

Susanne Schaal

Susanne Schaal is a Creative Director and Branding Strategist and has built an extensive network that supports her passion to work and experiment across disciplines while pushing boundaries within the art of storytelling. Susanne is known to question learned paradigms in service of going beyond conventional branding.

Susanne studied graphic design in Munich, Germany. Her early years in art history, animation, curation and advertising form the foundation of her ability to connect disciplines. She has worked with top national and international companies and world-class cultural institutions such as Audi Museum, Design Miami, Princeton University Art Museum, Taschen, The Whitney Museum of Art, Palantir and the United Nations.

As the founder of Jakob Jakob, an award-winning design studio in New York and Berlin, her European heritage and education form the backbone of a cultural outlook that places a premium on connecting with a multiplicity of viewpoints. She has earned a reputation for changing branding through artistic collaborations. From dressing a baroque porcelain figurine in a Missoni dress to create an entirely new vision for a lost art, to wrapping a building in a Yayoi Kusama artwork, or working with the team from the American Museum of Natural History to create the first contemporary diorama in more than 50 years, Susanne redefined the paradigm of conventional brand messaging to expand the vision, and thereby increased the audience.

Susanne has now co-founded Yellowtrees, a multi-disciplinary studio of designers, architects, artists, artisans, and entrepreneurs, located in Brooklyn NY that designs, builds, makes, and creates. The studio is centered on the Gesamtkunstwerk model, or 'total work of art', which places a premium on the interrelation of all the arts to create a more meaningful and harmonious whole that is greater than the sum of its parts. Yellowtrees is an outgrowth of the work she has done at Jakob Jakob and allows for a wider array of projects across multiple sectors using creative thinking to drive ultimate value and impact.