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one/one

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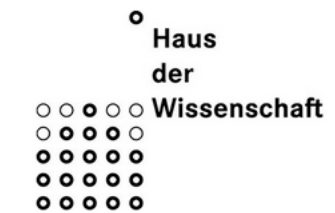
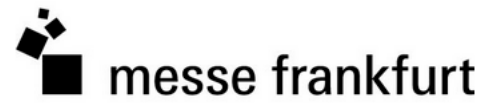


Hello.

We are one/one – a design agency and digital strategy consultancy with offices in Bremen and Amsterdam.

We design brands, the internet and experiences.

We work for some of the  
finest brands worldwide:





Our services

Digital  
Strategies

Brand Design and  
Communication





Our Services



# Digital Strategies

Impulse events

Keynotes, Workshops, Mapping Trends

User Scenarios

Interviews, Personas, Field Research,  
Customer Journeys

Analysis

Goals, Ressources, Data

Digital Products / Business Models

Business Model Canvas, Value Proposition,  
Feasability Studies

Design and Prototyping

UX / UI Design, Coding

Implementation and Testing

User Testing, Internal Coaching



# Our services

## Brand Identity

Workshops, Brand Strategy, Brand Architecture

## Brand Design

Corporate Design, Image and Colour Concepts,  
Design Manuals

## Digital Products

Digital Strategies, Websites and Apps,  
UX/UI Design, Implementation

## Corporate Publishing and Contents

Editorial, Content Marketing, Storytelling and Text

## Experiences

Exhibitions, Fairs and Live Communication



Brand Design and  
Communication

Some of our projects:



# How the visitors to Volkswagen at the IAA formed a band.

Soundmachines is an interactive music installation build for the Volkswagen stand at the International Motor Show (IAA) in Frankfurt. The interactive installation allowed the audience to create soundtracks by arranging their own music piece.

