

LORI GREENBERG BIO

Creative Director Lori Greenberg has been designing and writing for over 20 years. Her work has encompassed the arenas of fashion, cosmetics, toy design, licensing, book publishing, corporate imaging, product design, branding and web design, event design, along with non-profit work.

Her design and writing have appeared on the pages of *WWD*, *W*, *Scene*, *Woman's Day*, *SohoZat*, and also in the books *East Village '85*, *Soho: A Guide*, *A Documentary*, and *Land & Sea: The Indonesian Archipelago*. Her work has also appeared on the websites UBO, IndiePlanet and Adios Barbie.

Corporate clients have included Viacom/Infinity Broadcasting, Disney, Mattel, Warner Bros, Fiorucci, Faberge, Bed Bath & Beyond, HUE Legwear, Cheeseborough-Ponds, Carter Wallace, Dayton Hudson, Wolf-Gordon, NYIF (New York Institute of Finance/Financial Times), and JHM&P.

Non-profits and governmental clients have included Bette Midler's New York Restoration Project (NYRP), the Municipal Art Society/the MAS Urbanists, the MacDowell Colony, ACE/SoHo and Tribeca Partnerships, New York Presbyterian Hospital (in conjunction with Hartnick Consulting), Arts for Healing, CHEC (Children's Health Environmental Coalition), the NYC Department of Small Business Services (in conjunction with Hartnick Consulting), and Women in New Media (WINM).

Bergworks GBM is a multi-disciplinary design studio, encompassing graphic design, branding, architecture, interior design, furniture design, eco-design, and design education, founded by Lori Greenberg and David Bergman. Greenberg is also the co-founder, designer and co-editor of the magazine, *Visual Seltzer: The Online Magazine about New York Designers*.

Prior to starting the studio, Lori Greenberg worked as an art director for St. Martins Press and a fashion editor at *WWD* and *W*, along with work at various design studios in New York.

Lori Greenberg received a BFA from Parsons School of Design with a major in communication design and minors in fashion design and photography. She is on the steering committee of the Municipal Art Society Urbanists and is a member of the AIGA.

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