



mag.phil.christophwitek

MEDIA CREATIVE

concept.text.strategy.content.dramaturgy.event

As linguist, author, artist and advertiser, ideas, words, concepts and strategies
are the quanta out of which I create brand universes.

The centers of these universes always hold a singularity with highest possible mass:
the individual user, reader, observer or consumer.

Only through its entanglement with content and creation does the particular brand reality exist.

This is the foundation of quantum advertising.

+43.1.2761835
c@s-un-s.com

Highlights

date : Now - March010
category : mediamix&campaigns.print.media&online
function : CREATIVE CONSULTING.CONCEPT
client : **Mensalia**
STRABAG SOCIETAS EUROPEA
VIENNA INSURANCE GROUP
WIENER STÄDTISCHE
UBM Realitätenentwicklung AG
www.mensalia.at

date : July010 - October007
category : print
function : TEXT CHIEF
client : **peng!**
fashion, msuic, art and hair
www.pengmag.com
task: textconcept, contentmanagement, editorial work, lectorship and textproduction

date : July010 - May007
category : media&online
function : CREATIVE CONSULTING
client : **peng!**
fashion, music, art and hair
www.pengmag.com
task : strategy, concept, development and constitution of a print-magazine

date : March010 - April009
category : mediamix&campaigns.print.media&online.art
function : CONCEPT.TEXT.CREATIVE CONSULTING
client : **bluetango**
TELEKOM AUSTRIA GROUP
mobilkom austria
SIEMENS
DONAU Versicherung
SPÖ - Europawahl 2009
clever
St. Martins Therme & Lodge
Infoscreen
Kindernothilfe
CliniClowns
www.bluetango.at

date : SS003 - WS94
category : art.knowledge
Magister of Anglistics, Romance Studies & Philosophy
Philosophy of Language, Cognitive Science & Deconstruction
With my diploma coherence languagechangedocument I radically faced the coherence of language, attention and living systems plus the paradigms of postmodernism and deconstruction, as well as I made the aesthetic experiment of applying the internet's hypertextstructure to the book's textstructure.
° narrator education English

date : April002 - October000
category : mediamix&campaigns.print.media&online
function : CONCEPT.TEXT.EDITORIAL WORK.RESEARCH.ONLINE MANAGEMENT
client : **Goldfish Marketing & Communications GmbH.**
BrauUnion, ÖAMTC, 92.9HitFM, Renault, CocaCola, etc.

date : October000 - 98
category : mediamix&campaigns
function : advertising & eventmarketing ASSISTENCE
client : **Libro AG. Pilotstore LibroMania**

date : 98
category : mediamix&campaigns.media&online.art
2.place at the national idea-competition **expo2000** man-nature-technology
task : concept for the Austrian participation

Awards



FINALIST 4th international advertising CUP 2011
ADC*E HONOUR 2010

CCA VENUS SILVER 2010 ANNUAL, BUSINESS, SUSTAINABILITY REPORTS
ENVIRONMENTAL AWARD OF THE CITY VIENNA

client : TELEKOM AUSTRIA GROUP sustainability report 2008/09

"Lisa Heads for Tomorrow" bluetango

function : CREATIVE CONSULTING.CONCEPT.TEXT.CHARACTERS.STORY.DRAMATURGY



GOLDEN PIXEL AWARD 2010 ANNUAL REPORTS

client : mobilkom austria financial report 2009

"The Power of We" bluetango

function : CONCEPT.TEXT.CREATIVE CONSULTING



magazinAWARD 2010

KURIER ADVERTISING AMOR 2010

client : St.Martins Therme & Lodge campaign

"Ich habe heute entdeckt" bluetango

function : TEXT



CCA VENUS BRONZE 2010 PHOTOGRAPHY

client : peng!06AUTUMN/WINTER2009

"ÜBERZEICHNETE JUGEND" Joachim Haslinger

function : TEXTCHEF.CREATIVE CONSULTING



CCA VENUS GOLD 2009 PHOTOGRAPHY

client : peng!01SPRING2008

"WIENER MODERNE" Joachim Haslinger

function : TEXTCHEF.CREATIVE CONSULTING



2.place national idea-competition expo2000 man-nature-technology

task : concept for the Austrian participation

function : CREATIVE DIRECTION.CONCEPT.TEXT

Clients

Mensalia
STRABAG SOCIETAS EUROPEA
VIENNA INSURANCE GROUP
WIENER STÄDTISCHE
UBM Realitätenentwicklung AG
SWIETELSKY
peng! mode, musik, kunst und haare
HOERBIGER
bluetango
mobilkom austria
SIEMENS
St. Martins Therme & Lodge
TELEKOM AUSTRIA GROUP
DONAU Versicherung
SPÖ - Europawahl 2009
clever
Infoscreen
Kindernothilfe
CliniClowns
TATENDRANG
AKG
biofisch
Goldfish Marketing & Communications GmbH.
metall bringt's
Malibu
Astrid Lindgren Zentrum
medu5a by thomas.kirchgrabner
Kaleidoscope Communications Solutions
meekorah.tv
Kulin - cuisine obscure
christina.steiner
Stephan Doleschal
...
europahaus wien
Wirtschaftskammer Niederösterreich
km/a
réalité llc.
Kenichii Productions
BrauUnion
CocaCola
Renault
ÖAMTC
92.9HitFM
Libro AG. Pilotstore LibroMania

