

FEDERICO GOMEZ FERRERO

PORTfOLIO

INDEX

Skateboards
Tshirts
Posters
Advertisements
Portraits
Shoes



TRAP NUTCRACKERS (2015)

In 2015, after getting my italian citizenship, I was in the process of moving to Europe, but I wasn't sure to which country. My friends/clients from TREE Skateshop posted some TRAP boards in FB and, after doing some online research, I found out they were from Germany which was really unusual for a shop in Buenos Aires. So I found Richie Löffler's contact and I wrote him a message asking him if he needed some graphics for his brand. He answered that Leyla, his girlfriend, is argentinian, that she was in Buenos Aires for holidays and that it would be cool if I could meet her to talk about it. So we met and she asked me to do some proposals. I googled "german traditions" and these "Nutcrackers" were the first image that popped out. I mixed the nutcrackers with each rider's looks, interests and hobbies that I found in their profiles from TRAP's website.

TRAP ARCHITECTURE (2015)

Right after I delivered the NUTCRACKERS series via email from Argentina, Richie asked me to prepare another series. I didn't know that much about Germany so, again, I did some online research and I found myself in love with the architecture and the many styles that coexist in the country. So I linked each team rider with a building from his hometown that represents a particular artistic movements and I drew them using the aesthetic of each movement. After this series Richie asked me if I would want to move to work in Hamburg.



WDR-ARKADEN
KÖLN



MOSSE-ZENTRUM
BERLIN



BAUHAUS
DESSAU



CHILEHAUS
HAMBURG



HACKESCHER HOF
BERLIN

TRAP BLUMEN (2016)



Freshly arrived in Hamburg I started hanging out in Mantis, Richie's skateshop, where I met my new friends/coworkers. There was this shop across the street and I asked them what was it about. They answered that it was a stamp shop owned by boring old people, nothing cool. So, since I wanted to thrill them, I told them that I was going there right away and that the next boards series idea was coming from that shop. I went there and after an hour I came back with a pile of stamps that I used as inspiration for this series.



Since Ian is from the US I americanized the style for his flowers stamp.

gunta stadler-stölzli
wandteppiche und entwürfe 1921-1976



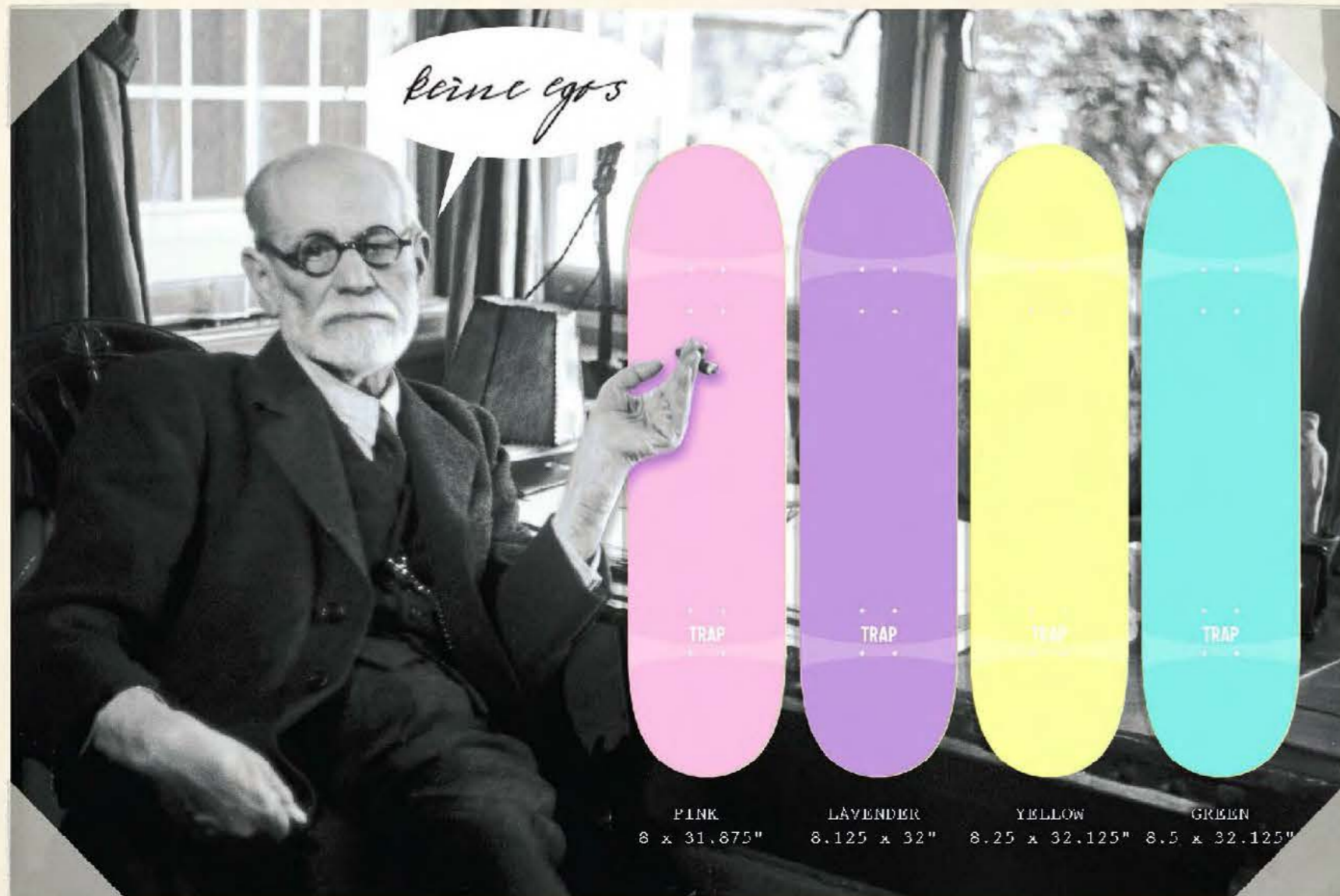
This is my favourite series collaboration ever, for me it was a dream come true. This was going to be the 3rd series I was going to offer if I needed to delay my arrival in Hamburg, so when I arrived I showed the project to Richie and we found the email contact of Ariel Aloni, grandson of Gunta Stölzl. He and Gunta's sisters are the managers of Gunta's estate. I reframed and vectorized Gunta's work from her carpets and for the top graphics I used Gunta's Bauhaus ID card but placed on each of them photos from different times of her life. I showed some samples to her family and they were so happy with them that they offered me absolute freedom to design and work with her material. I admire her a LOT, she was brave and talented, the only woman that reached the position of Meister in the Bauhaus School and she'd to fight a lot for that. When the boards arrived to Hamburg my face'd a constant smile for two weeks out of happiness.

TRAP KEINE EGOS (2017)

There was a guy working at MDCN that I used to talk a lot with. I could describe his conversations as "apocalyptic". My favourite of his theories was the one where he explained that, in the near future, every shop in Hamburg was going to close and in their place they were going to open bars, I imagined a town with an eternal line of bars one after the other and couldn't stop laughing.

He was too negative but his intentions were good. One evening he came with the theory that skateboard graphics were no longer needed, that from now on people were only going to use blank boards, wood colour, like they did in the 90's for 3 weeks. That for me sounded like a nightmare. So in order to make this guy happy but in a more beautiful direction, I prepared this series with 4 pastel colourways with a little logo under the rear truck that becomes invisible once you set up your board and place your trucks over it.

I named the series "Keine Egos" because no names or logos were shown and did a top graphic with Sigmund because of his "id, ego, and super-ego" study.



And, if you're curious, he never got it right with any of his predictions. Blanks never became a trend and shops are still here in Hamburg after pandemic's hard times. But these boards were big sellers for almost 6 years and counting.

TRAP INDIVIDUATION (2017)

The concept was to recycle the transfer sheets from the previous series to create 100 unique boards that refuse the idea of a serialized product and reinforce the sense of individuality, one of the pillars of skateboarding culture.

The patterns are NEVER repeating, hence there are not two identical boards. Carl Jung is on the top graph because of his Principle of Individuation.



Individuation: 100 boards. No doubles.



