



Name: Michal Kastiel Ohayon.
The College of Management

Date: 16/02/2022.

CURRICULUM VITAE

1. Personal Details

Electronic Address: michalka@colman.co.il.

Designer, academic, curator. Head of Spatial Visual Communication, School of Design and Innovation' College of Management Academic Studies. Owner of a branding and design studio, specializing in educational arrays and design for governmental bodies, member of the International Council of Museums (ICOM), member of the Israel Design Forum.

Lecturer on design thinking, image making development, work research and processes, mentoring final projects for undergraduate design students, DT mentor and instructor, Data Visualization content development.

2. Higher Education

A. Undergraduate and Graduate Studies

2016-2018	M.DES in Combined Design, HIT – Holon Institute of Technology
1993-1997	Teaching studies, WIZO Academic Center, Haifa
1993-1997	Visual Communication, WIZO Academic Center, Haifa
1991-1992	Art and Design, Académie Charpentier, Paris.



3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Institution and Department	Rank/Position
2021 -	College of Management Academic Studies	Senior Lecturer
2018-2021	College of Management Academic Studies	Adjunct Lecturer
2011-2018	The NB Haifa School of Design	Adjunct Lecturer
1999-2015	Avni Institute of Art and Design, Tel Aviv	Adjunct Lecturer

4. Offices in Academic Administration

- 2018 - Head of Spatial Visual Communication Program, College of Management.
- 2018 Presidential Committee member, Developing ideas for academic content and new programs for postgraduate studies, College of Management Academic Studies

6. Participation in Conferences

A. Active Participation

Date	Name of Conference	Scholarly/ Professional	Place	Subject of Lecture/Discussion	Role
2021	Think & Drink	Prof	TLV	Design thinking	Lecturer
2017	Personal Branding	Prof	HIT	Female Empowerment	Lecturer
2014	Design and More	Prof	Haifa	Design	Lecturer
2014	Design on Bar	Prof	Haifa	Design	Lecturer
2010	Avni for a Buck	Prof	TLV	Sustainable design	Lecturer
2008	Why Digital	Prof	TLV	Interactive Digital Design	Lecturer
2005	AvniDesign	Prof	TLV	Contemporary Design	Lecturer
2004	AvniDesign	Prof	TLV	Contemporary Design	Lecturer
2004	HaZinor	Prof	TLV	Urban Intervention & Design	Lecturer

B. Organization of Conferences or Sessions

Date	Name of Conference	Scholarly/ Professional	Place	Subject of Lecture/Discussion	Role
2008	Why Digital	Prof		Interactive Digital Design	Producer
2005	AvniDesign	Prof	TLV	Contemporary Design	Co-initiator
2004	AvniDesign	Prof	TLV	Contemporary Design	Co-initiator
2004	HaZinor	Prof	TLV	Urban Intervention & Design	Co-initiator



7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
12.2019	SRH- Berlin University	B.A design & communication	Lecture about Brand Communication in Israel

9. Scholarships, Awards, Prizes and Commendations

Outstanding lecturer, WIZO Haifa – 2018 (5 consecutive years)

“The Chosen” – First program class – 2017 – Female Excellence and Leadership in Academia

Outstanding lecturer – Avni Institute – 2003-2010.

10. Teaching

A. Courses Taught in Recent Years

Year	Course Name	Type	Degree	No. of Students
2020 -	Design Thinking lab	Workshop	M.Des	25
2000 - 2021	Final project guidance		B.Des	15-20
2019	Interactive media in space	Workshop	B.Des	25
2018 -	Cultural event branding	Workshop	B.Des	24-36
2018 -	Image Making	Workshop	B.Des	22-28
2020	Culture Makers in the Public Space	Workshop	B.Des	25
1999 -	Principles of Visual Communications	Workshop	B.Des	22-28
2000 - 2015	Packaging Design	Workshop	B.Des	30

11. Professional Experience

Professional Design Experience

1999 - Founder and Owner, Mikas

Design and branding studio specializing in governmental agencies and educational environments.

Selected works:

Zappa Music – Design and development of a design language for fundraising presentations to retailers and concerts to the international market.



