



Kulmer Str. 20, 10783 Berlin
+49 (0) 177 626 9470
easdesign@hotmail.com

Emily is an educator, designer, and researcher focused on the intersections between graphic design, visual anthropology, and choreography. Her teaching and practice apply observational, participatory, and conceptual approaches in reconsidering graphic design, exhibitions, and narrative practices.

She is currently Vice Dean, Head of Communication Design, and Professor at the University of Applied Sciences Europe in Berlin. She has also lectured internationally in design, art, curatorial, anthropological, and architecture contexts.

She is also one of three Artistic Directors of the inaugural Fikra Graphic Design Biennial 2018: Ministry of Graphic Design based in Sharjah, UAE, the first graphic design biennial in the Middle East, which takes an expanded look at the field of graphic design.

Her experience as a practicing graphic designer spans nearly 20 years, during which she has collaborated with design agencies such as Art+Com, Bertron Schwarz Frey, q-bus, Rimini Berlin, Projects Projects and Leonardi. Wollein Visuelle Konzepte, working with corporations, public institutions, and cultural organizations on projects spanning from design strategy and identity development to exhibition design.

ACADEMIC EXPERIENCE

Vice Dean UE University of Applied Sciences Europe, BTK Faculty of Art & Design.

Responsibilities: interdisciplinary faculty leadership; development of academic and research profiles; oversight of academic standards; interdisciplinary curricular reform; development of new graduate programs; effective communication with faculty, staff, and management; member of academic senate; cross-program admissions and marketing liaison; member of faculty council. Summer 2017–present.

Head of Program BA Communication Design at UE University of Applied Sciences, BTK Faculty of Art & Design. Responsibilities: tri-campus design faculty management; design program development; search committee leadership; maintenance of academic standards; developing lecture series and external partnerships; budgetary oversight; hiring and advising of adjunct faculty; on-going student advising throughout all phases of their studios; programming and scheduling planning; organization of program exhibition, publication, and excursions; curricular and facility support of letterpress and book-binding workshops; leadership of Bachelor, Internship and Study Abroad Colloquia. 2016–present.

Professor BA Communication Design at UE University of Applied Sciences, BTK Faculty of Art & Design. Responsibilities: course preparation; setting of learning objectives; oral and project examinations; student project advising; pastoral

responsibility of the well-being of students; BA and MA project and thesis advising; member of hybridity committee; member of event planning committee; regular admissions interviews and portfolio reviews.

Selected coursework:

Bachelor Research & Proposal "Workshop on Workshops" Conceptual, analytical, methodological, and practical support through discussion and workshops.

Identity Systems Systematic visual identity design based in real world practices and innovative possibilities.

Interdisciplinary Design Project Advanced, experimental creative projects across programs with collective perspectives.

Design Foundations Typographic and visual hierarchy, graphic language development with a critical and conceptual foundation.

Space Time Experiments Transmedial creative strategies to broaden understanding of space, time, and movement.

Creative Cartographies Interdisciplinary inquiry into mapping conventions and the poetics of navigation.

PunktNull Social Publication Student run design group with an applied focus on socially and politically-engaged ideals.

Visual Anthropology Historical, theoretical, and ethnographic methodology primer for design and photography practitioners.

Associate Lecturer BTK University of Art and Design, and the Academy of Design, Berlin. 2009–2016.

Selected coursework:

Imaging Culture Documentary arts, ethics, and interdisciplinary hybrid approaches to cultural representation.

Design Workshop 01/02 Formal design foundation, conceptual strategies, design thinking, ideation, and production introduction.

Creative Filmmaking Creative narrative strategies and modes of representation through non-fiction film. With Christina Voigt

Interdisciplinary Design Experimentation as both a playful, collaborative exploration and a rigorous research methodology.

Sociology, Anthropology & Media Studies Active-learning introduction to concepts of social construction, research methodology, and visual literacy.

Media Ethics Critical reflection on the design industry and production of media landscapes. With Uwe Gladitz

Career Development Mentoring students in final thesis projects, exhibition, and future career preparation.

