

# Aleksander Milea Portfolio

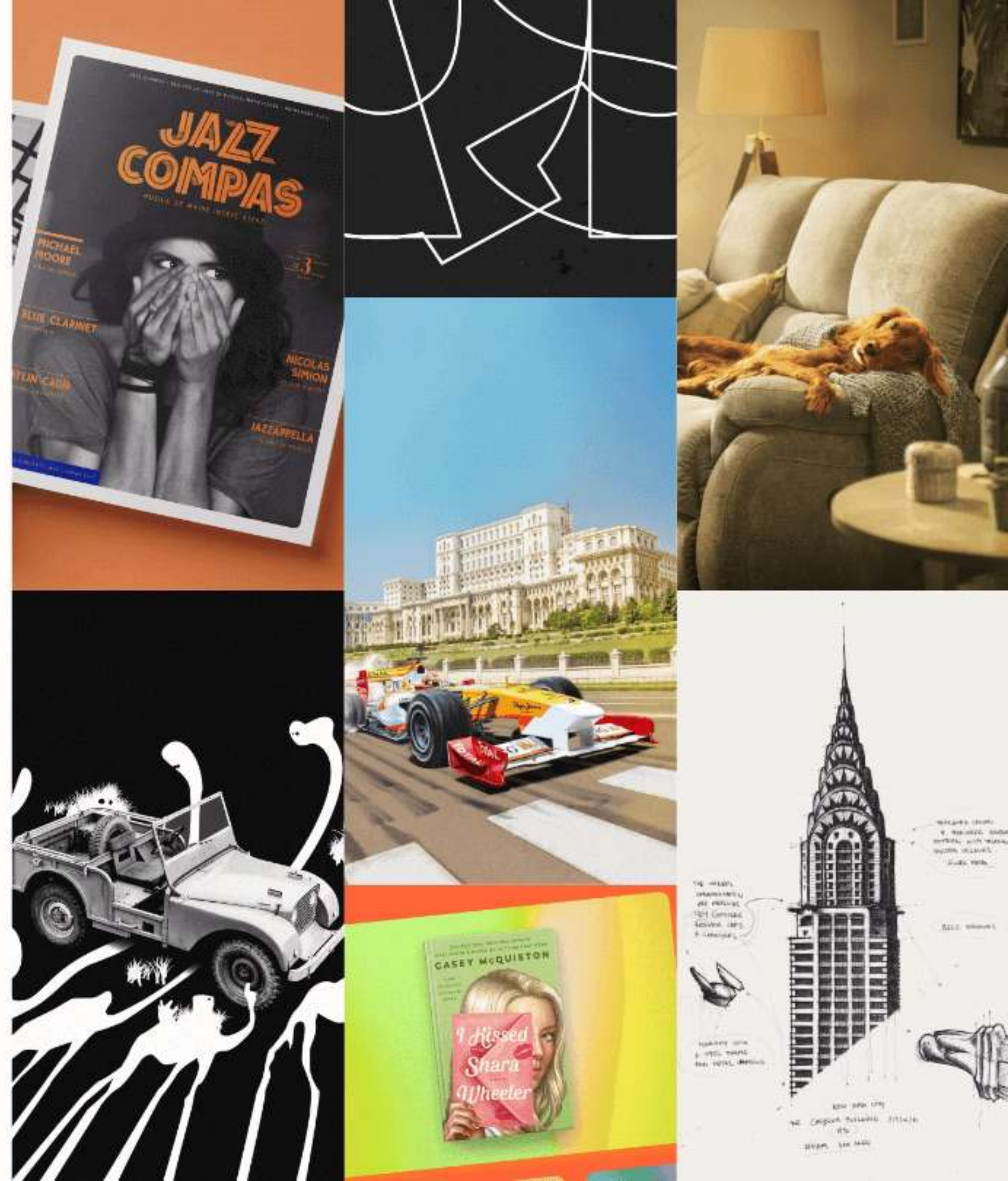
Art, Animation, Creative & Design  
Direction, Branding, Motion, UX/UI,  
Coding, Typography, Type Design,  
Editorial, Photography, Painting,  
and Illustration

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<https://www.linkedin.com/in/milea>

<https://www.instagram.com/milea.studio>







# Le Coq Gaulois

The Le Coq Gaulois campaign, created for BCR—Sparkasse-Finanzgruppe, promoted a new current debit account and card that allowed local home team football fans to feel proudly represented by the bank. This new product offered exclusive benefits and featured a custom-designed bank card for the occasion of the UEFA Champions League. The creative campaign showcases a digitally hand-painted rooster, depicted hiding with flying feathers, illustrating its hasty retreat from a seemingly menacing crowd. The poster playfully implies the extent to which the bank's extra benefits empowered local fans, whose newly found passion scares even the mighty rooster, the proud symbol of the opposing French team.

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**Client:** Sparkasse-Finanzgruppe BCR Bank

