



GISELA DOMSCHKE

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Co-founder and artistic director of Labmovel (Prix Ars Electronica 2013). Former lecturer in the MA Interactive Media course at Goldsmiths University in London. I founded and managed the media lab of the Museu da Imagem e do Som in São Paulo, where I was responsible for the programme of exhibitions, workshops, artistic residencies, groups of research, festivals and partnerships with international institutions. I worked in several cultural organisations and published a number of media magazines and catalogues. I am a guest lecturer at FAAP and Escola São Paulo, and work as an independent curator in collaboration with cultural institutions, such as British Council, AHRC, Mondriaan Foundation, Virtueel Platform, Netherlands Media Art Institute, Vivo Arte.mov, FutureEverything, ZERO1 and others. Co-curator of 2012 ZERO1 Biennial, San Jose, CA. Curator of IV 3M Digital Arts Show, Instituto Tomie Otake, São Paulo, 2013. Currently I am the curator of Red Bull Station, São Paulo, being responsible for the programme of exhibitions, workshops, artistic residencies and festivals.

AREAS OF INTEREST

Communication, Marketing, Experience Design, Cultural Trends, Arts, Education, Technology, Environment.

EDUCATION

1997-2000 MA Communication Design (distinction), Central Saint Martins College of Arts, London

1994-1995 License in Aesthetics, Sorbonne, Paris VIII, Paris

1982 -1987 Bachelor of Philosophy, FLCH USP, São Paulo

LANGUAGES

English (fluent), French (fluent), Italian (basic), Spanish (basic), Portuguese (mother language)

PROFESSIONAL EXPERIENCE

- 2014 **RB Station**, São Paulo
Curator
<http://redbullstation.com.br>
- 2012-15 **LABMOVE**L, Fundação Telefônica | Mondriaan Foundation | Prince Claus
Brazil – Netherlands, Director of programme
<http://labmove.net>
<http://bit.ly/Tx0BDU>
- 2013 **MOSTRA 3M ARTE DIGITAL**, São Paulo, Brasil
Curator of “Radical Fictions”, Instituto Tomie Ohtake
<http://www.mostradeartedigital.com.br/>
- 2012 **01SJ BIENNIAL**, San Jose, CA
Co-curator
<http://www.zero1biennial.org>
- ARTIST IN RESIDENCE**, Netherlands Media Arts Institute, Amsterdam
Facilitator of the transnational residency program Brazil – Netherlands
<http://nimk.nl/eng/planet-m/michiel-kluiters-designs-mediaartmobile>
- MOSTRA TUDO**, MAM 4X1, Museu Arte Moderna, São Paulo, Brazil
Director of programme
http://www.select.art.br/article/da_hora/metacuradoria
- THE HUMBLE PROJECT**, AND Festival, UK and VIVO arte.mov, BR
Facilitator of co-production for the Cultural Olympics project
- 2011 **FUTURE EVERYTHING** Award, Manchester
Member of International Advisory Board
<http://2011.futureeverything.org/award/jury-and-advisors/>
- MOSTRA TUDO**, Cultura Digital, Rio de Janeiro
Director of programme
http://www.select.art.br/article/da_hora/metacuradoria

2007/ PRESENT

FAAP/ ESCOLA SAO PAULO, São Paulo, Brasil

Lecturer of Design & Innovation course, which focuses on the more recent research about human interaction in the areas of design, media arts, architecture, communication and fashion.

BELAS ARTES University, São Paulo, Brasil

Lecturer of New Technologies in Scenography and Costume Design Graduate Sensus Lato programme. The programme focuses on the field of scenography and its various applications in the creative industry. Areas of expertise: architecture, set design, art history, architecture and theatre, visual arts, performing arts, fashion design and costumes.

2010/ 2011

INTERPLAY, Florianópolis, Brasil

Curator of Interplay, a highly innovative interactive space for edutainment within a major shopping mall, which has tested new modes of engagement with the public based on observations of current behavioural tendencies in large commercial spaces.

2010

GALERIA LUISA STRINA, São Paulo, Brasil

Gallery manager, responsible for the communication with clients, exhibitions, and administration and technical staff.

VIVO ARTE.MOV, São Paulo, Belo Horizonte

Executive Curator, responsible for the programme of international invited artists and lecturers. The mobile media art festival took place during the year in five different cities: **Belém, Salvador, Porto Alegre, São Paulo e Belo Horizonte.**

BASE7 PROJETOS CULTURAIS, São Paulo

Curator of the exhibition "**Ludere: Vida e Ambiente**", in São Paulo.