Curriculum Vitae

date : Now - March010
category : mediamix&campaigns.print.media&online
function : CREATIVE CONSULTING.CONCEPT
client : **Mensalia**
STRABAG SOCIETAS EUROPEA
VIENNA INSURANCE GROUP
WIENER STÄDTISCHE
UBM Realitätenentwicklung AG
www.mensalia.at

date : July010 - June010
category : print
function : CREATIVE CONSULTING.CONCEPT.TEXT
client : **SWIETELSKY**
www.swietelsky.at
task : annual report 2009/10

date : July010 - October007
category : print
function : TEXT CHIEF
client : **peng!**
fashion, music, art and hair
www.pengmag.com
task: textconcept, contentmanagement, editorial work, lectorship and textproduction

date : July010 - May007
category : media&online
function : CREATIVE CONSULTING
client : **peng!**
fashion, music, art and hair
www.pengmag.com
task : strategy, concept, development and constitution of a print-magazine

date : April010 - March010
category : print
function : TEXT
client : **HOERBIGER**
www.hoerbiger.com
task : annual report 2009/10

date : March010 - April009
category : mediamix&campaigns.print.media&online.art
function : CONCEPT.TEXT.CREATIVE CONSULTING
client : **bluetango**
TELEKOM AUSTRIA GROUP
mobilkom austria
SIEMENS
DONAU Versicherung
SPÖ - Europawahl 2009
clever
St. Martins Therme & Lodge
Infoscreen
Kindernothilfe
CliniClowns
www.bluetango.at

date : 30December009
category : print.art
function : CONCEPT.TEXT
CV - the silent story of Constantine and Vincent
short story published in peng! ISSUE 06 AUTUMN/WINTER 2009

C'est moi!
poem published in peng! ISSUE 06 AUTUMN/WINTER 2009

function : EDITORIAL WORK
das österreichische Muster in braun-blau-orange
article published in peng! ISSUE 06 AUTUMN/WINTER 2009

als die Bilder laufen lernten
article published in peng! ISSUE 06 AUTUMN/WINTER 2009

date : 30April009
category : print.art
function : CONCEPT.TEXT
Institution zwischen Underground und Zeitgeist
article published in peng! ISSUE 05 SPRING/SUMMER 2009

