

Selin Kir

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WEBSITE

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BIO

London-based creative strategist, curator, researcher, and media communications professional with a background in Sociology and Culture, Criticism & Curation from Central Saint Martins. With the aim of discovering, refining, and debating the ideas that shape public discourse through artistic and cultural experiences, she applies her knowledge to material, popular, and archival culture.

EMPLOYMENT HISTORY

Mar 2025 — Present

Editor-in-Chief & Creative Director, Obtuse Archive

London, United Kingdom

- Founding and leading Obtuse Archive, a cultural platform and curatorial initiative exploring artistic, spatial, and intellectual practices
- Shaping the platform's editorial vision and curatorial framework, with a focus on slow storytelling, critical thought, and experimental formats
- Overseeing creative direction, visual identity, and website development in collaboration with designers and developers
- Commissioning and editing long-form visual essays, conversations, and multimedia contributions from international artists, writers, and thinkers
- Planning and producing forthcoming exhibitions and live activations across London

Oct 2025 — Present

Invigilator, Hauser & Wirth

London, United Kingdom

- Supporting the daily operations of Hauser & Wirth's London galleries, ensuring the smooth running of exhibitions
- Providing in-depth knowledge of artists, works, and curatorial context to visitors, contributing to the overall gallery experience and public understanding of contemporary art
- Supporting private views, receptions, and institutional events, coordinating with gallery teams and ensuring high standards of presentation and guest engagement
- Assisting with exhibition changeovers, visitor management, and safety compliance within the gallery spaces

Jul 2025 — Present

Creative Generalist & Evangelist, Mustard Brand Studio

London, United Kingdom

- Supporting sustainable and regenerative start-ups through strategy, media, and cultural storytelling
- Contributing to brand-building initiatives with a hands-on, interdisciplinary approach grounded in communication and design thinking
- Researching and developing content directions for social campaigns, events, and editorial outputs
- Shaping narrative concepts that align with the mission to bring visibility to impact-driven ventures
- Collaborating with a creative network to amplify brand voice and values across digital platforms

Jun 2025 — Present

Curatorial Assistant, Orbe Arts & Consultancy

London, United Kingdom

- Leading creative media strategy to amplify Orbe's curatorial voice and deepen engagement with contemporary art practices
- Researching and identifying emerging and established artists for features, strengthening Orbe's positioning and network
- Collaborating on visual storytelling and communication assets to support art sourcing, acquisition, and collection management services
- Assisting with client-facing presentations, internal decks, and visual proposals to communicate Orbe's curatorial and consultancy approach
- Supporting curatorial research and publication efforts by gathering references, drafting contextual material, and aligning storytelling with Orbe's editorial tone and mission

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| Jun 2025 — Present | Creative Producer, Taiga Life | London, United Kingdom | <ul style="list-style-type: none"> • Building and shaping Taiga Life’s brand identity, through visual guidelines, tone of voice, and strategic storytelling • Ensuring brand consistency across all touchpoints by aligning content, design, and creative production • Collaborating with the founding team to align creative growth with business strategy, product storytelling, and long-term brand positioning • Leading media strategy, developing content pillars and campaign concepts rooted in brand values and community engagement • Planning, directing, and overseeing photoshoots from concept to execution |
| Mar 2025 — Oct 2025 | Creative Strategist & Art Director, Studio Dream | London, United Kingdom | <ul style="list-style-type: none"> • Supporting event and spatial design while researching and implementing strategies to deepen cultural and industry relevance • Shaping branding and visual identity systems in collaboration with creative teams, developing distinctive and context-responsive design languages • Supporting creative strategy and visual direction for high-profile brand and culture projects including the Martell x Prince Gyasi collaboration and Gangs of London for Sky TV UK, contributing to concept development and creative production for the Season 2 launch activation, encompassing visual assets, event design, and on-site experience direction • Leading website and portfolio design, curating and structuring content to thoughtfully present Studio Dream’s multidisciplinary work • Overseeing media communications strategy, ensuring clear and coherent storytelling across all platforms in line with Studio Dream’s creative ethos |
| Jan 2024 — Oct 2025 | Subculture & Arts Writer, Underground England | London, United Kingdom | <ul style="list-style-type: none"> • Researching and analysing alternative subcultures, crafting feature articles, and visual essays • Conducting conversations with creatives to offer insights and perspectives • Providing critical reviews of exhibitions and events • Building global community connections to ensure accurate representation of underground scenes and engaging audiences through digital storytelling and visual documentation |
| Mar 2025 — Oct 2025 | Independent Writer, Deeper Japan | Tokyo, Japan | <ul style="list-style-type: none"> • Researching and writing articles that bridge traditional and contemporary perspectives, tailored for an international audience • Developing editorial content that enhances Deeper Japan’s storytelling, focusing on immersive travel, local artisans, and unique cultural experiences |
| Mar 2025 — Jun 2025 | Communications Assistant, Marshmallow Laser Feast | London, United Kingdom | <ul style="list-style-type: none"> • Developing communications campaigns for major exhibitions including OF THE OAK at Kew Gardens and YOU:MATTER at the National Science and Media Museum, Bradford • Writing and producing content across media channels, effectively communicating MLF’s artistic vision and interdisciplinary practice • Creating digital media content, including website copy, press materials, and visual assets, ensuring cohesive and impactful brand storytelling • Analyzing trends in immersive art, technology, and media to inform content strategy, maintaining alignment with MLF’s innovative and research-driven approach |
| Mar 2025 — Jun 2025 | Digital Communications Lead, Montanari PR | Berlin, Germany | <ul style="list-style-type: none"> • Leading digital communication strategies to enhance the visibility of short films, music videos, fashion films, and commercial projects • Crafting and curating content that aligns with the brand’s voice, ensuring consistent and engaging messaging across platforms • Managing and refining digital storytelling, shaping narratives that amplify the reach and impact of key projects • Researching and implementing innovative approaches to maintain relevance and strengthen Montanari PR’s industry presence |

