

GABRIELAPETRIKOVICH
GRAPHICDESIGN | BARCELONA

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GABRIELA PETRIKOVICH

Art direction, design, creation and development of projects related to graphic design and communication.

As a graphic designer I offer visual solutions to communicate, promote or enhance a service, a product or a company philosophy. The process and methodology of my work starts with a deep analysis of the needs of my client. I always try to understand the social and cultural environment of the target market in order to find alternative, original, innovative and unique solutions to get to that target in the most creative and effective way. To achieve this I employ my knowledge as a designer as well as my intuition, creativity, experience and along with the strong passion I feel for this profession.



BROCHURE DESIGN

In collaboration with Estudi Ferran Sendra, Barcelona

Layout of the program of the XXII National Congress of Family Businesses 2019. The brochure is composed by the agenda, the program, the CV of the speakers, a space for notes and information of interest.

Creative direction by EFS

EDITORIAL DESIGN



BROCHURE DESIGN

In collaboration with Estudi Ferran Sendra, Barcelona

Monitoring Report for Abertis. The brochure gather valuable learnings about the practical application of the UNICEF Road Safety Initiative whose ultimate goal is that children can walk, play and learn safely in the cities where they live.

Creative direction by EFS

EDITORIAL DESIGN

GYNELASE®

HOME GYNELASE®

Patología íntima y láser de CO₂

Indicaciones

Tecnología Gynelase®

Características técnicas

Accesorios Gynelase®

Rentabilidad

Servicios INTERmedic

Gynelase®, la solución láser para el cuidado íntimo femenino

01

¿Por qué un láser para el tratamiento íntimo de la mujer?

02

¿En qué afecciones puedo utilizar Gynelase®?

03

¿Cómo funciona Gynelase®?

04

¿Por qué Gynelase® es la mejor opción en láser de CO₂?

05

Necesito versatilidad. ¿qué me ofrece Gynelase®?

06

¿Me va a salir rentable?

07

¿Qué servicios me proporciona INTERmedic?

INTERmedic

LASER & LIGHT SOLUTIONS

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HOME GYNELASE®

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Rentabilidad

Servicios INTERmedic

Gynelase®, láser de CO₂ multiaplicación en ginecología

La tecnología Gynelase® está indicado para:

- Alteración moderada-severa del trofismo vaginal en la menopausia
- Relajación vaginal: colpocele no quirúrgico
- Atrofia vulvovaginal en menopausia secundaria a tratamiento oncológico
- Incontinencia urinaria de esfuerzo leve-moderada
- Hipertrofia virginal de labios mayores
- Otros usos: vejiga hiperactiva y líquen escleroatrófico

Remodelado vulvovaginal

Incontinencia urinaria de esfuerzo

Cirugía estética y reconstructiva

INTERmedic

LASER & LIGHT SOLUTIONS

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Servicios INTERmedic

Gynelase® frente a otros láseres de CO₂ y erbio

Modo ginecológico quirúrgico

	Gynelase®, INTERmedic	XS Dynamic®, Fotona	MonaLisa Touch®, DEKA	Optomic	Syneron Candela
TIPO DE LÁSER	CO ₂ quirúrgico + escáner fraccional	Erbio con fraccionador pasivo	CO ₂ quirúrgico + escáner fraccional	CO ₂ quirúrgico + escáner fraccional	CO ₂ quirúrgico + escáner fraccional
RANGO DE PULSOS	100 us CW	Fijos	200 us CW	100 us - CW	11 ms - 3 ms
MODOS	Continuo, pulsado, superpulsado, freepulse	Pulsado fijo	Continuo, pulsado	Continuo, pulsado, superpulsado	Continuo, pulsado, superpulsado
HANDPIECE OXIVION DOBLE BISEL	SI	No	No	No	No
HANDPIECE OXIVION DOBLE BISEL	SI	No	No	No	No
PIEZAS DE MANO	Pequeña (cófortable)	Grande	Grande	Pequeña (cófortable)	Pequeña (cófortable)
FOCALES STANDART	Corte fino, hemostasia moderada y corte grueso alta hemostasia	No apto para cirugía	125 mm	850 y 1000	125 mm
APLICADOR AUTOMÁTICO	SI	Semiautomático	No	No	No
CONVERTIBLE EN MICROHANDPIECE ADAPTABLE AL COLPOSCOPIO	SI	No	No	No	No
ACCESORIO PARA CIRUGÍA LAPAROSCÓPICA	SI	No es posible con un eyepack	SI	No	No

