

Lany
LORENALUCEK
Luca



Based in Zürich, Switzerland - Lorena Lucek is a visual artist focusing mostly on, but not limited to, Creative Direction, Illustration and Photography. Striving to form answers to questions not fully untangled yet, is leading her to tinker with norms in her work. Characterized by Color and a graphic sensibility, she mostly originates her Artworks over a greater concept - creating a composition to connect people and their reality with ideas divergent of everyday life.

Fashionshow 2022,
«Limitless Self Expression»

YANNIK ZAMBONI X STF





GENDERNESS





We consider dualism in gender, cis-man and cis-woman, to be part of the basic everyday understanding that we have firmly anchored in our society. However, it is often forgotten that there are many people in Switzerland who express different genders and are discriminated against as a result.

«Genderness»

is a frame-to-frame animated film that celebrates queer identities while drawing attention to the everyday hurdles of strict gender segregation.

Published on
Akut Magazine
Milchjugend



Editorial and covershoot for the
EP release by Jamba.

JAMBA COVERSHOOT

Animated cover design for
Apple Music's «Up Next Artist».

Mentioned by

Flutwelle Magazin

Modrnation

Akut Magazine

Earlyrising





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An Editorial published
by Akut Magazine
for Bottega Prosecco

CHIN - CHIN !





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GEN Z BOOK

FÜR ENTSCHEIDER:INNE

Gen Z

ANNAHITA ESMAILZADEH • YAËL MARI
STEPHANIE BIRKNER • JULIUS DE GRUY
JO DIETRICH • HAUKE SCHWIEZEL



Illustrations for
28 authors, as well as their
augmented reality
animations, book cover
and poster campaign in
Germany and Switzerland.

Spiegel-Bestseller,
number 6 in Germany,
number 4 in Switzerland,
as well as Manager
Magazin-Bestseller.

Published by

[Campus Verlag](#)

