



IRINA ILIEVA

Senior Production & Project Manager for Exhibitions,
Cultural Projects and Spatial Experiences

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Production and project manager with 25+ years of experience delivering exhibitions, scenography, architecture and cultural projects across museums, public institutions, heritage sites and international cultural organisations.

Experienced in leading interdisciplinary teams, managing budgets, coordinating external contractors and suppliers, and overseeing projects from concept development through production, installation and public opening. Strong background at the intersection of art, architecture, media, technology and public engagement, with a particular interest in immersive visitor experiences and cultural innovation.

MANGO RETAIL

Project Manager · MANGO · hartmannvonsiebenthal · formwerk



ROLE & RESPONSIBILITIES

- Local architect and project manager for MANGO retail branches across Germany
- Managed approval planning, detailed design, site supervision, and client coordination
- Coordinated architects, engineers, and technical specialists
- Oversaw projects between 500 and 2,000 sqm
- Supported tendering, contractor selection, surveys, and cost planning
- Reviewed design documentation ensuring completeness and compliance with German building regulations and client standards

PROJECTS INFORMATION

EMPLOYER	formwerk (2025-2026)
	hartmannvonsiebenthal GmbH (2020-2021)
CLIENT	MANGO Fashion
LOCATIONS	Kiel Sophienhof
	City-Galerie Siegen
	MTZ Sulzbach (Taunus)
	Hannover Bahnhofstrasse 8
	Regensburg Arkaden
	Berlin Kurfürstendamm 12-15
	Düsseldorf Schadowstrasse 48
SCALE	500 - 2,000 sqm
P. MANAGER	Irina Ilieva
PHOTOS	André Müller, Düsseldorf Schadowstrasse 48

ABOUT THE PROJECTS

As Local Architect and Project Manager for MANGO retail stores across Germany, managed the delivery of multiple fit-out and refurbishment projects ranging from 500 to 2,000 sqm. Responsibilities included approval planning, detailed design coordination, tendering support, contractor procurement and client liaison throughout all project phases.

Oversaw interdisciplinary teams of architects, engineers and technical consultants, while coordinating site supervision, construction activities and project execution to ensure compliance with German building regulations, client standards, budget and schedule requirements. Projects were delivered across multiple locations, including Berlin, Düsseldorf, Hannover, Regensburg, Kiel, Siegen and Sulzbach.



SCHLOSS RAMMENAU

Production & Project Manager / Exhibition Design · studio klv



ROLE & RESPONSIBILITIES

- Responsible for museum exhibition projects up to 1,000 sqm
- Led interdisciplinary project teams of up to 8 professionals
- Steered budgets of up to €1.5 million
- Oversaw exhibition design against project milestones, ensuring quality and consistency with the design guidelines
- Supported public contracting authorities with tendering and participation in the award process
- Coordinated exhibition production processes across design, content and technical disciplines
- Managed project timelines, budget tracking and stakeholder communication
- Coordinated external consultants, fabricators and specialist suppliers
- Supported procurement and public tendering procedures
- Oversaw implementation planning and exhibition delivery milestones
- Ensured alignment between curatorial objectives, design quality and operational requirements

PROJECT INFORMATION

EMPLOYER	studio klv, Berlin & Freiburg
YEAR	2024
CLIENT	Staatliche Schlösser, Burgen und Gärten Sachsen gemeinnützige GmbH (SBG)
VENUE	Barockschloss Rammenau, Saxony
EXHIBITION	"Cowshed and Silver Plate – Nobility and Everyday Life in Rammenau", opened 29 June 2025
SCALE	up to 1,000 sqm
BUDGET	up to €1.5 million
P. MANAGER	Irina Ilieva

ABOUT THE PROJECT

Served as Production & Project Manager / Exhibition Design at studio klv for the redesigned permanent exhibition at Schloss Rammenau, which traces more than 300 years of life at the estate through parallel storylines of the noble family and its servants and farmhands. Baroque-inspired story-box theatres and dioramas stage everyday historical scenes across the state rooms, while the former Meierhof farmyard covers brewing, sheep breeding and food cultivation. Flashlight-activated figures, a smartphone photo station and the companion app "Schlösserland erleben" add interactive layers within sustainable, modular exhibition furniture.



