

MARGARET C.K. LAM

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PROFILE OVERVIEW I am a creative professional working in the interdisciplinary field for 15 years, cutting through art curating, exhibition design & events, digital engagement and branding campaigns. After furthering my studies in MA Curating Contemporary Design (graduating with Distinction) - Kingston University, in partnership with the Design Museum in London, I have been working as a Creative Director and also an independent art curator. I am particularly interested in interdisciplinary creative practices, new spatial story-telling methodology in exhibition spaces. Combining my artistic background and multi-faceted experience in creative industries, including worldwide advertising agencies and multi-media exhibition lab that serve global clients, I have developed overarching skills as substantial backup to pursue contemporary curating, exhibition planning and generate creative experience while promoting new design culture.

PORTFOLIO WEBSITE : www.margaretlam.co.uk

EDUCATION

- 2012 - 2013 • **MA Curating Contemporary Design (Graduating with Distinction)**
Kingston University, in partnership with the Design Museum (London)
(Dissertation Title: Scenography as New Ideology in Contemporary Curating and the Notion of Staging in Exhibitions)
- 1994 - 1998 • **BA Fine Arts (Hons)**
The Chinese University of Hong Kong (Hong Kong)

WORK EXPERIENCE

- Present • **Creative Director (Experience / Content), Pico International (HK) Limited**
(Exhibition & Event Company)
Leading creative concept work for various exhibitions, event projects & art installation projects.
Global Clients : Elements, Affordable Art Fair, Jaguar LandRover, AIA, Fur Fair.
- 2014 - 2015 • **Creative Director, JWT Worldwide (HK) (4As Ad Agency)**
Led a team in creating original campaigns for global clients. Generated creative concepts, statements, visual ideas, storyboarding. Supervised whole process from conceptual ideation, presentation, post-production to implementation. Producing brand commercials, digital videos, outdoor ideas and engagement concepts.
Global Clients : Puma, Mattel, Nissin, Friesland Foods, Ferrero, Hoegaarden.
- 2013 • **Independent Curator (Freelance)**
Collaborate in developing individual art exhibition projects, come up with curatorial ideas and text, cooperate with artists, liaise with museums and involve in art productions.
International Art Exhibition Project (held in Van Gogh Museum, Amsterdam) :
"A Day in the Life of Van Gogh: An Immersive Light Art Exhibition-Wijnand van der Horst"
- 2011 - 2013 • **Creative Writer, London Mother Tongue Ltd. (Freelance)**
Trans-create global marketing concept ideas to localized context for creative communication.
- 2010 - 2011 • **Art Director, yU+Co. Lab (HK) (Multi-media & Experiential - Bespoke Exhibition Design Firm)**
Led a team in creation of design concept ideas for bespoke digital experiential exhibitions. Overseeing creative direction which involves interactive experience, spatial planning and large-scale projections in 3D exhibition space.
Exhibition Projects: Raffles City Chengdu Development (Capitaland), Kerry Center II (Kerry Properties), International Commercial Centre - Observation Deck Gallery (Sun Hung Kai Properties) **Government Exhibition Projects:** Hong Kong Planning & Infrastructure Exhibition Gallery (HK Planning Department), Youth Square (HK Home Affairs Bureau)

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- 2006 - 2010 • **Associate Creative Director, We Communications (HK) (by Former 4As Ad Agency Team)**
Led a team in creating original advertising campaigns. Generated creative concepts, statements, visual ideas, storyboarding. Supervised shooting and post-production for brand commercials & exhibitions.
Global Clients : Coca Cola, Kjeldsens. Swire Group Pacific Place, Sun Hung Kai, Cheung Kong, Ocean Park, Estée Lauder, Lancôme, Biotherm, Hong Kong Jockey Club, Clipsal, Mannings, Mentholatum
- 2004 - 2006 • **Senior Copywriter, Grey Worldwide (HK) (4As Ad Agency)**
Worked with global advertising team to produce original brand commercials with local insights. Responsible for concept development, pre-production to post-production.
Global Corporate Clients : P&G Pantene, Ribena (GSK), Horlicks (GSK)
- 2002 - 2004 • **Copywriter, M&C Saatchi (HK) (4As Ad Agency)**
Created original brand commercial campaigns. Work with global brands, involving re-branding in asia region.
Global Corporate Clients : British Airways, Asiana Airlines, AIA, Wharf, Hong Kong Land, WingTai Asia, Standard Chartered Bank, USI, ZUJI, Cosmopolitan, Pricerite
- 2000 - 2002 • **Copywriter, Interface Communication Ltd & Grant Advertising (Subsidiary, 4As Ad Agency)**
Creative messaging. Involved in creative concepts. Work with local brands.
Global Corporate Clients : Bank of East Asia, Sino Group, Samsung, Garden, Fairwood, PuraPharm
- 1999 - 2000 • **Assistant Editor, Today's Living Magazine**
Created contents for museum art shows, interior design and lifestyle products.

INTERNATIONAL PROFESSIONAL MEMBERSHIP

Contemporary Art Society - London
OISTAT - International Organisation of Scenographers, Theatre Architects and Technicians

PUBLISHED BOOKS

- **"Scenography as New Ideology in Contemporary Curating and the Notion of Staging in Exhibitions"**
ISBN: 978-3-95489-217-4 (Anchor Academic Publishing, 2014)

This Book is Permanent Archive of Special Book in Major International Libraries:
The German National Library (Frankfurt, Germany)
Hamburg State and University Library (Hamburg , Germany)
The Arts and Theatre Institute-Theatre Library (Prague, Czech Republic)
- **"New Interpretive Paradigm in Curating the Contemporary : Objects in Conversations, Fictional Language and Exhibition Design Interventions"**
ISBN: 978-3-656-56957-2 (Grin Verlag, 2013)
- **"A Digital Exhibition to Pave Way for V&A's Future : Decode - Digital Design Sensations"** ISBN: 978-3-656-57206-0 (Grin Verlag, 2012)
- **"Revealing Meanings through Multi-Sensory Experience : A Paradigm Shift in Exhibition Display Culture"** ISBN: 978-3-656-56711-0 (Grin Verlag, 2012)
- **"Museum as a Site of Negotiation. Mediating High and Low Culture : The Curatorial Landscape in the Face of Challenges"** ISBN: 978-3-656-56956-5 (Grin Verlag, 2013)

LANGUAGE English, Mandarin, Cantonese
IELTS score 7.5 / 9 (International English Language Test System)

REFERENCES Available upon request