

Mette-Sofie D. Ambeck MSc in IT, MA, mDD

designer & book artist

p: (DK) +45 9799 7219

m: (DK) +45 3020 0673

mette.ambeck@gmail.com

(DK) Hovsørvej 19 • DK-7700 Thisted • Denmark

www.ambeck.mdd.dk

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PERSONAL PROFILE:

Born 25.07.1973, Copenhagen, DK. Brought up on a farm in northern Jutland.
Member of Danish Designers (mDD)

Keywords of interest and knowledge:

Graphic design | User-centered design | Design and user research | Electronic book formats | Artists' books | Teaching | Exhibiting

For years I have created self-motivated projects mainly as artists' books, an art form I began working with during my BA degree in 1999. Today my books are to be found in over 15 international public collections among others the V&A, Tate, Manchester Metropolitan University Library, British Library, Australian Library of Art Heritage Collections State Library of Queensland, Smith College, USA.

My designs are also represented in several design books and magazines. In 2007 some of my designs were chosen by the American magazine 'PRINT' as being among the best in Europe, and in 2004 I was invited to Seoul to exhibit my work on the first artist's book fair in South Korea.

What is characteristic about my design work is the use of visual and structural simplicity, and experimental hand-cut paper illustrations, adding an element of 3D to an otherwise 2D surface. My designs are also influenced by animation, of which I learned basic principles of during my BA – following the Audio Visual Medias course for 3 years. This knowledge was added to by my recent experience learning to use Flash.

If I were asked to describe myself: I am more practical than theoretical – I prefer using my hands, creativity and design sense to visualise and find solutions to problems. I am also good at seeing connections between different media, issues and areas of interest.

Curiosity and the constant search to understand the world around me drives me to develop myself and learn more, as evidenced by my recent MSc in IT.

This latest degree has meant I am now able to add a more academic aspect to my previous practice-based design education and it has broadened my overall perspective and understanding of design.

My recent focus has been on User-centered design; how it is applied and its importance to successful innovation and design development. I find it fascinating and inspiring to work with the users as part of a design process – both in the form of observation and interviews – and to understand the issues involved motivates me. I look forward to incorporating these new skills in my future work.

My profession and creative skills are a strong part of who I am, so spare time and work often merge together; photographing, create things, watching movies, going to exhibitions or just observing the curious world around me.

I have travelled a lot, and lived 7 years abroad from Denmark (6 years in the UK and 1 year in USA).

QUALIFICATIONS:

POSTGRADUATE:

MSc in IT, Digital Design and Communication, IT-University in Copenhagen, 08.2006-10.08 (Specialising in User-centered design and electronic book formats.

Thesis called: 'A Comparative Exploration of the Experience of Continuous Reading for Pleasure in Both Traditional and Electronic Books' for which I received the highest grade possible.)

MA Communication Design, Central Saint Martins, London 10.1999-12.00

UNDERGRADUATE:

BA (Hons) Graphic Design (+ animation A/V), Central Saint Martins 10.1996-06.99

FOUNDATION:

BTEC Foundation in Art and Design, Colchester Institute of Art and Design 09.1995-06.96

SHORT COURSES:

Skolen for Billedkunst, Copenhagen: Drawing, Ink+Watercolours & Graphic Design, 09.1994-04.95

Vrå folkehøjskole: Arts and Crafts (Printmaking, Drawing, Painting and Knife making) 02.-06.1994

EVENING COURSES:

Advanced Craft Bookbinding, London College of Printing – School of Printing and Publishing, London 02.2001-06.01

Introduction to Creative Bookbinding, London College of Printing – School of Printing and Publishing, London 10.2000-02.01

The Danish Design School, Copenhagen: Drawing 09.1993-02.94 & 09.1994-05.95

GYMNASIUM (EQUIVALENT TO GRAMMAR SCHOOL):

Matematisk student (Mathematical direction), Thisted Gymnasium 08.1990-06.93

WORK EXPERIENCE:

Why Not Associates, London: Two weeks work placement 02.1999

EXHIBITIONS:

ARTIST'S BOOK FAIRS:

Since November 2000 I have exhibited my own artist's books at Artist's Book Fairs mainly in the UK, between one and four times a year. The duration of the fairs is usually between one and three days.

In June 2004 I was invited to exhibit at the 1st Seoul International Book Arts Fair, COEX in Seoul, South Korea by the organisers.

