



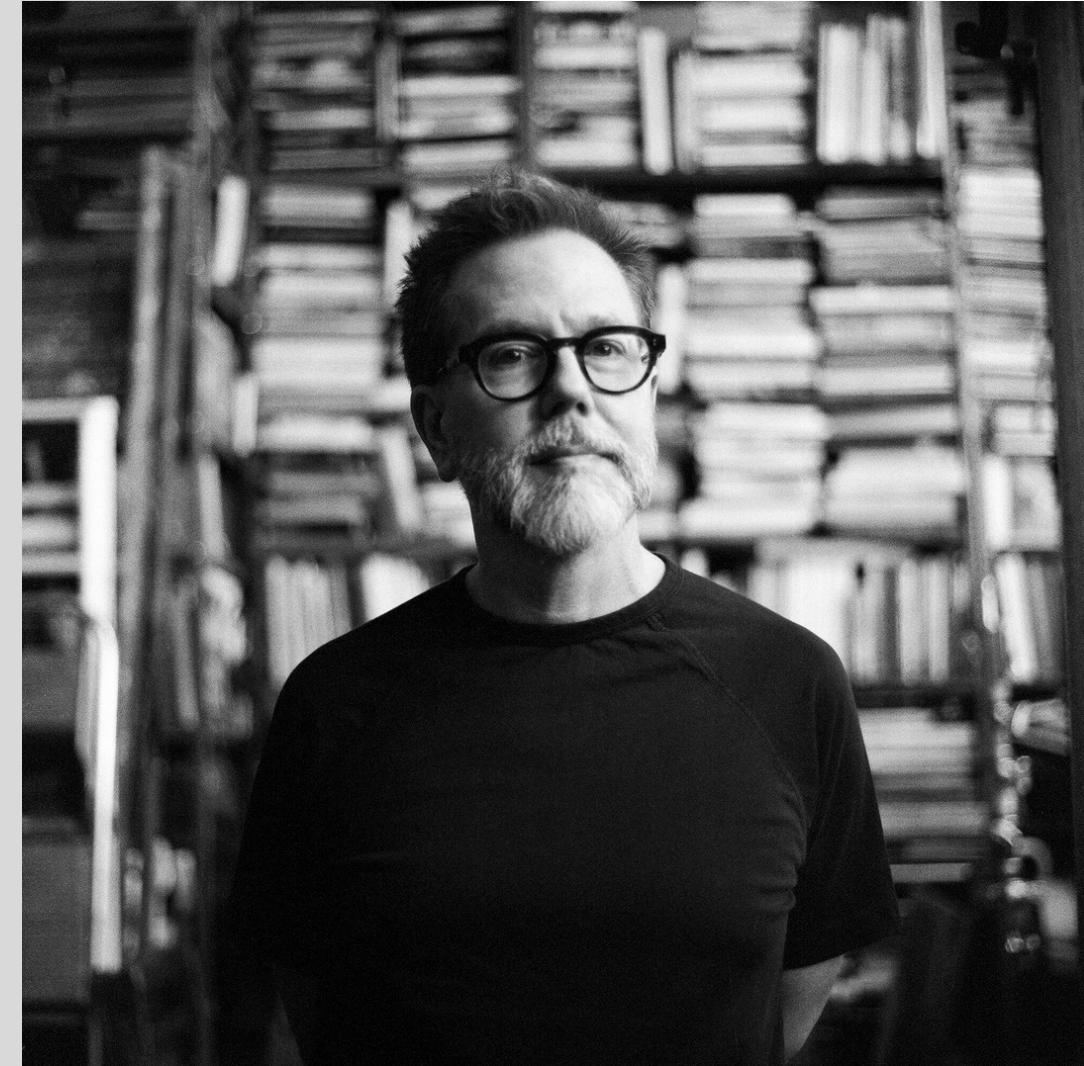
# PETER M. KRASK

THE CREATIVITY GUIDE  
