

MARK ATKINSON

(Dual US/UK national)

97 Golborne Road, London W10 5NL, England

Mobile: +44 (0) 7775 680 907

Email: mark@designomat.com

RELEVANT QUALIFICATIONS

RESEARCH

- Expert interviews, policy and desktop research for ARUP Energy Information Research Study.
- Researched, co-wrote and edited 'Working Capital' chapter for 'Bankside 123' study of the production of speculative office space in London, published by LSE Cities Programme in 2006.
- Original research for LSE thesis: 'A Model for Understanding Arts Practices in the Public Realm.'

PROJECT MANAGEMENT & PROGRAMME DEVELOPMENT

- Over the course of two years, managed all aspects of developing and conducting three smart growth & sustainable development seminars with associated walking & transit tours for up to 60 participants, the last for a group of international mayors as part of the United Nations Environment Programme's World Environment Day
- Managed a series of one-off and annually recurring projects as part of a multifaceted ten-year programme development engagement for a major New York design company, including: public relations, communication, information technology, event logistics, sourcing, production and fabrication, and design
- As an approved vendor to Hewlett Packard Company (HP), managed production and worldwide distribution of highly sensitive PR materials for the Chairman and CEO, including development of specifications, tendering of fabrication contracts, international logistics, and processing and fulfillment of orders from global HP offices
- Organised and managed three multidisciplinary teams to develop and submit award-winning entries to juried national and international design competitions, with one working across multiple time zones and two directly relating to the public realm

URBAN DESIGN / SUSTAINABLE DEVELOPMENT

- Currently working with public officials, businesses and community leaders on developing a strategic spatial and programmatic vision for regeneration and sustainable development in North Kensington
- Received a Distinction in required Urban Environment course for City Design and Social Science MSc at London School of Economics and Political Science (LSE)
- Spent over two years promoting land conservation, smart growth and sustainable development with the San Francisco-based Greenbelt Alliance (see 'project management' below)

PROFESSIONAL EXPERIENCE

Discover Golborne London

2008-Present

Social Designer: Working with businesses, community leaders, public officials and local creative talent to develop a strategic spatial and programmatic vision for regeneration and sustainable development in and around Golborne Road. Produced a locally distributed map and guide to area businesses, with information about the local multiplier effect and the importance of shopping locally. Other initiatives include exploration of possible public realm improvements, community and economic development projects, public information strategies, and an application to UNLtd for social enterprise seed funding.

ARUP London

2007

Analyst: Critically reviewed available literature and research, interviewed international industry and academic experts, and wrote 10,000-word 'Energy Information Research Study' for ARUP Communications. Analysed the impact that various types of energy usage information feedback have on energy consumption behaviours. This was a preliminary study to a future investigation into the potential for information and communication technologies to facilitate sustainability in Dongtan eco-city.

CONDE NAST TRAVELLER MAGAZINE London

2006-2007

Journalist: '25 Reasons to Visit San Francisco,' April 2007 issue. Researched and identified appropriate subjects, conducted interviews, developed photographer's guidelines, wrote and fact-checked a 10-page 2,000-word photo-driven feature for high-end travel publication.

GREENBELT ALLIANCE San Francisco, California

2003 - 2005

Member of Urban Outings team at Bay Area land conservation and urban planning non-profit. Researched, developed, produced, and conducted three seminars with associated walking & transit tours promoting smart growth & sustainable development. Determined themes & tour routes, secured venues, engaged outside speakers, identified & invited key influencers & decision-makers, created & distributed press releases, wrote & produced support collateral, and handled event logistics. Up to sixty participants at each event included local, regional & international officials, planners, developers, businesses, and community leaders. The most recent event was part of the United Nations Environment Programme's World Environment Day.

SOLE PROPRIETOR, New York, San Francisco and London, England

1990 - Present

Established independent consulting, design & project management business providing creative, production & logistical solutions for cultural, educational, activist, social services, technology, government, and business clients on both U.S. coasts and in London. Managed budgets, tendering, freelancers, interns, ICT, administration, client relationships, etc. Client list includes Lowe and Partners Worldwide, The Bronx Museum of the Arts, South Street Seaport Museum, American contemporary artist Peter Halley, the American Diabetes Association, the County of Alameda California, Landor Associates, and:

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH San Francisco, California

2002 - 2005

Communications & strategy consulting, graphic & collateral design, print sourcing & production management for campaign to promote STD testing in the gay community. 'Spring Cleaning' campaign resulted in year-on-year increased levels of testing, STD detection and treatment for every year of implementation.

HEWLETT-PACKARD COMPANY Palo Alto, California

2003 - 2005

Consulted with Corporate Communications and Physical Plant offices to develop specifications for manufacture and worldwide distribution of framed photographic portraits of company founders and CEO. Put project out to tender. Processed orders and oversaw fulfillment for HP offices in Europe, Africa, Latin America, North America, and Asia.

FEZ UNDER TIME CAFE New York City, New York

1990 - 2005

Developed and periodically reviewed format and production specifications of bi-monthly event calendar for avant-garde New York City cultural venue. Continually ensured best value for client by putting revised specifications out to tender. Audience surveys consistently indicated a high level of engagement and satisfaction (which was the primary intent of the design).