INTERmedic

LASER & LIGHT SOLUTIONS

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Servicios INTERmedic

INTERmedic, referente mundial en soluciones láser para el cuidado de la salud

INTERmedic posee una amplia trayectoria en el desarrollo y fabricación de soluciones de alta tecnología láser, radiofrecuencia y ultrasonidos para uso médico, y un compromiso constante con la innovación y la búsqueda de las terapias médicas más avanzadas para mejorar la calidad de vida de las personas. Distribuidores, clínicas y médicos de todo el mundo confían en nuestras plataformas médicas por su eficacia, seguridad y versatilidad.

Servicios

I+D

INTERmedic

laser & light solutions

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España
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Fax: (+34) 93 245 48 06
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www.inter-med.net

Síguenos en:

@intermedic.laser

@intermedic.Tweet

www.linkedin.com/company/intermedic-arfran-s.a.

www.youtube.com/user/IntermedicSpain

INTERmedic

LASER & LIGHT SOLUTIONS

DIGITAL BROCHURE DESIGN

INTERMEDIC GYNELASE

In collaboration with Friday Monkeys, Barcelona

Informative brochure on medical technology, to present a new laser solution for the well-being of female health.

Creative direction by Friday Monkeys

Ipad digital brochure

DIGITAL EDITORIAL DESIGN

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CORPORATE IDENTITY BROCHURE DESIGN

Client: ai-studio arquitectura e interiorismo

Design of the corporate brochure for Barcelona-based architecture and interior design studio that stands out for the quality, functionality, sustainability, detailed approach and technical resolution of the projects.

52 pages

ART DIRECTION

EDITORIAL DESIGN

EM
ENIVIA MURÉ
soprano



CORPORATE IDENTITY ENIVIA MURÉ SOPRANO

Client: Enivia Muré, México

Typographic logo formed by the initials of the singer. It generates a balanced visual game of positive and negative space between the two letters that merge with each other. It confers elegance and balance. It is enigmatic and delicate but full-bodied.

ART DIRECTION

The logo for Ortyx, featuring a large, golden, stylized 'O' that is a thick circle, followed by the lowercase letters 'rtyx' in a sans-serif font.

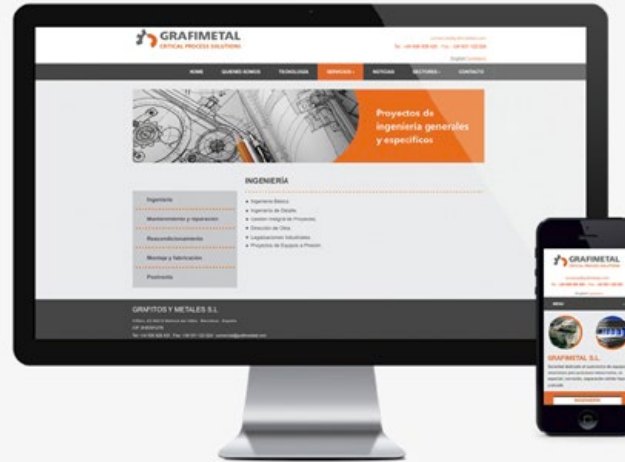
CORPORATE IDENTITY PACKAGING ORTYX CRAFT BEER

Client: Imprint Soc. Coop, Italia

Corporate identity for Ortyx, a brand of craft beer produced in Sicily, Italy. The symbol is a golden circle, simple, dynamic, easy to remember, warm, elegant, distinguished and timeless in shape. It reflects the perfection of the taste of beer and the warmth of the Sicilian sun. It is also the initial letter of the name that allows us to play with its shape in different ways.

