

Curriculum Vitae

Name James Dudley Dipl. Arch UCL

Profession Creative Director and Designer

Areas of activity Brand Space: Exhibitions, Events and Retail

Swiss Address Chamerstrasse 42b, Zug, Switzerland

Born 1966

Nationality British, holds Swiss C work permit

Swiss Mobile +41 79 751 8950

E Mail jim@jamesdudley.co.uk

Web www.Jamesdudley.co.uk



Key skill areas Creative team leadership.
Concept development and client engagement.
Client business development.

Key achievements Establishing new and building on existing client relationships resulting in increased new business.
Building a strong and motivated creative team.
Extensive portfolio of major international exhibition projects that push the creative envelope.

Nov 2003-Current Creative Director, Andreas Messerli AG, Wetzikon, Switzerland.
www.messerli3d.com

Creative Direction for all major projects undertaken by Switzerland's largest exhibition, event and retail company. Development and presentation of creative concepts for a range of high profile clients including KPMG, Swarovski, Established & Sons, Victorinox, Vodafone, FIFA and Chevrolet. Responsibilities also include new business acquisition and client development. Brand building for Messerli AG. Winner of 2010 Xaver Swiss marketing award.

June 2002- Oct 2003 Designer with Interbrand Zintzmeyer und Lux, Zurich, Switzerland.
www.interbrand.com

Working with 2D and 3D designers on the BMW brand account. Designing exhibits and installations for BMW and MINI at the five Global "A" Motorshows. Designing the BMW Brand academy. Won 2004 DDC Gold award for MINI Geneva. Designed the trophy and the stage set and lounge environment for the BEST 2003.

2000-2002 Designer with Bellprat Associates, Winterthur, Switzerland
www.bellprat.ch

Designing a wide variety of environments from Museums to Motorshows. Brand experience: Opel and Chevrolet at the major Motorshows which included Commercial Vehicles at the Frankfurt Motorshow 2000, IAA 2001 Geneva Motorshow 2001 and 2002
Work on the energy The Electriciens Romand's Pavilion at Swiss Expo (winner of visitors favorite pavilion), an exhibition at the Swiss Transport Museum and an installation at the VW brand world Auto Stadt.

1994-2000	James Dudley Design. Ran Studio with 3 assistants supplying Production Agencies with design expertise in exhibitions and installations.
Projects	<p>Millennium Dome, Body Zone Explore Area. 2000m2 of interactive exhibits on the themes of How I Fit In, How I Feel and Hopes and Fears For The Future. (With HP:ICM London)</p> <p>Nokia Pavilion at World Telecom, Geneva 1999. Three floor exhibition building, with inflatable façade. (With HP:ICM)</p> <p>International Press Launch for the Opel Astra in Austria Design of environment and exhibits. (With HP:ICM)</p> <p>Theme Park for Mercedes Benz trucks at the commercial vehicle show Hanover, September 1996. Master planning for the Actros Theme Park, area and design of the individual exhibits and stages. (With Atelier Markgraph Frankfurt).</p> <p>Design for the external pavilion for Thyssen Telecom at Telecom '95, Geneva. (With Park Ave. Productions, London) Exhibits and concept for Krupp Steel at the German Industrial Fair, Hanover . Five spheres 6.5m in diameter with double curved deconstructed skin. (With Park Ave. Productions)</p> <p>'Mobility walkway' for BMW at IFMA Cologne. Six glass and metal sculptures illustrating the theme mobility and motorbikes, integrated with video wall and monitors. (With Park Ave. Productions)</p>
Education and Qualification	
1991-1992	Guest Student at Städelschule, Frankfurt.
1990-1992	Bartlett School of Architecture and Planning, University College London. Diploma in Architecture. RIBA Pt. 2
	University of Bath, School of Architecture. B.Sc. with Honours in Architecture. RIBA Part 1
Other skills	Spoken German, extensive international network of contacts in the world of exhibition design and support services.
Free time	All aspects of design, regular participant at major international shows, attended Art / Design Miami in Dec 2009, Milan Furniture fair, visit Art Galleries and Museums, Skiing, playing football.