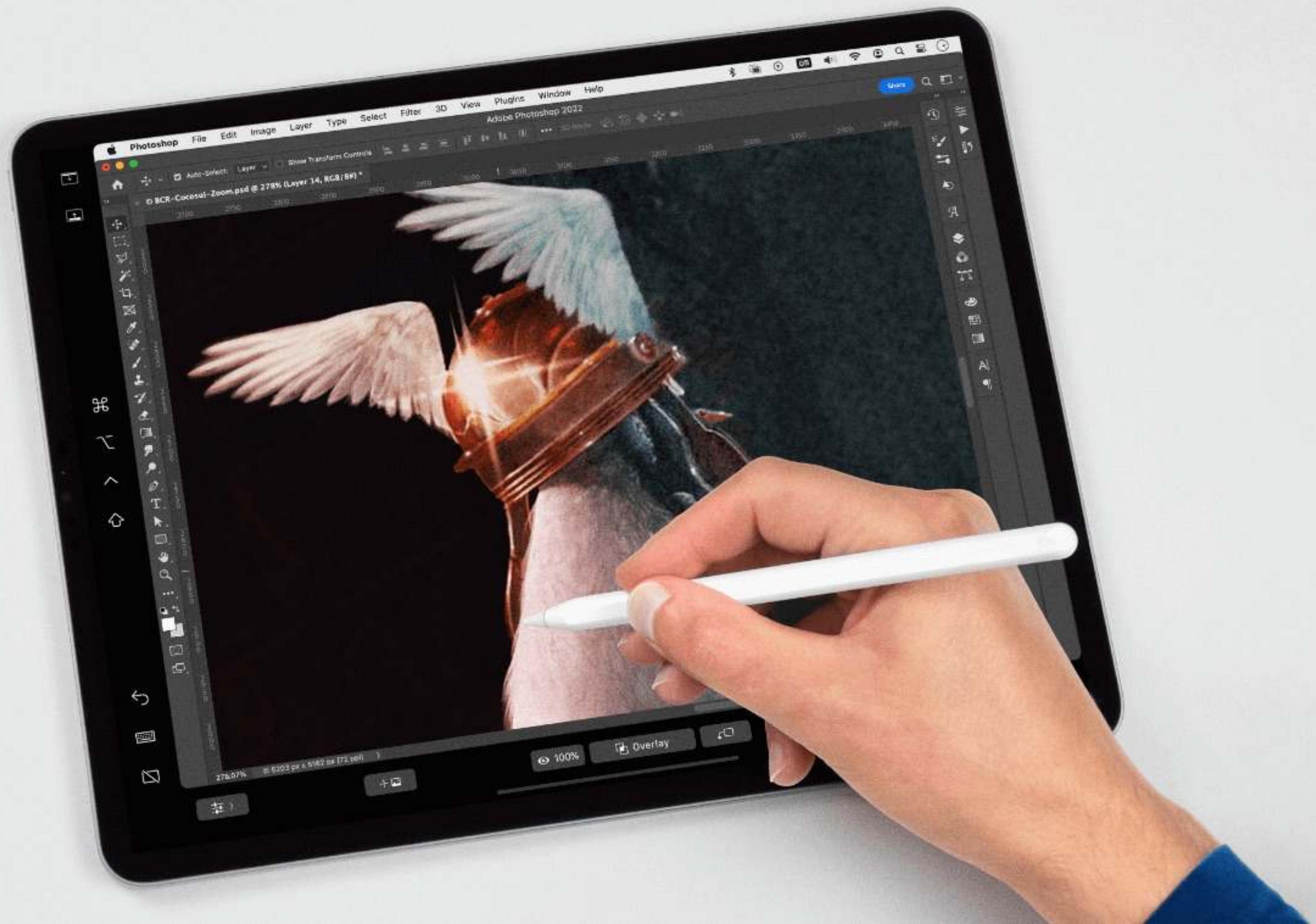
**Agency:** Young & Rubicam

**Art Direction:** Aleks Milea

**Print & Digital, 3D/CGI Compositing &**

**Painting:** Aleks Milea









**BCR-S SUPORTER'S ACCOUNT.  
LET'S RUFFLE THAT ROOSTER!**

DOES THE GALIC ROOSTER PUFF UP ITS FEATHERS? WE EXPANDED THE INTEREST RATE ON THE BCR-S SUPPORTER'S DEPOSIT DURING THE UEFA CHAMPIONS LEAGUE. IF THE NATIONAL TEAM WINS THE 'GROUP OF DEATH', WE OFFER, IN ADDITION TO THE FIXED INTEREST OF 0.14% PER YEAR, ANOTHER 3%, AND IF THE NATIONAL TEAM REACHES THE SEMIFINALS, WE GIVE AN EXTRA 5%.



# AYLIN ADÎR

Fonoteca Invizibilă

care invităm  
ană publică  
de ce nu?) cu  
preferințe în  
etc.  
odică troscu  
ai de la jazz,  
up, R & B etc.  
că știe sau să  
nt de  
onca este de  
ocăte. În final  
poate asculta  
vizibilă –  
sonala TV, în  
propriu „Aylin  
sculte câteva  
regile.

Zămbetul ei fermecător, ne invită în apartamentul  
al cărui element neașteptat este un divan înalt,  
acoperit cu perne. Invită la cafea, năchile și  
taifasuri acest divan ajutat lângă ferăstrău. Iar Aylin  
ne spune că face cea mai bună cafea turcească.  
A crescut într-un sat în care tradiția turcească erau  
păstrată cu strășnicie și acolo a învățat meșteșugul.  
În timp ce fierbe cafeaua, noi pregătim audierea  
fonoteicii invizibile. Aylin are emoții. Igar, mopsul ei  
negru, găfăie, răstărnă costul de lavandă, meliile  
câștile și în cele din urmă, este scut în dormitor.  
Să începem La Fonoteca Invizibilă nu ai nevoie decât  
de muzică, simț muzical și sinceritate.

Prima piesă aleasă pentru audiere este *Don't Worry,  
Be Happy* a lui Bobby McFerrin de pe albumul  
*Simple Pleasures*, lansat în 1988.

Foto de Mariana Kricher



Aylin nu are peza și artistul mediat. „Bobby  
McFerrin l-am văzut la Sala Palatului. Deși a fost  
ata, concertul a sursat ca o acheră, ei are un fel  
de a interacționa cu publicul incredibil. Țin minte că  
luna aplea să cânte piesa asta, dar el a răsit cu  
totul altceva.” Piesa a fost compusă în câteva se-  
cunde după de înregistrare prin over dubbing.  
Înregistrarea lui nu este văd suprapusă și a devenit  
înregistrare. În timpul, privind în același an,  
cânte prin Bobby McFerrin a evitat  
săgreșile joze de vedere creată, a continuat  
să evolue în alte călătorii înscind muzică și  
artistic în mod liber. Pentru că a simțit că ar putea  
fi vădit numai în acest fel, a preferat să nu îl mai  
cânte de atunci.

*Tale de A' Tale* de Billy Strayhorn, interpretat  
de Ella Fitzgerald, e următorul fragment ales.

„Ella” răspunde bucurată Aylin, fie înmăță cum a  
compus Billy Strayhorn piesa. Locuind în Pittsburgh  
vânduier pe timpul zilei, muzician naaptea și  
compozitor mai tot timpul, tânărul Billy Strayhorn  
fost invitat de Duke Ellington să vină să-l viziteze în  
Harlem, New York. La telefon, Strayhorn îl întreabă  
pe o hârtie indicele de timpuri ale lui Ellington:  
„You must take the „A” train...To go to Sugar Hill way  
up in Harlem... If you miss the „A” train...” și apoi mai  
departe... Strayhorn compune adăpîr cântecul, adăpîr  
devenit unul din cele mai cunoscute și cântate  
standarde de jazz. Piesa marchează și începutul  
unei colaborări întinse pe trei decenii dintre tânărul  
compozitor și pianist Billy Strayhorn și legendarul  
Duke Ellington.

După Ella Fitzgerald l-am propunem pe La Lupa și  
piesa *El carbonero*. Supranumită „Queen of Latin

*Soul*”, La Lupa este considerată una dintre cele mai  
importante interprete de salsa, cu o viață tumultuoasă,  
milită din Cuba în Statele Unite, un adevărat vulcan  
pe scenă și în înregistrări și avându-l ca femeie Marlon  
Brandio, Jean-Paul Sartre și Ernest Hemingway. Aylin  
nu o cunoaște pe La Lupa. În schimb e impresionată  
de felul în care cântă: se întindea, își  
gândea spectacolul.

„Ți dă sufletul pe scenă, se vede că e cântat la mult  
petrecer, are asta în sânge”, se entuziasmează Aylin  
și spune că ea îndrăgise mult din ce era în-  
treacut, cum erau femeile atunci. „Nu cred că mai  
există femei care să aibă atîta putere...”

E momentul pentru muzică românească. Una dintre  
cele mai frumoase piese din jazzul vocal autohton  
este *Păcătoarea Mălastră/Magic Bird* (Mircea Tiberian

## Jazz Compas

Jazz and Improvised Music Magazine showcases local and international talent, catering to all ages with a focus on educating young audiences. The magazine's initiatives include Jazz Compass Live Sessions and related Workshops, which promote jazz and enhance cultural awareness through its brand.

**Creative Direction:** Aleks Milea

**Production:** Milea.Studio

**Distribution:** Cărturești Book Shops

**Brand, Type Design, Typography, Editorial,**

**Design, Events, Business Strategy:** Aleks Milea



NOISE



**JAZZ  
COMPAS**  
MUZICA DE MAINE INCEPE ASTAZI



GET  
**THE  
MAG.**

SUBSCRIBE UNTIL THE END OF  
AUGUST FOR THE UPCOMING  
ISSUE NO.4 AND GET THE  
COLLECTIBLES JAZZ COMPAS  
MAGAZINE NO. 1,2 AND 3.