MASTERING THE ART OF INNOVATION

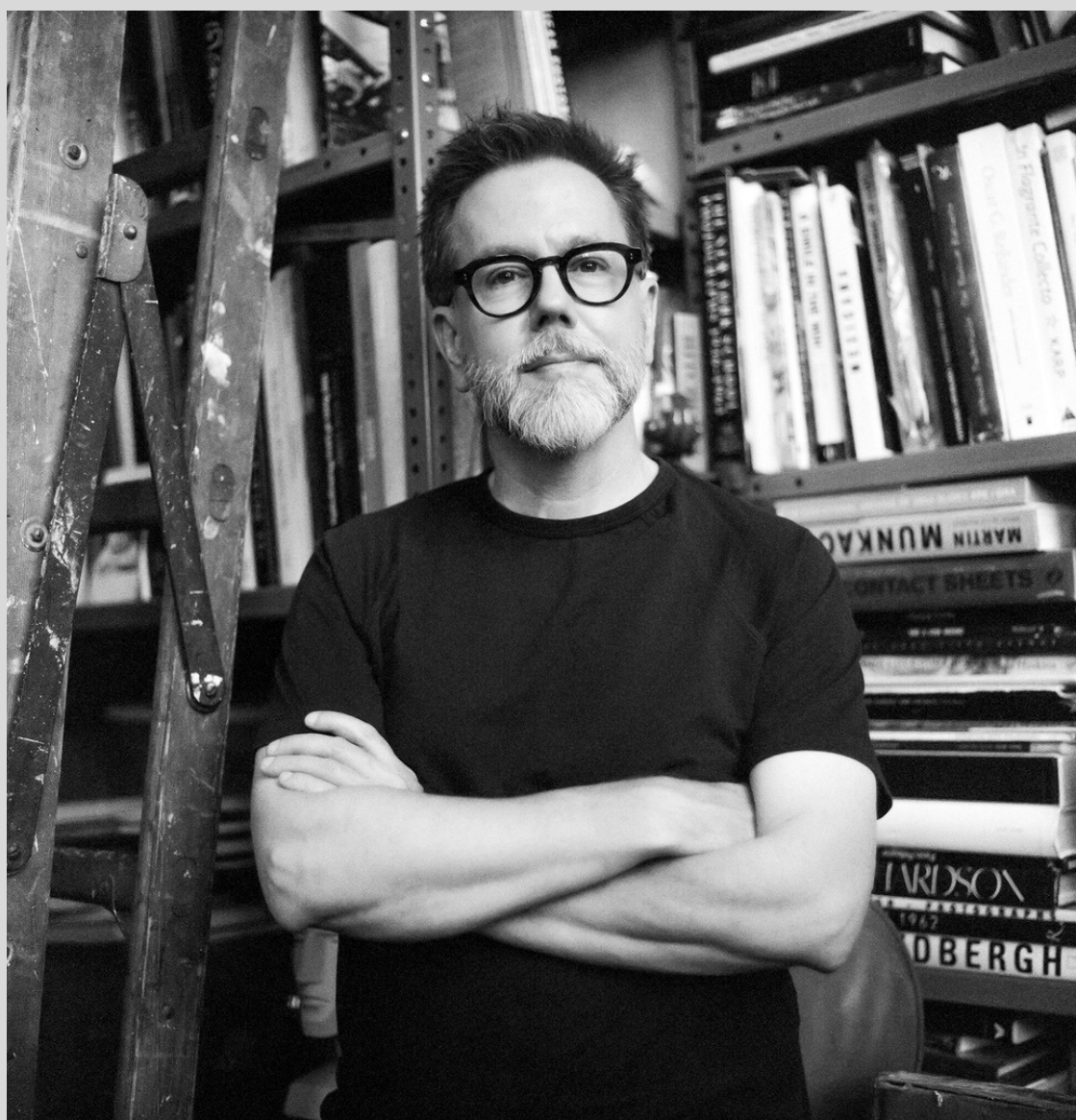
# MISSION.

Hello and welcome!

