



# Sophie Welsh Durand

Artistic Production, management and coordination

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Native)

Swedish (Fluent)

Italian (Work Proficiency)

Spanish (Basic)

Polish (Basic)

Finnish (Basic)

Norwegian (Basic)

## About

I'm a professional, working for the artistic industry (Fashion, theater, Cinema, Events, architecture and luxury travels)

My favorite field being large scale creative project or event around the world.

These last 15 years, I have been able to work closely with demanding art directors and artists.

I perfected my skills and knowledge in management, artistic coordination, creation and culture during multiple collaborations and developments of artistic projects in France and abroad.

Today I want combine all my expertise and focus on management and direction, leading, development, creation of ambitious artistic, cultural projects and events with clients, artists and VIP ... for luxury houses and brands, institutions, companies, artists or foundations of high excellence,

Thanks to my experiences within Luxury, art, event, culture, talents, visual creation at large.

Merci de me contacter pour plus d'information ou question : swelshd@gmail.com

Thanks to contact me for more information or other question : swelshd@gmail.com

### BRANDS WORKED WITH

Chloé

Givenchy

Lacoste

Opera National de Paris

villa eugénie

## Experience



### ● Coordination to Art Director & Studio

Lacoste | Apr 2019 - Now

- Artistic monitoring and talent search (photographers, models, creatives, shows, exhibitions, films, works of art, etc.)
- Production manager (organization of filming, photo shoots, fittings, press interviews, collaborations, etc.)
- Recruitment and management of contracts, negotiation (service providers, freelance, etc.)
- Organization and management of schedules with service providers and general coordination
- Direct and transversal management of creative teams
- Management, development, and monitoring of projects linked to the DA until delivery
- Collaboration search and activation
- Daily management of the artistic direction and its teams
- Planning, retroplanning

### ● Coordination & Management : Production and artistic creation

Opera National de Paris | Jan 2018 - Jun 2018

- Talent monitoring and recruitment, negotiation, contractualization (dancers, scenographers, musicians, actors, technicians, light designers, sound designers, talents, artists, etc.)
- Management of artistic research, inspiration, production and archiving (decors, costumes, etc.)
- Strategic reflection on visual identity and the world of creation,
- Artistic, technical and budgetary arbitration advice
- Creative, artistic and technical strength of proposal
- Organizational sizing of the show (logistical, technical, human resources, etc.)

- Manage, organize and supervise planning, administration, logistics for hosted and touring shows
- Direction of the actor, dancer, singer, musician for stage revival and creation.
- Direct and transversal management of creative, artistic and technical teams
- Production management, administrative authorizations for the occupation of public space....



### ● **Coordination to Studio & Studio Director**

Chloé | Sep 2015 - Nov 2017

Management Studio Design : Direction Artistique Clare Waight Keller, Natasha Ramsay-Levi

- Monitoring and artistic research (Vintage, talents, events, photographers, videographers, stylists, models, etc.)
- Briefing with creative teams
- Ensure compliance with the creative brief in the proposals submitted
- Manage the development of creative research
- Recruitment, negotiation and contractualization of creative, technical, talent and service providers teams
- Direct and transversal management of creative and production teams
- Budget management and monitoring, planning/retroplanning (Studio, Workshop, Productions in conjunction with artistic direction)
- Organization and coordination of fashion shows, fittings, shooting, internal events, etc.
- Monitoring of events then video editing, calibration sessions and video editing, photo editing (internal or external),
- Organize and supervise the design studio and production teams (50 people)

### ● **Event & Show production**

| Sep 2014 - Sep 2017

Scenographer, Stage direction, Art director, Costume designer, Stylist, Event planner, Actor's direction, Acting



### ● **Producer's assistant and coordinator : Event & Fashion show**

villa eugénie | Jan 2013 - Sep 2014

Management direction artistique et producteur Etienne Russo

- Briefing with artistic directors of fashion houses (Dior, Lanvin, Chanel, etc.) and debriefs to teams
- Monitoring artistic and technical research (decors, architecture, lighting, etc.), ensuring respect for the artistic universe throughout the development of the project
- Artistic monitoring, talent search (architects, artists, craftsmen, technicians, scenographers, director, light designer, innovation, etc.)
- Production of press and interview content, writing and visuals
- Negotiation of budgets (projects linked to the production director, etc.), design, implementation of additional projects for the AD
- Administration: Creation, planning coordination management, internal and external retroplanning, daily agenda monitoring and interface between teams, logistics of meetings, travel, expense reports, budget monitoring, recruitment, classification, archiving, supply



### ● **Coordination, Management, Personal assistant to the Art director Riccardo TISCI**

Givenchy | Mar 2008 - Jan 2013

- Strategic and daily management of artistic direction and creative teams
- Manage the development of artistic proposals and research
- Artistic monitoring and talent searches (Photographers, models, talents, artists, etc.)
- Ensure compliance with the initial brief given by the Artistic Director to the teams
- Management, development, and monitoring of projects in conjunction with the Artistic Direction (Fashions, advertising campaigns, filming, shootings, VIP events & fittings, press interviews, MET Gala, cross-func-

tional projects, etc.)

- Administration: Creation and management of schedules and reverse planning of the artistic direction's agenda, coordination of the agenda and interface between teams, logistics of meetings, travel, expense reports, budget monitoring, artistic research, classification, archiving, supply

## Education & Training

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2020 - 2023

- **Ecole Du Louvre, Paris**

Candidat libre,

- **Ecole nationale supérieure des Beaux-Arts**

Ecole des beaux arts de Rueil Malmaison,

- **Le Mans Université**

Licence,