

Profile

Name: **Mihut Naita**

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Date and Place of Birth: **July 16, 1983 in Mangalia, Romania**



I am a versatile designer with work that crosses a broad range of categories from digital space to visual design. Being passionate about music I became an event producer, radio host, dj & music producer, activating both in Helsinki and Bucharest.

Education

2003-2007 - Bucharest Art University, Faculty of Beaux Arts

Bachelor Degree in Photography, multimedia image processing.

1998-2002 - Queen Mary National School of Arts & Design, Bachelor Degree in Design

Work Experience

2020 – 2022 Deoku Restaurants Oy (Oldboy & Shelter)

Production for both private and public events, redesigning sound & acoustics for both establishments in collaboration with Bowers & Wilkins. Hosted artists such as Paul Ilea (Live Ro), Nopame (Live , Ro), and organised private events for Slush, Supercell, etc.

2017- Radio Host & other events

Between this years, on both Basso radio and Radio Helsinki had guests from all fields of arts, from Dj's to Photographers, Movie Directors to Festival organisers, from all over the world.

In 2018, helped facilitate the bookings of Petre Inspirescu for VUM Helsinki and for Praslesh for the Flow Festival Afterparty.

In 2022, together with Tommi Partanen, launched the partypeople.fi event production service & artist booking agency, producing events for corporate and private entities, supplying all technical needs.

Between 2021 and 2022 produced together with the team of Electric Castle two vinyl presses with the music produced in the artist camp during the pandemic.

2019 – 2021 Blv Group

Event production (Hello Stranger), interior design, media. Booked and hosted artists such as Miss I (Ro), Sepp (Ro), FOUK (NL), Fictiv (RO), Asenn (RO), Nopame (Live, Ro), and many local superstars such as Samuli Kemppe, Roberto Rodriguez, Oded Peled, Mr. A, to name a few.

2019 – 2020 Interior Designer for PES Architects

Part of the interior design team, in projects such as the development of the Helsinki Vantaa Airport, John S building, etc.

2015 – 2018 Freelance designer, Helsinki, Finland

Winner of the interior design / art competition for Jyväskylän Keskussairaala, Sairaala Nova.

Interior design and branding for The Choux Company and Nona's Restaurant, graphic design, branding and marketing materials for Maulito, Greenbake Oy, Yle, Misc, Helsinki Design Week. Part of the production team of Valo/On.

2014 – 2015 Concept Designer at Advanced Electronics Co., Riyadh, Saudi Arabia

Design the interior of the new AEC main telecom business unit head office reflecting the business needs, assessing where the company's work stands against the competitors. Design a professional standardized work environment. Design office standards to help improve the daily work activity. Reposition the brand, create or improve visual identities. Improve and update the ways that AEC promote its initiatives, projects. Design visual display concepts for international exhibitions.

www.aecl.com

2008 - 2014 Concept Designer at Global Healthcare Co., Riyadh, Saudi Arabia

Design a new brand of health and beauty and design the retail outlets interior and position them on a new market. Create a strong visual identity with a memorable shopping environment for a multi cultural clientele. Differentiate the concept from competitors through innovative ideas. Continuing improving and updating the concept in order to improve the customers shopping experience. Launch new exclusive products on the market. Design all visual communication and visual displays. Rebrand an existing chain of pharmacies in order to create brand awareness. Redesign the outlets and improve the visual merchandise and communication. www.ghc.com.sa

2009 - 2010 Photography project / Book Design, Riyadh, Saudi Arabia

Documenting the influence of Saudi culture into interior design and how Middle Eastern interiors are combined with western design influences. The project was concluded through a printed limited edition book for Almanahildeco Riyadh.

2006 - 2008 – Art Director at Roxy Design, Brasov and Bucharest, Romania

Concept design and development of interiors design project; convey concept to the client through sketches, print, 3D modelling, multimedia presentation; Directs final art integration and implementation in coordination with team, schedule and budget; research and development project.

2003 - 2006 – Graphic Designer at Laserro Studio, Bucharest, Romania

Graphic design, multimedia presentations, photo editing and illustrations for clients such as Bucharest National Art Museum, Coca Cola, Museum of Contemporary Art Bucharest, etc.

Personal exhibitions

2007

Exhibition Ota Gallery, part of the Open Gallery Night in Bucharest, Mnor group, project called "Et ce joue nous plait", mixed media. [Open Gallery Night Press](#)

Exhibition at the National Museum Bucharest, "Fashion Victims", digital print.

2006

Exhibition HT003 gallery, "Sometimes you get it, sometimes you don't", digital print.

[Sometimes you get it, sometimes you don't Press](#)

Exhibition Goethe Institute Bucharest, "Self Portrait" video, digital print.

Performance Una Gallery, audio video performance.

Cinema Iubit Bucharest exhibition at Cinematograful Studio, mixed media. <http://www.cinemaiubit.ro>

2005 - Performance Students Hall, audio video performance.

2004 - Performance, Bragadiru Palace, audio video performance.

2003 - Exhibition Art Gallery Cluj Napoca, digital prints.

Workshops

- 2011 Euroshop Dusseldorf Germany - lighting in a retail environment, acoustic and sound design & installation for public spaces.

- **CitiesMethodologies Workshop**-urban research in juxtaposition, practice-led art, architectural and design work, writing, walking, performances, filmmaking and photography with Iosif Kiraly, Simona Dumitriu, Michele Bressan.
- "How to become an artist in residence" workshop, organized by Ambassade van het Koninkrijk der Nederlanden in Bucharest.
- **Performative City Portraits Workshop** - artist talk with Bettina Hutschek (DE).
- **Kinema ikon**, multimedia workshop with Iosif Kiraly, Nicu Ilfoveanu, Carioca.ro
- **Visual playground workshop** on graphic design and branding, typography and color strategy with Raymond Bobar, Stefan Lucus. www.visualplayground.ro
- **Language through lenses photo - video workshop** held by Ute Kohlmann.
- **Portfolio Review Workshop** with Dave Beech (Art Monthly journalist), Giuliana Carbi (Trieste Contemporanea director), Jane Neal (Art Review journalist).

Other

Volunteering – Helsinki Design Week 2015, 2016.

Helsinki Design Week is the biggest design festival in Scandinavia. My tasks were in assisting the festival producers organising different events and photo documenting the festival.

PTE Academic English language certification.

First Aid Course and Certification – Saudi Red Crescent.