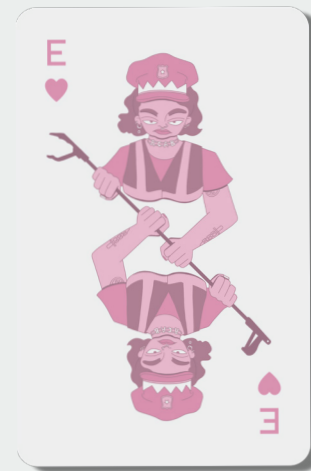
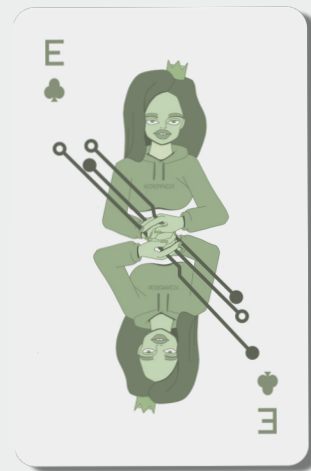
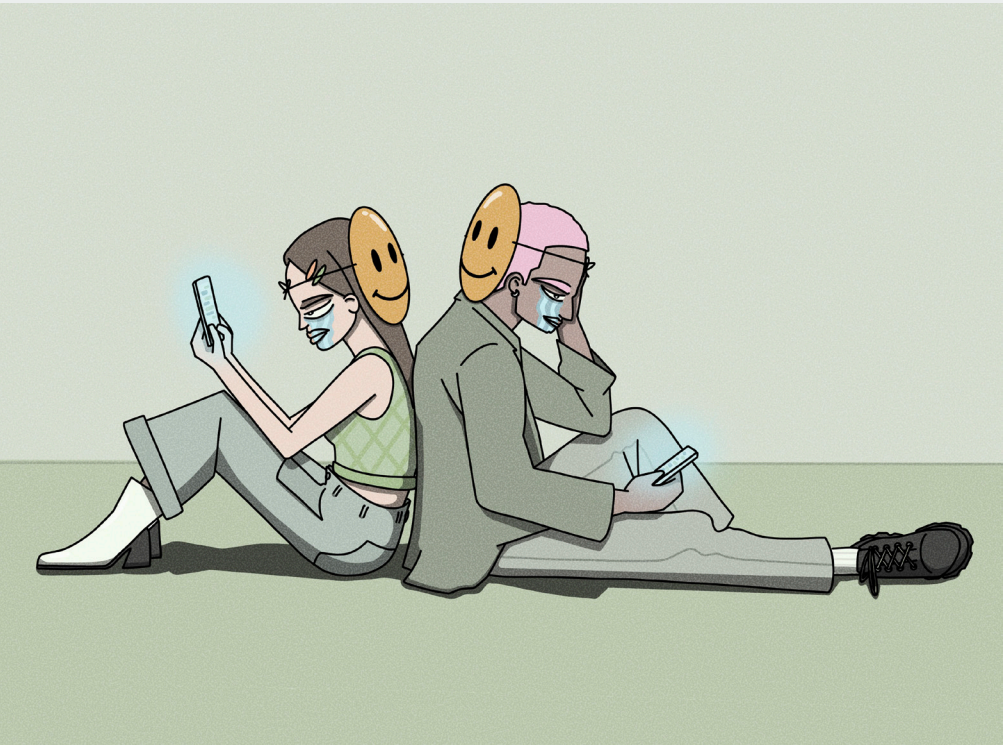
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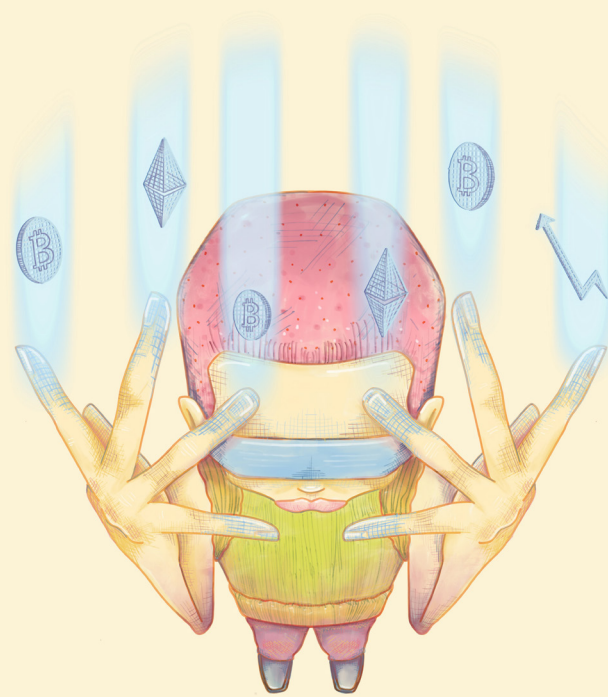
Ex Libris

Amazon

ILLUSTRATIONS FOR AKUT MAGAZINE







Weekly Artworks for the [Online Magazine Akut](#). Including Illustrations for Daniel Ryser's monthly Column, as well as interactive Comicstrips.

EDITORIAL SCHWEIZER:INNEN

An Editorial about Swiss
citizens and what it means
to feel at home.