TAMSchICK MEDIA+SPACE

Production & Project Manager • Gläserne Manufaktur VW Dresden • Jerusalem Via Dolorosa



ROLE & RESPONSIBILITIES

- Managed large-scale multimedia, scenography and exhibition projects
- Coordinated interdisciplinary teams of architects, media designers, content specialists and technical consultants
- Oversaw project budgets up to €19 million
- Managed project schedules, deliverables and stakeholder communication
- Coordinated external suppliers, contractors and specialist partners
- Reviewed technical and design documentation to ensure project quality and consistency
- Supported production planning and implementation of immersive visitor experiences
- Safeguarded design intent throughout project development and delivery

PROJECT INFORMATION

EMPLOYER	TAMSchICK MEDIA+SPACE, Berlin
YEAR	2022-2023
PROJECTS	Gläserne Manufaktur VW Dresden Jerusalem Via Dolorosa
SCALE	up to 7,350 sqm
BUDGET	up to €19 million
P. MANAGER	Irina Ilieva

ABOUT THE PROJECTS

Volkswagen Transparent Factory – Gläserne Manufaktur, Dresden

Served as Production & Project Manager for the concept and design development of Volkswagen's Transparent Factory in Dresden, designed by HENN Architects, combining architecture, media, and interactive storytelling to communicate manufacturing processes and future mobility scenarios. Coordinated interdisciplinary teams, stakeholders, and design development workflows.

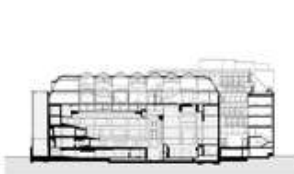
Jerusalem Experience – Monastery of the Flagellation, Jerusalem

Served as Production & Project Manager for the Jerusalem Experience, a permanent multimedia exhibition at the Monastery of the Flagellation, located at the second station of the Via Dolorosa. The installation combines scenography, projection mapping, lighting, animation, sound, and multilingual media content to communicate 3,000 years of Jerusalem's history within a historic monastery setting, including production of two additional language versions with voice recordings and content coordination.



GRAFT ARCHITECTS

Project Manager · Admiralspalast Berlin · Tegel Airport Hall H



ROLE & RESPONSIBILITIES

- Managed the redevelopment and extension of Admiralspalast Berlin through planning, approvals, procurement and implementation phases
- Coordinated monument protection approvals, restoration processes and construction-related stakeholder interfaces
- Oversaw project delivery, consultant coordination and on-site implementation for a listed heritage building
- Managed the interim-use redevelopment of Hall H at the former Berlin Tegel Airport
- Led approval management, tendering procedures and contractor procurement
- Coordinated construction activities, technical consultants and contractors throughout project execution
- Supported site supervision, implementation planning and project delivery to ensure quality, schedule and budget objectives
- Project scale: 10,000 sqm

PROJECT INFORMATION

EMPLOYER	GRAFT Architects, Berlin
YEAR	2022
PROJECTS	Admiralspalast Berlin Tegel Airport Hall H
SCALE	10,000 sqm
P. MANAGER	Irina Ilieva

ABOUT THE PROJECTS

At GRAFT Architects Berlin, contributed to two major urban developments in the city, each combining heritage considerations with a new use concept and its own distinct set of planning and building challenges, from listed-building constraints to a tight interim-use schedule.

Admiralspalast Berlin is a listed Art Nouveau theatre on Friedrichstrasse, redeveloped and extended while preserving its historic façade and interiors and bringing the building up to contemporary technical, functional and safety standards for its continued use as a theatre and event venue.

Hall H at the former Berlin Tegel Airport, a 10,000 sqm site, is being transformed under an interim-use concept that repurposes the former airport structure for new functions within a tight timeframe and a changing regulatory context, ahead of the site's longer-term redevelopment.

