

SELIN KIR

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LINKS

selinkir.com

PROFILE

London-based creative strategist, producer, curator, 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 digital 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, interviews, and multimedia contributions from international artists, writers, and thinkers • Planning and producing forthcoming exhibitions and live activations across London, Istanbul, and Taipei	
Mar 2025 — Present	Creative Strategist & Art Director, Studio Dream	London, United Kingdom
	• Shaping branding and visual identity systems in collaboration with creative teams, developing distinctive and context-responsive design languages • Supporting event and spatial design while researching and implementing strategies to deepen cultural and industry relevance • Leading creative strategy for music, fashion, and culture projects, crafting moodboards, title treatments, logos, and visual concepts to articulate artistic narratives • 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	
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 Insurgent's 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	

Jun 2025 — Present	Creative Producer, Taiga Life	London, United Kingdom	• 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 • Leading media strategy, developing content pillars and campaign concepts rooted in brand values • Planning and directing photoshoots, creating moodboards, and coordinating with stylists and photographers
Jan 2024 — Present	Subculture & Arts Writer, Underground England	London, United Kingdom	• Researching and analysing alternative subcultures, crafting feature articles, and visual essays • Conducting interviews 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 — Present	Independent Writer, Deeper Japan	Tokyo, Japan	• 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 • Collaborating with the editorial team to refine tone, structure, and themes that align with the brand’s vision • Conducting interviews and engaging research to provide authentic and nuanced insights
Mar 2025 — Jun 2025	Communications Assistant, Marshmallow Laser Feast	London, United Kingdom	• Writing and producing content across media channels, effectively communicating MLF's artistic vision • Developing communications campaigns that enhance audience engagement and brand visibility • Developing digital media content, including website copy, and visual assets, ensuring cohesive and impactful brand messaging • Analyzing trends in immersive art, technology, and media to inform content strategy, ensuring alignment with MLF's innovative approach
Mar 2025 — Jun 2025	Digital Communications Lead, Montanari PR	London, United Kingdom	• 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
Apr 2024 — May 2025	PR & Media Communications Manager, Dower & Hall	London, United Kingdom	• Developing and curating content for PR, social media, and affiliate channels • Creating visual assets for digital campaigns • Producing photoshoots and videos • Maintaining daily communication with fashion, jewellery, and media partners • Overseeing sample logistics, gifting, and influencer relationships to enhance visibility and engagement
Apr 2024 — Nov 2024	PR and Media Communications Coordinator, Nirvana Creative Production House (NCPH)	London, United Kingdom	• 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

- 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

- Developing and managing media communications 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, with responsibilities that include adapting design concepts for web and digital platforms to maintain a cohesive, impactful artist presence

Jun 2023 — Dec 2023

Co-Curator & Creative Director, Culture Device (Radical Beauty Exhibition)

London, United Kingdom

- 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
- Curating and organising an exhibition and launch event to showcase the project, commissioning new artworks, and developing a publication as a lasting project legacy

Jul 2023 — Sep 2023

Editor & Researcher, Next Nature

Amsterdam, Netherlands

- 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

Oct 2023 — Oct 2023

Cultural Ambassador, Istanbul Biennial

London, United Kingdom

- 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

- 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, IKSŞ (Istanbul Foundation for Culture and Arts)	Istanbul, Turkey
	• 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, IKSŞ (Istanbul Foundation for Culture and Arts)	Istanbul, Turkey
	• 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 a seamless experience for the audience	
Jan 2021 — Dec 2021	Art Gallery Assistant, Gallery Artist	Istanbul, Turkey
	• 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
	• 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 resources	

EDUCATION

Sep 2017 — Sep 2022	Bachelor of Arts (B.A.) in Sociology, Koc University	Istanbul
Jan 2023 — Dec 2023	Master of Arts (M.A.) in Culture, Criticism and Curation, University of Arts London (Central Saint Martins)	London

AWARDS, ACCOMPLISHMENTS, AND HONOURS

International Law Summer Programme, Queen Mary University of London

International Baccalaureate Diploma Programme

REFERENCES

References available upon request