

My name is Alma Salem, I am an Independent curator & cultural advisor with 22 years of knowledge and expertise in producing hundreds of cultural projects across all Arts forms. Ranging between International Cultural Relations, Heritage protection, Visual and Performing Arts; Cultural leadership and Entrepreneurship, Arts in development and in Conflict.

I worked for the British Council from 2006 to 2015 positions marked by 5 years of being the Middle East North Africa regional programmes manager for the Arts, overseeing over 800 projects and the arts team work across 17 Arab countries, UK and Europe.

Before this from 1995 to 2006 I worked at the IFPO, 'The Near East French Institute' as the cultural resources manager ' where I created a 'Bank of images', a 10 years project of preserving the visual Heritage of the Levant in partnership with EU, France (CNRS) & various museums ; collected ,digitized, set-up a database of over 50 thousands references ;and provided advisory to archaeologists and historian's. I am a board of trustees of many cultural and social development institutions and initiatives in the region and beyond and I'm recognized among the MENA artistic community and beyond as a cultural activist, lobbying and campaigning for the peaceful artistic movement, calling for artistic freedom of expression, advocating for artists rights, for the role of Arts in development & communities positive change, in conflict resolution and peace building, and for the growth and expansion of the global creative economies.

Among others; contributed to making of the first Aerial Atlas of Levant, the installation of the Syrian European Archaeology Exhibition at the IMA (Institut du Monde Arabe). Curator of the touring contemporary curatorial & research platform ' Syria Third Space', launched in London in January 2015, at The EU parliament building, Brussels June 2015 ', Belfast January 2016, Amsterdam 2017 www.syriathirdspace.com

I first came familiar with SKOL when I was invited as a speaker earlier this year to the launch of the exhibition "Internal Landscape" , I admired the space , its contemporary endeavor and since then then I'm a frequent visitor .

I moved to Canada two years ago now , where I'm a permanent resident, and intend to continue living in Montreal the rest of my life . In 2016 I took part as a member of film Jury at the festival 'Présence autochtone' , I am an active member of the collective "regards syriens" , And this week I'm organizing an artistic intervention in partnership with ATSA as part of " Cuisine ta ville " festival .

I believe that I have the needed curatorial knowledge , self confidence and set of networking and management skills needed to carry this posting with great success , thank you for considering my application

Alma Salem

CURRICULUM VITAE

1. Family name: Salem
2. First names: Alma
3. Date of birth: 13 July 1972
4. Nationalities: Syrian , Lebanese, A permanent resident of Canada
5. Electronic address: alma@almasalem.com
6. Mobile phone number: +15146921171
7. Home address 1480 Rue Saint Jacques, Suite #7 , Montreal, H3C4J4
8. Linkedin <http://linkedin.com/in/alma-salem-95a0a0112>

9. Education

Institution – Date (from – to)	Degree(s) or Diploma(s) obtained
A three years programme Fellow of Devos arts management Institute at Maryland University , Washington DC	Starting in June 2017
“University Lumière (Lyon II)” in France 1995	Higher Education Diploma in French – Arabic Translation
University of Paris IV (Paris-Sorbonne) 1993	Higher Education Diploma in French studies
Damascus University 1994	Higher Education Diploma in French Literature
Damascus University	Bachelor degree in Arts –French department

9. Language skills (mark on 1 to 5 for competence):

Language	Reading	Speaking	Writing
Arabic(mother language)	1	1	1
French	1	1	1
English	1	1	1
Spanish	4	4	5

