

## Profile

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### Services

Concept  
the base of purposeful work. Supported by experience, observation, feel for relevant trends.

Design  
puts central aspects into focus and forms them. Transforms a mere product into a must-have, a mere service into a unique sensation, a mere message into a new experience.

Production  
knows the whole variety offered. Finds the right producers, follows production in process, assures quality.

Development  
new ways of thinking. Deals with items that seem to flop today but will be copied tomorrow.

### Company

Identity  
knows the markets, values arts, thinks differently, progresses, targets accurately for optimum effectiveness.

Affinity  
stands for aesthetic sense, effectiveness and overall understanding, targets accurately design solutions and offers the public well oriented messages.

Structure  
lean work in networks, familiar with all of them and knows who is best suited for your requirements: copywriters, photographers, film producers, consultants, planners, strategists.

### Curriculum

Andreas Peyer  
Born 1969 in Winterthur, living in Zurich, Switzerland. Father of a daughter, professional graphic designer, experienced with design agencies and advertising agencies in Switzerland and in the U.S.A., member of design network switzerland, expert functions for graphic design apprenticeship exams of the Canton of Zurich, module teaching at F+F School Zurich (Art and Media Design).

### Clients

Industry, Trade and Crafts  
Cultural Institutions  
Entertainment  
Education  
Non-profit Organisations  
Advertising Agencies  
Producer Companies

[Up-to-date examples displayed on our website www.peyerdc.ch](http://www.peyerdc.ch)