



# Alexander Etewut

*artist / creative director*

Born in Perm.  
Lives in New York.

[etewut@gmail.com](mailto:etewut@gmail.com)  
[etewut.com](http://etewut.com)

# Alexander Etewut

employs a semiotic approach to develop concepts that resonate deeply with their intended audience. His multilingual skills allow him to weave diverse linguistic and cultural perspectives into every project, enriching its conceptual depth and resonance. He craft ideas that transcend cultural boundaries and speak to universal human experiences.

The design process is guided by a structured methodology, offering three curated options at each critical step. This empowers clients to take an active role in shaping the final result while maintaining a cohesive vision.

Minimalism is in the heart of his philosophy. Alexander strives to distill complexity into clarity, ensuring every project is as elegant, impactful, and meaningful as possible.

## Education:

2017 *Scenography*. Universität für angewandte Kunst Wien.  
2013/15 *Visual experiment*. Media Art Lab, Moscow.  
2012/14 *Public art*. Artpolitika school, Perm.  
2005/09 *Graphic design*. Perm Humanity Technological Institute.

## Solo exhibitions:

2024 *I overthink therefore I overam*. Chinatown Inc. Mexico city.  
2016 *How to hit the wall*. Lampa studio, Saint-Petersburg.  
2013 *Shameful phenomenon*. Green art gallery, Perm.  
2012 *Mess*. Green art gallery, Perm.

## Selected collective exhibitions:

2024 *Culto Collecta*. Venice.  
2020 *Nemoskva*. Manege, Saint-Petersburg.  
2016 *The shape of the unseen*. CCA Winzavod, Moscow.  
2016 *Co-author*. Center of city culture, Perm.  
2016 *Brural: crossroads of equality and irregularity*. Temporary storage gallery, Brooklyn, New York.  
2015 *To the light*. Perm State Art Gallery, Perm.  
2015 *Disturbances in the state of things*. Museum Worker and Kolkhoz Woman, Moscow.  
2015 *Flight possibilities*. NCCA, Moscow.  
2014 *Everybody’s a bit worried*. Nagornaya gallery, Moscow.  
2014 *Postdigital. Different borders*. Museum Worker and Kolkhoz Woman, Moscow.  
2014 *Thickness*. Perm art residence, Perm.  
2013 *Zoom lenses instead of eyes*. Museum Worker and Kolkhoz Woman, Moscow.  
2013 *Media Viruses*. Manege, Moscow.  
2012 *The view*. Perm art residence, Perm.

## Awards, grants, residencies:

2015 *Innovation Prize X*. Moscow.  
2015 *Pop-Mechanica*. Grand-Prix nomination, Saint-Petersburg.  
2013 *Entrance*. Architecture project award, Moscow.  
2013 Grant for two projects. Nikola-Lenivets.  
2013/14 Residence in Nikola-Lenivets.  
2012 *Originality of idea*. Award for scenography Othello, Perm.

## Performances, experiences:

2024/Recently *Reset*. Hotel sin nombre, Oaxaca.  
2022/24 *Reset*. Microenormous, Oaxaca.  
2021 *Super Supper*. Tilda food & bar, Moscow.  
2021 *Attention*. Gastro bar Più vino, Perm.  
2019 *Camera*. Dom Che, Perm.  
2017 *Adventure through the senses*. Lakewood, Perm.  
2016 *Little match girl*. Privat Philharmonia Triumph, Perm.  
2016 *Ariadne auf Naxos*. Opera Ballet theatre, Perm.  
2014 *The Death of Tarelkin*. New Stage of Alexandrinsky Theatre, Saint-Petersburg.  
2014 *The Death of Tarelkin*. Culture Centre ZIL, Moscow.  
2012 *Othello*. Drama theater, Perm.

## Festivals, biennale:

2019 *Prosvet*. Perm  
2018/19 Diaghilev festival. Perm  
2015 XWRA. Video and media art festival. Ipáti, Greece.  
2014 *Manifesta 10*. Saint-Petersburg.  
2014 *Night of new media*. Nikola-Lenivets.  
2014 *4th International Biennale for Young Art*. Moscow.  
2014 *36th Moscow International Film Festival*.  
2013 *Night of new media*. Nikola-Lenivets.  
2012 *Direction space*. Perm.  
2009 *Ghivaya Perm*. Perm.