10. Membership of professional bodies:

- Founder of Syria Third Space curatorial platform (new website under construction) <https://www.britishcouncil.org/arts/syria-third-space/>
- Member of Jury of Montreal First Nations documentary film festival 2016
- <http://nativelynx.qc.ca/archives/festival/2016/en/2015/pages/festival-prizes.html>
- New member of the team Regards Syriens film festival, Montreal 2017 <http://regardssyriens.wixsite.com/lasyrieivousregarde>
- Board of Trustees of Art Cabinet UK <http://artscabinet.org/about/people/>
- Board of Trustees at Syria Culture Index <http://syriacultureindex.com>
- A Fellow of Salzburg global Seminar <http://www.salzburgglobal.org/calendar/2010-2019/2017/session-573.html>
- A new fellow of Devos Institute for management at Maryland University
- Founding member of the NGO ‘Kitab’, member at the British Council International Cultural Leaders Network, British Council Global Active Citizens , member of the SEAAA (Alliance for artistic and cultural mobility South Europe, Arab world, Asia, Australia), member of the Informal group of Arab donors for Culture, Advisor for the Prince Claus Fund Awards, member of the Roberto Cimetta network of Cultural leaders,

member of the FIDIC (the canadian federation for cultural diversity)
network of Cultural leaders, head of mobility scheme at BC.

- A nominator for Shubak contemporary arts festival commissions scheme with the British Council and the Space (UK)

9. Years of profession **22 years**

11. Key qualifications:

A recognised International expertise in arts and Culture Sector.

Domains of expertise

- Artistic advisory and critic/ Curation/ Cultural leadership, arts strategies and management /alliances and global arts networks / Digital and Visual arts/ Performing arts / Arts and conflict/ Arts and Social Development/ Creative economy and cultural policies/ Marketing, Media and Communications/ Libraries and archives/ Syrian Heritage.

/Arts Strategies development/ Organisational management and team leadership/ Arts Programmes design and management./ Arts Project formulation, planning; and project management/ Arts Project evaluation, monitoring, implementation & control./ Large scale Finance and budgets management/ Expertise across all processes & best practices in knowledge and Information management & customer services/ Expertise in Media networking and working with various media outlets./ Communication strategies and segmentation analysis/ Needs assessments for Market research and Marketing strategies/ Training and teaching skills/ Presentation and reporting skills/ Strong interpersonal skills/ Strong lobbying and advocacy and networking skills/ Strong social media presence/ Events planning and management./ Excellent translation skills/ Wide local and international cultural knowledge/ in-depth knowledge of art sector in the Middle East North Africa and the UK.

14. Professional experience record:

Date: from-to	November 2015 – currently
Company	Alma Salem (registered in Canada as a freelance)
Position	Independent curator, arts and culture advisor
Description	<p>Purpose of job: Independent curator & cultural advisor with 22 years of knowledge and expertise in producing hundreds of cultural projects across all Arts forms. The expertise offered is across all arts forms and Ranging between strategizing, institutionalizing and clustering , judging grants scheme, cultural realtions programming, monitoring and evaluation , mentorship and coaching of young cultural leaders, arts management training. . I work with many prestigious partner institutions among them: The British Council as the strategic advisor for Syria arts and heritage programs, Sundance Institute, Atassi foundation , Sharja foundation, AFAC (the Arab fund for arts and culture .</p> <p>Alma Salem is the founder and senior Curator of the touring contemporary platform entitled ' Syria Third Space' showcasing the new works by Syrian artists in times of conflict, a curatorial platform that seeks to “extend the notion of the real for artists and their audiences to question, research , engage, change realities and shift the paradigm of global arts movements. launched in London in January 2015, at The EU parliament building, Brussels June 2015 ' , Belfast January 2016, and touring to Amsterdam in 2017 in partnership with <i>Dancing on the Edge festival</i></p> <p>Alma is also an Instructor /teacher of a course entitled : <i>Contextual and Cultural referencing in arts and design</i>, based on a Mooc called <u>edX</u> that is the result of a nonprofit partnership between Harvard</p>

