



visuals and mapping reel

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"We solve the ubiquitous problem of un-available space by creating virtual places of refuge for fantasy and illusion. The boundaries you must cross to enter exist only in your mind. And 90% of all cartographers agree – that these borders are rather arbitrarily. Your companion is the visual craftsman Alexander Nikolaev, and at the end of the journey, we are what we were at the beginning – stardust."



video mapping, live visuals, content production and stage design

theater production

in-myhead.com/theater



in-myhead.com

department for real time video entertainment and education

alexander nikolaev

video mapping und live visuals

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Alexander Nikolaev, a rhine-main area based visual craftsman and artist. Specialized in projection mapping and creating visuals for all kinds of events – whether it's a theater, a concert, a club or a festival he is creating new spaces with visuals. Offering custom content: pre-made, live generated or interactive and collaborative with other artists or viewers (live painting), but always integrated through projection mapping into the given space.

Additionally, he offer graphic design and photography services. Be it stand alone or to support the productions with posters, flyers and event documentation, enriching the overall experience with a cohesive visual narrative.

Visuals, projection mapping, content, stage design and light concept (light operation for small scale productions) for theater. Working with different styles and techniques to fit the given production. Creating a space beyond the stage, where the story can unfold.



theater mapping and visuals reel

(Link in case the button does not work)





[concert mapping and visuals reel](#)

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Ellen Schmauss
PHOTOGRAPHY

video mapping, live visuals, content production and light concept

concerts

in-myhead.com/concerts

Translating the feeling of music into visual spaces. With video mapping, live visuals, content and light concepts. Create a place on stage where the music can unfold, taking the entire audience on a journey.



Ellen Schmauss Photography

Dim lights, shadowed atmosphere, creating a space where people can get lost to the beat and just dance like no one is watching. Breaking up the room by using non standard screens and video mapping, creating a space beyond the space, a hidden place where you are alone but we are together.



"You want it darker?
We kill the flame."

Leonard Cohen

video mapping, live visuals, content production, light design and operation

club party festival

in-myhead.com/clubs



[watch my club mapping and visuals reel](#)

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watch my live painting reel
(Link in case the button does not work)

interactive installation live painting

in-myhead.com/live-painting

An installation that allows to combine basically any traditional media with projection mapping and live visual elements. It's scalable, can be interactive with the viewers and invites for collaborations with other artists. Children love it as much as dr... adults at clubs. Artist can showcase their work in a new format, scale and unusual setting. It breaks the expectation of what visuals are. Versatile and adaptable, this installation can enhance any setting — from a standalone exhibition to a concert, theater play or even a club environment.



graphic design, illustration and webdesign

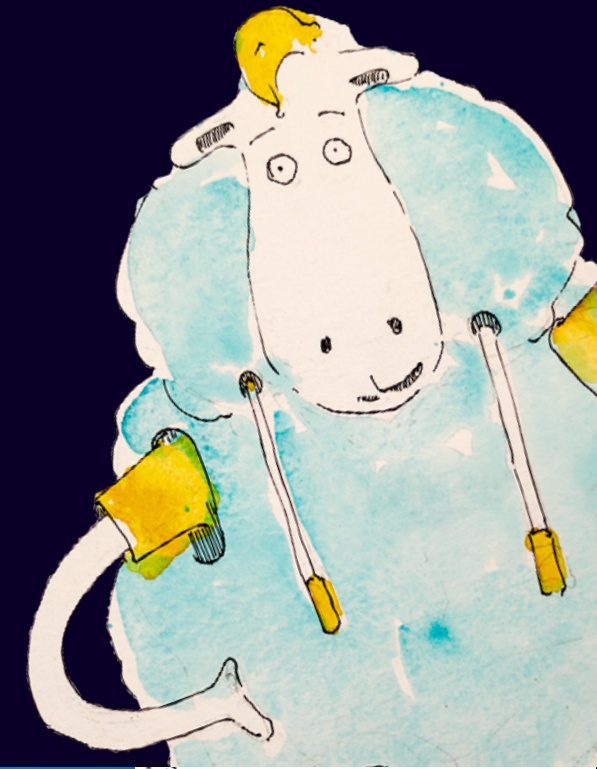
design

in-myhead.com/design

Design is communication. Communication with the consumer via clear and engaging visual style and with the client via clear goals and deadlines. Offering a variety of styles when it comes to design and a light aquarelle style when it comes to illustration.

Design related skills:

- print media design
- web, social media and digital design
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere, Aftereffects, Lightroom)
- open source/free alternatives (GIMP, Inkscape, Blender, Davinci Resolve)
- WordPress webdesign
- photography





event and documentary photography

in-myhead.com/photography

An event photographer with over ten years of experience. Mostly specialized in musical events like concerts, festivals, medieval markets or rehearsals. Being there at the right time to capture a moment, without being seen or heard is the essence of great event photographer.



visual craftsman and artist
alexander nikolaev

Alexander Nikolaev studied biology to understand how life and his brain function. This earned him a Bachelor's degree in Molecular Cell Biology from the University of Heidelberg. In the Master's program at the same university (Neuroscience and Systems Biology), he found the creative aspect (in the form of infographics) increasingly more interesting and learned about the world of live visuals and projection mapping during a workshop by video artist Jaime Ramirez. As a result, he dropped out of his studies to peruse more artistic endeavors. Since then, Alexander has worked as a freelance artist on a great variety of visual expressions. This includes classical painting and drawing, photography, design, 3D, generative art, and primarily the creation of visual experiences in form of projection mapping. He loves to collaborate with other artists but is also happy to work on solo projects.



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