



PROJEKT

AUFTRAGSGEBER

ANZEIGENSERIE

Truvativ Rennrad- und Mountainbike-Tretkurbeln

TRUVATIV / SRAM CORPORATION

Bicycle Parts



Engineering the Shift **TRUVATIV**

NOIR HCT

THE ROAD KING :: The NOIR HCT ROAD is Truvativ's lightest crankset. Weighing only 350 grams, the NOIR HCT is in a league of its own. HCT stands for HARD CORE TECHNOLOGY. This process was developed in house and manufactured in our carbon fiber facility in Asia. The result is a light weight crankarm with only the minimum amount of alloy for the spindle and pedal attachments. We then finish the arms with an unidirectional carbon fiber sheet and clear coat to offer a luxurious finish. NOIR ROAD is compatible with SRAM® and Shimano® front derailleurs and chains.

- HCT Carbon Fiber
- Light Weight
- 11M Chaining Finish
- EXP TEAM Bottom Bracket
- 3025 18 Alloy Chaining Bolts

POWERED BY SRAM truvativ.com

Engineering the Shift **TRUVATIV**

NOIR MTB

BREAKING GROUND :: The NOIR MTB crank is the lightest MTB crankset that Truvativ has ever produced. With a class leading low average weight of 800grams the NOIR moves to the front in both weight and style. The NOIR MTB monocoque design crankset starts out with a ultra light AL 60 alloy spine. We then finish the arms with a cool unidirectional carbon fiber final layer and smooth clear coat finish. Add the robust EXP TEAM bottom bracket and the available chaining finishes and this product is ready to race. NOIR MTB is compatible with SRAM® and Shimano® front derailleurs.

- Unidirectional Carbon Fiber w/ Fused on 60 Spine
- Light Weight
- Available w/ 11M or Hard Anodized Chaining Finish
- EXP TEAM Bottom Bracket
- 3025 18 Alloy Chaining Bolts

POWERED BY SRAM truvativ.com

Engineering the Shift **TRUVATIV**

HOLZFELLER OCT

EXTREME BEING :: The HOLZFELLER OCT™ crank arm is a first in the bicycle industry. Never before has a hollow crank arm been forged from AL-7050 alloy. Paired with the HOWITZER TEAM bottom bracket, this is the strongest and lightest Hucking and pin crankset Truvativ has ever produced. Combining structural theory, finite element analysis, and extensive testing, this is technology that works. The HOLZFELLER OCT™ is available in rock guard doubles, pin singles and bash guard single chaining variations.

- OPEN CORE™ Technology
- 7050 Alloy
- HOWITZER TEAM Bottom Bracket
- 88 / 73 / 63 / 50mm BB Bottom Systems
- Available Lengths 175 / 170

POWERED BY SRAM truvativ.com



LUFTALK...

BOTTOM BRACKETS

HOWITZER :: GXP :: GIGA PIPE :: POWER...

GUIDES & PEDALS

BOXGUIDE :: SHIFTGUIDE :: HOLZFELLER PEDAL SET :: HUSSEFELT PEDAL...

ROAD BARS

DROPBARS TEAM :: DROPBAR XR

MTB BARS

FLATBARS TEAM :: RISERBARS TEAM :: RISERBAR HOLZFELLER :: RISERBAR HUSSEFELT

STEMS

TEAM :: XR :: HOLZFELLER :: HUSSEFELT

SEATPOSTS

TEAM CARBON :: TEAM :: XR :: SINGLE & DOUBLE CLAMP

SPECIFICATIONS

:: 32-35



PRODUCTS 2007 :: Table of contents & explanation of symbols



ROAD



FREERIDE



TREKKING



DOWNHILL



CROSS COUNTRY



BMX



ALL MOUNTAIN

PROJEKT

AUFTRAGSGEBER





NOIR ROAD HCT :: Professional Level :: 750grams

- 1x11 Carbon Fiber
- Light Weight
- 100% Aluminum Frame
- 1x11 Shimano Bottom Bracket
- 100% 11 Alloy Chainring Bolts
- Available lengths: 170 / 175 / 178
- 100% 11 Shimano 11 gear cassette / 11 gear cassette

