

Yael Ifrah

Born the 26th September 1967 in Paris, Merchandiser Brand Strategy

PROFESSIONAL EXPERIENCE

| | |
|-------------------|---|
| | Zurich |
| 2003-today | Assistant Theorielab, Institut für Landschaftsarchitektur ETHZ, Zurich |
| 2004 | Research project manager AlpContext, Institut für Designforschung, HGKZ, Zurich |
| 2004 | Brand development, Ascend Partners, Paris |
| 2003-2004 | Strategy development and Web design, Kikri ETHZ, Zurich |
| 2002 | Furniture Design, personal work and competitions |
| | Paris |
| 2001 | Merchandising training consultant, lecturer, Lectra Systems, Paris Brand definition consultant and trainer, Gerad Darel, Paris New store concept, Le Jacquard Français, Paris |
| 2000-2001 | Merchandising consultant and training, Lecturer, ProMod, Paris |
| 2000 | Merchandising consultant, lecturer, Standford, Paris Merchandising strategy consultant, Sergeant Major, Paris Store concept definition consultant, Creeks, Paris |
| 1999 | Merchandising training, Levis, Paris Brand to store strategy consultant, Creeks, Paris Merchandising concept, Creeks, Paris |
| 1998-1993 | Country Manager Visual Merchandising for France, Gap Inc., San Francisco |
| | San Francisco |
| 1992 | Textile Designer, ADIG, San Francisco |
| 1991 | Textile Buyer, Collection Assistant, Shady Grove, San Francisco |
| 1988-1991 | Assistant Conservator, Paper, Zukor Art Conservation, Oakland |
| 1986-1989 | Assistant Conservator, Rare Books, UC Berkeley Conservation, Berkeley |

TEACHING EXPERIENCE

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| | Zurich |
| 2004 | Teacher, Fashion, Seminarwoche, Freies Gymnasium, Zurich |
| | Paris |
| 1998-2001 | Lecturer, Fashion Merchandising, Institut de la Mode, Paris |
| 2001 | Symposium Merchandising, Institut de la Mode, Paris |
| 2000 | Lecturer, Company training Merchandising, Institut de la Mode, Paris |
| 2000 | Teacher, Brand development and merchandising, L'ISAA, Paris |
| 1999 | Teacher, Fashion Marketing, ESMOD, Paris |

EDUCATION

| | |
|------------------|--|
| 1993-1991 | Fashion Design - College de Alameda, Alameda, California |
| 1991-1989 | Bookbinding - Capricornus School, Berkeley, California |
| 1989 | Architecture Bachelor of Arts, High Honors, University of Berkeley, California |

LANGUAGES

| | |
|----------------|---|
| French | Fluent |
| English | Fluent |
| German | Good level (Goethe-Instituts Mittlestufe) |

merchandising



gap



standford



creeks



pro mod



gerard darel

process



personal key words

TOOL HOTEL

2
Conclusion Twelve Design Stories

Look is the capacity to choose the distance between oneself & reality

2
Body of the Alp

Traverse as stitching the experience, getting there as pride
"Native landscape and perceptions, cultural landscape"

analysis tools Alpcontext



Stems enlarged to store more water against long period of draught



Stems took over the missing leaves, upsurping their function as the photosynthesis process of manufacturing food

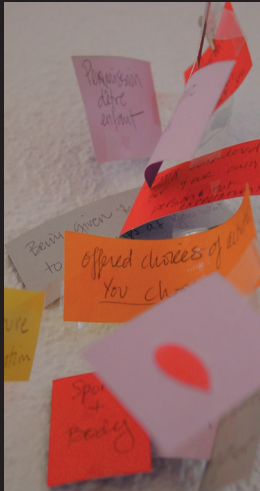


In time, the form followed the function in the most succulent manner... Until the form became the message



process analysis cacti

furniture design



private work



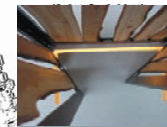
wood partition- variable competition work



une partition
dans la pièce

une pièce
dans la pièce

une alcove
pour le lit

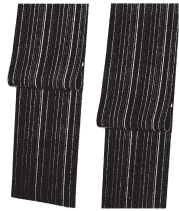


Triptych cherche a reconcilier l'homme avec les formes simples et naturelles du bois.

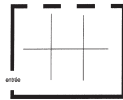
teaching + strategy

2ème étage FUSION

notion de mouvement, d'aller plus loin, de partir, verbosité prise en



proj expo bienné année 2000



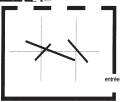
titre
 0 1 2 3 4 5
 format
 couleur: noir, rouge
 séparations: lises de couleurs, sandwich avec d'Etat
 imprimé: encre, ou Perforé Suspensor s
 points, sans rep sur les séparations voir image de ref
 objet: lise de mouvement, de la trace, regard fu
 roulement

1er étage REMENISCENCES

notion de mémoire, souvenirs réels ou imaginés, traces

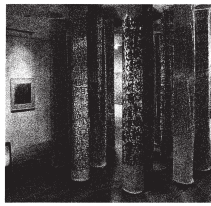


notion de projet: 0
 séparations: images, objets, artifices, suspensio à di
 fil nylon, du plâtre
 couleurs: multiples, monochromes/rougeurs tenues
 objet: retrouver l'ode de jecteurs de références de
 multiples références, arties
 sujet: objet trouvé, agencés, fil de nylon

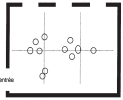


rez de chaussée EQUIVOQUE

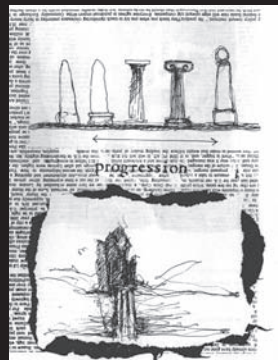
notion de mal être, souffrance, occasion, indécision



proj expo bienné année 2000



notion de projet: 0
 séparations: lises en papier images sans gra, ou
 arbor: objets suspendus de jecteurs/points clairs
 couleurs: rouge, beige
 objet: structure l'espace, repères visuels
 sujet: papier, sens, suspension



house for an ancestor - strategie for learning

WATER SERIES 1 - Four verbs to better grasp this elusive and vital element



Project 1
 Clouds are Clocks
 Introduces the mythical subject of the cloud and water at a very sensual and mythical level.



Project 2
 Reflections
 Develops a visual structure with which to discuss and understand water in its many states, actions, and as elements of design.



Project 3
 Captive Waters
 Defines a design philosophy based on the direct physical and sensory properties of captive waters as they relate to people and open space.



Project 4
 Fog Gates
 An innovative design project which places itself between land art, landscape design and recent water collecting technology.