

Katherine Eloise Allen



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Work

3XN GXN Head of Communications

Copenhagen, DK
2022 - Present

Lead communications for global architecture studio 3XN GXN, covering our offices in Copenhagen, Sydney, London, New York, and Stockholm. Lead a team and work closely with Senior Partners and global leadership to set communications and outreach agenda. Responsible for covering developing and leading creative communications projects both large (exhibitions) and small (social media campaigns), project related communications, developing both internal and external publications, collaborating with clients and collaborators, managing the studio's digital presence (website and online platforms), developing thought leadership pieces + profiles, handling internal knowledge sharing, and handling events and lectures.

A major project has been "Aware: Architecture and Senses", an exhibition on display at the Dansk Arkitektur Centre from March to October 2024. Assisted in the project's development for 2 years, including all research, text, and visuals; handled fundraising; managed the communications campaign; and co-directed events program. In relation to the exhibition's theme, co-edited 'Aware: Reflections on the Agency of Architecture', to be published by the Danish Architectural Press in late 2024.

Led the communications campaign for Quay Quarter Tower, whose mentions and accolades included features in CNN international, Arte+ and Discovery, the International Highrise Awards, WAF World Building of the Year 2022, and FastCompany World Changing Idea in Architecture. Led 3XN GXN to be named in 'World's 50 Most Innovative Companies 2023' alongside such brands as Nvidia, Microsoft, and Dropbox.

Henning Larsen Communications Manager, International

Copenhagen, DK
2019-2022

Handled all press and communications for Henning Larsen, focusing on design and architectural coverage. Led strategy for international comms and work with executive leadership to develop updated branding and communications strategy for architecture, landscape, and urbanism. Had a particular focus and expertise on creative copywriting, both for projects and for thought leadership material. Was responsible for all project communications, including developing and distributing press material, organising and originating visual material, coordinating photography, and assisting global leadership with research and thought leadership. Maintained the website, including separate IP-based country pages. Assisted with concept development and content on select project pursuits and competitions.

Wrote the Henning Larsen monograph, It Begins with Curiosity, published in 2019 by Arvinus + Orfeus. Was additionally part of the concept and development team for the project.

ArchDaily Senior Editor; Contributing Editor

London, UK
2018-19; 2019-21

Worked to publish thought-provoking content that interests the most engaged readers among the AD audience, while maintaining relationships with writers, architects and other publishers to solidify AD's central presence in architectural publishing. Established inaugural monthly editorial "topics".

Ensured the site meets its traffic targets and company-wide content goals. Kept up-to-date with the key trends and discussion topics in the architectural community and pursued interesting and innovative ways to address these topics on the website.

MVRDV Internal Communications + PR Officer

Rotterdam, NL
2017-2018

Co-led the construction of a new website and developed an office intranet, designed to be an archive/resource for staff. Both projects included a deep review of the office portfolio and an overhaul of visual and written resources. Guided an internal review of the office's archive and intellectual/conceptual resources as part of an effort to articulate the office's history and guide its development. This work was intended to help form the foundation of the firm's future conceptual strategy, publications, and exhibitions.

Quotidian tasks included working with project teams to communicate new projects, producing a monthly internal news briefing for all staff, and coordinating a monthly Pecha Kucha event in which project teams would share the design and process of their current projects. Additionally ghostwrote and edited articles, lectures, and presentations.

Work

HDR Inc. Architecture Communications, Researcher

Chicago, IL, USA
2015-2017

Coordinated design communications within the firm's architecture group. Co-led the conception and development of a firm-wide internal design review, a long-term effort intended to reinvigorate design culture within the office's corporate structure. As part of this initiative, managed the production of a book detailing the event and projects reviewed. Collaborated in the conception, development, and production of a future-focused think piece discussing changes in health-care, healthcare delivery, and architecture for wellness.

Education

Tulane University B. Arch, M. Arch *(with a minor in Urban Design)*

New Orleans, LA, USA
2010-2015

Graduated from the intensive five-year undergraduate Masters program at the Tulane School of Architecture. Additional minor/concentration in Urban Studies. Graduation in May of 2015.

Completed a thesis "Places of Memory: Experience Manifest in Post-War Sarajevo" as part of degree coursework. The thesis investigated how architecture can both articulate past experience and reframe new experience in an urban setting as a means of moving forward from trauma.

UAL, Central Saint Martins Short Course, Creative Direction

London, UK
2024

Took a short course in creative direction at CSM. The course was an intensive overview of Creative Direction, and included practical exercises, case studies, and discussions. Through the course, we completed a 'long-term' project - conceptualising and mocking up an ad campaign for a product - and numerous day-long sprints.

Awards

Ronald F Katz Memorial Award Tulane School of Architecture Commencement Awards

Awarded the Tulane School of Architecture's Ronald F. Katz Memorial Award, an award given annually by the Thesis Design Directors. This award is given to recognize "outstanding intellectual and academic growth through the thorough and careful development of a provocative thesis idea."

John William Lawrence Fellowship Tulane University Academic Fellowships

Awarded a \$2500 research grant to travel and conduct research on rebuilding trends in former civil conflict zones. Traveled to Bosnia-Herzegovina to conduct research in January 2015, and lectured on the research and findings at the Tulane School of Architecture in March 2015.

Skills

Languages

English: Fluent (native language)
Danish: B2 (passed Prøver i Dansk 3)
French: B2
Dutch: A2
Afrikaans: A1

Digital

Graphic: Adobe Creative Suite (Indesign, Illustrator, Photoshop)
3D Modeling: Autocad, Rhino
Processing: Word, Powerpoint, Excel, Wordpress

Regularly use newsletter distribution tools (Mailchimp), media tracking tools (Talkwalker, Falcon Social), and Google Suite Tools (including Google Analytics).