



Cross-boarder collaboration



A day in the life: Going on three years, fellow Danes Graphics designer Minna Bøgh-Andersen and copywriter Anett Kristensen work together across actual and virtual borders

It's a Saturday morning like any other at the home of kreativ zone's director in the hamlet-like village of Herfølge in Denmark.

Minna has fed horses and hounds, had breakfast with her children and boyfriend of 17 years, and is now ready for another day at the office. The company magazine for a Danish design company needs the final finish

before it's ready for print and to be posted on the company's website. „We are in close contact with the customer throughout the process but that moment just before we go to print is always thrilling,” says Minna. At the same time in Josefstadt, in Vienna's eighth district, collaborator and owner of the communications company, Anett is running the final proof

on the same issue to the sounds of the bells of Maria Treu – orilingo's Catholic neighbour. Numerous cups of Haferl Kaffee (half milch, half potent beans but by no means a latte!) are served at the Vienna office, steaming hot tea is steeping at the cozy home office outside Køge. Text is shortened, box-listings added, and the masthead (flag) corrected. Content and layout are given the final run-through, ensuring that the magazine name and logo, interviews, articles, profiles and layout are now completely in sync with the company's identity, and a personal expression of what they do best. „We talk daily in the concept and production phases. It's important that we create the best look and high quality content our customers expect, and that we tell the good stories that match the company's style and tone,” Anett stresses.

(Inter)national outlook

Because kreativ zone and orilingo work out of both Denmark

and Austria they have several international customers, which makes it even more important to embrace a broad spectrum: Cultural understanding and localisation of material and style are crucial if and when a magazine is published in several languages and in different countries.

The majority of the work is completed at their home offices but the collaboration has had a positive influence on the professional isolation all too common among freelancers. Anett draws inspiration from her work as a contributor to the English language Austrian newspaper The Vienna Review and entrepreneurial networks. „I'm working on forming an affinity group intended as a forum for entrepreneurs with the same target customers as orilingo, a place where we can exchange experience, share knowledge and ideas.” Outside impulses and trends are important for

small businesses, and also for this reason, Minna works onsite for several customers, like the local newspaper Lørdagsavisen in the municipality of Køge, and has thus developed and strengthened her network, whilst having the need for colleagues and creative input met.

Thinktank

kreativ zone and orilingo work together on many levels; on specific projects, like company magazines and product catalogues but ko:mag is also a thinktank of sorts, ideal for idea exchange concerning business concepts and ways of profiling the compa-

The two women agree that it was fun and surprisingly easy to do. That isn't always the case but it can be, and that is well worth remembering.

Virtual team

The physical distance between the two businesses has been eased by the free online calling services now available in great measure. They have made daily discussions about specific designs or concepts possible. That said, they meet up when possible – next time at orilingo's in Vienna. The virtual collaboration works very well but in order to address challenges and excel, it is necessary, once in a blue moon, to be sat at the same table.

It's Monday afternoon, deadlines have been met and the fourth issue of the magazine has been sent to print. kreativ zone



nies together and individually. As a natural extension, and in the spirit of honing their skills in concept development and company identity, the two companies did a swapsie when kreativ zone designed orilingo's logo and orilingo, in turn, kreativ zone's website.

is working on new concepts for a Danish production company, orilingo is coordinating the translation of a branding strategy into several languages. The phone is about to ring at kreativ zone, orilingo is stuck in InDesign, and needs untangling. It's Monday ...

orilingo



orilingo

- /Anett Kristensen
- Established 2012

orilingo solves communications tasks for small and medium sized Danish and international companies.



kreativ zone

- /Minna Bøgh-Andersen
- Established 2007

kreativ zone provides design solutions in close collaboration with the customer, in order that the result of the individual customers' style and needs are met.