
Johanna Lenander

Content & Branding Portfolio

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

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



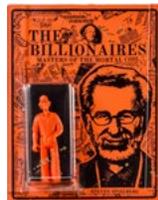
THIS IS NOT JUST AN AUCTION,

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

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



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



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



“

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

AUCTIONS CATEGORIES

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Brett Ratner's Hilhaven Lodge

Select works from one of Hollywood's most storied homes

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

Auction closed Dec 6 2016, 1 PM ET
Closed

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

Inside the Auction

Natural Born Storyteller

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

READ MORE



The Collector: Robin Williams

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

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

Auction closed Oct 25 2016, 1 PM ET
Closed

IN PARTNERSHIP WITH



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



Inside the Auction



A Tribute to Robin Williams

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

READ MORE



Cycle of Life

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

READ MORE



The Artist: Dennis Hopper

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

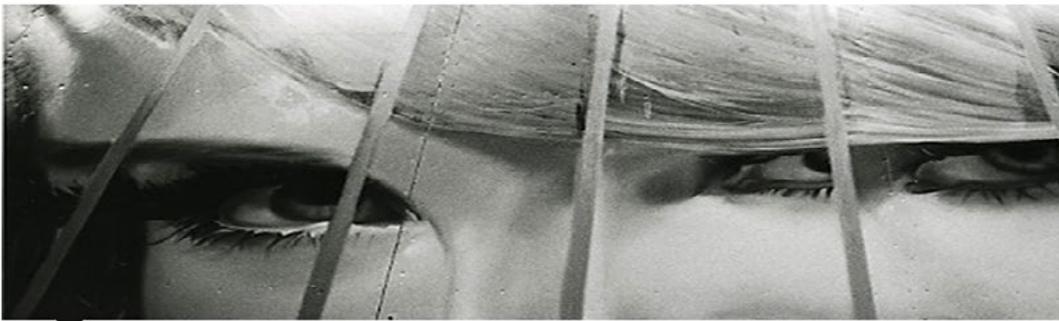
Actor, filmmaker, artist, and voice of a generation. Dennis Hopper was an American icon who left an indelible mark on popular culture. This sale features his remarkable photographs in a special edition created for Paddle8, as well as a selection of unique billboards.

Auction closed Oct 27 2016, 1 PM ET
Closed



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

Inside the Auction



Camera Man

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

[READ MORE](#)

MoMA Design Store Out of Home Ads

MoMA

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

The Time Is Meow in SoHo



MoMA DESIGN STORE

What's Cooking in SoHo?



MoMA DESIGN STORE

Shop Artfully 81 Spring St.



MoMA
Design Store

MoMASTORE.ORG SOHO MIDTOWN TOKYO

Dream in Color



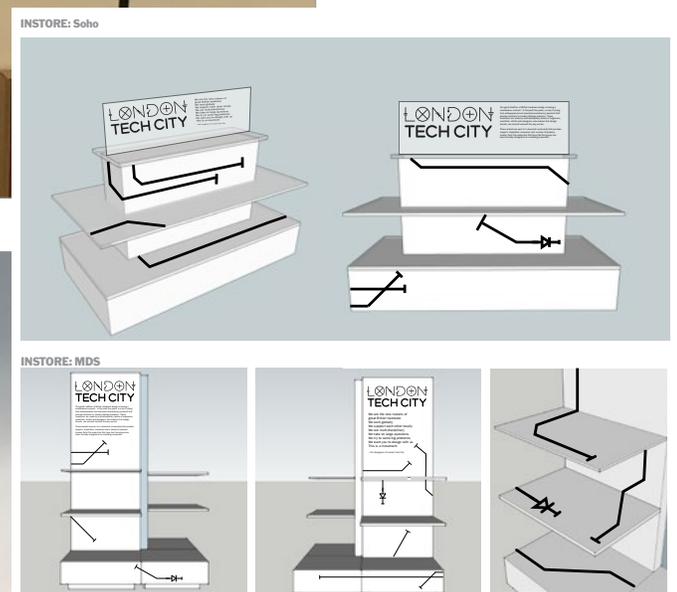
MoMA
Design Store

MoMASTORE.ORG SOHO MIDTOWN TOKYO

London Tech City

MoMA

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



In Store Signage

MoMA

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



Go Under Cover!
Save 20% on all umbrellas.

