



Keynote at the 14th Global Brand Conference 2019

Re:imagine Street ART by Samsung

Miriam Preissinger

(Creative Director, Cheil Germany)

Samsung endorsed Germany's key event of contemporary art – the Art Berlin. At this annual event, artists and art enthusiasts from all over the world come together to enjoy the latest in contemporary art. To make an impact as a brand among exhibits from top-international talent, Samsung decided to leverage one of the most immersive mediums: Street Art. Street Art by its very nature interferes with the environment and engages with the audience in public places. In close collaboration with five international artists the project Re:imagine Street Art amplified those principles through unique technology and extended the conceptual ideas of select artworks by adding an explorative Augmented Reality layer. Rooted in the brand promise “Do What You Can’t”, spectacular installations, living murals and playful discoveries around monuments turned Berlin into an open gallery and changed the audience’s role from mere consumer to active participant.

More information: <https://vimeo.com/298577782>



Miriam Preissinger (Creative Director, Cheil Germany)

Born in London and raised in Great Britain, Germany and Switzerland, Miriam Preissinger moved to Frankfurt after finishing her graphic design studies in 2009 to work at international advertising agencies such as Leo Burnett and David and Goliath. In 2012, she joined Cheil Germany as Art Director and rose quickly through the ranks to become Creative Director. Her work focuses on ideas beyond classical channels, creating meaningful experiences and products that involve people with brands in a new way. Additionally, she has been a tutor at the University of Applied Science in Bielefeld where she taught interface and interaction design, and has also accompanied various university courses in the Rhine-Main area. Miriam has won almost every national and international advertising award at least once, and recently has been named as one of the top 35 German creatives under 35.

About Cheil Germany:

Cheil Germany is a German Top-10 digital creative communication agency based in Frankfurt and Düsseldorf that sees itself as creative technologists with a mission: redefining the ways people connect with brands in a world of consumer anarchy through ideas that move. Being a reliable, creative and innovative partner for clients on their path to digital transformation, the people in Cheil believe digital is today's fabric of connectivity. Data is at their heart. Technology is their building block. And creativity makes it fly.

More information: <http://www.cheil.de>