

NATALIA LAPIDUS

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Key words: art, education, curation, heritage, sustainability, independency, optimization, start up, museum, idea-result.

PROFESSIONAL EXPERIENCE:

- 2018 – CURRENT **Goah Sahr Ltd**, London, international
Founder, Art Director, Producer, Designer, Influencer and Team Leader.
Crafting methods and ideas for psychologists and publishing them into games, cards, colouring sheets, online platforms etc with easy access to the result. Managed the entire game development life cycle. Leading a cross-functional international team of designers, artists, and programmers in product development, ensuring projects were delivered on time and within budget. Including online marketing and social media.
- 2012 - CURRENT **Coaching & Art Therapy Practitioner**
Working as a merging practitioner with individuals and businesses building up strong connection between emotions, environment, resources and mental frame. Integrating philosophy, meditation and storytelling method into coaching practices. Believe into working combination of simplification, creativity and strong analytical.
- 2010 – CURRENT **Art Teacher & Curator**
Leading art workshops and classes for 5+ age groups including exam preparation with following up on kids' attitudes and talents.
Curating numerous exhibitions with an interest in history, philosophy, emotions and human perception as well as working with community and sustainable development. With a special passion for meditation, architecture, Celtic culture and heritage.
- 2009 - CURRENT **Artisan Paper Artist**
with a passion for creating unique and artistic paper products, also experimenting with various artistic mediums to create one-of-a-kind pieces. Promoting paper as an independent piece of art, working with private museums and individuals, developing paper as a new eco-fabric for sustainability world.
- 2009 - 2010 **Pastila Museum**, Kolomna
Artist and creator of museum souvenir production.
- 2006 - 2008 **Publishing House “Pragmatics of Culture”**, Moscow
Editor.
- 2005-2006 **Charity Foundation “Institute of Culture”**, Moscow
Project Manager.

EXHIBITIONS:

- 2024, MAY
UPCOMING **The Other Paper: Story You Don't Know**
Westbury Art Centre, Milton Keynes. Artist and curator.
- 2023, JULY **Annual End of Year Student Exhibition**
Westbury Art Centre, Milton Keynes. Artist and curator.
- 2014, OCTOBER **Apple Road Festival**
Norfolk, UK. Coordinator.
- 2013,
NOVEMBER **Sheffield International Artists Book Prize**
Bank Street Arts, Sheffield, UK. Artist.

- 2013, OCTOBER **Paper – Tradition & Experiment**
International Handmade Paper Art Exhibition organised by the Lithuanian Artist Association “Arka”, Lithuania. Artist.
- 2011, JUNE **Paper as Art**
Cambridge University, UK. A solo exhibition focused on presentation of various forms of artisan paper. Artist and curator.
- 2006 **One Day Park**
Voskresensk, Russia. City-wide project recreating XIX century central park. Lead Project Manager.
- 2005, JUNE **Anniversary International Exhibition of Modern Art**
Moscow, Russia. Artist and curator.
- 2005, MAY **University Modern Art Exhibition Project**
Moscow, Russia. Artist and curator.

EDUCATION:

- 2017-2020 **Institute for the Psychology of Creativity**
Analytical Coaching and Art Therapy
- 2006 **Central European University, Budapest**
Urban Development and Urban Design
- 2004–2005 **University of Manchester**
Master of Arts in Cultural Management
- 1999-2004 **Belarussian State Economic University**
BA in International Economy

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS:

- Museums Association, UK** www.museumsassociation.org
- The International Association of Hand Papermakers and Paper Artists (IAPMA)** www.iapma.info

SKILLS:

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| PRESENTATION | - Gallery exhibition setup and curation |
| AND | - Art presentation and display |
| EXHIBITION: | - Writing artist statements and descriptions |
| | - Artwork critique and analysis |
| | - Art marketing and promotion |
| ARTISTIC | - Artisan papermaking (hay, straw, reed) |
| TECHNIQUES: | - Book building (classical and artistic books) |
| | - Painting (watercolor, acrylic, oil) |
| | - Drawing (pencil, pastel, charcoal) |
| | - Sculpture (clay, artisan paper, metal mesh) |
| PROJECT | - Crafting ideas, strategy, processes, teams |
| MANAGEMENT: | - Set up documentation and tasks |
| | - Online marketing |
| | - Production and postproduction control and analysis |
| | - Creation of sub-products |
| | - Presentation and feedback |