







REBECCA in brick red matte  
PIERRE in caramel tortoise matte





# THROUGH THE EYES OF NEUBAU EYEWEAR

**L**ife is like a giant jigsaw puzzle. A kaleidoscope of moments and experiences that makes us discover each day anew, bringing together the most diverse places and impressions in baffling ways. Like a bar and a bookstore, a vintage shop and a club, galleries and countless little backstreets. On a walk through Vienna's 7th district Neubau, not only do we encounter this odd collection of shops, but also a multitude of scents, sounds and faces. Walls as colorful as a watercolor set, deep greens and that incessant sensation of music in our ears.

We can allow ourselves to drift in this stream of creative energy, this labyrinth of little backstreets that nonetheless keep pointing us in the right direction, leading us to the source of inspiration and a hunger for adventure. And yet this source is not a defined place, it cannot be found on a map, but right inside our minds. It is an emotion, an instinct, a sensation that drives us along in its bubbling spirit of invention, in all

our creation. Just like our home, the Neubau district. This combination of an inspiring environment and a feeling of home may be one of the most important treasures we will come across in our lives. It should be treasured, fostered and nourished. We want to see that green sprout fresh shoots, want to take in our environment in perfect focus, soak up the minutest of impressions, get to know the people that make our district Neubau and so many other creative places even more worth living in. We want to infect and support others with this passion and, through our "See & Do Good" initiative, pull all of us together as a team – for our vision of a greener future that we shall never lose sight of.

And because this journey has not reached its end by a long shot, we invite you to see the world and its possibilities in a new and sustainable way, be it through our glasses, on our blog [theframeofmind.com](http://theframeofmind.com), our social media channels or right here in the pages of our new Lookbook 2018.







FELIX in eclectic silver  
MANU in glorious gold



MANU in silky rosé matte  
ERWIN in silver matte







ERWIN in eclectic silver



MANU in eclectic silver  
FELIX in silky rosé  
SARAH in glorious gold / white  
ERWIN in eclectic silver / black





# SIGMUND & CARL

For our new, extravagant sunglasses model we have taken inspiration from those two iconic and controversial trailblazers of psychoanalysis, Sigmund Freud and Carl Gustav Jung. From their pioneering spirit, their special relationship with Vienna, not to forget their characteristic spectacle frames.

“I dread Vienna, and I will dread it three times as much when I come back from Berlin.” Sigmund Freud used to love winding up Viennese society and its elite of poets and thinkers with statements like these. For the longest part of his life the founding father of psychoanalysis lived and worked in Vienna, and in fact he harbored a deep bond to his city and the particularities of the “Viennese soul”. While he mulled over his theories on the human psyche in his beloved coffee-houses, scribbling ideas in his countless notebooks, another pioneer of the field would soon join him there: The Swiss psychiatrist Carl Gustav Jung with whom Freud would envisage a concept of the human psyche which would inform our understanding of our psychological make-up to this day.

And just as the thoughts and theories of both of these enquiring minds blended and complimented each other

a century ago, their characteristic glasses now merge into one in the shape of our new sunglasses model Sigmund & Carl. Freud’s rounded model meets Jung’s metal frames, just as revolutionary trains of thought met forward-looking concepts. Inspired by this, innovation and finesse are also reflected in our new neubau hinge, which has been used in this model for the very first time. A detailed new interpretation of the neubau logo is carefully embedded in the functionality of the frame, adding a fitting finish to the high quality character of the model.

To us Sigmund & Carl represents not just a visual homage to the two groundbreaking minds that gave the model its name, but also pays tribute to their uncompromisingly challenging thoughts and their drive towards new ideas.



SIGMUND & CARL in  
black coal matte / glorious gold









SIGMUND & CARL in  
snow-white matte / silky rosé,  
black coal matte / eclectic silver and  
black coal matte / glorious gold





SIGMUND & CARL in  
black coal matte / eclectic silver and  
snow-white matte / silky rosé





SIGMUND & CARL in  
black coal matte / eclectic silver



SIGMUND & CARL in  
black coal matte / eclectic silver  
Any Di x neubau suncover



# VIENNA WEDEKIND

## ON THE TRAIL OF SIGMUND & CARL

What started six years ago as the digital diary of the actor and photographer Carola Pojer, has since turned into one of Austria's most successful blogs. The 31-year-old's pen name "VIENNA WEDEKIND" already combines two of her biggest influences: Austria's capital and the proto-expressionist German playwright Frank Wedekind. A minimalist with a keen eye for detail, we couldn't have thought of anyone better to follow the trail of inspiration leading to our new model "Sigmund & Carl", so we met her for a chat.













