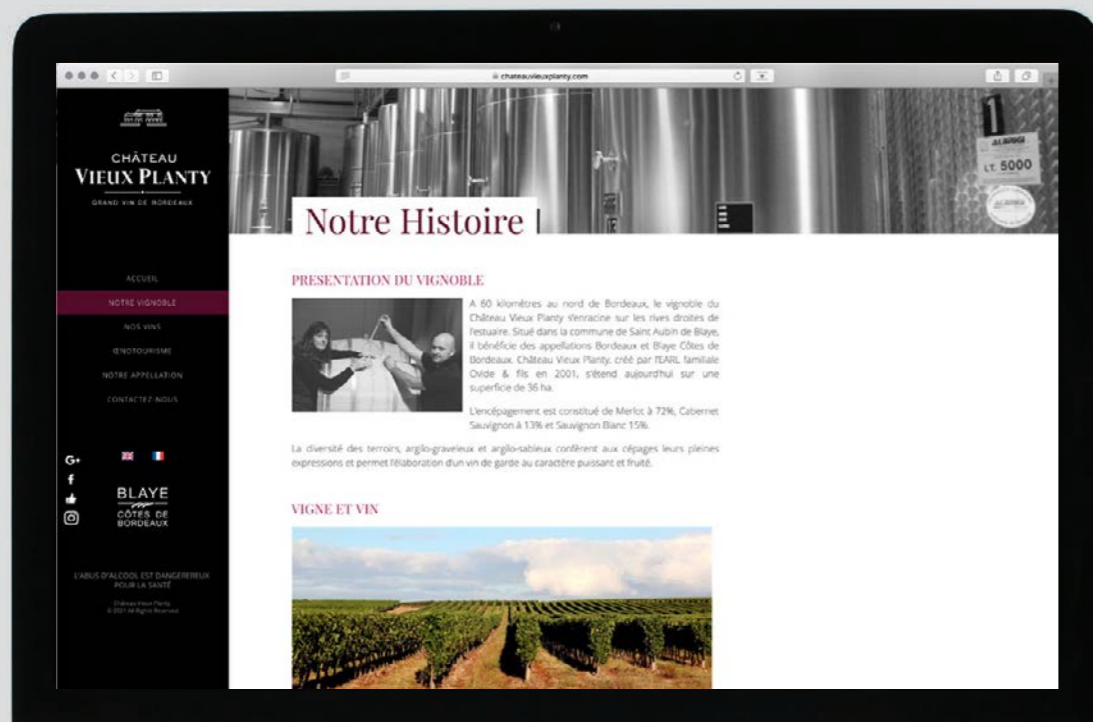
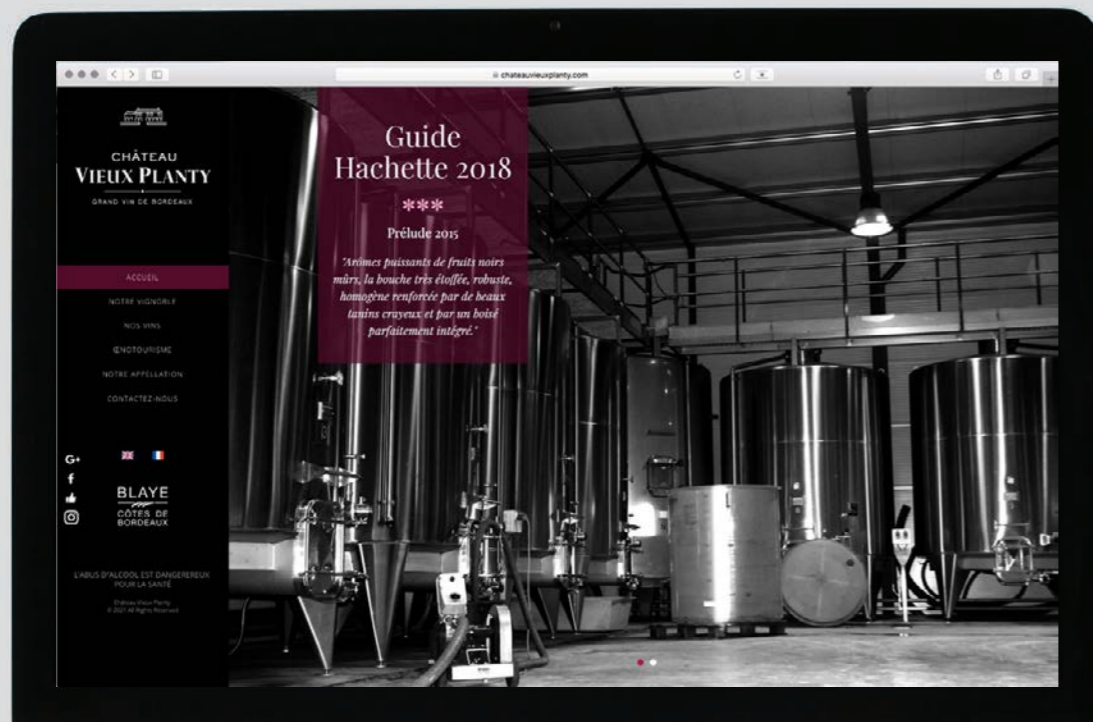
*Le Dîner des Chefs*



organic & tasty Exhibition 2009



Golf Tournament



## CHÂTEAU VIEUX PLANTY

FREELANCE ◀ 2018

► A 60 kilomètres au nord de Bordeaux, le vignoble du Château Vieux Planty s'enracine sur les rives droites de l'estuaire. Situé dans la commune de Saint Aubin de Blaye, il bénéficie des appellations Bordeaux et Blaye Côtes de Bordeaux.

*Château Vieux Planty, located 60 kilometers north of Bordeaux on the right bank of the Gironde Estuary in the village of Saint Aubin de Blaye, carries the appellation: Blaye Côtes de Bordeaux.*

**TRAVAIL INCLUANT  
WORK INCLUDES**

Site web | Website  
Brochure | Leaflet ☒



# SAFRAN D'ARMÉNIE

Armenian Saffron




## SAFRAN D'ARMÉNIE

FREELANCE ◀ 2022

► Situé à l'extrémité est du haut plateau arménien, 'Safran d'Arménie' produit un safran d'excellence.

