

Randell R. Greenlee

Vita

28.06.1958

Born in Oklahoma City, Oklahoma, U.S.A.

1964-1976

Public school in Moore, Oklahoma  
high school »valedictorian«

1976-1978

Oklahoma City University,  
studies: B.S.: »Technical Theater«

1978

Goethe Institute in Blaubeuren, Germany  
scholarship from DAAD  
studies: Georg-Augustus Universität in Göttingen

1979-1982

Scene design assistant: Thomas Richter-Forgách  
contract work USA: scene and lighting design

1982-1988

Resident scene and costume designer:  
Municipal Theaters Bielefeld  
Freelance designs in Göttingen, Essen, Aachen

1988-1990

Freelance designer for theaters and advertising and  
event agencies

1990

Concept and design of the touring exhibition  
»500 Years Postal Service« for the Deutsche  
Bundespost POSTDIENST  
agency: ABC Eurocom, Frankfurt

1991-1995

Managing partner and art director of the  
PUR Kommunikationsagentur, Bielefeld.  
Art director of the magazine »SALTO«

1996

Founding of »VISUAL CONCEPTS«

2001

Instructor at the Deutschen Event Akademie:  
vocational courses for trade fair and event  
management; art history; theater history,  
lighting dramaturgy

2006

Art director, Central Organization of Business,  
restaurant and retail spaces, Las Vegas



Project examples since 1998:

- Design of the VIP-Area for the ATP Tennis Tournament Gerry Weber Open
- Set design for the »Deutschen Marketing Tag« in Munich: SmithKlineBeecham
- Design and concept for the brand launch »Nexium«, trade fair exhibit and launch event in Paris Astra Zeneca (Grey Healthcare Group)
- Design for a touring exhibition: Weserrenaissance Museum, Brake, Germany
- Managing designer: development of the fire department training facilities for the State of Baden-Württemberg, special effects, sound and set design
- Presentation of an event concept for the »M-Class«, DaimlerChrysler, JK Werbeagentur, Bielefeld
- Design of the »theatrical exhibition« rooms for Museum Höxter-Corvey: »Von der Villa zur Stadt«
- Concept and design for events and trade fair exhibits for advertising agencies: CeBIT, etc.