

Mag. Pia Leydolt-Fuchs
7, Square Protis, F-13002 Marseille
Rooseveltplatz 4-5/22, A-1090 Vienna
Mobile: 0033 (0)6 95 77 43 89 // 0043 (0)664 815 39 70
E-mail: pia.leydolt@capcult.org



Curriculum Vitae

Date of birth: 13 January, 1979; in Vienna
Nationality: Austria
Married, no children

Professional experience

Since May 2017	Process consultant for the application for „European Capital of Culture 2025“ With regards to content, concept and strategy and elaboration of the bid book Main topics/tasks: <ul style="list-style-type: none">• European Dimension / European Networks• Audience development / participation• Management strategy• Concept of sustainability and evaluation• Communication strategy• Moderation of events, conferences and workshops	Department for Culture, Kassel
Since April 2017	Member of the expert jury for the „European Heritage Label“ <ul style="list-style-type: none">• Selection• Monitoring• Evaluation	European Commission, Creative Europe, Brussels
Since Sept., 2015	Lectureship „Qualification seminar Museum – Tourism“ (ICOM) Course: „Successful press- and public relations in the exhibition and museum field“	Johannes Kepler University (JKU), Linz
Since Jan., 2013	Founder and Managing Director Marseille-Provence 2013 (FR) Riga 2014 (LV) Pilsen 2015 (CZ) / Mons 2015 (BE) Wroclaw 2016 (PL) / Donostia-San Sebastián 2016 (ES) Aarhus 2017 (DK) / Pafos 2017 (CY) Leeuwarden 2018 (NL) / Valletta 2018 (MT)	CaP.CULT, agency specialised in mediation for art, culture and European Capitals of Culture (ECOC)

Oct., 2010 – Jan., 2012

Head of Press, Marketing and Sponsoring Department

**Association of Visual Artists
Vienna Secession**

- Budget responsibility
- Development of PR strategies
- Service for (inter) national journalists
- Organisation and realisation of press conferences
- Build up and update of a regional, national and international press data base
- Drafting of texts, press releases, press information and statements
- Build up and update of the press web page:
<https://www.secession.at/en/presstype/aktuell/>
- Preparation of press reviews
- Build up of Web 2.0
- Development of marketing strategies (e.g. corporate video, audio guide etc.)
- Audience orientated advertising efforts (booklets, newsletter, advertisements in Trade magazines and newspapers, various advertising media etc.)
- Acquisition and care of sponsors and cooperation partners
- Collaboration in events

Since Oct., 2010

Independent Press Relation Officer

Selection of projects:

- Hinterland Gallery (2010-2015, <http://www.hinterland.ag/galerie/>)
- Felix Heinrich Architecture Arts (2010-2015, <http://www.felixheinrich.org>)
- OK Offenes Kulturhaus Upper Austria: "Höhenrausch 2014"
(<http://www.hoehenrausch.at/en/>)
- Atelier Lucas Zallmann (2012-2013, <http://www.lucaszallmann.com>)
- Quixit (2012-2013, <http://www.quixit.de>)
- Viennafair 2012 / Vacant Galleries; Adrian Buschmann: "Make Me Like It!"
(<http://www.vacant-galleries.com>)
- Isabel Czerwenka-Wenkstetten: "Künstlermilch"
(2012, <https://www.isabel-czerwenka-wenkstetten.com>)
- Sini Coreth: "Individual Journey to Poetry" (2012, <http://www.sinicoreth.at>)
- Atelier Marina Blanca (2011-2012, <http://www.marinablanca.at>)
- Biennale di Venezia / Galerie Ernst Hilger; Anastasia Khoroshilova: "Starie Novosti"
(2011, <http://www.hilger.at>)
- Vienna University of Technology: "Archdiploma"
(2011, https://www.tuwien.ac.at/aktuelles/news_detail/article/7197/)
- Kunstraum Lisabird (2010-2011, <http://www.lisabird.at>)
- Atelier Bénédicte Dupoux
(2010-2011, <http://www.benedicte-dupoux.com/en/home>)
- Charity/Art/Party (2010, www.learn-for-life.at)

