

Mari Lebanidze

I create design systems that combine emotional resonance with technical precision, grounded in research, typography, and visual rhythm.

My work spans cultural institutions and self-initiated projects, covering branding, editorial design, packaging, and digital assets. Each project explores structure and expression across multiple formats.

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Potsdamer Str. 154, 10783 Berlin

Languages

German C1 English C1
Dutch B2 Russian B1 Georgian Native

Eduaction

MFA Graphic Design - Typography University of Fine Arts I Hamburg
Guest Semester Graphic Design Gerrit Rietveld Academie I Amsterdam
BFA Graphic Design, Communication University of Fine Arts I Hamburg
Artist Mediation MA Program Center of Contemporary Art CCA-T I Tbilisi
BA Media Art Tbilisi State Academy of Arts I Tbilisi

Work

Sep 2025 - Feb 2026 Design / Marketing / PM Intern I [Sony Music Germany](#) I Berlin

2021 till today Freelance Graphic Design and Art Direction
Selected Clients:

[Sony Music Germany](#) Berlin

[BellhopBRØD](#) Tbilisi

[Messyweekend](#) Copenhagen

[IZIPIZI](#) Paris

[Atelier Brenda](#) Brussels

[Romanian Pavillion 2024](#) Biennale Venice

[De School](#) Amsterdam

[Karl Lagerfeld](#) Batumi

[Dan Solbach Studio](#) Berlin

[Kona Books](#) Tbilisi

[Chess Club Art Space](#) Hamburg

[RM ATU GELOVANI](#) Berlin

[HafenCity Universität](#) Hamburg

[The Internet Shop](#) Hamburg

[Materialverlag HFBK](#) Hamburg

Oct 2023 – Jul 2024 Assistant I [Workshop for printing techniques](#) I HfbK Hamburg

Dec 2023 – April 2024 Graphic Design / Art Direction Intern I [Atelier Brenda](#) Brussels

Oct 2023 – Sep 2024 Assistant of Prof. for [Typography Wigger Bierma](#) I HfbK Hamburg

Jan – April 2023 Graphic Design / Art Direction Intern I [OPS Type](#) Stockholm

Oct 2022 – March 2023 Collaborator Design I [KLASS – Büro für Gestaltung](#) Hamburg

Sep 2019 – Aug 2021 Working student Team Design I [Norddeutscher Rundfunk](#) Hamburg

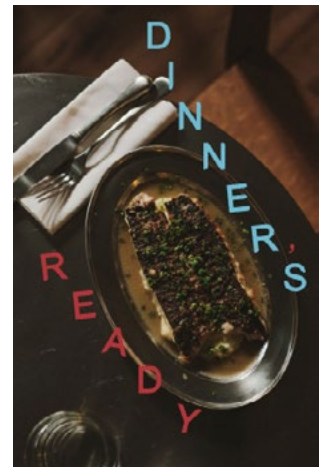
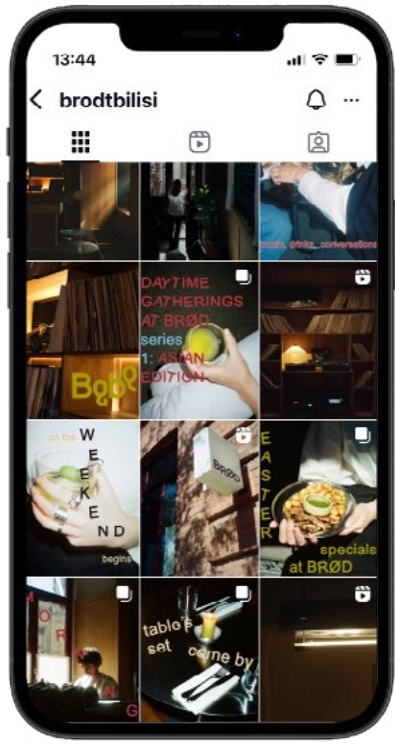
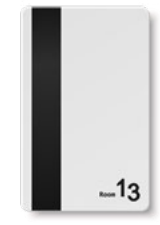
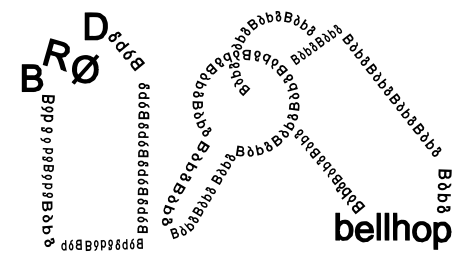
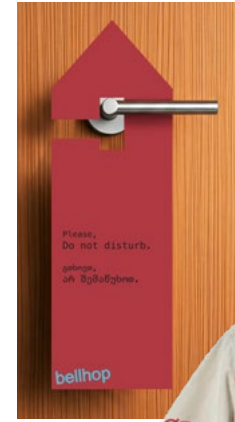


Branding for a new hotel, restaurant, and bar in Tbilisi.
The identity reflects a space where eras, languages, and cultures intersect.