THE NOIR HCT :: The new NOIR HCT is a legend in its own right. It's made for those who want to ride hard and fast. The crank is made of carbon fiber and is the lightest in its class. It's also the most durable. The spider is made of aluminum and is the lightest in its class. The chainrings are made of aluminum and are the lightest in their class. The bottom bracket is made of aluminum and is the lightest in its class. The chainring bolts are made of aluminum and are the lightest in their class. The chainring bolts are made of aluminum and are the lightest in their class.

NOIR MTB :: XC-Racing :: 800grams

- 1x11 Carbon Fiber
- Light Weight
- 100% Aluminum Frame
- 1x11 Shimano Bottom Bracket
- 100% 11 Alloy Chainring Bolts
- Available lengths: 170 / 175 / 178
- 100% 11 Shimano 11 gear cassette / 11 gear cassette

THE NOIR MTB :: The new NOIR MTB is a legend in its own right. It's made for those who want to ride hard and fast. The crank is made of carbon fiber and is the lightest in its class. It's also the most durable. The spider is made of aluminum and is the lightest in its class. The chainrings are made of aluminum and are the lightest in their class. The bottom bracket is made of aluminum and is the lightest in its class. The chainring bolts are made of aluminum and are the lightest in their class. The chainring bolts are made of aluminum and are the lightest in their class.

A NEW DIMENSION :: More compact, more powerful, more precise. The goal of the new line is to offer the best in class performance with nothing but the best. The development of the new crankset product line with the opportunity to introduce new and exciting high technologies. These cranksets are true professional level products. Whether you ride for fun or for serious racing, you'll find the performance and precision you need.

TRUVATIV :: TECHNOLOGY :: Facing the demands of competition

HCT™ is made from 100% carbon fiber and is the lightest in its class. It's also the most durable. The spider is made of aluminum and is the lightest in its class. The chainrings are made of aluminum and are the lightest in their class. The bottom bracket is made of aluminum and is the lightest in its class. The chainring bolts are made of aluminum and are the lightest in their class. The chainring bolts are made of aluminum and are the lightest in their class.

MTB™ is made from 100% carbon fiber and is the lightest in its class. It's also the most durable. The spider is made of aluminum and is the lightest in its class. The chainrings are made of aluminum and are the lightest in their class. The bottom bracket is made of aluminum and is the lightest in its class. The chainring bolts are made of aluminum and are the lightest in their class. The chainring bolts are made of aluminum and are the lightest in their class.

PROJEKT

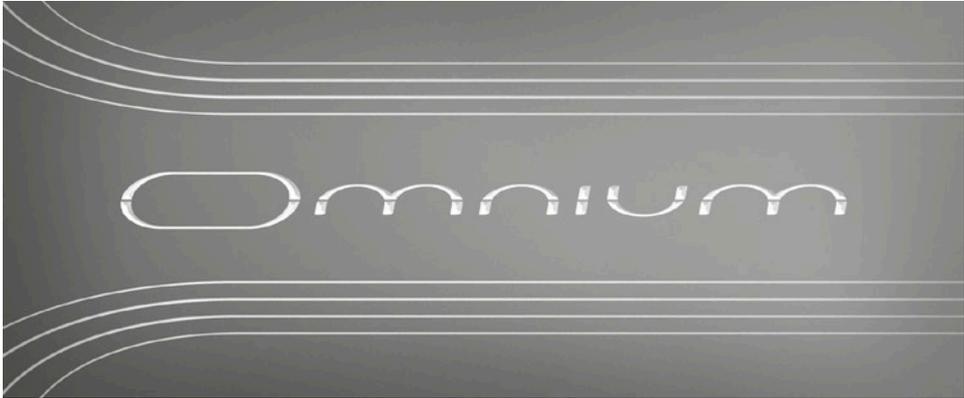
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FALTBROSCHÜRE
noir-Produktserie