Logo + packaging + applications + catalogue

ART DIRECTION



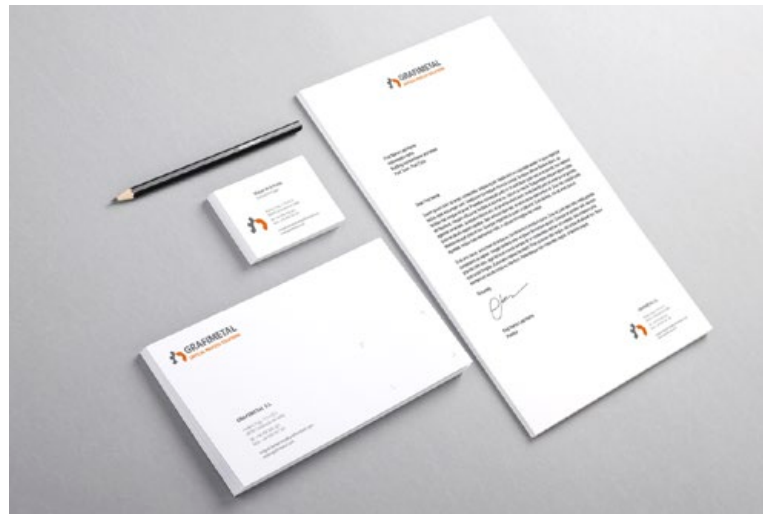
CORPORATE IDENTITY

Client: Grafimetal, Barcelona

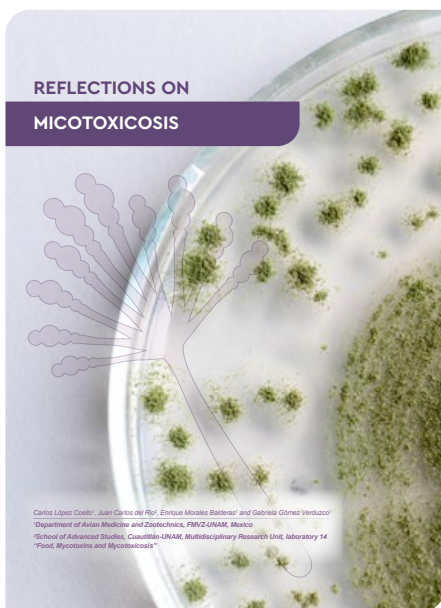
Logo made up of elements associated with industry, mechanics and metal. It generates a visual game of circular and dynamic positive and negative shapes. The typography is solid and very legible, it represents the solidity and stability of the company. A metallic grey combined with a warm orange is used as the colour of the molten metal that brings the logo to life.

Logo + brochure + web site

ART DIRECTION



REFLECTIONS ON MICOTOXICOSIS



Carlos López Cordero, Juan Carlos del Río, Enrique Morales Baderes and Gabriela Gómiz Vertiz
Department of Arjan Medicine and Zootecnia, FMVZ-UNAM, Mexico
School of Advanced Studies, Cuautitlán-UNAM, Multidisciplinary Research Unit, laboratory 14
"Food, Mycotoxins and Mycotoxins"

1



One of the major challenges faced by intensive animal production and public health is the **high incidence and prevalence of fungi and their metabolites in grains and silages in animal feed**

This problem is not recent, as during the Middle Ages in Europe one of the first cases of mycotoxicosis reported was attributed to the consumption of **rye contaminated with Claviceps purpurea**, causing the disease known as "St. Anthony's Fever" which is characterized by a high incidence of necrotic lesions, nervous symptoms and high mortality in infants.

► Its treatment was linked to rituals and religious ceremonies, and today the disease is still present, being known as **ergotism**.