I'm Peter M. Krask, the Creativity Guide. We're living through a time of enormous change, challenge, and upheaval. Great possibilities of reinvention abound both for ourselves and the world. For over twenty-five years, I've studied the creative process up close as an artist, entrepreneur, and educator. I've worked on my own, or in collaboration, or with my high-profile clients on large corporate projects. Whatever their individual scale, technology, or goal, the questions that drive - or derail - the act of making are the same. I'm here to guide people as they seek to transform their knowledge and experience into exciting new ventures. I make sure they don't get lost or left behind along the way. We are all capable of mastering the art of innovation. In a classroom, company boardroom, conference, or private coaching, I'm here to show you how. The possibilities really are endless.







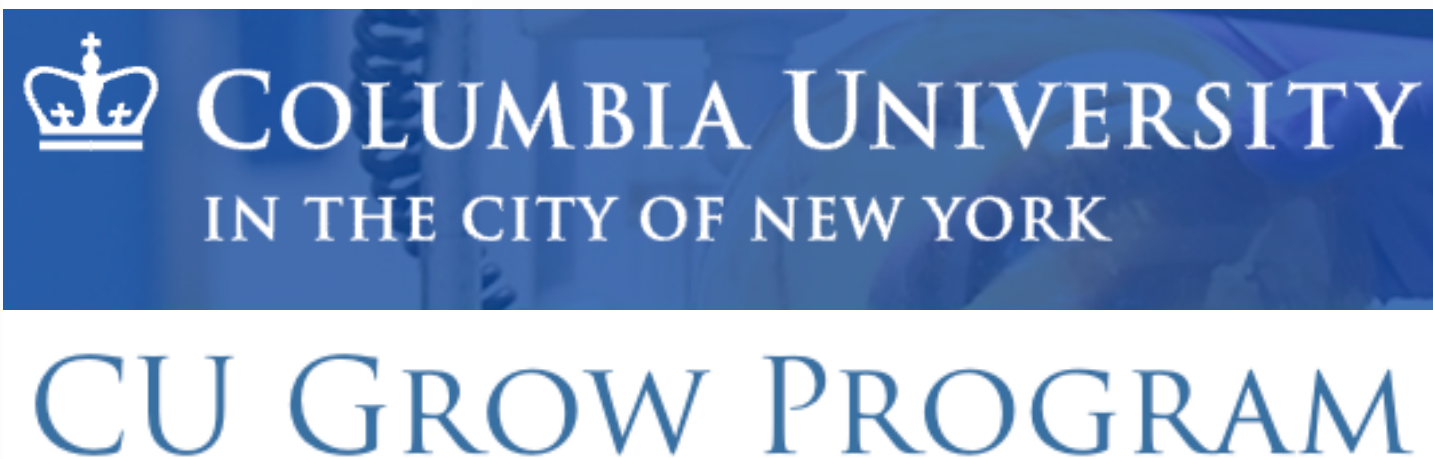
## ABOUT.

Peter M. Krask is based in New York City. His work has been published, produced, and exhibited throughout the United States and critically acclaimed in national publications. Krask holds a Master's Degree in Critical Studies from the Peabody Institute of the Johns Hopkins University. Working across several fields, Krask has developed a keen understanding of the creative process and the particular challenges faced by creative people of all kinds. As a collaborative artist and business owner, he has learned from the best. His expertise is further informed by the practical know-how of a seasoned creative director and designer, corporate project manager, grant writer, public and community engagement speaker, educator, and development partner. He is a Dedicated Mentor at the New Museum in New York City for their art, design and technology incubator, New Inc. He is also an Expert Coach for Columbia University's CUGrow Vendor Development Program, and is on the faculty of the International School of Management. Krask serves on the board of Photolucida and was a 2022 Juror for their Critical Mass program.

# MENTOR. EDUCATOR.

As a Dedicated Mentor for New Inc, the New Museum's incubator of art, design, and tech, I've coached and mentored individual New Inc fellows as they developed innovative long-term projects, with cutting edge technology, which re-imagine how we will work and live. As an Expert Coach for Columbia University's CU Grow, I've guided minority small business owners through a year-long training program to catalyze their future growth and sustainability.