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| Apr 2024 — May 2025 | PR & Media Communications Manager, Dower & Hall | London, United Kingdom |
| | <ul style="list-style-type: none"> • Creating and managing visual assets for digital campaigns, ensuring alignment with brand identity and seasonal objectives • Developing and curating content across PR, social media, and affiliate channels to strengthen brand presence and engagement • Producing photoshoots and video content, overseeing creative direction and post-production delivery • Managing daily communication with fashion, jewellery, and media partners to coordinate features and collaborations • Overseeing sample logistics, gifting initiatives, and influencer partnerships to drive visibility and brand advocacy | |
| Apr 2024 — Nov 2025 | PR and Media Communications Coordinator, Nirvana Creative Production House | London, United Kingdom |
| | <ul style="list-style-type: none"> • Developing and implementing PR strategies to amplify brand visibility and strengthen the studio's reputation • Designing and crafting press releases, media pitches, newsletters, and multimedia content for Nirvana CPH's communication channels ensuring consistent storytelling across platforms • Collaborating with CMF Design, and R&D teams to create visual assets • Overseeing product photography, ensuring brand alignment • Leading press outreach, building relationships with outlets like Wallpaper Mag, Mindsparkle Mag, The Brand Identity • Curating and managing the presence at key industry events such as Paris Packaging Week, Independent Paper Show, and Unfolded Analog Design Festival | |
| Jan 2024 — Apr 2024 | Fashion Assistant, House of Holland | London, United Kingdom |
| | <ul style="list-style-type: none"> • Assisting with fashion-related tasks, including arranging photoshoots and studios, coordinating with stylists, photographers, and models • Coordinating fashion shows, liaising with press, buyers, and VIPs • Developing and implementing production schedules that integrate forecasting demands, resource allocation, and delivery timelines • Partnering with design and merchandising teams to bring creative visions to life, overseeing sample management, trend research, and styling prep | |
| Dec 2023 — Mar 2024 | Digital Content & Photography Assistant, Sammy Baxter | London, United Kingdom |
| | <ul style="list-style-type: none"> • Developing and managing media communication strategies for fashion photographer and art director Sammy Baxter, whose portfolio includes collaborations with Vogue, Kurt Geiger, Loewe, ELLE Magazine, Harri, The Untitled Magazine, and Moschino • Specialising in fashion and beauty editorial photography, supporting the adaptation of visual and design concepts for web and digital platforms to ensure a cohesive and impactful artistic presence | |
| Jun 2023 — Dec 2023 | Co-Curator & Creative Director, Culture Device (Radical Beauty Exhibition) | London, United Kingdom |
| | <ul style="list-style-type: none"> • Curating and organising an exhibition and launch event to showcase the project, commissioning new artworks, and developing a publication as a lasting project legacy • Producing two fashion photography shoots by collaborating with a team of designers, makeup artists, photographers, models, and assistants • Leading the entire photoshoot process, including styling, team coordination, location scouting, model booking, and studio photography production | |
| Jul 2023 — Sep 2023 | Editor & Researcher, Next Nature | Amsterdam, Netherlands |
| | <ul style="list-style-type: none"> • Developing, writing, and editing articles, news updates, and visual essays on interdisciplinary topics, such as future studies, technology, nature, science, design, and art • Engaging in both primary and secondary research methods, including visual, textual, and statistical analysis • Fact-checking and proofreading the content to align with brand voice and editorial standards; and ensuring consistency across publications • Managing the full life-cycle of content, including formatting, tagging, categorising, and uploading to content management systems (CMS) • Working closely with cross-functional teams, including design, marketing, and digital strategy, to align on project goals and deliver cohesive content • Coordinating with contributors, designers, and stakeholders to enhance storytelling through visual and multimedia elements | |