Doverodde Book Arts Festival, Limfjordscentret, Doverodde Thy, DK 08-10.05.2009

Bristol Artists Book Event (BABE II), Arnolfini, Bristol, UK, 04-05.04.2009

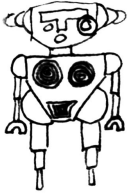
12th Contemporary Artist's Book Fair, Parkinson Building, Leeds, UK, 06-07.03.2009

3rd Manchester Artist's Book Fair, Holden Gallery, MMU, UK 08.11.2008

Glasgow International Artists Bookfair, The Glasgow Royal Concert Hall, UK 25-26.04.2008

11th Contemporary Artist's Book Fair, Parkinson Building, Leeds, UK, 07-08.03.2008

London Artists Book Fair 2007 (LAB'07), ICA, The Mall, London 23-25.11.2007



The Second Manchester Artist's Book Fair, Holden Gallery, MMU, UK 29.09.2007
Bristol Artists Book Event (BABE), Arnolfini, Bristol, UK, 21-22.04.2007
10th Contemporary Artists' Book Fair, Parkinson Building, Leeds, UK, 09-10.03.2007
London Artists Book Fair 2006 (LAB'06), ICA, The Mall, London 03-05.11.2006
Small Publishers Fair 2006, Conway Hall, Red Lion Sq. London 20-21.10.2006
The First Manchester Artist's Book Fair, Holden Gallery, MMU, UK 30.09.2006
9th Halifax Contemporary Artist's Book Fair, Dean Clough Galleries 11.03.2006
London Artists Book Fair 2005 (LAB'05), ICA, The Mall, London 25-27.11.2005
Small Publishers Fair 2005, Conway Hall, Red Lion Sq. London 21-22.10.2005
8th Halifax Contemporary Artist's Book Fair, Dean Clough Galleries 12.03.2005
London Artists Book Fair 2004 (LAB'04), ICA, The Mall, London 26-28.11.2004
Small Publishers Fair 2004, Conway Hall, Red Lion Sq. London 22-23.10.2004
1st Seoul International Book Arts Fair, COEX Seoul, South Korea 4.-9.06.2004
7th Halifax Contemporary Artist's Book Fair, Dean Clough Galleries 13.03.2004
London Artists Book Fair 2003 (LAB'03), ICA, The Mall, London 28-30.11.2003
9th Wexford Artists Book Exhibition, Wexford, Ireland 06.09-10.10.2003
London Artists Book Fair 2002, London Institute, Millbank 25-27.10.2002
The London Artists' Book Fair 2000, Barbican Centre 2-5.11.2000

SOLO EXHIBITIONS:

'Mette Ambeck - 1996-2006: 10 years of books, cutting and holes', Library, School of Art, Media and Design, University of West England, Bristol 01.03-27.04.2007 (www.bookarts.uwe.ac.uk/mambeck.htm)

GROUP EXHIBITIONS:

Since 1999 my designs have been exhibited internationally in the following group exhibitions:

Sitting Room, The Winchester Gallery, Winchester School of Art, UK, 06.07-02.08.2007
Regenerator - Altered Books Project, UWE, Off-Centre Gallery, Bristol, UK, 25.04-11.05.2007 (<http://www.bookarts.uwe.ac.uk/regen/mette1.htm>)
Inkubator, Edinburgh Printmakers Gallery, Edinburgh, UK, 17.03-05.05.2007
Random Postcards, Homestead Gallery, London, UK, 16-27.04.2007 (www.flickr.com/photos/random-project)
Sitting Room, The Permanent Gallery in Brighton, UK, 31.01-18.02.2007
Research in Progress: Selected Works from the School of Graphic Design, Eckersley and Lower Street Galleries, LCC, London, UK, 06-18.11.2006
Books.06 works of imagination 10+ beyond, Noosa Regional Gallery, Tewantin, Australia, 22.09-29.10.2006
BookBlast, Lönnström Art Museum, Rauma, Finland 10.06-24.09.2006
Sitting Room, Manchester Craft and Design Centre, UK, 26.05-15.07.2006
SHED 3, University College for the Creative Arts at Epsom, UK 17.05-09.06.2006
Fine Presses and Artists' Books (CFPR collection), Royal Birmingham Society of Artists Gallery (RBSA), Birmingham, UK 26.04-13.05.2006
Bookmarks I, II, III (CFPR collection), Stewart Center Gallery, Purdue University, Indiana, USA 06.03-23.04.2006
SHED 2, Visual Communication Gallery, Birmingham Institute of Art & Design, Holt Street, Birmingham, UK 12-31.01.2006 (www.shedshow2.com)
SHED; News from Nowhere: visions of utopia. Waltham Forest Theatre,

Walthamstow, London, UK 10-18.09.2005

Artists' Books from the CFPR Collection at Broekhuis Boekhandel, Enschede, The Netherlands 13.06-10.07.2005

Flyv' Fisk, installation - Kirsten Kjær's Museum, Denmark 03.-04.2002

ICA book shop, Institute of Contemporary Arts, The Mall, London 08-10.2001

Front Gallery - Central Saint Martins, Holborn, London 07.2001

Verbal Inter Visual - Linking Worlds of Art and Poetry, CSM & Gresham College, Lethaby Galleries, London 04-05.2001