*Located in the eastern region of the armenian highland, 'Safran d'Arménie' produces a premium quality saffron.*

### TRAVAIL INCLUANT WORK INCLUDES

Logotype | Logotype  
Packaging | Packaging  
Site web | Website 

# advenia



## ADVENIA

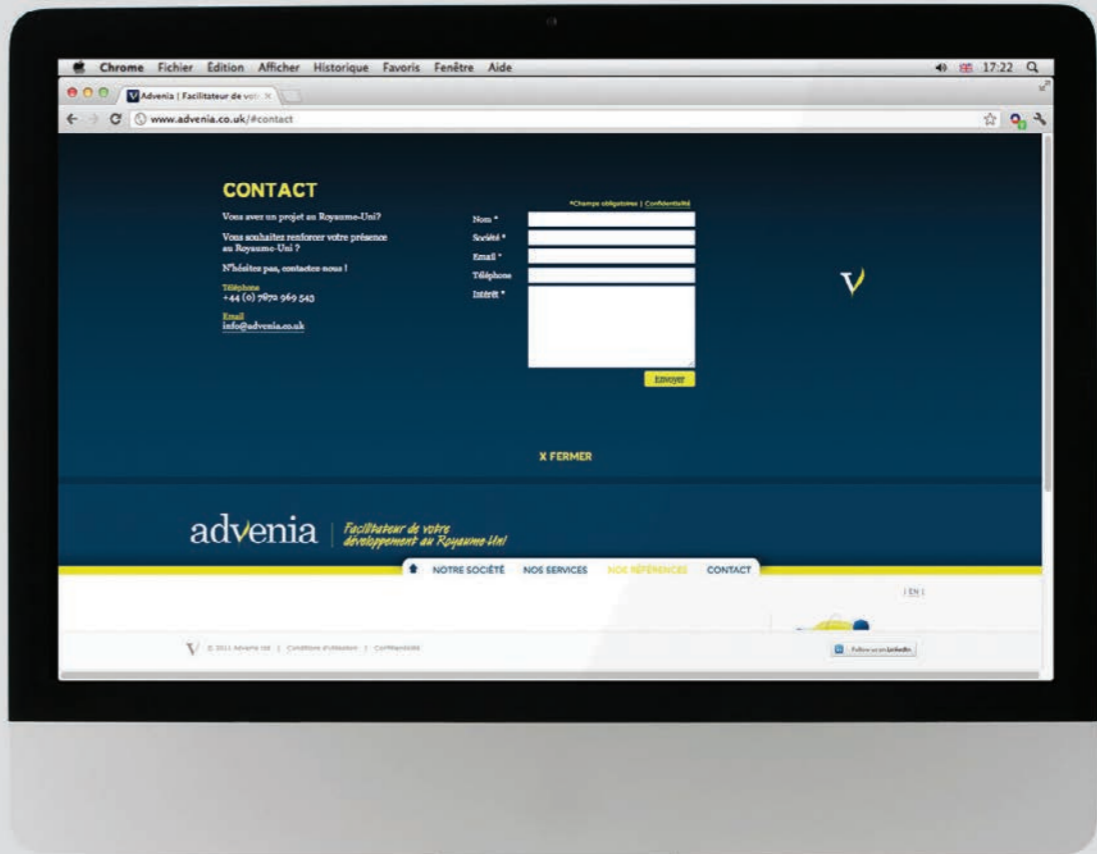
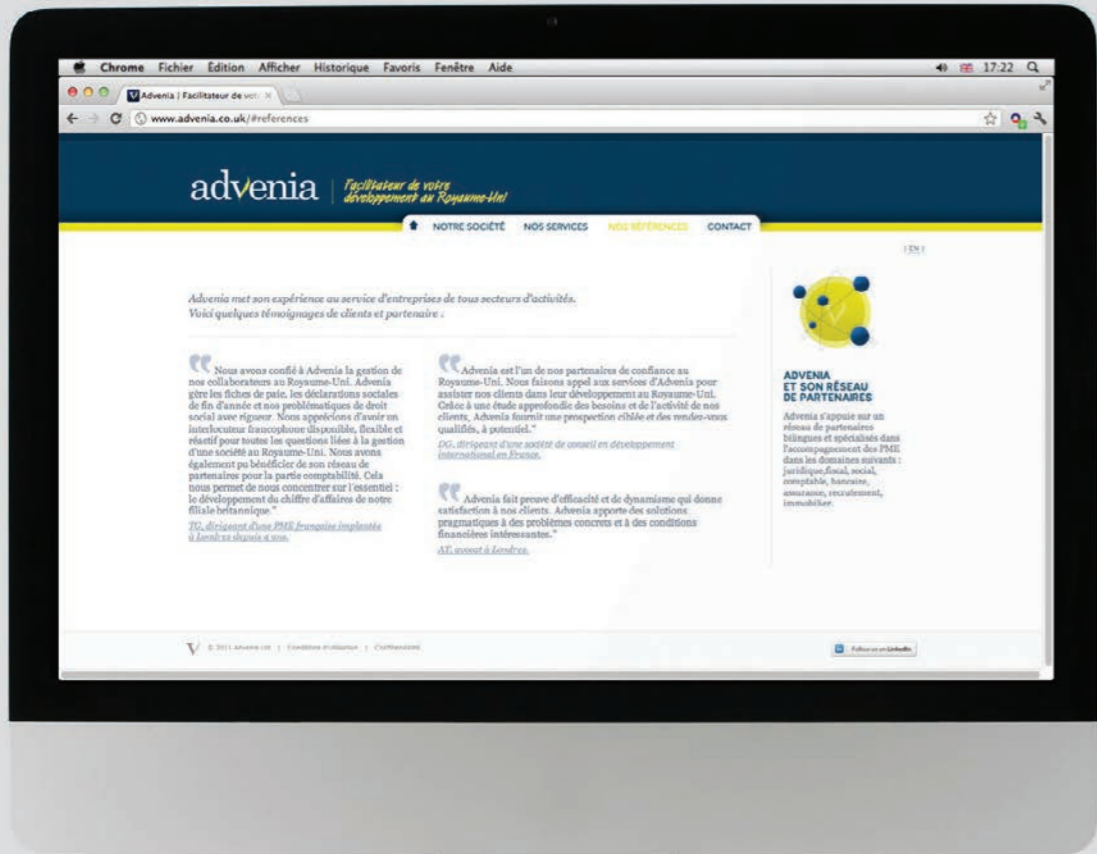
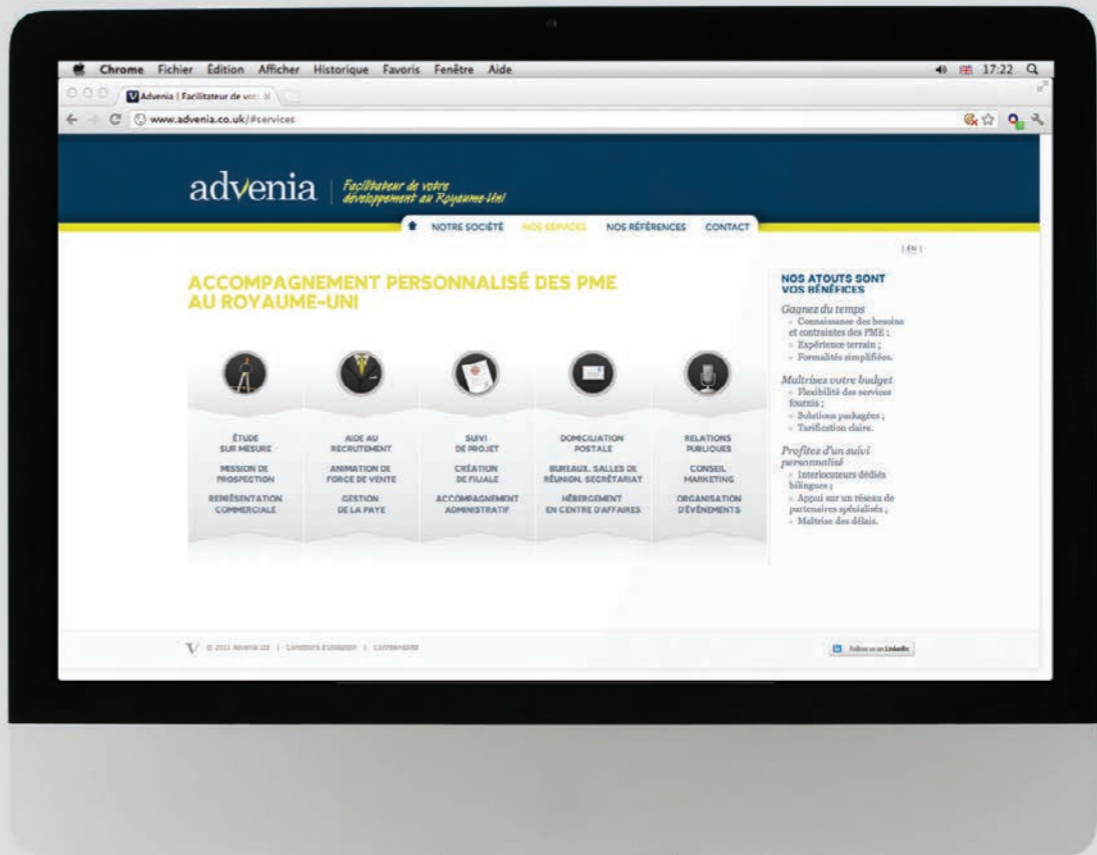
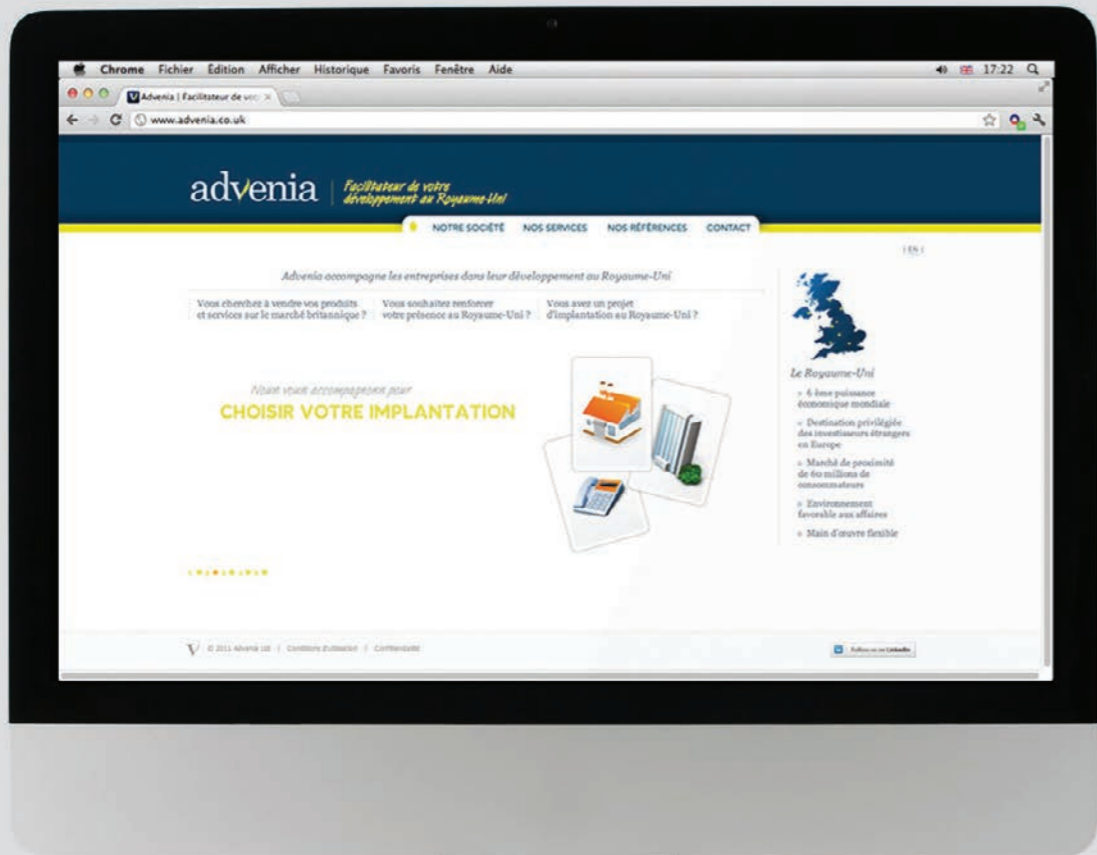
FREELANCE | 2011