A promotional sign for umbrellas. It features a light blue background with several colorful umbrellas (rainbow, black, blue, and red) scattered across the frame. The text is positioned in the lower-left quadrant.

It's Our World
Reduce waste and celebrate Earth Day with products that help you embrace a greener lifestyle and are made from renewed and recyclable resources.

A sign with a green background. At the top, the text "It's Our World" is written in large white font. Below it, a smaller white font text describes Earth Day products. At the bottom, there is a white line-art graphic of a globe.

MoMA DESIGN STORE
Sundays In Soho
Meet Make Listen
Discover Play Interact
Explore Build Connect
Enjoy Learn Share
#SundaysInSoho
Join our favorite artists, designers and collaborators the last Sunday of every month.
Visit MoMAStore.org/StoreEvents for more info.

A vertical sign with a blue top section, a black middle section, and a grey bottom section. The text is white and orange. It promotes MoMA Design Store events on Sundays in Soho.

Los Angeles New York Zurich
Swiss Railways Clock
Meet one of the most iconic timepieces of the 20th century. In 1944, designer and engineer Hans Hilfiker created a modernist clock with an easy-to-read black and white face for the Swiss Federal Railways. Three years later, the model was enhanced with a striking red second hand that was shaped after the stationmaster's hand-held signal. A classic was born. More than 3,000 Swiss train station clocks are still ticking today in all Swiss train stations.
Large (Red, Steel) \$455 MoMA Exclusive in red
Small (Red, Steel) \$215

A sign featuring three red-rimmed Monnaie Swiss Railways clocks. The clocks are set to different times and labeled "Los Angeles", "New York", and "Zurich". Below the clocks is a large heading "Swiss Railways Clock" and a detailed product story. At the bottom, pricing information is provided.

