

Mariel Breuer

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I am an Art Historian and Digital Project Manager. I specialize in communication and management of projects within the worlds of both institutional and independent arts, technology and education.

Throughout my years of experience I became focused on digital creative projects. I am a strongly organized team player and I developed coordinating and team leadership skills as well as planning, problem solving and deep understanding of projects goals and resources. Being certified as Scrum Master (UTN), I bring Agile methodologies to the table to coordinate team efforts and always deliver value to project sponsors.

Some of my personal interests include the research of different digital resources for museums and heritage management. In this line, I develop ANAA, a personal project for the dissemination and conservation of Net Art and CollectMe! a platform for the management of cultural heritage. I'm also a big fan of games and long boards.

In my previous experience I have a strong path in cultural media in the roles of journalist, editor and general producer. I have also dedicated over 10 years to teaching Art History and different areas of Cultural Management.

EDUCATION

2019 UTN - National Technological University Professional Webmaster. (Web programming: HTML, CSS, JS, PHP, Angular)

2011-2012 National University of La Plata. Postgraduate. Specialization in Cultural Journalism.

2006- 2009 University of Salvador. Bachelor in Management and History of the Arts.

Professional Formation

2022 Coursera / Google Project Manager

2021 UTN - National Technological University Grand Scrum Master

2021 Coder House Product Manager

2020 Coder House JavaScript

2020 Coder House UX / UI Design (user-centered web / mobile application interface design)
2018 Node Center, (Germany) Curating New Media Art: Process, Interaction, Virtuality
2017 Node Center (Germany) Digital curatorship.
2015 Web programming. Introductory course (Digital House)
2014 EMPRENDEDORES GCBA. Planning and finance course for independent entrepreneurs.
2013. UNLP Seminar on Digital Communication for Cultural Projects.
2013 UBA Writing 2.0: management of social networks and writing for web support.
2012 Seminar on management, production and press for music by Esteban Cavanna.
2009 Member of a study group focused on Theory and Historiography of the Arts and Aesthetics. Given by Prof. Vilko Gal.
2008 Cultural Management Seminar by Michael Kaiser, Director of the Kennedy Center, Washington.

LANGUAGES

Spanish: Native

English: Second language

German: Beginner

French: Intermediate.

WORK EXPERIENCE

PROGRAM / PROJECT MANAGER

2022 - 2023 (October - present) Spiced Academy. Program Manager. Technology intensive online and on site courses manager. Responsible for student's success and teacher's experience, schedule and budget coordination.

2022 (March-October) Ironhack. Program Manager. General coordination of Full time and Part Time bootcamp. Instructional team management. Global and local education team alignment.

2020 (September-present) IT Rock Project Manager. Coordination and leadership of web and software development projects.

Some developed projects:

<http://agroart.iica.int/>

<https://feria.arteba.org/>

<https://mujeresrurales.iica.int/>

2020-2021 Bacodelia. Online magazine of cultural content. Project Manager, editor and writer. www.bacodelia.com // [instagram.com/bacodelia/](https://www.instagram.com/bacodelia/)

2020 (November - March) Trinahost Project Manager of the agency. Team coordination, customer contact. Project planning and digital strategies.

Developed projects: piazzolla100official.com // lavivatravel.com

2015 - 2021 Museum of Modern Art of Buenos Aires. Coordinator of Digital Department. Project and content manager of the Museum's website, the Museum's online presence, social networks, digital marketing and press for emerging and online media. Interdepartmental work with the Heritage area in a project to digitize the archive and collection management software.

<https://museomoderno.org/>

2021 Collect Me! Personal project for the development of a cultural heritage CRM. See full development of the project [here](#)

2020 Tzará! UX / UI Mobile app design. See full development of the project [here](#)

2019 ANAA Argentinian Net Art Archive Web platform development. Comprehensive production. Project in process.

2018 (March - September) Hoornik. Website development and content manager for the digital version of the magazine. Editing and writing of web content.

2018 CASA FOA website. Project and Content Manager.

2012 (August 2012 - March 2015) La Curandera digital magazine
Editor Co-director. Comprehensive development of the environment, planning, start-up. Journalist. Social Manager, institutional relations, commercial management. Drafting.
www.revistacurandera.com

2008-2009 (June - May) Start Foundation

Ramona web. Content manager. Constant update of the weekly agenda, reviews, calls, notes and other sections. Preparation of monthly agenda in printed edition. Research. Web edition.

www.ramona.org.ar

Snowball Project. Preparation of artist profiles. Translation of the site into English.

www.boladenieve.org.ar

www.fundaciónstart.org.ar

TEACHING

Courses and workshops developed by myself:

Communication for cultural projects and artists

Workshop of 4 meetings where the fundamentals of communication oriented to cultural projects are raised. Each assistant will work on their own communication plan.

In 2019 the workshop was held at Usina del Arte and CIC

Curatorial writing workshop

How and what is written in the world of curatorship? How do you bring an investigation into an exhibition setting? What are the texts that accompany this type of project?

During four classes we will see the characteristics of all these texts and we will put it into practice.