Teaching Assistant Art Center College of Design with John Chambers (BA Graphic Design) and Brenda Laurel (MA Media Art). 2000

WORKSHOPS, LECTURES, AND ACADEMIC ENGAGEMENTS

Presentation “Soliciting Queries or Questions Around An Alternative Graphic Ministry” at K., Berlin. With Salem and Maryam Al-Qassimi, Prem Krishnamurthy and Na Kim. Supported by KW Institute for Contemporary Art. July 2018

Seminar and Workshop with post-graduate art students from Valand Academy Summer Course Intensive, at K, Berlin. With Prem Krishnamurthy, Mick Wilson, and Dave Beech. June 2018

Presentation “Essential Non Sequiturs (Kith and Kin)” as part of the on-going project "A year with... P. Krishnamurthy" at K., Berlin. With Prem Krishnamurthy and Na Kim. Supported by KW Institute for Contemporary Art. May 2018

Guest Lecture and Workshop “Know-As-You-Go” Iteration Semester, Central Saint Martins, MA Graphic Communication Design, London. May 2018

Guest Critic Seminar “Ways of Graphic Designing” Art History and Visual Art undergraduate department. Barnard College, Columbia University, NY. February 2018

Visiting Professor Seminar “Representation and Narrative Strategies” WWU Weiterbildung, MA Program Visual Anthropology, Media, and Documentary Practices, Münster. February 2018

Workshop "P!cker" with interdisciplinary post-graduate curatorial, art, and design students, at Kingston University London, Stanley Picker Gallery. October 2017

Talk “Six Memos” Organizational Pathways, Propositions and Models around Research and Education, at Curating After The Global: Roadmaps For The Present Conference at LUMA Arles, organized by LUMA Foundation and CCS Bard. With Prem Krishnamurthy. September 2017

Visiting Professor “Workshop on Workshops” at the Maryland Institute College of Art, MFA Program Graphic Design. April 2017

Visiting Professor “Exhibitions, Display, and Cultural Mediation” Seminar at WWU Weiterbildung, MA Program Visual Anthropology, Media, and Documentary Practices, Münster. February 2017

Jury Member International Visual Identity Awards. February 2016

Moderator “Canadian Short Film Forum” at the Berlin Interfilm Shortfilm Festival. November 2015

Workshop “Designing Experience: Moment, Stage, Memory” Open Set Dutch Design Summer School at Witte de With, Rotterdam, NL. With Prem Krishnamurthy. July 2015

Workshop “The Social Life of Signs” Domaine de Boisbuchet: Wayfinding and Exhibition Design, in Boisbuchet, France. With Prem Krishnamurthy. July 2015

Workshop “The Art of Visual Ethnography” Multi-disciplinary Design Project Studio at the University of Utah College of Architecture + Planning. March 2015

Guest Critic Exhibition/Models: Intersections of Curating and Exhibition Design final projects. With Ken Saylor (Saylor + Sirola NY), Catherine Ince (Barbican, UK), and Prem Krishnamurthy (Project Projects NY). Bard College Center for Curatorial Studies, NY. December 2014

Guest Lecture “Bodies, Stories, and Openings: Visual Anthropology and Cultural Display” Bard College Center for Curatorial Studies, NY. November 2014

Moderator “Meet the Expert in conversation with David Sproxton, Aardman Studio” at the Berlin Interfilm Shortfilm Festival. November 2014

Guest Lecture “Professional Practices: Visual Anthropology and Design” at Freie Universität Berlin, Visual and Media Anthropology MA Program, Berlin. May 2014

Guest Lecture “Berlin is the Capital of Germany” Art Center College of Design, California. January 2005

Invited Speaker “Making Branding Work: Schering AG Case Study” face2face conference. Stuttgart. April 2003

RESEARCH

The Museum Of... What insight can small-scale, colloquial exhibition-making practices offer the future of exhibition-making, specifically around the display and design of cultural phenomena? Supported by the Institute für Forschung at UE University of Applied Sciences. 2016–present

