



Robert Eysoldt

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My name is Robert Eysoldt; I am an experienced conceptual designer, creative consultant and storyteller with a strong understanding of communication in physical and digital spaces. 15 years ago I started my own business with ZEROOVERHEAD CONSULTING. Since then, I have been working with agencies, companies and institutions to design interdisciplinary formats that present themes and messages in a contemporary way. In doing so, I create conference and workshop formats, programs for cultural and knowledge transfer as well as networking and participation formats that inspire and are remembered for a long time.

My service profile:

CREATIVE CONSULTING

I analyze existing concepts and formats in terms of strategy and creation and provide support for revisions or even a conceptual reorientation.

CONCEPT DEVELOPMENT

I design cross-disciplinary concepts and formats for physical and digital spaces and also derive the necessary measures for implementation.

STORYTELLING

I develop stories that present the content to be conveyed as memorably and uniquely as possible in order to anchor it in the memory in the long term.

Due to my professional career, I am very familiar with the processes in larger companies and with the challenges in smaller structures and can thus integrate into different team structures and work processes.

BERUFLICHE STATIONEN

RTL TELEVISION

After my professional training in communications at the WAK in Cologne, I began my career in 1990 at RTL Television in Cologne, where I was responsible for RTL's program and station campaigns, among other things. First as head of department and from 1995 as managing director and creative director of an RTL subsidiary with over 100 permanent employees at the Cologne and Berlin locations.

UNIVERSAL MUSIC

After 12 years at RTL, I moved to Universal Music in Berlin, where I was responsible for developing music-related program formats for TV, radio and the Internet from 2003 to 2006. This included formats with the Bloodhound Gang, Paul van Dyk, Peter Heppner, Schiller, Tokio Hotel and the Babelsberg Film Orchestra.

ZEROOVERHEAD CONSULTING

In 2006 I started my own business with ZEROOVERHEAD CONSULTING. Since then I have been working with agencies, companies and institutions on the development of formats. To date, this has resulted in projects for Axel Springer, Amnesty International, Bertelsmann, Signal Iduna, Markenfilm Hamburg, Triad Berlin, Messe Berlin and Berlin Partner, among others.

CREATE BERLIN

From 2009 to 2015, I was an honorary board member of CREATE BERLIN, an interdisciplinary network of Berlin's creative industries founded by the city of Berlin. The network's mission was to make the forces of the creative industries visible in various formats at home and abroad in order to push Berlin's cultural and economic development. In doing so, I was able to co-initiate several successful network formats, participation projects and urban interventions geared towards the cultural and creative industries.

INITIATIVEN

GIF ME YOUR BEST

An initiative I founded that hosts international contests on Instagram on relevant social and political topics. The first contest in 2019, together with the European Parliament, invited creatives to submit GIFs calling for the European elections. A jury consisting of 26 European designers* selected three winners from the approximately 150 submissions, who were invited to the first session of the European Parliament in Strasbourg. www.gifmeyourbest.eu

FARBWERTE, Project office for black-red-gold affairs

Another initiative launched by me, which from 2009 to 2019 dealt with the German flag and other national symbols in terms of content and design. In various participatory projects, different public spaces for reflection and discourse were created. In cooperation with German representations abroad and international cultural institutions, more than 25 workshops and exhibitions were realized worldwide. www.farbwerte.de

PUBLIKATIONEN

BERLIN DESIGN DIGEST

In 2017, on the occasion of the tenth anniversary of Berlin's designation as a "City of Design" by UNESCO, I published the Berlin Design Digest together with Raban Ruddigkeit. The book features 100 successful projects, products and processes curated by us from 75 Berlin agencies, design labs, public initiatives, networks and universities that connect Berlin to the world. www.berlindesigndigest.com

100 BRIEFE AN DEUTSCHLAND (LETTERS TO GERMANY)

On the occasion of the anniversary "25 Years of German Unity" on October 3, 2015, I published the book "100 Letters to Germany" together with the publisher Andreas von Stedman. The collection of 100 personal letters is a contemporary document, written by personalities and committed citizens from the most diverse areas of society.

More info about the projects: www.zerooverhead.de