The system spans: **logo system, custom typeface, signage, menus, packaging, color palette, social media direction, print & satial design.**

bellhop BRØD 2/2

BRØD bellhop AaBb23456





The first speaker designed and produced in Georgia.

The identity balances design excellence with functional clarity across six languages and diverse markets.

Branding system includes: **Visual Identity, Packaging design** (3 versions for 3 different color boxes), Multilingual **manual** folded from A3 sheets, **Illustrated back covers** doubling as **collectible posters**, **Custom diagrams** for setup and safety.

Strangelove kanaal40 *Visual*

Saturday 18 May *Lentekabinet*

Anz, Breaka, Charlotte Adigéry & Bolis Pupul *Live*,
 DJ Godfather, DJ MELL G, Elias Mazian *Live*, Eris Drew
 & Octo Octa, Fafi Abdel Nour, Frontinn, Jasmín,
 Job Jobse, John Talabot, mad miran, Manuka Honey,
 Nèna, Palmbomen II *Live*, Sandor Dayala *Live*, Spray *Live*,
 Surusinghe, Toxe, Volition Immanent *Live*, Willem Feltzer,
 Young Marco

Sunday 19 May

Altın Gün *Live*, ARAKAZA, Avalon Emerson, Azu Tiwaline,
 Black Rave Culture, C.FRIM, Charmaine, Chinnamasta,
 D. Tiffany *Live*, Deena Abdelwahed & DJ Plead, DJ Lag,
 Etran de L'Air *Live*, HUNEE, Istanbul Ghetto Club *Live*,
 Jennifer Loveless, Job Jobse, Jungle By Night *Live*,
 KABEAUSHÉ *Live*, LazerGazer, Mukuna,
 Sedef Adası & BASHKKA, Shanti Celeste, Simo Cell

Lentekabinet 2024, Het Twiske. 18 & 19 May

07 & 08 June

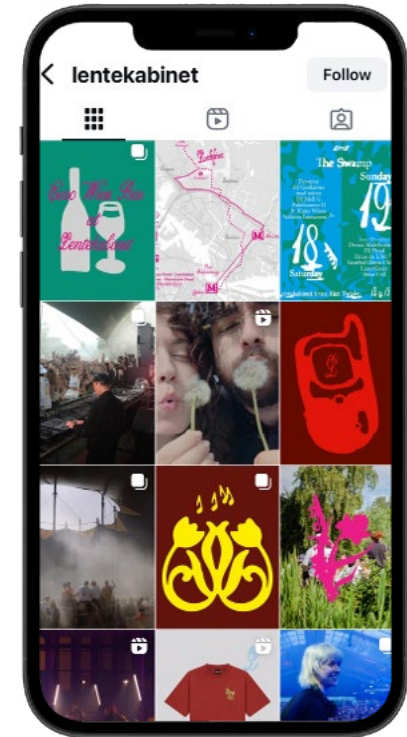
Helena Hauff

Lentekabinet 2025, Het Twiske.

Annual music and arts festival near Amsterdam. For the 2024 edition, I co-led the identity with Atelier Brenda, creating a system that is expressive yet consistent across all touchpoints.

Key elements: **Concept:** Nostalgic pop aesthetics and theatrical emotion, **Icons:** Graphic fragments carrying emotional tone, **Color palette:** 90s-inspired hues, **Typography:** Bold + fluid treatments.

