



# Sameh El Tawil

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**Date of birth:** 14/01/1978 | **Nationality:** German | **Gender:** Male |

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<https://bit.ly/3zTdgyl> | <https://bit.ly/3BMbQHi> |

<https://www.linkedin.com/in/samehaltawil/> | samehaltawil |

Schießgartenstr. 17A, 64839, Münster, Germany

About me:

An international citizen, Visual artist, creative director and innovation manager. my work has been exhibited, mentioned and appreciated around the world, worked for most of the premium agencies and brands globally, and won awards as an artist and as a Creative Director. led multi-cultural teams in Germany, Dubai, Egypt and KSA.

my passion is delivering strategic creativity and innovation whenever possible!

## ● WORK EXPERIENCE

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01/10/2019 – CURRENT – Frankfurt, Germany

**CREATIVE DIRECTOR | HEAD OF DIGITAL – AD & VISION GMBH**

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I am responsible for all offline and online creative output, developing creative concepts and presentations, managing creative and execution process quite often including staff supervision and work production. My core responsibility is to determine the best way to innovatively achieve campaigns offline / online across all medium i.e print, event, web, mobile, VR, AR and MR and produce high level UX/UI concepts for interactive projects, across every digital platform.

Main Clients / Brand: Ferrero, Kinder.com, Nutella, AVD, Hessen Mobil, DPD Group

<https://ad-vision.de>

01/12/2016 – 30/09/2019 – Mannheim, Germany

**DIGITAL CREATIVE DIRECTOR – NEONMINDS (SCHALLER & PARTNER GROUP GWA)**

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I am responsible for all digital creative output, quite often including staff supervision and work production. My core responsibility is to determine the best way to visually represent an idea online and across unconventional media i.e VR, AR and MR and produce high level concepts for design projects, across every digital platform.

**Main Clients / Brand:** Bosch, Continental, Roche, SAP, BASF, Michelin, Südzucker, Volume Graphics, DHU, Thus, Thyssenkrupp.

**Address** Mannheim, Germany | **Website** <https://www.schaller-werbung.de>

<https://neonminds.com/>

01/08/2010 – 01/11/2016 – Cairo, Egypt

**E.CREATIVE DIRECTOR | HEAD OF DIGITAL – HIVE GROUP FOR INNOVATIVE COMMUNICATION**

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I've been responsible for all creative output from Cairo and Dubai's offices, staff supervision, work production, new business development.

**Main Clients / Brand:** Coke, Porsche, Toyota, BMW, PepsiCo, J&J, Lexus and more.

<https://hive-ad.com>

**Address** Cairo, Egypt | **Website** <https://hive-ad.com>

01/01/2015 – CURRENT – Cairo, Egypt

**BUSINESS CONSULTANT – VOXELS**

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Voxels is a creative production agency in Spain and Cairo, specialising in Animation, film & advertising. We work with clients starting from the initial idea phase to the design, art direction and final production of a project. We believe in creating beautiful, emotion-driven work that functions for our client's goals and resonates with their audiences.

<http://voxels.net>

01/04/2013 – 01/04/2014 – Munich, Germany

**SENIOR ART DIRECTOR DIGITAL – CDM WORLD AGENCY MUNICH**

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Leading a team of copywriters, art directors, designers and developers in order to come up with original creative ideas, marketing strategies, online / offline campaigns, designs and applications for our health care Clients i.e Baxter, Pfizer, Galaxo, Amgen, Etc...

<https://www.omnicomhealthgroup.com>

**Address** Munich, Germany | **Website** <https://www.omnicomgroup.com/our-agencies/>

01/01/2012 – 01/01/2013 – Riyadh, Saudi Arabia

**TATTLER KSA. MANAGER – A15 GROUP**

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Leading MSN, Skype & Tayttler Middle East teams to serve a wide range of international brands creating a successful digital, Social Media and paid media campaigns.

<http://www.a15.com/en-us/> | <http://tattlr.net>

**Address** Riyadh, Saudi Arabia

01/08/2008 – 01/10/2010 – Jeddah, Saudi Arabia

**CO-FOUNDER / HEAD OF CGI – LEAP STUDIOS MIDDLE EAST**

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Establishing and Founding the first only Image production house for advertising in MENA region award winning campaigns with most of the international agencies and Brands in the region.