video et taceo

poem published in peng! ISSUE 05 SPRING/SUMMER 2009

function : EDITORIAL WORK

Double Inverse, der doppelte Kehrwert

article published in peng! ISSUE 05 SPRING/SUMMER 2009

Niemand malt sich grundlos Farbe ins Gesicht

editorial published in peng! ISSUE 05 SPRING/SUMMER 2009

Wienerlied zur Krise

traditionelle Klänge für düstere Zeiten

poem published in peng! ISSUE 05 SPRING/SUMMER 2009

Zwischen Tradition und Innovation

talk of experts published in peng! ISSUE 05 SPRING/SUMMER 2009

date : March009 - September008

category : media&online

function : CREATIVE CONSULTING

client : TATENDRANG

Erfahrung, Individualität, Gestaltungskraft & Herzblut

LEBE DEINEN TATENDRANG

Strategie, Beratung, Kreation & Produktion

www.tatendrang.org

date : 07December008

category : print.art

function : CONCEPT.TEXT

APHRODITE

dramatic scene published in peng! ISSUE 04 WINTER 2008

DIONYSOS

dramatic scene published in peng! ISSUE 03 AUTUMN 2008

E=M+c²

poem published in peng! ISSUE 03 AUTUMN 2008

Fetisch, Fruchtbarkeit und Liebe

article published in peng! ISSUE 03 AUTUMN 2008

function : EDITORIAL WORK

gelebte Emanzipation, überforderte Männer und langweilige Engel

Birgit Minichmayr und Elisabeth T. Spira im Interview

interview published in peng! ISSUE 04 WINTER 2008

Kate, Hillary and Venus

article published in peng! ISSUE 04 WINTER 2008

von Adam und Eva zu Transgender

artwork published in peng! ISSUE 04 WINTER 2008

Phantasie, Repräsentation und M-dolla

article published in peng! ISSUE 03 AUTUMN 2008

von Adam und Eva zu Transgender

artwork published in peng! ISSUE 03 AUTUMN 2008

date : 20June008

category : print.art

function : CONCEPT.TEXT

BINDESTRICH

short story published in peng! ISSUE 02 SUMMER 2008

FARBSTICH/COLOUR CAST

poem published in peng! ISSUE 02 SUMMER 2008

Das romantische Nest

article published in peng! ISSUE 02 SUMMER 2008

date : 10March008

category : print.art

function : CONCEPT.TEXT

Ikonische Wende

short story published in peng! ISSUE 01 SPRING 2008

AMOR VINCIT OMNIA

poem published in peng! ISSUE 01 SPRING 2008

date : February008 - December007

category : print

function : CREATIVE CONSULTING.TEXT

client : biofisch

task : information folder

date : September007 - May007

category : print.media&online

function : CREATIVE CONSULTING
client : Goldfish Marketing & Communications GmbH.
metall bringt's, Malibu

date : September07 - August07
category : media&online.art
function : CREATIVE DIRECTION
fursandfuel.com
task : submission of an immersion-platform with shopsystem at the NETCULTURELAB

date : June007 - May007
category : mediamix&campaigns.media&online.art
function : CREATIVE DIRECTION
furs and fuel
task : submission at the BmUKK for a development-sponsorship experimental film

date : June007 - April007
category : knowledge
function : PROJEKTMANAGEMENT TRAINING
ICH-AG Projektmanagement
TEAM4

date : March007 - November006
category : mediamix&campaigns.media&online.art
function : CREATIVE DIRECTION
furs and fuel - allegories of zeitgeist
task : submission at the PRIX ARS ELECTRONICA 2007 in the category hybrid art

date : Dezember006 - March006
category : print
function : LECTORSHIP
client : SSE Verlag

date : March006 - Februar006
category : mediamix&campaigns.media&online
function : CONCEPT.TEXT.STRATEGY.CONTENT.MEDIA&ONLINE MANAGEMENT
s-un-s
www.s-un-s.com
task : profile, portfolio

date : January006 - February005
category : knowledge
function : CIVIL SERVICE
client : Astrid Lindgren Zentrum
task : language advisor and language teacher

date : January006 - January005
category : mediamix&campaigns.art
function : CONCEPT.TEXT.STRATEGY.DRAMATURGY
client : medu5a by thomas.kirchgrabner

date : September005
category : print
function : CONCEPT.TEXT
client : Kaleidoscope Communications Solutions
task : information folder QuickTerm

date : September005 - January004
category : print.medi&online
function : CONCEPT.TEXT
client : Astrid Lindgren Zentrum

date : May005 - April005
category : art
function : CONCEPT.TEXT.STRATEGY.CONTENT
DE FORMATION
short story

date : April005
category : mediamix&campaigns.art
function : CONCEPT.TEXT.STRATEGY.DRAMATURGY
client : medu5a by thomas.kirchgrabner
Casino/Bregenz

date : April005
category : print
function : CONCEPT.TEXT
client : Kaleidoscope Communications Solutions
task : information folder DocuDay

date : March005
category : print
function : CONCEPT.TEXT
client : Kaleidoscope Communications Solutions
task : information folder

date : March005 - February005
category : media&online
function : TV-EDITOR
client : meekorah.tv
task : artcorner

date : December004 - November004
category : print
function : CONCEPT.TEXT
client : Sps-Service
task : information folder

date : December004 - November004
category : print.media&online
function : CONCEPT.TEXT
client : Kulin - cuisine obscure

date : November004
category : mediamix&campaigns.art
function : CONCEPT.DRAMATURGY
client : medu5a by thomas.kirchgrabner
Hotkultur/Wien

date : October004
category : mediamix&campaigns.art
function : CONCEPT.TEXT.STRATEGY.CONTENT.DRAMATURGY
clients : medu5a by thomas.kirchgrabner
Museumsquartier/Wien

date : September004 - August004
category : mediamix&campaigns.art
function : IDEA.TEXT.DIRECTION
medu5a by thomas.kirchgrabner

date : July004 - June004
category : art
function : CONCEPT.TEXT.STRATEGY.CONTENT
bindestrich - ein intermediales netzwerk zwischen dir und mir
short story

date : June004
category : print
function : CONCEPT.TEXT
client : Kaleidoscope Communications Solutions
task : information folder

date : May004
category : mediamix&campaigns.art
function : CONCEPT.TEXT
client : medu5a by thomas.kirchgrabner

date : March004
category : print.art
function : TEXT
client : christina.steiner

date : March004
category : mediamix&campaigns.art
function : TEXT
client : medu5a by thomas.kirchgrabner