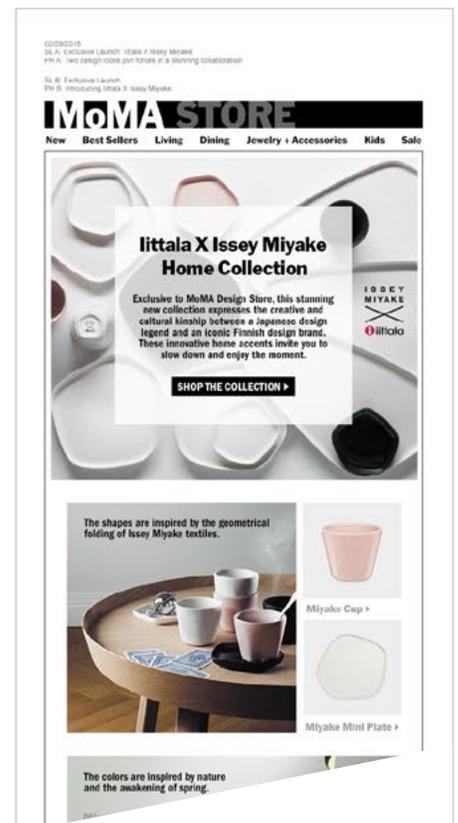
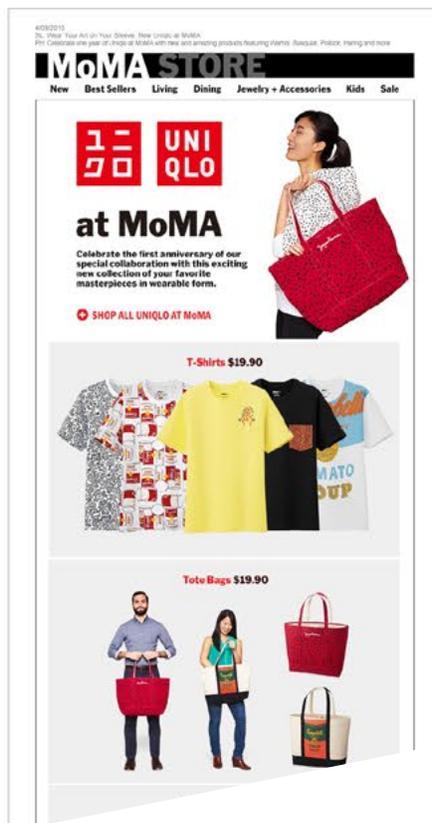
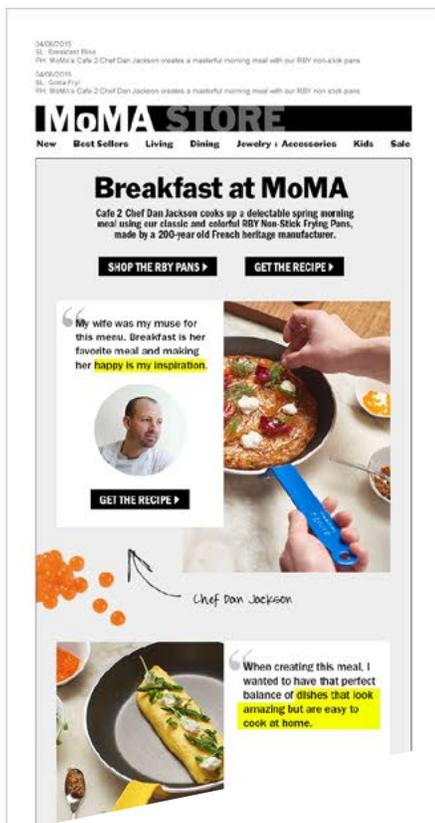
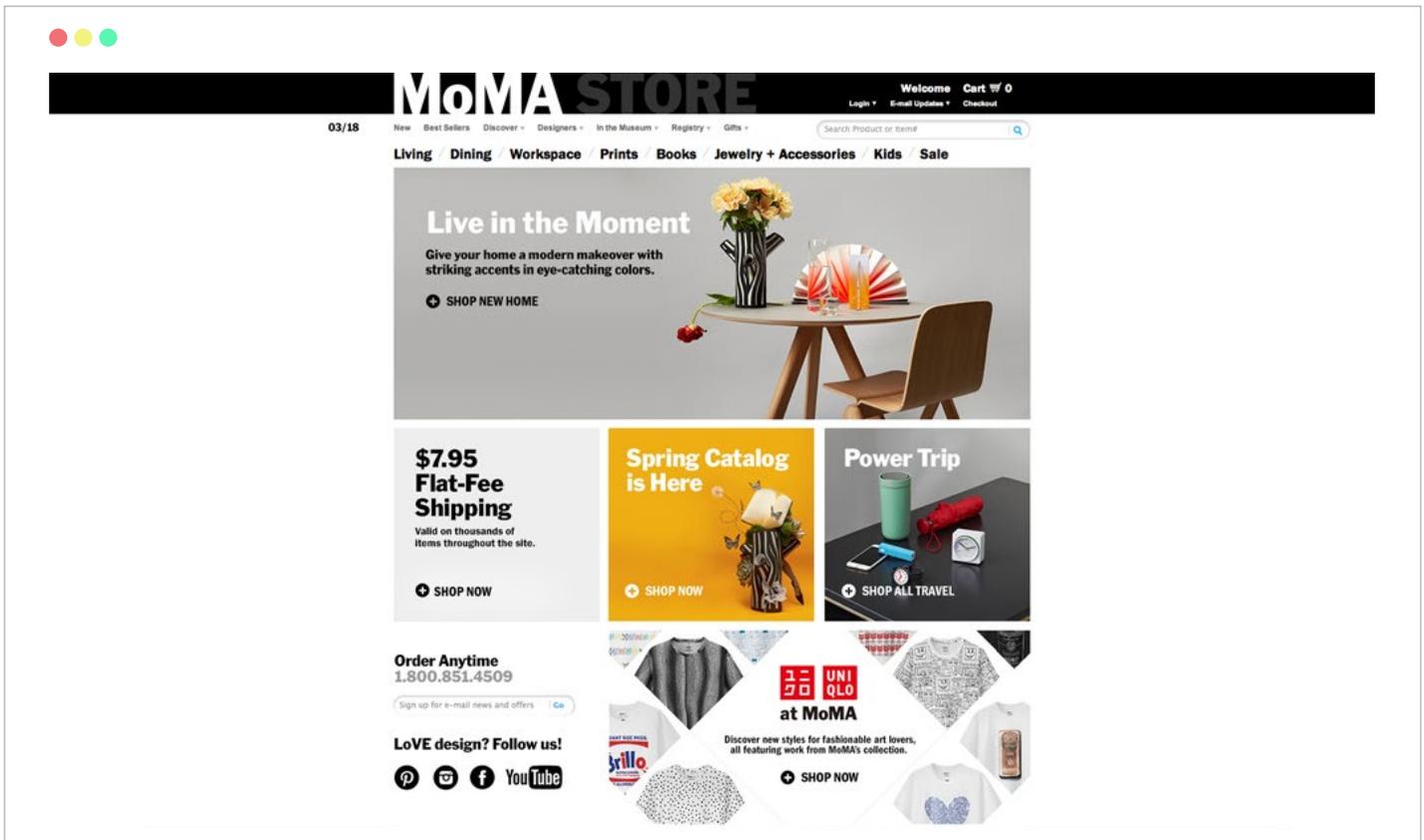
Be Mine