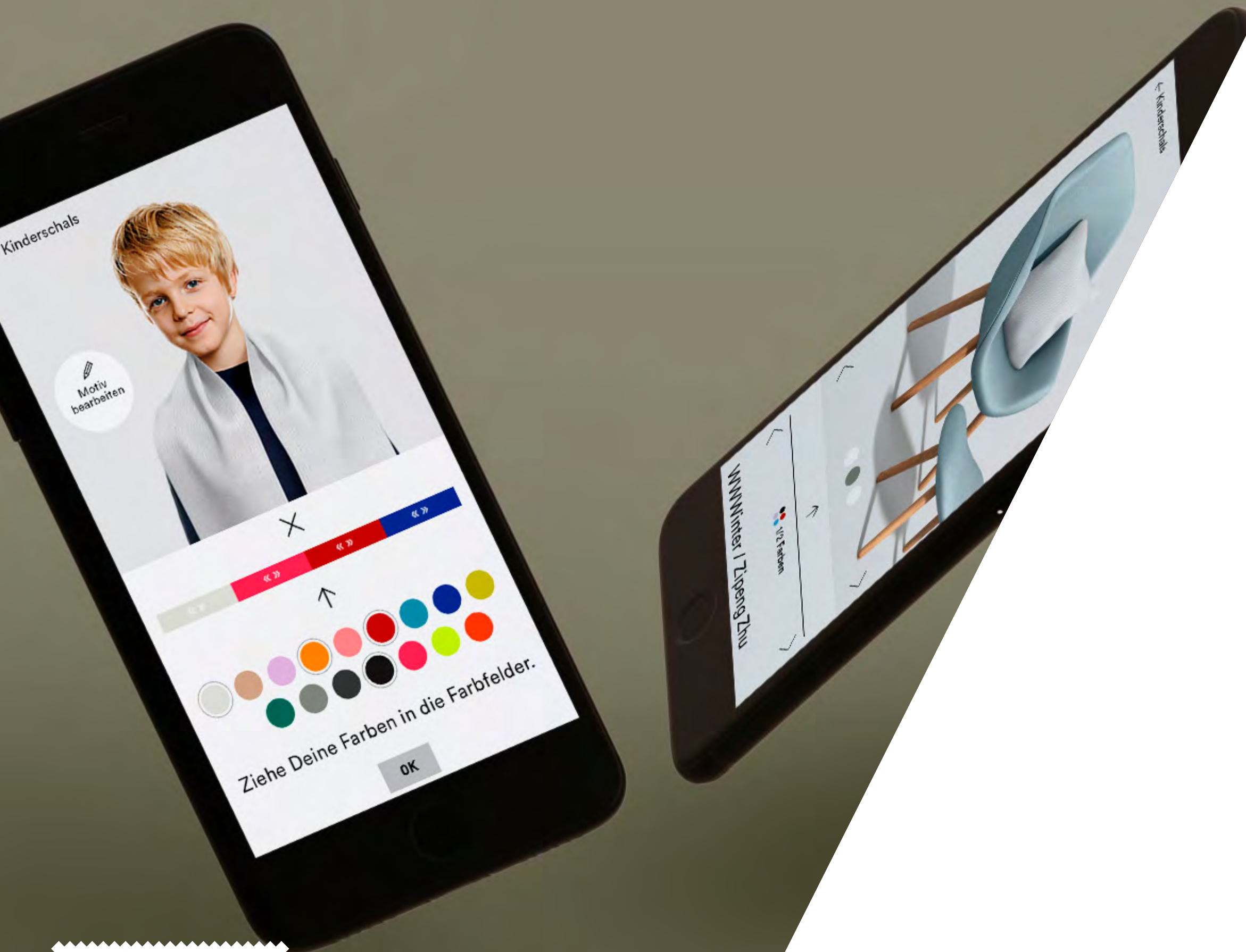
In cooperation with syntop.io

Services: Concept / Design / Production

[→ Read the full story](#)







W-O-O-L-L-A-A

# What happens if you connect a knitting machine to the internet?

Woollaa is a completely digital slow fashion label.

Customers can create and adapt their own products and upload it with the click of a button to an high-end knitting machine.

Services: Branding / Digital Product Design

→ Read the full story



# An identity for a museum that works without a logo

The Kunsthalle Bremen is one of Germany's leading art museums. The identity uses language and type as the sole carrier of messages and thus provides an effective stage for the rich visual world of the permanent collection as well as the changing exhibitions.

