

AMCHAM WIL FIRESIDE CHAT WITH KRISTEL AIMEE LAUR



Kristel Aimee Laur is an artist, designer, curator and psychologist who likes to create experiences in different fields.

Kristel's educational background combines psychology and design. She graduated from Tallinn University in 2001, majoring in psychology and social pedagogy. As an exchange student at the University of Helsinki, she specialised in creative thinking and innovation management. Later, she continued her studies at the Estonian Academy of Arts, graduating in interior design and decoration, and now continues her Master's studies in textile design.

She is one of the founders of the **Juhan Kuus Documentary Photo Center** and its CEO, curator, and designer. She has curated and designed over 60 photo exhibitions in Estonia and abroad. In 2023, she received The Order of Arts and Letters from the French Cultural Ministry.

In addition to Documentary Photo Center, Kristel Aimee has been a designer and artist at **Studio Poet Design** (since 2011). As a designer, she has created and/or developed various experiences, interiors, brands, and lifestyle items. Her longest passions have been textiles and fashion.

Since 2020, she has had her fashion line.



Design Studio Poet values the diversity of creation and interconnection with the environment. Therefore, she seeks to balance new and existing approaches. She loves to experiment with reused and recycled materials. She values the slow approach, emphasising the process, craftsmanship, and uniqueness. Kristel believes that creating an emotional connection with objects helps them last longer.

She doesn't want to define herself through any single discipline or approach. As she has said, *"My multifaceted background and experiences make me more free and open, expanding the scope of my creativity."*

Through her various activities, she likes to meet and bring together kindred creative spirits to share the meaning of life, creativity and inspiration.