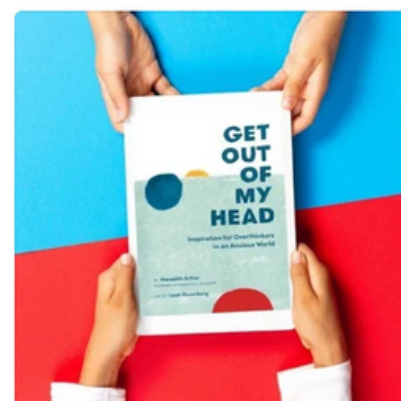
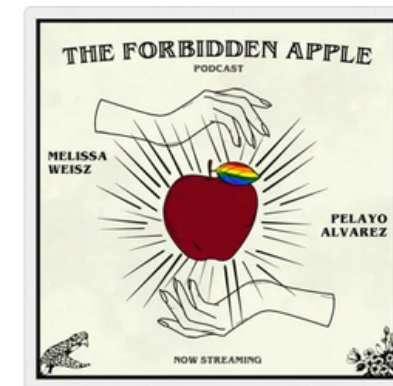
I bring this knowledge, as well as my own varied experience, into the classroom to create a dynamic and experiential environment for learning. Many students are international with a global perspective. Old models demand transformation to meet modern challenges. Artists need to learn to think like business people; more importantly, business people must learn to think like artists if they are to succeed in our rapidly changing world.



MEDIA APPEARANCES.  
CREATIVE GUIDE & COACH.



A frequent podcast guest, I've been invited to discuss creative transformation on:



BEHAVIORAL GROOVES



PMK

floral

ARTS

## BUSINESS OWNER.

Peter M. Krask is the Founder and Creative Director of the boutique floral and event design company, PMK Floral Arts. His work was seen by millions of viewers each morning on NBC's *Today Show*, where he was resident designer for twenty years, and for which he was recognized by the American Institute of Floral Design for Outstanding Contribution to American Floral Design. In addition, his work has been seen in iconic New York City locations: from weddings on the plaza of Rockefeller Center, to intimate dinners with two First Ladies of the United States, to gala parties at the Rainbow Room and 21, as well as for 16 of the national broadcasts of the Macy's Thanksgiving Day Parade, and *Late Night with Seth Meyers*. He has also collaborated with exclusive venues like Hasbrouck House in Stone Ridge, NY. Krask has created the floral decor for Lincoln Center Theater, American Ballet Theater at the Metropolitan Opera House, and the OUT100 Gala honoring President Barack Obama. He was the featured designer in *The Knot Book of Wedding Flowers* (Chronicle). His work has also appeared in *The Knot's* national magazine *Weddings*, *Martha Stewart Weddings*, *The New York Times*, *Town and Country*, and *New York Magazine*. Mr. Krask's corporate clients have also included NBC, Comcast, Sony, Universal Pictures, and NBC Universal.



