

# IRINA BALAN

CULTURAL  
MANAGER/  
EDUCATOR  
COMMUNICATOR

## / EDUCATION

National University of Arts Bucharest,  
History and Theory of Art, 2009 – 2012

Accademia di Belle Arti di Roma, 2011 - 2012  
G. Călinescu Highschool Constanța, 2000 – 2004

Leo Academy, Advertising School, 2005  
SMART Manager for designing and writing projects,  
The National Institute for Cultural Research and Training,  
2015

Digital storytelling: a practical training to understand the  
potentialities of the method in a museum context,  
Associazione Melting Pro. Laboratorio per la Cultura, 2015  
Edu-creative Partners - trainings for designing cultural  
projects in schools, 2017  
Europe in Perspective – International Co-operation in  
Cultural Learning, 2018  
Academy of Change - Training and Mentoring, Cluj Cultural  
Centre, 2022

## / CONTACT DETAILS

## / WORK EXPERIENCE

### >> Brand communication 2006 – 2023

Leo Burnett & Target for the following brands: The Grigore  
Antipa National Museum of Natural History, Chevrolet, Cris  
– Tim, Bergenbier, Griffon and Swans Idea Shop for Curtea  
Veche Publishing, Deepstash (platform for curated ideas)  
client service, communication strategy, ATL campaigns,  
social media strategy & content creation

### >> PR & Online communication 2008 - 2022

Violeta's Vintage Kitchen | „The Most Beautiful Books of  
Romania” national competition for book design | The  
Possible Gallery | Culture in education platform and forum |  
Night of the Museums | Circle. Contemporary Art | Braşov  
Community Foundation  
press releases, media content, interviews, community  
management

### >> Cultural manager 2008 – 2023

37 Association (editorial series 'Wood. Stone. Wall', Street  
Delivery, The Front Line - Recovering the Local Patrimony  
through Art Exercises, Bauhaus Play – Art Experiments in  
Schools)  
The Possible Gallery (art exhibitions: The Perfect Cut. Marian  
Pălie. Ștefan Câlția. Valentina Vidrașcu | Old Trees – Florin  
Ghenade | Ștefan Câlția. Places)  
Deepstash (platform for curated ideas)  
Cluj Cultural Center (art residencies, cultural mediation)  
project writing, implementation and monitoring, funding  
requests, partnerships, media and online communication,  
planning & implementing corporate events, community  
management, project evaluation, operations

### >> Cultural educator 2013 – 2019

Da' De Ce Association | Futurotextiles, Stories in Houses in  
Cărturești Libraries, The world is not what it seems! within  
the 'Q.E.D' Mircea Cantor's exhibition in The National  
Museum of Contemporary Art, Design Play within Romanian  
Design Week, Intallation Creator in partnership with  
Romstal, Urban Camp in partnership with Zeppelin Schule

'Circle. Contemporary Art' in partnership with the artists and  
designers Dan Perjovschi, Lea Rasovszky, Bogdan Gîrbovan,  
Michele Bressan, Sorina Vazelina, Nicu Ilfoveanu, Ioana  
Ciolacu, Ștefan Radu Crețu, Stycle, Lightplay, Borbala  
Ferencz, Radu Manelici  
programs of creative education for children and young  
people in schools and other cultural institutions

### >> Publications 2009 - 2019

'Wood. Churches of Northern Oltenia', translator  
'Ștefan Câlția. Places. Paintings', editor  
'A cultural outing in Bucharest. Cultural Institutions present  
themselves', editor  
'Bauhaus Play', author

### >> Speaker 2016 - 2019

Edutainment – how art can revolutionize education, Culture  
in Education meetings Bucharest  
Bauhaus Play. Design, art and sustainability in  
schools, Bauhaus Agents International Conference, Weimar  
Bauhaus as a Vector in Rethinking Education, Goethe  
Institut Bucharest  
How to build the creativity muscle, The Academy of Change  
Forum Cluj-Napoca

### >> Media

[https://revista22.ro/cultura/hai-hui-prin-cteva-aproape-  
capitale-culturale-europene-v](https://revista22.ro/cultura/hai-hui-prin-cteva-aproape-capitale-culturale-europene-v)  
[https://radioromaniacultural.ro/irina-balan-asociatia-37-  
elevii-au-o-aplecare-spre-trecut-iar-prezentul-de-multe-ori-  
ii-lasa-reci/](https://radioromaniacultural.ro/irina-balan-asociatia-37-elevii-au-o-aplecare-spre-trecut-iar-prezentul-de-multe-ori-ii-lasa-reci/)  
[https://www.mixcloud.com/daria-ghiu/arte-frumoase-16-  
septembrie-2023/](https://www.mixcloud.com/daria-ghiu/arte-frumoase-16-septembrie-2023/)