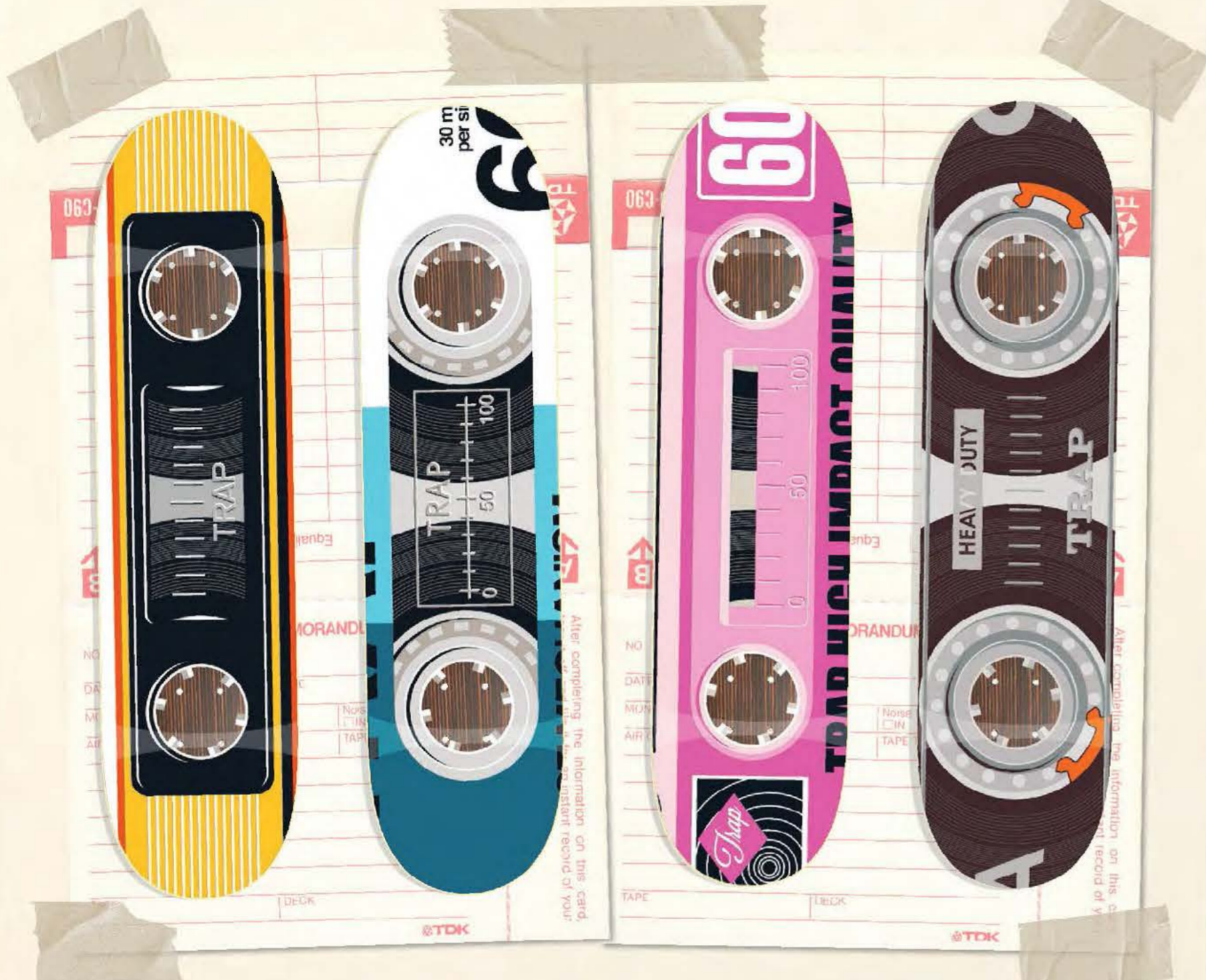
SETTING UP THE TRANSFER SHEETS



BRIGHT TRADE SHOW BERLIN 2017

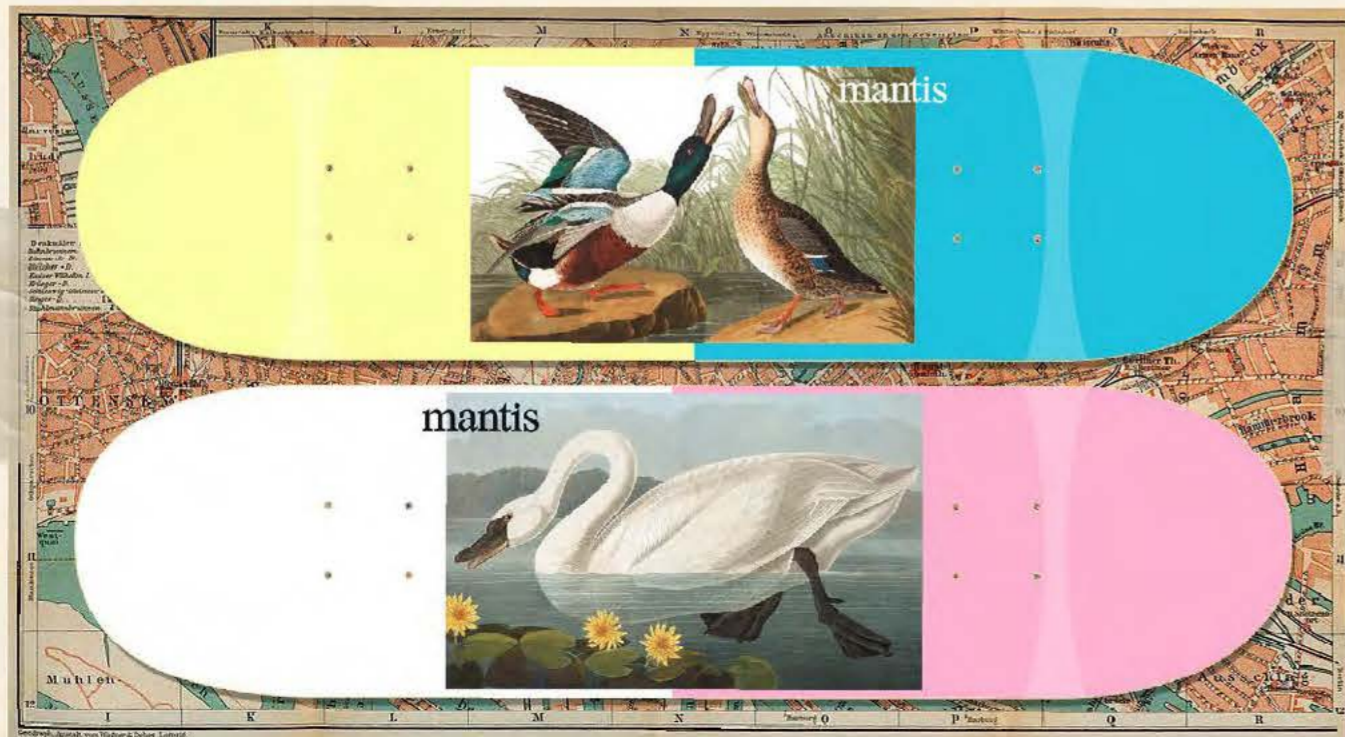
TRAP TAPES (2016)

I came up with the idea of these cassette tapes to make the carbon fiber laminate discs (impact technology) visible.



MANTIS SKATESHOP ALSTER SHOPBOARDS (2017)

Richie's skateshop is located around the corner from the Alster, so, when I went for lunch in Jungfernstieg, ducks and swans were always a nice company. An almost ready made based on John James Audubon's birds.



TRAP DDR WOHNUNG SERIES (2017)

I come from Buenos Aires and, in the 70's, it looked like the DDR. For some unknown reasons we were wearing the same winter jackets, eating from the same plastic Eierbecher, decorating flats the same way and living under an oppressive dictatorship. On February 2017 I went to a Dandy Warhols concert in Berlin that ended around 23 hrs. I bought a ticket back to Hamburg in a Flixbus at 2 AM from Alexanderplatz because it was cheap. Now I've 3 hrs to kill in a frozen german winter night with no open place around. So I started to wander through Karl-Marx-Allee and it gave me the feeling of living in the DDR era. I found the Cafe Moskau and further, in Strausberger, the Central Gallery Berlin. They were displaying DDR flats decoration and I found that really interesting. The idea of those two completely opposite worlds (east and west Berlin) existing with a distance of metres fascinated me. I started buying old "Kultur im Heim" decoration magazines and I came out with this series that show that even in terrible environments sometimes you can still find some beauty. [CLICK HERE IF YOU WANT TO SEE THE CATALOG](#)



Top graphics provided by the DDR Museum Berlin.

TRAP JUGENDSTIL (2020)

This series was about experimenting with production processes and materials using matte, shiny and gold bases and that.



TRAP RAUMFAHRT PROGRAMM (2016)

I bought a patch in an eBay auction and in it's back there was a price tag for DM 10. Then obviously I got fascinated by the German Space program and did this series based on mission's patches.



TYLER EDMAYER PAINKILLER (2022)

For planning Tyler Edtmayer's first pro model I talked a lot with his friend/team mate and Olympic coach Jürgen Horrwarth. He explained me that Tyler is always skating with his iPod on listening to Judas Priest's "Painkiller" on repeat. The graphic decision was clear.



TRAP TRANSATLANTICS (2020)

Richie likes to go for long walks with his dogs in the port area and he spends hours staring at the ships in the harbor. He's a fascination for nautics and Hamburg's a big port.





**MANTIS SKATESHOP
AUBENALSTER / BINNENALSTER
(2020)**

Again an Alster themed board. Now that I moved to Uhlenhorst it was BinnenAlster at day, AußenAlster at night. Both are spots where I like sitting and looking at the ducks and swans.



PEDERSEN TWINS (2022)

These two are the first pro boards for Andreas and Simon Pedersen. Since they're twins I decided to do two combinable boards that can work alone or together with both names in each of them. That way they can share and choose to use any of the two graphics whenever they want. And since they're danish I did a danish design hyperbole, with a homage to Bang & Olufsen in the top logo and some iconic products I saw when I visited the Designmuseum Denmark in Copenhagen the day after I met them.



Collaboration with HVV Hamburg. I drew the city based in the vintage/pixel aesthetic of their SWITCH app logo.

TRAP Skateboards
Motors Series
2022



MDCN Distribution GmbH
Große Theaterstraße 7
20354 Hamburg

Richie Löffler's father used to own a used cars lot. So I decided to do a series about vintage cars, which was clearly and explicitly influenced by Evan Hecox mid 90's car series for Chocolate Skateboards. I asked each rider for their favorite vintage car and this is what they came out with.



Richie owns a Mercedes Benz like this one. It was the last car left in his father's lot so once he bought it they closed the shop.