In cooperation with m23/Fons Hickmann

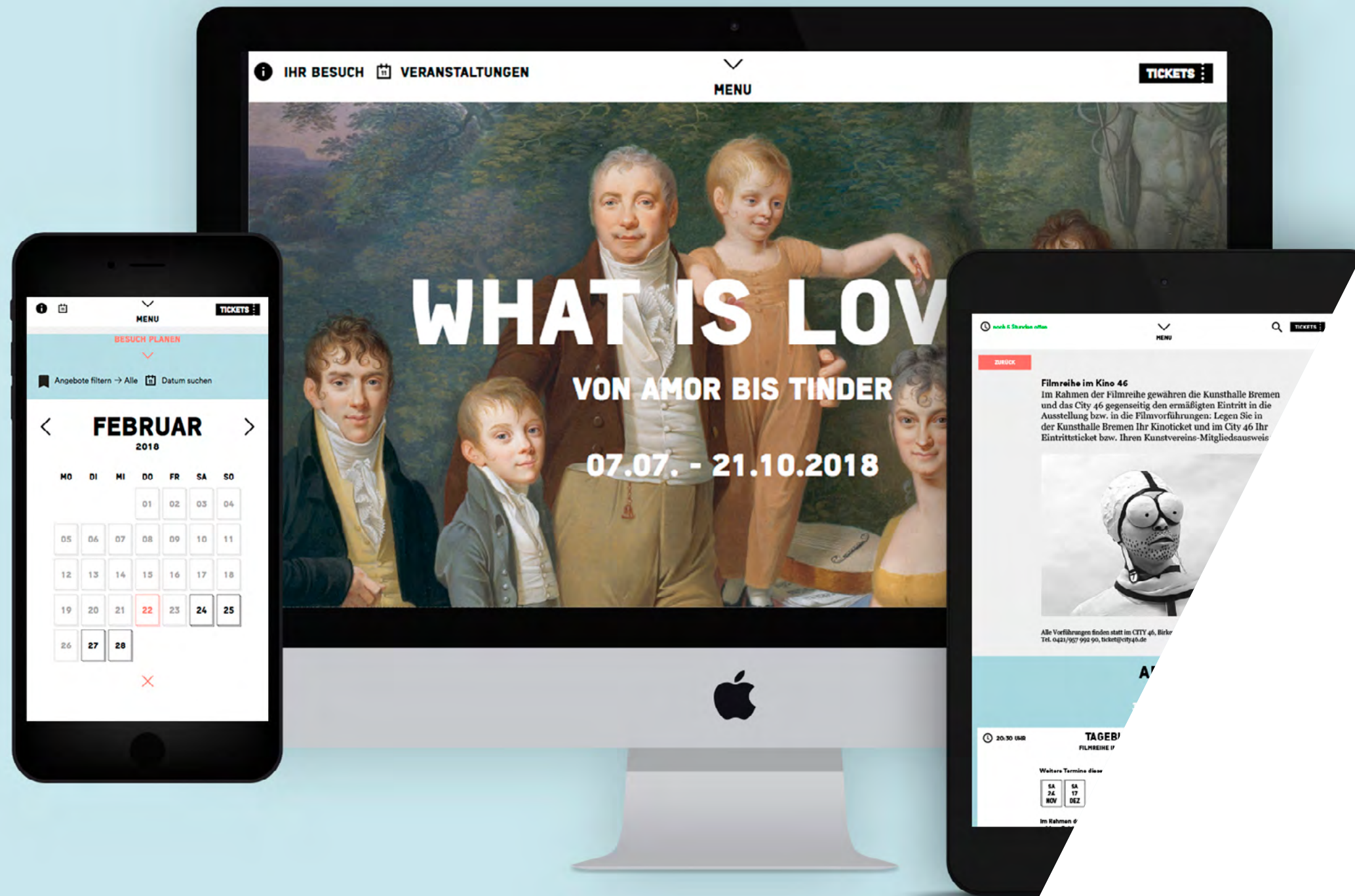
Services: Branding / Design

→ Read the full story

**KUNST  
HALLE  
BREMEN**







# Designing the digital museum.

The website allows simple and fast access to all exhibitions, the permanent collection and the extensive educational programme of the Kunsthalle Bremen.