<https://leapstudios.net>

**Address** Jeddah, Saudi Arabia

01/07/2007 – 01/08/2008 – Jeddah, Saudi Arabia

**SENIOR ART DIRECTOR – MEMAC OGILVY**

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<https://www.ogilvy.com>

**Address** Jeddah, Saudi Arabia

01/06/2005 – 01/06/2007 – Jeddah, Saudi Arabia

**SENIOR ART DIRECTOR – JWT MIDDLE EAST**

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<https://www.jwt.com/en/>

**Address** Jeddah, Saudi Arabia

01/10/2002 – 01/10/2004 – Munich, Germany

**ASSISTANT LECTURER – FINE ART ACADEMY MUNICH (ADBK)**

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<https://www.adbk.de/de/>

**Address** Munich, Germany

01/06/2003 – 01/01/2004

**STUDENT GRAPHIC DESIGNER – VELVET MEDIENDESIGN GMBH**

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<http://www.velvet.de/>

**Address** Munich, Germany

## ● EDUCATION AND TRAINING

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01/05/2011 – 01/05/2013 – Krems, Austria

**MASTER STUDY IN MEDIA ART HISTORIES (MAH)** – Danube university Krems, Krems (Austria)

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**Address** Krems, Austria | **Website** <http://www.donau-uni.ac.at> | **Thesis** in progress

01/10/2010 – 07/02/2014 – Munich, Germany

**DIPLOM OF FINE ART** – Fine Art Academy Munich (ADBK)

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**Address** Munich, Germany | **Website** <https://www.adbk.de/de/>

01/09/1995 – 01/05/2000 – Cairo, Egypt

**BACHELOR OF APPLIED ARTS (BA)** – Faculty of Applied Arts

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**Address** Cairo, Egypt | **Website** <http://applied-arts.helwan.edu.eg>

01/01/2019 – 01/09/2021 – Cairo, Egypt

**CMAS\*\* SCUBA DIVER** – World Confederation of Underwater Activities "C.M.A.S."

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**Address** Cairo, Egypt | **Website** <https://www.cmas.org/en>

## ● LANGUAGE SKILLS

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Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>GERMAN</b>	C1	C1	C1	C1	B2
<b>ENGLISH</b>	C1	C1	C1	C1	C1

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*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## ● HONOURS AND AWARDS

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Since 2000

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**Nile Salon photography prize 2012, Youth Salon Award (1999,2000, 2004)), a Small pieces Exhibition (2002), ENPI Photography 2nd Prize 2010 and a commission from the Contemporary Art Museum in Munich for the SOLO project (2003), Cannes Lions Silver 2021, 2 Effie Awards 2017 & 2019, EME Award 2018, Comprix Award 2018, BestCss award, Adsoftheworld 2020, Vuforia Vision Award 2015.**

<https://samehaltawil.com>

## ● ORGANISATIONAL SKILLS

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### Organisational skills

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- Creating and keeping deadlines
- Goal setting and meeting goals
- Decision making
- Team management
- Project management
- Problem solving & creative thinking skills
- Productivity
- Teamwork & Team leadership
- Multitasking
- Strategic thinking

## ● HOBBIES AND INTERESTS

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### professional Pianist

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<https://soundcloud.com/samehaltawil/sets/thema>

### C.M.A.S.\*\* Scuba Diver

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<https://www.cmas.org/cmas/about>

### Visual Art & Digital Photographer

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<https://samehaltawil.com>

## ● JOB-RELATED SKILLS

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01/2000 – CURRENT

### Soft and technical skills

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- Agile Team leadership
- Scrum project management
- Agile / OKR coaching
- Innovative thinking & design thinking
- UX / UI Design
- Professional Media / Innovation producer i.e:
  - (Animation, video, Game, AR/VR)
  - Video / Audio Editing (FCPX, After effects cc)
  - 3D artist (3Ds Max 2022 / Vray 5 )
  - illustrator & digital painter.
  - Basic Motion graphic skills
  - Image creation skills (Adobe cc)
  - Art & Advertising work samples:
    - <https://samehaltawil.com/>
    - <https://bit.ly/3BMbQHi>
    - <https://bit.ly/3zTdgvl>

<https://samehaltawil.com/>

## ARTIST BIOGRAPHY

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1999 – CURRENT

### Exhibitions and Publications

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**Sameh El Tawil** **سامح الطويل** German / Egyptian

was born in Cairo, Egypt in 1978 and spent his youth in Medieval Cairo before moving to [Munich, Germany](#) when he was 22. El Tawil is one of the most recognised new media artists from the Middle East who has gained international recognition for his works which trace the political and human rights notion through a Middle Eastern lens. He holds a BA from the Faculty of [applied arts](#) in Egypt, Diploma of Fine art from ADBK, Munich, Germany, Free media art histories study by [Danube university](#) Krems, Austria.

