



Swensonia Inc.

## Eric Swenson | President & Principal Consultant

Eric Swenson founded Swensonia Inc., a project management consultancy for the arts, after serving two distinct tours of duty at the Hearst Corporation. As the Director of Program Management for Hearst Interactive Media, Swenson worked across Hearst's major verticals (Magazines, Newspapers, Broadcast and Business Media) to institute best practices in project management. Prior to that, he served as the Director of Production for the Hearst New Media Center, where he managed creative and multimedia production for Hearst's first-generation web sites for *Esquire*, *Harper's Bazaar*, *Popular Mechanics*, *Town and Country*, Hearst Books, Avon Books and more.

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Swenson was one of the pioneers of digital media in New York City and has eighteen years of experience managing the production of CD-ROMs, eBooks, interactive television and web sites. He began his career in digital media as the co-founder and creative director of Necro Enema Amalgamated, a pioneering and highly acclaimed digital art publishing house. As a consultant, Swenson has worked for a myriad of clients including AT&T Labs Research, JP Morgan Chase, C2 Media, Dekka Design, 74 Marketing, McGraw-Hill, Richard Kern and others.

Swenson has produced some of the most controversial content of the "interactive age" including the BLAM! CD-ROM series, the Abasement online S&M telepresence experiment (which featured live interactive bondage and sadomasochism), and the *Mr. Swenson: The Sensuous Man* CD released by Scottish pop star Momus's Analog Baroque label. His digital work has been featured at premier art museums including The Centre Georges Pompidou (Paris) and The Museum of Contemporary Art (Australia). Notorious for their graphic, violent, pornographic content and virtuoso form, the BLAM! disks inspired a weird mix of love and hate in reviewers across a range of disciplines: design (ID, eye), new media (*Wired*, *Mondo 2000*), art (*Frieze*, *Art Forum*, *World Art*), pornography (*Dirty*), academia (*Lingua Franca*), music (*Alternative Press*, MTV) and pop culture (*Village Voice*, *New York Magazine*, *Time Out New York*).

Swenson has also taught courses in digital media production at Pace University's MS in Publishing Program. He is a graduate of New York University, where he earned a BA in English and American Literature and a Master's degree at the Tisch School of the Arts' Interactive Telecommunications Program. He lives in Long Island with his wife and two children. When he is not spending time with his family, he is immersed in various music and visual arts projects, often in collaboration with some of the world's most notorious artists, musicians and writers. He uses several pseudonyms.