## Interviews and discussions:

2017 *Scenography and work in a theater*. Public talk, Lenkom, Perm.  
2014 *Open discussion*. New stage of Alexandrinsky Theatre, Saint-Petersburg.  
2013 *Pro & Contra symposium*. Manege, Moscow.

## Collections:

*Laurel Caso collection*, Pittsburgh.  
*New collection*, Perm.  
*Vladislav Sludskiy collection*, Alma Ata.  
*Isabelle Pollak collection*, Paris.  
*John Kaine collection*, Oaxaca.  
*Ruby Wax collection*, London.  
*Augusto Gonzales collection*, Mexico-City.

# Work Experience

**Previous jobs:**

2008/10 Perm museum of contemporary art, Perm  
(technical director assistant)  
2010/11 Guelman gallery, Moscow  
(technical staff)  
2012/13 Maketoff architecture studio, Moscow  
(scale model maker)  
2013 Ampersand visual communication agency, Moscow  
(creative director)  
2015 /17 Perm opera and ballet theater, Perm  
(scene designer)  
2017 /20 Etewut events Perm/Moscow  
(creative director)  
2020/21 Global service, Perm  
(event creator)  
2021 /23 Microenormous immersive art gallery, Oaxaca  
(event creator)  
2022/24 Etewut foundry, Oaxaca/Mexico  
(freelance designer)  
2022 - recently Cyland, Oaxaca/Mexico  
(festival coordinator)  
2024 - recently Studio Underground, New York  
(graphic designer)  
2024 - recently Medium, Oaxaca  
(creative director)

**Clients:**

Drama theater (Perm)  
Alfabank (Moscow)  
Bank of Moscow  
Nikola Lenivets art park (Kaluga)  
Manege (Moscow)  
Museum Worker and Kolkhoz Woman (Moscow)  
PermM contemporary art museum  
New Stage of Alexandrinsky theater (Saint-Petersburg)  
Culture Centre ZIL (Moscow)  
VDNH park (Moscow)  
Opera ballet theater (Perm)  
Triumph privat filarmonia (Perm)  
Yana Besfamilnaya boutique (Perm)  
Pasquale Bruni jewelry company (Milan)  
Camera immersive experience (Moscow)  
Prosvet light festival (Perm)  
Kashabegi prime (Ighevsk)  
Reset (Oaxaca)  
Amate chocolate (Oaxaca)  
Lasdoó Embey (Oaxaca)  
Microenormous (Oaxaca)  
Mielita (Oaxaca)  
Esencias del bosque (Oaxaca)  
Red Dot Art gallery (Oaxaca)  
Hotel Sin Nombre (Oaxaca)  
Studio Underground (New York)  
Scope (Miami)  
Medium (Oaxaca)

# Responsability

## Common duties:

Locating venues for events  
Coordinating with the directorial team  
Managing contract signing  
Developing event concepts  
Estimating budgets  
Sourcing customs  
Planning logistics  
Securing PR support  
Creating technical schematics  
Supervising workers during installation  
Designing graphic elements and identity  
Writing press releases  
Selecting exhibits  
Developing exhibition models  
Installing artworks  
Setting up lighting  
Organizing events for up to 300 guests

## Extra duties:

Reconstructing artworks and installations  
Taking photographs and videos  
Printing artworks  
Editing videos  
Performing technical maintenance  
Communication with art collectors  
Selling artworks

## Languages:

Russian (native)  
English (fluent)  
Spanish (fluent)  
German (basic)  
Italian (beginner)  
Hebrew (beginner)

## Computer skills:

Adobe Photoshop  
Adobe Illustrator  
Adobe In Design  
Procreate  
Final Cut  
Adobe Premiere  
Adobe After Effects  
Glyphs  
AutoCAD  
Sketch Up  
Microsoft Office

## Personal skills:

Organized  
Communicative  
Punctual  
Flexible