BREATHLESS

Production & Project Manager • NUMEN/FOR USE • aquabitArt Gallery Berlin



ROLE & RESPONSIBILITIES

- Exhibition Producer, Curator and Project Manager
- Developed curatorial concept and artist collaboration
- Managed production planning, logistics and installation coordination
- Coordinated technical requirements, suppliers and venue operations
- Organised opening events, public programme and stakeholder communication
- Secured institutional support from the Croatian Ministry of Culture
- Oversaw project delivery from concept development through installation and public opening

PROJECT INFORMATION

VENUE	aquabitArt Gallery, Berlin
YEAR	2020
DATES	1. February - 31. March 2020
ARTIST	NUMEN/FOR USE Sven Jonke, Christoph Katzler, Nikola Radeljković
MEDIUM	Large-scale installation
SUPPORT	Ministry of Culture, Republic of Croatia (Croatian Presidency of the EU Council 2020)
FRAMEWORK	ARCHITECTURE + ART
CURATOR	Irina Ilieva
PHOTOS	Dinko Verži, Beatriz Aguiar

ABOUT THE EXHIBITION

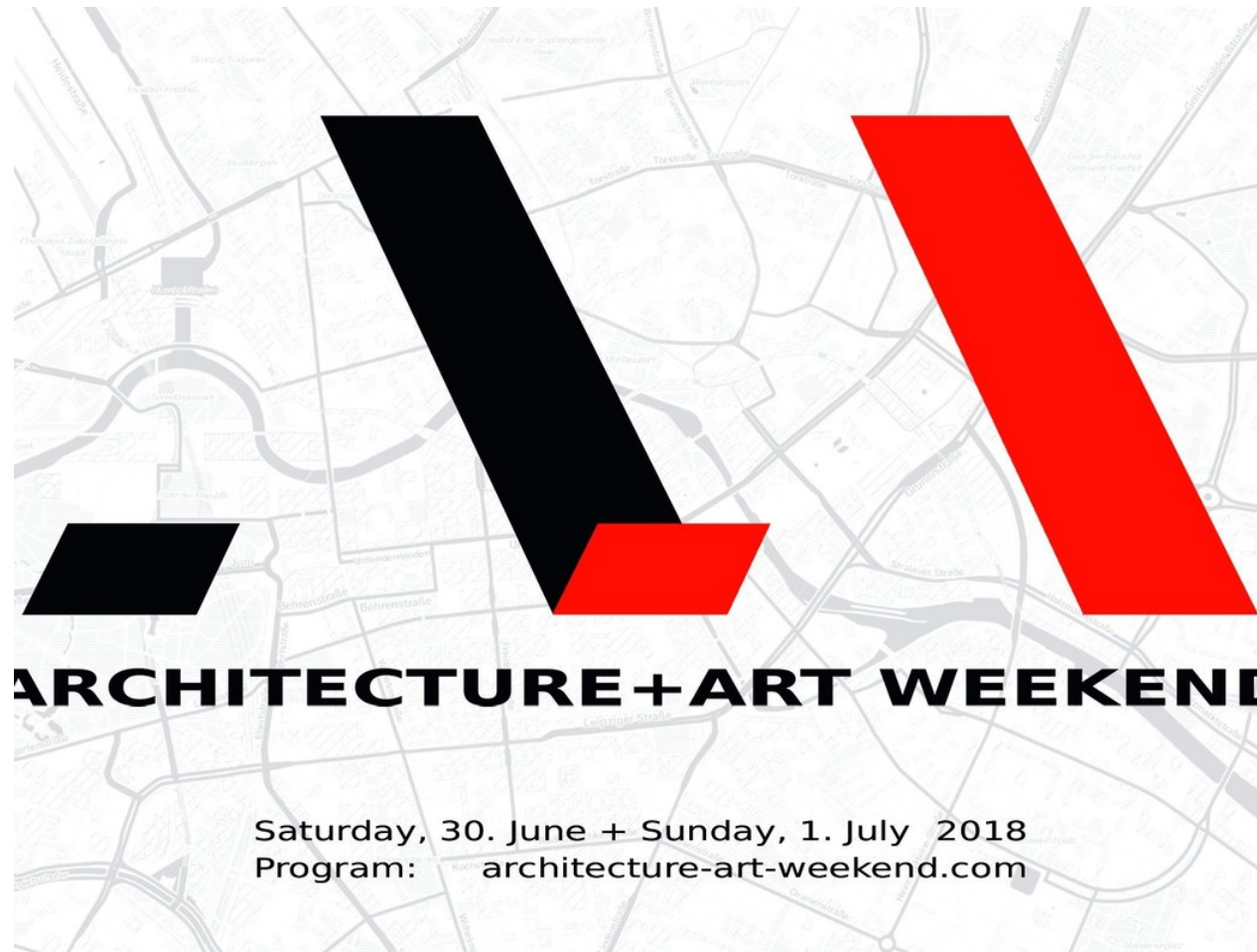
Large-scale installation by Zagreb-based collective NUMEN/FOR USE, transforming the aquabitArt Gallery into an immersive environment. Presented within the ARCHITECTURE + ART framework and supported by the Ministry of Culture of the Republic of Croatia as part of the Croatian Presidency of the EU Council 2020.