TRUVATIV / SRAM CORPORATION
Bicycle Parts





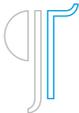


PROJEKT

AUFTRAGSGEBER

PRODUKTLOGOS
Rennrad- und Mountainbike-Komponenten

TRUVATIV / SRAM CORPORATION
Bicycle Parts





PROJEKT

LOGOGESTALTUNG

Diverse







PROJEKT

KINEMA – MAGAZIN FÜR FILMKULTUR

Gestaltung einer Filmzeitschrift

AUFTRAGSGEBER

STUDIUM

Diplomarbeit, Schwerpunkt Editorial Design





Im Rahmen meiner Diplomarbeit konzipierte und gestaltete ich ein fiktives Filmmagazin, das im Segment der anspruchsvollen Zeitschriften dieser Art positioniert ist. Dabei unterstreicht die seriöse und ästhetische Gestaltung des Layouts den inhaltlichen Anspruch.





PROJEKT

AUFTRAGSGEBER

NUMERIC MAGAZIN

Layout und Gestaltung von Magazinbeiträgen

NICOLAI / WHY GBR





PROJEKT

AUFTRAGSGEBER

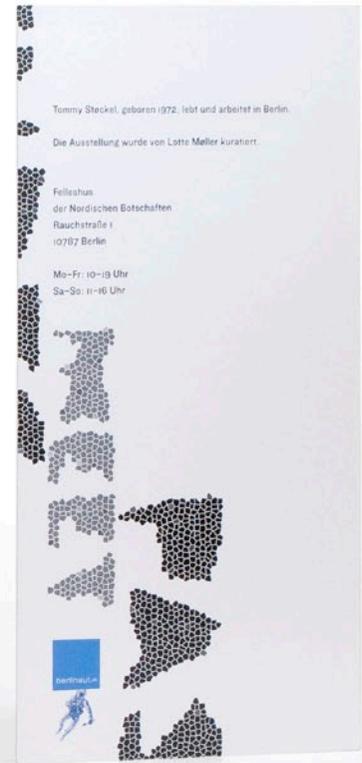
TOMMY STØCKEL - WHEN PASTS AND FUTURES MEET

Einladung zu einer Kunstausstellung

KÖNIGLICHE DÄNISCHE BOTSCHAFT

Berlin





Ausgangspunkt für die Gestaltung der Titeltypografie war die für den Künstler typische „Steinsetzungs“-Struktur, die sich in den räumlichen Installationen Stöckels wiederfindet und an archaische Kultstätten oder auch Ruinen erinnert.





