

portfolio.

R I N A T
S H E R Z E R

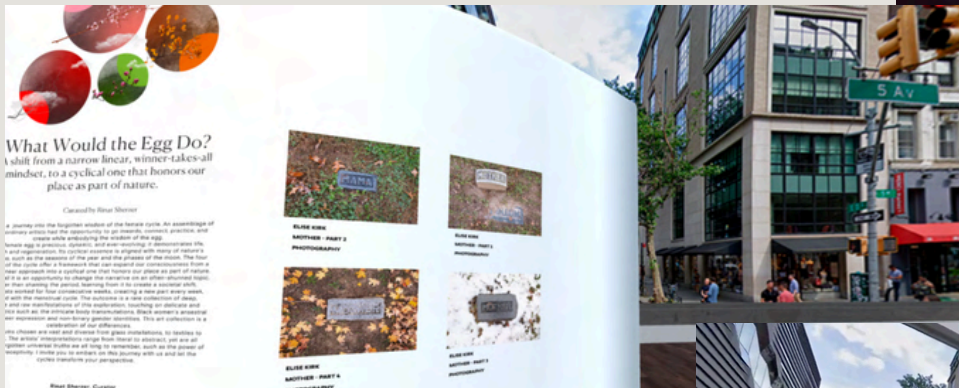
MAKING THE INTANGIBLE TANGIBLE

R I N A T
S H E R Z E R

What Would The Egg Do?

V R E X H I B I T I O N

ROLE: ARTISTIC DIRECTOR



Based on Rinat's [TEDx Talk](#), a world acclaimed social justice project that aims to look at gender equality from a scientific perspective. Looking at the menstrual cycle as a framework for nature's life cycles and hence demonstrating how the unique female qualities can be leveraged can be leveraged to create a thriving society.



The exhibition explores how 'nature-inspired solutions' can lead to a healthier planet & human equality. The exhibition artistically directed and curated by Rinat Sherzer is presented in the [XReality Center](#) of The New School, NY and [launched on Women's International Day 2021](#)

Additional initiatives: An education curriculum and business workshops

I M P A C T

The project reached world recognition when in 2020 Rinat was invited to speak at the [UN on Women's International Day](#).

The "What Would The Egg Do?" methodology was adopted by the high school [Urim](#) as the main curriculum teaching students on the reproductive system.

R I N A T
S H E R Z E R

#WEMOVE

V I D E O A R T

R O L E : S T R A T E G Y L E A D



A global activation following Donald Trump's Muslim ban in 2017 broadcasted in the Global Citizen's festival in Central Park NYC.

In partnership with two time Grammy Award nominee artist J.Views we asked people around the world to go out and dance 'like their not afraid' creating a global movement committed to social change, standing together for freedom, for justice, for all! Watch it here:



I M P A C T

The clip that was part of the Global Citizen Festival with an audience of 60,000 in the crowd and 1M online.

R I N A T
S H E R Z E R

It Makes Sense

S E N S O R Y D E S I G N

ROLE: VISION,
RESEARCH & DESIGN



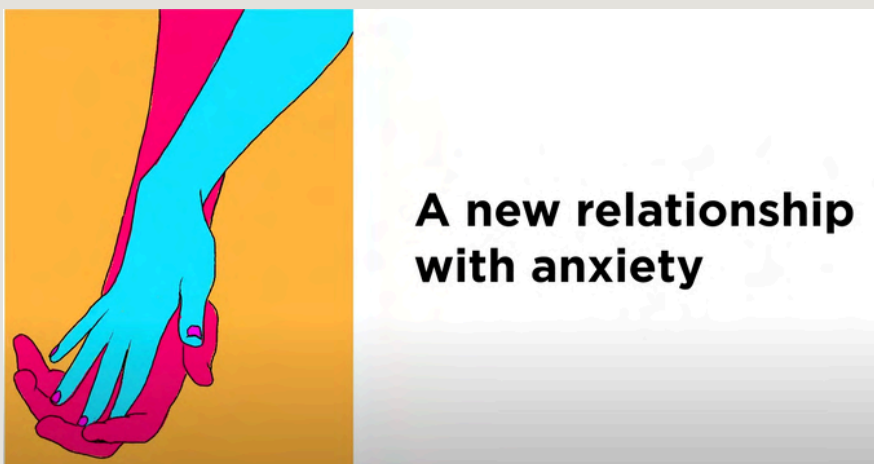
A neuroscience based, sensory experience helping people deal with anxiety where forgotten memories are transformed into tangible illustrations..

Working with the public home for homeless people suffering from various mental health issues in NY we developed a methodology based on neuroscience that helps people relate better to their anxieties. Through this they connected to a positive forgotten memory that was then sent to an illustrator and returned to them in a framed picture to hang by their bed an reinforce these positive memories.



Illustrations: Jess Suttner

Watch project:



I M P A C T

Marie's quote in the video: "I now know that those experiences are my past and that this is my new future"

27 November 2019

Dear Ms Sherzer,

On behalf of the Unstereotype Alliance and UN Women, I would like to invite you as a speaker at the Unstereotype Alliance Annual Global Member Summit, taking place on **5-6 March 2020 at the United Nations Headquarters in New York City.**

The 2-day Annual Global Member Summit, now its 3rd edition, is an invitation-only event hosted by the Under-Secretary-General of the United Nations and Executive Director of UN Women, Phumzile Mlambo-Ngcuka. It brings together industry leaders from marketing, advertising, human resources, and diversity & inclusion sectors, who share a common goal towards achieving gender equality, women's empowerment and a commitment for an unstereotyped world. We expect an attendance of about 200 people ranging from C-Suite level executives to senior level professionals from different countries around the world.

Having watched your TED talk - "The Bloody Taboo with the Power to Change the World" and also having read your work on developing solutions that drive positive impact in business, I believe your contribution will be of tremendous value to the discussion about the elimination of harmful stereotypes for a fairer and more equal world.

All sessions will be filmed, and an edit will be shown on our website and other social media channels. [Here](#) is the link to the highlights video of this year's Summit. We will share greater detail as the other program speakers are confirmed.

Kindly let us know by 11 December 2019 whether you would be interested in speaking. You can confirm your participation to Adema Sangale, Global Coordinator of the Unstereotype Alliance, at adema.sangale@unwomen.org cc: unstereotypealliance@unwomen.org.

Yours sincerely,



Daniel Seymour
Director
Strategic Partnerships

Mr. Rinat Sherzer
Founder
Of Course Global
New York