As Exhibition Producer, Curator and Project Manager, responsibilities included developing the curatorial concept and establishing the collaboration with the artists, while overseeing all phases of project delivery from initial planning to public opening. The role encompassed production management, logistics, installation coordination, technical planning and liaison with suppliers, partners and venue operations. Institutional support from the Croatian Ministry of Culture was secured, and all stakeholder communication, opening events and public programme activities were coordinated to ensure the successful realisation of the exhibition.



ARCHITECTURE+ART WEEKEND

Founder & Production Lead · 30. June - 1. July 2018 · 31. Aug - 1. Sept 2019



ROLE & RESPONSIBILITIES

- Founded and produced an independent city-wide festival exploring the intersection of architecture and art
- Developed the overall concept, programme framework and annual curatorial themes
- Led all aspects of project planning, production management and festival delivery
- Developed the festival identity, including branding, website and social media presence
- Built and coordinated partnerships with cultural institutions, galleries, project spaces and professional organisations
- Secured institutional support from the Berlin Chamber of Architects and the Make City Festival
- Coordinated a network of 21 participating venues and stakeholders across Berlin
- Planned and delivered curated art tours, public programmes and visitor experiences
- Managed communications, press relations and promotional materials, including press releases, flyers and announcements
- Developed production schedules, event timelines and operational plans for both festival editions
- Oversaw logistics, stakeholder communication and on-site coordination to ensure successful festival implementation

PROJECT INFORMATION

ROLE	Founder & Production Lead
EDITION 1 · 2018	Date: 30. June – 1. July 2018 / Theme: Berlin Remixing
EDITION 2 · 2019	Date: 31. Aug – 1. Sept 2019 / Theme: Über das Bauhaus hinaus
LOCATION	Berlin
PARTNERS	Berlin Chamber of Architects, Festival Make City
LOCATIONS	21 participating institutions
WEB	art.aquabit.com/project/architecture-art-weekend

PARTICIPATING VENUES

2018: Jüdisches Museum Berlin · Benhadj & Djilali · aquabitArt gallery · Rosalux · East of Elsewhere · CNTRM WRNHS · Bärenzwinger · Klosterruine · Way Trough · ZKR Spreepark
2019: Semjon Contemporary · Benhadj & Djilali · ifa Galerie Berlin · aquabitArt gallery · Klosterruine · Bärenzwinger · Art Tours Berlin · Luisa Catucci Gallery · Pörtnerhaus · CLB Berlin · Zwischenakt · art:berlin

ABOUT THE FESTIVAL

The Architecture + Art Weekend was an independent non-profit festival founded in Berlin in 2018 to explore the intersection of architecture and art. Bringing together museums, galleries, project spaces, architects and cultural organisations, it presented a city-wide programme of exhibitions, installations, talks and site-specific interventions.

As Founder and Production Lead, I developed the concept, annual themes and organisational framework, while overseeing partnerships, communications and festival production. I coordinated 21 participating venues, managed public programmes and event logistics, and secured institutional support from the Berlin Chamber of Architects and the Make City Festival, ensuring the successful delivery of both festival editions.



POSITIONS Berlin Art Fair

Production & Project Manager · Artist Paula Klien · Booth B09 · Arena Berlin



ROLE & RESPONSIBILITIES

- Curatorial concept & artist selection
- Exhibition booth design & spatial concept
- Graphic design, flyers & printed materials
- Press texts & public relations
- Full on-site representation throughout the fair
- Sales conversations & artwork presentation
- Client communication & stakeholder liaison

PROJECT INFORMATION

VENUE	Arena Berlin, Eichenstrasse 4
DATES	14.-17. September 2017
ARTIST	Paula Klien, Brazil
MEDIUM	Chinese ink on canvas, up to 182 x 144 cm
CLIENT	aquabitArt Gallery, Berlin
DIRECTOR	Irina Ilieva
PHOTOS	René Löffler

WORKS

- | | |
|----|--------------------------------------|
| 01 | Invisibilities, 2016, 180 × 148 cm |
| 02 | Moon Dana, 2017, 182 × 144 cm |
| 03 | Marga Moon Ridas, 2017, 182 × 144 cm |

ABOUT THE EXHIBITION

First presentation of Brazilian artist Paula Klien at POSITIONS Berlin Art Fair. Working in Chinese ink on large-scale canvas, Klien's monochromatic abstracts explored light, shadow and spirituality, drawing on Taoist principles of fluidity and chance.