► Basé à Londres, Advenia Ltd est spécialisé dans l'implantation et le développement des PME au Royaume-Uni.

*Based in London, Advenia Ltd is specialised in helping SMEs in their development in the UK.*

### TRAVAIL INCLUANT WORK INCLUDES

Identité visuelle | Corporate identity  
Brochure | Leaflet  
Site web | Website





Publicités | Advertising

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- Installation phone support
- Technical phone support
- Product updates

**FREE RECKON TOOLS ONLINE BACKUP**

**FREE QUICKBOOKS CUSTOMER MANAGER V3** valued at \$329.00

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- Installation phone support
- Technical phone support
- Product updates

**EXCLUSIVE \$50 HARVEY NORMAN GIFT VOUCHER**

**FREE RECKON TOOLS ONLINE BACKUP**

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Reckon GovConnect – An easier way to report to government

**QuickBooks**  
New company snapshot "like a business control panel"

Email marketing | eDM

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Do you know how to generate advanced manager lead reports?

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Reckon has a growing list of Official Training Centres in various locations around Australia. Below is a list of training locations available.

Affiches | Posters

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**QuickBooks®**

**RECKON**

GRAPHIC DESIGNER | 2011

Éditeur de logiciels de gestion et de comptabilité pour entreprises et particuliers.

Software publisher, leading provider of financial and business management solutions.

