

Alexandra Cruz/ Curriculum Vitae

NAME Alexandra Espinheira Pereira e Cruz

BIRTH Lisbon, Portugal. February 13th 1973

CONTACT Oslo, Norway:
Brettevilles gate 29A
0481 Oslo. Norway

TEL +(47) 94845912

EMAIL mail.alexandracruz@gmail.com

URL www.alexandracruz.info

ACADEMIC QUALIFICATIONS | STUDIES

2000- 2001 **MA** (Master of Arts) with Distinction in Scenography, at Central Saint Martins College of Arts and Design, The London Institute, London. This MA involved an interchange program at the School of Art and Design Zurich, University of Applied Sciences and Arts Zurich.

1992 - 1997 **Architecture Degree** from the Architecture University of Lisbon (FAUTL). Final grade point average of (15) fifteen and final classification of Good, (these marks are on a scale from 0 to 20)

AWARDS

1997 **Comendador Joaquim Matias - Award** for the final project in the 5th year of the Architecture Graduation Degree by the Architecture University of Lisbon (FAUTL). Portugal.

PROFESSIONAL EXPERIENCE

2009 - 2011 Coordinator for International Relations at **Office for Contemporary Art Norway (OCA)**

2007 - 2008

Assistant Curator of the 3rd edition of the Oslo Architecture Triennale.

Curated by Architect Gary Bates from **Space Group** the third edition of the **Oslo Architecture Triennale** took place in Oslo between the 27th September and mid November 2007. Under the Main theme Culture of Risk the program unfolded through different projects and initiatives, including the exhibition Risk presented in **DogA** - the Norwegian Centre for Design and Architecture, the exhibition Urban Without Urbanity in **AHO** – Oslo School of Architecture and Design, and the Triennale main Conference, gathering together national and international experts from the fields of Architecture, Film, Social Studies, Communication and Technology.

2004 - 2006

Collaborator of the Architecture and Design Department of the Arts Institute from the Ministry of Culture of Portugal.

Among the several actions carried out in the scope of the functions of this department, the following are to be pointed out:

- Production of the Official Portuguese Representation at the **6th International Architecture Biennial of São Paulo**. São Paulo, Brazil 2005.

- Production of the Official Portuguese Representation at the **9th International Architecture Biennial of Venice**. Venice, Italy 2004.

- Production, and set-up supervision of the architecture exhibition **Metaflux - Two Generations in Recent Portuguese Architecture**, in Cordoaria Nacional, Lisbon, Centro Cultural Fernando Távora, Aveiro. Portugal. <http://www.iartes.pt/metaflux/index.htm>

- Production of the architecture exhibition **Metaflux - Two Generations in Recent Portuguese Architecture**, in Instituto Tomie Ohtake, São Paulo, Brazil.

- Member of the opening conference panel at the presentation of the Architecture, Design and Fine Arts Exhibition **Voyager '03**, organized by the Portuguese Design Biennale - Experimenta Design, Torres Vedras, Albufeira, S. João da Madeira. Portugal.

- Participation in the **II International Seminar IAP XX – An Inquiry to the Architecture of the XX Century in Portugal**, promoted by the Portuguese Order of Architects together with the Institute of Arts and the Foundation Mies Van der Rohe, Barcelona. The main scope of this initiative is the preservation and valorization of the Architectonic Patrimony from the XX century in Portugal.

EXHIBITION DESIGN | OTHER PROJECTS

2004

Design for the exhibition **Serralves 1940**, presented at Casa de Serralves, Porto. Portugal. www.serralves.com

- 2003** Co-creation of ***Paisagens Flutuantes (Floating Landscapes)*** a design for public spaces project as part of the exhibition ***Linha de Água*** organized in the scope of the Portuguese Design Biennale - Experimenta Design 2003, Lisbon www.experimentadesign.pt/experimenta/eng/projects&services/linhadagua.htm
- 2002** Author of an installation to be integrated in the exhibition ***Universos Sensíveis*** by Italian artist António Catalano, Centro Cultural de Belém, Lisbon
- 2000** Author of ***The Waves*** a performance based on the original text by Virginia Woolf. Presented in Backhill, London, UK as final project for the MA Scenography (Central Saint Martins)

TEACHING EXPERIENCE

- 2002 - 2005** Assistant professor at ***IADE - Institute of Visual Arts, Design and Marketing***. Lecturing "***Exhibition Concepts, Methods and Techniques***" class for the 4th year of the Visual Design degree. <http://www.iade.pt/>
- Invited lecturer for a Scenography class at the Bachelor Degree in Sculpture from AR.CO -School of the Arts, Lisbon. <http://www.arco.pt/>

FILM | VIDEO

- 2002** Executive producer and assistant director of the documentary ***Paisagens Invertidas (Reversed Landscapes)*** (4,1 min., video, color), focusing the urban landscape and contemporary Portuguese architecture, directed by Daniel Blaufuks (www.danielblaufuks.com). A film commissioned by the Portuguese Order of Architects which constituted the Portuguese Representation in the scope of the XXI Architecture World Congress of UIA in Berlin.