**“I LOVE ITS  
MIX OF  
THE CLASSIC  
AND THE  
MODERN.”**



SIGMUND & CARL in  
snow-white / silky rosé

**Y**ou are wearing the model Sigmund & Carl which was inspired by those two icons of psychoanalysis, Sigmund Freud and Carl Gustav Jung. Both of them spent a lot of their working lives in Vienna. Where would you go to feel the presence of their spirit in today's city? Definitely to the Café Landtmann or the Café Sperl, which also were part of our photo shoot. Beyond that, a walk along Vienna's Ringstrasse is an absolute must. That's where you will

pass many historic buildings, such as the University where Freud used to teach, which will give you an impression of old Vienna.

**You are traveling a lot between the world's fashion capitals, but you still live in Vienna. What is it that fascinates you about the city?**

I love its mix of the classic and the modern. On the one hand, you've got these epically beautiful historic buildings and a unique coffeehouse

tradition, which only exists in Vienna in this form, that whole idiosyncratic vibe. On the other hand you've got modern architecture, innovative concepts that combine shopping and dining out, and the kind of urban coolness that you'll find in a district like Neubau.

**In what words would you describe the Viennese style?**

Timeless, classic and understated – with a hint of bravery.





SIGMUND in morning coffee matte





FRANK in cappuccino marble matte  
 JANNIS in grey marble matte  
 SANDRA in mocca marble

# ALL EYES ON NATURALPX

**O**ur milk? Organic. Our lipstick? Vegan. The shirts on our backs? Fair trade. In all aspects of our lives we take care of our environment and recognise our responsibility for the future of coming generations. So why should we stop at spectacles, our constant companions? That's what we thought too, and so we introduced an innovative, sustainable material called naturalPX to the production of our frames. This highly developed, environmentally friendly polymer is

produced from organic, renewable materials. More than half of it is derived from the oil of the ricin plant, commonly known as The Wonder Tree. The seductive buzzwords that make this sustainable material such a great all-rounder are flexibility, durability, extraordinary lightness and the highest intensity in color. Add to that modern aesthetics, comfortable wear and a good conscience! Make up your own mind and find out more about our frames on [neubau-eyewear.com](http://neubau-eyewear.com).









RUBEN in olive matte  
CARLA in fizzy champagne matte catty



SANDRA in brick red matte



DANI in crystal clear







FRANK in black coal matte  
SANDRA in caramel tortoise

# THE HONEYBEE CONSERVANCY

**L**et us picture the scene: A Sunday brunch without coffee, honey or fruit. No spring flowers and no more variety on supermarket shelves. It's a future you wouldn't wish to imagine, and yet it isn't far from unlikely, at least if one of the key contributors to our eco-system keeps getting overlooked: The honeybee. In only a few decades that busy hum in the air might well fall silent, and those blurry dots hovering over our meadows might disappear from view.

That's what makes it all the more essential and welcome to know there are initiatives ready to take a stand for those all-important insects. One of the most proactive among them calls itself The Honeybee Conservancy. This not-for-profit organization is strategically introducing swarms and hives of bees into communal gardens all over New York

to counteract the extinction of the honeybee and maintain a healthy balance between nature and the city. Naturally, we have offered our assistance, and together with the Honeybee Conservancy we have not just contributed to the realization of their ideas, but also created our own delicious varieties of honey.

After all, the idea of a greener future is a vital motivation on our mission, and not losing sight of the smallest members of our community plays an important role in this. Or as Guillermo Fernandez, head of the Honeybee Conservancy, sums it up: "Sometimes hope comes in the most baffling sizes. And sometimes it comes in the shape of a bee."

You can find more information about The Honeybee Conservancy on [thehoneybeeconservancy.org](http://thehoneybeeconservancy.org).