A pink sign with a white heart outline. Inside the heart, the text "Be Mine" is written in white.

Email and Homepage Promos

MoMA

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



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

10/29/2015
 SL: The Gift Guides Are Here
 PH: We make holiday shopping easy with our fall proof selections

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

Season of Wonder
Our Holiday Gift Guides
 Make your people happy with our selections of smart, fun and covetable design objects

[SHOP GIFTS](#)

Gifts for Him
 Indispensable tools, accents and objects for the guy that has everything

[SHOP NOW](#)

 [Leather Touch Gloves >](#)

 [SolarPuff Light >](#)

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

 [Cube Clock >](#)

 [Tivoli Radio >](#)

Gifts for Her
 Unique objects and accessories for the woman who sets her own trends

[SHOP NOW](#)

 [Crystal Necklace >](#)

 [Lucent Cross Body Tote >](#)

 [Ring >](#)



 [Ringly >](#)

 [Dandelion Object d'Art >](#)

 [Fleece Jacket >](#)

Gifts for Kids
 Smart and fun toys and games for prodigies in training

[SHOP NOW](#)

 [Cubic Dollhouse >](#)

 [Miffy Light >](#)

 [Osmo Game >](#)

 [SpheroVelo Rider >](#)

 [Robot Light >](#)

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

[SHOP HOLIDAY CARDS](#)