U.S. NATIONAL PARK SERVICE Sandy Hook, New Jersey

1998 - 1999

Consulting, copy editing, design & production of Rehabilitation Guidelines for Sandy Hook, NJ (a former military base).

ISAAC MIZRAHI & CO. New York City, New York

1990 - 1998

Developed & tested a database that later became the Council of Fashion Designers of America standard; improved PR department process architecture; designed & produced all bi-annual runway-related materials including invitations, programs, backstage passes, etc.; designed,

project managed and produced tri-annual seasonal look books after reviewing inefficient and costly status quo and proactively proposing better alternative; designed & fabricated aluminium jewelry for Fall 1993 runway show (now in Metropolitan Museum of Art Costume Institute); fabricated props for Spring 1995 runway show; designed packaging for shoes & eyewear; designed & sourced trim (zipper pulls, snaps, buttons, etc.); designed hang tags, special labels, and other collateral.

AWARDS & RECOGNITION

METROPOLITAN MUSEUM OF ART COSTUME INSTITUTE New York City, May 2006

Twenty-five pieces of aluminum and nickel jewelry created for Fall/Winter 1993-94 runway presentation by New York fashion designer Isaac Mizrahi accepted into permanent collection.

TALK THE WALK Metropolis Magazine, November 2003

Competition to describe author's favorite walk in the city. <http://www.metropolismag.com/walk>

URBAN OUTHOUSE COMPETITION Vermont Structural Slate Company, 1993

Competition to design a free-standing public toilet for the urban environment. Entry was exhibited at the Urban Center in New York City.

MORE FUTURESTUFF Van Nostrand Reinhold, 1991

SpeakEasy telephone appeared on the cover of this survey of innovative design.

SONY COMPETITION: TELEPHONE Tokyo, 1990

International student competition to design a telephone. Entry, called SpeakEasy, was a cordless, hands-free phone for people with disabilities. Selected as North American Finalist. Travelled to Tokyo for award ceremony.

NEWSSTAND '88 New York City, AIA, and IDSA, 1988

International professional competition to design a newsstand for New York City. Design was one of 10 out of 100+ entries selected for exhibition at Knoll Showroom Gallery in New York City.

OTHER RELEVANT EXPERIENCE

THE FOOD CHAIN London

2005 - Present

Cooking and hot meal delivery to homebound Londoners living with HIV/AIDS.

PROJECT OPEN HAND San Francisco, California

2001 - 2005

Member of kitchen prep team at organization providing meals and groceries to seniors, people with HIV/AIDS, and those suffering from other critical illnesses.

EDUCATION

MSc City Design and Social Science 2006 – strong Merit

LONDON SCHOOL OF ECONOMICS

Interdisciplinary programme encompassing spatial planning & urban design studio, sociological research methods, urban environmental studies, and history of urban theory & form. Academic work – both individual and in teams – involved extensive research, analysis & synthesis, as well as written, visual & multimedia presentation. Course modules with Edward Soja (spatial urban sociology), Saskia Sassen (globalisation), Christine Whitehead (urban & regional economics), and others. Distinctions received in Foundations of Urban Studies (David Frisby) and Urban Environment (Ayona Datta).

Spatial Planning and Urban Design studio work included analysis and documentation of public realm, as well as strategic interventions, in London's public squares, and a case study for public

realm, park, and transport infrastructure improvements to Shepherds Bush Green.

Thesis: 'A Model for Understanding Arts Practices in the Public Realm' evolved as a precursor to quantifying social capital and measuring levels of active citizenship. Established an analytical matrix based on flexible parameters such as patron, author, maker, scale, spatial characteristics, mode/s, relationship to power structure, presence of detectable traces, etc, for use in future longitudinal study.

Bachelor of Industrial Design 1990

Bachelor of Fine Arts 1989

RHODE ISLAND SCHOOL OF DESIGN (RISD) Providence, Rhode Island

INDEPENDENT STUDY

Certificate of Completion, Career Discovery Programme 2004

HARVARD DESIGN SCHOOL Cambridge, Massachusetts

Intensive six-week summer programme in Spatial Planning & Urban Design. Academic projects included campus planning in a dense urban environment, and development proposals for 10+ hectares of land reclaimed through North America's largest transport engineering project, the Central Artery/Tunnel, or 'Big Dig.' Issues addressed included community sensitivity to development pressures, social and historical context, economic viability, and provision of high-quality public realm.

CALIFORNIA COLLEGE OF THE ARTS San Francisco, California

Three terms of urban design and spatial planning course work with John Ellis, RIBA, focusing on reclamation and development of brownfield sites, and retrofitting of suburban business parks to accommodate higher densities and mixed uses. Special attention was paid to transport, public realm, regional context, local communities, and restoration & repair of urban fabric.

INTERESTS

Photography: film & digital

Contemporary visual & performance arts

New technology, social networks & convergence

Urban travel & exploration

REFERENCES AVAILABLE UPON REQUEST