



YEAR
2018 IN
REVIEW

KREATIVES®

www.kreatives.co



Atlanta, November 2018

***“DON'T STOP
BELIEVIN’***

***HOLD ON TO
THAT FEELING.”***

Journey – Don't Stop Believin' (1981)

HELLO FRIENDS!

We wanted to take this opportunity to thank and celebrate each of you. Thank you for your passion, collaboration, and commitment in making this world a better place.

Two years ago, we took the leap from San Francisco to Munich not knowing what adventures would be waiting for us - the people, the challenges, the small wins, to the late nights. When you make such a bold decision to start afresh, you are forced to listen and lead by the 'why'.

Why Munich? — Why the grind? — Why Kreatives?

We ask ourselves these questions everyday. And the answers are becoming clearer and clearer with each interaction, each touch point, each story, each challenge, each project, each person impacted.

Every beat, every ounce of blood, every cell in our body believes people and design (in whatever definition you want to use) have the power to make our world massively better for everyone. That's what inspires us to push beyond the ordinary, everyday.

And Munich? We believe we're at the right place at the right time. Things are moving, thanks to the community changemakers, just like you! We have some exciting plans for 2019. But first, let's celebrate the far way we came together.

Let's go!
KREATIVES[®]

19.947
E-Mails sent

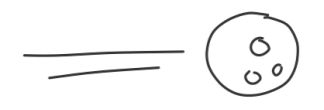


Days of running a workshop

77

Bowling matches

3



55.480
Post-It's used

3
Kreatives



2018 IN NUMBERS*

* We love numbers

47.092
Files created



78
Döner / Falafel for lunch



3,5 cups of coffee / day
3 Kreatives
=



3.832,5
cups of coffee

8K
Photos taken by Sebastian



2.190
Liters of Augustiner beer

BERLIN^{3X} **FRANKFURT**

SAN FRANCISCO^{3X}

VANCOUVER^{3X} **PARIS**^{3X}

BARCELONA HAMBURG

KARLSRUHE ISTANBUL

BAGHDAD PALO ALTO^{2X}

DUBLIN ATLANTA MILAN

MADRID ROME



225,578KM

Travelled



→ 2017: 24 PROJECTS

PROJECTS COMPLETED

Ranging from organizational design, design research, brand activation, venture building, product development, experience design, executive programs, keynotes, design thinking and innovation workshops, foresight strategy, graphic design and illustration, branding, and humanitarian strategy.

A FEW HIGHLIGHTS HIGHLIGHTS HIGHLIGHTS
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ALLIANZ EXPLORER CAMP

The **Allianz Explorer Camp** represents the youth core of the Explorer Program. This year 50 young leaders from over 20 countries came together to play football, have fun, and explore the influences shaping the future. Kreatives had a super time co-designing the micro-conference with a rockstar team, FC Bayern, an astronaut, and our future leaders — the Digital Natives.



[Check this out](#)





SIEMENS FUTURE OF WORK



The Future of Work team at Siemens explores and experiments with new ways of collaboration which may shape how we work in the future. We had the amazing opportunity to work with this passionate and creative bunch to bring the worlds of human-centered design and strategic foresight to craft what work could look and feel like 5 and 10 years out.

In the summer, we had the opportunity to team up with the extraordinary people at the **World Food Programme**, the Iraqi Government, and blockchain startups to support food distribution for millions in Iraq.



WORLD FOOD PROGRAMME





ROYAL STARTUP JUNGLE

The Royal Startup Jungle is a rave for 1.000 selected startup rebels! This year the event was hosted at the BMW Welt. Our very own Tony Gui was one of the official moderators.

LISA KAY SOLOMON



Earlier this year, the team spent some serious quality time with the Silicon Valley thought leader **Lisa Kay Solomon**, to design and elevate her personal brand.

