

uta gruenberger / personal data

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2010

Presentation of the book 'ANNA – Gräfin von Meran' produced by her own publishing company 'edition musze' ...
Austria's most famous love story between the postmaster's daughter Anna Plochl from the town of Aussee & Archduke Johann of Austria, the visionary Habsburg prince and brother of the emperor. A precious book in Biedermeier style with padded and embossed cover, printed on Gmund handmade paper. (www.musze.at)

2008 - 2009

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

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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.

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.

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.

Received Art Directors Club Awards for Langenscheidt and Penthouse.

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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.