


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
65 Sunnyside Rd, Easton PA 18042
Mobile (646) 725- 9311 | ddjuro@gmail.com | www.ddgart.com

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

Daniel Djuro-Goiricelaya
65 Sunnyside Rd, Easton PA 18042
Mobile (646) 725- 9311 | ddjuro@gmail.com | www.ddgart.com

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