

Curriculum

Manuela-Federica KREBSER

- Dec.1st 1964** Born in Switzerland
1980 – 1985 School of Arts, Berne, Switzerland, Bachelor of Arts
1989 – 1990 School of Arts, Lausanne, Switzerland

www.ishoni.org
www.manuela-federica.com

Professional Profile

Accomplished Commercial Designer, Founder and Manager of iSHONiLtd.liab.Co with more than 12 years experience in design and production of high-end and commercial fabrics, paper products, textiles, dishware, beach towels, rugs and carpets.

Experienced in import/export and international market research of producers and buyers of home furniture and stationary products.

Professional Development and Experience

- 1981** A letter of encouragement concerning my designwork, received in 1981 from Mrs. Leila Menchari, Director of «Service décoratif de Hermès Sellier» in Paris, decided about my decision to pursue a career in design.
- 1985 – 1988** Graphic Designer, Jean Frey Publishers, Zurich
- 1991 – 1993** Technical manufacturing expertise in textiles, specifically silk and fabric prints. Development of commercial, classical and novel design concepts; Christian Fischbacher AG, Zurich / Fabric Frontline, Zurich / GLOBUS Switzerland
- 1995** Invitation by the Austrian Government to create the official dishware for the Austrian Millennium in 1996, presented first at the “Viennese Opera Ball” in New York (Hotel Waldorf Astoria).
- 1994 – 1996** Technical manufacturing expertise, specifically printings and production for dishware and porcelain ; Rosenthal, Germany / Villeroy&Boch, Germany / Hutschereuther, Germany / Langenthal Porcelain, Switzerland / Lilien Porzellan, Austria
- 1997** Creation of my company with two international registered trademarks for stationary, textiles, dishware and rugs (Homefurnishing).
Int. registered Trademarks: Manuela-Federica, iSHONi
- 1997 – 2000** Creation and Realisation of an Advertising for the German company «Maerklin» on 4 Locomotives of the Swiss Railway Company.

- 2000 – 2001** Technical manufacturing expertise in Jacquard Techniques, prints and design concepts (beach towels / Textiles for Homefurniture).
- 2001** Beach towel collection for Harrods, London and Swiss Department Stores (GLOBUS / Möbel Pfister / MANOR)
- 2001 – 2002** Technical manufacturing expertise in paper products (gift paper production)
Development of commercial, classical and trendy design collections (Baumgartner Papiers, Artoz Papiers Switzerland / Mark's Inc. Tokyo)
- 2000 – 2002** Art Direction and Production Manager of the gift paper collection of Baumgartner Papiers in Lausanne, Switzerland.
- 2003 - 2007** 60,000 pieces of Dishware designed and delivered for one of Switzerland's largest department Stores (MANOR Switzerland)
Beachtowel "100 years KUONI", Switzerland
Mug "Skyguide", Switzerland
Dishware "Mövenpick", Switzerland
Cups "EMS Grivory", Switzerland
Ties UNITED NATIONS ORGANISATIO, Geneva, Switzerland
Shawls and Scarfs "NESTLE" Headquarters, VEVEY, Switzerland
Shawls and Scarfs "Audemars Piguet", Switzerland
GreetingCards, UBS, Switzerland
Ties for the United Nations Organisation, Geneva, Switzerland
Ties for UEFA (European Union of Football Association)
Scarfs for FIFA (International Football Association)
- 2004 – 2007** License Contract with MARKS Inc., Tokyo/Japan (Stationary)
License Contract with Gebr.Benedikt, Karlovivary/CZ (Dishware)
License Contract with Langenthal Porzellan, Langenthal/CH (Dishware)
License Contract with MTM Interior Design GMBH, Munich/Germany (Rugs/Carpets)

Expositions

Yearly participation at DOMOTEX Fair in Hannover, MTM Interior Design
Booth iSHONi Rug Collection

Publications /Printed Press

Paris Match (France)	April	1996, p. 3
FEMME (France)	Dec.	1994, p.14
Freundin (Germany)	Dec.	1996
Der Standard (Austria)	Jan.	1996
Annabelle (CH)	June	1996, p. 110, 111
ELLE (France)	Oct.	2000, p. 5, 6
Meyer's (CH)	Nov.	2000, p. 66, 67,68, 69, 70, 71, 72, 73
Galatea (Italy)	Mai	2001, p. 20, 21,22
Swiss TV	Okt.	2002,(25.) "Schweiz Aktuell"
Märklin Magazin (Germany)	June	2003 p.8 , 9,10,11,12,13
Schweizer Familie (CH)	Sept.	2004, p. 20
Home Textiles Today (USA)	Jan.	2005, p. 4
Fit for Life (Switzerland)	June	2005, p.
PME Magazine	June	2007, p.54, 55

Catalogues

ISHONi arte collection for MTM (Rugs), Germany
Manuela-Federica Beach Collection, Switzerland
ARTOZ Papiers, Switzerland
ISHONi Beach Collection, Switzerland
Mark's Inc. Stationary, Japan

Professional Skills**Artistic and Graphic Skills**

Computer skills (In Design, Adobe Photoshop, Adobe Illustrator,
(CS3) Quark, PowerPoint, Microsoft Office, Netscape)
Strong understanding and development of user-centered design

Organization and Production Skills

Experienced Director of Production
Experienced in pre-production approval processes and their
coordination
Proficient in manufacturing, trade regulations, product integrity,
fabric and garment construction

Language skills

German	native language
French	native language
English	good written and oral communication skills
Italian	fluent orally, basic writing skills
Japanese	basic conversation

References

Mr. Joe Carena
Publisher HomeTextiles Today, New York, USA

Mr. C.Duerrschmidt
President MTM Design Gmbh, Munich, Germany

Mr. Paul Chapman
President ABC Carpet&Home, New York, USA

Mr. Jan Tlapa
CEO G.BENEDICT, Karlo Vivary, Czechia

Mr. H. Escher
Swiss Embassy, Tokyo, Japan

Mr. H.-P. Rentsch
Director, SWATCH Group, Bienne, CH