**TRAVAIL INCLUANT WORK INCLUDES**

Imprimés publicitaires | Promotional print  
Email marketing | e-Direct Marketing

Boutons web | Web buttons

**Products**

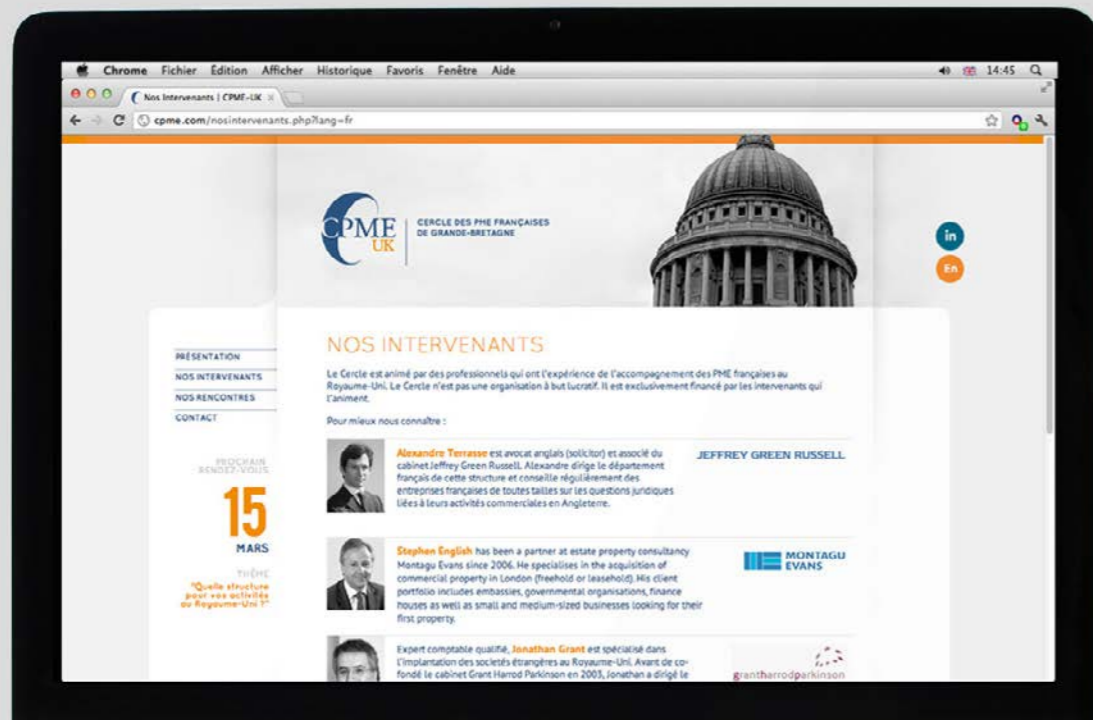
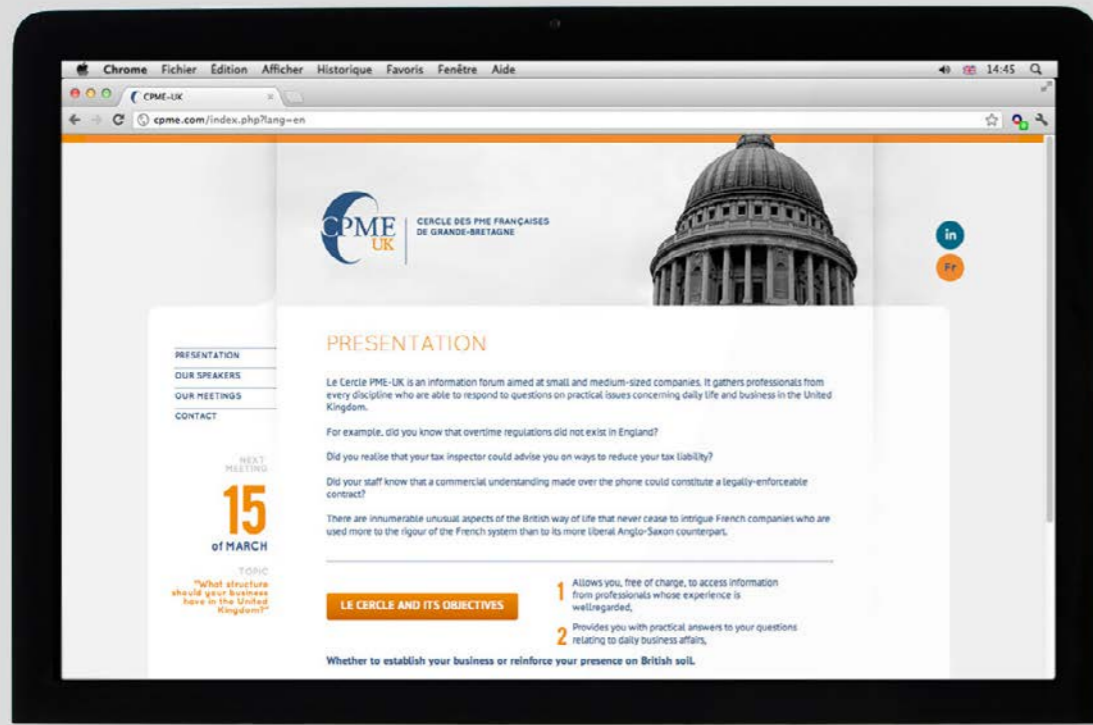
**Get your AUSkey**  
To use Reckon GovConnect you will need a current AUSkey

**Watch the demonstration**  
Watch this video demonstration of Reckon GovConnect

**Reckon GovConnect User Guide**  
Download the full PDF User Guide for additional information

**Quick links**

**Find Accredited** **Become a**



## CPME-UK

FREELANCE ◀ 2012

► Le Cercle PME-UK est un forum d'information destiné aux petites et moyennes entreprises.

*Le Cercle PME-UK is an information forum aimed at small and medium-sized companies.*

### TRAVAIL INCLUANT WORK INCLUDES

Logotype | Logo

Site web | Website

Newsletter | e-Newsletter



## ALTEA RESOURCES

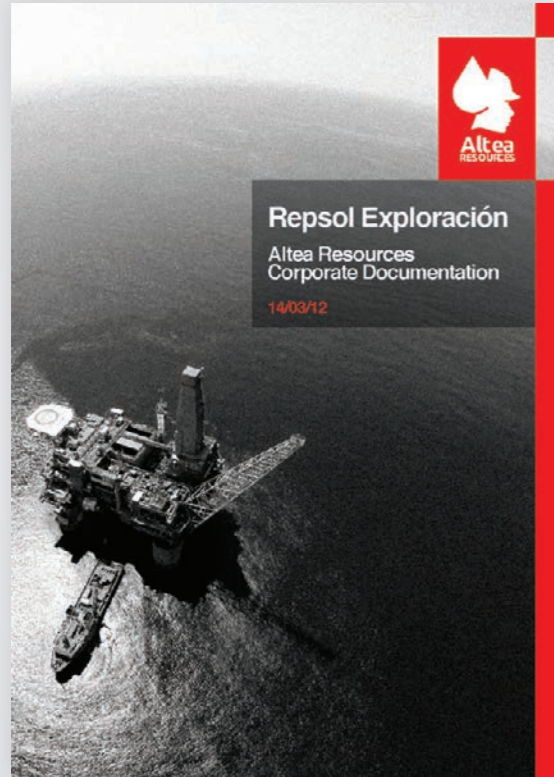
FREELANCE ◀ 2012

► Spécialisé dans le consulting, la chasse de tête et les services d'ingénierie pour l'industrie pétrolière.

*Specialised in providing personnel consulting, head hunting and engineering services to the oil and gas industry.*

### TRAVAIL INCLUANT WORK INCLUDES

Identité visuelle | *corporate identity*  
Site web | *Website*  
Documents d'entreprise | *Corporate documentations* ®️



### 1. Business presentation

ALTEA RESOURCES LLC is an American group of companies that owns subsidiary in Paris, France (ALTEA RESOURCES France SAS) and a couple of representation offices through the world, including Singapore, Naney (Niger), and Congo.

