



Haya Sheffer is a UKRI AHRC-funded Doctoral researcher artist at the Reading School of Art, UK. She harnesses her knowledge and experience as an industrial and visual communication designer in the *culture industry* era (Adorno & Horkheimer) into her new media art. Her mixed media installations timely address culture's social, technological, and political aspects – including power, control, metanarratives, and biases.

Her immersive digital works are exhibited in solo and group exhibitions in art museums worldwide. She has won prizes and regularly presents at conferences, and publishes papers.

CV

Main Exhibitions

- 2023 An Invasive Species, in group exhibition, Encountering Rome, BSR, Rome
- 2023 131 greetings, Reading Station, UK
- 2022 The Archive of the Lost Embodied Knowledge, Bath, UK
- 2022 Reading Time, group exhibition at the Jerusalem Design Week, Israel
- 2020 Internal Durée, solo exhibition, CICA Museum, Seoul, Korea
- 2020 Internal Durée, in a group exhibition, Kunstram Hase29, EMAF/INIT 2020, Osnabrück, Germany
- 2019 Breathing Space, group exhibition, The Wilfrid Museum, Israel
- 2019 Internal Durée, Tel Aviv, Israel.



Conference Lectures

- 2023 The Computer Art Society, London, at the EVA (Electronic Visualisation of the Arts) conference (July)
- 2022 SWWDTP, Changes, Research Festival, Exeter
- 2022 SOL, NYU & Bezalel conference, Hearing Beyond the Staves
- 2020 CICA New Media Art Conference, Seoul
- 2019 The Israeli Graduate Students Conference on Visual Culture and History of Art

Education

- 2021-Current Doctoral researcher, UKRI, AHRC, DTP funded PhD Participant, Reading School of Art, UK
- 2019 Master of Design, Visual Communication. Bezalel Academy of Arts and Design, Jerusalem
- 1991 Bachelor of Design, Industrial Design. Bezalel Academy of Arts and Design, Jerusalem.
During my studies, I received three honours.

Employment

- 2007-2019 The Israel Museum, Jerusalem. Art director and Web designer
- 2007-2021 Haya Sheffer studio, Art and Visual Communication
- 1992-2001 Head of the design department in Eureka product development agency, Tel Aviv

Honours and Awards

America Israel Cultural Foundation, creative excellence grant (Sharett) scholarship.
Tehila & Jacob Brandenburg Scholarship for an Outstanding Young Designer.
Award for excellence in studies, Bezalel Academy of Arts and Design, Jerusalem.
The Musrara Collection project - Ministry of Culture (Israel) Award for Creation.

Upcoming and Past Publications

- 2023 Question Journal, Issue 8
- 2023 Doctoral Research Highlights 2023, University of Reading
- 2021 Leejin, K. (2020). Internal Durée. Into the Clouds: New Media Art 2021