	University and Massachusetts Institute of Technology (MIT); Open edX is the open source version of the same platform.for a BTE Paterson learning method based programme run by Kwn Online Education LLC < Dubai UAE , a high quality Arabic STEAM*-based platform that grows digital entrepreneurs to a global standard
Date: from-to	September 2011- November 2015
Company	British Council
Position	Middle East North Africa Regional Arts Programme Manager
Description	Purpose of job: To oversee the British Council Arts programmes and large scale operation across 17 countries in the MENA region, covering the Levant, the Gulf and North Africa, a grant budget holder of 1.5 millions pounds, and with an income fundraising target of approximately half a million British pounds. The Arts manger role involves overseeing the regional programme cycle from conception of ideas and partnerships in the UK, the region and beyond, to implementation and evaluation, and to develop a flexible and energetic approach to Arts summed up in a 'Vision for the Arts' and country strategies. The arts genres ranges between: Cultural Relations, Heritage protection, Visual and Performing Arts; Cultural leadership and Entrepreneurship, Arts for social positive change development and in Conflict, She is recognized among the MENA artistic community as a cultural activist, lobbying and campaigning for the peaceful artistic movement, freedom of expression, advocating for artists rights, for the role of Arts in development and communities positive change, in conflict resolution and peace building, and for the growth and expansion of the global creative economies
Date: from-to	January 2009 – September 2011
Location	Damascus-Syria
Company	British Council
Position	Deputy Director British council Syria, Director programmes
Description	Produce, update, lead on, implement and review and innovative and relevant country strategy to cover country marketing, communications, customer services, information resources, events sponsorship strategy in line with global and regional strategies, monitor and evaluate strategy implementation. Manage web team, develop online presence of the British council in Syria this includes effective use of Media, print, web and mobile communications to reach external audiences.
Date: from-to	January 2008– December 2008
	Damascus-Syria
Company	ISMF- ICT(Institutional and Sector Modernization Facility) project funded by the European commission. Software Development and Technical Assistance for e-Government and ICT Standards Applications.
Position	Media and communication expert
Description	Establishing the CSC (First Citizen Service Centre for e. government in Syria) a pilot project for e-Government in Syria, owned by the Prime minister office in partnership with the ministries of: (Industry, Trade and Economy, Technology and Telecommunication).This includes: Managing the relationship between the project and the Syrian government , The rehabilitation, branding and launching of the first CSC in Syria. Planning and over-viewing the implementation of a Media campaign to raise awareness

	about it, working with a diversity of media outlets. Writing the operational guide for the centre, this includes: (The project synopsis, an organisational structure and HR, recommendations for future roll-out of the project in other govern orates)
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Date: from-to	July - August 2008
Location	Damascus and Salamyieh, Syria
Company	SBC (Syria Bureau for Consultancy, Dr. Nabi Sukar)
Position	Consultant
Description	Consulted on a market research as a focus group moderator, to assess needs of Education in Syrian private and public schools. For the benefit of a project funded by AKDN (Agha Khan Development Network)

Date: from-to	July 2006 – to May 2008
Location	Damascus- Syria
Company	British Council
Position	Projects Manager, coordinating NENA regional projects
Description	<u>To contribute to the development of strategies, policies and plans which enable the BC to achieve appropriate corporate goals and targets, within the regional and local themes of Creativity and Mutuality, English and Education, Citizens, Communities and Participation. To identify and develop new business opportunities</u> and partnerships, this includes all sectors (governmental, private sector, NGO's and individuals, UK, regional and local ones) in order to meet the needs of internal and external clients, in order to extend the Council's sphere of influence, strengthen existing relationships and achieve corporate objectives within the themes 'Creativity and Mutuality' and 'Citizens, Communities and Participation'.

Date: from-to	October 1995 – August 2006
Location	Damascus- Syria
Company	French Institute of Near East
Position	Cultural resources manager
Description	IFPO, <i>The Near East French Institute</i> as a cultural resources manager ' where I managed, restored, digitalized and exhibited the Heritage of the French Mandate in three countries in the Levant (Syria, Lebanon, Jordan, and Palestine), a collection of about 50000 ancient photos, 7000 maps and 15000 manuscripts. During this period I participated in the making of the first Aerial Atlas of Syria, contributed to the installation of the Syrian European Archaeology Exhibition at the National museum in Syria, then at the IMA (Institut du Monde Arabe). I then managed a "Geothèque" a project initiated by the National Centre of Scientific Research in France (CNRS) in partnership with the National Library (France) by digitizing and setting up an automated easy-access database of a 'Bank of images' in the region, and advised on researches undertaken by archaeologists and historians in the region. And published the book " Photographie du Levant"