



CITY OF ALLENTOWN

No 30721

RESOLUTION

R170 - 2023

Introduced by the Administration on October 18, 2023

ARTS COMMISSION
Daniel Djuro – Goiricelaya
Term Expiration: 1/2/2027

Resolved by the Council of the City of Allentown, That

City Council does hereby give advice and consent to the following appointment to the Arts Commission submitted to this Council by Mayor Matt Tuerk.

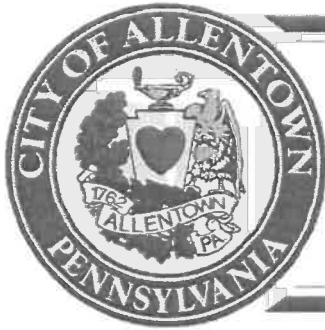
ARTS COMMISSION
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	Yea	Nay
Candida Affa		
Ce-Ce Gerlach	X	
Cynthia Y. Mota	X	
Santo Napoli	X	
Natalie Santos	X	
Ed Zucal	X	
Daryl Hendricks, President	X	
TOTAL	6	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 30721 was adopted by the City Council of Allentown on the 18th day of October, 2023, and is on file in the City Clerk's Office.



 City Clerk




MATT TUERK
MAYOR

435 Hamilton Street
Allentown PA 18101

OFFICE • 610.437.7546 EMAIL • Matt.Tuerk@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Matt Tuerk 
Mayor

DATE: October 10, 2023

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor Tuerk has approved the following appointments for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Jessica Ambler	Arts Commission	1/3/2026
Victoria Beck	Arts Commission	1/2/2027
Daniel Djuro-Goiricelaya	Arts Commission	1/2/2027
Kyle Edwards	Arts Commission	1/3/2026
Abigail Simmons	Arts Commission	1/3/2026

Jessica Ambler, Victoria Beck, Daniel Djuro-Goiricelava, and Kyle Edwards will replace four vacant seats on the Arts Commission as artistic professionals living and/or working in the City of Allentown. Abigail Simmons will replace Max Weintraub on the Commission as representation for the Allentown Art Museum.

Daniel Djuro-Goiricelaya
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PROFESSIONAL EXPERIENCE

Interdisciplinary Teaching Artist and Therapeutic Art Life Coach – 2017 to present

- Conceive art making activities for individuals, private groups, schools, and art institutions, incorporating wellness activities such as light yoga, exercise, and breathing
- Developed a private art camp curriculum; organized and led activities designed to promote physical, mental, and social development, such as games, arts and crafts, music, and storytelling
- Collaborated with artists and administrators in the development, evaluation, and revision of art making educational programs for *El Museo del Barrio*, New York summer art series

EL PATIO DE MI CASA (A non-profit Art Project) Co-Founder and Art Director – 2012 present

- Design, organize, promote, and curate solo and or collective exhibitions with international and interdisciplinary artists
- Engage with a community of emerging and local artist; interview and select candidates for exhibitions and art residencies
- Serve as a liaison for development of relationships between artist and patrons
- Manage webpage and social media design, development, and content updates
- Draft and deliver monthly newsletter for community engagement

F. Schumacher, New York, NY Business Development / International Territory Manager – 2015- 2020

- Responsible for \$3.8M international business including Latin America, Asia, Australia, Spain, and Portugal
- Motivated inside and outside sales team with clear and effective communication, while fostering a team environment
- Supported territory agent partners through training and adapting domestic marketing; managed social media dedicated to specific international territories
- Built and maintained lasting relationships with international design community
- Developed new business opportunities through trade affiliations, industry functions, and networking
- Consistently expanded working knowledge of interior design and Schumacher collections

Waterworks, New York, NY Design Consultant Client – 2006-2015

- Acted as brand ambassador to architects, designers, and building contractors to keep them informed of product developments and new initiatives
- Represented Waterworks at all on-site and off-site events related to architect and designers' community and designers and decorators community
- Developed and delivered client experience curriculum during new hire orientation; placing emphasis on brand language, image and sell through tactics
- Managed front-line client engagement and in-showroom qualification process to determine client experience needs
- Provided feedback and input into corporate strategy sessions on product performance and sales
- Partnered with showroom Team Leaders in sales and marketing initiatives to integrate company standards and values.

Archetype Design Studios, New York, NY Assistant for Director of Interiors – 2004-2006

- Ordered samples, collected product information, and visited showrooms with design clients
- Participated in the design process – created design concept boards and digital presentations
- Supervised jobsites during construction phase to track materials, coordinate vendors

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Colegio Universitario Monseñor de Talavera Maracaibo, Venezuela: Professor in Influence of Light and Color in Interiors & Psychology of Color – 2002-2004

- Prepared lessons, units, and projects to complete learning objectives
- Established and enforced rules of behavior for students in the classroom; encouraged students to explore learning opportunities and career paths
- Created, assigned, and graded various assessments for students including test, quizzes, essays, and projects
- Collaborated with professors in the development and integration of curricula for semestrial design project
- Served as a tutor and supported students in the development of their design projects
- Served as a jury member in the presentation of the student's design projects and final thesis

Morales's House Historic Museum, Maracaibo, Venezuela Museum Exhibition Designer – 2002-2003

- Developed and designed new exhibitions throughout the 4 museums under the umbrella of the Morales House
- Supervised the installation and staging of the exhibitions
- Trained staff for each exhibition
- Digitally catalogued the pieces showcase at each exhibition
- Coordinated the group visits including private events and school visits
- Built and maintained lasting relationships with other institutions and schools
- Promoted and represented the Morales House Museum in the National Museum network
- Managed the budget assigned for the exhibitions throughout the buildings

Cisneros Foundation/Museum of Modern Art (MoMA) NY, Caracas, Venezuela State Coordinator of Visual Thinking Curriculum (VTC) Program – 2001-2004

- Selected participating schools
- Trained, supervised, and inspired teachers through team player attitude, creativity, and leadership
- Documented the feedback provide by schools and teachers participating in the program
- Served as a liaison with schools to coordinate museums visits to perform the VTC

EDUCATION

Colegio Universitario Moseñor de Talavera Maracaibo, Venezuela Bachelor of Arts, Interior Design 1998-2001

Fundación Cisneros & MoMA- Visual Thinking Curriculum Facilitator

UDEMY Transformation Academy: Certified Art Therapeutic Live Coach

UDEMY Transformation Academy: Certified Live Purpose Coach

East Side Institute of New York- Getting out of our Heads-Play to Grow seminar

LANGUAGES

Spanish – mother tongue, English - fluent

ADDITIONAL INFORMATION

- Experienced public speaker, interdisciplinary artist, coach, and trainer
- Worked and traveled throughout Latin America, The Caribbean, Europe, Asia, and Australia
- Completed 4-week art residency at *Aramauca*, San Cristobal de las Casas, Chiapas, Mexico