JOIN OUR MAIL LIST TO  
RECEIVE THE NEWS FROM US

ENTER YOUR EMAIL **SUBMIT**

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TO OUR READERS AND  
SPONSORS, THANK YOU FOR  
YOUR SUPPORT:

**BIMHUIS**

For partnership  
and sponsorship  
send us an e-mail



GET  
**TIME  
FOR**

CONCERTS, INTERVIEWS, JAM  
SESSIONS, ALBUM RELEASES,  
UPCOMING JAZZ EVENTS AND  
MORE.



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**TIME  
FOR**

CONCERTS, INTERVIEWS, JAM  
SESSIONS, ALBUM RELEASES,  
UPCOMING JAZZ EVENTS AND  
MORE.



SAMMY MILLER AND...  
AT **DIZZY'S CLUB COCA-COLA**  
ON **TUE.** JUN.21 / 11:15pm

...

ETIENNE CHARLES AND...  
AT **DIZZY'S CLUB COCA-COLA**  
ON **TUE.** JUN.25 / 12:00pm

...


REWIND &

ETIENNE CHARLES AND...  
AT **DIZZY'S CLUB COCA-COLA**  
ON **TUE.** JUN.25 / 12:00pm

...

REWIND &  
**FAST  
FORWARD**

BROWSE THE ARCHIVES.  
ENJOY OUR GALLERY.  
READ AND DISCOVER YOUR  
FAVORITE ARTICLES.



**ELENA  
MANDRU**  
JAZZ COMPAS LIVE









## Print & Motion

## La-Z-Boy

Introducing the latest La-Z-Boy lounge chair collection to a British audience, showcased in cosy home layouts. The ad campaign features key visuals of the new recliners, demonstrating their ability to transform spaces with unmatched comfort and style. A fruitful collaboration between Bandstand Agency, Carioca and Milea.Studio, earning experts' endorsements.

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**Client:** La-Z-Boy

**Agency:** Bandstand

**Production:** Carioca Studio & Milea.Studio

**Compositing, Retouching, Painting,**

**Animation:** Aleks Milea



# Captain Puffins

BA(Hons)

Style Sage & Chief Design Officer

LA Z BOY





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Three Billboards Outside Ebbing, Missouri  
Mark Kermode's film of the week



Mark Kermode, Observer film critic

@kermodekhole  
Sun 14 Jan 2018 09:00 GMT



1,420 316

## Three Billboards Outside Ebbing, Missouri review - a search for justice writ large

★★★★☆

Frances McDormand excels as a mother taunting the police to uncover the truth about her daughter's death



Life and death, heaven and hell, damnation and redemption collide in this blisteringly foul-mouthed, yet surprisingly tender, tragicomedy from British-Irish writer-director Martin McDonagh. Lacing a western-tinged tale of outlaw justice with Jacobean themes of rape, murder and revenge, McDonagh's second American-set feature finds a grieving mother naming and shaming the lawmen who have failed to catch her daughter's killer.

The subject is no laughing matter, but as with his 2008 debut feature, *In Bruges*, McDonagh's Chaucerian ear for obscenity provokes giggles, guffaws and gasps in the most inappropriate circumstances. More importantly, he underpins the anarchic nihilism of his narrative with a heartbreaking meditation upon the toxic power of rage. When characters, struggling to make sense of all this chaos, utter



most popular



Isaiah Haastrup: doctors can stop baby's life support

Live UK will not be able to

review - Bo

ance, the ideas on



ayed on it will be delighted motorik beat popularised  
Instrumentals: the effects drawn from dub  
moment when dramatic, behold the-  
on the sunny end of these influences within  
ly more eclectic: its rent singles chart, sizers that recall that strain  
immer David Maclean bloated" are warned that  
ing the same number of

Advertisement



most popular



Seven in 10 UK workers are 'chronically broke', study finds



Live Non-disclosure agreement rules to be reviewed after Presidents Club scandal. No 10 says -



'Serial stowaway': how does a 66-year-old woman keep sneaking on to flights?