SIGMUND in  
sweet honey matte



BOB in denim matte  
and TONI in melange  
tortoise matte / gold





FRIDA in eclectic silver  
EDMUND in black ink matte





VIKTORIA in soft marble mattte / black ink



MANU 3D in grey / silky rosé



SARAH 3D in roasted berry / black ink  
ERWIN 3D in black coal / glorious gold  
MANU 3D in denim / black ink matte







SARAH 3D in mint/black ink matte  
ERWIN 3D in mint/silky rosé







# LET'S MEET MODEL MATTHIAS J. GÖTZ

**I**t becomes natural to fight for the things we love”, Matthias J. Götz – sustainability-focused architect and model for our latest campaign – explains when asked about why he invests time and effort into taking care of the environment. It was through his parents, biologist and chemical engineer, that Matt learned how the co-dependency between all living creatures on earth is key to balancing its complex ecosystem. Inspired by this, the Bavaria-native took flight out into the world: From Europe to South America, all the way to India and back. Following this journey of globetrotting, the 32-year old has since settled down in Huesca, a Spanish small town at the foot of the Pyrenees, where he practices his craft. His definition of success? “When you can focus on what you are best at while simultaneously following a holistic, sustainable approach”.

Following our shoot in Barcelona, we had a chat with Matthias and had him share the changes he wishes to see in the world, his contribution and what motivated him to get started in the first place.

## **What is sustainability-focused architecture? How does it distinguish itself from “average architecture”?**

Historically speaking, sustainable architecture is nothing new. In fact, it wasn't until the so-called developed world changed this with the discovery of fossil fuels and the industrial revolution more than 200 years ago. Meaning that the history of non-sustainable buildings is very young and has not even reached every corner of the world yet. So, for a high percentage of our population, the architecture they know

is still pretty sustainable compared to the western world's glass palaces. That being said, planet earth's resources are limited, some even hazardous for us and future generations, which is something sustainable architecture takes into account.

## **“I BELIEVE THE BEST PART ABOUT NEUBAU EYEWEAR AND THEIR CAMPAIGN IS THAT THE SUSTAINABILITY-PART OF IT IS NOT THAT OBVIOUS.”**

## **What would you say might've been your biggest accomplishment? How have you made your mark?**

I prefer focusing on marks I want to make rather than dwelling in the past, but I'd say I'm quite proud of what we have managed to achieve with the Elephant Podcast over the last two years, which we use to spread climate change awareness on an international level through interviews with leading thinkers, experts, journalists and scientists. My team and I also have a software project in the works that, if successful, will ensure that non-sustainable architecture will only appear in history books in a few decades from now.

## **Being a model, what change would you like to see in the fashion and beauty industry when it comes to sustainability?**

There's this myth in fashion that you can either have great design or a sustainable product. This is simply not true and there are countless examples that prove this statement wrong. As a result of fast fashion's market domination, though, we find ourselves consuming products at higher quantity than quality, products that don't last, and weren't designed to last. I would like to see people in those industries challenge themselves more, to view sustainability as a basic parameter. We need to go back to a “less is more”-kind of attitude.

## **At neubau eyewear it's about combining consciousness and style. Where would you say does this shimmer through within the campaign and our brand as a whole?**

I believe the best part about neubau eyewear and their campaign is that the sustainability-part of it is not that obvious. When I saw the glasses for the first time, it was the sole style and quality that caught my attention. At first, I was not even aware of the fact that sustainability is a driving force behind the label and their products. This, to me, is the definition of success: When you can focus on what you are best at – designing great glasses in this case – while simultaneously following a holistic, sustainable approach.

The Elephant Podcast is available on the iTunes store or via [www.elephantpodcast.org](http://www.elephantpodcast.org)

Matthias J. Götz is represented by PMA, [www.promod.org](http://www.promod.org)

You can read the full interview on our blog [theframeofmind.com](http://theframeofmind.com)



