

Curriculum vitae

Personal information

First name, Surname:	Ashley Jane, Booth		
Date of birth:	25.02.59	Sex:	F
Nationality:	British		
URL for personal website:	www.abd.no/www.pictogram-me.com		

Education

Year	Faculty/department - University/institution - Country
1977	Y.H.C.F.E. Grafisk design, Bradford Technical college, UK
1978	Foundation, Bradford Art College, UK
1980	Graphic Design (B.A. hons. 1), Leeds Metropolitan University, School of Creative Arts and Design

Positions - current and previous

(Academic sector/research institutes/industrial sector/public sector/other)

Year	Job title – Employer - Country
1980–84	Graphic Designer, Anisdahl/Christensen, Oslo - Norway
1984–90	Art Director, A-magasinet (Aftenposten), Oslo - Norway
1990–91	Graphic Designer, Ashley Design, Oslo - Norway
1991–94	Department leader for Graphic Design, LOOC (Lillehammer Olympic Organising Committee), Lillehammer - Norway
1994–08	Leader and Graphic Designer, Ashley Booth Design AS (ABD), Oslo - Norway
2006–08	Associate professor Visual Communication, Department of design, Bergen Academy of Art and Design (KHiB), Bergen - Norway
2008–16	Professor Visual Communication, Department of design, KHiB, Bergen - Norway
2017-18	Professor Visual Communication, Department of design, Faculty for Fine art, Music and Design (KMD), University of Bergen (UiB), Bergen - Norway
2018-2019	Design leader – Uniform design, Oslo - Norway
2019-	Research leader: Department of design, KMD, UiB, Bergen - Norway

Project management experience

(Academic sector/research institutes/industrial sector/public sector/other. Please list the most relevant.)

Year	Project owner - Project - Role - Funder
2012-2018	Department of design - Pictogram-me - Project leader - artistic research project funded by the National Programme for artistic research:

Supervision of students

(Total number of students)

Master's students	Ph.D. students	University/institution - Country
52	2	KHiB/UiB

Other relevant professional experiences

(E.g. institutional responsibilities, organisation of scientific meetings, membership in academic societies, review boards, advisory boards, committees, major research or innovation collaborations, other commissions of trust in public or private sector)

Year	Description - Role
1994-98	Grafill (Norwegian Graphic designers and illustrators) - Leader

Track record

Publications and exhibitions

1989	SPOR project. Oslo: The Ministry of Foreign Affairs
1992	Lillehammer'94 Designhandbook. Lillehammer: LOOC
1993-2005	Div. Graphic Design. Visuelt exhibitions and catalogues, Oslo: Grafill
1994	Lillehammer'94 design. Oslo: Kunstindustrimuseet
1994-	Lillehammer'94 design. Oslo: Holmenkollen Ski Museum
1996	AS Oslo Sporveiers cards and tickets, Beyond Risør: Risør
1997-	Lillehammer'94 design programme and its implementation Lillehammer: Norwegian Olympic Museum
1997	Chronicle, Identitetens verdi. Oslo: Dagbladet
1999	AS Oslo Sporveier cards and tickets. European Design Annual, Hove: RotoVision
2006	Veiviseren Møllerup, Snitt, Oslo: Grafill
2009	AS Oslo Sporveier. Award of excellence for good design (The classic prize), Norwegian Design Council, Oslo: DoGa
2009-	Lillehammer'94 objects: DigitaltMuseum
2013	Pictogram-me, work in progress. Bergen: Rom8
2014	Paper and presentation: Empathy kills creativity. Cumulus, Johannesburg
2015	Women in Norway's Graphic design history: Ashley Booth, https://www.grafill.no/magasin/norsk-grafisk-designs-kvinner-ashley-booth