TRAP SNOWBOARDS (2023)

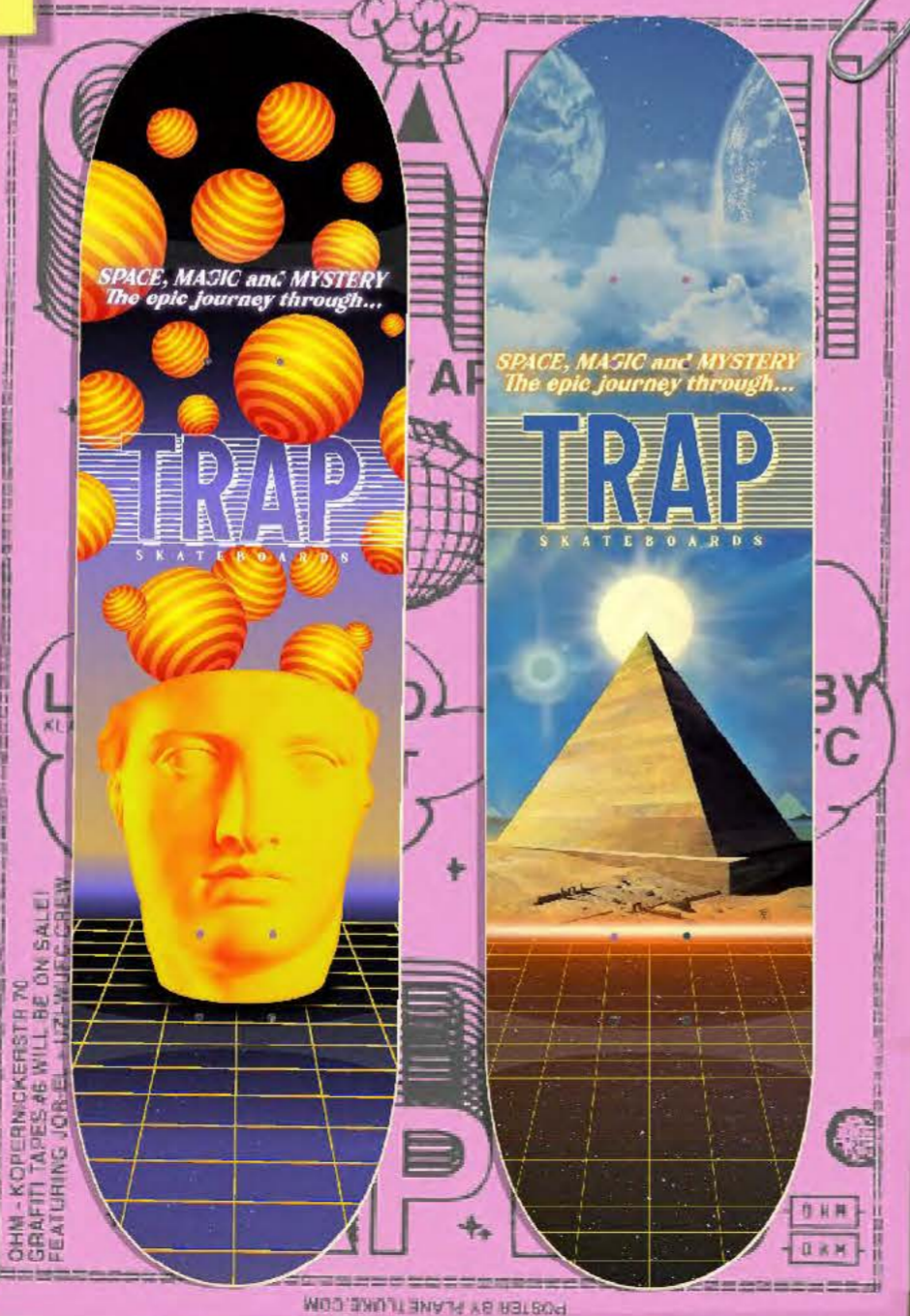
Due to an extremely low budget after the pandemic's skate boom and some lack of interest by the owners, the media and market presence of the brand started to diminish. Riders grew older, stopped skating or focused on personal projects. In a radical move to bring some attention to the brand, I decided to reinvent its identity in each of the next series. In this case as a fictitious snowboard brand, recycling 90's graphics from iconic snowboard decks.

[CLICK HERE IF YOU WANT TO SEE THE CATALOG](#)



TRAP CLUBBERS (2022)

I visited my friend Alex at his home in Manchester and he later asked me to design an advertisement for his brand Avenue which I did influenced by the early 90's pre-rave Manchester scene party flyers. We wanted to do some boards too but he was a little short of budget. So, with him being ok with it, I moved the project to TRAP because in Germany this culture was big at that time also. This series was inspired by those flyers and culture. Usually they used weird slogans. In this case, in order to make it believable, I recycled the slogan and the logo style from a "TIME" flyer from 1989.



TRAP FLOHMÄRKT BEARINGS (2020)

I needed to find a concept for these three bearings packagings and I found it in these weekend's Flohmärkte (flea markets) that operate on Saturdays and Sundays almost everywhere in Germany. They offer a big variety of tin cans from any time period.



This one is based in Chiclets Adams vintage packages from the 80's.



FLEA MARKET IN HAMBURG



FLEA MARKET IN HAMBURG



Based in a MAITA Cigarettes tin can box from the 1920s



Inspired by an old URBIN shoe polish tin can.



NORMA JEAN RECORDS MUNDSBURG, HAMBURG



Packaging for the wheels set.

TRAP 45 RPM WHEELS (2020)

A few blocks from home you can find "Norma Jean Records". It's a vintage record store that also's a kiosk on it. Whenever I walk close to it, I need to go and check the window because the selection is amazing. And sometimes when I feel brave, because I don't've a record player so it's obvious I'm not buying anything except for a Pepsi, I venture inside to check the vinyls covers. So when Richie asked me to do graphics for a series of wheel, I based them on 45 RPM vintage vinyls labels inspired in that store.



WOODOO BOTTLES (2009)



Since I bought my first copy of TWS (Transworld Skateboarding) from February 1989, I've always been fascinated by skateboarding's aesthetics. I used a magnifying glass to be able to see the boards graphics, I copied them using a grid and I painted them on tshirts.

So when I heard that there was a new skateboard company in Argentina (Woodoo) I asked one of their riders who was doing the graphics and he asked me if I wanted to try.

The owner of the company, Juampi, was a surfer and he wanted to produce boards from scratch in his factory, he worked hard on that and after some years he succeeded becoming the main producer of boards in the country.

When you work in the skateboard industry you need to provide the graphics and, most of the times, also the concepts.

So after a few one off models, I brought the idea of working with series of boards with some little details that represented each rider.

WOODOO MILTON MARTINEZ (2008)



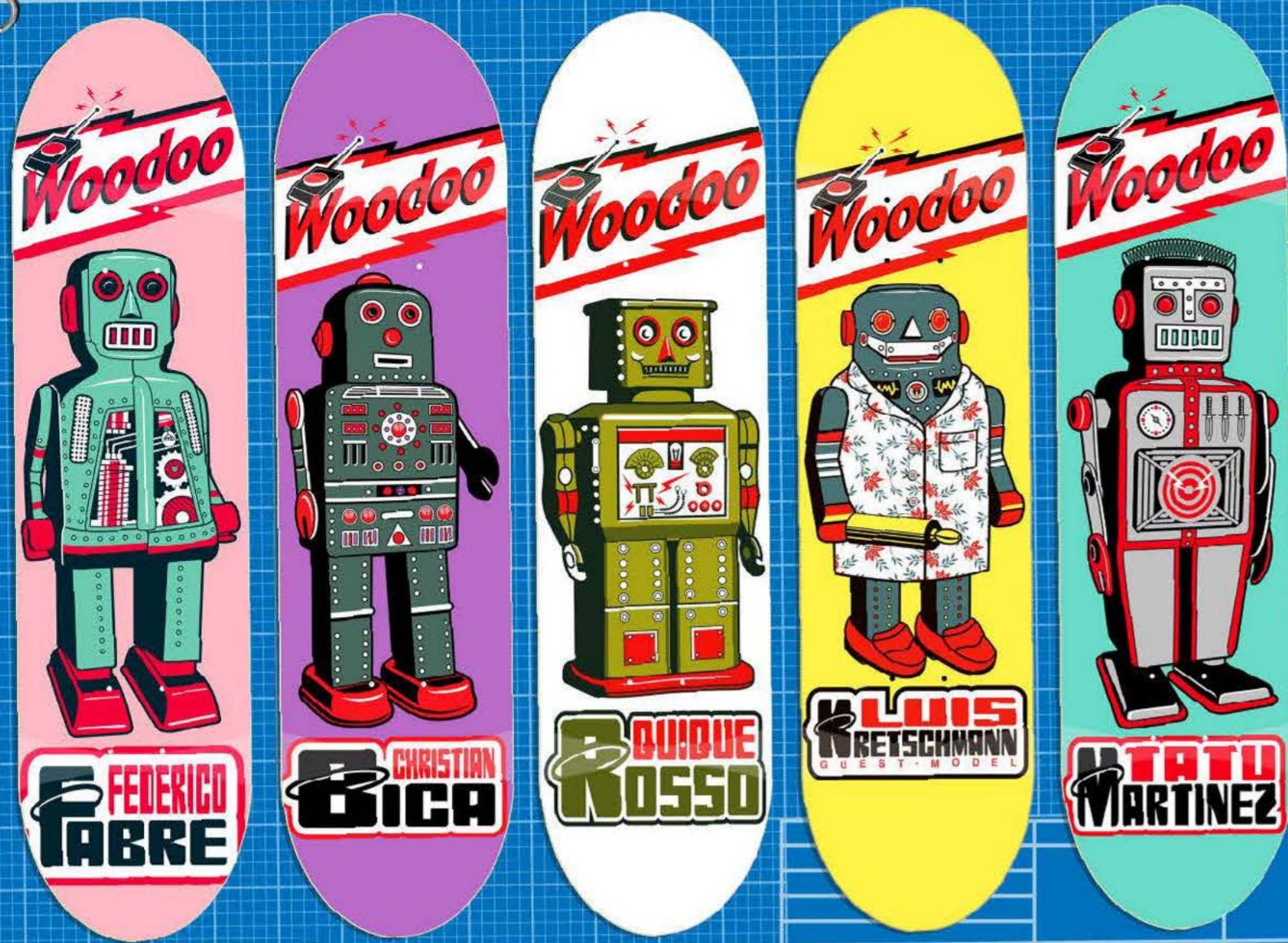
This is the 1st skate board graphic that I designed and also, the 1st pro board for Milton (who later in 2019 would become Thrasher's Skater of the Year). He wanted M&M because of his name initials. He rejected the other board graphic for his next board. "Noodles are not rad", he explained.

WOODOO SPRAY CANS (2015)

Based in domestic spray cans. One of the riders became a father and another get a car and was constantly polishing it.



WOODOO ROBOTS (2010)



WOODOO INTERNATIONAL (2013)



In 2010 I found some images of vintage tin toy robots online. I draw them, mixing some elements to create some details, and I showed them to Juampi. He decided that, from then on, those robots were going to be the brand's mascots/icons. He wanted them in every series so I needed to find some concepts where they could fit in. I did the same process with vintage tin spaceships later for the SPACESHIPS series.