The project encompassed the full production and delivery of the fair presentation, from the development of the curatorial concept and artist selection through exhibition design, booth planning and on-site implementation. Responsibilities included coordinating graphic production, printed materials and promotional assets, managing press and public relations activities, and liaising with the artist, client and fair organisers throughout the project. During the fair, full on-site representation was provided, including artwork presentation, collector and client engagement, stakeholder coordination and sales support, ensuring a cohesive and professionally executed exhibition presence.



AQUABIT I

Production & Project Manager · Artist Peter Vink · Gallery Weekend Berlin



ROLE & RESPONSIBILITIES

- Curatorial concept & artist selection
- Exhibition design & spatial concept
- Project management & artist liaison
- Press texts & public relations
- Gallery Weekend Berlin coordination
- Artist talk organisation, 29 April 2017
- Installation rebuild management, Dec 2017 - Jan 2018
- Dance performance coordination, 8 January 2018

PROJECT INFORMATION

VENUE	aquabitArt Gallery, Berlin
DATES	7.-30. April 2017
REBUILD	17. Dec 2017 - 10. Jan 2018
ARTIST	Peter Vink, Netherlands
MEDIUM	Site-specific light installation, 13 frames
SUPPORT	Kingdom of the Netherlands, Stichting Stokroos
DIRECTOR	Irina Ilieva
PHOTOS	Ludger Paffrath, Peter Vink

ABOUT THE INSTALLATION

Site-specific light installation by Dutch artist Peter Vink, created exclusively for aquabitArt Gallery during Gallery Weekend Berlin 2017. Thirteen frames of light, scaled to the gallery entrance, hung from the ceiling and stood on the floor, forming an imaginary light tunnel connecting the street, gallery space and backyard.

The project included the development of the curatorial concept, artist selection, exhibition design and spatial planning, as well as overall production, project management and artist liaison. Responsibilities also encompassed Gallery Weekend Berlin coordination, press and public relations, organisation of an artist talk (29 April 2017), and management of the installation rebuild from December 2017 to January 2018. The reinstall was accompanied by the dance performance Don't Be Afraid (8 January 2018), including coordination of performers and event production.



THE ENTRANCE

Architect · Production & Project Manager · Owner's Association



ROLE & RESPONSIBILITIES

- Architectural concept & spatial redesign
- Carnovsky Wallpaper artwork integration
- RGB dynamic lighting concept & coordination
- LED light planning & energy optimization
- Transparency improvement, gates & yard
- Functional & constructive optimization
- Cost planning & contractor coordination
- Client communication & stakeholder liaison

PROJECT INFORMATION

VENUE	Pappelallee 76, 10437 Berlin
BUILT	2012-2013
CLIENT	Owner's Association Pappelallee 76
ARTWORK	Carnovsky Wallpapers, Johanssen Gallery
ARCHITECT	Irina Ilieva
PHOTOS	Ishka Michocka

ABOUT THE PROJECT

Redesign of the entrance hall of a residential building in Berlin-Prenzlauer Berg, integrating the RGB-reactive Carnovsky Wallpaper artwork by Francesco Rugi and Silvia Quintanilla into a contemporary spatial and lighting concept. The intervention transformed the communal entrance into an immersive environment with four distinct visual atmospheres—daylight, red, green and blue RGB light—creating a dynamic experience that evolved through changing light conditions.

The project included the development of the architectural concept and spatial redesign, integration of the artwork, coordination of the RGB lighting system, LED lighting design and energy optimisation measures. Further responsibilities encompassed functional and construction-related improvements, including enhanced transparency between street, entrance and courtyard spaces, redesign of gate systems and reconfiguration of mailbox units. Cost planning, contractor coordination, client communication and stakeholder management were carried out throughout the project, alongside site supervision and construction management during implementation to ensure quality and successful project delivery.