Direction 2001, CSM, Lethaby Galleries, Holborn, London 01-03.2001

MA Degree Show CSM, Lethaby Galleries, Holborn, London 12.2000

Direction 2000, CSM, Lethaby Galleries, Holborn, London 02-03.2000

BA Degree Show CSM, Covent Garden, London 06.1999

Word and Image, CSM Holborn, London 04.1999

Images of Italy, Caffè Nero, Soho, London 03.1999

PUBLIC SHOWINGS OF ANIMATION:

Short animation (2minutes); 'boy meets girl' showed at:

DA[N]-Hebden Bridge Arts Festival June 2004: arranged by Digital Arts [North]. 06.2004

7th Halifax Contemporary Artist's Book Fair, Dean Clough Galleries 13.03.2004

The London Artists' Book Fair 2000, Barbican Centre 2-5.11.2000

WORK IN PUBLIC COLLECTIONS:

Australian Library of Art Heritage Collections State Library of Queensland

Nordic Centre For Artists' Books (NCFAB), Oslo, Norway

Wexford Arts Centres Collection, Wexford, Ireland

Smith College, William Allan Neilson Library, Massachusetts. USA

Tate Collection, Millbank, London, UK

V&A (Victoria & Albert Museum), London, UK

The John Lyons Handling Collection, The British Library, London, UK

Manchester Metropolitan University Library All Saints, Manchester, UK

University of Brighton Library, UK

Norwich School of Art & Design Library, UK

Artists' Books Collection Winchester School of Art Library, UK

University College for the Creative Arts at Epsom Library, UK

Leeds College of Art & Design Library, Leeds, UK

LCC Library (London College of Communication), E&C, London, UK

Middlesex University Library, Cat Hill, UK

CFPR Collection, UWE Bristol, School of Art, Media & Design, Bristol, UK

OUTLETS:

V&A (Victoria & Albert) Bookshop, invited in connection with the exhibition: 'Blood on Paper: the Art of the Book' 15.04-29.06.2008

Lendroit (Editions D'Artistes), Rennes, France 02.2005+

Bookville, Newcastle, www.bookville.co.uk 12.2004+

The Permanent Bookshop, 20 Bedford Place, Brighton 07.2004+

MarMar Co. 16 Cheshire Street, London 12.2002-2005

bookartbookshop, 17 Pitfield Street, London 11.2002+

Marcus Campbell Art Books, 43 Holland Street, London 11-01.2004

ICA book shop, Institute of Contemporary Arts, The Mall, London 11-01.2004

Shelf, 40 Cheshire Street, London 10-12.2003

COMMERCIAL TRADE FAIRS:

Represented by card agent; Pearl & Black at 'Top Drawer Autumn 2005', Grand Hall, Olympia, London 11-13.09.2005

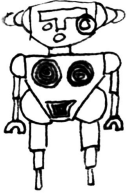
WORK REPRESENTED IN PUBLICATIONS:

'Spark - Inspirational Graphic Design' editor Claire Dalquié, Maomao publications, Spain (May 2009). Published by Page One Publishing, Singapore, (pages:354-365).

'Bookcraft: Techniques for Binding, Folding, and Decorating to Create Books and More' by Heather Weston (September 2008) Quarry Books Publishers, London, (pages: 112 + 115).

'Fully Booked-Cover Art & Design for Books' edited by Klanten, R. & Hübner, M. (April 2008) Gestalten Verlag, Berlin, (pages:127 & 128).

'PRINT's European Design Annual 2007', May/June 2007, (pages:106-107). Three



pieces of work selected as some of the best European Design of 2007, judged by luminaries of European design and criticism.. Print, USA, 05.2007.

'Mette Ambeck, Book Artist: Bridging Two Countries', online interview, Umbrella Online, Volume 29, No.3,USA, 09.2006

'10+' featured on the front cover of Noosa Magazine, Australia, 15.09.2006

Work featured on the gallery page of 'Inform Lounge', Danish Designers' members magazine, December 2006.

Illustration featured in Crossfields, issue 2, 'Home', December 2006, (page: 141).