ALTEA RESOURCES LLC is specialized in personnel consulting & engineering services to the Oil & Gas industry. Our Personnel division specializes itself in handling all outsourcing aspects of the recruitment process.

ALTEA RESOURCES LLC is also specialized in the outsourcing of the procurement process through its Equipment division. Our equipment division handles all petroleum equipment requirements by offering technical advice while choosing between several products.

As of today, ALTEA RESOURCES LLC has proved its competencies in Northern Africa and Western Africa.

### 2. Mission Statement

Supplying the world with a safe, ethical, environmental friendly energy is today's challenge for the upcoming 50 years.

By providing outsourcing solutions to the energy industry with a higher technology input, Altea Resources wants to be part of this challenge and to be recognized as a major player in the support of the energy operators.

Through time, Altea Resources has grown interest in different geographic areas where the technical, human and operational needs were the most urgent. We have built solid partnerships with different companies all over the world by gaining their profound confidence.

Flexible, internationally integrated, long-term oriented, customer-delight focused. At Altea Resources, we believe we can best answer to the industry needs by building personalized expert solutions in respect with international ethics and environment care that will perfectly fit into our clients' objectives.

Our agenda is simple: We answer to our client needs, we take care of our partners assets, and we respect our engagement.

**Altea Resources Team**

### 6. Our Payroll Management Services

ALTEA Resources owns an internal branch dedicated in managing expatriates on international projects.

ALTEA Resources is taking care of:  
 Working Visa, Insurance, Consultant Logistics, Taxes, Relocation, Hitches Schedule Management (optional positions).

**Relocation**

The satisfaction of the consultant regarding the following issues is the key to a successful project:

- Relocation & change management;
- Contact;
- On-line payment.

**Work Visa**

- Local assistance and 24/7 support;
- Health Insurance;
- Security services;
- Accommodation;
- Meal & Groceries.

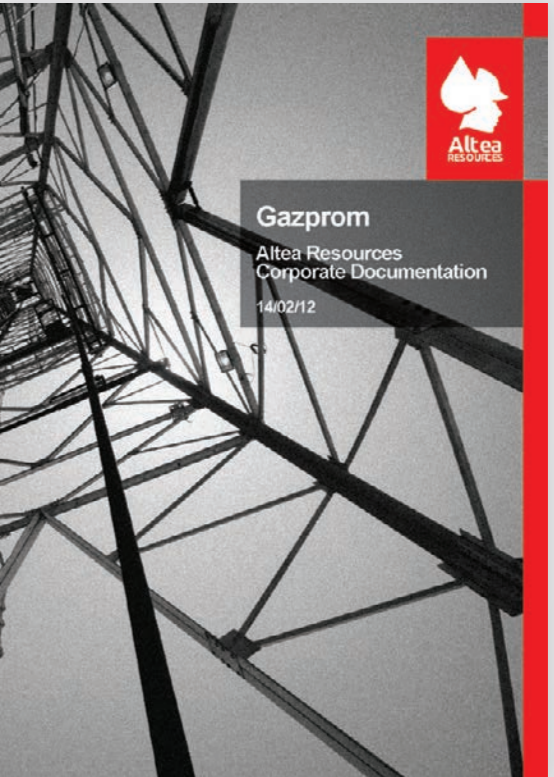
**Tax**

- Social Contribution;
- Taxes;
- Tax bands.

Altea Resources takes full responsibility of consultants mobilization and tax equalization needs in the country where operations take place. We offer a full range of services that allow the operator to focus better on his core business. Altea Resources manages the immigration process for all the consultants and ensure that all necessary tax is deducted from consultant's wages and paid on time to the local authorities.

Altea Resources will use its already well established worldwide network to ensure all mobilization while Altea Resources's team of tax experts will guarantee complete compliance with local tax laws.

Altea Resources is acting specifically in North and western Africa.



### 3. Our process

The consultant recruitment and mobilization process dedicated to REPSOL EXPLORACIÓN is based on the concept of inter-professional network developed within the Altea Resources group.

This process is defined accordingly with ethical conduct pointing up human relationship and individualized consultant follow-up in interaction with REPSOL EXPLORACIÓN staff.

Altea Resources' HESG policy is allowed thanks to one man representative, which will be in charge of answering REPSOL EXPLORACIÓN requirements in relationship with concerned Altea Resources' departments. This Account Coordinator will be taking care of optimizing the relationship between REPSOL EXPLORACIÓN, the Consultant and Altea Resources dedicated teams.

The whole process presented above shows the six main steps up, from technical & financial specifications of REPSOL EXPLORACIÓN requirement to the consultant mobilization and arrival at REPSOL EXPLORACIÓN. We also try to facilitate the integration of the consultant within the REPSOL EXPLORACIÓN team with a daily follow up during the first 3 weeks.

#### Recruitment Consulting Services

**Need definition & Job specification**

- Deadline;
- Budget;
- Profile;
- Site, etc.

**Recruitment**

- Interviews;
- Recruitment office.

**Consultant Selection**

- Rate and perks with clients + consultant.

#### Payroll Management & In-Country Services

**Consultant Contract**

- Length;
- Final Rate;
- Start / end date;
- Insurance;
- Liability.

**Consultant Payment**

- Terms of payment between the consultant, Altea Resources and the consultant.

**Consultant Follow up**

- Assessment;
- Competence follow-up.

**In-Country Services : Housing, facilities, education...**

### 4. Our main personnel specialties

ALTEA RESOURCES group is able to supply its clients with consultant's profiles from the following specialties and to establish a full team to answer its client needs.

Drilling	Production
Supervision Drilling Engineering	Production Engineering Workover, Completion
Geoscience	Petroleum
Geologist Geophysicist	Petroleum Engineering Reservoir Engineering
Specialty Services	Maintenance
Coil Tiding Field Service Tech	QA/QC Inspection Preventive Maintenance Engineering
Design and Construction	Health Safety and Environmental
Design Engineering Civil Engineering	Safety Engineering Environmental Engineering

**Our solution includes the following:**

- All personnel are insured for both medical/repatriation AND work Liability up to 10 M USD;
- Complete mobilization from the consultant's home to the working place;
- Availability of full line services with the Recruitment of a good team;
- All Consultants, even the one who are in the office are provided with field equipment (goggles, shoes, suit).

### 7. Our equipment offer

In the past 2 years, we have signed over 32 partnership contracts with Northern American Oil/Gas equipment manufacturers. We do design and handle the operational aspects of getting those equipments on technical target, on budget and on time. As we stock a few completion tools, we are able to get equipments delivered at any major airport in North Africa within 48 hours.