2015	Pictogram-me, Migrantas, Laksevåg: Knisten Bergen City council
2015	Paper and presentation: In between. Cumulus, Mumbai
2016	Pictogram-me, Crow D. Left to Right, Lausanne: AVA Publishing SA
2016	Pictogram-me, Røst conference. Bergen: Bergen Clinics
2017	Pictogram-me, Between Languages. Bergen: Rom 8
2017	Pictogram-me, Christie conference. Bergen: Grieghallen
2017	Interview nr. 1, Women in Graphic Design i Norway - Ashley Booth, Jubilee publication. Oslo: Grafill
2017	Pictogram-me, 245 years: Education in Art and Design in Bergen: KHiB/KMD jubilee publication
2017	Presentation: Pictogram-me. SAR, Helsinki
2018	Paper and presentation: A Pictographic Theatre. When words exclude, pictograms include. Cumulus, Paris
2018	Pictogram-me, Life as a Pictogram. Bergen: Pavilion, Møllendal Almenning

Selected fellowships, awards and prizes Ashley Jane Booth and Ashley Booth Design AS (ABD)

- The Royal Society of Arts 1979: Travelling bursary, awarded to Ashley Jane Booth
- The International Society of Newspaper design 1990: Gold award in Art and Illustration, awarded to A-magasinet
- Norwegian Illustrators Honorary prize 1990, awarded to Ashley Jane Booth
- Gullblyanten 1990: Gold award for LOOCs sports pictograms, awarded to LOOC
- Art Directors Club of Europe 1992: Gold award for LOOCs sports pictograms, awarded to LOOC
- Visuelt '93: Næringslivsprisen, awarded to LOOC
- Gullblyanten: Gold award for LOOCs sports posters awarded to LOOC
- Visuelt '94 Gold in graphic design for LOOCs wayshowing project: awarded to LOOC
- The Scandinavian Design prize 1994, awarded to LOOC
- Visuelt '96: Gold in communication design for AS Oslo Sporveier cards and tickets, awarded to ABD
- Norsk Design Council Award for Good Design 1996: AS Oslo Sporveier cards and tickets, awarded to ABD
- The International Cookbook Revue 1997 Madrid: Gourmand International): Gold (category: The most Original cookbook «Lystens Kokebok», The International Cookbook Revue, awarded to Aschehoug Publishers and ABD
- Visuelt '98: Næringslivsprisen, awarded to AS Oslo Sporveier
- Honorary member Grafill (Norwegian Graphic designers and illustrators) 2002, awarded to Ashley Jane Booth
- Visuelt 2005: Gull i illustration for Stor-Oslo Lokaltrafikk a.s cards and tickets, awarded to ABD
- The Classic prize for god design 2009 (Norwegian Design Council): Ruter AS cards and tickets, awarded to Ruter As and ABD
- National Programme for artistic research 2012-2018, Pictogram-me - artistic research project funding

Short biography

Ashley Booth is an English citizen, but has extensive experience as a graphic designer in Norway. Booth has been employed as a graphic designer, art director in A-magazine, head of department for graphic design in LOOC and developed the visual profile for Lillehammer '94 and has run his own company, Ashley Booth Design AS (ABD), from 1994 until 2010. ABD specialized in the development of identities, but also security

design, information design, stamps, packaging, magazines and books. Booth's company ABD had many customers associated with the public sector, such as Ruter As, the National Association for Public Health, Norway Post's stamp service, the Norwegian Sports Academy, the Norwegian Police Directorate and Økokrim.

Booth's research and design development work has been focused on a societal commitment where rubbish and what it means to be a person with daily challenges are central themes.

“In 2010, Booth initiated a research and design development area at the Bergen Academy of the Arts, called Social Substance. It is based on the social, co- and participatory design drawing that Victor Papanek (1971) stands for. This insists that designers and creative professionals both have a responsibility for, and are able to create real changes and improvements in the world through good design”.

Booth worked on the project "Rubbish Reflections" since 2008. "Using a pictogrammatic language as a visual tool, I want to examine classifications of values in a cultural, social, philosophical and political context, a visual assessment of what is worthless, nonsense, or rubbish or what is valued as valuable and not rubbish».

In 2011, Booth initiated the project entitled «Pictogram-me - Visualization of a difficult everyday life», where the basic question is: How can a pictogrammatic examination of different experiences and perceptions contribute to reflection on what it means to be human in a difficult everyday life? In 2012, Pictogram-me received funding from the Project Program for a four-year project.

Key words: Identity, independence, empathy, symbolism and practical semiotics