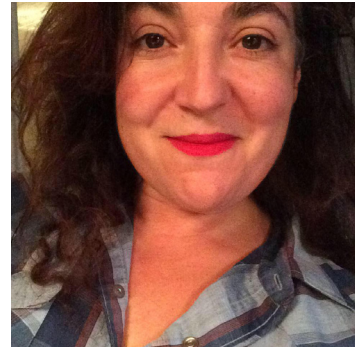


/ CURRICULUM VITAE NATASA HEYDRA

Curator, Art Director, Program manager & Artist

UNGIRLY,
NATASA
HEYDRA



PERSONAL INFORMATION

Name: Natasa Heydra

Date of birth: 8 April 1974

Place of birth: Rotterdam, The Netherlands

ONLINE PORTFOLIOS

www.ungirly.com

natasaheydra-blog.tumblr.com

heydranatasa-blog.tumblr.com

Instagram: [hey_the_thread](#)

RESEARCH & INSPIRATION BLOGS

heydranatasa.tumblr.com

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

STUDIO & CONTACT INFO

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PERSONAL NOTE

"I love to work within different areas of art, culture and design. I make art and I curate, advise-on and organise exhibitions, publications, festivals and art projects.

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.

My love for thread is recurring; from the yarn, to the various techniques that make it into a product, to the social meaning and history of it all.

I lead my life with passion, laughter and a lot of music "

INDEX

This Curriculum Vitae offers an overview of my work of the past 10 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:

/ Artist

/ Art Director & Designer

/ Curator & Projectleader

/ Additional positions

/ Extra Curricular

/ ARTIST

june 2020 / planned

DUCK RESIDENCE - site specific work

Duck Residence is an art event conducted as an exhibition of artworks 'on and by the water' in the municipality of Viborg (DK). Initiated and organised by Kunstforum Viborg

2018

TORCH GALLERY - Illustration

Digital black and white portrait of Maxime Duvall as part of the group exhibition "Italo Disco Dogma", Torch Gallery in Amsterdam. With a.o.: Arno Coenen and Maarten Nauw

2015

KUNSTHAL - DO IT/ Mural with textiletape

DO IT, is a project of internationally acclaimed curator Hans Ulrich Obrist. The exhibition concept consists of do it instructions from world famous artists including Yoko Ono, Gilbert & George and Sol LeWitt. It was up to the participating artists to visualize them in the KUNSTHAL in Rotterdam.

2015

PIET magazine - Illustration

Commissioned illustration for the controversial magazine/ glossy about *Piet* - blackface character of a Dutch festive folklore for children.

2014-2019

ROTTERDAM UNLIMITED - Flags

Concept and design for 8 colored flags, in custom-designed masts; presentet at the Unlimited festival in Rotterdam.

2014

KUNSTKALENDER 2015 - Illustration

Presentation of a work from my new series of drawings *background portraits*. Daily 'De Grote Rotterdamse Kunstkalender' (calender) offers a work by another contemporary Rotterdam artist.

2013

SARATIMTRUST - Embroidered work

An embroidered drawing on fabric in group exhibition 'United Colors of SARATIMTRUST'. Together with artists Tim Leyendekker, Iniy Sanchez, Andreia Costa and Frank Hanswijk

2012

KUNSTHAL- Video

Presentation in the group exhibition *The Kids Are All Right* - retrospective of 15 years Showroom MAMA at the Kunsthal in Rotterdam. The video show the different ways you can wear headscarves.

2011 - 2012

GALERIE MENEER MALASCH - Embroidered work

Three embroidered drawings on fabric in the group exhibition "The War On Drags" Curator Martin C de Waal at Mr. Malasch in Amsterdam. With a.o.: Silvia B., Iris Roskam and Hans van Bentem

/ ART DIRECTOR & DESIGNER

2014

ROTTERDAM ROUTES - Mobile Application

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

2013

GOLD - musicvideo

Concept, art direction and production for the musicvideo 'Love, the magician' of the band GOLD, in collaboration with Studio Waan

2013

LETTER NO.1- Publication

Design for the accompanying publication of the *Letter no.1* presentation of 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 of their projects.

2010

ROTTERDAMSE KUNSTMANNEN KALENDER- Photoserie & publication

Concept and art direction for a seductive photoserie with Rotterdam-based male artists. In collaboration with photographer Monique Benthin. Exhibition at CBK Rotterdam. Publication in the form of a calender.

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

/CURATOR & PROJECT LEADER

2015-2017

ROTTERDAM FESTIVALS

Program coordinator a.o. content- and financial 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.

2010 - 2017

SARATIMTRUST

Curator and project leader of various exhibitions and cultural events at project space SARATIMTRUST a.o.:

/ (2016) *TRUST*: all night play event & performance

/ (2013) Letter no.1 Solopresentation of photographer Rene Schmalschlaeger + publication

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

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

2007 - 2014

MOTHERSHIP

Mothership is a art producer - initiating and producing art projects mainly in public space.

As a senior curator and project leader, I have led several art projects and festivals, including :

/ ('12-'14) THREESOME Creative Projectstudio

As Creative Director of 'Threesome', I was responsible 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.

/ ('08 - '12) Culturele Activiteiten Binnenstad

As the artistic director for the municipality of Nieuwegein I was responsible for various art projects in the city centre.

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

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

2005 - 2006

BLAAK 10 - Willem de Kooning Academy Gallery

As the 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

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**

I curated and directed the high-profile exhibition (and publication) 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.

/ ADDITIONAL POSITIONS

2013 - 2019

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.

2014

THE SOURCE - Guest lecturer

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

2012 - 2013

ART AND CASH - Guest lecturer

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

/ EXTRA CURRICULAR

DJ (2004 - 2016)

Part of various artist dj-collectives like Rundfunk, FNNNN, Rotterdam Shuffle and We're No Good We're Super. Playing exhibition openings, festivals and clubs.