**“WHEN I SAW THE  
GLASSES FOR THE  
FIRST TIME, IT WAS  
THE SOLE STYLE  
AND QUALITY  
THAT CAUGHT MY  
ATTENTION.”**



FLO in wood matte



FLO in graphite matte  
LOTTE in rusty red matte















FRIDA in white / gold matte



EDMUND in black ink / silver matte  
and eclectic silver

# INDEX

## SIGMUND & CARL

MODEL:  
T617

SIZE:  
48/21/140

MATERIAL:  
naturalPX/  
stainless steel



black coal matte / glorious gold / 9130 / gold gradient mirror



black coal matte / eclectic silver / 9010 / silver gradient mirror



snow-white matte / silky rosé / 1530 / rosé gold gradient mirror

## LUKAS

MODEL:  
T017

SIZES:  
51/18/135  
53/18/145

MATERIAL:  
naturalPX/  
stainless steel



nude marble matte / gold / 6030



soft marble matte / black ink / 6140



olive matte / boom brass / 5540



black coal matte / black ink / 9040

## VIKTORIA

MODEL:  
T040

SIZES:  
52/15/135  
54/16/135

MATERIAL:  
naturalPX/  
stainless steel



fizzy champagne / gold / 8530



soft marble matte / black ink / 6140



roasted berry matte / blackberry / 6240



black coal matte / black ink / 9140

## EUGEN

MODEL:  
T041

SIZES:  
50/18/135  
52/18/145

MATERIAL:  
naturalPX/  
stainless steel



black coal matte / black ink / 9040



crystal clear / eclectic silver / 1010



olive matte / gold / 5630



nude marble matte / bronze / 6340

## FABIO

MODEL:  
T060

SIZES:  
57/16/140

MATERIAL:  
naturalPX/  
stainless steel



soft marble matte / black ink / 6140



olive matte / boom brass / 5540



morning coffee matte / graphite / 6440



black coal matte / black ink / 9040



# REBECCA

MODEL:  
T033

SIZES:  
52/17/135  
54/17/140

MATERIAL:  
naturalPX



iced coffee tortoise / 6100



sweet honey / 2000



brick red matte / 3000



cappuccino tortoise matte / 6000

# PIERRE

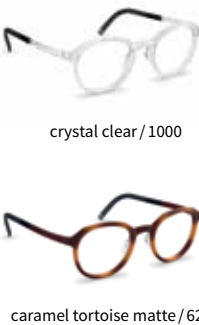
MODEL:  
T034

SIZES:  
47/22/135  
50/22/145

MATERIAL:  
naturalPX



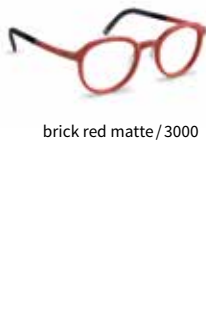
basil matte / 5500



crystal clear / 1000



sweet honey / 2000



brick red matte / 3000

# THOMAS

MODEL:  
T035

SIZES:  
52/17/135  
55/18/145

MATERIAL:  
naturalPX



caramel tortoise matte / 6200



crystal clear / 1000



brick red matte / 3000



basil matte / 5500

# LOTTE

MODEL:  
T030

SIZES:  
54/16/135  
56/16/135

MATERIAL:  
stainless steel



silky rosé / white matte / 3640



blackberry matte / 4040



boom brass matte / 5640



rusty red matte / 6340

# FLO

MODEL:  
T031

SIZES:  
48/20/135  
51/20/145

MATERIAL:  
stainless steel



pacific blue matte / 4740



forest green matte / 5740



wood matte / 6440



graphite matte / 6840

# PETER

MODEL:  
T032

SIZES:  
53/19/135  
55/19/145

MATERIAL:  
stainless steel



wood matte / 6440



denim matte / 4840



bronze matte / 6240



graphite matte / 6840



gold matte / 7630



black ink matte / 9340

# AMY

MODEL:  
T042

SIZES:  
53/16/135  
55/17/135

MATERIAL:  
stainless steel



silky rosé matte / 3540



agave green matte / 5840



another taupe matte / 6940



glorious gold / 7530



white / gold matte / 7740



black ink / 9540

# RENÉ

MODEL:  
T043

SIZES:  
53/17/135  
55/17/145

MATERIAL:  
stainless steel



rusty red matte / 6340



ocean teal / gold matte / 5030



forest-green matte / 5740



another taupe matte / 6940



graphite matte / 6740



black ink / 9540

# KARL

MODEL:  
T044

SIZES:  
53 / 17 / 135  
55 / 17 / 145

MATERIAL:  
stainless steel



denim matte / 4940



boom brass matte / 5640



rusty red matte / 6340



silver matte / 7210



black ink / gold matte / 7840



black ink matte / 9340

# SANDRA

MODEL:  
T045

SIZES:  
53/16/135  
55/16/135

MATERIAL:  
naturalPX



mocca marble / 6100



brick red matte / 3100



olive matte / 5800



caramel tortoise / 6130



