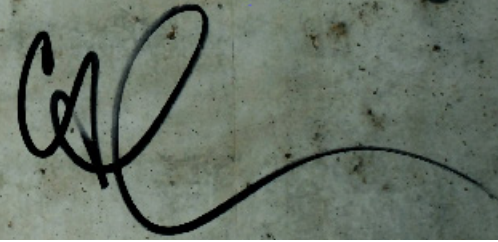


# curriculum vitae

Astrid L. Steiner

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www.astridsteiner.com



## VJ Art

*“A major change has taken place at dance clubs worldwide: the advent of the VJ. Once the term referred to the video jockey who introduced music videos on MTV, but now it defines an artist who creates and mixes video, live and synced to music, in clubs or at concerts.” (D-Fuse, 2006)*

VJ LUMA (a.k.a. Astrid Steiner) is one of the pioneers of VJ culture in Austria. As one part of the VJ Duo **luma.launisch** Astrid Steiner has played in some of the major VJ events as well as some of the best known clubs in Austria and Germany. Astrid Steiner also enlightens the screens of classical music halls and opera houses where her videos are much more than background stage design. Her aim is to tell stories rather than showing affirmative decoration on the screen. This brought her the attention of the art scene and invitations to create video installations for the Vienna Biennale 2006 and for the Soundframe 2008 exhibition in the Künstlerhaus Wien.

Astrid Steiner developed her skills and her unique style by working as an editor on Austrian TV shows like “Sendung ohne Namen”. She has also worked on internationally acclaimed and documentaries and commercials.

Astrid Steiner aka VJ LUMA enlightens the screens of techno clubs and of classical music halls and creates surreal landscapes and graphical journeys that harmonize or disharmonize the music. The mixing and composing of the videoclips happens live, which makes every show different and unique. As one part of the VJ Duo **luma.launisch** Astrid Steiner plays on the major VJ events in Austria and Germany.

Performing live shows with following artists:

2004 Silicon Pumpgun, Gustav, Microthol,

2005 Mocky, Matias Aguayo, Hemmann and Kaden, Rob Acid, Sebastian Grimus

2006 Visual Concept for the **Jazzfestival „Outreach 2006“** (Austria) performing with Franz Hackl, Marco Minnemann, Roy Alexandre, Gene Pritsker, Adam Nitti and many more

### **MONEY**

an opera composed by Gene Pritsker  
performed by Sound Liberation  
@ The Flea Theater, New York City  
@ The Player's Theatre, New York City  
@ Jazzfestival Outreach 2007, Austria

### **STRIKE**

„A new music and boxing extravaganza“ with  
The International Street Cannibals  
performed  
@ Gleason's Gym, New York  
@ Jazzfestival Outreach 2007, Austria

### **SENSORS**

A live video installation at the **Vienna Biennale**, Austria

2007 **Shining** (Germany)  
festival for new media arts & electronic music  
luma.launsich performed with George Morel

**G-stone label** night with Makossa & Megablast, Richard Dorfmeister  
Linz, Austria

**Urban Art Forms Festival** (Austria)  
a festival for visual arts & electronic music  
luma.launsich performed with Dominik Eulberg

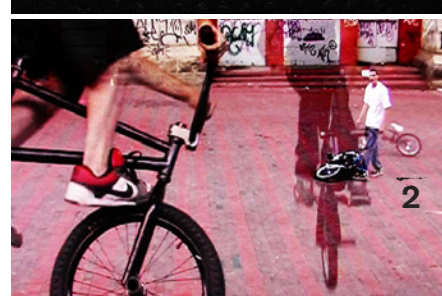
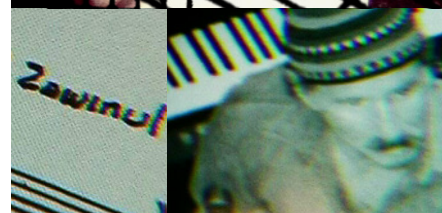
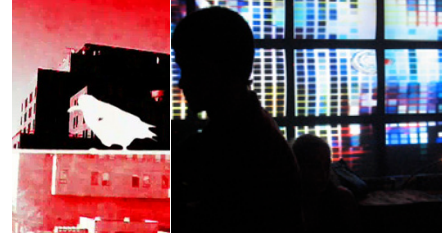
Visual Concept for the **Jazzfestival „Outreach 2007“** (Austria)  
luma.launsich performed with Mike Keneally, Harvie S., John Clark, B3,  
Dave Taylor, Daniel Kelly, Sound Liberation and many more

**Music Festival Bremen** (Germany)  
VJ LUMA performed with **Kristjan Järvi's Absolute Ensemble & The Latvian State Choir „Latvija“** at the Bremen Music Festival .

**A Tribute to Joe Zawinul** (Austria)  
VJ LUMA performed with Kristjan Järvi's Absolute Ensemble  
and the **Zawinul Syndicate** at Vienna's Konzerthaus

### **MORE HIGHLIGHTS:**

Shows with DJ Mehdi, Extrawelt, Bauchklang, Jeans Team



**2008 exhibition at the KÜNSTLERHAUS** in Vienna ///  
an audio & video Installation by luma.launisch together with musician GABRIEL KOGLER

**Mapping Festival** (Geneve, Switzerland)

**Fashion TV** “Winners Party” (Vienna)

**ETNA Festival** (Sicily, Italy)

Urban Art Forms 2008 with **Groove Armada** (Austria)

**Jazzfestival „Outreach 2008“** (Austria)

**IBM LOTUS** Event (Vienna)

Departure **LOOK/BOOK 2008** presentation (Vienna)

