



**ELMAR TREFZ**  
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## PROFILE

Elmar Trefz is an Experience and Interaction Design Consultant working in the area of experiential marketing, interactive brand experiences and event design. His expertise lies in the concept development and creative direction of ambient interactive installations and reactive environments for events, museums, public spaces, concept stores and all other areas where marketing, architecture, design and the digital merge into an integrated ambient interactive experience bridging digital and physical worlds.

Elmar's strength lies in creating truly integrated interactive concepts. He is able to pull an interactive project from a high level concept through to custom executions across diverse media channels. His approach ensures that interaction remains core to the concept and provides a truly experiential solution for the target audience.

One example of Elmar's work is the Lexus Paper Mouse at the Detroit Motor Show, where VIP visitors to the Lexus stand could experience content via a custom paper interface on a digital screen. While being a great experience for the visitors the Paper Mouse also provided valuable marketing metrics to Lexus.

Furthermore, Elmar is active in the international media arts community which allows him to stay on top of the latest developments and trends in digital art and design which he frequently publishes in his trend report [www.semnon.net](http://www.semnon.net). His vast international network of contacts allow him to pull in high profile resources into projects where highly specialized skill sets are required to achieve top tier outcomes.

## EXPERIENCE

### SEMNON, SYDNEY, AUSTRALIA — JULI 2009 - NOW

Experience and Interaction Design Consulting in the area of experiential marketing, interactive brand experiences and event design.

### UNIVERSITY OF SYDNEY, SYDNEY, AUSTRALIA — JULI 2009 - NOW

In 2009 Elmar Trefz taught Urban Informatics in collaboration with [Andrew Vande Moere](#) and [Dan Hill](#) at the Design\_Lab of the University of Sydney. The class [urbansensing.ning.com](http://urbansensing.ning.com) explored the relationship between interaction design and the city. In 2010 he taught information visualization and design for natural user interfaces [infostudio2010.ning.com](http://infostudio2010.ning.com).

### DESIGN CONSULTANT, SPINIFEX GROUP/GPJ; SYDNEY, AUSTRALIA — JULI 2007 - JUNE 2009

At the [Spinifex Group](#) / [George P. Johnson](#) Elmar Trefz developed interactive concepts and provided creative direction for top tier brands like Lexus, Scion, Cisco and many others as well as events like the Beijing Olympics, Shanghai Expo and similar big events. Furthermore we worked with culture clients like museums and exhibitions to create engaging interactive exhibits.

### DIRECTOR/CURATOR, ELECTROFRINGE; SYDNEY, AUSTRALIA — JAN. 2008 - JAN. 2009

Elmar Trefz directed and curated the 2008 [Electrofringe](#) festival in Newcastle, which is Australia's premier digital art festival. He invited high profile interactive innovators like [Angelo Plessas](#) from New York and [The Green Eyl](#) from Berlin.

### INNOVATION CONSULTANT, DISONANCIAS; SAN SEBASTIAN, SPAIN — SEP. 2006 - APRIL 2007

Elmar Trefz worked with the [Kaiku](#) Corporation in Spain to create innovative experiential food products that go beyond the normal consumer experience and helped product manager to create an innovative product strategy.

### INTERACTION DESIGNER, ZKM; KARLSRUHE, GERMANY — MARCH 2006 - MAY 2006

At the [ZKM](#) in Germany Elmar Trefz worked on immersive interactive 360 degree panoramic cinema. He worked on an interactive framework that would allow content creators to develop innovative interactive and immersive content.

**INTERACTION DESIGNER, MECAD; BARCELONA, SPAIN — FEB. 2005 - MARCH 2006**

At the MECAD centre in Barcelona Elmar Trefz directed the development of the UNESCO [Digi-Arts](#) platform. He was responsible for the Information Architecture, Interface Design and CMS framework development.

**INTERACTION DESIGNER, WAVE PILLOW; SYDNEY, AUSTRALIA — MAY 2004 - JAN 2005**

In 2004 Elmar Trefz commercialized his [Wave Pillow](#) invention which was covered in the press and media around the world, such as ABC New Inventors, Channel Nine, I.D. Magazine, GEO Magazine, BBC Radio and many more.

**INTERACTION DESIGNER, FUTUREFARMERS; SAN FRANCISCO, USA — NOV. 2003 - MAY 2004**

In 2003 Elmar Trefz worked with [futurefarmers](#) in San Francisco on innovative interaction design projects and exhibitions like Playshop in the [Yerba Buena Center of the Arts](#).

**TEACHING**

**UNIVERSITY OF SYDNEY, SYDNEY, AUSTRALIA — MARCH 2009 - JUNE 2009**

Teaching multi-touch information aesthetics together with [Andrew Vande Moere](#) at the Design\_Lab of the University of Sydney. The class focused on the design and development of multi-touch interfaces for dynamic information visualizations.

**STANFORD UNIVERSITY, PALO ALTO, USA — FEBRUARY 2004 - APRIL 2004**

Teaching Physical Interaction Design together with Amy Franceschini at Stanford's [SUDAC Lab](#). The major focus was the interaction with dynamic content through diverse interfaces in Flash, HTML or Physical.

**MAINE COLLEGE OF ART, PORTLAND, USA — DECEMBER 2003**

Workshop on Physical Computing. The Students were introduced to the concept of Physical Interaction Design with the use of [Making Things Teleo Modules](#).

**EDUCATION**

MECAD/Escola Superior de Disseny, Barcelona, Spain — MA, Interactive Systems, 2005

Griffith University - Queensland, Australia - Bachelor of Multimedia, 2002

**SKILLS**

**CONCEPT & DESIGN**

Concept Development, Creative Direction, Photography, Information Architecture.

**PRODUCTION KNOWLEDGE**

Flash, Processing, OpenFrameworks, Max/MSP, MySQL, Arduino, Photoshop, Illustrator, Final Cut, Digital Fabrication, Agile Project Management.