

Lisa Ladner research ~ consulting ~ projects ~ publishing

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IN THE VIRTUAL SPACE

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[Curriculum Vitae]

- born March 14, 1969 in Zurich, Switzerland to a Puerto Rican mother and a Swiss father
- raised and educated in Switzerland (except for some studies & travels abroad)
- languages: German, English, Spanish, Italian, French
- citizenships: CH (since birth), USA (since birth), I (since 2008)
- visited Puerto Rico more than 20 times since age 17; currently I spend up to 3 months per year in Puerto Rico

[Jobs, studies & experiences]

- 1986-1989: commercial apprentice at Marsden, Hartmann & Leo Burnett, Zurich, then an international top-ten **advertising** agency with clients such as Mercedes, Procter & Gamble and Philip Morris; continued to work as a copy and concept writer for the same and later for other agencies
- 1989-1990: spent a year in **Puerto Rico** to learn Spanish; helped CEREP - Centro de Estudios de la Realidad Puertorriqueña to organize CLACSO - Consejo Latinoamericano de Ciencias Sociales; internship with dpa (Deutsche Presseagentur / German press agency); studied **photography** at the Liga de Arte (Carlos Arnaldo Meyners) after having been an autodidact and taking classes with Swiss photographers since age 12 and owning a black & white lab since age 17; workshop at USC with Jack Delano; first introduction to Puerto Rican art scene through local artist Carmelo Sobrino
- studied **journalism** at the prestigious MAZ - Medienausbildungszentrum in Lucerne; during three years assistant editor, then editor of Tagblatt der Stadt Zürich (which was then a daily newspaper owned by Tages Anzeiger AG and NZZ AG)
- from 1992 on: Summer Intensive Film Workshop at the New York University; video classes at the EB-Wolfbach, Zurich; journeys to Puerto Rico, Cuba, Dominican Republic, Ecuador,...
- during five years: youngest ever contracted **TV studio director** with Swiss Television (studio shows, outdoors productions, conceptual work for new - also cultural - programs)
- 1995-1997: married a Swiss-Italian television journalist; birth of **daughter** Meret in summer 1996; discovered the internet, assisted first available web assistant course at ACOS, Zurich; reduced my contract with Swiss Television to start my own **web publishing** company
- June 1998 - December 1999: head of online projects Neue Mediengesellschaft mbH, Adliswil; freelance co-worker till end of 2000

- 1999: Adobe Web Design Week with the web gurus Lynda Weinman and Bruce Heavin in Ojai, California; October - December 1999: part of start-up crew of online marketing company Internet Partner AG, later called Qualiclick, then AdLink
- 2000: Refresher Photoshop/ImageReady, Flash, Timerate, Zürich
- since January 2000: 100% independent web publisher with up to 60 clients at a time; website concepts, project management, production, maintenance, consulting, workshops, research; most prestigious client was the Swiss foreign minister Micheline Calmy-Rey (website in four languages); **professor** at the University of Applied Sciences in eastern Switzerland (in charge of 100 lessons in **new media and communications** in a postgraduate program / FHS St. Gallen, Hochschule für Angewandte Wissenschaften)
- continuing education through workshops, books, online tutorials and private lessons mainly related to new media and **contemporary art** subjects
- since 2004: organized art shows, wrote texts on contemporary art, visited several UBS Wolfsberg Arts Forum and seminars; managed **cultural projects/crisis interventions** in cultural projects
- October 2004 - July 2006: post-graduate studies at the ZHdK - Zürcher Hochschule der Künste (Zurich University of the Arts); **Master of Advanced Studies in Cultural/Gender Studies**; seminar paper on shopping center topic (intercultural comparison Sihlcity, Zurich/Plaza las Américas, San Juan) and thesis on contemporary Puerto Rican art and the island's political status (www.el-status.com/status.html); interviewed more than 20 Puerto Rican artists in New York and San Juan for thesis (filmed material could lead to another project); organized **public events**, led discussions, co-curator of diploma exhibition
- since 2005: started **www.el-status.com - Independent Platform for Contemporary Puerto Rican Art** as a post-graduate studies project, inaugurated website in 2006 with an online exhibition (till fall 2006); visited several creative writing workshops and writing seminars (has been writing short stories since early age)
- 2006: co-founder of crossopera - Verein für Kulturschaffen (association for cultural works), produced the sound-theatre-installation IDENTITÄTER (collaboration with Zurich Opera house professionals); inauguration of **El Status Studio** in Puerta de Tierra and further development of el-status.com (present status - January 200: more than 800 artists online and lots of positive feedback from artists/institutions/art interested people from around the world, growing daily with the help of an enormous network!).

