

Owner / Founder of VERY UP & CO

**Publisher, editor, consultant, artist, fashion designer and lecturer.
German, residing in London and Paris, with base in NY.**

Current Positions

VERY UP & CO Owner, Founder, Creative Director	1996-present
Hyères Festival de la Mode et Photographie Consultancy / map design	2007-present
Royal College of Art, London Visiting Lecturer Menswear Fashion	1998-present
From Somewhere: Image & development of leading ecological fashion label	1998-present
Cees Krijnen Collaborator as artist, of Dutch artist Cees Krijnen	1998-present

Past Positions

Zoltar The Magnificent , menswear, creating the international set up of the brand	2005-2006
UP & CO , men's & womenswear, designer, creative director, NY	1997-2000
Basco , Barney's American Sportswear Company, NY, Brand manager	1994-1996
Koji Tatsuno , Chief Executive Officer, London	1992-1994
Vivienne Westwood , PA to Vivienne Westwood	1990-1992

Past Consultancies / Art Direction & Image

PRET A PORTER PARIS Consultancy UK press & media	2010-2011
Estethica / British Fashion Council Consultancy Image & Magazine design	2009-2011
Muzia Sforza, UK: architect, webdesign	2009
Sarah Sarhandi, UK: Violaist; personal image, visual concept, cd and web design.	2006-2009
Boudicca , UK: liaising with Paris fashionweek for Couture Shows Collection	2005-2007
Toni Gard , Germany: menswear, concept & collection design	2005
Eye2eye: UK Accessories fashion fair: collaborating on strategy and promotion	2004
Jean Patou, Paris: Accessory Concept collaborating with artist Samantha McEwen	2003

Publication Design / Art Direction

VERY Hyères (5 editions to date)	2007-present
Estethica Magazine for British Fashion Council (4 editions)	2009-2011
VERYstylemaps	2006-present
VERYstyleguide	2000-present
VERY Magazine	1997-present
Krijnen vs Rembrandt; Pyjama, Zaandam & Veenman publishers Rotterdam	2005
Runnerup for best European Book design,	
VERYeye2eye	2004

Art**Exhibitions as gallerist and curator:**

Samantha McEwen – Recent Paintings , Brompton Garage London SW3	2010
Exhibitions at VERYTrolley Gallery , London: Marcel & Me, Mia Enell; Cees Krijnen	2004
exhibitions at UP & CO gallery NY	1996-2003
featuring artists including Steven Klein, François Berthoud, Mark Dagley, Lara Schnitger, Juan Manuel Echavarria, Judith Eisler, Tracey Emin, Gary Hume, Mia Enell, Ellen Cantor, Année Olofsson. Fiona Banner.	
Exhibitions as Artist: "Alternative-Alternative" Roebbling Hall, NYC	2000
"VERY magazine and VERY FASHION" exhibition at Unit F for Fashion, Vienna	2000
"Fashion Fast Forward" Haus der Kuenste, Vienna & San Francisco	1999
"Contemporary Portrait" Sean Kelly Gallery, NYC	1998
"Magazine" (project room) SPOT, NYC	1997
"Crossover" at PS1 / MOMA, NY	1998
"Art Writing: <i>Zing Magazine</i> issues 1,2,3 1994-1997, VERY magazine	1996-present

Other Projects

Writing: "A Glimpse in the Puddle", with Monica Castiglioni published by Charta	2008
Events Launch "The Scent Trail" by Celia Lyttelton at L'Artisan Parfumeur, London	2008
Art Direction/Graphics: <i>De Verstekeling</i> , Cees Krijnen, music cd	2006
<i>Krijnen vs Rembrandt</i> . Book design. Published in three languages by Artimo	2005
Photography: <i>Galleryplay</i> , by Cees Krijnen, stage photography	2004
Journalism: publications include <i>Sueddeutsche Zeitung</i> , <i>Ryuko Tsushin</i> , <i>Style and the Family Tunes</i> , <i>Hanatsubaki Magazine</i> , <i>Beaux-Arts Magazine</i> Fashion issue, <i>Studiovoice</i> ; guest editor special edition show concepts for Pucci, Tocca, company profile GilCarvalho.com.	1998-2005

Fashion Exhibition Management:

<i>Vivienne Westwood / Le Monde Selon Ses Créateurs</i> , Musée Galliera, Paris	1991
<i>Vivienne Westwood / Buchholz/Schipper</i> , Cologne	1991

Public Appearances

Lectures at the Royal College of Art, London	1998-present
On/Off Fashion Symposium on London Fashion, London	2006
Representing Consumer Trends as "Style Guru" for Siemens, Hamburg.	2005
Radio Bayern, Germany, live interview	2004
Member of the jury for Unit F international Press / Austrian Fashion Awards, Vienna	2002
Fashion Lecture at Kingston College, Kingston, UK	2000
Lecture at Vancouver College of Art	2002
Fashion & Art Symposium Berlin Biennale	1998
"Pregnant Oyster – Conference Hall," Berlin alongside Pipilotti Rist and Jonathan Meese	
Art Club Berlin – exhibition and radio representation of the project VERY UP & CO	
Exhibition "Generation Uscha" & booklaunch, Bonner Kunstverein, Bonn, Germany	1997
Exhibition "Uscha", Galerie Hohental & Bergen, Cologne, Germany	1995

TV

<i>Guest of Cindy Sherman</i> , documentary, touring internationally	2008-present
<i>Nachtcafé</i> , SWR Germany, live talk show	2004
<i>New York in Ashes</i> German Spiegel TV	2001
<i>Fashion Television Canada</i>	1999
<i>Gallerybeat</i>	1996

Appearances in Books

<i>The First to Know</i> , book by Lida Hujic	2011
<i>Design Ecology! Neo-green Market Strategies</i> Editions Hermann Schmidt Nürnberg	2008
<i>German Americans</i> , book, touring exhibition by Gunter Klötzer	2002-present
<i>Vertical New Yorkers</i> , Horst Hamann	2006
<i>Vivienne Westwood: An Unfashionable Life</i> by Jane Mulvagh	1998
<i>Generation Uscha</i> , Nürnberger Kunstverlag, Germany	1997
<i>Uscha 1, Uscha 2</i> by Ursula Böckler, limited edition, Cologne, Germany	1995