

uta gruenberger / personal data

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2011 - 2012

To consolidate her muße [musze] ambitions as well as her grown therapeutic knowledge she spends a year of therapeutic educations in Germany. Completed as graduated Ayurvedic masseuse, Yoga therapist and meditation teacher / awareness-coach. Latest and on going: psycholigal asrology.

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2010 - 2011

European Design Award for „ANNA – Countess of Meran“ = first publication of new own ‚edition musze‘. A precious book in original Biedermeier style – illustrating Austrias most famous lovestory of the postmaster’s daughter Anna Plochl in Aussee, Styrian Salzkammergut and the emperor’s visionary brother, count Johann. Quilted, stamped and pierced of famous handmade Gmund Paper. Two editions (4500 pieces) sold out in bookstores and by direct marketing in hotels and special salons. See www.musze.at.

Film-cuts and Portraits of artists, actors and musicians @ Salzburg Festival 2010 as well as making of / backstage movie of famous outdoor theatre production „Everyman“ – see www.musze.tv. Reportages and interviews for German weekly magazine DIE ZEIT. (See website / print).

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2008 - 2009

Preparations for the revival of the famous cult magazine THE MANIPULATOR
© Moser & Colby, www.themanipulator.eu.

Establishing of online platform www.musze.at, which will be complemented by the edition musze books, accessoires & design objects.

Organised and hosted the SALZBURG FESTIVAL SALON Evenings in Max Reinhardt’s Castle Leopoldskron in August 09, as well as six ‘Witty Round-Table Discussions’ & Salon Evenings during Salzburg Biennale in March for the Panorama-Bar & Restaurant M32, www.m32.at and the Arthotel Blaue Gans, www.blauegans.at.

Co-editor-in-chief & author for the new art magazine GAENSEHAUT www.blauegans.at.
Author for publishing house TENEUES – Michael Poliza, ANTARCTIC.

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2007

Developed new concept for SALON – an art magazine about Salzburg Festival.
Editor-in-chief, head of marketing, author & photographer.

Hosted salon evenings in Max Reinhardt’s Castle Leopoldskron as part of Salzburg Festival’s series ‘poet-in-residence’.

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2005 - 2006

Freelance journalist for the German magazines QVEST & PARK AVENUE as well as for the daily newspaper SUEDEDEUTSCHE ZEITUNG. Author for publishing house TENEUES – Michael Poliza, AFRICA & Gabo, BIG SHOTS.

Ad sales, marketing, chief correspondent & author for PART#1, new art-magazine about Salzburg Festival.

Filmed, directed & edited the making of CROWN PRINCE RUDOLF – an International TV production by director Robert Dornhelm in Vienna for the Austrian public TV station ORF & the other EU partners.

2004

Public relations & coordination for the Austrian interactive theatre production ALMA MAHLER-WERFEL in downtown Los Angeles. Also represented the production's main sponsor SWAROVSKI.

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2002 – 2003

Filmed, directed and edited two TV documentaries/ CLOSE-UP star portraits for the Austrian public TV station ORF about Salzburg Festival's historic theatre JEDERMANN as well as the famous 'face of Austria' / model CORDULA REYER shooting in India and a further short film about Peter Gabriel on tour for German public TV MDR.

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1999 - 2001

HELKON MEDIA AG film production & distribution company in Munich. Built up the international communication department, PR, press work & marketing for the company's IPO. Personal coaching for CEO Werner Koenig until his early death in 2001.

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1993 - 1999

Representation of Austrian actor/director Klaus Maria Brandauer.

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1992 - 1996

Founded own press & PR agency, GOSSIP in Munich. Clients included RED BULL, REEMTSMA, BOGNER, VIVIENNE WESTWOOD, SAT1+DSF German TV stations as well as actors & artists.

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1991

Set photography in Sicily during European co-production of feature film MARIO AND THE MAGICIAN based on Thomas Mann's novel – directed by Klaus Maria Brandauer.

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1986 - 1991

Hannes Schmid Photostudios, Zurich, Switzerland. Photo assistant, casting & production for clients such as GAULOISES, JETSET, KENZO. Author for Photo-Book about Hawaii.

Freelance journalist for GRUNER & JAHR publishing house, Hamburg, Germany – writing for STERN & SPORTS as well as for CONDÉ NAST'S VOGUE, then ELLE, MAX, HARPER'S BAZAAR & FORBES! Main focus of all journalistic work on portraits of artists, actors & people from cultural fields.

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1983 – 1986

EILER & RIEMEL/BBDO advertising agency, Munich, Germany. Photo assistant, copywriter & creative director for clients such as MINOX camera, VOLVO, LANGENSCHIEDT, PENTHOUSE, ETIENNE AIGNER, BOGNER.

Awards

Received Art Directors Club Awards for Langenscheidt and Penthouse 1984.

European Design Award 2011 for first book in own publication 'edition musze' – 'ANNA – countess of Meran'.

Education

1981

Graduation from secondary school after passing university qualification exams.

1981 - 1983

Journalistic training to editor level in all departments.

1983 - 1984

Studies of dance & ballet in Munich @ JESSICA IWANSON modern dance school. Also studies of sports @ Stuttgart Sports College - trainer license.

1990

Massage & therapeutic Body Work Educations on Maui, Hawaii.

1991

Seminar in screenplay writing & film directing @ film academy in Cologne, Germany.

2011

Diplomas for Ayurvedic massage, Yoga therapy & meditation teacher.