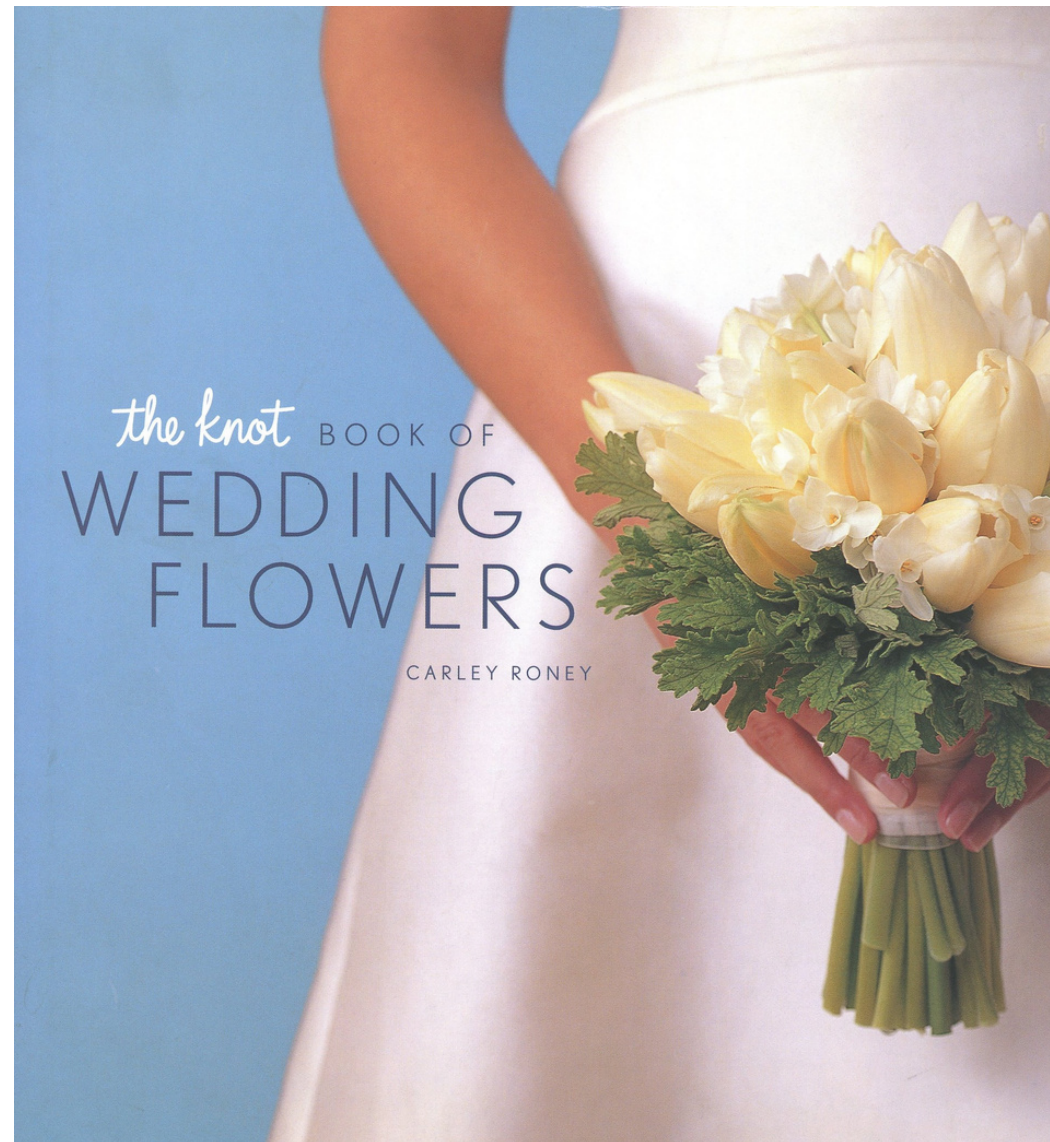
MEDIA APPEARANCES.

# The New York Times

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# CLIENTS.



NBCUniversal



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## WRITER.

Krask's non-fiction essay, *The Question I Asked Him*, opens the anthology *The Man I Might Become* and his memoir, *The Way the Stars Come Home*, was included in the anthology *Wrestling with the Angel*. He has written features and criticism for *The Baltimore Sun*, *The City Paper*, and *The Boston Phoenix*.