With its technical structure a basis was established for further developments for the Kunsthalle to become a networked museum pushing the boundaries of experiencing art in a digital world. In cooperation with m23/Fons Hickmann

Services: Digital Product Design

→ Read the full story



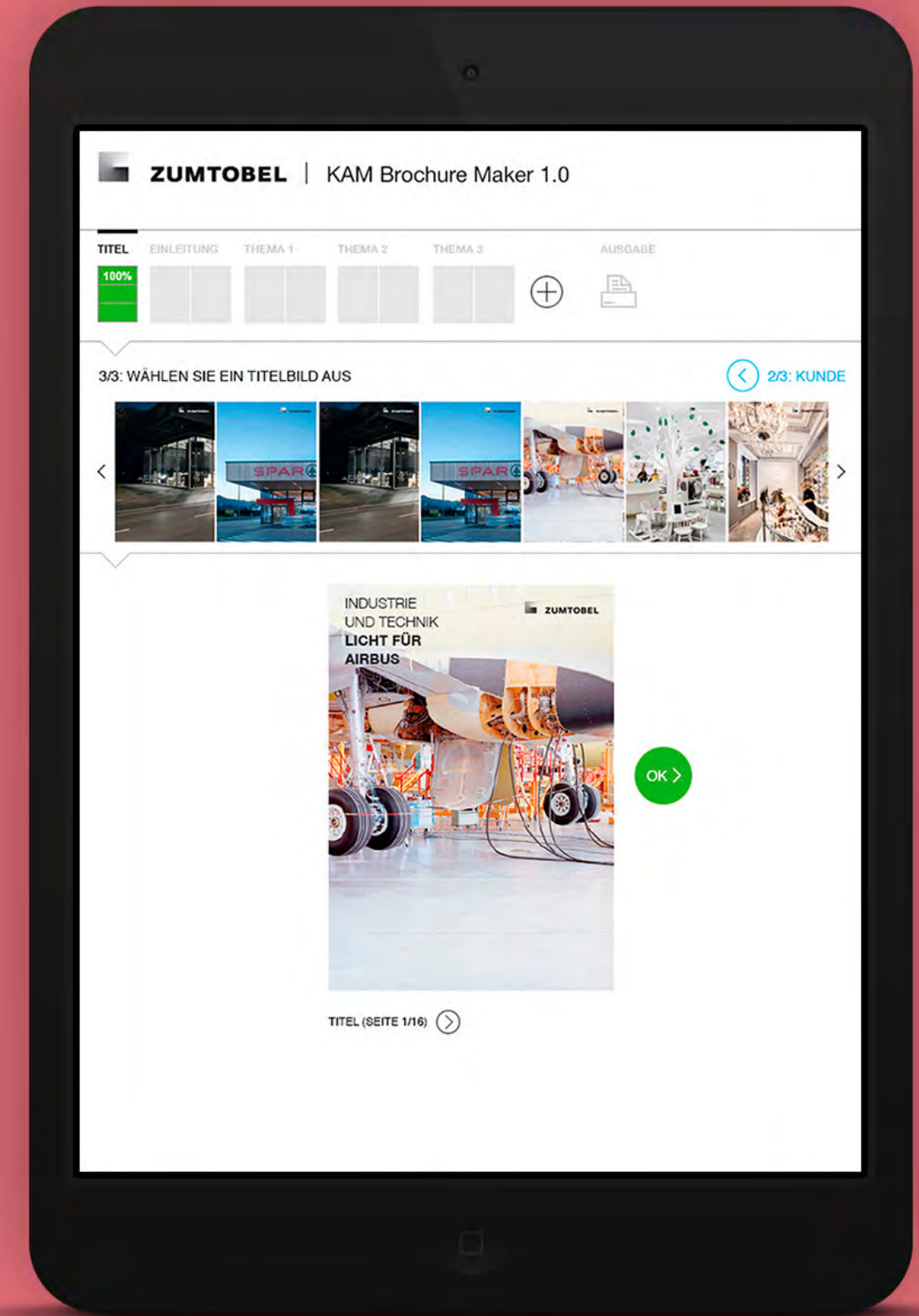
# A tool for sales managers to build customized brochures within minutes.