Lentekabinet 2/2

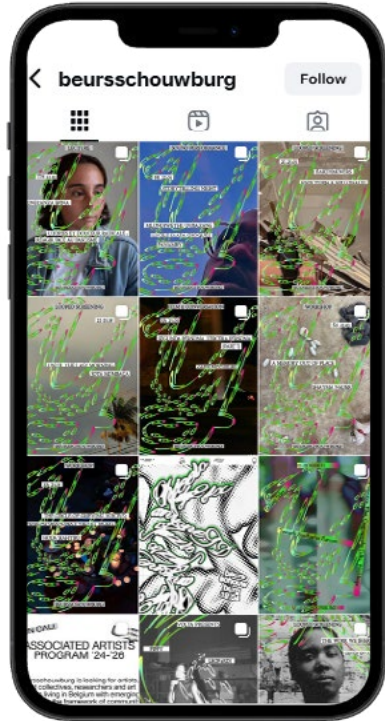
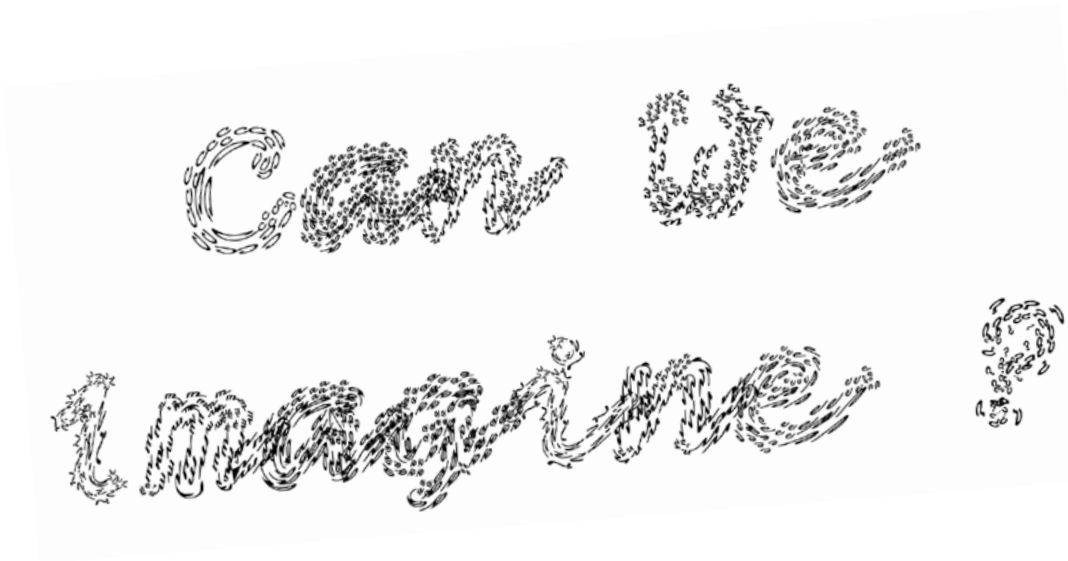




Identity for Beursschouwburg, a multidisciplinary art space in Brussels.
Developed with Atelier Brenda to translate a poetic, fragmented narrative
into a coherent system across print, spatial, and digital formats.

Key elements: **Typography** as rhythm and emotion, Program layouts, **Spatial graphics:** large-scale wall texts and vitrine prints, **Digital presence:** website banners, social media.

CAN YOU IMAGINE 2/2

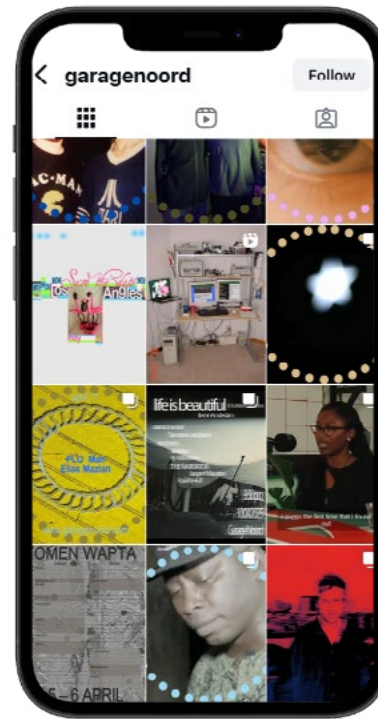
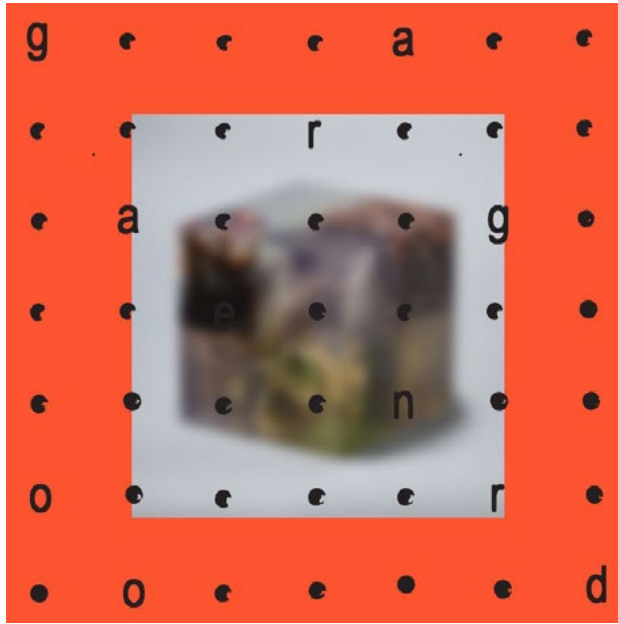