date : March004 - February004
category : mediamix&campaigns
function : CONCEPT.TEXT
client : Kaleidoscope Communications Solutions
task : slogan and company subtitle

date : January004 - December003
category : art
function : CONCEPT.TEXT.STRATEGY.CONTENT.DRAMATURGY
durchdrungen traumô
readingdramaaudiobook

date : since 004
category : art.knowledge
 ° voice formation
 ° vocals

date : SS003 - WS94
category : art.knowledge
Magister of Anglistics, Romance Studies & Philosophy
Philosophy of Language, Cognitive Science & Deconstruction
With my diploma coherence languagechangedocument I radically faced the coherence of language, attention and living systems plus the paradigms of postmodernism and deconstruction, as well as I made the aesthetic experiment of applying the internet's hypertextstructure to the book's textstructure.

 ° narrator education English

date : May003
category : print
function : TEXT
client : Stephan Doleschal

date : May003
category : mediamix&campaigns.art
function : CONCEPT.TEXT.DRAMATURGY
Performance **ragnarök**
S-bar/Wien

date : March003
category : print.art
function : CONCEPT.TEXT
client : ...

date : February003
category : mediamix&campaigns.art
function : CONCEPT.TEXT.DRAMATURGY
Performance **ragnarök**
S-bar/Wien

date : February003 - September002
category : print
function : CONCEPT.TEXT
client : europahaus wien
task : print and stationery

.January003 - September002
category : print
function : CONCEPT.TEXT
client : Economic Chamber Lower Austria
task : international trade brochure

date : August002
category : mediamix&campaigns
function : IMAGE-CONSULTING.RENAMING
client : km/a

date : July002 - June002
category : print.art
function : CONCEPT.TEXT
client : réalitée llc. und km/a

date : May002
category : media&online
function : ASSISTENCE
client : Kenichii Productions
task : film production of LifeBall sequence for ORF, Preshow LifeBall; photography production

date : April002
category : media&online
function : ASSISTENCE
client : Kenichii Productions
task : photography production

date : April002
category : print.art
function : CONCEPT.TEXT
client : réalitée llc.

date : April002 - October000
category : mediamix&campaigns.print.media&online
function : CONCEPT.TEXT.EDITORIAL WORK.RESEARCH.ONLINE MANAGEMENT
client : Goldfish Marketing & Communications GmbH.

BrauUnion, ÖAMTC, 92.9HitFM, Renault, CocaCola, etc.

date : 002 - 001
category : knowledge
task : PAPER "GENETIC EPISTEMOLOGY"
Cognitive Science Seminar
Ao.Univ.Prof.Dipl.Ing.Dr. Franz-Markus Peschl

date : since 001
category : art.knowledge
◦ **dance**
Butô, Modern Dance, Release, Authentic Movement, Improvisation, Contact Improvisation
◦ **motion**
TaiChi, KungFu, QiGong, Hatha Yoga, Asthanga Yoga, Kundalini Yoga

date : October000 - 98
category : mediamix&campaigns
function : advertising & eventmarketing ASSISTENCE
client : **Libro AG. Pilotstore LibroMania**

date : 000
category : knowledge
task : PAPER "TRANSLATING TRANSLATIONS"
Literary Seminar "Contemporary Irish Drama"
O.Univ.Prof.Dr. Otto Rauchbauer

date : 99
category : art.knowledge
function : CONCEPT.TEXT
The number as risk
participation at the German Award for Studies

date : 99
category : art
function : CONCEPT.DIRECTION
perspektives of a reality
LibroMania/Wien
exhibition

category : media&online.art
function : CONCEPT.CONTENT.DRAMATURGY
look around you, all that was spoken by you
LibroMania/Wien
videoinstallation

date : since 99
category : art.knowledge
◦ **narrator education**
◦ **voice formation**
◦ **language experiments**
automatic writing, concrete poetry, sound poetry, sampling, vocal composition
◦ **experiments between language, voice and other media**

date : 99 - 98
category : knowledge
task : PAPER "MAINSTREAM AGAINST MEDIOCRITY"
Literary Seminar "Theories of elites: scandal or oportunity?"
O.Univ.Prof.Dr. Friedericke Hassauer

date : 98
category : mediamix&campaigns.media&online.art
2.place at the national idea-competition **expo2000** man-nature-technology
task : concept for the Austrian participation

date : 97
category : knowledge
task : PAPER "REFLECTING THE INTERNET"
Linguistic Seminar "Sociolinguistics"
O.Univ.Prof.Dr. Herbert Schendl

date : 97
category : knowledge
task : PAPER "THE MENTALITYSPECIFIC ENVIRONMENT OF THE REVOLUTIONARY INSTRUMENTALISATION OF LANGUAGE"
Linguistics Seminar "Language and Power during the French Revolution"