

Harmoni ∞

MIKE HØJGAARD - FREELANCE CREATIVE

Copenhagen, Denmark

mike@harmoniforever.com

+4520823141 mobile

Mike Højgaard aka Harmoni ∞ has worked with creative design, art direction and illustration in the advertising/ design industry for about 20 years for agencies such as JWT, Republica, Adtomic (Copenhagen & Hong Kong), Danesadwork, HELLO and an array of direct clients. Now he's a freelancer. Based in Copenhagen - eyes on the world.

Mike began his career working as an art directors assistant in 1995 working mainly with retail, giving him the perfect lead-in to the forefront of consumer communication. Later working with both consumer and b2b clients in healthcare, consumer goods, the music industry, sponsorships and corporate branding/ identity. Mike has unique skills in merging advertising and design and also has integrate knowledge in how to create outstanding artistic output for companies normally perceived "boring" and "corporate" without losing focus of core values and communicational needs. Mike believes that design needs to be strategic and product-derived in order to accommodate the specific challenges each company has - that in order to achieve remarkable recognition. Furthermore his vast involvement in communicating music and art, has always been noticeable. Mike masters and understands both online and print.

With the company, Harmoni ∞, Mike is working with identity for different companies and artists. Believing that strategy behind every identity is crucial. A logo is merely the face of a whole entity.

Recently Mike has co-founded the Fine Virtual Timepiece brand, Moine-Garde. Creating and designing the brand and its products from scratch.

Somewhat attended schools: RMI Berghs Stockholm, Danish School of Advertising and Danish School of Design.

Mike is also a singer & composer - having released 4 albums.

Client Experience: American Express, BRF, Børns Vilkår, CareService, Carlsberg, Chupa Chups, China Broadband, Chevrolet, Cochlear, Contura, Coop, Electronic Housekeeper, Ibis, Kikkoman, Nordisk Film, Novo Nordisk, Nokia, Roskilde Festival, SaxoBank, Sony-BMG, SonyMusic, Thiele, Toblerone, Tuborg, U.S. Airways, UNcells, Universal Music, Unilever and last but not least, a vast number of artists.

Experience

Co-Founder, Head of Design

Moine-Garde

Disrupting the persistence of time

Worldwide
Feb 2010 - Present

Bridging two fascinating worlds, Moine-Garde ushers the grand heritage of watch design and craftsmanship into the modern revolution in device technology, to bring forth a new concept in time keeping - the virtual timepiece for your smart phone.

Beyond their expressive elegance, each series of the Moine-Garde collection reflects a profound dedication to functionality.

Where every analog movement, from hour, minute and second hand to dual time to temperature gauge, is digitally reborn and programmed to precision.

The result? Uncompromising depth in elegance and performance. And a graceful step forward in our ballet with time.

Freelance Creative/ Senior Designer/ CEO

Harmoni

This is my oneman band - my company - my business. Working solo or with a large network of freelance journalists, copywriters, illustrators for direct clients and design/ advertising agencies.

Copenhagen, Denmark/
Worldwide
2006 - Present

Composer/ Singer

The Liberty Balance

This time doing an album while also running my business. First album under the name The Liberty Balance – Releases: The Liberty Balance (2009, Artiscope Records) Diamonds We Trade (2014, Elektrolyt).

Copenhagen, Denmark/
Worldwide
2007 - Present

Freelance Designer / Art Director

Hello

Copenhagen, Denmark
Jul 2006 - Jul 2008

Composer/ Singer

Steady Unsteady / Peninsula

My time off from advertising and design...Working mainly with music - releasing two albums: Steady Unsteady (2003) Peninsula (2004/5) as a leader. Take a look at iTunes...

Copenhagen, Denmark/
Worldwide
2002 - 2006

Art Director

Danesadwork

Copenhagen, Denmark
2001 - 2002

Creative Director/ Art Director

ADtomic Hong Kong

ADtomic Copenhagen opened a branch in Hong Kong and send Mike to open and manage the creative department. Working for clients such as Carlsberg, China Broadband and Chupa Chups

Hong Kong, China
1999 - 2000

Art Director

ADtomic Copenhagen

Copenhagen, Denmark
1999 - 2001

Freelance

JWT

Copenhagen, Denmark
1999 - 1999

Art Director

Jens & Berger

Copenhagen, Denmark
1997 - 1999

Art Director Assistant

RT1 (now Republica)

Copenhagen, Denmark
1995 - 1997

Education

AVG (Almen Voksenpædagogisk Grunduddannelse)

**Copenhagen Adult Education
Institute**

Copenhagen, Denmark
May 2006 - Jun 2006

Eternal student (In the eyes of the mentor)

Pino Migliazzo (Monogram Studio)

Working with and for personal mentor, Pino Migliazzo aka Pino Milas. Mostly learning typographical perception, integrate shaping, handsketching and fashion magazine layout. Oh, and how to make a the perfect dinner out of just one avocado - and of course the follow-up espresso!

Copenhagen, Denmark
1997 - 1999

Misc. Seminars

Danish School of Advertising

Copenhagen, Denmark
1998 - 1998

Misc. Drawing Seminars

Danmarks Designskole

Copenhagen, Denmark
1997 - 1997

Graphic Design & Communication 1+2

Stockholm, Sweden
Jan 1996 - Jan 1997

RMI Berghs Stockholm

Basic DTP/ Illustration/ Communication

Elsinore, Denmark
Aug 1994 - Jun 1995

Medieprojektet Satz

College grad - Major in Art and Design

Espergærde, Denmark
1992 - 1994

Espergærde Gymnasium & HF

Grants

The Danish Arts Council 2008

Mike recieved a working grant for his album cover designs in 2008 from The Danish Arts Council (Category: Design & Crafts)

Exhibitions

"Album Covers"

2008: Exhibition at Gallery Artwox, Copenhagen. An exhibition rooted in 25 selected jazz album covers

"Jazzens Ansigt" / "Face of Jazz"

2009: Exhibit for danish contemporary jazz album cover design in Oeksnehallen, Copenhagen. Function: Curator & participating designer. The exhibition showing work of: Søren Severin, Mai-Britt Amsler, Henrik Gytz, Mark Solborg, Mike Højgaard, Kajsa Gullberg, Rasmus Meisler & Paul Wilson.

Taschen's 1000 Favorite Websites

An earlier version of the www.mike-h.dk website was published in 'Taschen's 1000 Favorite Websites'. By Julius Wiedemann. 2002. (Last website under web, in portfolio, page 573)

Taschen's Logo Design Vol. 3

Misc logodesigns. Editor: Julius Wiedeman. Logos: 0478, 0581, 0743, 0751, 0910, 0944-0946, 0980, 0981, 1206.

Mike Højgaard

mike@harmoniforever.com

+4520823141 mobile