October 2006 till spring 2009 **Ph.D. program** at ZHdK's Institute Cultural Studies in the Arts in collaboration with Kunstuniversität Linz (Art University in Austria)

- 2007: **lecturing** on topics such as consumerism, post-colonial theories and contemporary art at ZHdK/ICS, Zurich; **collaboration with MAC** - Museo de Arte Contemporáneo, Puerto Rico (implementation of el-status.com artists directory and reorganization of MAC website, consulting); started extensive research on curatorial practices in Puerto Rico (for Ph.D. thesis which I stopped working on in spring 2009, working title: "**Curating Puerto Rico. Exhibiting contemporary art in the postcolonial colony, 1998-2008**"); divorce after 11 years of marriage, single raising mom; between 2006 and 2007 reduced web business to make space for new projects
- 2008: co-initiator and organizer of "**El Pulguero de los Artistas**", an alternative contemporary art fair parallel to CIRCA 08, Puerto Rico (April 12 + 13, 2008, 65 artists participated); gave lecture in Manatí on Puerto Rican painting in the context of international contemporary art; mentored three students who finished their MAS CGS at the ZHdK; initiator, co-curator and co-organizer of "**FAS 08 - Feria de Arte Sonoro**", the first Puerto Rican Sound Art Fair ("La Respuesta", August 15-17, 2008).
- 2009: web-publishing activities include a portal for the Canton of Zurich (compatibility of family and work), launched in February 2010; cultural activities in Puerto Rico and St. Croix include organizing, participating and/or collaborating in projects such as "Facing Locality" (curator: Luis Camnitzer), "**El Pulguero de los Artistas 09**", curating the exhibition series "**La esperanza, el olvido, la incertidumbre**" in the galería fotográfica PL 900 in Casa Aboy, San Juan, programming the same gallery till spring 2010, collaborating with

CMCArts for the “**Daily Strife**” show in Frederiksted, St. Croix (October 2009 - January 2010) and working on projects with the artists group “Deep East Africa” in Nakuru, Kenya. In spring 2009 I was invited to do a sound art show at the Museo de Arte Contemporáneo de Puerto Rico in 2010 but decided to quit the project in April 2010.

- 2010: I’m currently working on **FAS 2010**, the second sound art fair in Puerto Rico and on showcasing the work of the “**Deep East Africa**” group in Puerto Rico and/or Switzerland (art & craft). In addition I’m preparing the opening of “**Peripher**”, a cultural space in Zurich (starting September 2010). Web and communications activities include working for an **entrepreneurship project of the ZHdK** (starting May 2010).

[Artistic Curriculum]

Photographs by Lisa Ladner were used on the CD sleeve of “Desde mi ventana” by “Guagua Banda”, an Italian afro-Cuban band; in the exhibition “can can” by Carolina Kecschemethy (Peru and Germany, 2006), were published in news and art contexts in the Swiss and Puerto Rican press as well as online. An installation was shown at the diploma exhibition at the ZHdK (2006). “Seven windows / siete ventanas”, a collaborative appropriation art installation done by Carmelo Sobrino and Lisa Ladner was shown at the CMCArts in Frederiksted, St. Croix (USVI) as part of “Facing Locality”, a show curated by Luis Camnitzer (March 2009). Recent photo exhibitions in San Juan, Puerto Rico: “Errores Fotográficas” (July 16 - 18, 2009), Group Show, Nuestro Son, Río Piedras, PR, organized by the Sociedad por la Fotografía Artística de Puerto Rico SFAPR; “Convocatoria 25 de julio” (July 25, 2009), Group Show, El Local, Santurce, PR and “La esperanza, el olvido, la incertidumbre” (August 1 - October 2, 2009), parallel solo shows by Lisa Ladner (“El Tercer Lugar”) and Carmen Mojica (“Vistas desde mi carro”), Galería fotográfica PL 900, Casa Aboy, Miramar, PR. With “The Third Place” Lisa Ladner participated also in “Daily Strife”, a photographic group show at the CMCArts in St. Croix.

[References]

- upon request
- additional information regarding me and my projects can be found on the websites www.lisaladner.com, www.el-status.com, www.el-status.com/pulguero and www.elstatus.com/fas and www.casaaboy.org

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