Stereotype Series on The Archetype, The Cliché, and Other Simplifications A discursive public series throughout the academic school year taking a critical look at the encyclopedic barrage of subtle (and at times not so subtle) simplifications about gender, body, sexuality, identity, race, age, nationality, and ability in our media-driven culture. Supported by the Institute für Forschung at UE University of Applied Sciences and ASTA. 2016–present

Dérive as Design Research Student excursion to Amsterdam to question normative modes of engaging in urban landscapes. Drawing from Guy Debord's Theory of the Dérive (1956) the group practiced psychogeographic modes of engagement as an observational and research methodology. Support from Erasmus pending. 2017, publication and exhibition in 2018

Punkt Null: Design for Social Good

Philosophical, practical, and social inquiry into the role of design research, participatory design, interactive design, exhibition design, and graphic design in shifting concepts of fairness in society. With Prof. Christoph Büch, BTK Hamburg. Support from UE University of Applied Sciences. 2017, publication in 2018

PROFESSIONAL PROJECTS: CURATORIAL

Artistic Director and Co-Curator Fikra Graphic Design Biennial 2018: Ministry of Graphic Design in Sharjah, UAE. With Na Kim (SK) and Prem Krishnamurthy (US). Opening in November 2018.

Curator BTK Faculty Art & Design Bachelor & Master Exhibition, UE University of Applied Sciences Europe in the Kühlhaus, Berlin. 2016–2018

Senior Curator RE: Critical dialogue on photography, film and the documentary arts. Exhibitions, events and publications at the Galerie Kunststiftung Poll, Berlin. **What is (not) there? Stories of Aftermath from Colombia and Mozambique** Juan Orrantia; **Chiapaneco** Contemporary Indigenous Film & Photography from Chiapas; **Peripheries & Borderless Narratives** Florence Aigner. 2012–2014

Curator “Unspectacular: Fieldwork as Installation” Platform for Abstract Photography, Berlin, with support from Freie Universität Visual and Media Anthropology MA Program. 2012

PROFESSIONAL PROJECTS: GRAPHIC DESIGN

Conceptual and content development, creative and art direction, project management and design for editorial, exhibition, identity, and online projects from an international client-base including corporate commissions, public institutions, and cultural projects. Selected projects:

Zeiss Museum of Optics Oberkochen

Permanent exhibition. With Bertron Schwarz Frey and The Green Eyl. 2014

Neues Museum Bauhaus Weimar Permanent exhibition proposal. With Project Projects, Rimini Berlin, Leong Leong, and Maaskant. 2014

Schatzhäuser LVR-Archäologischen Park, Xanten. Temporary exhibition. With Schiel Projekt. 2010

Discover What Moves Us at Otto Bock Science Competence Center. Flagship permanent exhibition in Berlin. With Art+Com and Bertron Schwarz Frey. 2010

Paleolithic to the Middle Ages at the Museum für Vor- und Frühgeschichte, Neues Museum Berlin, Transitional exhibition. With Rimini Berlin and Schiel Projekt. 2009

Parasites: Life Undercover at Museum für Naturkunde Berlin. Travelling exhibition. With Rimini Berlin, RotBraun and Schiel Projekt. 2009

Mathema, Is Mathematics the Language of Nature? at the Deutsches Technikmuseum Berlin. Temporary exhibition. With Rimini Berlin and Schiel Projekt. 2008

Trendforum Deutsche Telekom at CeBIT Hannover. Trade fair event and exhibition. With q-bus Mediatektur. 2008–2009

HFF FilmMesse Catalog for Filmuniversität Babelsberg Konrad Wolf. 2008–2011, 2012

Fahr-Zeug at the Deutsches Technikmuseum Berlin. Conceptual proposal for automobile collection exhibition. With Rimini Berlin and Schiel Projekt. 2008

Bertelsmann Transformation Index for the Bertelsmann Stiftung. Country assessment publications for both digital and print platforms. 2008

Dinosaur World, Earth System, Cosmos and The Solar System, Evolution in Action at the Museum für Naturkunde Berlin. Permanent exhibit. With Rimini Berlin, Bertron Schwarz, Art+Com, and Schiel Projekt. 2007

Schering AG Pharmaceuticals Global identity redesign and launch. With Leonardi.Wollein Visuelle Konzepte. 2001–2005