Supported by
Appenzellergurt

International Photography Awards,
«Official Selection» 2023



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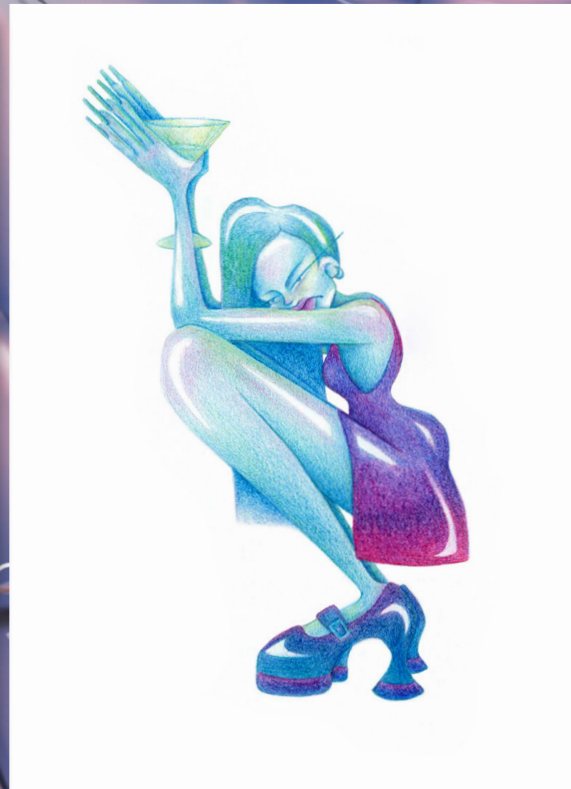
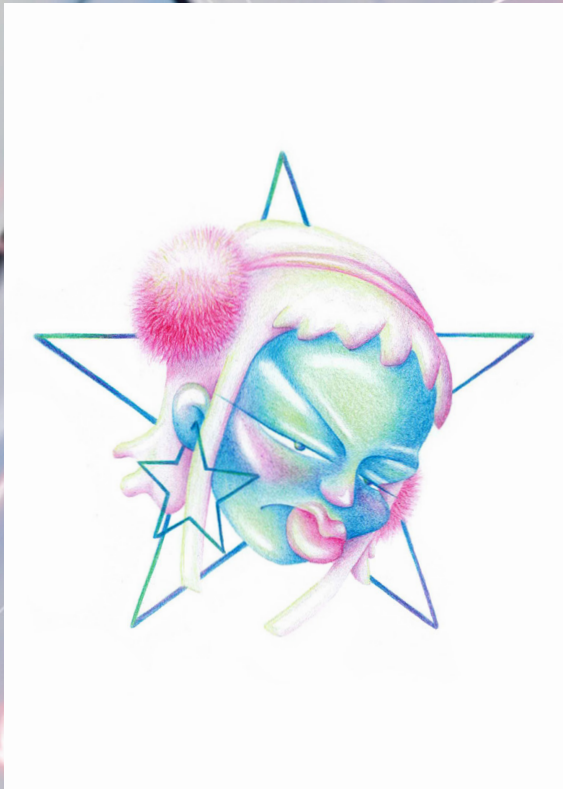
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PRODUCTS



Various Artworks, such as
Prints, Stickers
and Postcards.

Distributed on
[Support Your Local Artist](#)



Education

2018 - 2021
Bachelor Multimedia
Production,
Branded Motion
University of Applied Science,
Graubünden

2014 - 2017
Creative vocational
baccalaureate
Vocational School for Design,
Zurich

2013 - 2017
Designer advertising
technology

Work Experience

2019 - Now
Creative Director, Illustrator,
Animator and Photographer
Independent Working

(Campus Verlag AG,
GFM - Swiss Society for Marketing,
GLP Wallisellen, Kleintheater Luzern,
The Matcha Club, Maison Blanche
by Yannik Zamboni, Migros)

2020 - Now
Co-Deputy Management
and Art Director
Akut Magazine

(Zalando Beauty, YVY Leather,
Bridge, Caudalie, Schauspielhaus
Zürich, Cervo Zermatt, BOYY)

2020
Grafic Design &
Public Relations
Luststreifen Film
Festival Basel

In 2021 I got my Bachelor-degree
in Multimedia Production.
I'm partially independent since
and work on commissioned or
private projects while also
operating as a Co-Deputy
Management and Art Director
of the online magazine Akut,
where I'm able to play an active
part in shaping the media
landscape of tomorrow.

Let's get in touch!