



Dipl.-Des. Nora Šmahelová

Date of Birth 27.08.1980
Place of Birth Prague (Czech Republic)
Nationality Czech

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academic education

1994-1999 Guest student at the BUGH University Wuppertal, special field Arts, Design and Print
2001 Graduation from High School
2002 Studies at the FU University Berlin, History and Cultural Studies of Asian and Indian Arts
2004 Studies at UdK Berlin (University of Arts), Industrial Design, special field Product Design
2010 Diploma Degree at UdK Berlin / Product Design

professional experience coffee

1999 started out as part time barista, Berlin
2002 German Barista Champion 2002, participating for Germany at the WBC 2002 in Oslo
since 2003 judging, first in Germany, after in other european countries
2011 Co-Founder and Co-Owner of Chapter One Coffee Berlin
since 2011 coaching, training and seminars
2011 WBC certified technical judge
2011/2012 Member of the board of SCAE german chapter
since 2012 WBC certified sensory judge for all WCE competitions
since 2014 WCE representative
since 2015 Co-Founder and Co-Owner of Coffee Profilers Berlin - business sold 2018
since 2016 Coaching for WBC and WBrC
since 2017 AST (authorised specialty coffee trainer) for Barista and Brewing
since 2017 Minor Employee for La Marzocco Deutschland GmbH
responsible for Social Media and Brand Ambassador
2017-2019 Part-time employee of Ally Coffee Europe, account manager for Europe and Middle East
since 2019 full time Coffee - Community - Education for La Marzocco Deutschland GmbH

professional experience beside coffee

2004 Internship joiner's workshop A.Baitz, Berlin
2004 Internship at AK47, Workshop for Graphic Design, Prague
2006 Internship Artis Furniture/Objects and Roomconcepts, Berlin
2010 Internship Carsten Gollnick Product Design, Berlin
2011 Freelancer at Carsten Gollnick Product Design, Berlin
since 2011 Freelance Product and Graphic Design Projects
since 2016 member of a ceramic studio in Berlin
since 2018 freelance ceramic artist - fairytales by nora



everything you can imagine is real (p.picasso)

exhibitions arts

2003	Solo Exhibition „Blickfang“ Potsdam
2004	Solo Exhibition at Coffee Art, Berlin
2005	Solo Exhibition at Bar Gelb, Potsdam
2007	Solo Exhibition at Valentin, Berlin
2012	Solo Exhibition Hello, Berlin

exhibitions design

2007	Snapshot DMY 2007
2007	Sale of the project „Spitzenschmuck“ in the national gallery Berlin and Guggenheim Museum Berlin
2009	DMY Festival Youngsters, Berlin
2015	Pop-ups with ceramic tableware in Berlin
since 2018	several commission works for coffeeshops / ceramic cups under the brandname „fairytales by nora“

languages

Czech	native language
German	fluent
English	fluent
French	fluent
Spanish	good
Latin	big latinum
Hindi	basic
Greek	basic
	currently learning Italian

computer skills

Adobe Creative Suite
Microsoft Office