Live Davos 2018: Donald Trump and Theresa May meet - live updates



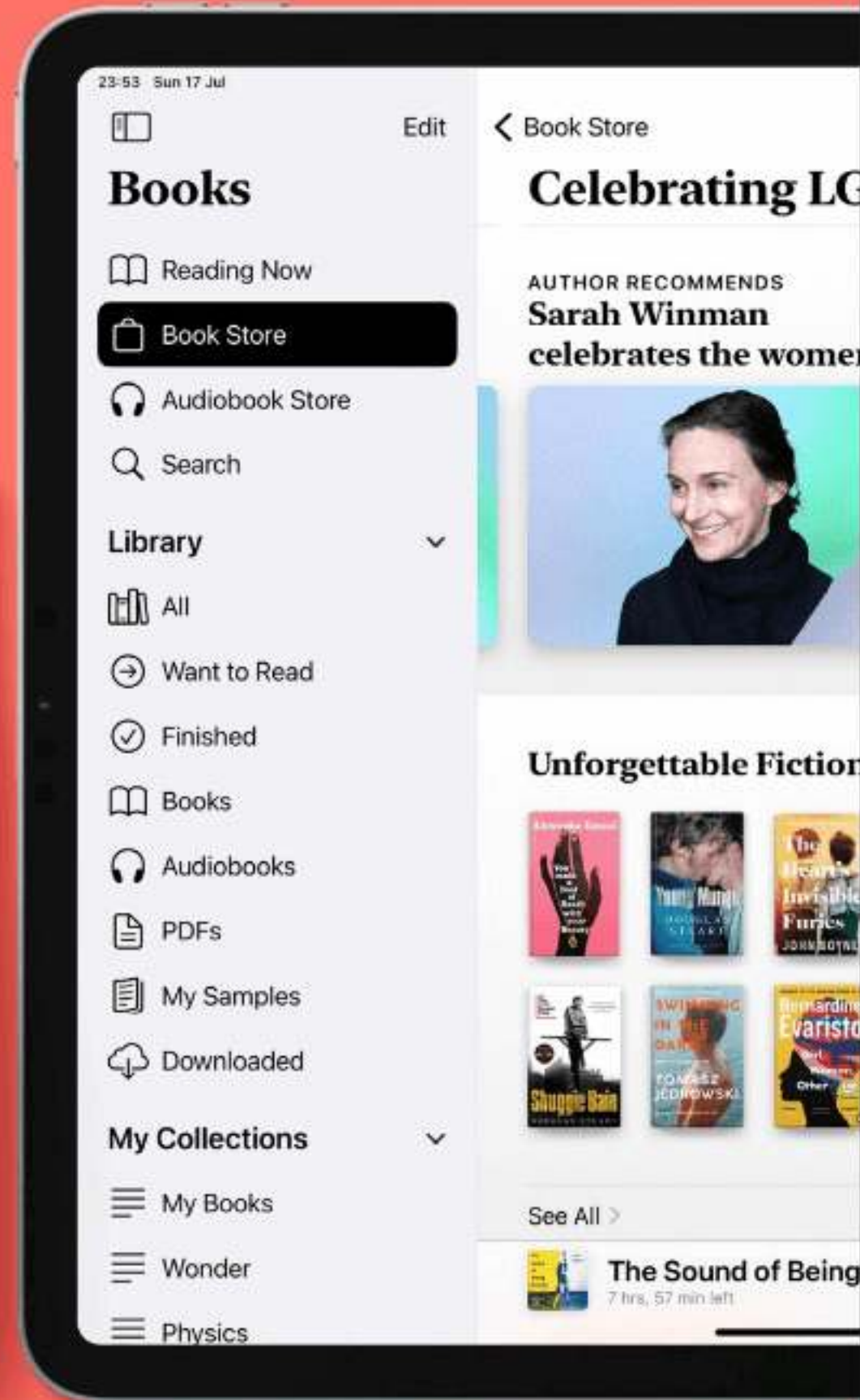
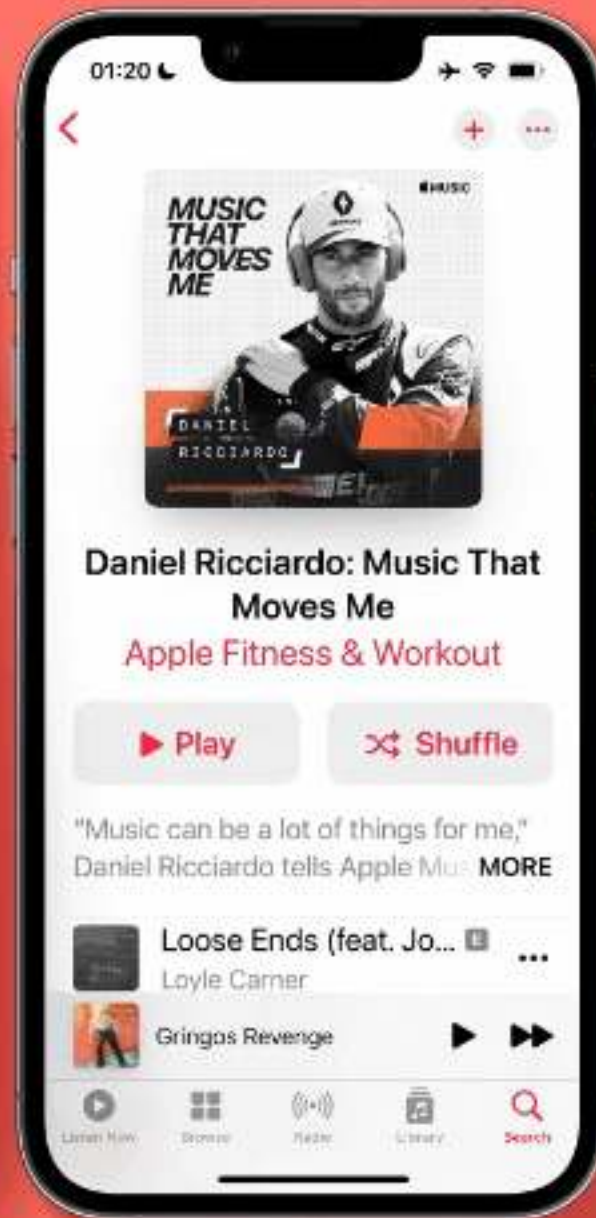
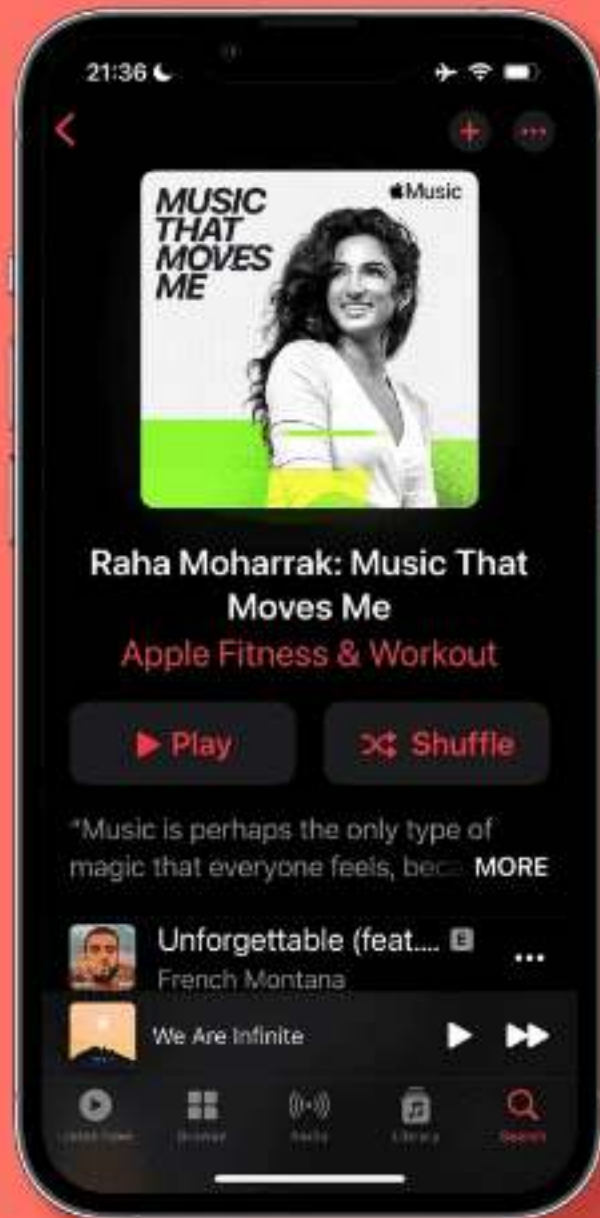
'A sad day - but John Peel will be rubbing his hands': readers remember Mark E Smith







# Product, Design UX/UI/Coding



Design and production of digital global assets for Apple SaaS platforms: Books, TV+, Podcast, and Music. The process involved identifying opportunities and gaps for implementing, developing, and coding new applications designed to improve and streamline workflows, ensuring they keep up with and are future-proof for a continuously growing market and demand.

