

biography

about amy stafford

Since receiving her MFA in 1994, Amy Stafford's career has taken a winding, international, multidisciplinary journey. Traveling from New York to San Francisco and on to Europe, her work has navigated the intersection of identity creation, visual communication, cultural memory & fine art.

Over the years, Amy has held various positions including Arts Editor of Surface Magazine, Visual Manager for Giorgio Armani Corp. / Emporio Armani and Creative Director for Arthesia AG, an applied think tank in Berlin & Zurich. In this last role she was a key member of concept development and realization teams for Deutsche Bank, Pricewaterhouse Coopers, Swiss Re and others; capitalizing their emotional assets through atypical communication solutions.

Leveraging her diverse professional background and track record as an award winning designer, in 2003 she opened Studio Blix6, an identity development and design business in Berlin.

A broad range of experience and extensive training have provided Amy with unique insight and ability to express ideas across multiple channels. Her roster of clients includes globally recognizable brands and personalities as well as NGOs, architects, environmentalists, publishers, political consultants, financial institutions and independent professionals. Whether working personally with individual clients or partnering with communication agencies in New York, Paris, Los Angeles, Zurich and many other cities around the world, Amy creates original and effective communication solutions that deliver results.

In addition to commercial work, Amy has contributed extensively to the development and promotion of inter-national contemporary arts, providing consulting, copywriting and design services to both individuals and non-profit organizations supporting visual and performing arts. In 2004 she helped found LUCKY TRIMMER e.V., a Berlin based non-profit performance series presenting experimental short-format works by international choreographers and dancers. She sits on their board of directors, strategic and curatorial teams.

Her ideas, both visual and written, have been published and exhibited in Europe and the US including -Kunsthalle Berlin-Lichtenberg, California Museum of Art and articles for Dwell, Art News and other publications. She has also held professor positions at art & design colleges and lectured on the topic of branding and identity creation to academic and business communities. Since 2000 Amy has been based in Berlin, Germany.