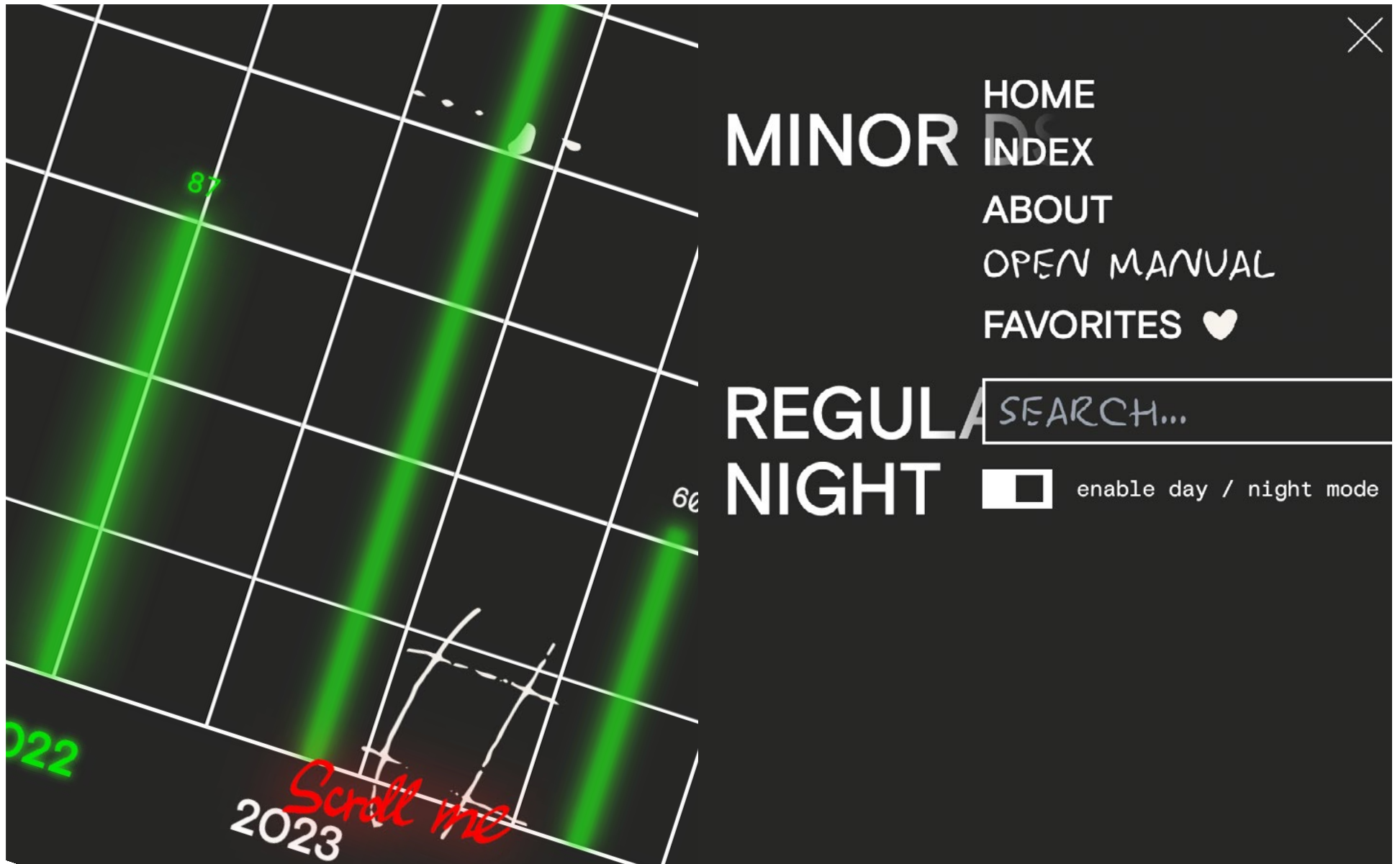


Visual system for a club and cultural space in Amsterdam, translating its raw, industrial past into a contemporary digital language.

