

BLANCA PÉREZ FERRER

CULTURAL MEDIATOR

GAMES & NEW MEDIA ART CURATOR

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ACADEMIC QUALIFICATIONS

Masters in Cultural Mediation, École du Louvre, Paris, France, 2008 - 2009

Funded by: A scholarship prize from La Caixa / French Government. Grade achieved: 14/20 (70%, equivalent to UK masters distinction)

Main subjects studied: Mediation methodologies; Introduction to management of cultural organisations; Writing for museum web sites and visitor documents; Sociology of cultural mediation; Temporary exhibitions as a mediation tool for museums; Strategies in the development of cultural institutions; Mediation and artistic education, museums and their visitors.

Masters in History of Art, University of Zaragoza, Spain, 2004 - 2008

Grade achieved: 2.9/3 (96.6%, equivalent to UK first class degree)

Relevant subjects studied: History of cinema; Contemporary and modern art; History of industrial art; History of aesthetics; Urbanism; The art market; Gothic art; Japanese art; Renaissance art.

Erasmus Study Exchange in History of Art, University of Paris (Sorbonne), France, 2006 - 2007

Main subjects studied: History of museums and visitors; History of photography; History of architecture.

Bachelor of Law, University of Zaragoza, Spain, 2000 - 2004

Grade achieved: 1.9/3 (63.3%, equivalent to UK upper second class degree)

Main subjects studied: International law; Civil law; Penal law; Administrative law; Intellectual property.

PROFESSIONAL EXPERIENCE

Independent Freelance curator (currently)

* Curating Visonar!As exhibition and artistic residency for Etopia arts center in Spain 2019-2020

* Collaboration as a cultural mediator with Sedena, Caixa forum, Gozarte and Buisan.

Organisation: Falmouth University, Games Academy (metamakersinstitute.com)

Position: Cultural mediator and curator (2016 - 2019)

* Curating Artificial Creators inspired by nature exhibition at the Eden Project 2019

* Organising and programming the two editions of the Games as arts / Arts as games festival, working with artists, producers and venues to coordinate them all and ensure the delivery of the festival in time and budget. Writing, editing and producing the exhibition catalogue of the festivals.

* Promoting videogames as important cultural artefacts and game creation as an artistic expression by organising cultural events, such as exhibitions, visits and meetings, artistic residencies.

* Applying for funding for cultural events from arts/humanities/science organisations and councils. Participating in the management of European projects. Working with researchers on AI and developing new partnerships between academics and the local community, helping them to shape outreach projects.

Organisation: Institut des Cultures d'Islam, Paris, France (institut-cultures-islam.org)

Position: Manager of the mediation and public relations department (2013 -2015)

* Management of a team of six people and an annual budget of 40,000 euros.

* Specifying and implementing diverse cultural mediation projects, including creative workshops and guided tours for exhibitions, in support of the institute's cultural programme.

* Instigating new project approaches and developing new partnerships*

* Production of pedagogical material for the exhibitions, including visit booklets and teaching documents.

* Strengthening links between the institute, other cultural institutions and the local community, including schools, local organisations, universities, charities.

* Applying for grants; working with TV, radio and press journalists; analysing visitor data; implementing data capture systems; organising events such as professional meetings and conferences.

Organisation: Antennes Jeunes Flandre, Paris, France (jeunes.paris.fr)

Position: Cultural mediator (2010 - 2013)

* Curating artistic exhibitions including photography, painting, digital arts and new media arts. Organising different kinds of creative workshops on photography, painting and writing.

* Participation in the design of various communication campaigns. Fundraising and budget management.

* Promoting cultural opportunities and activities for young Parisians (15 to 25)

Organisation: UNESCO, Spanish permanent delegation, Paris, France (unesco.org)

Position: Cultural assistant to the ambassador (01/2010 - 07/2010)

* Translating French and English documents into Spanish.

* Participatory needs assessments and planning EU meetings about cultural and educational policies.

* Writing reports and reviews, assisting in the writing of English and French press releases.

Organisation: Musée du Quai Branly, Paris, France (quaibrantly.fr)

Position: Intern in the accessibility department (09/2009 - 12/2009)

* Evaluating mediation schemes and specific tools offered by the museum for the visually impaired.

* Development of partnerships with hospitals for artistic outreach to hospital-bound patients. Promotional activities for attracting new visitors.

Organisation: Musée Cernuschi, Paris, France (cernuschi.paris.fr)

Position: Intern in the cultural management service (02/2009 - 09/2009)

* Developing projects and activities on Chinese culture in France, to promote integration through arts, and to enhance the relationship between local communities and the museum's visitors.

* Designing and managing educational projects for schools, including workshops on cultural diversity. Managing ad-hoc activities for disabled people at the museum, particularly visually impaired visitors.

* Developing and extending partnerships with associations working with disabled people.