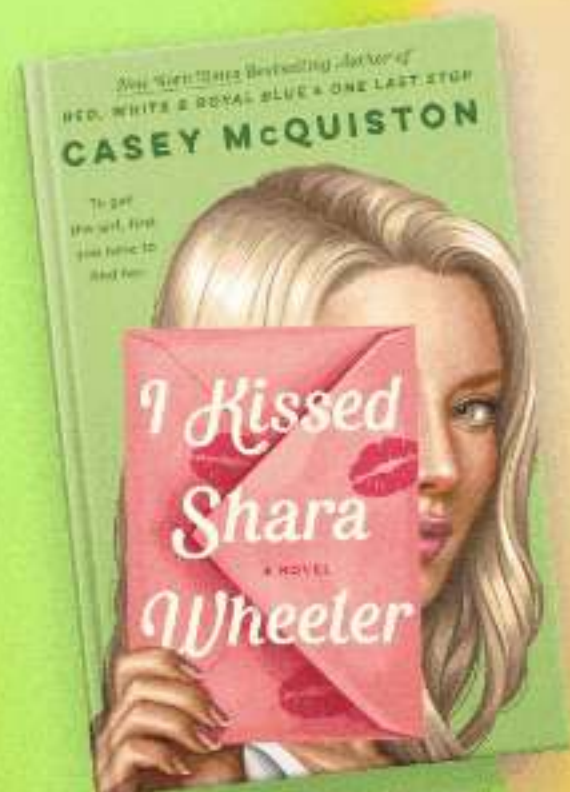
Client: Apple

Agency: Milea.Studio

Production: Milea.Studio

Analysis, Design, Dev., and Coding: Aleks Milea





PRIN

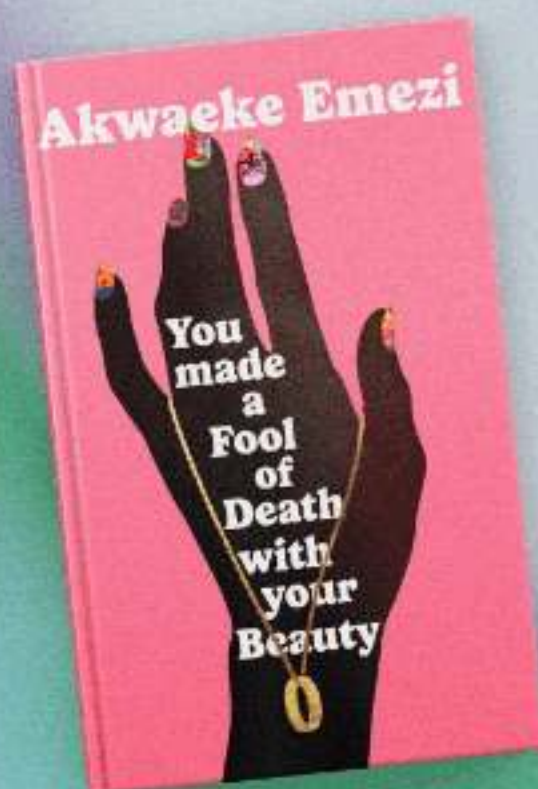


Libros que  
inspiraron  
los éxitos  
de 



Pre

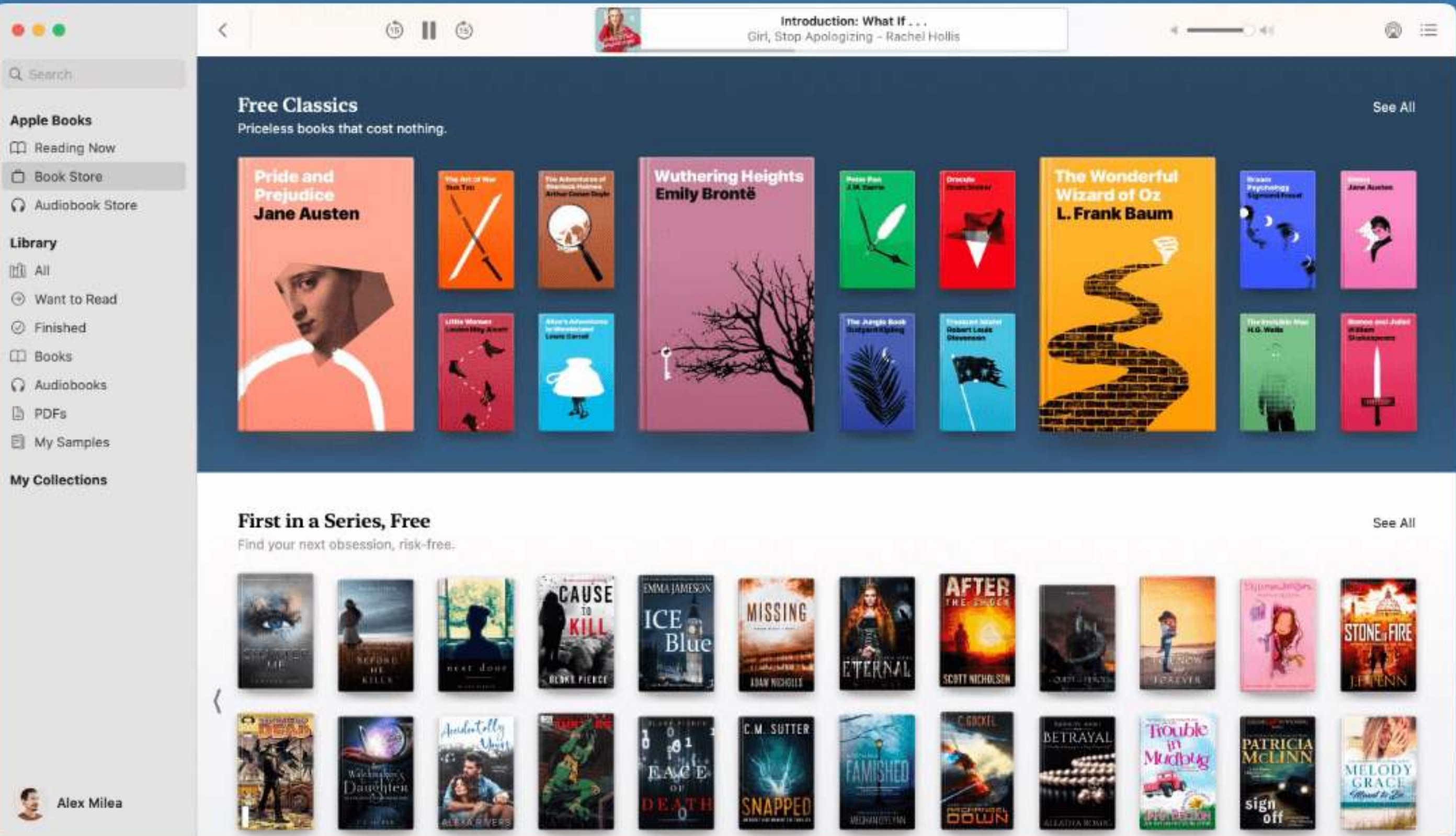
ACK  
IDE



Vom Buch  
zur Serie  
auf 









Painting &  
Animation



## Gold FM

Gold FM breathes life into the best music hits of the 50s through the 90s with a campaign that turns nostalgia into gold. Hand-painted digital art was used to craft key visuals that transform classic music mediums into shimmering gold icons. This unique concept underscores the timeless value of these hits, showcased through TV commercials, editorial and OOH advertising. The campaign's golden visuals symbolise the enduring legacy and impact of the music from these iconic decades.

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**Client:** Gold FM

**Agency:** Milea.Studio

**Creative Direction:** Aleks Milea

**Concept, 3D/CGI, Painting and**

**Animation:** Aleks Milea







## Illustration & Photography



## Formula One — Renault Racing Team

Renault Formula One Racing Team, key visual, illustration, photography and poster layout. A seamless, skilful mélange of illustration and photography that blends together into a cohesive image that imparts the emotion of racing at high speeds through the streets of the city, near and around a well-known Iconic European Landmark.