fizzy champagne matte / 8530



black coal matte / 9100

# JANNIS

MODEL:  
T046

SIZES:  
52/16/135  
54/17/140

MATERIAL:  
naturalPX



black coal matte / 9200



golden crystal edition / 1030



denim matte / 4600



moss green matte / 5900



iced coffee tortoise / 6200



grey marble matte / 6500

# FRANK

MODEL:  
T047

SIZE:  
55/15/140

MATERIAL:  
naturalPX



stone grey matte / 6800



denim matte / 4600



olive matte / 5800



caramel tortoise matte / 6230



cappuccino marble matte / 6300



black coal matte / 9200



# ERWIN

MODEL:  
T036

SIZES:  
53 / 16 / 135  
55 / 16 / 140

MATERIAL:  
stainless steel



eclectic silver / 7010



graphite matte / 6560



eclectic silver / black / 7140



glorious gold / 7530

# SARAH

MODEL:  
T037

SIZES:  
50 / 17 / 135  
52 / 17 / 140

MATERIAL:  
stainless steel



glorious gold / white / 7630



silky rosé / 3530



eclectic silver / 7010



glorious gold / 7530

# FELIX

MODEL:  
T038

SIZES:  
47 / 19 / 135  
49 / 20 / 140

MATERIAL:  
stainless steel



silky rosé / 3530



eclectic silver / 7010



glorious gold / 7530



glorious gold / white / 7630

# MANU

MODEL:  
T039

SIZES:  
47 / 19 / 135  
49 / 20 / 140

MATERIAL:  
stainless steel



glorious gold / 7530



graphite matte / 6560



eclectic silver / 7010



eclectic silver / black / 7240

# ERWIN 3D

MODEL:  
T048

SIZE:  
52 / 19 / 140

MATERIAL:  
stainless steel + 3D



electric red / black ink matte / 3040



denim / eclectic silver / 4510



mint / silky rosé / 5030



black coal / glorious gold / 9030

# ERWIN 3D

MODEL:  
T049

SIZE:  
52 / 19 / 140

MATERIAL:  
stainless steel + 3D



black coal / eclectic silver / 9210



denim / black ink matte / 4640



evergreen / glorious gold / 5530



grey / black ink / 6540

# SARAH 3D

MODEL:  
T050

SIZE:  
49 / 20 / 140

MATERIAL:  
stainless steel + 3D



roasted berry / glorious gold / 6030



mint / black ink matte / 5140



evergreen / eclectic silver / 5610



black coal / silky rosé / 9130

# SARAH 3D

MODEL:  
T051

SIZE:  
49 / 20 / 140

MATERIAL:  
stainless steel + 3D



mint / eclectic silver / 5210



electric red / glorious gold / 3130



roasted berry / black ink / 6140



grey / silky rosé / 6630

# FELIX 3D

MODEL:  
T052

SIZE:  
46 / 22 / 140

MATERIAL:  
stainless steel + 3D



electric red / eclectic silver / 3210



mint / silky rosé / 5030



roasted berry / black ink / 6140



black coal / glorious gold / 9030

# FELIX 3D

MODEL:  
T053

SIZE:  
47 / 22 / 140

MATERIAL:  
stainless steel + 3D



evergreen / black ink matte / 5740



electric red / black ink / 3340



mint / glorious gold / 5330



black coal / eclectic silver / 9210

# MANU 3D

MODEL:  
T054

SIZE:  
46 / 23 / 140

MATERIAL:  
stainless steel + 3D



grey / silky rosé 6630



denim / black ink matte / 4640



evergreen / glorious gold / 5530



black coal / eclectic silver / 9210



# EDMUND

MODEL:  
T608

SIZE:  
55 / 19 / 145

MATERIAL:  
stainless steel



black ink / gold matte / 7540 / gold gradient mirror



graphite matte / 6540 / green gradient



eclectic silver / 7010 / brown gradient



black ink / silver matte / 7140 / silver gradient mirror



back ink matte / 9040 / grey pol

# FRIDA

MODEL:  
T609

SIZE:  
52 / 20 / 135

MATERIAL:  
stainless steel



agave green matte / 5540 / rosé gold gradient mirror



taupe / silky rosé matte / 3540 / rosé gold gradient mirror



eclectic silver / 7010 / brown gradient



white / gold matte / 7640 / gold gradient mirror



black ink matte / 9040 / grey pol

# VALERIE

MODEL:  
T610

SIZE:  
56 / 15 / 135

MATERIAL:  
naturalPX



fizzy champagne / 8530 / gold gradient mirror



ice matte / 1000 / grey



faded corale matte / 3630 / gold gradient mirror



soft mint matte / 5500 / green