WOODOO SPACESHIPS (2014)



GOMEZ MODAS (MY DIY TSHIRTS PROJECT) 2003/08

I've always been fascinated by streetwear, so when at craft classes in school (1989) the teacher showed us how to handpaint on a t-shirt a whole world opened for me. I started painting the tshirts I wanted to wear (mostly copying graphics from skateboard brands back then). So, in 2005, we decided (I was married at the time) to start our tshirt's company "GOMEZ MODAS" from our 32 m2 flat in Buenos Aires.

The intention was to mix the irony of the 90's with the aesthetics of the 80's.

We used our savings and bought 2 sewing machines and the materials we needed. We learned how to do them from scratch, selecting the fabrics and colours from wholesale shops, working with the patterns, sewing the tshirts, doing the graphics and going through the whole process of silkscreening in a 4 m2 bathroom. After that we went to the shops and sold them.

The 1st months it was not easy, I needed to work in Motorola doing phone customer service for their cell phones to pay the rent, but it was a LOT of fun.



This is the 1st tshirt graphic with a concept that I designed back in 1993. In 1991 I decided to become a vegetarian for ethical reasons (which was not easy in a country where the economy is based in meat consumption). I recycled this graphic from a dulce de leche Gandara pot.

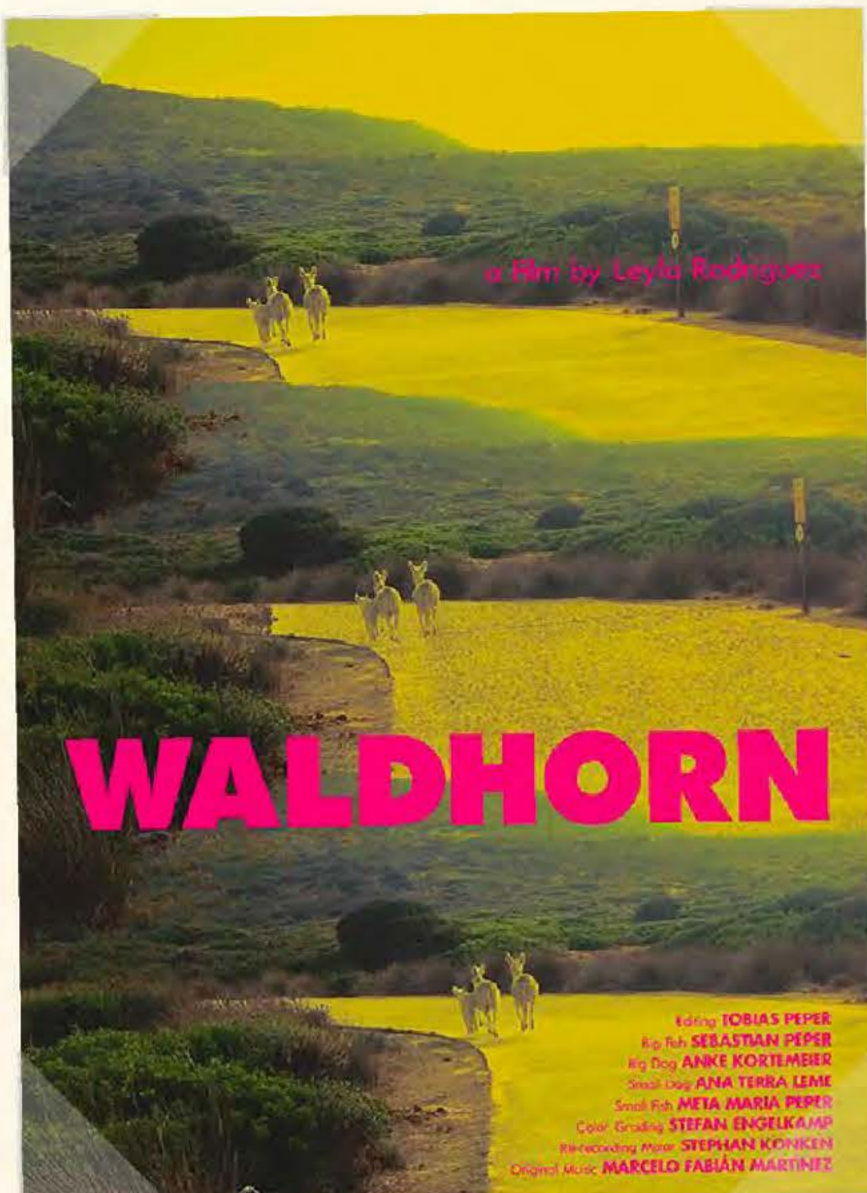




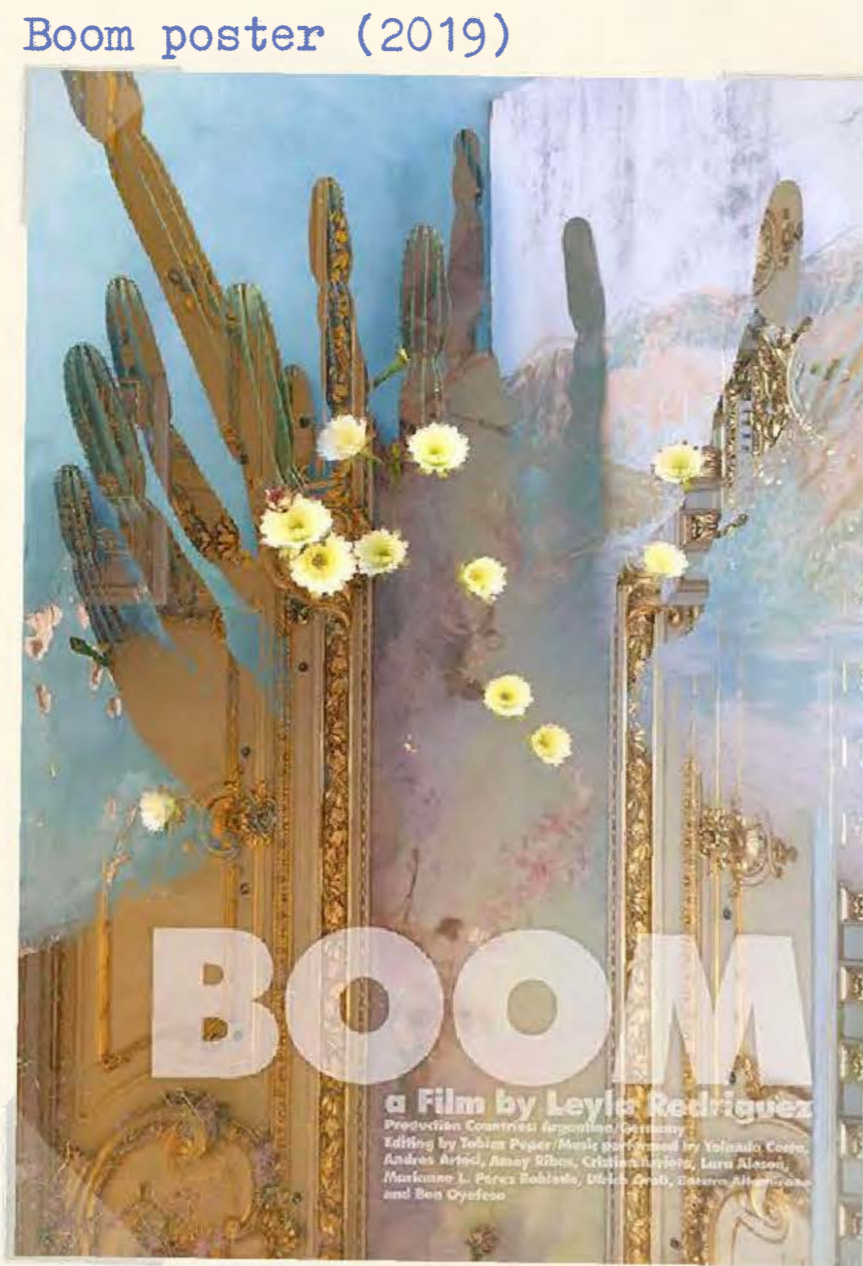
21



These 2 are not Gomez Modas tshirts, I designed them for TREE Skateshop from Buenos Aires.



Waldhorn poster (2020)

