

/ CURRICULUM VITAE NATASA HEYDRA

Curator, Art Director, Project Leader & Artist

UNGIRLY,
NATASA
HEYDRA

PERSONAL INFORMATION

Name: Natasa Heydra

Date of birth: 8 April 1974

Place of birth: Rotterdam, The Netherlands

WEBSITE

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STUDIO & CONTACT INFO

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RESEARCH & INSPIRATION BLOGS

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EDUCATION

1999 - 2000

Hallo, post-academy for concept, trend analysis and strategy in Amsterdam

1995 - 1997

Willem de Kooning Academy, Bachelor of Fine Arts in Rotterdam

1992 - 1995

Willem de Kooning Academy, Fashion Design in Rotterdam

PERSONAL NOTE

"I love to work within different areas of art, culture and design. I make art and I direct, advise-on and curate exhibitions, publications, festivals and art projects. I believe it is important to make profound projects appealing to a broad public. That can be achieved by being loud but also with whispers.

I have an ongoing fascination for social trends and am especially attracted to world culture and underdogs. Projects that arise from passion and engagement make me feel at home. I look for contrasts, the beauty in the ugly. I don't shy away of making a statement I lead my life with passion, laughter and a lot of music "

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This Curriculum Vitae offers an overview of my work of the past 5 years with an addition of a number of noteworthy projects from before. I consider all activities as part of my artistic professional practice.

This resume is divided as follows:

- / Public Space & Events
- / Exhibitions
- / Art Direction & Design
- / Additional positions
- / Extra Curricular

/ PUBLIC SPACE & EVENTS

Curator, program coordinator and/or project leader

2015-2017

ROTTERDAM FESTIVALS

Program coordinator; a.o. financial and content-based support for all cultural festivals and events in Rotterdam. As well as coordinating and implementing the city's festival policy for the City of Rotterdam.

2007 - 2014

MOTHERSHIP

Mothership is a so-called art producer, initiating and producing art projects mainly in public space. Trying to affect people with art and by bringing the art closer to them with often large gestures. I have led several projects, including :

/ ('12-'14) THREESOME Creative Projectstudio

As Creative Director of 'Threesome', I was responsible for putting together and supervising a team of in-house student creatives participating in real pitches. Clients included: NS (the Dutch National Railway company), Museum Boijmans van Beuningen, the Municipality of Rotterdam and World Aids Day. Assignments included: various works of public art, routing, city & event marketing, a mobile application and product design.

/ ('08 - '12) Culturele Activiteiten Binnenstad

As artistic director I was responsible for various art projects in the city centre of Nieuwegein such as: a magical performance by Johan Lorbeer (DE), floral rains by Blossum and a permanent artwork for the town hall by Freerk Wieringa. And various community art projects such as a flag parade for local heroes designed by Studio Ruwedata, lightmosaic by Arno Coenen and Urban Knitting. Commissioned by the municipality of Nieuwegein

/ ('08-'09) Wereld van Witte de With Festival

Annual arts festival and unofficial opening of the cultural season of Rotterdam. I was the curator of the public art program and moderator for all participating cultural institutions in the Witte de With art district.

/ (2007) Oorsprong van Rotterdam

Project leader for "the Origin of Rotterdam" project - a coloring of 2500 m2 on Binnenrottesquare. The trompe l'oeill drawing was designed by Luuk Bode. The audience and passers-by could participate in coloring it in and/or view the whole work from the 18 meter high watchtower. The project was part of Rotterdam 2007 - City of Architecture.

/ EXHIBITIONS

Curator & project leader

2010 - present

SARATIMTRUST

Various exhibitions in association with artcollective SARATIMTRUST:

/ (2014) *The After Party*: Group-exhibition

/ (2013) *United Watercolors of SARATIMTRUST*: Group-exhibition by the 5 STT residents

/ (2012) *Taste*: Peephole installation of various international banned films from the 30's till now.

/ (2011) *10x010=020*: Group-exhibition in cooperation with curators M. Johan en F. Dekker.

/ (2010) *Copie Colle*: Group-exhibition

/ (2010) *Niet de Kunstvlaai*: Solo-exhibition with photographer and artist Danielle van Ark

2013 - present

LETTER NO.1

A solo presentation that I curated as a result of an artwork that had affected me by artist Rene Schmalschlager. The project started with a love letter from me to the artist and the work.

My wish is to make a series with different artists.