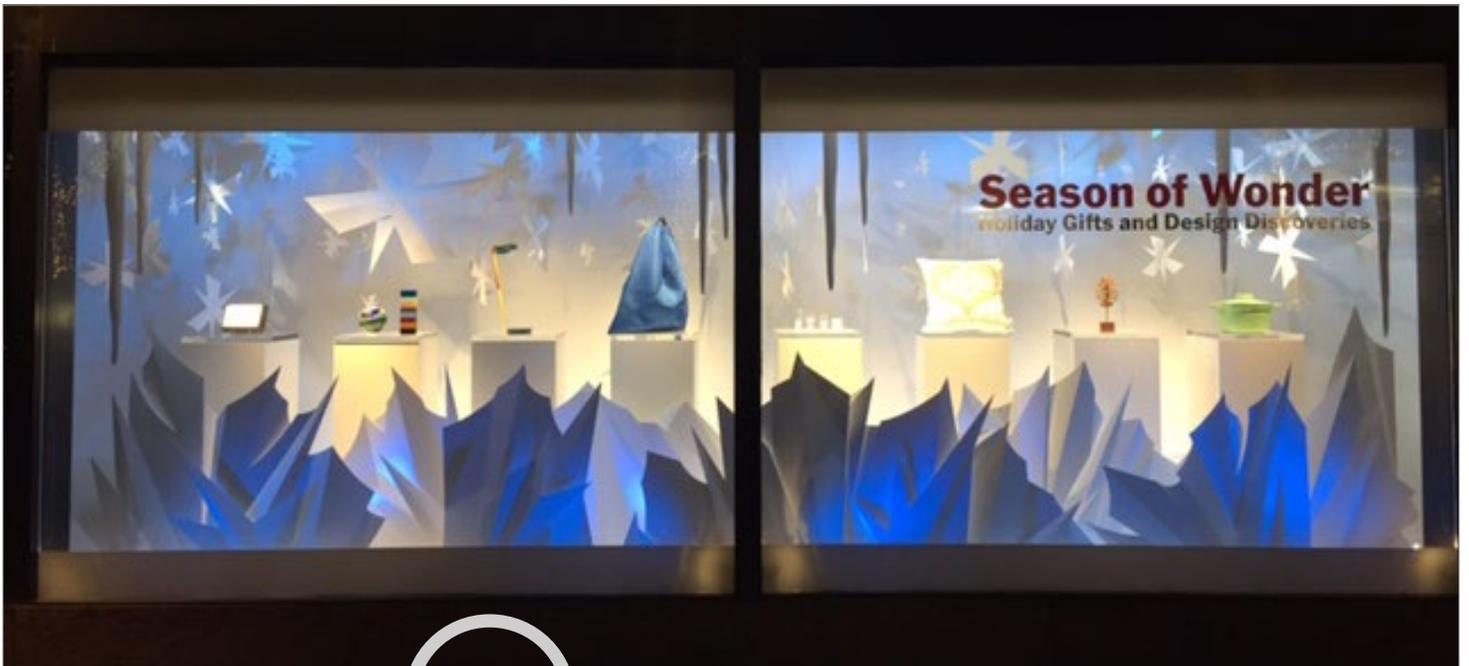
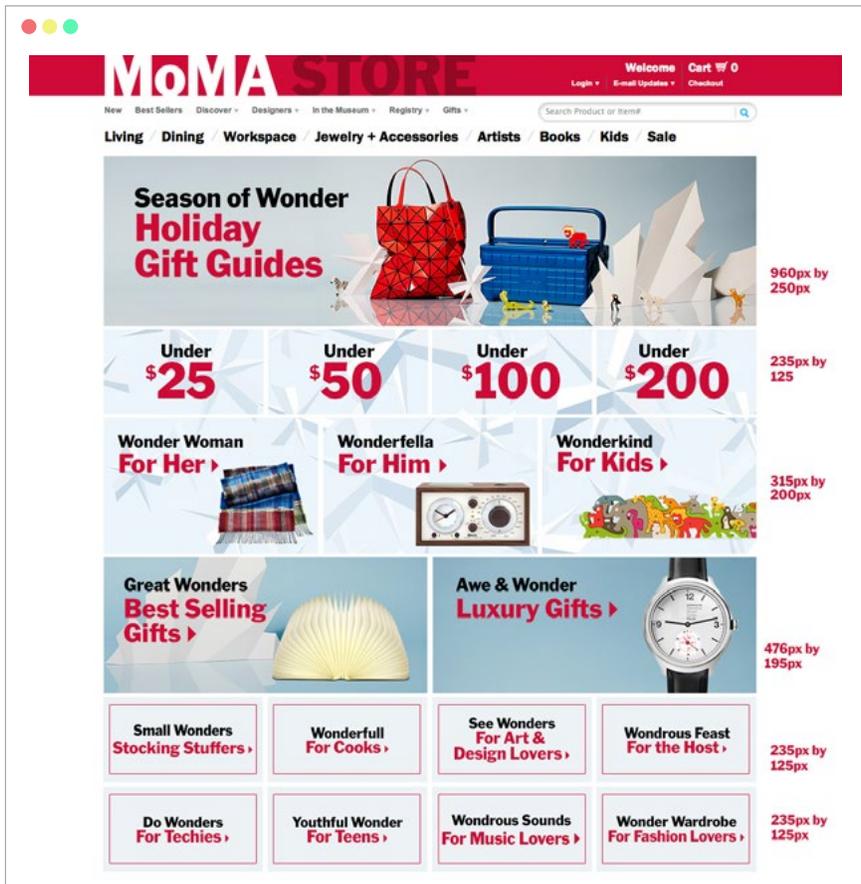


Our Holiday Gift Guides

- [GIFTS FOR HIM >](#) [UNDER \\$25 >](#)
- [GIFTS FOR HER >](#) [UNDER \\$50 >](#)
- [GIFTS FOR KIDS >](#) [UNDER \\$100 >](#)
- [BEST SELLING GIFTS >](#) [OVER \\$100 >](#)

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

Fab.