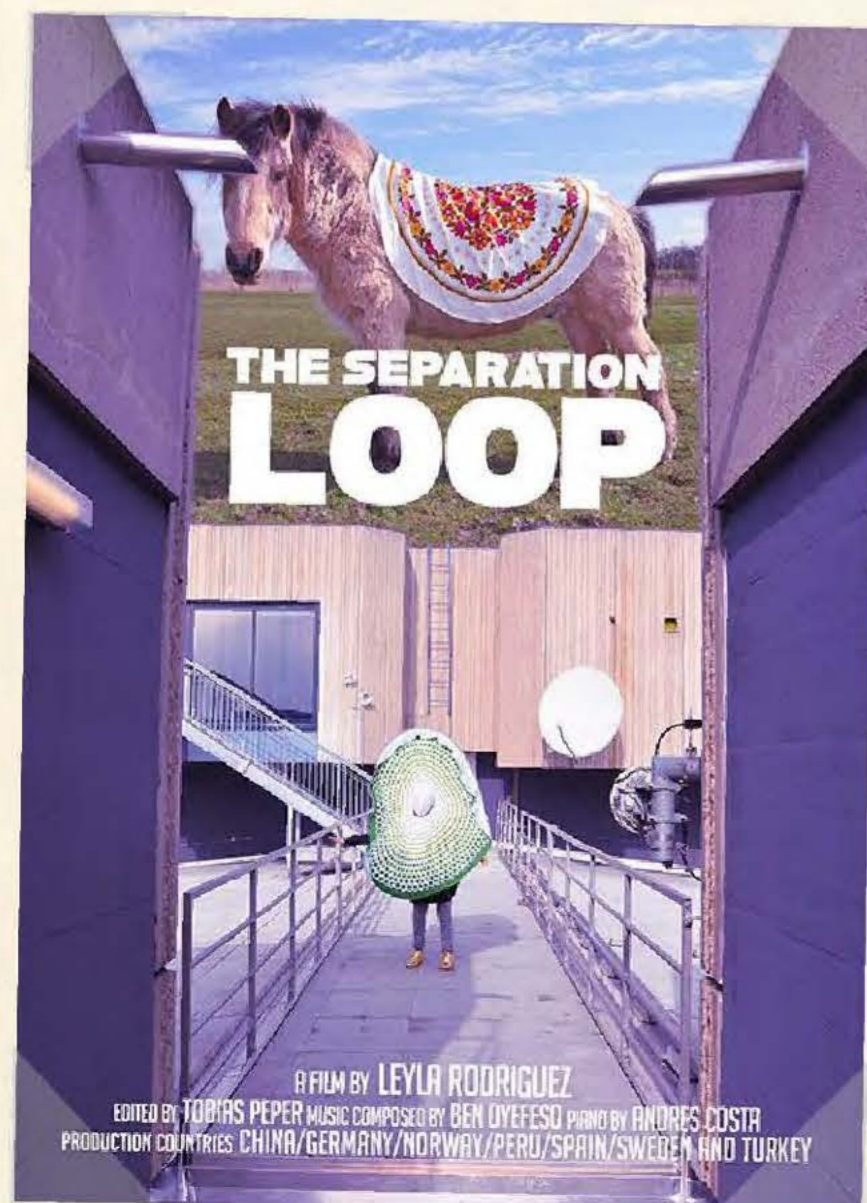
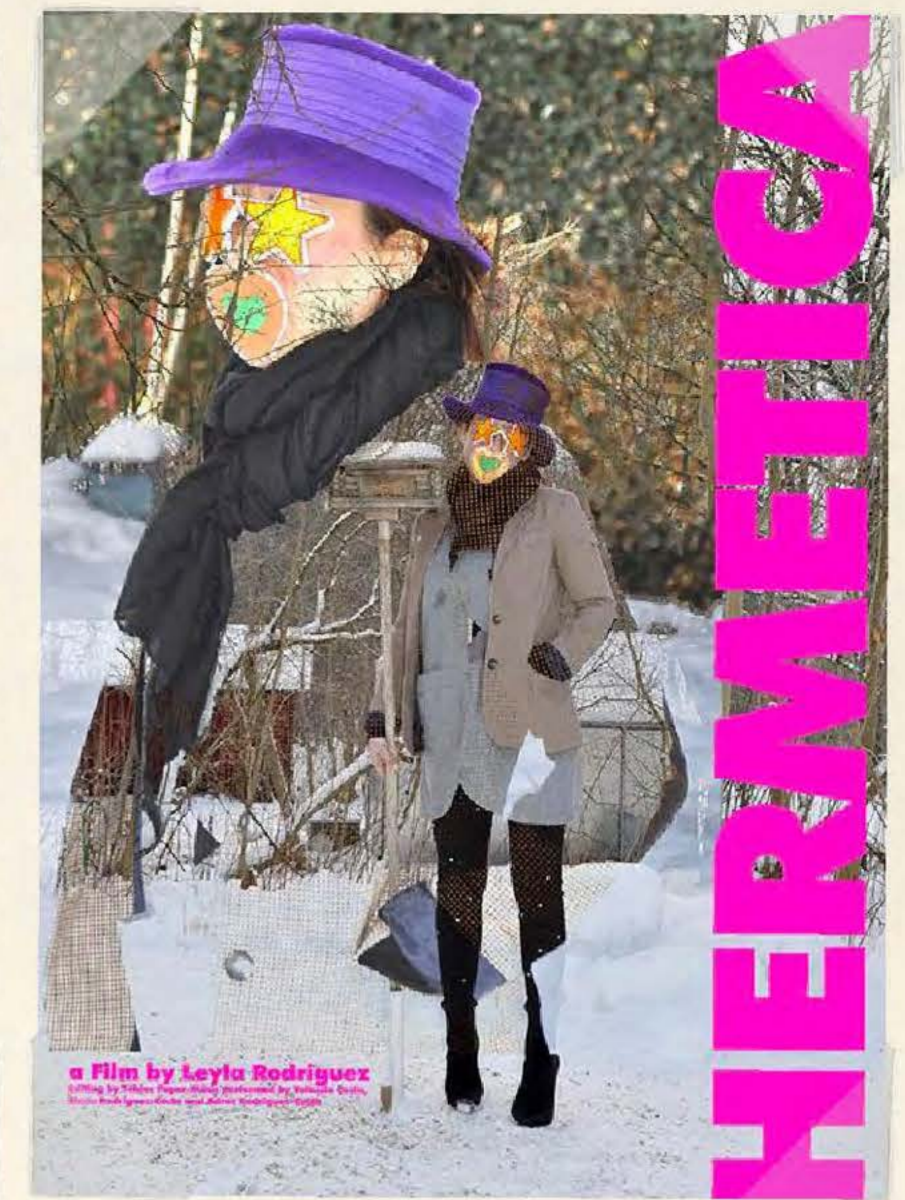


Boom poster (2019)

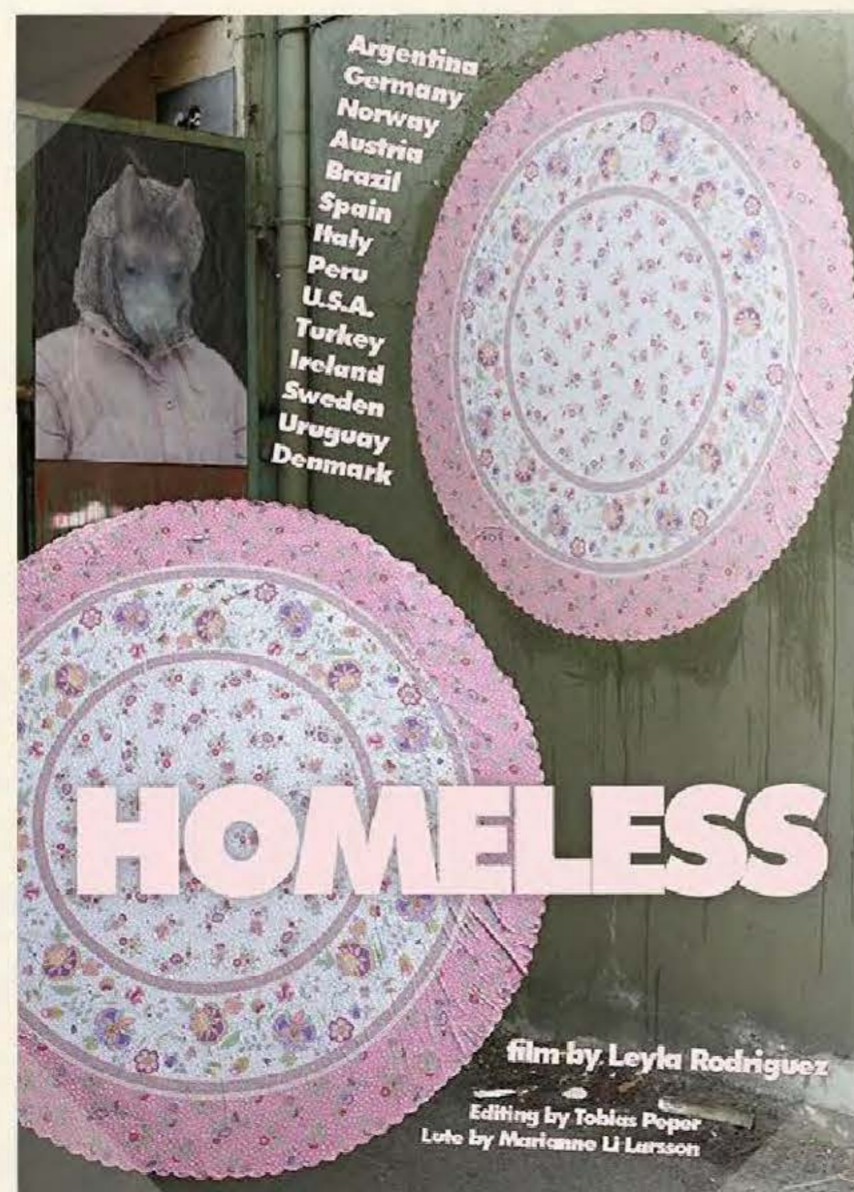
Interior season poster (2017)



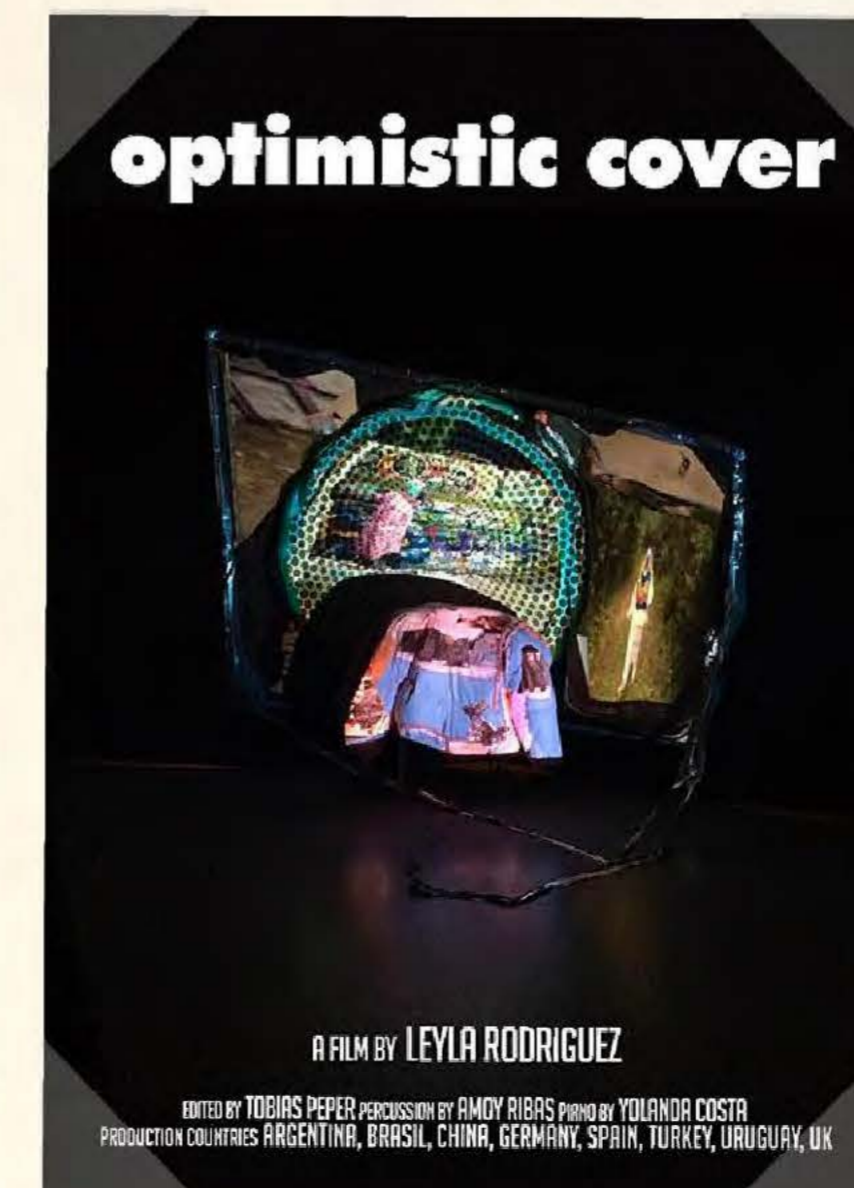
Hermetica poster (2018)



