

Neli Mitewa

24.05.2006  
Sofia

Curators

neli@brainstoreproject.com

## Statement

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Neli Mitewa has graduated in Fashion Design at the Professional School of Applied Arts and Sciences in Trier, Germany. She works as fashion designer of her own collections (brand names "nelmit" and "TAPA"-with Youlian Tabakov), freelance-designer for companies, as well as lecturer, design consultant and fashion journalist. Among the prizes she has won at international fashion contests, there is the DESIGN INNOVATION - Award for outstanding design, awarded by the Ministry of Economy of North-Rhine/Westphalia-Germany, as well as her qualification for the Final of the GRAND PRIX INTERNATIONAL FASHION DESIGN BERLIN 2003.

As costume designer, she has created the costumes for a number of theatre and dance performances.

"Neli Mitewa turns the dress into art" (HNA Kassel)

"Philosophy fashion &ndash; clothing as a mental creation" (TM TextilMitteilungen)

## CV

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Neli Mitewa / Fashion Designer & Founding Partner of Brainstoreproject

Sofia / Bulgaria

### **education**

March 1994-February 1999 Fashion Design at the Professional School of Applied Arts and Sciences in Trier, Germany;  
Graduation: Diploma- Fashion Designer

### **project overview**

Contests, awards:

- 3rd Prize at the DuPont-Tactel - Design-Contest "Body & Soul", 1997;

- Qualification and participation in the National Final of the "Smirnoff International Fashion Award 1997" on the topic "Decadence", Sofia, Bulgaria, 1997;
  - Qualification for the Final of the Fashion Design Contest FASHION VIEW'98 ; DESIGN INNOVATION- Award for outstanding design, Qualification and participation in the National Final of the "Smirnoff International Fashion Award 1999" on the topic "Virtual Nature", Frankfurt, Germany, 1999; Appreciation and presentation of the outfits by German actress Natasha Ochsenknecht and TV-talkmaster (RTL) Sabrina Staubitz;
  - Qualification for the Final of the Fashion Design Contest FASHION VIEW 2001;
  - Participation in the International ENKA - Fashion Contest, selection among the 50 best young designers, 2002
  - Qualification for the Final of the GRAND PRIX INTERNATIONAL FASHION DESIGN BERLIN 2003 and gala-presentation in the State Opera "Unter den Linden", Berlin, 28.06.2003
- Fashion shows, collections:
- Fashion show for the opening of the "Art Weeks", Heringen, 1997
  - Debut as New Generation Designer at the "Forum of Bulgarian Fashion", Sofia, 1997;
  - Presentation of a Summer'99- collection at the "Forum of Bulgarian Fashion", 1998;
  - Fashion show for the Institute for technology-oriented Education, Kassel, 1998;
  - Fashion performance "Two with three Zeros or Dressed in the Others" with the Bulgarian Theatre-Studio "4XS", part of the program of "Plovdiv - European Cultural Month'99";
  - Participation in the innovative fashion performance "quasi moda", Ludwig Forum Aachen, 1999.
  - "P.S. PostScriptum" - Fashion-/Art-/Theatre- Happening, Main Post Office Sofia, 20.12.1999.
  - Realisation of an own knitwear collection "Ads & Puzzles" in the PointM -company, Sofia, 2001.
  - Fashion-Happening in stilwerk, Berlin, 22.06.2002.
  - Fashion-Performance "Impromptu" with dancers of the Ballet of the State Theatre Kassel during documenta 11 , open air- stage of the State Theatre, Kassel, 29.06.2002.
  - Founding of the own fashion-label "nelmit", 2002.
  - Knitwear-Collection "Dropped Stitch", Sofia, 2002.
  - Fashion Presentation at the opening of the exhibition "Contemporary Bulgarian Art", Marymount University, Arlington, Virginia, USA, 2002.
  - Fashion performance "Four Seasons" with dancers of the Ballet of the State Theatre Kassel, Trade Chamber Kassel, 16.10.2003
  - Collaboration with the stage designer Youlian Tabakov for creating the collection "GAME-à-porter" and founding of the common label "TAPA", July 2004.
  - Fashion show with Youlian Tabakov in stilwerk, Berlin, 21.09.2004.
  - Documentary fashion performance "GAME-à-porter", a brain store project production, directed by Willy Prager, Sofia, 14.01.2005.