**Soundliberation** Concert (New York City)

**2009 Live Performances with**

Cellist Borislav Strulev @ the Jewish Community Center in Manhattan

Chanda Rule @ **Joe's Pub** Manhattan

Erbium

Soundliberation

Manhattan Brass Quintet

Astrid Steiner developed her skills and her unique style by working as an editor on Austrian TV shows like “Sendung ohne Namen”. She has also worked on internationally acclaimed documentaries and commercials. **luma.launisch** produced music videos for the following artists:

2007 Music Video for Chanda Rule & Gene Pritsker’s “Need”

Music Video for Gabriel Kogler’s “El auto fantastico”, released on Traum, Germany

Music Video for Catekk’s “Funny little clouds”, released on Flex Schallplatten, Austria

Music Video for Margaret Noble’s “NUFON” released on female:pressure DVD I

Music Video for Mimikry’s “WAZZUP” released on female:pressure DVD I

2007 The internationally working **VJ Label VMS** released a DVD with Video Art by luma.launisch



“Yankee'd” Astrid Steiner 2007

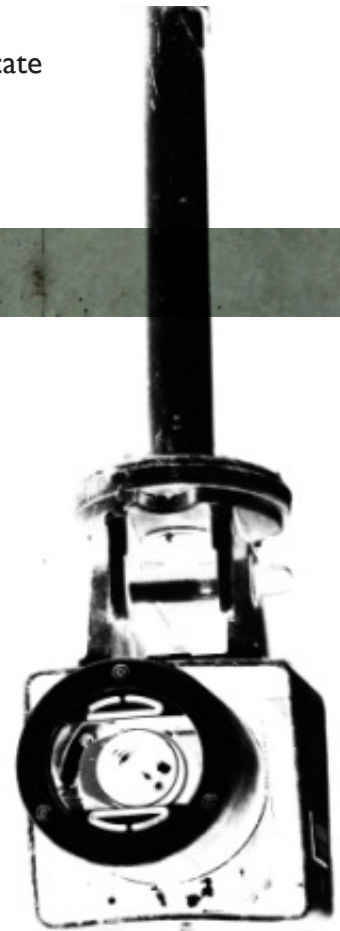
- 2005 Golden Romy for best TV production  
Sunshine Airlines
- 2004 World Media Festival 2004 (Hamburg/Germany)  
DVD "tools vs. gravity" Intermedia Globe in silver, Sales Promotions
- 2003 European Masterclass (Munich/Germany)  
Gold: Master of Excellence- "DVD tools vs. gravity"  
Award of Master: Best DVD Solution & Best Camera
- 2003 36th U.S. INTERNATIONAL FILM AND VIDEO FESTIVAL  
"Schönbrunn - Well of Beauty", 1st place "Gold Camera Award"
- 2003 AFO Academia Film Olomouc, Czech Republic  
"Schönbrunn - Well of Beauty"
- 2003 41st International Festival of Films on Science, Technology and Art, TECHFILM  
"Schönbrunn - Well of Beauty", Audience Prize + The Prize of the Mayor of Hradec Králové
- 2003 Werbe Grand Prix, Salzburg  
TV Spot "Eagle", "Signum laudis in silver" Audience Jury Award
- 2003 Werbe Grand Prix, Salzburg  
TV Spot "Eagle", "Signum laudis in bronze" Jury Award
- 2002 WIRTSCHAFTSKAMMER OBERÖSTERREICH - SATURN 2002  
"TV Spots Tyrol 2002", Saturn in silver, category Cinema/TV Spots
- 2002 45th NEWYORK FILMFESTIVAL  
"Tyrol: Eagle/Waterfall/Mountain", Best Cinematography, Finalist Certificate

### Documentaries

HIGH TATRAS - WILDERNESS FROZEN IN TIME (2007),  
Editor  
Produced by Cosmos Factory, directed by Pavol Parabas

SCHOENBRUNN, WELL OF BEAUTY with Sir Peter Ustinov (2003),  
Editor  
Produced in HDTV by Brains & Pictures, directed by Georg Riha

MAKING OF „NEW YEAR'S CONCERT“ (2000),  
Editor, Co-Director  
Produced by Brains & Pictures, directed by Irmin Kerck, Astrid Steiner





MAKING OF „GLOCKNER – the Black Mountain“ (2000),  
 Editor, Co-Director  
 Produced by Brains & Pictures, directed by Irmin Kerck, Astrid Steiner



LECH, THE LAST WILD RIVER (1999), Editor  
 Produced by Brains & Pictures, directed by Georg Riha

**TV Series**



BROADCAST WITHOUT A NAME (2004 – present), Editor  
 Produced by Neue Sentimental Film  
 for ORF, Austrian Broadcasting Company

SUNSHINE AIRLINES (2005 – present), Editor  
 Produced by Neue Sentimental Film  
 for ORF, Austrian Broadcasting Company

**Commercials**



TV/Cinema Spots TYROL (2002), 4 Sujets, Editor  
 Produced by Brains & Pictures  
 directed by Georg Riha, Music by Philip Glass

other clients:  
 Activia, Jacobs, Vitalinea, KIKA, Campina and more



**Corporate Videos**

Directing & Editing of the corporate video „Go4Kart“ 2007  
 Client: **Brenntag CEE**

Directing & Editing of the video presentation  
 „50 years **General Motors Austria**“ 2007  
 Client: Puls Multimedia

Directing & Editing of the corporate video  
 „Apprentices @ T-Mobile“ 2006  
 Client: **T-Mobile Austria**

Creating the visual design for the image-videos of **Telekom Austria**  
 presented at the Forum Alpbach (Austria) 2004 and 2005  
 Client: Sonovista