Drilling Equipment	Well Control Equipment
Crown Blocks Hook Blocks Traveling Blocks Shock Absorber Hooks Sewell Ball Seivels / Top Drive Rotary Tables Bell Nipples Land Drill Line Kelly Crown Spinner Rotary Hoop Drill Bit (MOORE-PCC)	(Single/Dual/Trip Ram - Hydraulic/Manual Operation) Annular BOP Ram BOP Ram Stacks and Model of Ram BOP BOP Control System Choke Manifold Kill Manifold
Electro/Hydraulic Top Drive Systems	Mud Pumps
Top Drive (150hp / 1250hp) Integrated Seivels Drill Pipe Spinner Drill Pipe Elevator Ball Valves	Triplex Mud Pumps (1000-3000hp) Gears parts for major pumps
Well Control Equipment	Completion Tools
Liner Shaker High Effective Cleaner Vacuum Degasser Desander Desilter Gas Liquid Separator Agitator Churning Pump Mud Mixer Sand Pump	Sliding sleeves Separation sieves Nipples sort feed Pugging devices Snail bore extensions
Production Packers	
Permanent Hydraulic/hydrasto/Wireline Gel Retrievable	

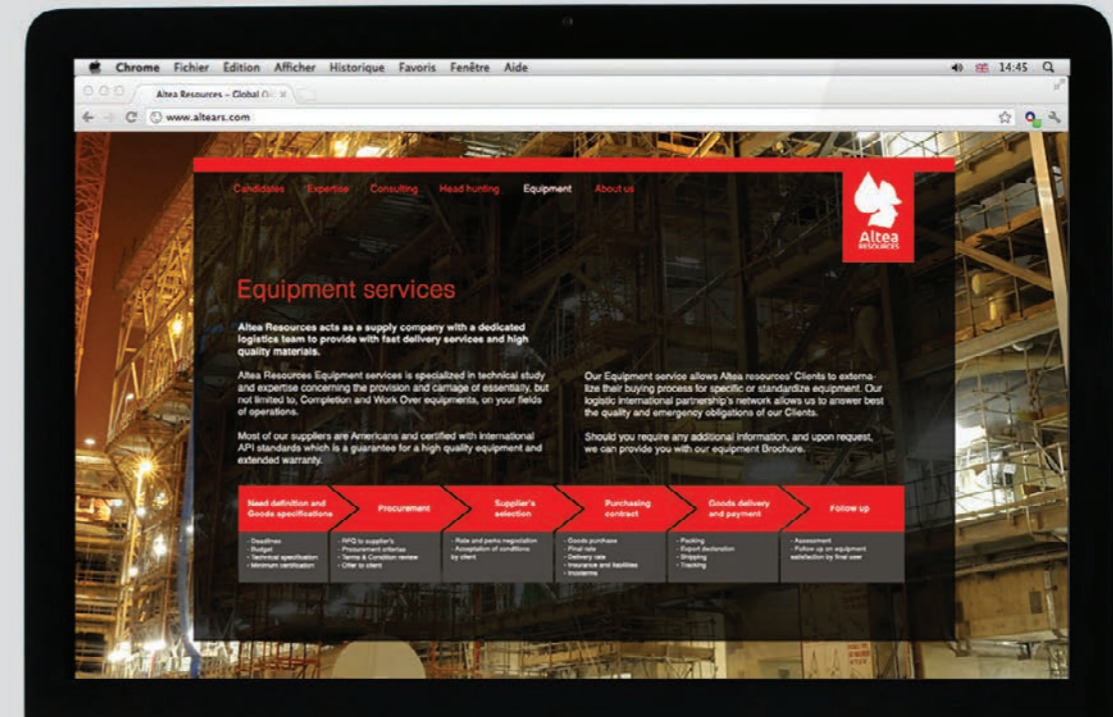
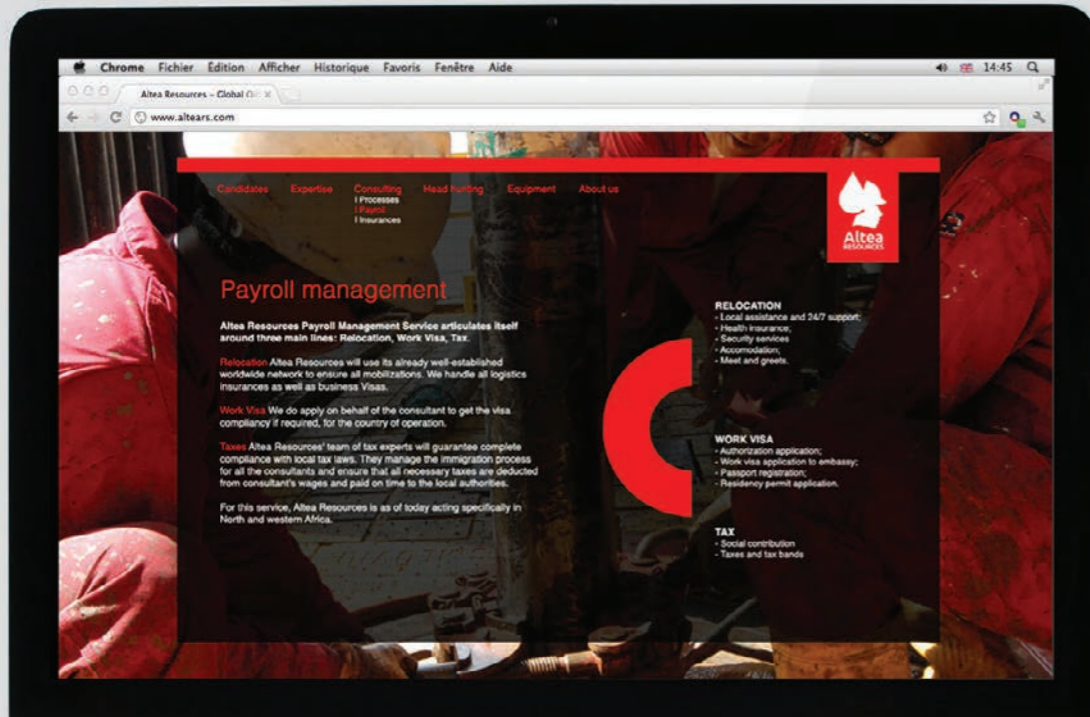
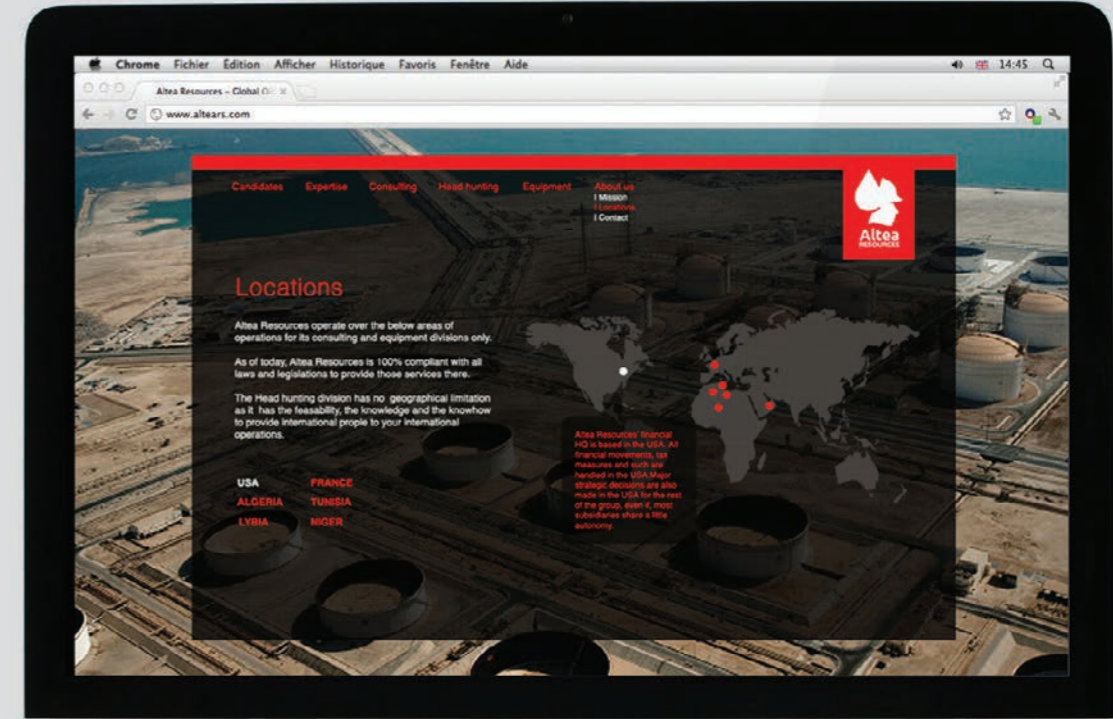
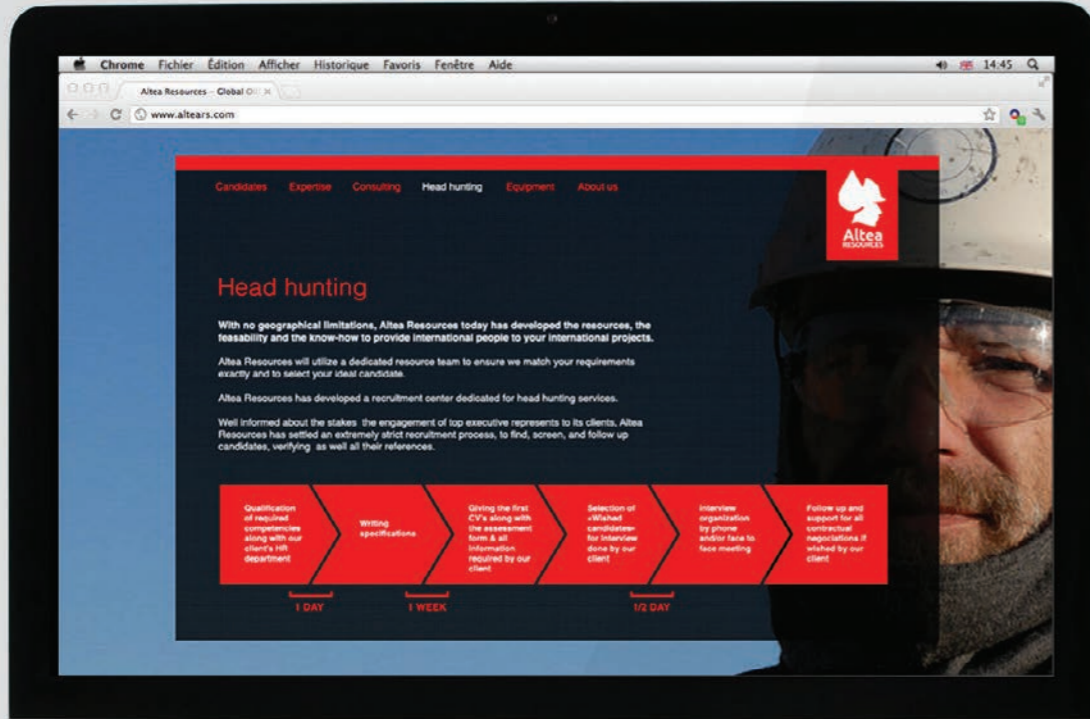
### 10. References

