

martina serventi

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A dedicated art professional with experience of working with the public in project management and sales in a variety of museum and conservation environments, I am now looking to be directly involved in developing innovative and inclusive strategies to enhance visitors' engagement with the space and objects of different collections and exhibitions.

EDUCATION

2019 - 2020 | London, UK

BIRKBECK UNIVERSITY

Arts Policy and Management

Master of Arts (MA)

Curating as Critical Practice

Audiences: Community and Participation

Comparing Cultural Policies

January - March 2019 | London, UK

TATE MODERN

The Art Museum: Past, Present, Future

Short Course

The role of the Curator

Funding the Museum

January - May 2018 | London, UK

SOTHEBY'S INSTITUTE OF ART

Foundation of Art Business

Semester Course

Auction and Art Market History

Art and Auction Legal Framework

2012 - 2016 | Parma, IT

UNIVERSITY OF PARMA

Artistic and Performing Art Heritage

Bachelor's Degree (BA)

History of Art and Photography

History of Theatre and Cinema

2011-2012 | Milan, IT

NABA MILANO

Set Design / Scenography

Art Academy

Set Design for Cinema, Theatre, Event

Fine Art: different techniques

WORK EXPERIENCE

August 2019 - Current

Museum of London | V&A | St. Pauls Cathedral | Southbank Centre | Hayward Gallery | British Museum | HMS Belfast | National Army Museum | London, UK

Retail - Gallery Assistants - Visitor Experience

- Admission Desk, Stewarding, Invigilating
- Retail, Donations, Cloakroom

Working in this variety of key London cultural organisations has enhanced my communication skills and ability to adapt to different roles, locations and publics. It has also given me insights into the institutions and the role of visitor services within each. Working in these places concurrently required me to pick up knowledge quickly, face challenges independently and adapt to constantly changing members of staff.

Jun 2018 - November 2019

Hatfields Restoration | London, UK

Administrative Assistant

- Assisting projects, shipping, producing estimates and invoices
- Managing and updating database entries

Dealing with clients and subcontractors I ensure the smooth run of the activities through a quick and efficient communication with the other members of the team. The role requires accuracy and attention to detail whether it be in my capacity of dealing with outside contractors or in restoring valuable pieces of furniture.

March - August 2019

Saltram Conservation | London, UK

Workshop Assistant

- Restoring and conserving japaned furniture
- Decorating and gilding pieces of decorative art and design

This experience allowed me to use my fine art background and knowledge of practical craftsmanship in assisting a conservation house. It also taught me the finer details of the differences between restoration and conservation.

Sept 2018

London Design Biennale | London, UK

Volunteer

- Welcoming visitors, giving directions and information when requested
- Invigilating galleries, ensuring the security of the visitors and works

Having an interest in curating I had the chance to explore how the varied spaces of Somerset House had been used to host the installations accordingly to their dimensions and physical needs and to the level of the engagement the public could have with them.

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LANGUAGES

Mother tongue

Italian

Advanced knowledge

English | Spanish

Basic knowledge

French | German

SOFTWARES

Advanced Knowledge

Microsoft Office:

Word, Excel, Access, PowerPoint

Basic Knowledge

Photoshop | InDesign

WORK EXPERIENCE

May - July 2018

The Art Of This Century | London, UK

Event Planning Intern

- Projects and events planning
- Social media - Instagram
- Promoting private VR Museum of Chinese contemporary art

During this internship I had the chance to follow from the beginning the organization of a pop-up event in Paris, which required to research and contact artists and lecturers to organize talks and workshops, dealing with shippers and technicians for the instalment of the booths and artworks.

Feb - May 2018

Gazzelli Art House | London, UK

Gallery Assistant Intern

- Welcoming clients at front desk of the house
- Supporting the sales team at Photo London 2018
- Updating of mailing lists and database

As first point of contact, I was the welcoming face that greeted clients, managed and allocated all communications and appointments for my colleagues. I gained practical knowledge of how a commercial art gallery is run, promote itself and liaise with clients to sell the artworks, both in the gallery space and art fair.

2015 - 2017

Labyrinth Of Masone - FMR Publishing House | Parma, IT

Bookshop and Admission Desk Coordinator

- Conducting workshops and guided tours with children and families
- Supporting the organisation of events and exhibitions
- Managing the till system, selling entrance tickets and memberships
- Liaising with private clients and bookstores for the acquisition of high-end art books
- Administrating logistic, invoicing and inventory activities

As bookshop coordinator, I established collaborations with different publishing houses and stores all over the country, Italy, and I developed strong sales and negotiation skills. I have acquired great experience in dealing with customers, understanding how to communicate with them according to the service or product needed. Moreover, I learned how to work under pressure, prioritize my tasks and work closely with colleagues in this role.

Oct - Dec 2013

Fondazione Magnani Rocca | Parma, IT

Gallery Assistant - Intern

- Running guided tours of the collection and temporary exhibitions
- Planning and assisting art workshops for schools and families

Following the advocated methods of the sociologist Bruno Munari, I assisted in the planning and delivery of art workshops centred on the study of single artworks. These workshops for both school groups and families and enhanced these groups' understanding of the work through practical experiences of recreating the work. This experience also helped me to become more focused and organised in my time management towards my studies and exams.