Based on extensive periods of research and enquiry, Sameh El Tawil's work tackles notions of freedom, religious and artistic identity through film, performance, digital installations and storytelling<sup>[1]</sup>. El Tawil's frames [Egyptian culture](#) through the lens of self criticism and vice versa. Mixing truth and digital fiction, El Tawil has since 2011 staged digital recreations of the clashes between the different Egyptian communities during and after the 25th January's revolution.

In 2019, Sameh El Tawil premiered his latest project "Google it" in Sharja Islamic<sup>[2]</sup> art festival.<sup>[3][4]</sup> The large interactive projection mapping installation, Where viewers are able to search google about Islam and get visual feedback in form video mapping on walls and ground in real time.

In 2017, Sameh El Tawil premiered "Not For Sale<sup>[5]</sup>" video installation project in Galerie Der Künstler, Munich, Germany, the project explores the idea of borders, boundaries and lines which are crossed when people traverse physical, psychological and symbolic spaces. Since 2000, El Tawil had shows at the Galerie Der Kuenstler, Pinakothek der Moderne and Fine art academy Munich, Germany.<sup>[6]</sup> Verpackerei Goerisried gallery Germany, PROGR Gallery Bern, Switzerland, AMAZE festival South Africa<sup>[7]</sup>, Cairotronica festival Egypt,<sup>[8]</sup> Digifest Cairo, Egypt.<sup>[9]</sup>

### Artwork

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Sameh El Tawil's Work have been exhibited and commissioned at galleries, festivals, and museums nationally & internationally including:

The New Museum of Contemporary Art in Munich, Germany (**Pinakothek der moderne**)[10], The Egyptian **Museum of Contemporary Art**, Cairo; The **ADBK** fine art academy, Munich; The **House of Art in Munich**; The **house of art gallery Frankfurt**; Youth Salon Cairo; The **Center for Contemporary Art Cairo**, Egypt; and the **Uban Gallery, Munich**, Germany, **Ithuba Arts Gallery Johannesburg**, 1st and 2nd **Di-Egy digital art festival**, Cairo; **Amaze festival Johannesburg**[11], ZA; 1st **Afiriperfoma Biennale Harare, Zimbabwe** and many group / solo exhibitions in Egypt, switzerland and Germany, Sameh's works are in several private and public collections including:

**The Contemporary Art Museum, Munich**, Germany and The **Contemporary Art Musseum, Cairo**, Egypt. Awards including **Nile Salon photography prize 2012**, **Youth Salon Award (1999,2000, 2004)**, a **Small pieces Exhibition (2002)**, **ENPI Photography 2nd Prize 2010** and a **commission from the Contemporary Art Museum in Munich** for the SOLO project [12](2003), [13]**commission from the Modern Art Museum in Cairo** for the "Knight" sculpture (2003) His work has been featured in **AlAhrum Online 2014**, **LandEscape Magazine (November, 2013)**, Di-Egy Festival catalogue 2013, Al-Ahrum Newspaper (February 2004, october 2013) and many other publications. "Shoppingmall" group exhibition in in der **Galerie der Künstler des BBK Munich, Germany 2017**.<sup>[14][15]</sup>

El Tawil's has a series of biographical / self criticism art projects exploring the notion of Identity, freedom in digital and performance forms, such as "**SOLO**", "Ready to Go", "**Not for SALE**[16]", "**Clockwise**[17]", "**Still Searching**", "**IDEMixer**"[18]. El Tawil is currently working on an Ai based art projects in partnership with Cairotronica [19]festival, in Cairo, Egypt, where he is conducting research and development for his first **Artificial intelligence based musical performance "Chaos"**. The premier show for the project took place within Cairotronica [20]exhibition in Cairo, Egypt 04.2021.