Happy Modern Brand Book

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



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

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

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

Smile, you're designed to.

Jason





WELL MADE

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



INNOVATIVE

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



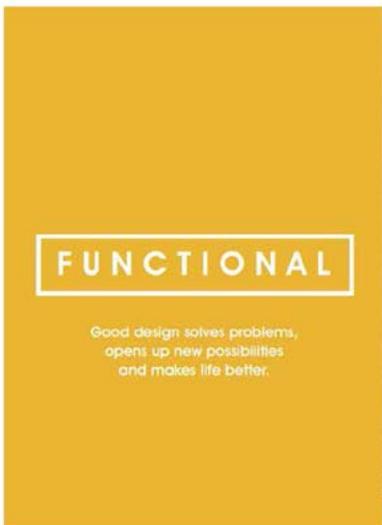
SIMPLE

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



INEXPENSIVE

We believe in choosing well, not spending tons of money. You don't have to be rich to have good taste.



FUNCTIONAL

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



Fab.

Happy Modern Sofa Collection Promotional Email

Introducing

The Happy Modern Sofas

We reimagined your comfort zone.



LEARN MORE



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

COLOR OPTIONS

PRICES FROM **\$899**



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

COLOR OPTIONS

Fab.

Happy Modern Show Room



Fab.

Email Campaigns

Who's Your Daddy?
We Have A Perfect Gift For Him.

Patriarch (Green circle): Blue striped shirt, purple shorts, blue messenger bag, pug.

Geek (Orange circle): Orange rotary phone, blue messenger bag, pug.

Jock (Blue circle): Blue striped shirt, purple shorts, grill.

Modernist (Yellow circle): Green juicer, grill.

Jokester (Light Blue circle): Red Mario toy, pug.

Grill Master (Red circle): Grill, grill spatula, grill tongs.

BLU DOT x Fab.

Blu Dot and Fab are kindred spirits. We believe in good design for everyone. That's why we teamed up on a collection of furniture and accents with clean lines, punchy hues, and clever functionality. It's for you...and for you, and even you over there on the left, too.

[Shop Now](#)

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Fab.

Free Shipping.
Free Returns.
Smiles. Guaranteed.

YOU CAME. YOU SHOPPED. YOU SMILED.

Thanks for your first purchase.
Here's a little something extra just for you.
Take 25% off your next order of \$100 or more.
Hurry, ends February 10th!*

[REDEEM NOW](#)

Fab.

Ten

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



New York, New York 2013

Milton Glaser

Koreatown

I ♥ NY MORE THAN EVER

FOOD FOR THOUGHT

The Original Underground Gourmet Picks His Top 10 Restaurants (and Muses about Life and Design in the Process)

Milton Glaser. Legendary designer, native New Yorker. We wanted to get into his brain, and also we just love to hear him speak, so we asked him to name his ten favorite places in New York. We gave him free rein to pick anything, from subway stations to opera houses, but he wanted to talk about restaurants. This makes total sense; for many years, Glaser wrote the Underground Gourmet column, a restaurant guide in New York magazine, together with illustrator Jerome Snyder. It was one of the most popular features in the magazine, and the duo also published several Underground Gourmet books.

"The basic concept was to find cheap, good eats," he says. "We wanted to feature food that was affordable, but still unusual and good." He stopped writing the Underground Gourmet in the late '70s, but he never stopped looking for those special places. And as Milton himself says, "Everything is connected." So our conversation about favorite places to eat and drink veered into a conversation about Milton's thoughts on art, design, life, and, of course, the city he hearts more than ever.