CULTURAL PRODUCTION

- 2004** Production of the cycle of talks, following up the première of the documentary ***A Favor da Claridade***. a film focused on the work of Portuguese Artist Pedro Cabrita Reis, directed by Teresa Villaverde. This cycle was Commissioned by the Arts Institute from the Ministry of Culture of Portugal.
- 2003** Cocreator and producer of the cycle of conferences, film screenings and exhibition ***1+1=3 - Design Perspectives***. IADE - Institute of Visual Arts, Design and Marketing, Lisbon. Portugal.
- 2001** Producer of the cycle of lectures, workshops and video-screenings ***1000 Plateaux***, organized by the Portuguese ***Design Biennale Experimenta Design*** and ***Prototipo*** magazine. (www.experimentadesign.pt) (www.prototipo.com)

ART DIRECTION | SET DESIGN

- 2006** Art Direction for the tv commercial **Optimus A**. Directed by Marco Martins, produced by Ministério dos Filmes.
- Art Direction for the tv commercial **Sagres Bohémia** - Diamantes. Directed by Marco Martins, produced by Ministério dos Filmes.
- Art Direction for the tv commercial **Sagres Bohémia** - Quadro. Directed by Marco Martins, produced by Ministério dos Filmes.
- Art Direction for the tv commercial **Volvo V50**. Directed by Marco Martins, produced by Ministério dos Filmes.
- Art Direction for the tv commercial **Liga Portuguesa Contra a Sida**. Directed by Marco Martins, produced by Ministério dos Filmes.
- 2005** Art Direction for the tv commercial **Optimus Equilíbrio**. Directed by Marco Martins, produced by Ministério dos Filmes.
- Art Direction for the tv commercial **Optimus Opostos**. Directed by Marco Martins, produced by Ministério dos Filmes.
- Art Direction for the tv commercial **Optimus ABC....** Directed by Marco Martins, produced by Ministério dos Filmes.
- 2004** Set Design for the theater play **Vagabundos de Nós**. Written by Daniel Sampaio, directed by Luís Osório. Maria Matos Municipal Theatre, Lisbon. Portugal
- 2003** Set Design for the theater play **Nós Depois Telefonamos**, Written by Produções Fictícias, directed by António Pires. Maria Matos Municipal Theatre, Lisbon. Portugal
- 2002** Set Design in coauthorship with the architect João Mendes Ribeiro for **Um D. Quixote**. Written by Produções Fictícias, directed by António Pires. Maria Matos Municipal Theatre, Lisbon. Portugal
- 2001** Set Design in coauthorship with the architect João Mendes Ribeiro for **Romeu e Julieta**. Original choreography by John Cranko performed by Portuguese National Ballet Company. Centro Cultural de Belém, Lisbon; Coliseum, Porto. Portugal.
- Set Design in coauthorship with the architect João Mendes Ribeiro for **Werther**. Original text by Goethe, adapted and directed by António Pires. Bairro Alto Theatre, Lisbon.
- Set Design collaboration with the architect João Mendes Ribeiro for the play **Entrada de Palhaços**. Directed by António Pires. National Theatre of São João, Porto, Taborda Theatre, Lisbon . Portugal.
- 1999** Set Design collaboration with the architect João Mendes Ribeiro for the play **L'augmentation**. Original text by George Perec, adapted and directed by António Pires. Centro Cultural de Belém, Lisbon. Portugal.

Set Design collaboration with the architect João Mendes Ribeiro for ***Danças***. Choreography by Rui Lopes Graça, performed by Portuguese National Ballet Company, National Theatre of São Carlos, Lisbon. Portugal.

Set Design collaboration with the artist Daniel Blaufuks for ***Vooum***. Choreography by Né Barros, Performed by Balletteatro Company, Rivoli Theatre, Porto. Portugal.

Set Design collaboration with the artist Daniel Blaufuks for ***Nine Dancers Facing a Mirror***. Performed by Portuguese National Ballet Company, Centro Cultural de Belém, Lisbon

1998

Set Design collaboration with the artist Daniel Blaufuks for ***Homenagem a Amália Robrigues***. Integrated in the Expo 98 program. Camões Theatre, Lisbon. Portugal