In 2021 the workshop was held in Espacio 2 puntos

Punk Curatorship: Exhibition Production

How is an exhibition produced from self-management? The 4-meeting workshop covers a roadmap of the aspects to consider when producing an art exhibition, from the curatorship to the production of the opening event.

In 2019 the workshop was held at CIC

Management for artists

How does artistic production become sustainable? Cultural scene of the city, patronage, financing, market, participation in clinics and workshops and communication.

In 2019 the workshop was held at CIC and Espacio 2 Puntos.

Dada means nothing

Tour of the historical vanguards of the SXX

In 2020 the workshop was held at NOHI.

Art without permission: 4 concepts to think about Argentine Art in a transversal way

Is it possible to rethink art history without ascribing to fixed categories and chronologies? This course seeks to cross Argentine art from 4 disruptive ideas:

eroticism,

psychedelia, activism and vandalism proposing critical thinking about works, artists and movements that accompany or question the concepts.

In 2021 the workshop was given at the Asociación Amigos del Bellas Artes

2021 Ministry of Culture of the Argentine Nation. Communication for museums aimed at museum workers.

Digital communication module-

The module consists of 7 recorded videos and two virtual workshops.

2021 Espacio Dos Puntos:

January / March: Curatorial Writing Workshop

February / March / May: Great works in the history of art.

2016 (March 2016 - present) CIC Centro de Investigación Cinematográfica.

Teacher. Curatorship III - Curatorship and production of festivals and Sociology of culture.

Coordination of the Go_manage! cycle which consists of interviews with cultural managers.

2020 (March-July) University of Palermo. Faculty of design and communication. Teacher. Subject: Musical production IV. Final student project 2020 [here](#).

2017 - 2020 (February - March) AAMNBA Guide of temporary and permanent exhibitions of the National Museum of Fine Arts.

2018 (April- November 2019) Espacio Dos Puntos

Teacher of courses in Art History of the 20th century, History of Argentine and Latin American Art, Art Market, Writing Workshop for curators and Introduction to Contemporary Art.

2015 (March 2015 - March 2016) Ott College. Professor in History of Universal Art and History of Latin American Art.

2014 CHICLE Art Workshops with Melisa Boratyn. Chicle is a self-managed training project. Courses given: "From under to museums. Argentine Art of the 80s and 90s "and" Samples. Curation and production of samples ". Currently the courses are taught at Elsi del Río Arte Contemporáneo.

2014. AAMNBA "We were walking to find Julio" Specialized guided visit for the exhibition All the skies, the sky in commemoration of the 100 years since the birth of Julio Cortazar.

2010 (March 2010 - March 2015) Universidad del Salvador.

Deputy Chair. History of Latin American and Argentine art and culture of the 20th century. Professor Miguel Ángel Muñoz. 4th year of the Art History and Management career. Dir. Dra. María del Carmen Magaz.

CLASSES, VIDEOS AND COLUMNS ONLINE

YouTube channel La Breuer Creation of content on visual arts

www.youtube.com/labreuer

2021 Vortex radio. Art columnist on the Charlatown program. All columns can be seen [here](#).

2020 (September) Conference - ICBC Foundation Self-Management in Art: Digital Communication, x Mariel Breuer <https://youtu.be/fKLvDv8yxyl>

2020 (November) Conference - Asociación Amigos del Bellas Artes New connections: The new paradigm in access to art and culture in Argentina in 2020 <https://youtu.be/aHdGxBmlU40>

2019-2020 Vorterix radio. Art columnist in the Lost Generation program. All columns can be seen [here](#).

EDITORIAL

2019 (August-present) History of Urban Art in Argentina.

Collaborative multimedia book. Co-author, researcher and editor

2018 (March 2013 - November 2017) Rec & Roll. Testimony of Mario Breuer. Ed. Penguin - Random House. Aguilar seal. Research, writing and production.

2013 (February 2009 - August 2013) Dadá Mini Magazine

Visual arts editor. Journalist. Director of Press in Buenos Aires. Institutional relations. General production of cultural events. Curator of special projects presented by Dadá Mini and Gallery section.

CULTURAL MANAGEMENT

2012 (February - present) BACO producer.

Development and production of communication platforms.

Artistic production of cultural projects. Curatorship.

2012 - 2016 BOMB.BA urban invasions.

Self-managed project for the development and proliferation of urban art in Buenos Aires. Co-founded and co-directed with Victoria Tolomei.

www.facebook.com/bombbainvasionesurbanas

2013 Festivals of the City of Buenos Aires.

Artistic production assistant

2012 (February - December 2013) Breuer Prod.

Production and communication of courses and seminars in sound engineering dictated by Mario Breuer.

2013 (January) Cultural Institute of the Province of Buenos Aires.

Let's go to the Beach cycle. Artistic Production Assistant. Production of eleven recitals on the Atlantic Coast.

2010 (January 2010 - October 2011) Elsi del Río

Contemporary art. Art gallery member of GALAAC (Association of Argentine and Contemporary Art Galleries). General production. Covered areas: Production of individual and collective samples. Press - preparation of newsletters, relationship with

specialized media. Curatorial assistant. Public and institutional relations. Sales and customer service. Visit: www.elsidelrio.com.ar