Lisa coauthored the Wall Street Journal bestseller, [Moments of Impact: How to Design Strategic Conversations that Accelerate Change](#), and, more recently, [Design a Better Business: New Tools, Skills and Mindset for Strategy and Innovation](#), which has been translated into over 12 languages. She is a frequent contributor to Singularity Hub, authoring a popular series on [Exponential Leadership and Designing a Better Futures](#).

www.lisakaysolomon.com





Singularity University is a global learning and innovation community using exponential technology to tackle the world's biggest challenges and build a better future for all.

At this year's Leadership Insight Out program, Franzi had the opportunity to share her passion and experience using the power of design, creativity, and visuals to tackle some of the world's biggest challenges and bring bold ideas to life.

SINGULARITY UNIVERSITY



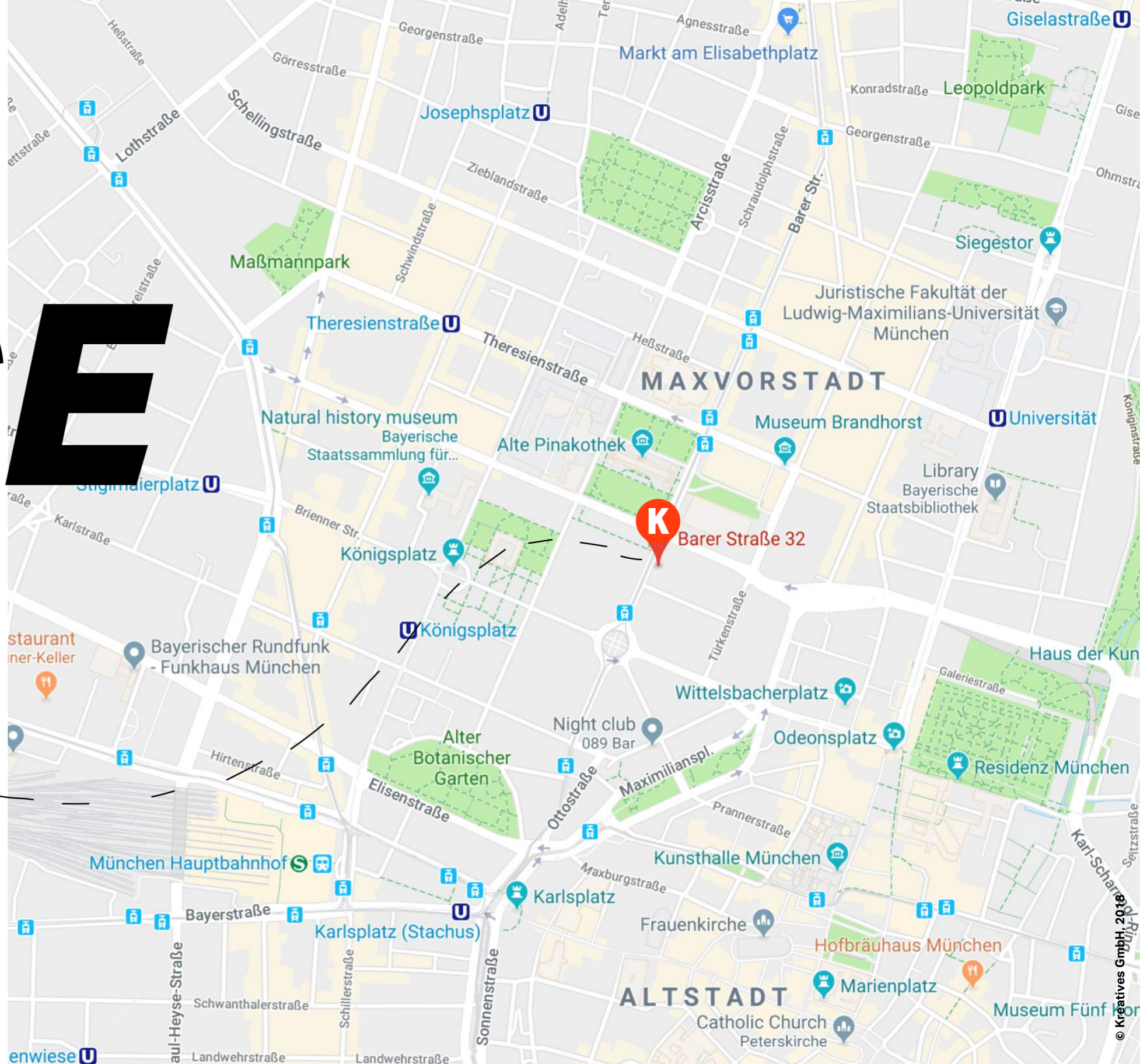
WOW
WHAT'S
NEXT?