Berlin Capital City Marketing Branding and design of monthly Berlin marketing campaign. With Leonardi.Wollein Visuelle Konzepte. 2001–2005

Burgen, Schlösser, Altertümer Rheinland-Pfalz Orientation system proposal finalist. With Leonardi.Wollein Visuelle Konzepte. 2003

WRITING, EXHIBITION, SCREENINGS, AND PERFORMANCE

Publication Article “A three-hour tour”: Towards a working methodology for responsive curating” as part of the Curating After The Global: Roadmaps For The Present publication, MIT Press. Publication expected December, 2018

Conference Paper “Intergenerational Self-Representation in Post-Unification East Germany” Royal Anthropological Institute, Anthropology and Photography Conference, British Museum. May 2014

Publication [Author] “[Dis]Orientation: Mapping in Second Life” in Virtual Environments and Cultures. Edited by Undine Frömming. Peter Lang Verlag. 2013

Exhibition “Deep Roots, Dormant Branches: an ethnographically-informed installation of fieldwork and research in Eastern Germany.” Platform for Abstract Photography, Berlin and locations in the township of Lunow, DE. October 2012 and May 2013

Publication [Project] “Natural History Museum, Berlin” in Projektfeld Ausstellung: Eine Typologie für Ausstellungsgestalter, Architekten und Museologen from Bertron, Schwarz, Frey. Birkhäuser Verlag. November 2012

Film Screening “Deep Roots, Dormant Branches” Heimatfenster program at the Provinciale International Filmfestival, Eberswalde, and Movimiento Kino, Berlin. December 2012 and May 2013

Performance “Made in Lunow-Stolzenhagen” and “Heimat”. Multi-generational dance theatre performances at Ponderosa and Lunow Community Center, Brandenburg and Haus der Kulturen der Welt, Berlin. 2009 and 2011

Installation and Video “Photoautomat Choreography” Design Mai Berlin. May 2005

EDUCATION

Master's Degree (MA Hons) in Visual & Media Anthropology

at Freie Universität Berlin. Thesis "Deep Roots, Dormant Branches—Collections, Collaboration and Intergenerational Perspectives."

Ethnographically-informed visual research (film, photography and exhibition) rooted in discourse around material culture, collections and spatial re-narration as representation. 2010–2012

Bachelor of Fine Arts (BFA Hons) Degree in Graphic Design & Time-Based Media

at Art Center College of Design (ACCD). Thesis "Welcome to the Dollhouse—Social Media, Creativity and Teenage Girls." Identity and online social media platform. Awarded E.A. Adams Art Center College of Design Scholarship. Profiled by Adobe Partners By Design. Elected Student Government Representative serving on the ACCD Budget Committee, Educational Policy Council, and nominated as chairperson of the Student Involvement Taskforce. Art Director of Fishwrap Student Magazine. Design internship in the ACCD Design Office with Denise Gonzales Crisp. 1998–2000

Rhetoric & Technical Communications at Michigan Technical University MA Program. Non-degree seeking 1994–1996

Bachelor of Arts (BA Hons) Degree in Latin American Studies at Pitzer College. Year study-abroad in Ecuador and Argentina. Thesis "Mothers of the Plaza—Female Archetypes and the Argentinian Dictatorship." 1987–1991

ADDITIONAL PRACTICAL EXPERIENCE

Partner and Manager Sub Urban Exchange. Coffeehouse, performance venue and artist space in the Upper Peninsula, Michigan. Additional projects included annual music, art and performance festivals, music compilation recordings, and regular local, national, and international concert series. 1994–1998

Production Manager RKdiversified & Goldenvoice Productions. Planning, budgeting, and on-site production for national concert tours such as Lollapalooza, Warped Tour, Coachella, and local concert events, Los Angeles, California. 1991–1994

MISCELLANEOUS

Thirty years choreographic, improvisational, and site-specific dance/theatre performance experience;

Native English speaker, fluent in German, proficient in Portuguese and Spanish;

US citizen, Berlin resident since 2001, with a permanent German work and residence permit.