Separation Loop poster (2015)



Homeless poster (2016)



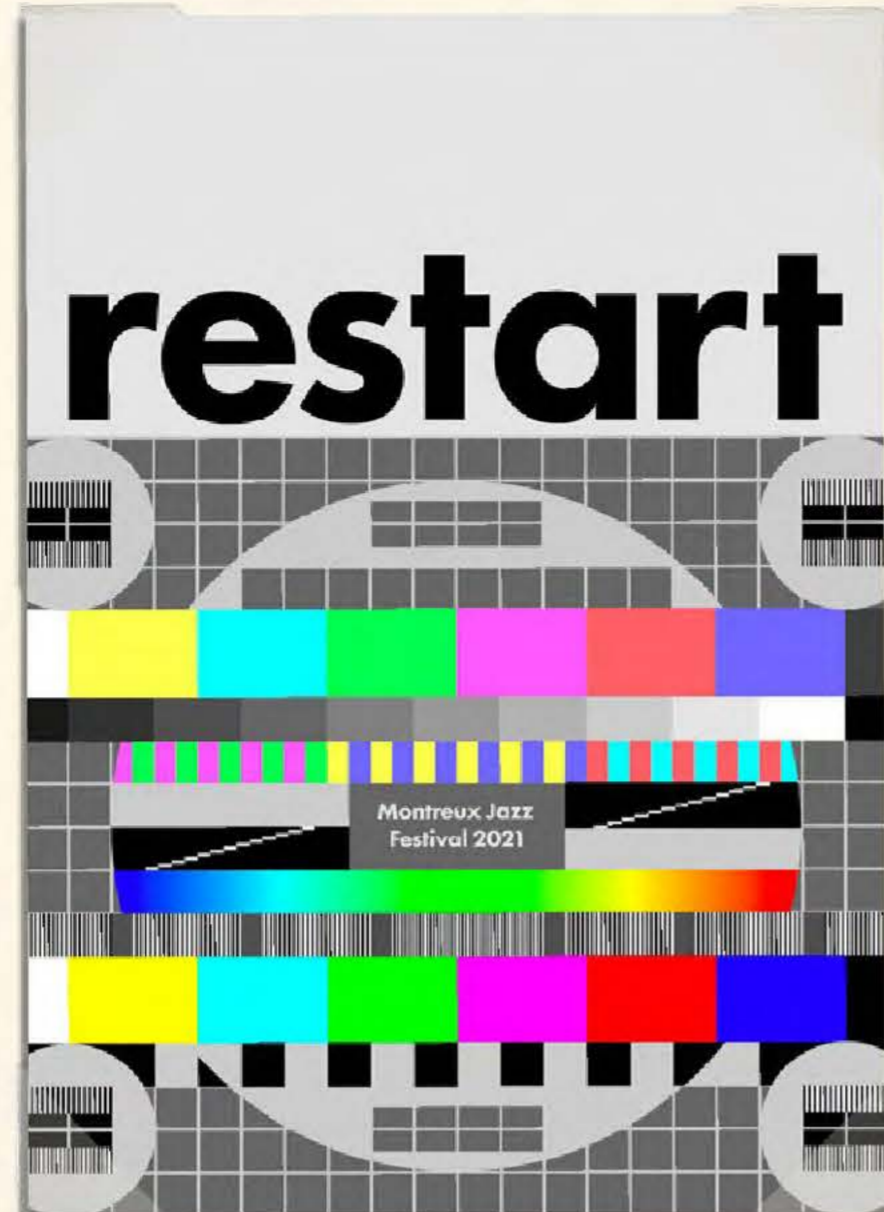
Optimistic cover poster (2016)

Supreme Presence flyer (2018)



IsLE OF LOX (Video Art Project) 2016 / 2023

This is Leyla Rodriguez's art project. They are short films, and she's highly intuitive in the way she works, so I decided to take the same approach. In her words, "I've no idea how you come up with these posters that represent these movies so well when you've never watched the films before designing them".

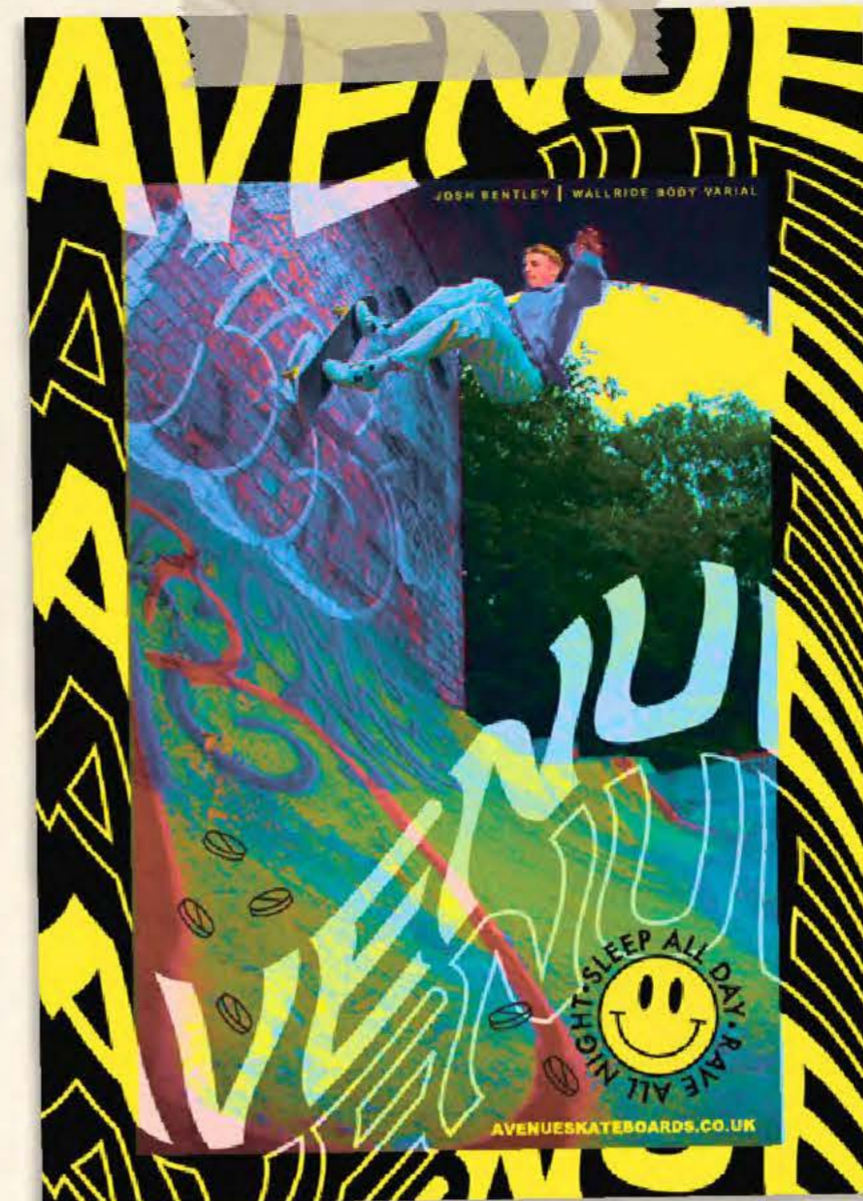


POSTERS FOR EXHIBITIONS / CONTESTS

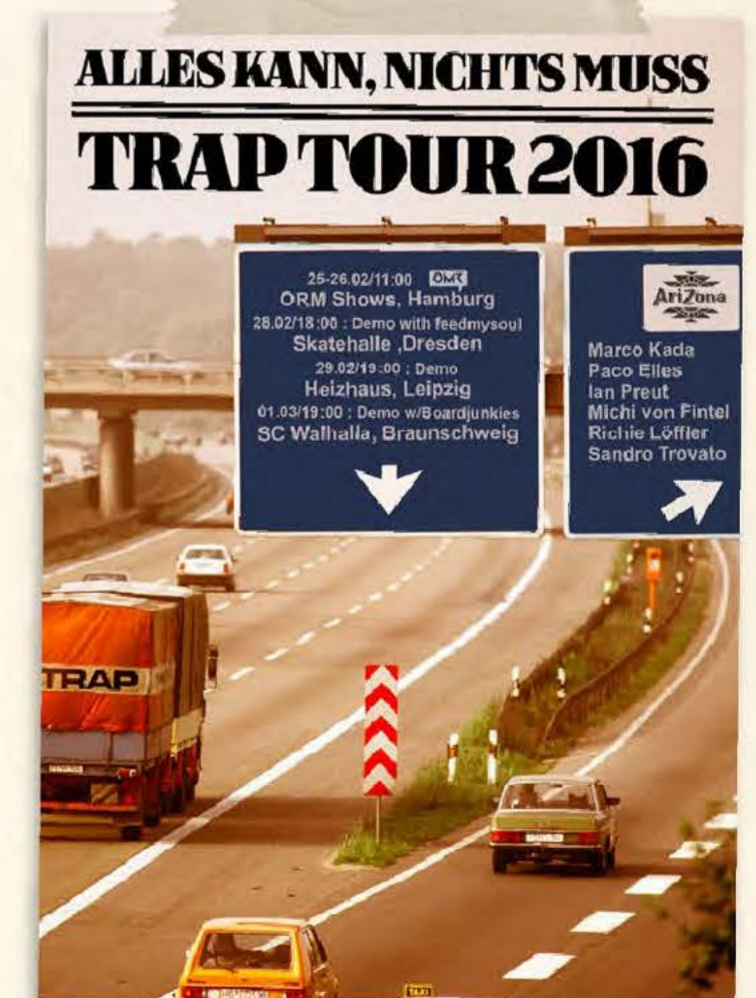
TOP LEFT: 5to ENCUENTRO LATINOAMERICANO DE DISEÑO, Congress, Buenos Aires (2011). Concept: Southamerican growing design scene.