Nowadays, some questions arise that deserve an answer, such as:

- How far are we from those "magic and religious treatments"?
- Are incidence and prevalence in mycotoxin reports consistently and accurately analyzed and correlated with the real situation in each case?
- If grain cleaning is an efficient preventive measure, why hasn't this practice spread?

Mycotoxins are toxic substances that **alter cellular metabolism and cause tissue damage in the exposed body**.

However, the presence of micelles is not necessarily linked to the production of mycotoxins.

It is now known that **mycotoxins are not necessarily only the defence mechanisms of toxigenic fungi**. They are also normally produced and eliminated as a **result of their metabolic activity** and their production increases under stress.

The severity of the clinical effects involving tissue lesions and metabolic disorders is influenced, among other aspects, by:

- Species affected
- Mycotoxin's present and its/their concentration
- Exposure time and its interactions

All these aspects prompt us to reflect:

- ◊ How do tissue injuries and metabolic effects occur and how are they treated?
- ◊ What are the criteria for the application of preventive and/or control measures?
- ◊ Can we treat the tissue injury while ignoring the metabolic disturbance to restore health?

2

How much do mycotoxins cost us?

In 2003, the economic losses caused by mycotoxins in the United States of America and Canada were estimated to be **US\$ 5 billion**.

- 16 years later, they are still present despite the great advances in technological development and generation of scientific information.



There isn't a **comprehensive program in the application of mycotoxin prevention and control measures in public health** that covers everything from plant development in the agricultural field to finished products (milk, meat and eggs).

This circumstance makes the **results of individual actions in each section inefficient and unpredictable**, resulting in a variable response in parameters such as crop yield, storage losses, production parameters, immunity, disease severity or even death in humans.



3

DIGITAL MAGAZINE

In collaboration with Agrinews, Barcelona

Mycotoxinsite Magazine on-line technical articles.

Creative direction by Agrinews

DIGITAL EDITORIAL DESIGN



EXHIBITION PANELS LA CÀBALA I ESPRIU

In collaboration with Estudi Ferran Sendra, Barcelona

Design and layout of the panels for the exhibition La Càbala i Espriu. The exhibition has been made as a tribute to the poet and shows the relationship between Hebrew mysticism and his work. The panels show a transition playing with colour and a strong symbology.

Creative direction by EFS

EXHIBITION & POSTER DESIGN





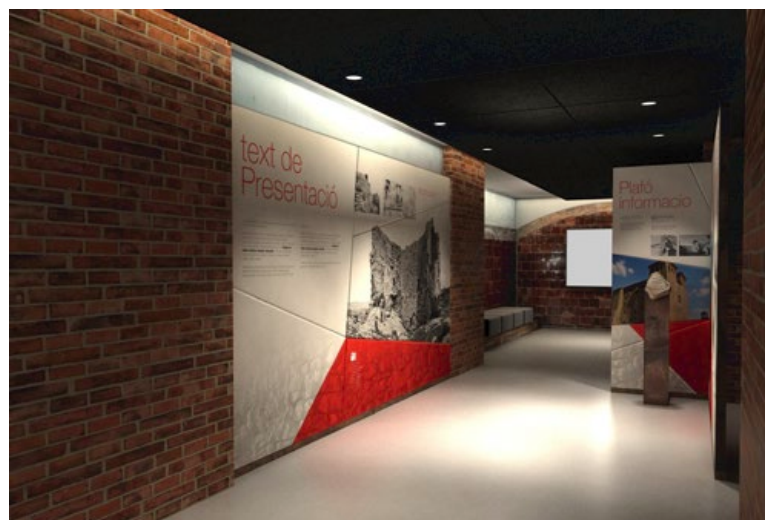
EXHIBITION PANELS CASTELL DE SOLIVELLA

In collaboration with Estudi Ferran Sendra, Barcelona

Design and layout of the panels for the exhibition of the Castell de Solivella that shows the Renaissance architecture of the Conca de Barberà.

Creative direction by EFS

EXHIBITION & POSTER DESIGN





BOOK *DOMÈNECH I MONTANER, EL SEU LLEGAT TARRAGONÍ*

Client: Editorial ForBooks, Barcelona

Design of an architecture and archaeology book. It shows unpublished manuscript works of the architect, his passion for previous civilizations and the presence of his architectural creativity.