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**Client:** Formula One — Renault Racing Team

**Agency:** Saatchi & Saatchi

**Production:** Aleks Milea

**Retouching, Painting, Illustration & Photography, Compositing:** Aleks Milea





**RENAULT**  
**ROADSHOW**





**BUCUREȘTI**  
Piața Constituției  
10-11 octombrie 2009



**RENAULT**  Team

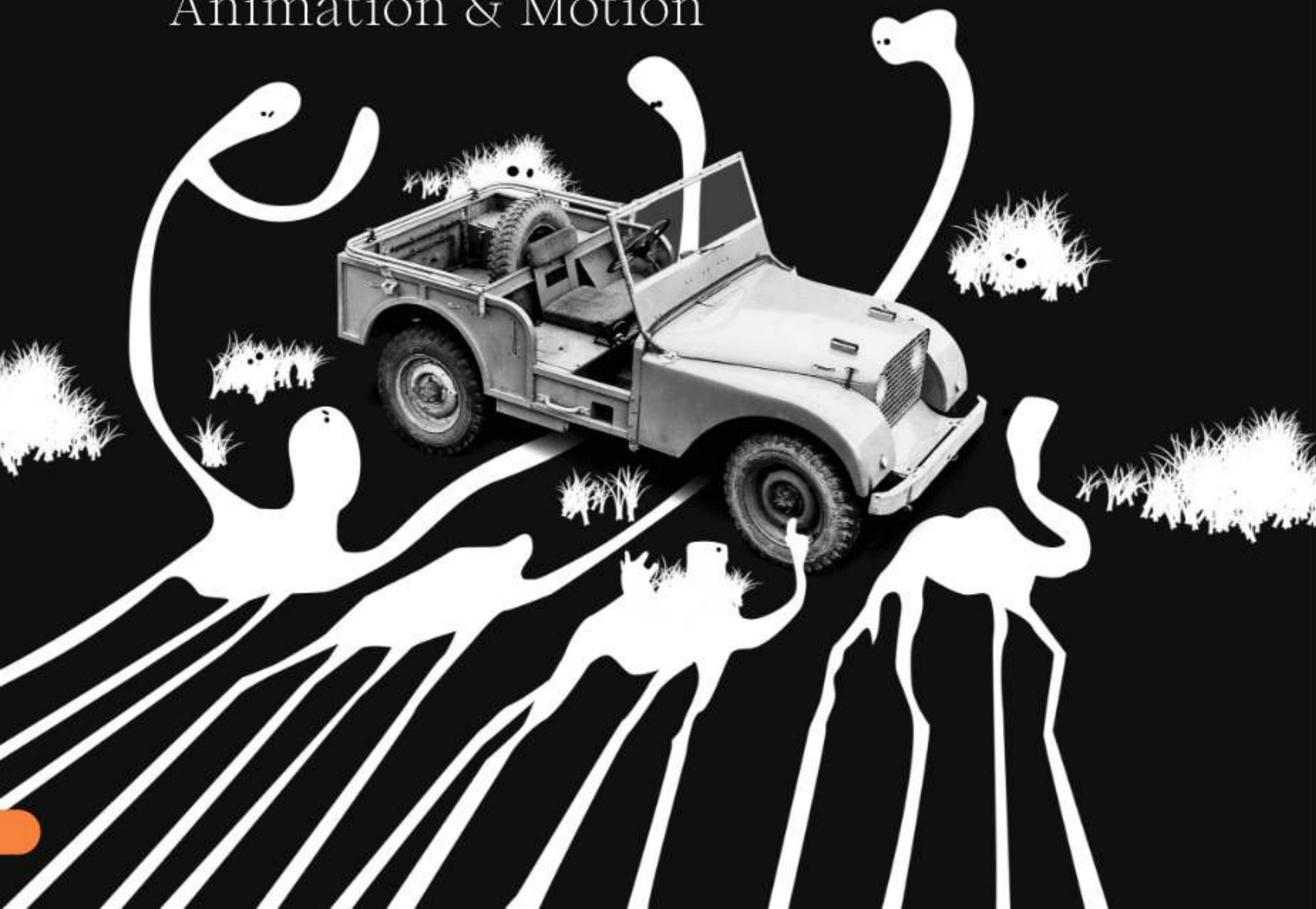








## Animation & Motion



## Land—Rover

Vibrant visuals and dynamic animations to celebrate Land Rover's 60th anniversary, delving deep into its storied heritage. Key visuals, illustrations, animations and motion graphics journey through six decades, encapsulating the brand's enduring spirit and pivotal milestones. A blend of iconic imagery and bespoke illustrative patterns, each piece meticulously designed to spotlight and enhance the historical significance of Land Rover's evolution, instilling the emotion of the era. These creative expressions pay homage to the past but also illuminate the brand's journey through time, reflecting its profound impact on automotive history.

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**Client:** Land—Rover

**Agency:** Y&R

**Production:** Aleks Milea

**Illustration, Motion, Animation:** Aleks Milea











# Design synthesis: A sketch-based exploration

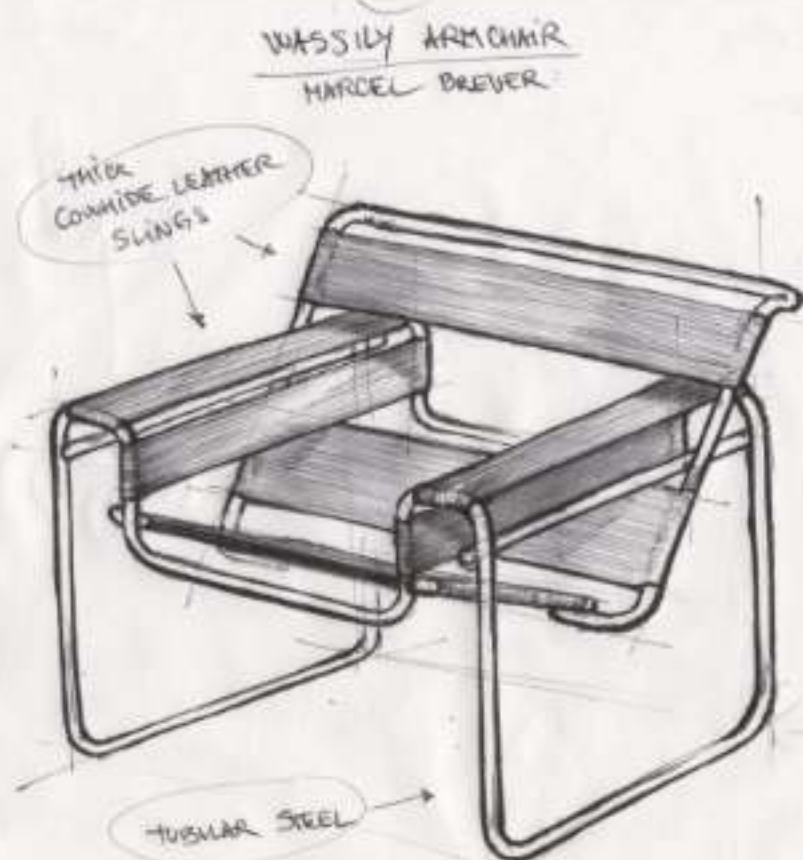


• THONET NO. 14 IS ONE OF THE FIRST GENUINE CONSUMER PRODUCTS, CITED AS THE MOST SUCCESSFUL INDUSTRIAL PRODUCT OF THE NINETEENTH CENTURY.

• THONET WAS ABLE TO PRODUCE A CHAIR FROM SIX PIECES OF WOOD, TEN SCREWS, TWO WASHERS AND SOME WICKER FOR THE SEAT.

• STILL IN PRODUCTION FROM 1900 BY GEBRÜDER THONET, AUSTRIA.

NEVER HAS ANYTHING BEEN CREATED MORE ELEGANT AND BEAUTIFUL IN ITS CONCEPTION, MORE PRECISE IN ITS EXECUTION, AND MORE EXCELLENLY FUNCTIONAL.