13



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

IN HIS ELEMENTS

Tom Dixon Picks His Top 10 Materials

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

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

20

2013 London, UK

Tom Dixon



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

2013 Minneapolis, Minnesota

Blu Dot

SITTING PRETTY

Blu Dot's Toro Chair in 10 Steps



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

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

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

31

Grady's Cold Brew

COFFEE TALK

The Power of the 10-Minute Coffee Break

Grady Laird was always a fan of coffee. Especially the strong, smooth, subtly sweetened coffee that he would make himself. What he didn't like so much was standing in line at a coffee shop. But he also liked iced coffee—which presented a dilemma, as it called for a visit to Starbucks. So the former magazine production manager thought to himself: “Why do I make my own hot coffee, but hand over the responsibility for iced coffee to someone else?” He resourcefully decided to learn to cold brew his own coffee, so he could have his chilled beverage whenever and wherever he wanted. Cold brewing is a process where a special blend of freshly roasted coffee, ground chicory, and spices are steeped in water overnight. The grounds then get extracted using a two-step filtration process. The result is a bold, super-smooth concentrate that can be served over ice. (Or not, if you’d like us as dilute a powerful, refreshing shot.)

Grady's cold-brewed coffee quickly became famous around the Conde Nast building where he worked. He started making bottles for his friends, and as the demand increased he began selling his elixir for cash in the elevator bank. The next step was obviously to launch a full-time business. Which he did, in 2011, together with friends and co-founders Kyle Buckley and Dave Sanders. Here, he tells us more about what prompted that decision.

16



17

Fab.

Made with Love

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

The screenshot shows the Fab.com website interface. At the top left is the Fab. logo. To its right is a search bar with the text "Search Everyday Designs for Home, Fashion and Gifts". Further right are links for "Cart" and "johanna". Below the search bar is a navigation menu with categories: "What's New", "Furniture", "Home", "Kitchen & Dining", "Bed & Bath", "Art", "Jewelry", "Personal Accessories", and "Clearance".

On the left side, there are several menu sections:

- POPULAR TODAY**
 - HOME ACCESSORIES
 - WOMEN'S ACCESSORIES
 - MEN'S ACCESSORIES
 - KITCHEN & DINING
 - TABLETOP & ENTERTAINING
 - BATH ACCESSORIES
 - PILLOWS & TROWS
 - RUGS & CURTAINS
 - TECH & GADGETS
 - ART (TOP 50 UNDER \$50)
- FEATURED SHOPS**
 - LEGO
 - ORGANIZATION BY AMAC
 - COOKWARE FROM RIESS
 - \$59 HANDMADE BLANKETS
 - ART: UP TO 50% OFF
 - KOMONO ON FAB
- NEW ARRIVALS**
 - HOME
 - WOMEN
 - MEN
- CLEARANCE SALE** >
- FAB'S E-GIFT CARD** >

The main content area features a large image of a hand holding a piece of intricate, light-colored woven art. To the right of this image is a promotional banner for "AMINIMAL STUDIO". The banner includes the text "MADE WITH LOVE" in a red box, the studio name "AMINIMAL STUDIO", and the text "Enter The World Of Jewelry Makers John Briscella & Svetlana Blum Briscella". Below this text is a small video player showing a couple in winter clothing, with a play button icon. At the bottom of the banner is the text "WATCH & SHOP" followed by a play button icon and a series of dots.

<http://vimeo.com/87103285>

PEPSICO

Promotional copy for special projects.

PEPSICO | Design & Innovation

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FUTURE PERFECT

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

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Over food and drink, ideas are born. Join us on the journey. NSPIRE.



All stories

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PEPSICO

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

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BRIGHT AND BUBBLY

The design language of the pods, bottles and packaging is clean, light and joyous. It's based on two basic shapes: a drop and a circle. The Pepsi globe is referenced in graphic bubble silhouettes while the bottles have a subtle drop shape. The font of the Pepsi HomeMade logo has a hand-scribbled, home-spun feel.



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MAKE IT POP

Pepsi HomeMade allows everyone co-create their perfect soda. Modern consumers want products that feel personalized and authentic. By making soda in your own kitchen, you craft a beverage that's uniquely yours. And, the instant transformation of water to soda feels a little bit magical.

Watch the video 

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