2012

ODAPARK

Co-Curator & program production for art manifestation MINDMAP in association with Odapark-center for contemporary art in Venray. a.o. Philip Akkerman, Hans van Bentem, Mitsy Groenendijk, KAMP HORST, Kiki Lamers and Silvia B.

2000 - 2008

SHOWROOM M.A.M.A.

As curator and project manager I was responsible for various exhibitions and projects such as:

/ (2001) B.O.B. - multi-disciplinary performance in the form of a 7 course dinner of Art, Dance, Fashion, Video, Graphic Design, Music and fine wines.

/ (2001) Hard Pop - group exhibition about contemporary punk art

/ (2003) MAMA's Sweatshop - Community Art project where the elderly make contemporary merchandise for the young at heart.

/ ('07/'08) MSLM* - research, exhibition & publication about young Muslim Fashion in The Netherlands.

2006 - 2007

***MSLM**

The high-profile exhibition (and publication) I curated and directed about Moslima's - young fashionable muslim girls, born and/or brought up in Holland. With MSLM, I presented the clash & union between Eastern and Western fashion.

2005 - 2006

BLAAK 10 - Willem de Kooning Academy Gallery

As artistic director of the academy gallery I made a.o.:

/ *Ciao Nykarleby* - group exhibition based on residencies in Finland. a.o. Hidde van Schie.

/ *Een Ander Level* - Solo exhibition by de HuMobisten.

/ *Deep Trash On The Spot* -growing installation of a collective of Swiss artists a.o. Anna Hilti

2003

TRANS_HABITOS TO ROTTERDAM

Curator and projectmanager of an art manifestation with over 30 Rotterdam artists, designers and musicians held in artspace Maus Habitos in Porto, Portugal. A follow up and reaction to the manifestation Rotterdam- European Capital of Culture 2001 which we shared with Porto that year. a.o. Bert-jan Pot, Johan Kleinjan, Anne van Eck, Nico Vascelari, Frank Hanswijk and Martijn van Berkum

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/ ART DIRECTION & DESIGN

Art Director, designer and/or project leader

2015

DO IT - Artwork

do it, is a project by internationally renowned curator Hans Ulrich Obrist. This innovative exhibition concept consists of do it instructions by world famous artists including Yoko Ono, Gilbert & George, and Sol LeWitt. It was up to us participating artists to visualize them in the Kunsthal in Rotterdam.

2014

ROTTERDAM ROUTES - Mobile Application

Original concept and art direction for the Rotterdam Routes app. Commissioned by the Municipality of Rotterdam.

2014

ROTTERDAM UNLIMITED - Citydressing

Concept & design for the 'Rotterdam Unlimited' festival's citydressing. Lavishly colored glitched flags in special designed masts adorned the city. Together with Emma van Beek and Mothership

2013

LETTER NO.1- Publication

Vormgeving voor de begeleidende publicatie van de eerste *Letter no.1* presentatie over en in samenwerking met Rene Schmalschlager.

2013

MOTHERSHIP- Website

Restyling and restructuring of the Mothership website

2012

MOTHERSHIP - Catalogue

Design and project management for the 7.5 year Mothership publication with an overview of 69 projects in collaboration with art producer Mothership.

2007

MSLM - publication

As Creative Director & Editor-in-Chief I was responsible for the first Dutch glossy / publication about young Western Muslim fashion. commissioned by Showroom MAMA. With a.o. Ari Versluis , Petrovsky & Ramone, Viviane Sassen, Hasna el Maroudi and Newsha Tavakolian Design by Studio Beige

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/ ADDITIONAL POSITIONS

2013 - present

CITY OF ROTTERDAM - Art Consultant

Member of the Visual Arts subsidy committee for the Municipality of Rotterdam.

2008 - 2017

SARATIMTRUST (STT) - Chairman

Chairman of work & project space SARATIMTRUST. Located in the center of Rotterdam, we organize various events annually such as exhibitions, parties, film programs and networking events. www.saratimtrust.nl

2014

THE SOURCE - Guest lecturer

An 8 lessons program in which we visualize the connections and cross-fertilization between different facets within pop culture. We also look for the origins and properties of subcultures and music genres. With Nadine Stijns

2012 - 2013

ART AND CASH - Guest lecturer

An 8 lessons program about the different ways of generating income with making art, design or projects.

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/ EXTRA CURRICULAR

2004 - 2016

DJ

Playing my favourite tunes in various artist dj-collectives like Rundfunk, FNNNN, Rotterdam Shuffle and We're No Good We're Super. Playing exhibition openings, art- & music festivals and clubs.