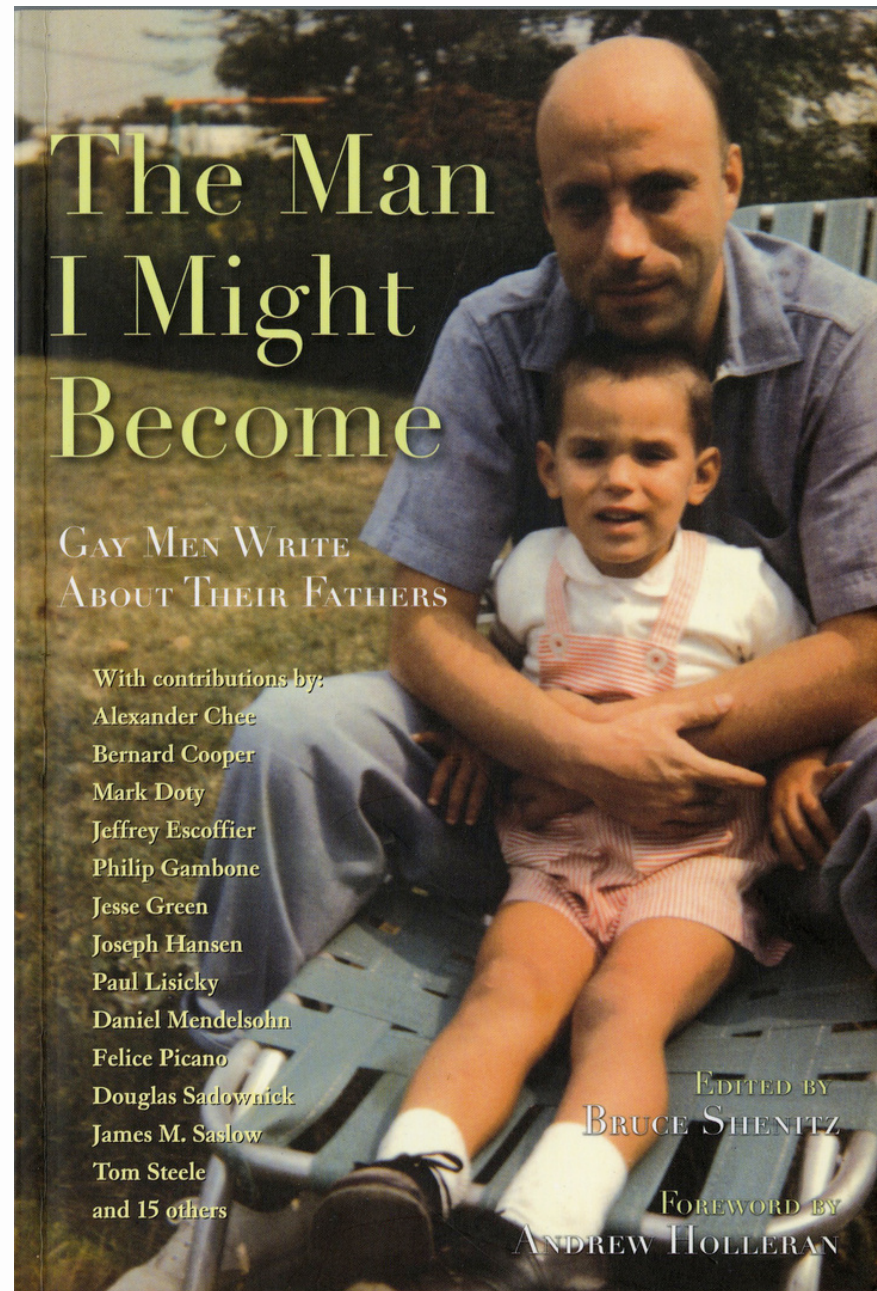
He is the librettist of the opera *With Blood, With Ink*, which received its acclaimed professional premiere at the Fort Worth Opera Festival, and has been twice featured on New York City Opera's VOX festival, and produced by universities around the country; a recording is available on Albany Records. Other works include: *The Language of Birds*, commissioned by Sarasota Opera; *Rendezvous of Light* premiered in a production he also directed and designed; an adaptation of Calvino's *Invisible Cities*; and *From the Diary of Kaspar Hauser, The Child of Europe*.

Peter M. Krask holds a Master's Degree in Critical Studies from the Peabody Institute of the Johns Hopkins University.