The Brochure Maker is an intranet solution for the international lighting brand Zumtobel. It allows sales managers to assemble customized presentations and brochures to be used for making first contact to new customers.

Cover, introduction and predesigned solution pages can be gathered with a few clicks and printed or downloaded on demand.

Services: Digital Product Design

→ Read the full story







# Storytelling for the global market

Messe Frankfurt and all its global events are meeting places for dialogues and the exchange of ideas. The annual reports gather themes and trends telling the most fascinating stories from market places around the globe.

Services: Concept / Text / Editorial Design

→ Read the full story

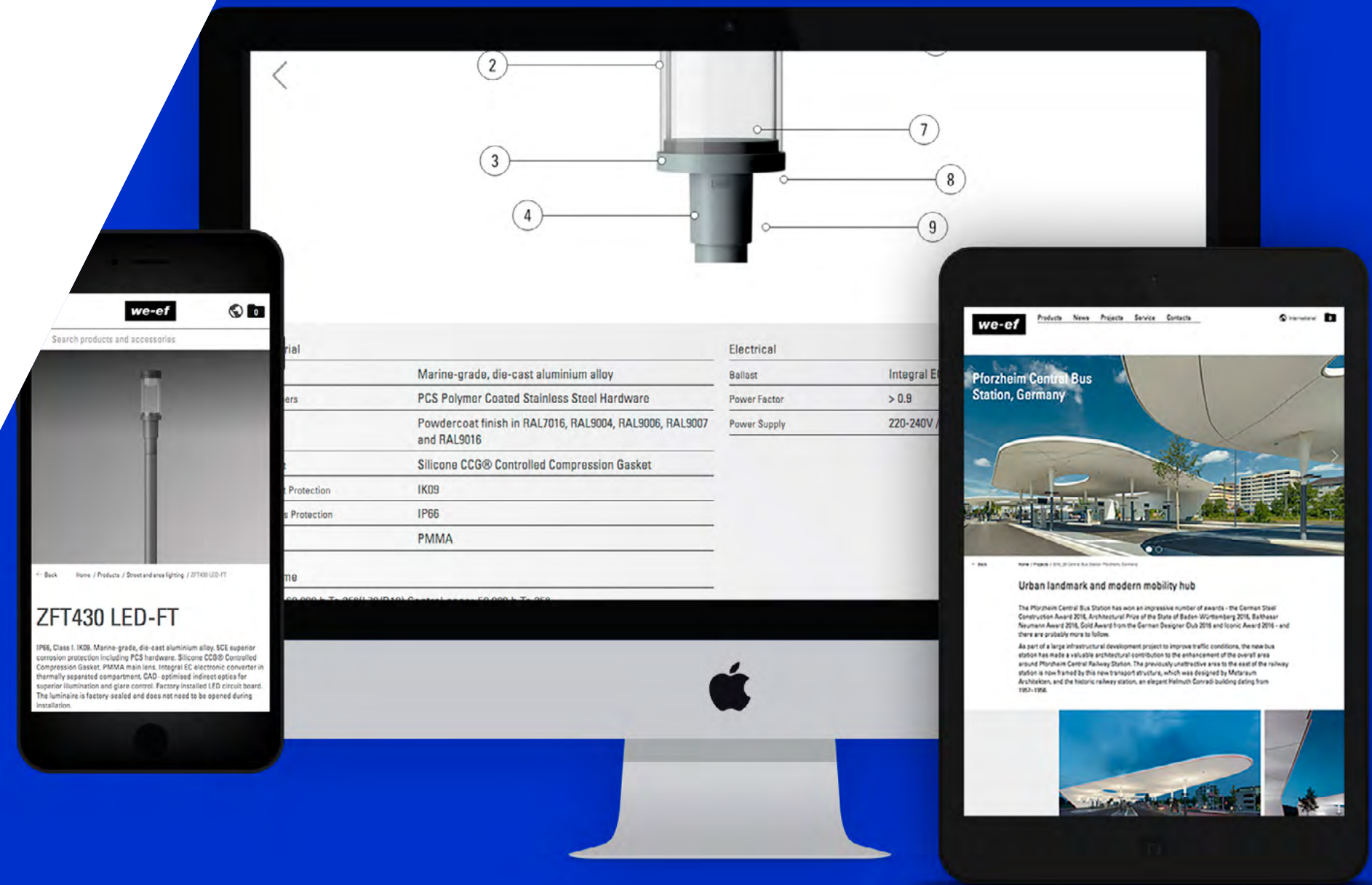


# A paperless global catalogue for more than 10.000 products.

WE-EF is an international brand for outdoor lighting with branches in Germany, France, UK, USA, Thailand and Australia. With more than 10.000 product codes and over 2.000 accessories delivering up-to-date product data in three different languages and six regions each having their own product variations has become a challenge ...

Services: Digital Product Design

→ Read the full story







# How to design the digital transformation

We not only design books – we also write them. In the best-selling book »To Do« we sketch out how the digital shift is changing our world and talk about strategies, tools and bussiness models to master the transformation.

Services: Concept / Text / Book Design

→ Read the full story



one/one is owned and managed  
by Friederike and Florian Pfeffer.



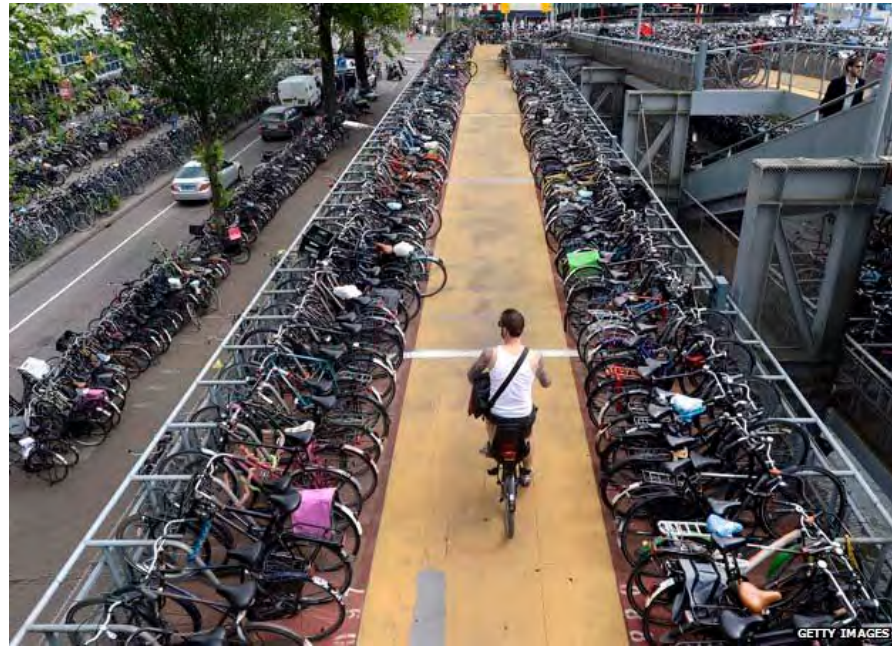
With 20 years of experience Friederike and Florian Pfeffer are leading design projects for global enterprises, cultural institutions, small start-ups and the public sector.



We would love to hear from you.

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