## National Exhibitions

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- 2021 Chaos - **General exhibition**, Cairo, Egypt
- 2015-2021 IDEMIX within **Cairotronica** festival
- 03/2013(Vs. بالعكس) Augmented reality Art. Within the 1st **Di-Egy Fest, Al Jazeera Art Center, Cairo**
- 04/2011(Stop) Live video/Audio performance, **Mokhtar museum, Cairo**, Egypt
- 01/2011 Group Photography exhibition in the **Townhouse gallery, Cairo**, Egypt.
- 10/2010 (Brainstorming) Performance in the media hacking exhibition in **Ahmad shawky museum, Cairo.**
- 12/2006 (SOLO) video performance & Seminar in the **Architectural pheromones hall, Jeddah, KSA**
- 04/2004(Kopf-Head) Video-Installation exhibitions in **Goethe-Institute Cairo.**
- 07/2000 Bachelor-Exhibition in **Faculty of applied arts, Cairo**, Egypt
- 99-2005 Participated in **Small Pieces Salon**, Art Center, Cairo, Egypt
- 99-2005 Participated annually in **El Talaia Exhibition** by The National Center of Arts
- 99-2005 Participation in the **Youth-salon Exhibition** in Cairo.
- 10/1999 (Bronze sculpture) Workshop and **Exhibition in Goethe Institut Cairo.**
- 11/1999(Seven) **Group Exhibition in Cairo Atelier**

## international Exhibitions

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- 07/2021 (Diorama) Ai / 3D graphic within the 42nd General Exhibition, Cairo, Egypt
- 06/2021 (Look at this) **Pinakothek der Moderne, Munich**, Germany
- 04/2021 (Chaos) artificial intelligence musical performance within Cairotronica cairo.
- 2019 (Ask Google) Ai video installation within **22nd Edition of Islamic Arts Festival Sharja**, UAE.
- 2017 Shoppingmall" group exhibition in in der **Galerie der Künstler des BBK Munich**, Germany.
- 2015 (Door to paradise) Virtual Reality installation within **18th Edition of Islamic Arts Festival in Sharja**, UAE.
- 02/2014(CLOCKWISE/عقارب الساعة) Diplom Exhibition 2014, **ADBK, Munich**,
- 2001-2004 participating in the annual exhibitions at the fine art academy in Munich(ADBK)
- 11/2013(A442Hz / لا ٤٤٢ هرتز) Video Art, 1st **Afiriperfoma Fest., Zimbabwe**
- 10/2013(A442Hz / لا ٤٤٢ هرتز) Video Art, **Medrar** for contemporary art, **5th Cairo Video festival, Cairo.**
- 09/2013(VS. / بالعكس) Augmented Reality / interactive Art project, **Ithuba Arts Gallery, Johannesburg, ZA.**
- 06/2013(Ready To Go / مستعد للرحيل) Performance/installation, **Stadtgalerie, Bern, Switzerland.**
- 04/2013(VS. بالعكس) Augmented reality Art project, **stadtgalerie, Bern, Switzerland**
- 03/2005(No way) video/ Animation, Fine art academy Hall, Munich, Germany.
- 03/2005(VISITORS) video with Patricia Gruel in **ADBK Uban Gallery, Munich**, Germany.
- 06/2004(Solo 1) Video, prof. Metzel class, year exhibition in **ADBK Munich.**
- 10/2003(Journey) video / animation with Bruno Wank in **Marktoberdorf, Germany.**
- 06/2003(Solo II) Video, prof. Metzel class, **year exhibition in ADBK, Munich,**
- 07/2003(Endless journey) 3D-Animation, **class Prof. Brangenberg ADBK,**
- 05/2003(Just on time) Video-installation "Ma'am / Grave" **Dom Museum, Frankfurt,**
- 01/2003(Endless journey) film "**Kunst am boden" Exhibition ADBK Munich,**
- 03/2002Participation prof. Brangenberg class Drawings-exhibition, in **ADBK, Munich.**
- 06/2002(dancing) 3D animation films in the year exhibition in ADBK, Munich, Germany
- 06/2001(Water symphony) Drawing, Year **Exhibition Prof. Brangenberg class in the ADBK.**