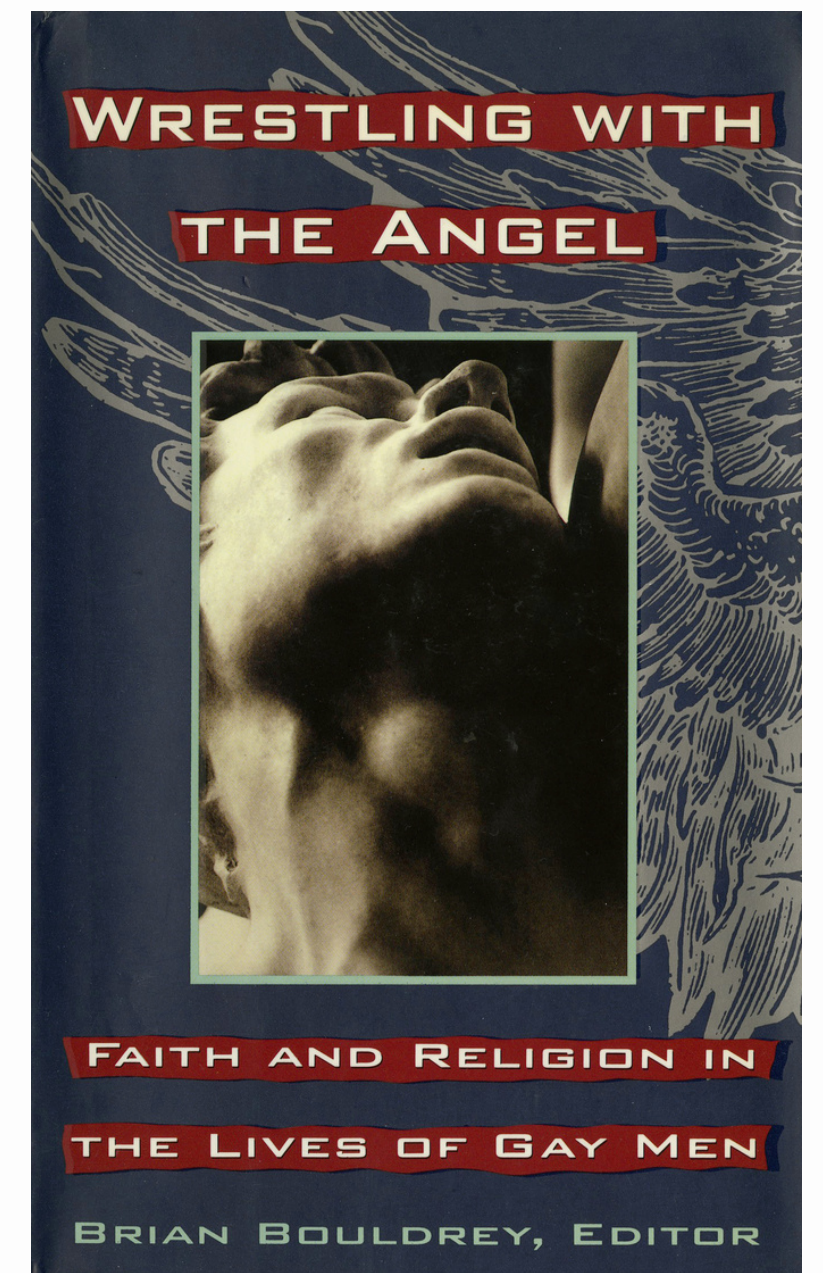


# REVIEWS.



“... Peter M. Krask’s wrenching coming out may fit a stereotype of troubled gay-son-straight father relations, but his essay expands our understanding of the emotional costs incurred by these rifts.” - Andrew Holleran

“... *The Man I Might Become* offers an essential reading experience for every gay man coming to terms with his father, his family, and his own future as a man—and for any reader (straight or gay, parent or child) curious about the ways that we live with the legacy of our fathers.” - Library Journal



“Their essays are both intensely personal and partisan. They rise off the page like rambunctious prayers, reflecting not only the spiritual hunger brought on by the new millennium, but also the fact that we can no more choose our God than we can our sexuality.” - *GoodReads*

“This collection confronts questions that are too frequently ignored by the devout but which must be tackled by any religion that claims to be universal.” - Karen Armstrong



# REVIEWS.



“The opera is strongly organized, dramatically powerful, inventively framed . . . With Blood, With Ink is gripping, dramatic and philosophically relevant.” - *Opera News*

“ . . . a tightly constructed opera in nine scenes, centered on a charismatic real-life heroine, Sor Juana Inés de la Cruz, a 17th-century Mexican nun and poet. Mr. Krask’s spare, dramatic libretto seamlessly incorporates some of Juana’s poetry . . . with . . . strong theatrical devices.” - *The Wall Street Journal*