LEFT: ACCION ANONIMA EXHIBITION, Mendoza, Argentina (2011). Exhibition concept: anti-advertisement.

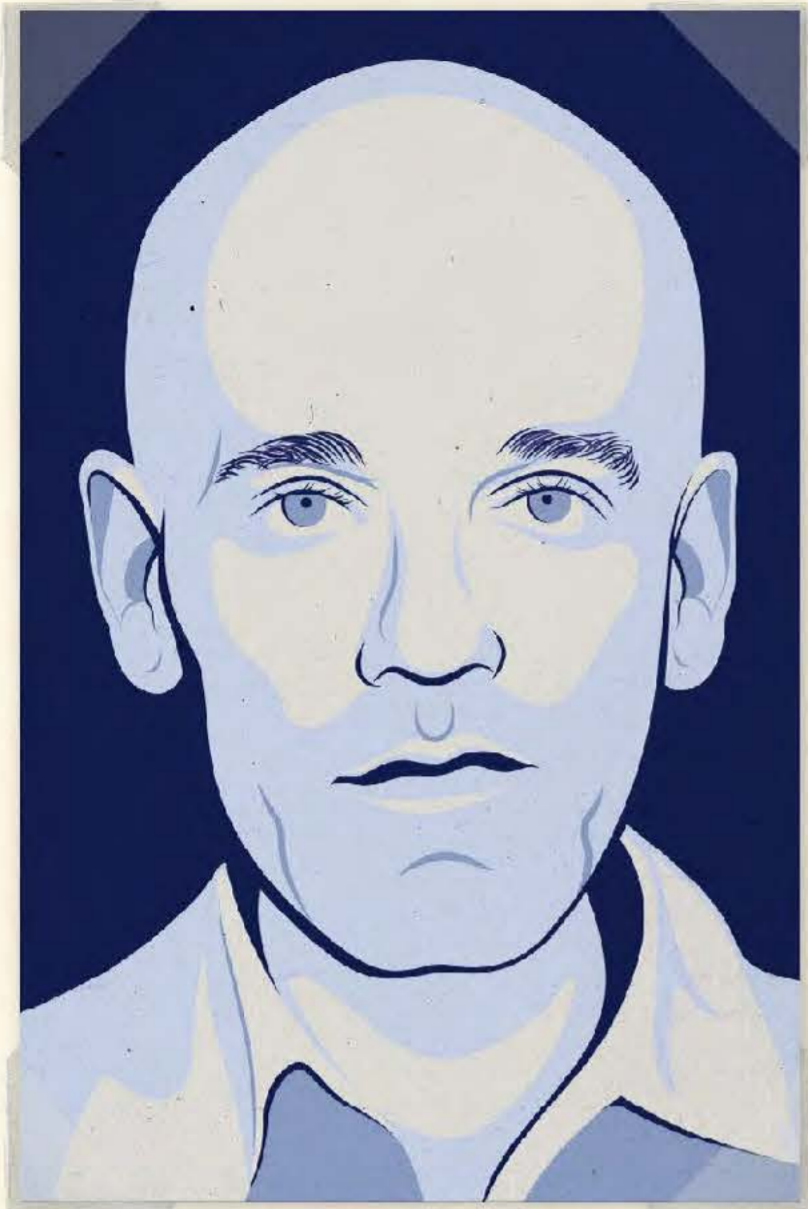
ABOVE: MONTREUX JAZZ FESTIVAL, Restart poster contest (2021). Concept: Festival's comeback after the Corona Pandemic.



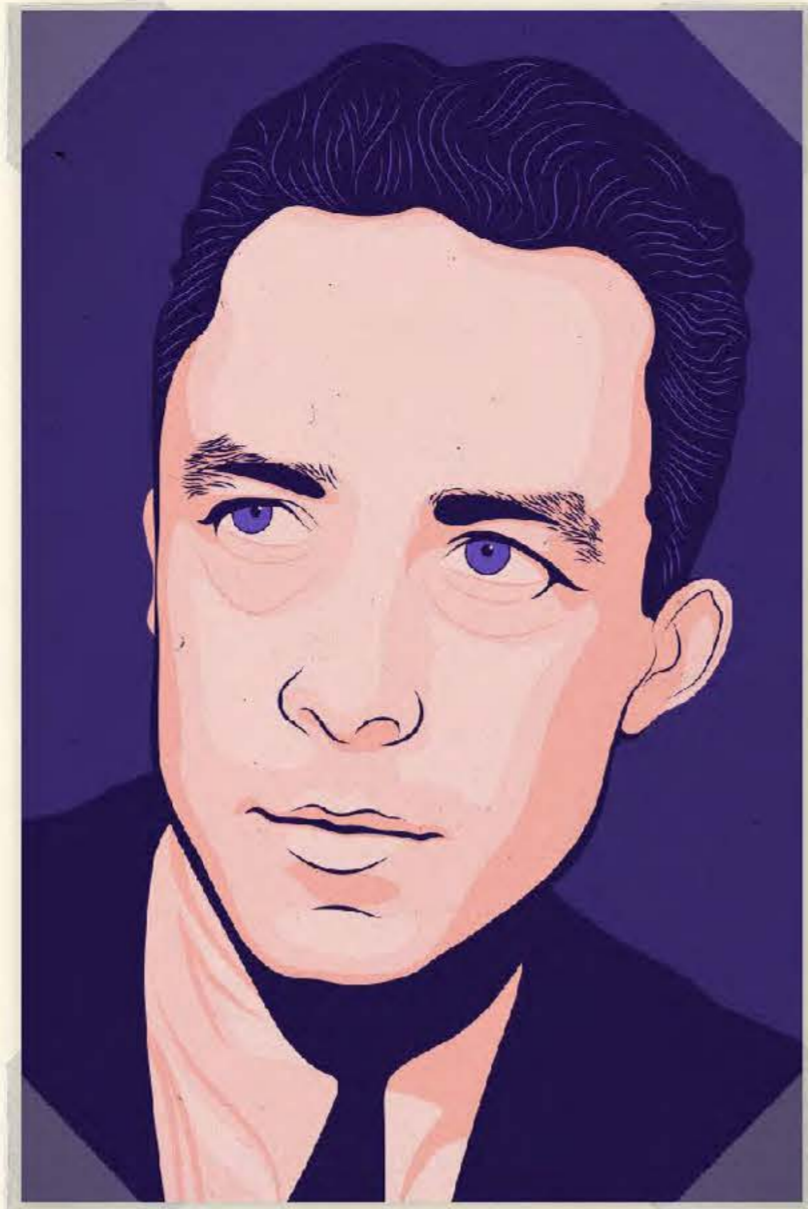
Advertisement for DESWITCH magazine from URUGUAY (2016)



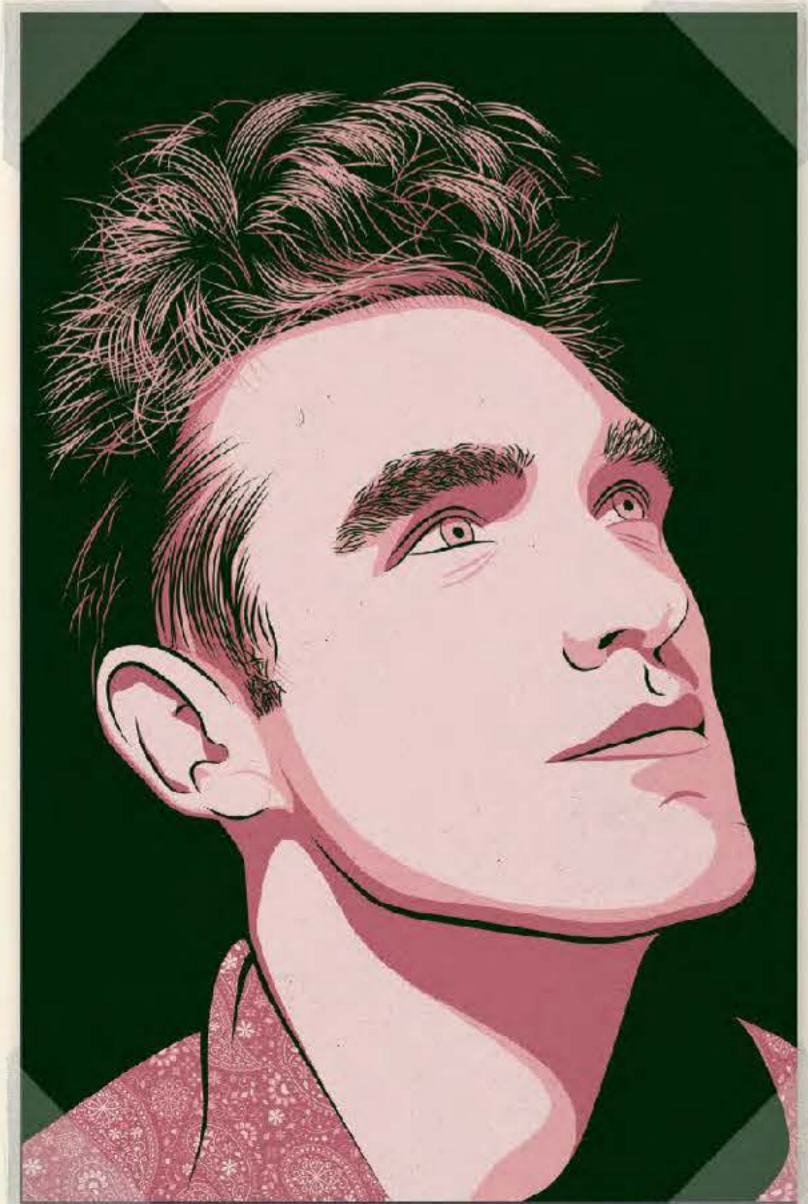
Flyer for TRAP german tour (2016)