Key elements: **Logo System**, **Custom type**: Modified Arial Narrow with roughed edges for DIY/ techno-punk feel, **Color palette**: Muted greys and saturated reds like retro tech, **Graphic structures**, **Social Media Structure**

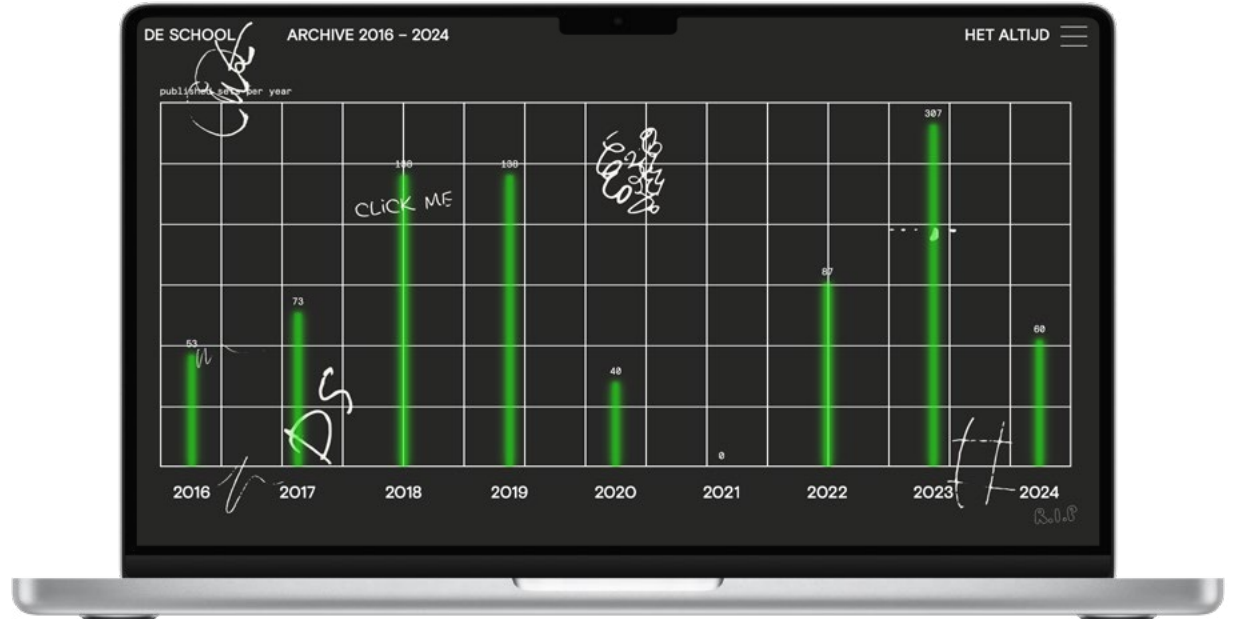
GARAGE NOORD 2/2





Online archive for a legendary Amsterdam club (2016–2024), designed as both documentation and emotional time capsule.

Key elements: **Interface:** Structured database softened by analog details (scribbles from the walls), **Typography and graphics:** System fonts mixed with handwritten annotations, **Community layer:** Comments and favorites integrated into the archive.



