



# STEFFEN KRAFT

aka ICONEO

Communication Designer

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## aka ICONEO

Steffen Kraft is a German artist who specializes in drawing attention to social, political, and environmental problems our world faces. Kraft originally founded his own advertising agency but later left his own agency in order to pursue other creative endeavors. His goal with leaving was to “work in a flexible environment for customers who I can fully support and whose values I share.”



IN CASE OF  
CREATIVITY

I WISH I HAD MORE LIKES.

ADDICTIVE

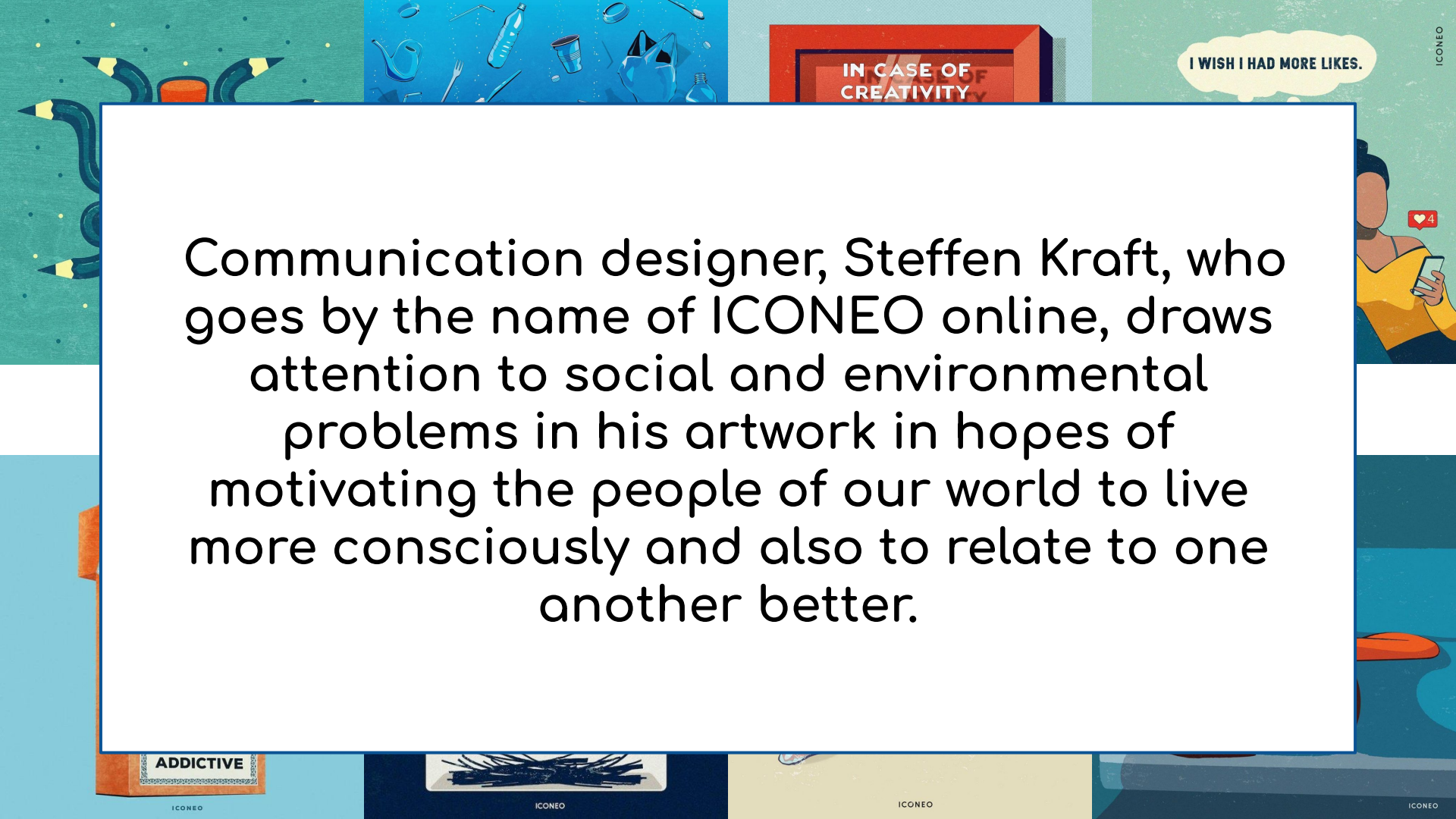
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Communication designer, Steffen Kraft, who goes by the name of ICONEO online, draws attention to social and environmental problems in his artwork in hopes of motivating the people of our world to live more consciously and also to relate to one another better.





How does the artist want you as the audience to react?  
Does this match how you think the general public will react?