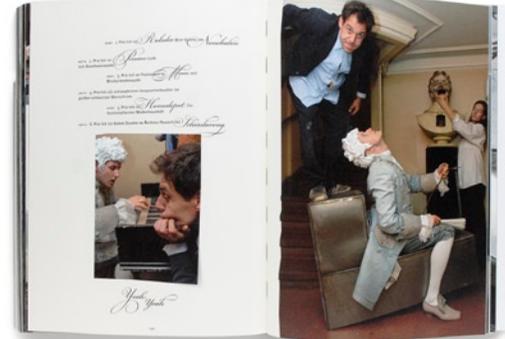
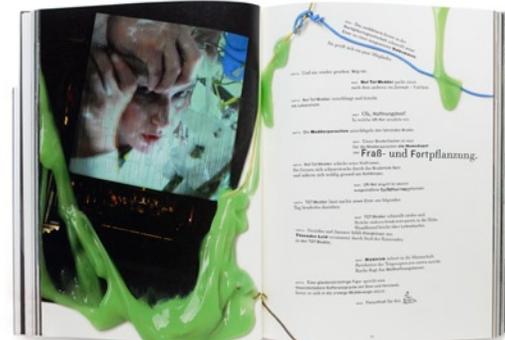
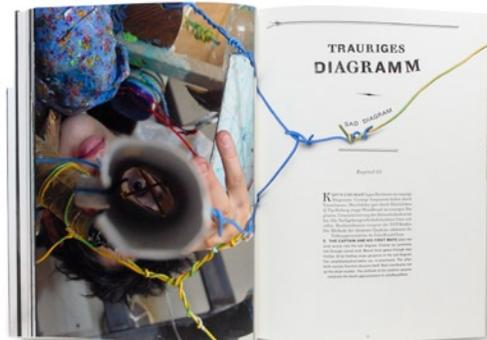
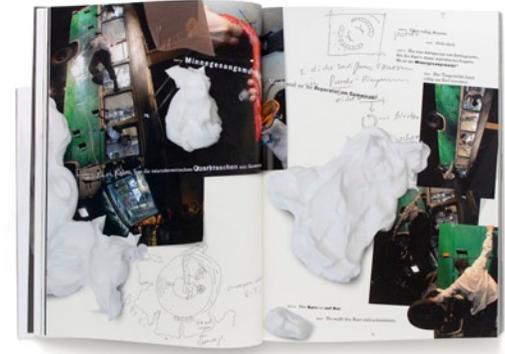
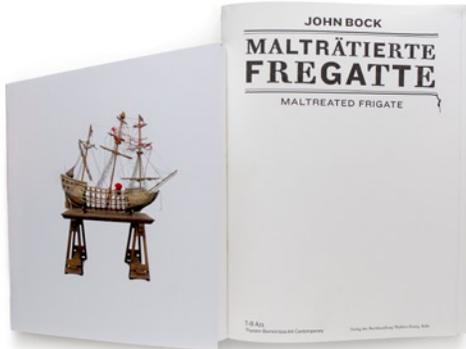
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JOHN BOCK – MALTRÄTIERTE FREGATTE
Künstlerbuch

JOHN BOCK/THYSSEN BORNEMISZA ART CONTEMPORARY
Verlag der Buchhandlung Walther König Köln





Auf über 200 Seiten dokumentiert dieses Künstlerbuch John Bocks Performance MALTRÄTIERTE FREGATTE, die 2006 im Magazin der Staatsoper unter den Linden aufgeführt wurde. Thema dieser kuriosen Mischung aus Rockoper, animierter Skulptur und absurdem Theater sind die abgründigen Vorfälle auf dem Floß der 1816 gesunkenen Fregatte Medusa. Die Handlung wurde collageartig mit zahlreichen Bildern rekonstruiert und darüber hinaus das gesamte Libretto typografisch in Szene gesetzt.