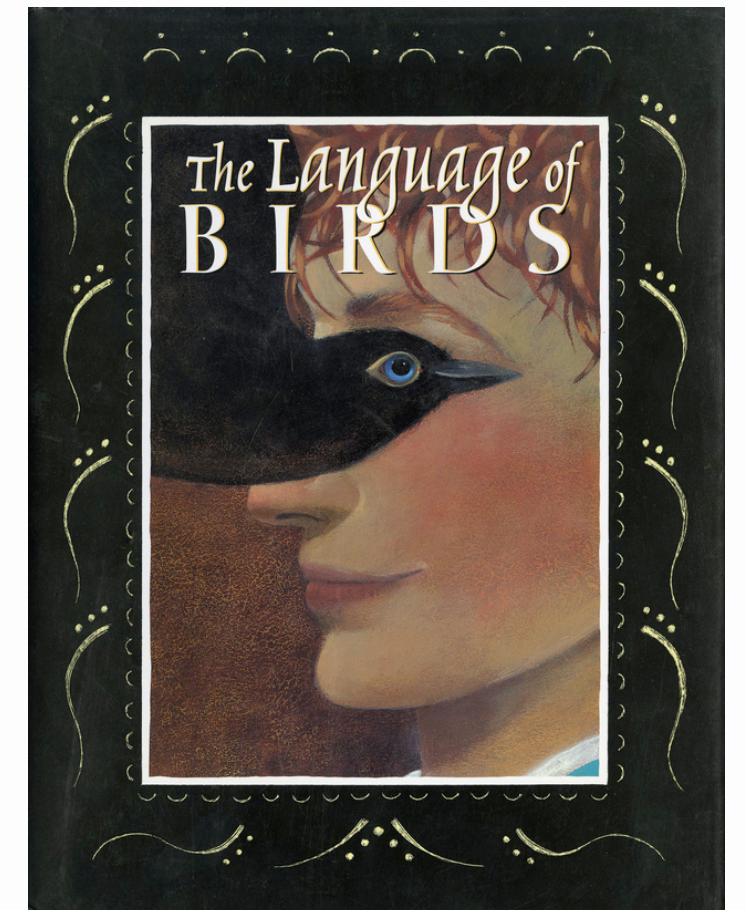
“ . . . a remarkably vital and stageworthy work. Despite the youth of Crozier and Krask when they conceived it, virtually every creative decision was so astutely gauged that you might think they were old hands at the opera game . . . Krask’s libretto intelligently compresses the facts . . . ” - *Journal of the Music Critics Association of North America*

“ . . . a fascinating and moving music drama . . . of contrast, intrigue and, most important, emotive power and dignity . . . masterful story-telling throughout . . . Krask resists standard archetypes and two-dimensional characterizations . . . ” - *Fanfare*

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“ . . . charming . . . proved to be a persuasive piece of musical drama . . . a beguiling addition to the genre.” - *St. Petersburg Times*

“It is no easy task to create an opera matched to young performers that is artful enough to engage a sophisticated adult audience . . . a youth opera of great note . . . the wit of the libretto, excellent throughout . . . drew cheers from the audience.” - *Sarasota Herald Tribune*





## PHOTOGRAPHER.

Krask has studied at the International Center of Photography, privately with photographer Carol Dragon, with whom he collaborated on the exhibition “*life . . . still*” and in a master class with Hellen van Meene. He is currently mentored by Richard Tuschman. His black and white project, *Ars Longa*, was exhibited at Gallery Infinito in New York City. An excerpt from his *Modern Devotional* was shown at the Superfine Art Fair sponsored by ArtHouse NYC. An image from his project, *Songs of Disaster and Forgiveness*, received second place in the 22nd International Toy Camera Competition and was exhibited at the Soho Photo Gallery, New York’s longest-running co-operative photography gallery. He is on the board of Photolucida and was a 2022 Juror for their Critical Mass program which champions emerging photographers.





## CONTACT PETER:

**E-mail**                    [peter@pmkcreativityguide.com](mailto:peter@pmkcreativityguide.com)

**Website**                    [www.pmkcreativityguide.com](http://www.pmkcreativityguide.com)

**Phone**                      +1 (646) 425-6986

**Address**                    570 Fort Washington Avenue  
Apt. 3A  
New York, NY 10033