'Paper Vikings, Virtually - Scandinavian Artists' Books'. Article and illustration featured in 'Artist's Book Yearbook 2006-2007' editor Sarah Bodman, Impact Press. 09.2005

Work featured in 'Creating Artists' Books' by Sarah Bodman. Published by Watson-Guptill Publications, USA and A&C Black Publishers Limited, UK, 2005

Featured as case study in 'Artists' Books Creative Production and Marketing', by Sarah Bodman, Impact Press, UWE Bristol 2005

Work featured in 'Book + Arts - 2004 1st Seoul International BookArtsFair', by NaRae Kim. Published by Book Press, Seoul, South Korea. 06. 2004

Work featured in 'All Messed Up: unpredictable graphics' by Anna Gerber, Laurence King Publishing and Harper Design. 05. 2004

'Artist's Book Yearbook 2003-2005' editor Sarah Bodman, Impact Press. 09.2003

PREVIOUS EMPLOYMENT:

CONSULTANT:

Limfjordscentret Doverodde: ref. the first Book Arts Festival 2009, 10.2008

FREELANCE DESIGN:

Harrington & Squires (H&S) - letterpress printers & designers, London: taken part in the daily production of the company's design products. 11-12.2008

MarMar Co.: designed and produced lampshades: 'CUBE' for shop, 2003

Samfundslitteratur: published book cover design of 'Veje til fornyelsen', 08.1999 + 02.02

The American School in London: book design; collating, editing & layout of yearbook, 01-06.2001

'Drawing Dead Detectives' Hay Gallery, Colchester: poster, mailer, wall panels and CD cover designs, 05.2000

Why Not Associates: general office and design work, London 22.07-05.08.1999

Mentorn Films/Channel 4: work on animated titles & stings for series

'Kiss Kiss Bang Bang', London 10.1998

VISITING LECTURER:

Have taught at the following art and design universities/colleges including workshops on topics related to graphic design or artists' books, generally for short periods from one to six days. I have often held workshops in bookbinding, 3D Visual Thinking (Pop-Up and other forms of 3D manipulation of paper) and Expressive Typography. My role normally involves lectures, writing of projects

and overseeing the completion of these, and also leading the students through practical workshops. I have worked with groups from between 6 to 50 students at one time.

Norwich University College of the Arts, UK from 2002 till 2008 at BA level.

London College of Communication, University of the Arts London, UK from 2001 till 2006 at the following levels: MA, BA, FdA and Nat. Dip.

University for the Creative Arts, Epsom, UK from 2004 till 2009 at BA level.

University College for the Creative Arts, Farnham, UK in 2004 at BA level.

Manchester Metropolitan University, UK in 2004 at BA level.

The American School in London, UK: one-to-one tuition in QuarkXpress. 01-02.2001

LECTURES:

Given lectures about my own work mainly, at the following places:

Colchester Institute, UK 2008 + 2009

Københavns Tekniske Skole, Copenhagen, DK 2007 & 2008

The Surrey Institute of Art & Design University College, Epsom, 2004

Hong Design, Seoul, South Korea, 2004

London College of Communication-School of Printing, University of the Arts London, UK, 2003

Central Saint Martins, University of the Arts London, UK, 2002 & 2003

London College of Communication-School of Graphic Design, University of the Arts London, UK, 2001-2003

Norwich School of Art & Design, UK, 2001

ACHIEVEMENTS:

GRANTS:

Statens Kunstfond, DK - to further my own work with artists' books. May 2009

Invited to partake in PRINT magazine 12th European Design Annual Invitational, New York, USA and was featured in the May/June issue. 01.2007

Designed and produced a set of bookmarks for the UWE project 'Bookmarks Part IV', organized by Sarah Bodman. 07.2006 (www.bookarts.uwe.ac.uk/bkmks4)

Invited to represent Denmark for the Nordic Centre For Artists' Books (NCFAB), based in Oslo, Norway, 2006. (www.ncfab.org)

Designed and produced a set of bookmarks for the UWE project 'Bookmarks Part II', organized by Sarah Bodman. 11.2004 (www.uwe.ac.uk/amd/cfpr/bkmks)

Artist of 'Cog & Balls': comic strip journal jointly with Mike Nicholson. 11.2003

Offered a place at LCP/LCC as a research student (Ph.D). 09.2003

Design sponsor: AVERY DENNISON, Denmark. 08.2002

Design sponsor: KAPPA packaging, Støvring, Denmark. 03.2002

Mentioned in essay by Robert Vas Dias as being: '...at the forefront of experimental bookmaking...'; Verbal Inter Visual catalogue, 2001

Design sponsor: GFSmith The Paper Specialist, London. 04.2000 + 06.2005

Morgan's Spiced window display: created design concept to be constructed with 3 other artists, Long Acre, London. 05.1999

IT-QUALIFICATIONS:

GENERAL QUALIFICATIONS:

Image processing | Internet/e-mail | Office pack (Word, PowerPoint & Excel).

FURTHER QUALIFICATIONS:

Practised: Photoshop CS | Freehand 10 | QuarkXpress 3.3

Beginners: Flash 8 -Action Script 2 | 3ds Max 9 | Clear View and Tobii-Eyetracker | Director 6

Early beginner: InDesign CS | Illustrator 10

PROGRAMMING LANGUAGES:

Beginners: PHP, MySQL and some HTML

LANGUAGES:

Mother tongue Danish

Fluent in English (reading, writing and speaking).