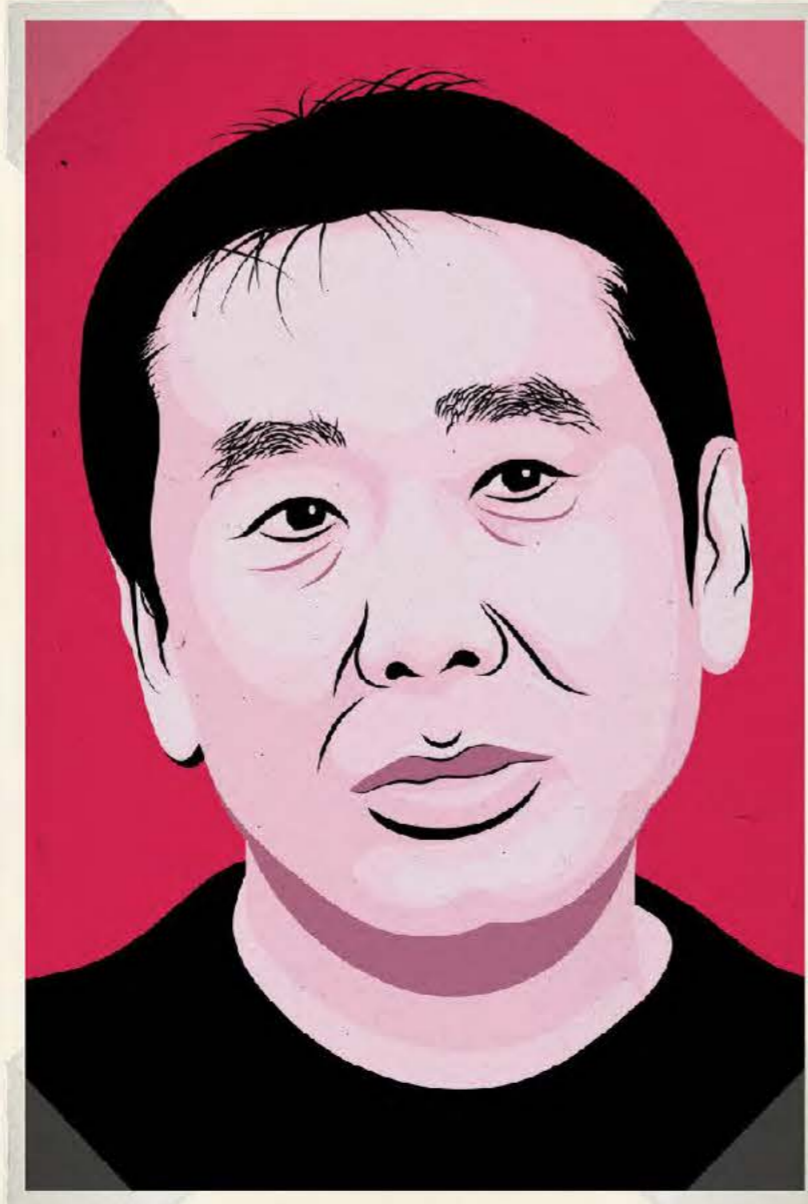
Michael Stipe (2017)



Albert Camus (2021)

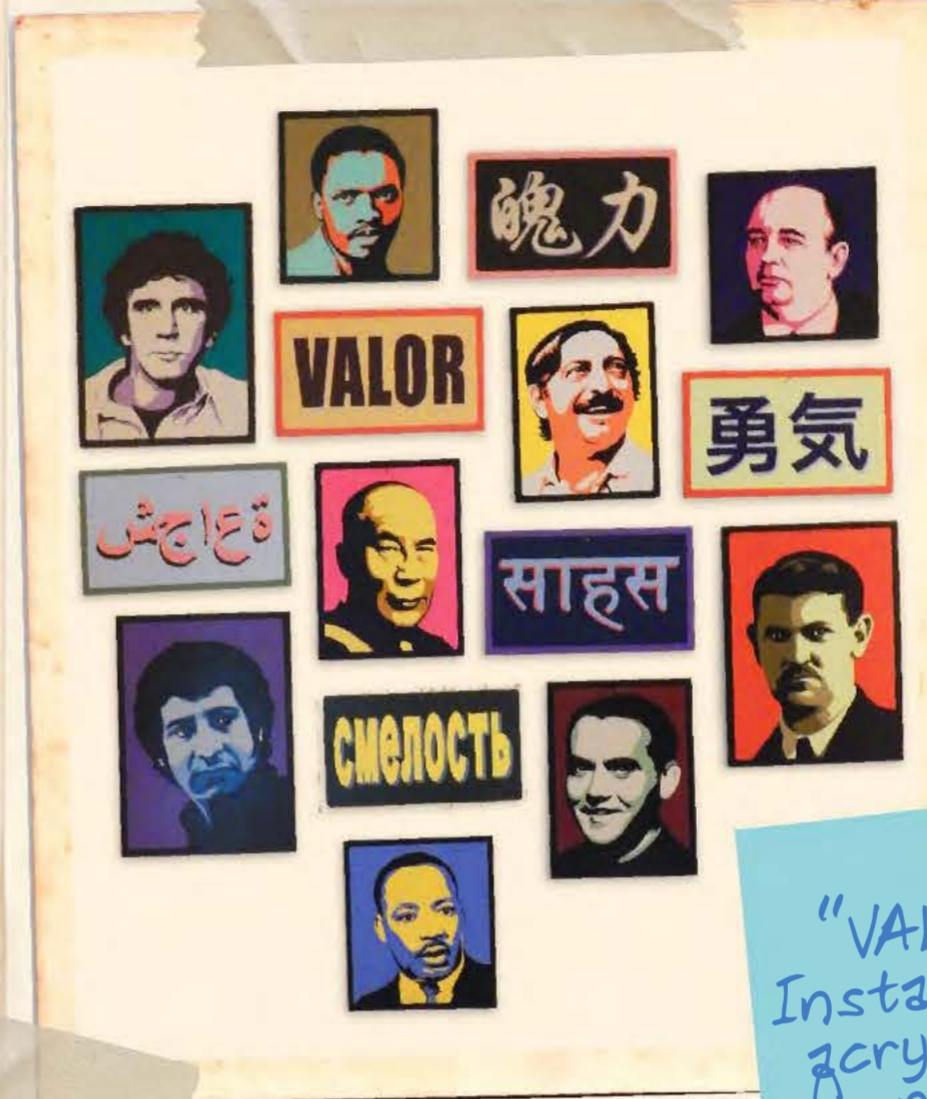


Steven Morrissey (2020)



Haruki Murakami (2019)

Portraits and paintings



"VALOR" Installation, acrylic on found wood (2004)



Frida Kahlo (2016)

In 1998 I was working in Buenos Aires in Argentina's Greenpeace call center and on the way back home I bought this issue of TIME in the subway station's newsstand. It was about the leaders and revolutionaries from the 20th century and it 'd a lot of articles with info and photos of some people that I didn't know about who immediately became my heroes. I started to do a lot of research in order to learn more about them and I found a lot more prople to admire. In the University I learned some techiques to apply image semantization to a portrait photo (this method was used a lot in russian propaganda posters, etc) so I decided to use those for drawing and painting the portraits of my new heroes.

VANS LAMPIN X MANTIS
"Ramps & Cables" (2023)

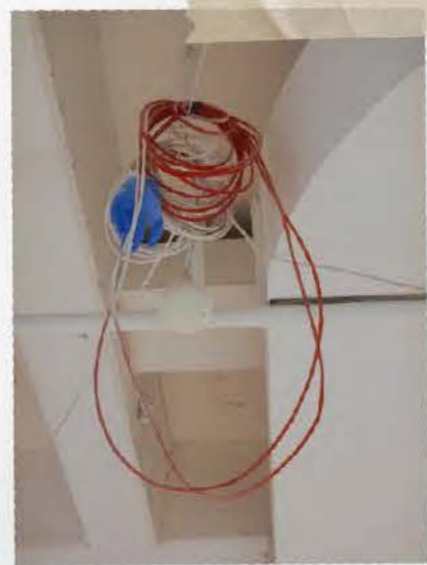


MANTIS SKATESHOP
HAMBURG (2023)



VANS LAMPIN X MANTIS
RAMPS & CABLES (2023)

At the opening event of the new Mantis skateshop I was heavily surprised by three things: Chris Cole was there, they built gray concrete ramps inside the store and there were lots of red wires hanging from the ceiling at the level of people's heads. Richie explained me with confidence "they're temporary, the electrician guys'll fix them next week". So in a cold Friday evening I suggested Richie to do a Mantis collab with Vans. The shoe is based on the colours of the shop and they come with red laces and insoles that symbolize those cables that, obviously, are still there. Richie sent a message to Steve Van Doren, he answered right away, on Monday we'd a Zoom meeting and he approved happily.



THE CABLES



INSOLES DESIGN



STEVE CABALLERO WITH
RICHIE IN BERLIN (2017)



AT THEIR HOME AT
WILHELMSBURG BANKS



VANS X TRAP "WILHELMSBURG
BANKS" (2017)

I always'd a fascination for shoes. When I was 11 years old, I used to draw copying the shoes (especially the Adidas New York, Oregon and Marathon models) from my classmates during school. Also I'm big fan of this model (Vans Half Cabs) that, same as any skate shoes back then, was impossible to find in Argentina in the 90's. Richie asked me to design these and I needed to come out with a german concept for them. So I decided to copy the pattern of the tiles from Hamburg's iconic spot the Wilhelmsburg Banks. As you can see Steve Caballero approved them. They were released in the Supreme store in Los Angeles and sold out fast in some selected european shops.