JOIN US FOR 2019!

2019 promises to be another amazing year full of adventure, community, growth, and impact. We're ready to kick-off a handful of exciting projects including a few **BOLD MOVES:**

NEW SPACE

We're looking forward to opening the doors to our new space in a month or two. The space will be the home of the Kreatives community, events, workshops, our team, and a creative container for our clients to jam. Stay tuned for announcements.



WANTED!



YOU?

We're ready to expand our small and mighty team. If you know any **outstanding designers** and creative ninjas please send them our way — we know they'll come from unusual places. info@kreatives.co

***ALSO, IF YOU HAVE IDEAS FOR
COLLABORATION WE'RE ALWAYS
EXCITED TO BUILD SOMETHING
TOGETHER. JUST REACH OUT
TO US INFO@KREATIVES.CO***

FOLLOW OUR MISSION :

www.kreatives.co

Instagram: [kreativesco](#)

LinkedIn: [Kreatives](#)

**SPECIAL THANK YOU TO ROOPA KOCHAR — PALLAVI SHARMA — FRANZISKA
THRAINER—BLINA KRUIJA—DANIEL NOWAK—ARUNIMA SINGH—BJOERN FRANK
& KAISERXLABS TEAM — ANGELA FRANCIS — SAM NG — SANDRA ERTEL — ANNE
WENDEL—PATRICK SCHWARZKOPF—SVEN LAUX—ANNA MOUCHREF—FLORIAN
SCHEIBLBRANDNER—KATE VOELKER—ANDREAS GRASS—TANJA BOSS—SIMON
THUN—SUSANNE GEHRING-BOESE—MOMOKO UEDA—FELIX DE GRAEVE—MERVE
LIEBELT—AUGUSTIN LECLERC—MARCUS FENDT—MONA KAPPEL—FABIAN HECK
—SIRMA BOSHNAKOVA—RAYMOND WASSENAAR—CECILIA LE TORRE—NICOLA
LINDEMAYER — MAGDALENA IORDANOVA — THERESA VIERL — ANA MUNGUIA
CASTRILLO—CHRISTIAN VELBINGER—LISA KAY SOLOMON — KAWAI LAI—DAN
ROAM — SARAH RAMES — ALAN GEGENSCHATZ — DHARMISHTA ROOD — TYLER
EDGREN — DAN MILTON KLEIN — STACY MALDONADO — MARIEJOY RAMPAS —
JOSH LEVINE—SHELBY JONES—KENNEDY OWOUR—BASHAR ALHAMMAMI—
ROSETTA SIMON—MICHAEL MLYNARSKI — SUSANNE AMBROS — STEFAN KUSTERER
— FELIX RAAB — CHRISTIAN SCHLOEGEL — STEFANO DI SANTO — ALBERTA
STELLA—JULIAN MALLMANN—CHRISTIAN FELKEL—WOLFGANG SCHILLER—
CHRIS JEGL — JUERGEN ZWERGER — THOMAS O'HAGEN — KATHARINA WIEHRDT
— KATHRIN ZECHMANN — CARO WIDENKA — THERESA LANDGRAF — KATIVA
MAKRANSKY—MARIE DEUTSCH—MIRIAM SAKE—NIKLAS STOPPER—PHILLIPP
OSWALD—BIRGIT KRAHMER—MARTIN WEBER—JARROD MILLER—RON ADAMS
— FRANK FORSTER — LENA SCHUR — FRANZISKA BECKER — SAVITA KORTE —
NATHAN SHEDROFF — MARTINA NAMISLA! YOU ROCK! LOVE, TEAM®**