GLONET, São Paulo, Manchester

Project manager of Glonet - a global online event developed by FutureEverything in partnership with British Council, Distance Lab and University of Lancaster. Co-produced by W2 in Vancouver; Sendai Creative Cluster, FesLab, in Japan; Ambar, in Istanbul, Turkey, and Vivo arte.mov in São Paulo, Brasil.

- 2009 **PARALELO**, British Council, São Paulo
Co-Curator of “**Paralelo - art, technology and the environment**”, event that gathered 55 participants – including artists, designers, policy-maker and researchers – countries (Brasil, the Netherlands and the United Kingdom) to discuss different ways in which collaborations across disciplinary and cultural borders can enable research and new insights into global and local environmental issues. Responsible for editing and commissioning design for the resulting publications. **Partnerships:** Arts and Humanities Research Council, Goldsmiths University, Royal College of Art, Mondriaan Foundation e Virtuel Platform.
- 2007/2009 **ISTITUTO EUROPEO DI DESIGN**, São Paulo
Convenor and supervisor. Responsible for interdisciplinary talks/events and organising the final show.
- 2008 **MUSEU DA IMAGEM E DO SOM**, São Paulo
Responsible for the implementation of the media lab at MIS, as part of a major renovation of the museum. Managing a team of 5, my responsibilities included: managing resources, organising the programme of exhibitons and events, scheduling the agenda for international workshops/ lectures/ taks, as well as establishing collaboration with international institutions.
- 2006 **ARCO 06 FERIA INTERNACIONAL ARTE CONTEMPORANEO**, Madrid
Curator of **Cityscapes**, exhibition focusing on the relationship of the artist with urban space, including São Paulo, Rio de Janeiro, New York, Ljubljana, Copenhagen, Caracas, Istanbul, Tokyo, Montreal, Toronto, Beijing, Shanghai, Los Angeles, Moscow, Cairo, Singapore, Dublin e Santiago de Chile.
- 2003/2005 **GOLDSMITHS UNIVERSITY OF LONDON**, London
Lecturer in the MA Interactive Media course, focusing on core skills for innovative interactive design, addressing practical elements in the context of both industry and the arts. Responsibilities also included supervising the final projects, inviting international speakers and managing the final show. I was also a panelist in a substantial number of the annual PhD student review panels.

2005/2006

GREY INTERACTIVE/ OYSTER PARTNERS, London

Consulting Creative Director. Collaborating with agencies such as Oyster Partners, Saatchi & Saatchi, Frost Design, Design Bridge, Leo Burnett, Wieden & Kennedy, Wav Rapp Collins (Omnicom), Grey Interactive, London. **Clients:** Thomas Cook, Absolut, Adidas, Redbull, Nike, Playstation, Virgin Radio, Diesel, Lego, Heinz, Charles Schwab, HSBC, Natwest, Sainsbury's, Liberty, Radisson Edwardian.

2004

THE SORRELL FOUNDATION, London

Consulting Creative Director. Collaborating with **Joinedupdesignforschools**, a highly innovative design programme for education. Invited designers/artists: Antony Gormley, Thomas Heatherwick, Paul Smith and others.

2003/2004

THE LONDON DESIGN FESTIVAL, London

Digital Communication Director of both The London Design Festival and the World Creative Forum. Managing a team of 5 and working closely with the CEO. **Partners:** London Development Agency, 100% Design and 100% Detail; The Museum of London; The Royal Society of Arts; CBI; DBA; the Design Museum; Designer's Block; The National Portrait Gallery; D&AD; the CSD; The Barbican; The Victoria & Albert Museum; The London Institute; The Royal College of Art; The Helen Hamlyn Research Centre; The Royal Institution; RIBA and the Crafts Council, The British Council; Trade Partners UK; The Design Council; APGDI; Nesta; Government departments DTI and DCMS.

2000/2003

EURO RSCG, London

Managing a creative team of 15, reporting to the CEO. Providing input into the communication strategies, working together with marketing strategists. Conceptualisation and development of through the line advertisement campaigns, brand identities and marketing strategies. Controlling the quality of ideas, solutions, and execution of work in the creative department, by assigning the right groups and teams for specific accounts and projects. Creating an environment that allowed for innovation and creative thinking. Determining appropriate resourcing plans, hiring senior creative staff. Mentoring role, focusing on the development of people within the team. Presenting the business's creative work at the highest level internally and externally. Clients included: HSBC, Budweiser, Orange, Peugeot, Guinness, IBM and others.