Beit Shemesh Educational Array – Rebranding the governmental and governmental religious system for the city. In addition, **designing educational spaces in schools.**

Israel Prison Service – Lead designer (2006-2013), devising and developing a BTL design language, conference design and overall design for Presidential Award recipients.

Governmental Advertising Agency (Lapam) – Various IAF-IDF bases.

KKL – Designing “Homeland Portfolios” for schools.

Ayalon Highways – Branding Ayalon Highways and travel solutions, conferences and pamphlets.

Israel Electric Company – Printed material.

Gezer Regional Council – Advertising and print materials, specializing in annual reports.

Bayer Pharmaceutical Department – Designing print material for conferences and designing exhibitions.

Holon Institute of Technology – Exhibition design.

Additional customers: Southern Sharon Regional Council, Jordan Dates, Soglowek, Hed Artzi, JCS – Ulpanei HaBira, Female Spirit (pro bono), startup companies.

1998-1999	Art Director, Advertising, Design and Branding, Bauman Ber Rivnai
1997-1998	Senior graphic and branding designer, Yoram Rubinger Studio
1997	Designer, Ruby Shoval Exhibition Design Studio

Professional Curation Experience

2020 -	Member of the International Council of Museums (ICOM)
2018-2019	Chief curator, Vitrina Gallery, Holon Institute of Technology Responsible for two gallery spaces – Vitrina and 2V, Academic design gallery.
2000-2016	Curator, Avni Institute alumni exhibitions, inter alia at the Tel Aviv Port, Amiad Center, “The Station” Gallery, “HaZinor” Gallery.

Exhibitions (selected)

2022 (in process)	Divine Symbolism (temporary title)
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- 7/2021 "Bathroom" – Curator and designer, Design Week Events, Hansen House
- 12/2019 "Alice" – Curator, Illustration exhibition at the 8th Annual Illustration Week, TLV Fashion Mall
- 5/2019 "Inprocess" – Curator and designer, Hybrid modern jewelry, 2V
- 3/2019 "Twins" – Curator, photo exhibition, International Women's Week, 2V
- 2/2019 "Images from Below" – Curator, Historical poster exhibition from SVA, Vitrina
- 1/2019 "In the Middle" – Accompanying curator, Visual Communications Exhibition, Vitrina
- 12/2018 "Disruption" – Co-curator with Galina Arbelli, Disrupted design objects, Vitrina
- 5/2018 "Israeli Hope" – Curator, Presidential Residence Project, Vitrina
- 3/2018 "Romance" – Curator and designer, Photo exhibition for International Women's Day, 2V
- 4/2013 "InfoIsrael" – Curator, Infographics exhibition, "The Station"
- 6/2012 "Elevated and Underground" – Curator, Subway exhibition in Yafo – The Station, Elite Gallery
- 4/2004 "HaZinor" – Curator, Protest exhibition, Yafo sewage pipe – Yerushalaim Blvd.

12. Miscellaneous

Academic and Non-Academic Professional Positions and Activities

Mahalach Foundation, Lecturer, Specializing in data visualization for social organization profit centers.

"The Cooperative" – Lecturer on Design Thinking.

Establishing non-classroom study spaces – Beit Shemesh Educational array.

PUBLICATIONS

8. Other Publications

Creativity Inducing Space, November 2018 (attached).



9. Other Works Connected with my Scholarly and Professional Field

<https://www.hit.ac.il/sites/women/Students/About/MichalKastiel>

<https://design.hit.ac.il/vitrina/%D7%A9%D7%99%D7%91%D7%95%D7%A9-%D7%AA%D7%92%D7%95%D7%91%D7%95%D7%AA-%D7%94%D7%99%D7%91%D7%98%D7%99%D7%9D-%D7%95%D7%9E%D7%A9%D7%9E%D7%A2%D7%95%D7%99%D7%95%D7%AA/>