MY MOST EXTREME WORK... THE LEAST ARTISTIC, THE MOST LOGICAL, THE LEAST "COZY" AND THE MOST MECHANICAL.

(MARCEL BREUER)  
(BISHOP'S INSTRUCTOR, HEAD OF COMPANY WORKSHOP 1925)

• AN EARLIER VERSION OF THIS CHAIR WAS DESIGNED BY BREUER IN 1925, USING NICKEL PLATE TUBULAR STEEL. WITHIN A YEAR, DESIGNERS EVERYWHERE WERE EXPERIMENTING, TAKING FURNITURE DESIGN INTO A RADICALLY NEW DIRECTION.

• THE CHAIR BECAME KNOWN AS THE "WASSILY" AFTER THE PAINTER KANDINSKY. BY WHEN AN ITALIAN MANUFACTURER NAMED IT IN 1960S. KANDINSKY WAS A FRIEND AND A FELLOW BISHOP'S INSTRUCTOR, WHO PRAISED THE DESIGN WHEN IT WAS FIRST PRODUCED.



IT'S A WITTY ADAPTATION OF THEIR STALWART HECTOR LAMP AND INSPIRED BY THE SILHOUETTE OF THE MUCH LOVED MICHELIN MAN.

(TERENCE CONRAN)

• TO MARK THE 21ST ANNIVERSARY OF THE FOUNDED OF ORIGINAL BTC LIGHTING AND THE CENTENARY OF MICHELIN HOUSE, THIS THE HECTOR BISHOP'S LIGHT DESIGN WAS BORN.

## Past Forward

A reflection of a sophisticated understanding of design evolution, showcasing meticulous attention to the synthesis of historical and modern elements. These drawings illustrate a keen ability to distill complex concepts into precise and articulate visual forms.

Each sketch serves as a testament to the ability to engage with and reinterpret architectural and design milestones, highlighting a deep appreciation for the past while pushing towards new creative boundaries.

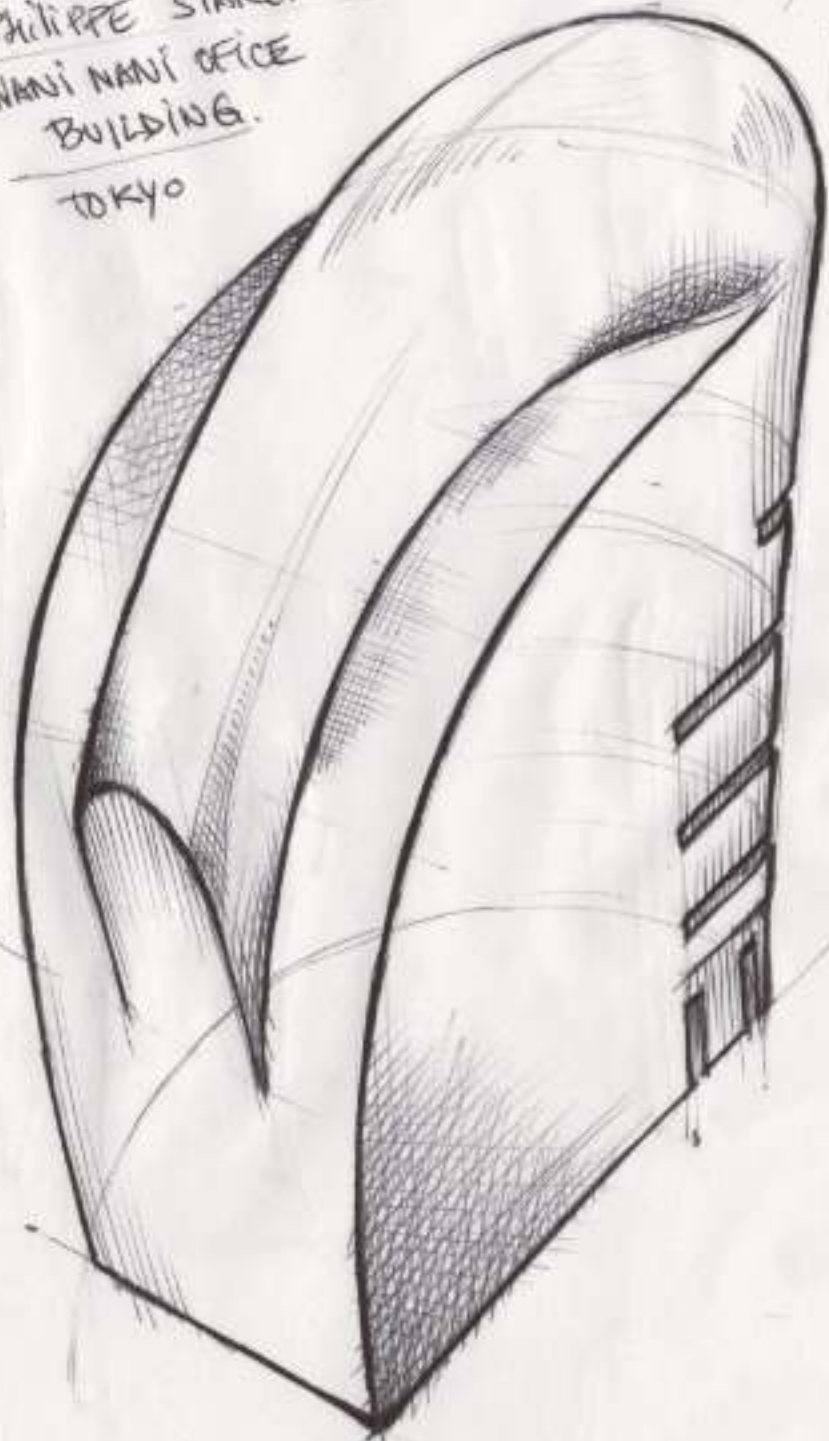
Drawings, Studies, Sketch-book: Aleks Milea



1989  
 PHILIPPE STARCK  
 NANI NANI OFFICE  
 BUILDING.  
 TOKYO



COVERED WITH  
 SHEET METAL  
 COPPER



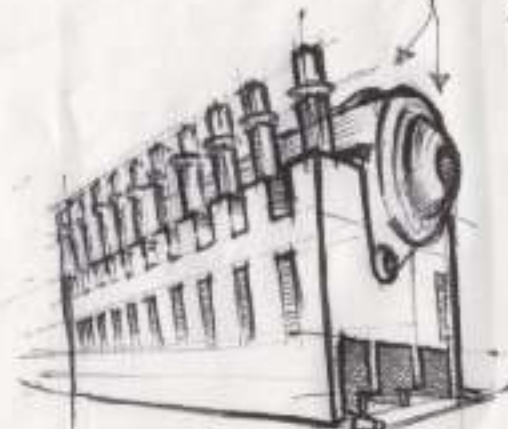
FOUR  
 THREE  
 STOREYS  
 HIGH

"NANI NANI" - TRANSLATES TO "WHAT WHAT" IN JAPANESE. WHEN YOU ENCOUNTER SOMETHING THAT SPARKS YOUR INTEREST AND WANT TO KNOW MORE, YOU SAY: "NANI?" "NANI?" THE UNHEX NANI NANI BUILDING WAS DESIGNED BY PHILIPPE STARCK AND TAKOTO NOZAWA.