I am an experienced new media art and video games curator with a background in the history of art and a focus on applying my skills to establish, explore and promote new relationships between video game culture, new media and scientific research. My background and skills allow me to build bridges between research and a more practice based approach to art and science projects. I have experience of: event planning coordination and programming, curating contemporary art exhibitions, designing and executing educational projects, budget management, fundraising, and the translation of academic research into practical mediation projects.

ACCREDITED TRAINING

- * Creative Events Management: A Grenner Festival. (30 hours) Falmouth University, UK, 2018
- * Mediation and New Media (21 hours) AGECEF, Paris, France, 2014
- * Writing for the New Media (21 hours) CIFAP, Montreuil, France 2013
- * InDesign Advanced Level (48 hours). CMA, Adult learning programme Paris, France, 2013
- * Illustrator, Photoshop & InDesign. (48 hours). CMA, Adult learning programme Paris, France, 2012
- * Typography and Communication (48 hours). CMA, Adult learning programme Paris, France, 2011
- * Cours on roman ceramics, Museo de Zaragoza, 2007

Languages: Spanish (mother tongue), French (fluent), English (fluent), Italian (basic)

Software: Photoshop, InDesign, Illustrator, MS Word, Excel, Powerpoint

Web Technologies: GoogleBlogger, Wordpress, Slideshare, Dropbox, Pearltree, NetVibes, Project management

SELECTED PUBLICATIONS

- B. Pérez Ferrer, Artificial Creators inspired by nature, Eden Project, Exhibition catalogue published by Metamakers Institute, Falmouth University, August 2019.
- B. Pérez Ferrer, Games as [performing] arts, Newlyn art Gallery and the Exchange, Exhibition catalogue published by Metamakers Institute Falmouth University, 2018
- *Gaudl, Swen E. Blanca Perez Ferrer oa. Rapid game jams with fluidic games: A user study & design methodology, Entertainment computing, Volume 27: (2018, August); pp 1-9 – Elsevier.
- *B. Pérez Ferrer Metodoart. Creatividad artificial pp.96, núm 99 Método, Revista de la difusión de la Investigación Universidad de Valencia, Otoño 2018.
- B. Pérez Ferrer, Games as Arts / Arts as Games, The Poly Falmouth, exhibition catalogue, published by Metamakers Institute, Falmouth University, 2017
- *Nelson, Mark and Perez Ferrer, Blanca and Saunders, Rob. Fluidic Games in Cultural Contexts. In: International Conference on Computational Creativity, Georgia Tech, USA, 2017.
- *B. Pérez Ferrer, S. Colton, E. Powley, T. Krzywinska, E. Geelhoed and M. Cook. Art-Based Game Design with the Gamika App. In Arts/Games vol.1: Beginnings, 2016.
- *S. Colton and B. Pérez-Ferrer. No Photos Harmed/Growing Paths from Seed – An Exhibition. In Proceedings of Non-Photorealistic Animation and Rendering, 2012.
- *B. Pérez-Ferrer. La spécificité des dispositifs de médiation dans un musée des arts asiatiques. Le musée Cernuschi, musée des arts asiatiques de la ville de Paris. Masters dissertation, École du Louvre, 2009.

SAMPLE PROJECTS

- Curator of VisionariAs exhibition & artistic residency programme Etopia (Spain)
- Curator Artificial Creators inspired by nature exhibition Eden Project
- Organization Programmation of Games as arts/Arts as games festival. Falmouth University
- Mediation material: for the exhibition Et Pourtant Ils Créent, Institute des Cultures d'Islam:
www.institut-cultures-islam.org/wp2014/chiers/uploads/2014/03/epic-eng.pdf in English)
- Curating/organising exhibitions: L'Afghanistan entre cauchemar et espoir, Antenne Jeunes Flandre:
www.slideshare.net/blancapferrer/diego-ibarra-exposition-lafghanistan-entre-cauchemar-et-espoir
- Newspaper interview: by Edouard Launet, Liberation, 10/01/2014, "ICI C'est Maintenant":
www.dropbox.com/s/2k74qs3vg2fngt5/Liberation.pdf (in French)
- Pedagogical material: for the exhibition Maroc arts d'Identités, Institute des Cultures d'Islam:
www.institut-cultures-islam.org/wp2014/chiers/uploads/2014/10/mallette-pda-maroc-web-4.pdf (in French)
- *Maleta pedagógica para la exposición Maroc arts d'Identités, Institute des Cultures d'Islam: www.institut-cultures-islam.org/wp2014/chiers/uploads/2014/10/mallette-pda-maroc-web-4.pdf (en Francés)



VOLUNTARY WORK

President of the Association Kolone, Paris, France, 09/2011 - 2017. Founded in 2011, this association helps asylum seekers in France integrate into society, by providing French lessons and cultural activities. As president, I supported the association through outreach activities, event organisation and acting as a representative in discussions with donors and administrators.

Treasurer, Changer par l'Assiette Association, Paris, France, 04/2014 - 12/2014

This association aims to engage people in issues of responsible food consumerism. As treasurer, I managed the accounts, helped with communications, and with sourcing food products and staging of sales meetings.