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| Oct 2023 — Oct 2023 | Cultural Ambassador, Istanbul Biennial | London, United Kingdom |
| | <ul style="list-style-type: none"> Serving as a cultural liaison and representative for the Istanbul Foundation for Arts and Culture (IKSV), leading a three-day arts and culture trip to London in conjunction with the 2024 Istanbul Biennial | |
| Mar 2023 — May 2023 | Digital Exhibition Co-Curator, KULTURA Ex Machina (Occupy White Walls) | London, United Kingdom |
| | <ul style="list-style-type: none"> Curating a digital exhibition for Occupy White Walls, focusing on Kabuki Theatre ukiyo-e prints from the Central Saint Martins Museum and Study Collection archives Collaborating with a curatorial team to select 30 objects, examining the role of Kabuki prints in material wealth performance and the commodification of theatre, and digitally archiving the artworks to expand the collection Contributing to exhibition conceptualisation, contextualisation, design, and execution Authoring a manifesto promoting the democratisation of the art world through digital platforms and AI, aligning with Occupy White Walls' vision | |
| Jun 2022 — Sep 2022 | Intern, 50th Istanbul Music Festival, IKSV (Istanbul Foundation for Culture and Arts) | Istanbul, Turkey |
| | <ul style="list-style-type: none"> Overseeing the organisation of the Istanbul Music Festival from creative conceptualisation to full-scale production, contributing to every stage of development Assisting in planning and executing all production aspects, coordinating with artists, venues, and technical teams to ensure smooth operations Managing vendor relations, budget oversight, and resource allocation to align with festival standards and enhance attendee experience Providing on-site support during events and rehearsals ensuring smooth execution | |
| Apr 2022 — Jun 2022 | Production Assistant, 41st Istanbul Film Festival, IKSV (Istanbul Foundation for Culture and Arts) | Istanbul, Turkey |
| | <ul style="list-style-type: none"> Overseeing all elements of festival production, including sound, lighting, staging, backline, and equipment coordination Supporting the Festival Producer in venue build-out and installation setup Coordinating and presenting directors and crew for Q&A sessions Conducting pre-screening tests of films, subtitles, sponsorships, and advertisements to ensure seamless experience for the audience | |
| Jan 2021 — Dec 2021 | Art Gallery Assistant, Gallery Artist | Istanbul, Turkey |
| | <ul style="list-style-type: none"> Managing gallery collections and providing support to collectors, artists, and visitors Supporting gallery operations with administrative, creative, and customer-focused responsibilities Cataloguing and maintaining artwork records, including condition reports and inventory updates Assisting in planning, organising, and presenting exhibitions and displays Conducting research on artists and artworks to support curatorial projects Handling sales inquiries and facilitating purchases for clients and collectors Organising opening receptions and managing event logistics | |
| Jan 2021 — Jun 2021 | Archivist, Mithra Istanbul | Istanbul, Turkey |
| | <ul style="list-style-type: none"> Selecting and editing documents for publication and display, applying expertise in subject matter and presentation techniques Developing and implementing preservation procedures to ensure the longevity and accessibility of archival materials Cataloguing and organising physical and digital collections for efficient retrieval and use Conducting conservation assessments to monitor and address the condition of archival materials Assisting researchers and stakeholders by providing guidance and access to relevant archival | |

EDUCATION

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| Sep 2017 — Aug 2022 | Bachelor of Arts (B.A.) in Sociology, Koc University | Istanbul, Turkey |
| Jan 2024 — Dec 2024 | University of Arts London (Central Saint Martins), Master of Arts (M.A.) in Culture, Criticism and Curation | London, United Kingdom |

AWARDS,
ACCOMPLISHMENTS,
AND HONOURS

International Law Summer Programme, Queen Mary University
of London

International Baccalaureate Diploma Programme

REFERENCES

References available upon request