



updated: February 2008

Moshe (Mushon) Zer-Aviv

14-22 30th Drive apt.2R, NY, USA 11102

Tel: 1-646-283-6057

e-mail: mushon@shual.com

Studio: www.Shual.com

Blog: www.Mushon.com

D.O.B:

November 22 1976, Israel.

Education

2005-2007 Masters in new media: **ITP**, Tisch School of the Arts, New York University.

1998-2002 Bachelor in graphic design: **Bezalel**, Academy of Art and Design, Jerusalem.

Teaching

2008-on **Media, Culture and Communication**, New York University, NY.

2007-on **Parsons**, The New School for Design, New York, NY.

2002-2005 **Shenkar** School of Engineering & Design, Tel-Aviv, Israel.

2001-2002 **The Open University**, Tel-Aviv, Israel.

Experience

My full portfolio is available at www.Shual.com

2007

- *KriegSpiel* – design for a computer game with the Radical Software Group.
- *Networked Music Review* – design for a blog by Turbulence.org
- *You Are Not Here* – a tour of Gaza through the streets of Tel Aviv

2006

- *Upgrade International: DIY* – Art catalog design and editing
- *ShiftSpace* – an open-source web-annotations platform (ongoing, with Dan Phiffer)

- *You Are Not Here* – a tour of Baghdad through the streets of New York
- *Little-Feet* – a data-surveillance installation for 4 paranoid dot-matrix printers
- Development of *Upgrade! International* global new-media gatherings series
- Lectures in collages, art centers and festivals around the world.

2005

- Produces and Curates The Upgrade! Tel-Aviv new-media gatherings series.
- *Graffiti Studio: Separation Wall* (with Lessrain studio)
- Participate as a member of the temporary committee of *the Designers Community*.
- Freelance lectures in museums and conventions in Israel & abroad.

2004

- Print, illustration, animation and web-design works by *Shual*
- Shual designs *Maarav magazine*, and becomes a part of its team
- Freelance lectures in museums and conventions in Israel & abroad.

2003

- Starts contribution to *Pixel Surgeon magazine*
- Starts curating the *BD4D Tel-Aviv* events as a member of the Concept magazine team
- Freelance lectures in museums and conventions in Israel & abroad.

2002

- Work with the Israeli Center for Digital Art on *Bad Boys* for the Cameri theatre
- Start working as the in-house designer of the *Israeli Center for Digital Art*
- Finds *Shual design studio* with Guy Saggee

2000-2002

- Team member in the Ars Electronica Festival 2001 *Electrolobby Game-Jam*.
- Freelance animation and web-design works

1992-1998

- Creator and desk member of the underground comics magazine '*Penguin's Perversions*'.

Selected Exhibitions and Presentations

2008

- *Design and The Elastic Mind* – Unrecorded, Akbank Art Gallery, Turkey.

- *Global Alien / Congress of Culture* – Ein Ausstellungsprojekt im Kunstraum Kreuzberg/Bethanien, Berlin, Germany.
- *Design and The Elastic Mind* – MoMA, New York, NY.
- *Transmediale Festival 2008* – Berlin, Germany.

2007

- *Artivistic Festival* – Montreal, Canada, 2007.
- *HTMLles Festival* – Montreal, Canada, 2007.
- *Conflux Festival* - Brooklyn, New York. 2007.
- *DEAF 2007*: ShiftSpace and You Are Not Here presentations, V2_, Rotterdam, NL.
- *Participatory Media*: ShiftSpace presentation, Pace University, NY.
- *Upgrade! Boston*: ShiftSpace presentation, Art Interactive, Boston.

2006

- *Upgrade! International : DIY*- Untitled Art Space, Oklahoma City.
- *Come Out And Play Festival*- Eyebeam, New York.
- *Conflux Festival* - Brooklyn, New York.2006.
- *Ars Electronica Festival* – Linz, Austria.
- *Upgrade! New-York: We Passion Power and Control* -Eyebeam, New York. (Curator and Presenter)
- *Selfportrait* - Bethlehem, Palestinian Authority.

2005

- *3 Cities Against the Wall* – Ramallah, Tel-Aviv & New York.
- *Upgrade! International NYC*, Eyebeam, New York.
- *57X57* - Posters Exhibition, Tel-Aviv, Israel.
- *“Ayen Erech Itzuv”* – Tel-Aviv, Israel.

2004

- *Europrix Top Talent Award Festival*– Vienna, Austria.
- *Offf 04 festival* – Valencia, Spain.
- *56x56* – The Festivalal design festival, Tel-Aviv, Israel.
- *BD4D Tel-Aviv 3* – Tel-Aviv, Israel. (Curator)
- *Gluebalize* – La Biennale di Venezia / ASAC. (online)

2003

- Heara 6 – Tower of David museum, Jerusalem, Israel.
- BD4D Tel-Aviv 2 – Tel-Aviv, Israel. (Curator and Presenter)
- Artik 5 – The Ramat-Gan Museum, Ramat-Gan, Israel.
- Offf 03 festival - Barcelona, Spain.
- Something Local, open air exhibition in a commercial center in Holon, Israel.
- BD4D Tel-Aviv – Tel-Aviv, Israel. (Curator and Presenter)

2002

- VideoZone – The first Biennial for Video Art in Israel (Curator), Israel.
- Here and Now – The Israeli center for digital art, Holon, Israel.
- Artik 4 – The University Gallery, Tel-Aviv University, Israel.
- Explora – Rachel and Israel Polak gallery, Tel-Aviv, Israel.

2001

- ARS Electronica New Media Festival. Linz, Austria.
- Clubspotting- Street and Club Culture. Reggio Emilia, Italy.

1996-1997

- The Comics and Animation Festival, works as part of the 'Penguin's Perversions' Magazine. Tel-Aviv, Israel.

Awards and Excellence Scholarships

2007

- Rhizome 2007-2008 netart Commission.
- Turbulence netart Commission.

2006

- Nominated: Rockefeller Foundation's Re:new Media Fellowship – 2007.
- MediaProjekt Grant from the Swiss Confederation.
- America-Israel Foundation Masters degree Scholarship.
- PrixArs New Media competition 2006 – Honorary Mention.

2005

- 2nd & 3rd Places for the 'Back to Israel' Posters Design Competition.
- 3rd Place for the 57x57 Posters Design Competition.
- (For Concept Magazine) - The Internet Volunteering Award, offered by The Israeli Internet Society.

2004

- Europrix Top Talent Award nominee.

2002

- America-Israel Foundation Grant for excellence in the fields of Fine Art.

2001

- Haifa Design Prize Contest (Third place).
- Moshik Ben-Dor Prize for Social Contribution in the Bezalel community.
- America-Israel Foundation Grant for excellence in the fields of Graphic Design.

1999

- Design & Concept proposal for the Bezalel academy website contest. (First Place)