

Owner of early morning CAMILLA HJERL'S BIOGRAPHY



Camilla Hjerl graduated in 1995 from The Royal Academy of Fine Arts School of Architecture in Copenhagen, Denmark. From 1991 to 1992, she studied architecture at the Escola Tècnica Superior d'Arquitectura de Barcelona. During her study, she placed second in the Ferry Kronborg competition and third in the Future Park competition.

One of Hjerl's first assignments was to develop the identity, store concept and retail design system of the discount chain, Tiger. Since its opening 12 years ago, she has maintained a close, working relationship with Tiger and the chain has grown from two to fifty-four stores scattered throughout Denmark, Sweden, Iceland & latest Germany.

During the same period, Hjerl co-founded the company SELLE16 with three creative partners. While at SELLE16, Hjerl and one colleague developed the first Cajun and Creole restaurant in Copenhagen, SOULS KITCHEN & CELLAR, where the two functioned as managers responsible for 25 employees. The restaurant was an instant success.

In 1998, Hjerl and SELLE16 were awarded Denmark's annual Design Foundation prize and were awarded DKK 100.000 for their enthusiasm, devotion to innovation and intense interdisciplinary collaboration.

From 1998 to present, Hjerl has been designing traditional and non-traditional projects including graphic identities, exhibition stands, graphic interfaces, CD-ROMs and websites. She developed the identity and concept of supply business KAMI in Odense, the graphic identity of commercial film production company F29 Films ApS, Frederiksberg, designed a multi-

functional piece of furniture for Wallpaper Magazine in collaboration with designer Anne Heinsvig and developed the trailer for the Sony Playstation 2 promotion tour of Scandinavia.

In recent years, Hjerl has focused primarily on graphic design. Clients include The Royal Danish Embassy in Berlin, furniture company GUBI, Scandinavian fur company Saga Furs, and recently the Danish Social Democratic Party and the TDC Human Resource Department – Denmark's largest telecom company.

Hjerl consults and contributes articles on architecture, design and style to Denmark's EUROWOMAN, COVER and other magazines. In the recent years she has been focusing on both European and American projects, working with various stores, galleries, design and fashion companies to give them a graphic presence online and onsite ▲