- Participation with Youlian Tabakov at the designers' fair EuroFashionWeek, Backfabrik Berlin, 20.-23.01.2005.
- Freelance design work for the "Antoan Vill" company, Rousse, collection conception for their label "LARA VILL", since march 2005
- Forthcoming opening of an own showroom, 22, Tzar Ivan Assen II. Street in Sofia, beginning of 2006

#### Costume Designs:

- Costumes for the performance "www.I,F@ust-Mephisto.com" after Goethe's "Faust" for the Theatre-Studio "4xS", premiere 6.12.99 in Sofia ; Performance is selected for the 12.International Festival for Experimental Theatre, Cairo, September 2000; Coupe Experimentale of the Critic.
- Costumes for the dance performance "Disbalance", a production of "Odavision" with the support of the Soros Centre for the Arts, Municipal Swimming Pool Sofia, premiere 20.10.2000.
- Costumes and stage design for "Charlottka in Kassel", a production of the State Theatre Kassel, premiere 23.03.2001.
- Costumes for the international Trans-Art-Theatre project "The Blind Men - Die Blinden" , a production of the Theatre-Studio "4xS", Sofia, and Company "Cie Two in One", Budapest-Vienna, premiere at the National Theatre "Ivan Vazov" , Sofia , 23., 25.05. 2003; WUK-Theatre Vienna : 5., 6., 7.06.2003; Selection for the 15.International Festival for Experimental Theatre, Cairo; tour through Germany, September 2003
- Costumes for the dance performance "STITCH " , a production of brain store project, with the American choreographer Alan Good, premiere at the SFUMATO-theatre in Sofia, 7.09.2004
- "Faust 4'18'" - audio installation, part of the brain store project city intervention projects. WC of "Dr.Faust" club, Sofia, 13.06.- 13.07.2005.
- "Paint The Brain" - space intervention, House of 22, "Tzar Ivan Assen II." Street, Sofia, July 2005
- Concept, costumes and city "trade marks" for the performance "BALKAN TRADE MARK ® competition", Premiere: 4.11.2005 at the Balkan Dance Platform, Skopje

#### Teaching activity:

- 2000-2003: Teaching assignment at the Fashion Department of the National Academy of Arts in Sofia, Bulgaria; consulting the creating of the Departmentlectures and lectures and project work with the students of higher semesters.
- 2004: Teaching assignment at the Theatre Department of the New Bulgarian University; lectures and work with students on interdisciplinary projects.

#### Realized projects and with Fashion-students of the National Academy of Arts Sofia:

- Preparing the students of the Fashion Department of the National Academy of Arts in Sofia, Bulgaria, for the contest "Max Mara and the coat"; students of the Academy as 1 st and 2 nd prize winner; Presentation at the Archaeological Museum of Sofia, 8.11.2001.

- Art Director of the performance "DAYDREAM" after "White Nights" by F.M.Dostoevski, realized with students of the Fashion Department of the National Academy of Arts, Sofia, Bulgaria, 13.11.2001.

- ArtDirector of the open air performance "SMS-Size", a co-production of the students of the Fashion Department of the Academy of Arts Sofia , and the University Theatre "@Ima @lter", Sofia, 24.06.2003

Journalistic activity:

Freelance author for the Bulgarian magazines "Podium", "Moda" and "Manager", and the German "TexDECOR" ; reports about textile- and accessories' fairs (Moda In, Première Vision, Mod'Amont ), designers' catwalks (Milano Moda Donna), trend reports, theatre critics, reports about fashion and cultural events etc.

Curator's activity:

since 1994: organization of exhibitions of Bulgarian artists in Germany; since 2002 also in the Netherlands and the USA .

Design-Consulting:

Since November 2003 in commission by Weis-Consulting and GTZ (German Association for Technical Cooperation): Assistance at designer's seminars, design-consulting and preparation of Bulgarian fashion companies for participation in international fashion fairs, in cooperation with the BAATPE (Bulgarian Association of Apparel and Textile Producers and Exporters) and the German Designers' Union.

Co-Founder of:

- "brain store project" - creative concept's store, Sofia, January 2004

- Balkan Express Dance Group, a network of Balkan Performing Artists, July 2005