mocca tortoise matte / 6000 / brown gradient



black coal matte / 9000 / grey pol



black coal matte / 9030 / gold gradient mirror

# DANI

MODEL:  
T611

SIZE:  
49 / 22 / 135

MATERIAL:  
naturalPX



moss green matte / 5600 / green gradient



crystal clear / 1100 / grey gradient



sweet honey / 2030 / green



olive matte / 5530 / gold gradient mirror



melange tortoise / 6030 / gold gradient mirror



black coal matte / 9000 / grey pol



black coal matte / 9100 / grey

# CARLA

MODEL:  
T612

SIZE:  
53 / 21 / 135

MATERIAL:  
naturalPX



black matte catty / 9400 / grey gradient



ice / black matte scribbled / 1200 / grey



faded corale matte / 3530 / rosé gold gradient mirror



soft mint matte / 5500 / green



fizzy champagne matte catty / 8630 / gold gradient mirror



black / white matte scribbled / 9200 / grey



black matte scribbled / 9300 / grey pol

# RUBEN

MODEL:  
T613

SIZE:  
55 / 20 / 140

MATERIAL:  
naturalPX



olive matte / 5530 / gold gradient mirror



ice / black matte scribbled / 1200 / grey



moss green matte / 5600 / green gradient



stone grey matte outlined / 6500 / grey



black / white matte scribbled / 9200 / grey



black matte scribbled / 9300 / grey pol



black matte outlined / 9500 / silver gradient mirror

# EUGEN

MODEL:  
T614

SIZE:  
52 / 18 / 140

MATERIAL:  
naturalPX/  
stainless steel



crystal clear / black ink / 1040 / grey



rusty red matte / graphite / 3540 / grey



moss green / bronze / 5540 / gold gradient mirror



cream matte / black ink / 8540 / grey



fizzy champagne matte / taupe / 8640 / gold gradient mirror



black coal matte / black ink / 9040 / grey pol



black coal matte / bronze / 9140 / gold gradient mirror

# FABIO

MODEL:  
T615

SIZE:  
57 / 16 / 140

MATERIAL:  
naturalPX/  
stainless steel



moss green matte / bronze / 5640 / gold gradient mirror



olive matte / gold / 5530 / gold gradient mirror



morning coffee matte / graphite / 6040 / silver gradient mirror



cream matte / black in / 8540 / grey



frosty white matte / black ink / 8740 / grey gradient



black coal matte / black ink / 9040 / grey pol



black coal matte / graphite / 9240 / silver gradient mirror

# SIGMUND

MODEL:  
T616

SIZE:  
46 / 21 / 140

MATERIAL:  
naturalPX



sweet honey matte / 6130 / grey



morning coffee matte / 6100 / silver gradient mirror



stone grey matte / 6600 / silver gradient mirror



black coal matte / 9600 / green

# ERWIN

MODEL:  
T618

SIZE:  
55 / 16 / 140

MATERIAL:  
stainless steel



eclectic silver / 7110 / blue gradient



silver matte / 7310 / grey gradient



glorious gold / black / 7740 / gold gradient mirror

# FELIX

MODEL:  
T619

SIZE:  
49 / 20 / 140

MATERIAL:  
stainless steel



gold matte / 7630 / brown gradient



silky rosé matte / green / 3640 / rosé gold gradient mirror



eclectic silver / 7010 / silver gradient mirror

# MANU

MODEL:  
T620

SIZE:  
49 / 20 / 140

MATERIAL:  
stainless steel



eclectic silver / honey / 7240 / green gradient



silky rosé matte / 3530 / rosé gold gradient mirror



silver matte / 7410 / silver gradient mirror





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a brand of Silhouette International Schmied AG  
Ellbognerstraße 24, 4021 Linz, Austria

Phone: +43 732 3848 - 0  
Email: [hello@neubau-eyewear.com](mailto:hello@neubau-eyewear.com)

Any Di x neubau suncover by: Any Di, D-80797 München, [any-di.com](http://any-di.com)

Production and Concept:  
Plastic Media, Vienna/Berlin, [www.plasticmedia.eu](http://www.plasticmedia.eu)

Graphic Design: Alexis Zurflüh, Ludwig Haslberger

Images on page 27: Emily Hlavac Green

Printed by: Estermann Druck GmbH, A-4971 Aurolzmünster

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