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Summary

> Studying towards MA Creative Practice for Narrative Environments, Central Saint Martins.

> Excels at research, concept and content development, passionate for fresh ideas.

> Directed content and design for experiential environments, produced high profile events.

> Background in business and management, owns and manages multilingual media agency.

Education

MA Creative Practice for Narrative Environments, Central Saint Martin's London.

BA Philosophy and Multidisciplinary Art Tel Aviv University, Tel Aviv Israel.

Recent Projects

Concept and Content Development / "*Future Diggers" / London Festival of Architecture* *June 2008*
Currently producing and developing a mobile media based interactive visitor experience planned to take place in Kensington Gardens, part of the upcoming 2008 ***London Festival of Architecture.***

Project Manager, Curator / *Central Saint Martins MA Fine Arts Show /London* *February 2008*
Developed a novel curatorial method for a 67 artist Central Saint Martins MA Fine Arts Interim Show at the ***Barge House, South Bank***. Produced and organized the exhibition installation. Successful show attended by 2000 visitors during its opening weekend.

Assistant to Creative Director / *"UrbaPlay", Amsterdam* / *www.urbanplay.org* *June 2008*
Currently assisting creative director Scott Burnham in sourcing projects for this cutting edge exhibition/city wide urban intervention produced in collaboration ***Droog Design***, Amsterdam

Owner, Director / *Mumbojumbo Multilingual Media, London* / *www.mumbojumbomedia.com* *2005-ongoing*
Founded and manages agency specializing in re-versioning broadcast and digital media into foreign languages. Exclusive language-producers for ***Discovery Channel***s on-air promotion in Israel and Turkey.

Selected Projects

Creative Director / *Morning Mayhem / Tel Aviv, Israel* *2001-2005*
Initiated and directed a series of site specific events in and around Tel Aviv Israel, combining installation, performance art and electronic music. Events attracted up to 1000 ticket buyer and international artists. Directed design , oversaw the promotion and marketing of the line, and established a strong and recognizable brand in Tel Aviv's nightlife scene (line still active to date).

Co-Founder, responsible for marketing and PR / *Hatzofe/ Tel Aviv, Israel* *2005*
Helped design and run a highly innovative and experimental electronic music club and multidisciplinary arts centre. Hosted international artists and musicians and provided an alternative platform for young Israeli artists. Responsible for development of brand identity, strategy and ongoing marketing and promotion of the club.

References

Thomas Sevcik /Arthesia (Brand Strategy, Zurich)/ www.arthesia.com/ Thomas@arthesia.com
Patricia Austin /MA CPNE Central Saint Martins/ **p.austin@csm.arts.ac.uk**