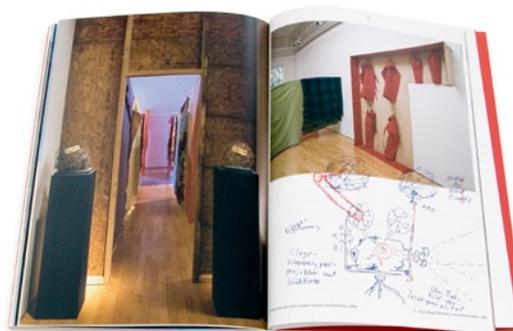
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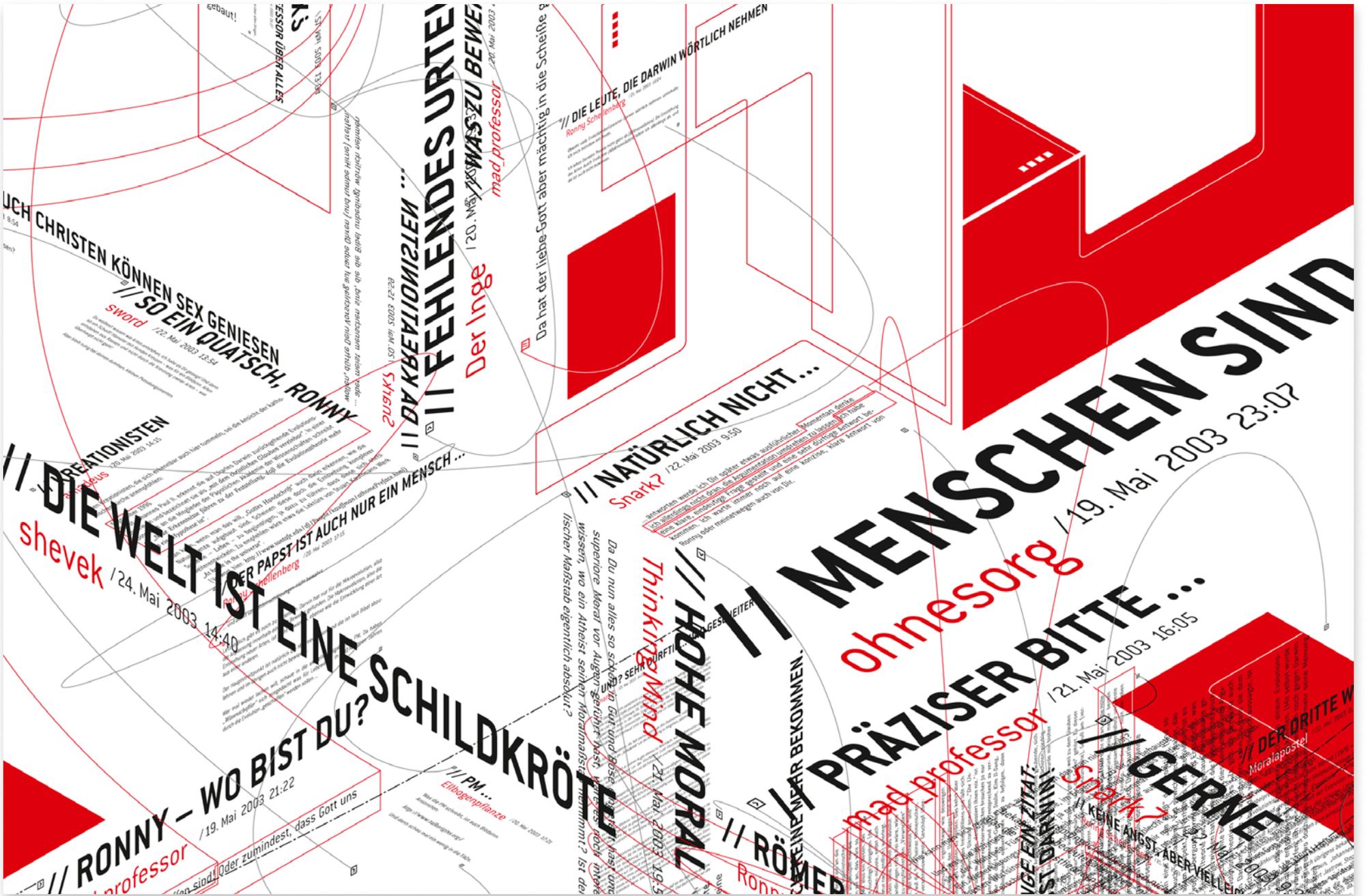
JOHN BOCK – KLÜTTERKAMMER
Ausstellungskatalog / Künstlerbuch

JOHN BOCK/VERLAG DER BUCHHANDLUNG WALTHER KÖNIG KÖLN
ICA – Institute of Contemporary Art in London





Ausgangspunkt dieser Publikation war eine Ausstellung John Bocks, die 2004 im Institute of Contemporary Arts in London gezeigt wurde. Der Künstler entwarf hierfür ein persönliches Ausstellungskonzept, um in improvisierten Räumlichkeiten seine künstlerischen Präferenzen vorzustellen. Das Buch greift das unorthodoxe Element in John Bocks Arbeitsweise auf. Die Buchdeckel aus Sperrholzplatten und der eigens aufgebraachte Brennstempel machen jedes der 1.000 Exemplare zu einem Unikat.



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