May – Sept., 2010

Account Director

**Reichl und Partner PR GmbH,
Linz**

- First contact person for clients
- Customer consulting and support
- PR strategies: concept development, presentation and realisation
- Budget responsibility
- Complete order fulfilment
- Advertising efforts: conception and realisation
- Close collaboration with the advertising agency

- | | | |
|---------------------------------|--|--|
| Aug., 2007 – Feb., 2010 | Head of Press Department
Press Relation Officer | Linz 2009 European Capital of
Culture Organisation GmbH, Linz |
| | <ul style="list-style-type: none"> • Development of PR strategies for over 220 projects and for the entire PR concept of Linz09 • Head of a team of five collaborators • Service for (inter) national journalists • Organisation and realisation of press conferences and press journeys at home and abroad • Build up and update of a regional, national and international press data base • Drafting of texts, press releases, press information and statements • Build up and update of the press web page:
http://www.linz09.at/en/presse-information.html • Preparation of press reviews • Close collaboration with local politics, tourism, cultural institutions and project partners • Support of journalists at various event (fairs, side events, product presentations) | |
| Sept., 2003 – Aug., 2007 | Project Manager / PR | Whoch2wei, Cultural project
management, Vienna |
| | <ul style="list-style-type: none"> • Entire press work for contemporary artistic projects (e.g. exhibitions, fairs, award ceremonies) • Organisation of press releases • Customer care • Service for (inter) national journalists • Organisation of interviews • Organisation and realisation of press conferences • Assistance of the general management | |
| Oct., 2000 – Aug., 2001 | Marketing-Assistance | Viennatone Hörgeräte GmbH,
Vienna |
| | <ul style="list-style-type: none"> • Project management, build up and update of the web page (research, layout, contents) • General correspondence • Telemarketing | |
| Mar., 1999 – Sept., 2000 | Freelancer | T-Mobile Austria GmbH,
Vienna |
| | <ul style="list-style-type: none"> • Various projects in the commercial field • Marketing and advertising • Sales | |

Education

- | | | |
|-------------|--|---|
| 2012 | Part-time distance studies /
Certificate: Cultural administration
and Media management (KMM) | Hochschule für Musik und
Theater Hamburg |
| | <ul style="list-style-type: none"> • Cultural administration and cultural policy • Cultural sociology • Advertising and Public Relations • Strategic management • Innovation management • Marketing management • Legal basis of cultural administration • Budget of public authorities | |

- Leading and development of organisations
- Human resources development
- Joined-up thinking
- KMM compact – economy and law
- Leading by talking – communication and organisation

Oct., 1998 – Jan., 2008

Studies of Economics

Vienna University of Economics and Business

- Specialisation: Public Management – Administration of public authorities; Univ.-Prof. Dr. Karl Sandner
- Specialisation: Organisation and materials management; Univ.-Prof. Dr. Oskar Grün
- Optional subject: Sociology, Univ.-Prof. Dr. Gertraude Mikl-Horke
- Optional subject: Infrastructure, Univ.-Prof. Dr. Gabriel Obermann
- Diploma thesis: „Financing of public medical institutions in Austria in due consideration of domestic guest patients“; Univ.-Prof. Dr. Eva Pichler

Feb., – Jul., 1998

Semester abroad

Centre d’Etudes linguistiques, Paris

Jun., 97

Graduation

Gymnasium Maria Regina, Vienna

General qualification for university entrance

Additional qualifications

Certificate:
PR in art, politics and economy

“Werkstätte Kunstberufe”
(University Vienna)

Max.business.class seminar

T-Mobile Austria GmbH, Vienna

Driving licence B

Languages

German: mother tongue
English: fluent
French: good

Computer skills

MS Office
Apple

Filemaker
Photoshop