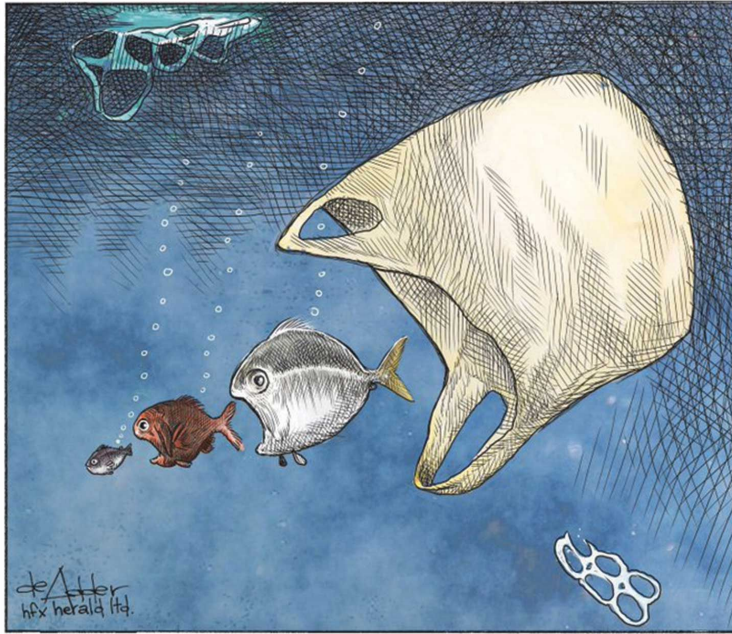
What does this artwork tell you about society?  
Does this art represent a political stance?





How do text and other focal points play a role in how you view these pieces?  
How do all these elements explain the world at the time of creation and now? The same?

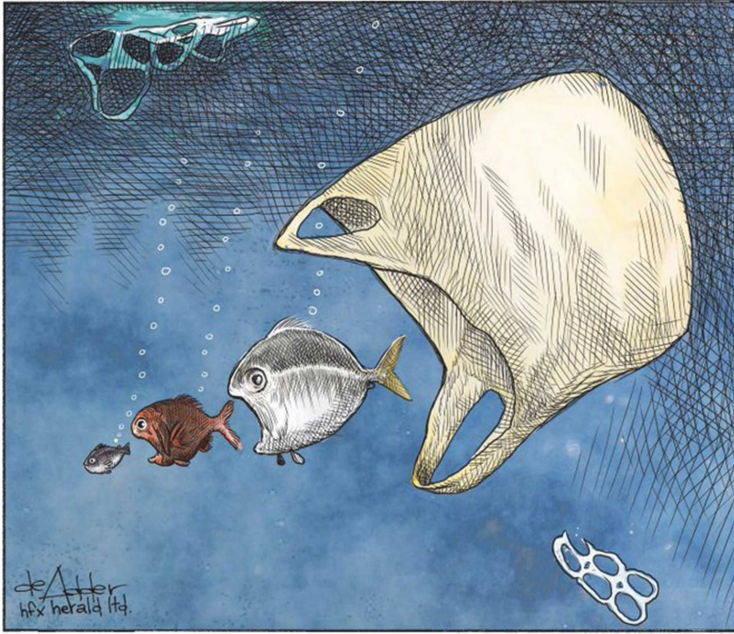
<https://youtu.be/A6pf7JVm1sg>



How do Luzzolino and Kraft's work differ?

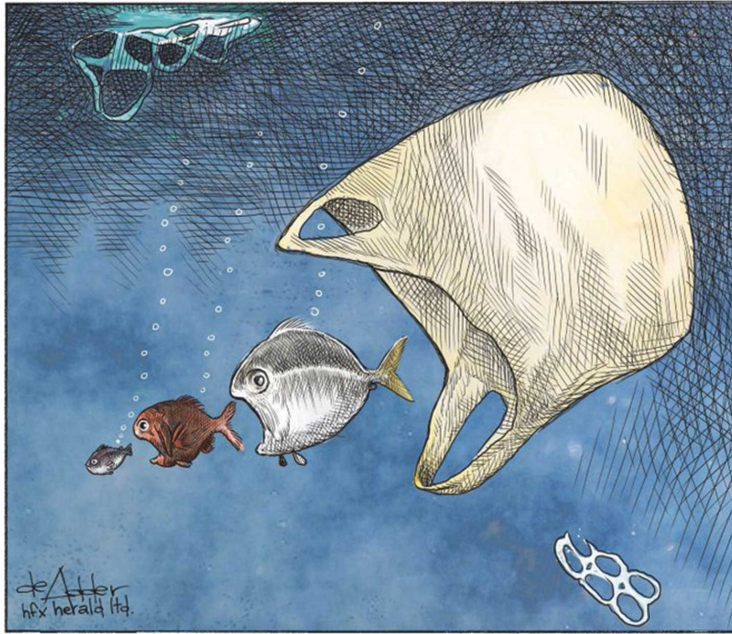
The artwork between De Adder and Kraft are more similar, yet how are they different?





How do you imagine these three artists see their role in our environmental community?

Do you think that all three of these artists have effective messages in their art? Why do you think that?



How do all three of these artists convey meaning in their artwork?

Looking at these three artists, does the text need to be included in the art or is just imagery just as effective?

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**"MY GOAL IS TO SURPRISE THE  
VIEWER WITH SIMPLE IDEAS  
THAT THEY MAY NOT HAVE  
THOUGHT ABOUT AND WHICH  
MAKE THEM THINK, AND MAKE  
THEM DISCUSS THEM WITH  
OTHERS."**

ADDICTIVE

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