Mustapha Ghehouche, *Al Thani Enterprise*;  
 Bertrand Levrero, *TOTAL NIGERIA A/K/A*, Bertrand.levrero@yahoo.fr;  
 Benoît Mountrange, *ENI Congo*, benoit.mountrange@enico.com; eni.fr;  
 Mohamed O. Mansour, *CH Project Manager, SONATRACH*, 00213 (0) 696 708 000;  
 AbdelFattah El Boualleg, *Director of Algeria Integrated Drilling and Workover projects, Weatherford*, +213 21 806 830.

As the President of the ALTEA RESOURCES LLC Group of companies I do certify that all the above information is true and accurate. I will respond of any mistake on front of the U.S courts and will assume all my responsibilities in handling business obligation we hope to contract with your company.

On April 18th 2012, on behalf of and for ALTEA RESOURCES LLC,

Armand Pastour  
 President  
 ALTEA RESOURCES LLC



# second

un film de  
Margaux Vendassi



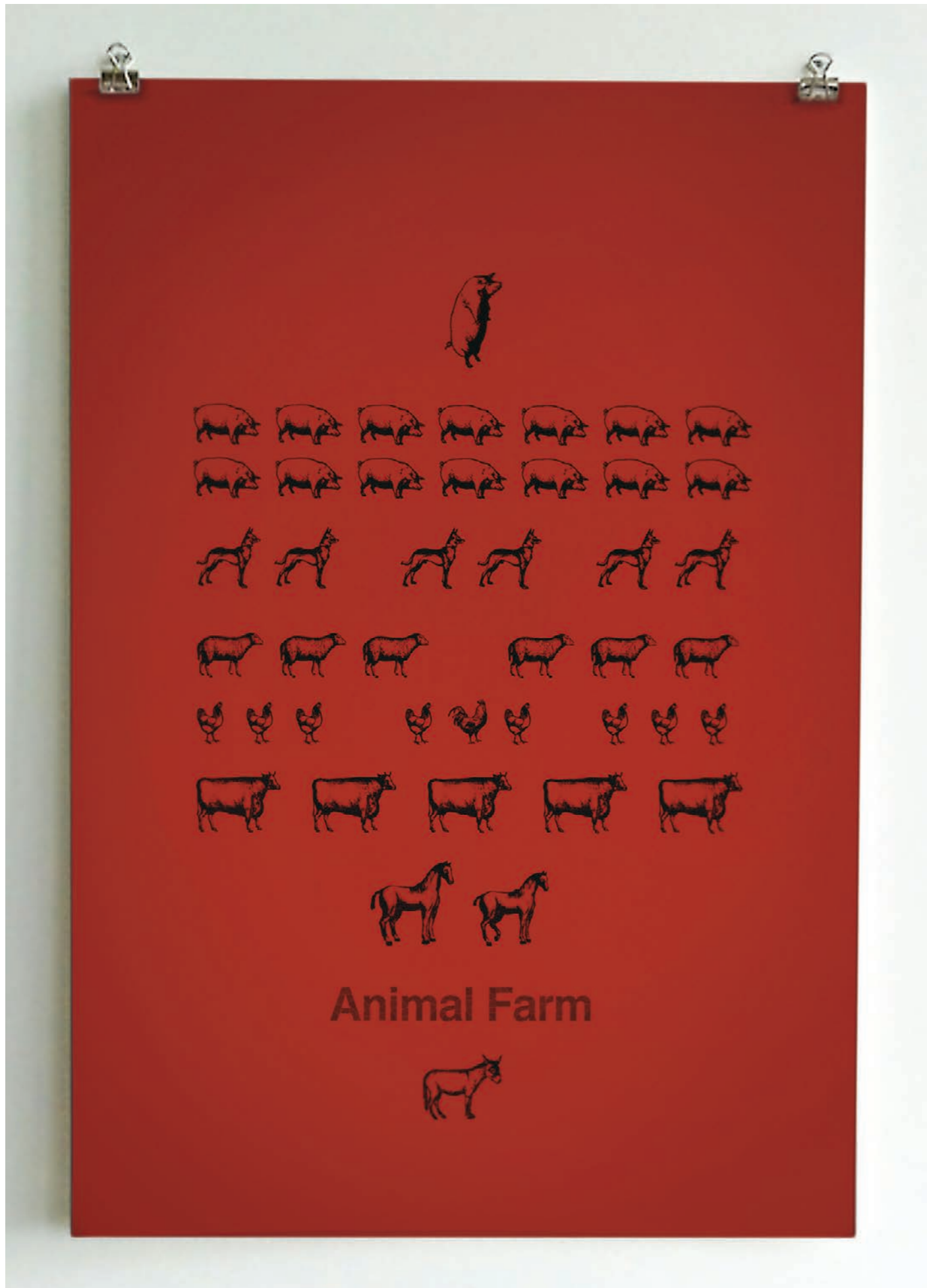
## SECOND

FREELANCE ◀ 2012

► Affiche du moyen métrage "Second", écrit et réalisé par Margaux Vendassi en 2009. Une pochette DVD a aussi été créée à partir de cette affiche.

*Poster design and his application to the DVD booklet of the film "Second", written and directed by Margaux Vendassi in 2009* ©©

◀ AFFICHES  
POSTERS ▶



"Animal Farm", affiche inspirée par le roman de George Orwell  
"Animal Farm", poster based George Orwell's novel



"Black Cat"

Der aufhaltsame Aufstieg des

ARTURO



Der  
kaukas  
ische



Kreide  
kreis

**BERTOLT  
BRECHT**

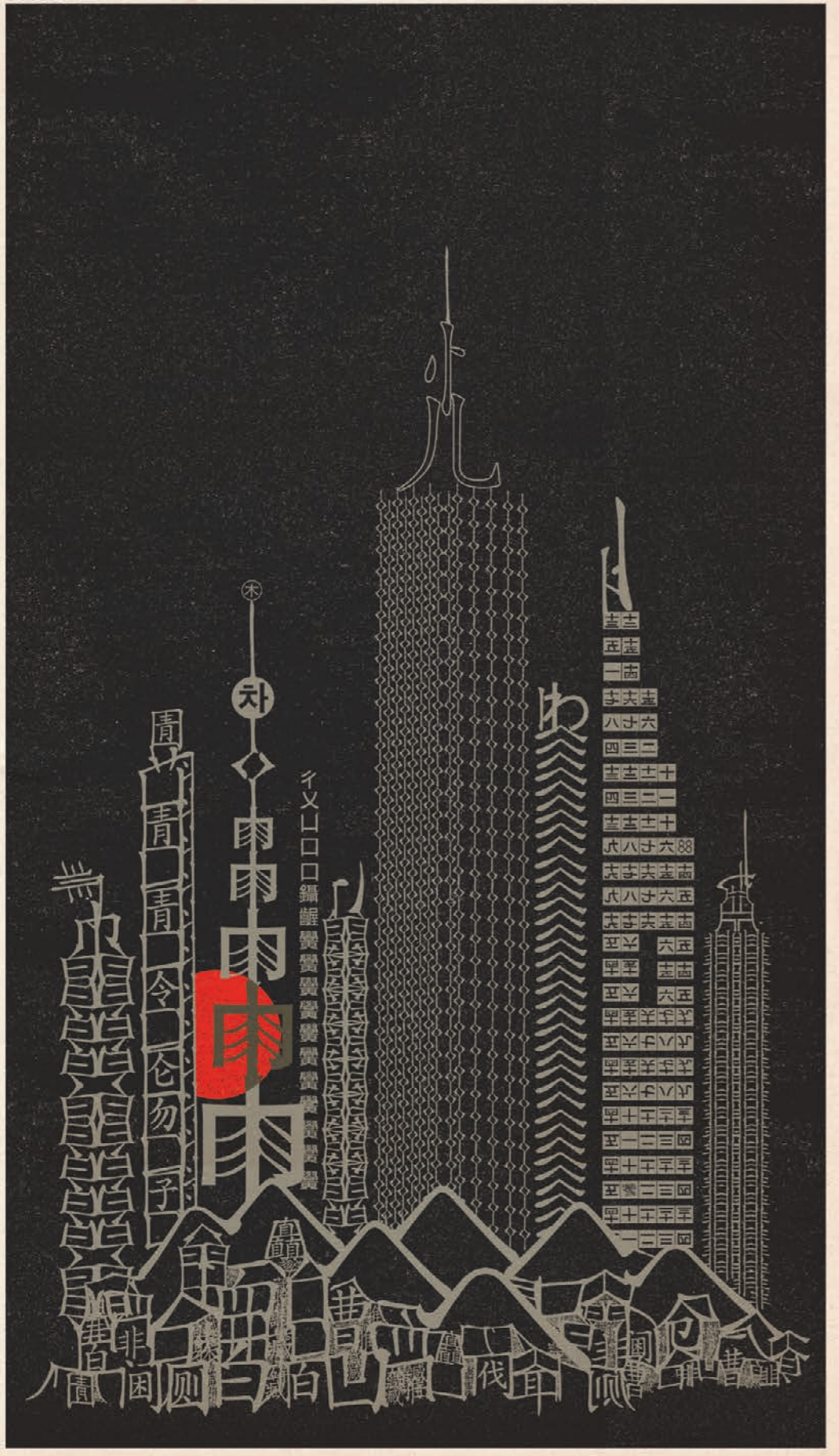
PERSONNEL - PERSONAL

► "Le Cercle de Craie Caucasien", au dessus  
"The Caucasian Chalk Circle", above.

"La Résistible Ascension d'Arturo Ui", à gauche  
"The Resistible Rise of Arturo Ui", left. ©©



OSK 1188



**OSK**

PERSONNEL - PERSONAL

► Une série d'affiches typographiques créées essentiellement avec des caractères asiatiques

*A series of typographic posters, essentially made with Chinese and Japanese type ©©*


# **Merci**

*Thank you*

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