DE SCHOOL ARCHIVE 2016 - 2024 HET ALTIJD

2023

clear filters

	ARTIST(S) #	DATE #	SPACE	EVENT	TAGS	COMMENTS
♥ ▶	job alfre	13-01-2023	De Meetkamer	Regular Club Night		/
♥ ▶	Kessler	14-01-2023	De Meetkamer	Regular Club Night		/
♥ ▶	Roelien	20-01-2023	De Meetkamer	Regular Club Night		/
♥ ▶	Young Adults	21-01-2023	Het Muzieklokaal	Regular Club Night		/
♥ ▶	mayo	03-02-2023	Het Muzieklokaal	Regular Club Night		/
♥ ▶	Giulia Tess	04-02-2023	Het Muzieklokaal	Regular Club Night		/
♥ ▶	Loradeniz	11-02-2023	Het Muzieklokaal	Regular Club Night		/
♥ ▶	Monty DJ	18-02-2023	Het Muzieklokaal	Regular Club Night		/
♥ ▶	DJ Shahmaran	18-02-2023	De Club	Regular Club Night		/
♥ ▶	Sarkant Hamad	19-02-2023	Het Terras	Echobox x Diaspora Radio	radio stream	
♥ ▶	Alan X	19-02-2023	Het Terras	Echobox x Diaspora Radio	radio stream	
♥ ▶	LaZERGazer	19-02-2023	Het Terras	Echobox x Diaspora Radio	radio stream	
♥ ▶	DJ Shahmaran	19-02-2023	Het Terras	Echobox x Diaspora Radio	radio stream	
♥ ▶	Burak Doluz	19-02-2023	Het Terras	Echobox x Diaspora Radio	radio stream	
♥ ▶	Beraber	19-02-2023	Het Terras	Echobox x Diaspora Radio	radio stream	
♥ ▶	Han	19-02-2023	Het Terras	Echobox x Diaspora Radio	radio stream	
♥ ▶	Calm	24-02-2023	Het Muzieklokaal	Regular Club Night		/

Saturday 11/2

↑ Interstellar Funk Loradeniz

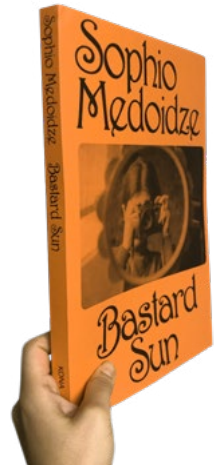
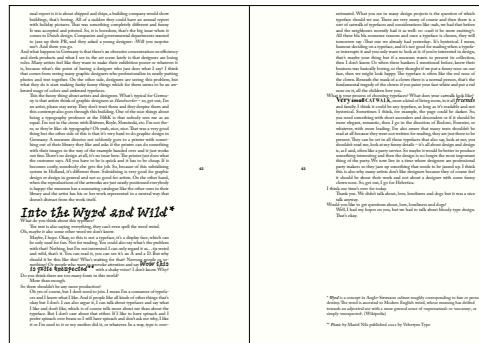
↑ Kanging Ray Newa Remma



the first text message
i wrote on my nokia was in
2007.

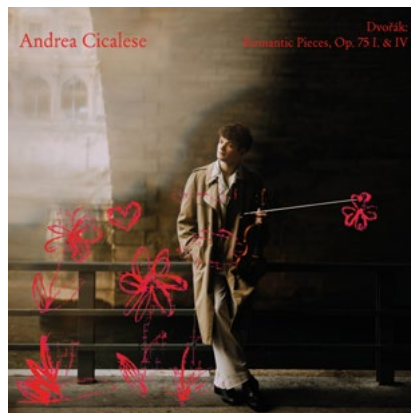
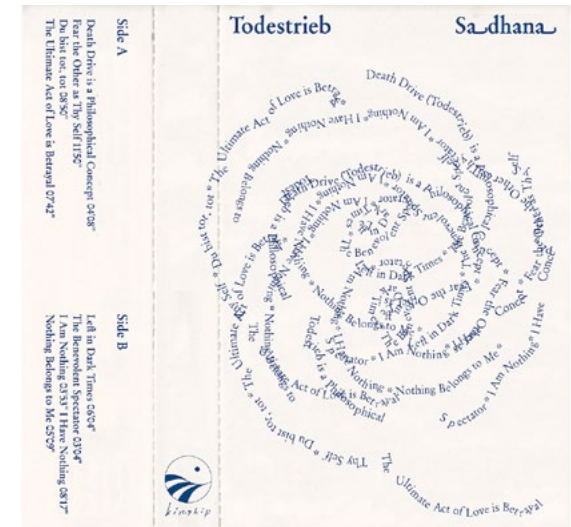
it was an QW for
best purposes

and
i texted my mother: deda.
in georgian that word is
written like: დედა and
it means mother.



I have designed and published a variety of editorial projects, including artist books, exhibition catalogues, and research publications. Some works were created as type specimens for custom typefaces I developed, while others were co-designed in collaboration with studios and fellow designers.

My roles ranged from **concept development and layout design** to **multilingual typesetting and production**.



I have designed a range of visual identities for music releases, including album artwork, vinyl sleeves, and cassette packaging. These projects explore the intersection of typography, photography, and illustration to create distinctive visual narratives for classical, experimental, and contemporary music.

My work spans **concept development, layout design and production for both digital and physical formats.**