

Artistic Direction & Design

A multidisciplinary creative practice offering art direction, design & curatorial work across cultural & commercial contexts. Rooted in historical awareness and realised through contemporary form, the practice focuses on typography, identity, editorial, and exhibition design – exploring how culture takes visual shape.

FORMATION

MBA, Arts & Cultural Management  
IESA - Ecole Marché de l'art et Métiers de la Culture

Paris, FR

MSc, Arts & Cultural Management  
PSB - Paris School of Business

Paris, FR

BA, Graphic Design  
KABK - Royal Academy of Art

The Hague, NL

WORK EXPERIENCE

Artistic Direction & Design  
/Komnen

Artistic direction and design practice focused on the development of visual identities, editorial systems, and conceptual frameworks across cultural and commercial contexts. Work spans museological and exhibition projects throughout the Middle East and Europe, alongside commissions in publishing, advertising, and other commercial fields. The practice engages both research and form, bridging historical awareness with contemporary visual language. Clients span from institutions such as *L'Académie des Beaux-Arts* to individual artists, researchers, and independent initiatives.

Remote  
Sept 2018 - Present

Artistic Direction & Graphic Design  
/Avesta Group

Artistic direction and lead of graphic design for museum scenography, exhibition graphics, and institutional branding across cultural projects in the Middle East and Europe. Work included collaborations with the Ministry of Culture of Saudi Arabia, the Royal Commission, NEOM, and Desert X, as well as with the Kvareli Foundation, the Lighthouse Museum in the Port of Baku, and GEM. Responsibilities encompassed guiding multidisciplinary teams, ensuring conceptual and visual coherence, and overseeing production from early research to final implementation.

Paris, FR  
Nov 2021 - Jul 2023

SELECTED PROJECTS & RESEARCH PRACTICE

'Para-solitude: One as Many'

Curatorial and design project developed as part of postgraduate research in Art & Cultural Management. The exhibition explored notions of solitude and collective presence through contemporary artistic practices, featuring works by Randa Maroufi, Société Réaliste, Violaine Lochu, and Fayçal Baghriche.

Paris, FR  
September 2021

Amnesty International - 'Models of Humanity'

Installation and visual concept developed for Amnesty International's 50th anniversary, translating research on humanitarian case studies into an interactive spatial narrative. The work examined the politics of visibility and representation in contemporary human rights discourse. In collaboration with Yeon Sung and Dominika Fojtikova.

Amsterdam, NL  
April 2018

Kunstmuseum Den Haag - 'Balance by Struggle'

Curated and designed exhibition marking the centenary of the De Stijl movement, addressing ideas of balance, discipline, and tension within modernist visual language. Responsibilities included curatorial framing, spatial design, and coordination of production and logistics. In collaboration with Yeon Sung and Dominika Fojtikova.

The Hague, NL  
September 2017

SKILLS

Design skills:

Comprehensive command of Adobe Creative Suite, with advanced proficiency in typographic design and calligraphy, including type development through Glyphs. Working knowledge of HTML and CSS for digital applications. Experienced with risograph, silkscreen, and letterpress printing processes, and familiar with three-dimensional environments in Unity and Blender.

Soft and academic skills:

Strong conceptual and analytical thinking supported by eloquent writing and research ability. Skilled in leadership, project management, and collaborative work across multidisciplinary settings. Known for clarity in communication, critical reflection, and the capacity to guide creative processes with integrity and precision.

Languages:

- Georgian
- English
- French
- Italian
- Russian