

HUGH RICHARD THOMSON

R E S U M E



Creative Director | Multidisciplinary Artist
313 Gowrie Farm, Nottingham road, Midlands KZN
Currently in the Western Cape
+27 84 983 9869 | richard@themondayclub.net
mondayclub2015@gmail.com

www.themondayclub.net | insta @seun_op_aarde
Date of Birth: 8 July 1980 |
Nationality: South African
Languages: English, Afrikaans

PROFESSIONAL SUMMARY

Multidisciplinary artist, performer, and creative strategist with over two decades of experience in art direction, visual storytelling, experiential design, digital art and collage and brand development. Founder of The Monday Club, a creative agency and performance incubator operating at the intersection of fashion, sound, performance art, and healing with clients like Mari Borstlap, The Storer, Andre Schwartz Koer, Sugarbird etc. Some work not featured on my website portfolio is available for viewing on request.

As Seun op Aarde, I bring deeply personal and multidimensional narratives to life through immersive installations, stage performances, experimental music, sacred geometry, and visual media. Former award-winning Visual Merchandising Manager (Aldo) with experience launching global fashion brands across South Africa.

CREATIVE PRACTICE:



Founder / Lead Artist
The Monday Club | 2015 – Present
Freelancing under my own agency,
I work as a multidisciplinary artist
and creative director, combining
visual art, music, spoken word,
podcasting, performance,
and digital storytelling.
My work spans collaborations with
musicians, artists, galleries,
spiritual communities, festivals and
retail brands.

- Key Focus Areas:**
- Conceptual art and immersive installations
(e.g. Veldhospitaal, KKNK, Aardklop, Turbine Art Fair, Woordfees, Suidooster Fees etc)
 - Performance art & stage design
(e.g. Woordfees 2025, Klein Wereld exhibit, Suidooster fees, Cape Town Opera etc.)
 - Music & digital art animation production
(D.O.S.S.I.E.R, magazine etc.)
 - Sacred geometry & fashion ranges
(Seun + Liefie, Seun op Aarde wearables)
 - Digital content, reels, and community engagement across Instagram & SM platforms

Retail concept and campaign development for
The Storer, Nutmania, Sugardbird etc.

On the right is a screenshot of my website,
the link above is live, if you would like
to see more work. It is available on request.

www.themondayclub.net [@seun_op_aarde](https://www.instagram.com/seun_op_aarde)

landhere	design	ARTPRINTS	SEUN+LIEFIE	seun	photography
----------	--------	-----------	-------------	------	-------------

dossier
vanLoveren
dossiercover
theStorer
MaríBorstlap
Towerkop
AndréSchwartz
MandriSutherland
PieterToerien
HenqueHeymans
Koer
RubenGerritz
RibbonConsulting
Nutmania



SERIES
DOSSIER

Citizen Café

Co-Founder & Creative Director
Johannesburg | 2012 - 2014
A café-meets-creative-studio combining food, photography, and intimate event hosting.
Birthplace of The Monday Club platform.

House of Busby (Aldo, Esprit, Call it Spring, Frasers)

National Visual Merchandising Manager
South Africa | 2008 - 2012
Awarded Aldo International Visual Manager of the Year (2010 & 2011)
Expanded Aldo SA from 4 to 25 stores, overseeing visual strategy, campaign rollout, and store openings nationwide.

Freelance Art Direction (Fashion & Editorial) 2008

Produced location shoots, commissioned artists/photographers, and managed creative campaigns in the magazine industry.

Retail Visual & Store Management Roles (2004-2007)

- Vertigo (Platinum Group): Store Manager & Area Visual Manager
- Lillywhites, London (UK): Sales Consultant (First visual merchandising exposure)

Education

Diploma in Graphic Design
Technikon Pretoria (2000-2003)

Matric Certificate

Hoërskool Akasia, Pretoria (1998)

Technical Skills

- Adobe Creative cloud programmes, Logic Pro, Keynote
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Mac & PC Proficiency
- Visual production, set styling, stage lighting design
- Social Media Campaigns & Instagram reels

References

Available on request

Thank you for your time, my website serves as my portfolio.....