<https://www.prtfl.co.il/archives/114452>

https://www.hit.ac.il/campus-life/gallery/Subway_posters

<https://www.prtfl.co.il/archives/111211>

<https://saloon.co.il/general/%D7%A8%D7%95%D7%9E%D7%A0%D7%A1-%D7%AA%D7%A2%D7%A8%D7%95%D7%9B%D7%AA-%D7%A6%D7%99%D7%9C%D7%95%D7%9E%D7%99%D7%9D-%D7%90%D7%99%D7%A9%D7%99%D7%AA-%D7%A9%D7%9C-%D7%93%D7%95%D7%A8%D7%95%D7%9F-%D7%90/>

https://www.hit.ac.il/design/news_events/MichalKastiel?fbclid=IwAR03zjmLKpysfr5IECYZ1CvYpxxxKyI6Q3QzwoosCK4HvzyOdRJzqcWClrs

<https://www.wizodzn.ac.il/galleries/graphic-design-statement>

<https://alefalefalef.co.il/%d7%90%d7%9c%d7%a3-%d7%91%d7%a9%d7%9c%d7%95%d7%a9%d7%94-%d7%9e%d7%99%d7%9e%d7%93%d7%99%d7%9d.>

11. Summary of My Research Activities and Future Plans

Abstract

The revolution that come upon our world over and over again since the 18th century, calls us to re-search the unknown, renewing and advancing our world. In such a situation, creativity becomes a key tool at the hand of man.

Changing human perceptions of creativity has accompanied the development of humankind for years. In a world where creativity is much broader and universal, a situation is created in which the creative process in its basic performance is similar to the process in art, science, business, technology, design, study or any other field in our lives



Creativity will be somewhat identical in different fields and between different people, yet it is unique to each person as a result of culture, knowledge, gender, experience, thinking and special abilities dependent on context.

Because the concept of creativity is quite broad and can be treated in different theoretical contexts, various measuring tools have been created today, which relate to creativity as a resource.

Significant innovations in technology and science, along with developments in the fields of society, economics and demography, indicate that the fields of study and work in industrialized countries are facing dramatic changes. On the one hand, these changes will open up opportunities for growth and. The children of the present will learn by study methods that have not yet been born and will hold jobs that do not currently exist.

The future of the individual and society will be decided in many ways by our creative ability.

Is creativity an acquired or innate property? Is there a point that initiates creative mode? Can we control it? Can we enter and emerge from creative states of thought or action as we crave? How will such control in entering a creative situation affect our society and our abilities?

- This project deals with the moment when the creative process begins. It does not intend to affect the level of creativity, but to check the ability to enter the creative situation in a technical way.

The aim of the study and the project was to identify a human need in the field overloaded with research and to design a new system that would meet proven needs related to the subject that are untreated or considered untreatable. Design always stems from the identification of a human need; it does not have to focus on the product, but rather on processes related to people and their interaction with the environment, the objects and themselves.

The idea is basically speculative. The initial research examines whether we can relate to creativity as a product.

The starting point of the study was to isolate process components to find insights.

The study opens with a questionnaire containing one question: Where are you creative?

It turned out that the starting point in dialogue between man and creativity is clear: space.

Just as in a scientific process, the isolation of the elements has led to interesting insights about space, its essence and its effect on man.



The space is examined as an influential component of the beginning of the creative process, in people who are creative and bread is their law.

The ability to be precise about the narrative of the entire process, and the ability of space to affect the person and the entrance to the creative process, was examined.

In the research book I document the process by searching the points activating creative processes, examining whether it is possible to isolate processes that control the initiation of creativity. Four components were isolated into the creative process, they are called creative triggers.

Triggers are: quiet, flow, time and neutral mind.

The study examined how space can influence a person to produce these triggers, in order to get him to initiate a creative process in a short time. In search for material that will help to produce spatial manipulation as a means to initiate the creative process, the light.

Light is a material proven to have great influence on us at the very foundation of our biological and human existence. Its versatile abilities, availability, low cost, and significant influence on our presence in it and the combination of the sub-space and the appearance of light were a key point in the project.

The performances of light in space create a focal point, and focus, relaxation and alertness, drain into convergence and precision that can lead to a sporadic situation generating the creative process. The light translates the essence of the particular trigger into geometrical shapes moving in space.

It is actually a platform for creating a speculative idea to control the starting point of the creative process, a manipulative process that activates man by space and light movements.

Knowing that this was a necessity, for the demand for the creative person would only increase.