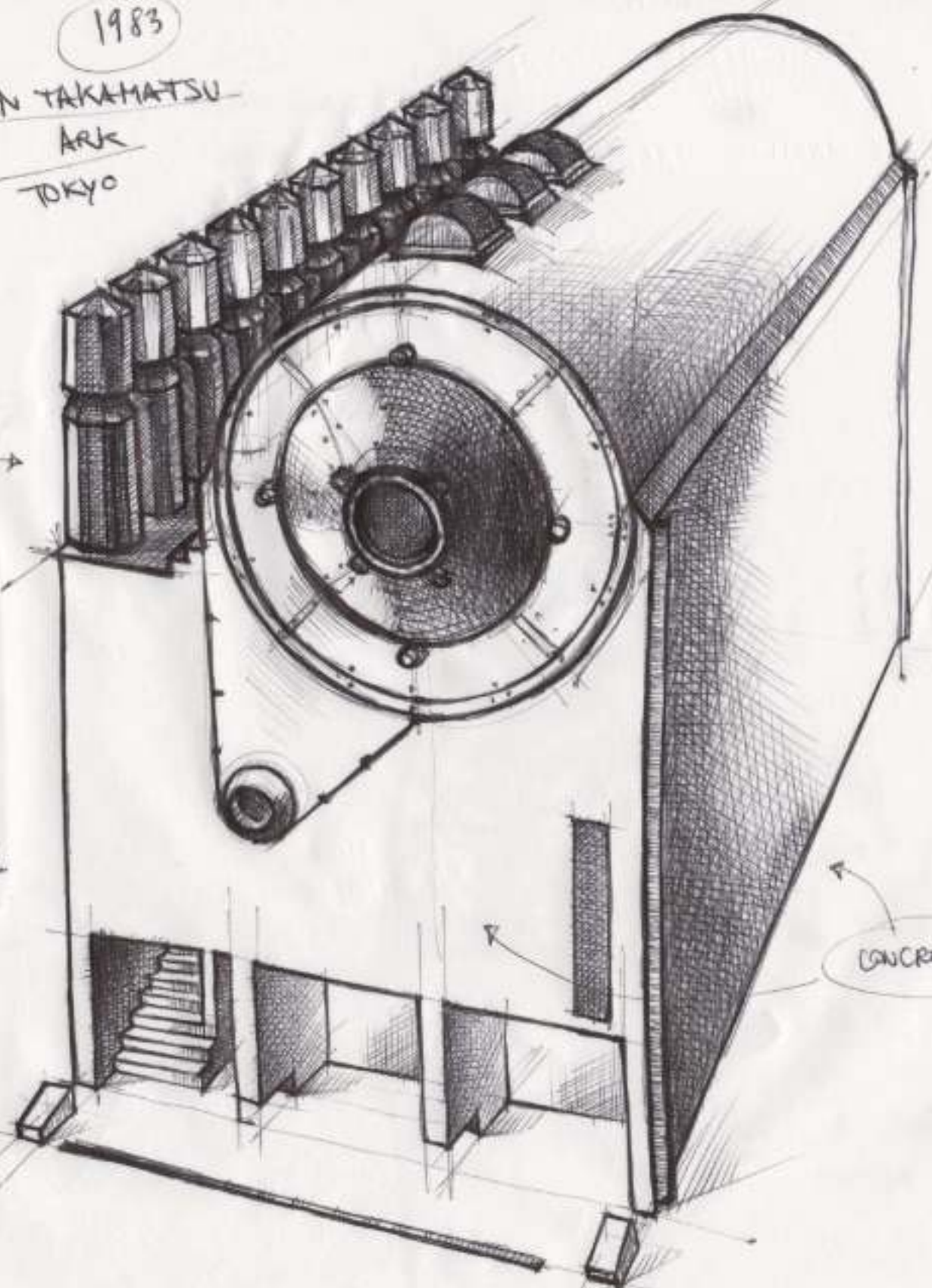
THE NANI NANI IS JUST DESIGN. AND IF I AM MAKING BEAUTIFUL DESIGN, I DEFINITELY PREFER A NAP. YOU KNOW, THE IDEA IS TO MAKE SOMETHING

1983  
 SHIN TAKAMATSU  
 ARK  
 TOKYO

SHEET METAL  
 SILVER  
 SHINE



THREE  
 FLOORS



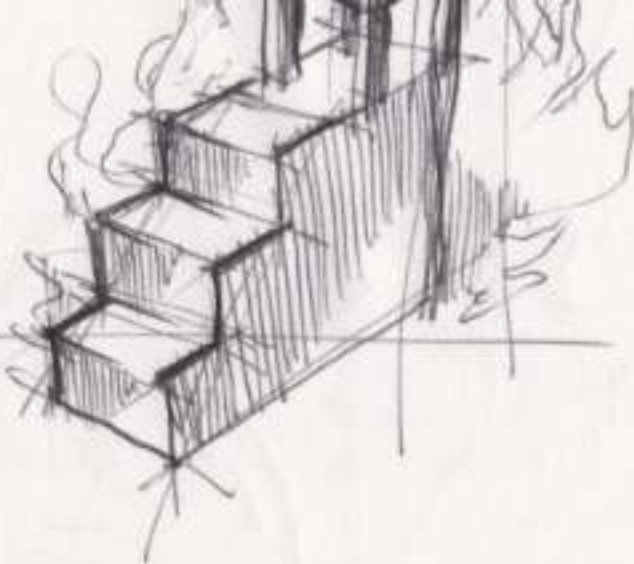
CONCRETE

ARK - THIS IS A COMPLEX WHICH PLACES A DENTISTRY ON THE FIRST FLOOR AND A GALLERY ON THE SECOND FLOOR, FROM THE BEGINNING TO THE END, THE CLIENT CONSISTENTLY REQUIRED AN ICONIC ARCHITECTURE. THEREFORE, ELEVEN CONCEPTUAL PLANS WERE PROPOSED FOR THE FINAL DECISION.



MONUMENTINO DE CASA.

- THE NIMBLISTIC GESTURE POSED AN IMPLICIT QUESTION.



## 2. ROAD TRIPS

ETTORE SOTTASS

TOTEM → MENHIR, ZIGGURAT, STUPAS, HYDRANTS & GAS PUMPS.

- "I WANT TO MAKE MYSELF A FILLING PUMP WHERE I CAN FILL UP FOREVER ON 4 FUEL", HE SAID LATER, "FILL UP MY VEINS AND LET THEM ALIGHT"

## 3. CONTAINERS FOR PLEASURE - ETORE SOTTASS

a. BASILICO TEAPOT PROTOTYPE. 1971

- PAINTED WOOD.

b. LAPIS LAZULI TEAPOT PROTOTYPE 1972

c. CHERRIES TEAPOT.



## 4. AHOICHT CHAIR. 1968 / NATHAN SILVER.

- A CHAIR MADE FROM HOUSEHOLD MATERIALS 30 £

# Concepts and Studies.

Postmodern Influences: References to postmodern design principles are evident, combining historical cues with contemporary design strategies.

As inspiration, studies and sketches present an array of industrial and household objects reimagined with a postmodern twist, emphasizing aesthetic playfulness and functional innovation.

Drawings, Studies, Sketch-book: Aleks Milea



