

HELEN SIRP

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PROFILE

With 10 years of extensive experience in the creative world on international level, my work encompasses telling stories in spaces by the means of conceptual interior, set and exhibition design. I love to experiment with multidisciplinary layers to create unique experiences and visually compelling content, inclusive of high-end luxury clients as well as hands-on guerilla projects. Currently London based, working with mostly fashion/design industry related content.

CORE SKILLS

Idea generation + concept/narrative design methodology
Creative/Art Direction + design (interiors, sets, exhibitions, catwalk shows, window displays, events, retail environments, editorial/print, scenography, film, studio, TV)
Communication + branding
Production + set build
Experimentation, collaboration, brainstorming

Technical: Adobe Creative Suit / AutoCad / SketchUp

EDUCATION

**2011-2013 MA Creation of Narrative Environments, Merit
Central Saint Martins College of Art and Design, London**

2003-2009 BA Design (Exhibition/spatial design focus), Estonian Academy of Art, Tallinn, Estonia

2002-2003 Technical Design and Technology of Apparel, University of Applied Sciences Tallinn, Estonia

1999-2002 United Nations International School (UNIS), NYC,
International Baccalaureate (IB) diploma (higher level art, French and chemistry, standard level English, math, economics)

1990-1999 School no. 21, Tallinn, English biased class

Extra Courses at Parsons New School University (New York) : Fashion design preparatory course, Advanced Fashion Model Drawing, Portfolio Development

Drivers Licence: Full B-category licence

AWARDS

International Fashion Showcase: Award-winning Concept, Creative Direction and Showcase Design for Estonian exhibition 'Ministry of Creative Affairs'.
1st prize winner for Best International Showcase 2013

REFERENCES AVAILABLE ON REQUEST

WORK EXPERIENCE

2004 - ... | Freelance Creative/Art Director-Spatial Designer

Please see below for recent work samples

2013-2014 | My Beautiful City, London

Event/set designer

Creative direction and set design for high-end fashion shows and events in one of London's leading creative events agencies. Working from the initial brief to come up with the concept and creative direction, followed by a detailed design for the project as well as overseeing the production and build. More info on www.mybeautifulcity.co.uk

2010-2011 | Estonian National Television, Tallinn

Artist for tv-series, studio designer

Working on several TV shows including costume styling and props for the top-rated series ENSV and creating a full studio design for a game show. Learning how to design from a camera perspective as opposed to a live 3D experience.

2006-2008 | Baltika Group, Tallinn

Head window display designer in fashion retail

Designing all the window concepts for 4 international brands Monton, Mosaic, Ivo Nikolo and Baltman in 7 Eastern/Central European countries. Working with the marketing teams to design the windows according to the general campaign visuals, adjusting the core concepts to the variations of windows for different shops. Organising the production and sending out the necessary materials for the set-up to all the countries. More info on www.baltikagroup.com

2003-2008 | Kalamari Promotion, Tallinn

Art Director

Creative and art direction for the fashion marketing agency, mostly working on shows, campaign concepts, events, backstage, set design. Starting and running big fashion parties at top clubs Prive in Tallinn and Illusion in Tartu, fashion shows at all the main shopping centres in Estonia, press events. Clients included Nike, Fornarina, Swarovski, the majority of top Estonian fashion designers. More info on www.kalamari.ee

RECENT PROJECTS

Sennheiser USA PopUp Shops: From initial concept through to design and production of experiential popup shops in NYC and San Francisco.

In collaboration with Saintil Communications.

October-December 2014

Estonian Design House PopUp Shop for London Design Festival 2014 in Hoxton Gallery, London. From initial concept to design and production of a popup showcase, displaying more than 30 Estonian designers works.

August-September 2014

Artience Project Residency in Daejeon, South-Korea. A month and a half long exhibition project about future forecasting in the city of Daejeon. In collaboration with local scientists from KAIST University, my project was a fashion communications concept for the future, resulting in an augmented reality fashion installation.

July-August 2014

Andy Hillman Studio - Assisting one of my MA mentors Andy Hillman on projects including Tim Walker exhibition in Somerset House and Doc Martens Windows for Liberty, London

2012-2013

International Fashion Showcase: Award-winning Concept, Creative Direction and Showcase Design for Estonia 'Ministry of Creative Affairs'. 1st prize winner for best International Showcase 2013

October 2012-February 2013

Selfridges Windows Creative Team work placement

2012