160 pages

ART DIRECTION

EDITORIAL DESIGN



CORPORATE RESPONSIBILITY REPORT ARBORA&AUSONIA

In collaboration with Estudi Ferran Sendra, Barcelona

Tidy and bright design, with intense colours which enhance the concept of quality, transparency and fluidity in the communication of the company's values, principles and objectives. The photographic selection represents the different groups related to the company, reflecting the well-being and human warmth that its brands provide.

112 pages + brochure

ART DIRECTION
EDITORIAL DESIGN



MAGAZINE MARGAZINE

In collaboration with Estudi Ferran Sendra, Barcelona

Magazine of the Spanish Association of Nautical Stations. The aim of the magazine is to promote tourism and water sports through information, photographs and colour.

Creative direction by EFS

46 pages

EDITORIAL DESIGN



BROCHURE DESIGN

Client: Vidres i Cristalls Berni, Barcelona

The brochure conveys quality, innovation and transparency of the glass company through a pure and balanced design that highlights the images of its work.

24 pages

ART AND PHOTOGRAPHY DIRECTION

EDITORIAL DESIGN





POSTER DESIGN *FESTA DE LA MINERVA*

Client: City Hall of Sant Andreu de
Llavaneres

1^o PRIZE POSTER CONTEST LA MINERVA
FESTIVAL 2008.

The poster represents the diversity of the people of the town who participate in its festivities each year. It transmits joy, fun and human warmth. The colours subtly suggest a resemblance to those of the Catalan flag. For the Winter Holidays, the idea of the poster was adapted with winter colours and characteristics.

Poster + brochure + timetable

ART DIRECTION

EDITORIAL DESIGN

ILLUSTRATION



CD *INSINUACIONS* BY ÈRIC VINAIXA

Client: Record company Picap, Barcelona

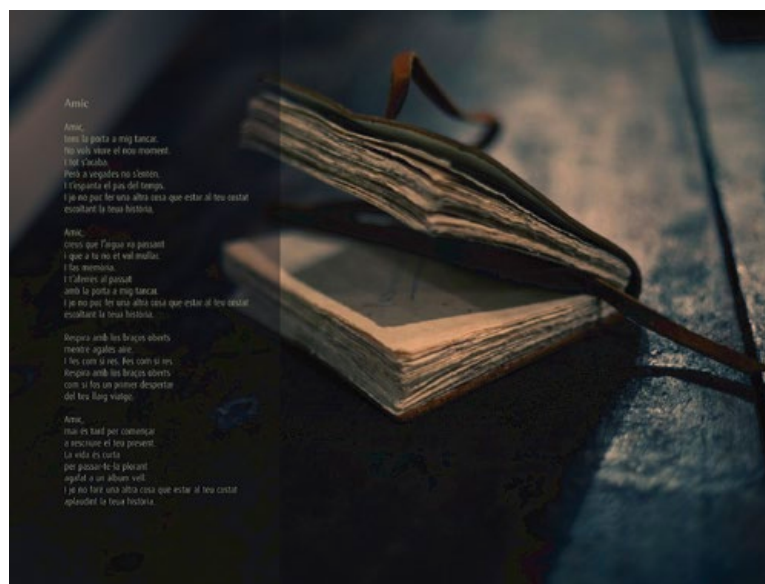
The design strengthens the intimacy, sensuality, mystery, calm, reflection, existential nostalgia and slight provocation that the album hides. The photographs insinuate objects, light games, blurs...

CD + Cd brochure + booklet iTunes

ART DIRECTION

PACKAGING DESIGN

EDITORIAL DESIGN



CORPORATE IDENTITY
BROCHURE DESIGN
EDITORIAL DESIGN OFF-ON LINE
CATALOGUE & MAGAZINE DESIGN
ANNUAL REPORTS
POSTERS & PANELS

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