

Monica Forrestall

New York, NY

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An editor and writer with extensive experience creating editorial and visual content on many platforms, from national lifestyle magazines to online mini-magazines for multinational corporations. Expertly produced feature stories on varied topics ranging from chef award stories to wine travel to chef profiles to entertaining stories. She sees the big picture and is able to lead a project from concept to page design. Monica is an excellent team builder with very strong interpersonal and communication skills. She is extremely self-motivated, working well independently as well as contributing generously to the team effort. She is an excellent researcher and interviewer with broad contacts in the food, design, travel, wine and chef worlds. She also maintains tabletop design, food travel wine blogs and is passionately engaged in communication on design through Twitter, Pinterest, Instagram and Facebook.

PROFESSIONAL EXPERIENCE

Lifetime Brands

December 2011-Present

Editorial Director of online tabletop and entertaining design magazines for Mikasa.com. Responsible for creating monthly, (sometimes bi-monthly) online mini-magazine for Mikasa.com. Responsible for concepting, art directing and styling each photograph. She create the concepts for every shot, scout the props. I art direct all photo shoots in Boston based studios. Additionally she writes all the copy, creates mockup issue cover designs and design direction for the interior pages as guide for Lifetime Brands website designers.

Coastal Life, Brix Magazine and HighGloss Magazine

February 2010- March 2012

Contributing writer of wine, personality profiles and stories on new food, art and design related businesses and events.

Sandra Lee Semi-Homemade Magazine, New York, NY

September 2008-March 2009

Editorial Brand Manager

Responsible for helping to craft the content of the launch issue from helping to define what columns will be, to writing several stories for each issue. Organized all the photo shoots in New York doing everything from hiring photographers and stylists to on set styling and finding food and props. Produced content for second issue as well.

Bridal Guide Magazine, New York, NY

June 2004-July 2008

Home Design Editor

- Responsible for the editorial content of the home section, including feature tabletop and decorating stories, product registration stories and designer profiles.
- Responsible for conceiving story concepts as well as art directing and styling stories at photo shoots. Choosing photographers and finding locations, planning and sketching out each shot and finding and securing products and props.
- Covering all home-related markets, traveling to trade shows (High Point, Housewares Show, Tabletop Market, Bedding Market, Gourmet Products Show, Fancy Food Show) and representing Bridal Guide at press events and desk side media briefings.
- Overseeing and helping conceive FOB story ideas with Assistant Home Editor, as well as suggesting many products for these pages.

- Writing and line editing all copy for the feature stories.
- Edit copy and supervise Assistant Home Design Editor and direct interns.
- Wrote my own Bridal Guide weekly blog on news, trade shows, trends, products and photo shoots experiences.

Food & Wine Magazine, New York, NY
Market Editor, 2001-2003

April 1991-April 2003

- Covered kitchen equipment and food markets traveling to new product conventions all over the country to seek out trends and great products to report first.
- Produced and wrote all story types including feature cover pieces like Easy Italian Entertaining (April 2003) and trend pieces like “Taste of things to come” (May 2001).
- Produced and wrote Kitchens column, interviewing curators like MOMA’s Design Curator Paola Antonelli (March 2002), architects like Michael Graves (November 2001) and chefs like Rick Bayless (July 2002).
- Found and wrote kitchen renovation stories like Bobby Flay’s kitchen (July 2003).
- Supervised and directed interns and editorial assistants with projects I conceived.

Contributing Editor at Food & Wine, 1997-2001

- Produced and wrote monthly Cooking column, covering tableware, cookware, gadgets, appliances, trends, cookbooks and restaurant news.
- Produced F&W’s Best New Chef story for five years: from August 1996 issue to July 2000; interviewing hundreds of restaurant critics and chefs and with other editors traveled and tasted to find ten winners each year.
- Helped produce and write new products stories finding and testing gadgets, appliances, food products and food related beauty products.

New Products Reporter at Food & Wine, 1991-1997

- Produced “What’s New” products column; testing and writing about appliances, tableware, cookbooks, gadgets and food products.
- Compiled and wrote monthly calendar of food related events.
- In charge of Reader’s Service, researching and responding to reader’s questions.

SELECTED PUBLISHED FREELANCE WRITING

- **HealthGuru.com** Produced scripts for online health related videos (Dec 2011-Jan 2012)
- **New York Times** “Old Market Gets New Home,” New extreme green farmers market opens in Halifax, Nova Scotia, August 14th, 2011 (print and online editions), “Peabody Opera House Lights Shine Again in St. Louis,” (October 23rd, 2011)
- **HighGloss Magazine** “Long Live—the Style—of McQueen” A feature on the blockbuster Alexander McQueen show at the Metropolitan Museum (June 2011)
- **Coastal Life** magazine, “Happy Hookers” A new rug hooking center opens. (December 2010), “To Market, To Market for over Thirty years in Annapolis Royal,” (May 2011), “Gateway To Asia,” (June 2011), How They Roll in Annapolis Royal (Oct/Nov 2011).”Back To School,” (Oct/Nov 2011), “A Year Round Farmer’s Market for Wolfville, Nova Scotia (Jan/Feb 2012)
- **Brix Magazine**, “How Green is the Valley?” Discover the not-so-hidden gem of a wine region: Nova Scotia’s picturesque Annapolis Valley July 2010
- **Brix Magazine**, FOB stories: “Bordeauxteque; A new Parisian wine boutique. July 2010; “Vyne: NYC” a new wine bar that focuses on white wines (October 2010)
- **Saltscapes magazine** “An Irish Rover takes a trip over to find a place much like home” Spring 2012
- **fashionablebride.com** (Luxury bridal website) “Mastering the Menu: An Asian Affair A profile of Executive Chef Jonathan Wright of Satai South Beach and “Hot Cakes”: wedding cake trends, September 2010
- **Globe and Mail** “High Art Meets high tea in Dublin” A new art themed tea at The Merrion Hotel in Dublin, May 7th, 2010
- **Liquor.com** “Bar Tools: Gift Guide” December, 2009

- **The Spectator** “A Real Guitar Hero: David Lane teaches and inspires with AR music camp” August 20th, 2009 and “The Not-So-Secret Garden: Karsdale gardener goes public with weekend workshops” August 28th, 2009
- **Chronicle Herald** “A Personal, Spiritual Journey: My trip to Jerusalem” July 4th, 2009
- **Cargo Magazine** Gift Guide: Smart Kitchen tools, Dec-Jan 2005-2006
- **Cargo Magazine** Gift Guide: New kitchen gadgets for men, Dec-Jan 2004-2005
- **Organic Style Magazine** Produced monthly taste test columns- 2003-2005 Pizza (Sept), Gift Guide (Dec), Snack Food Jan-Feb), Frozen Entree (March), Pasta Sauce (April), Beer (July), Chocolate (Feb), plus feature interior design story “Warehouse to Their House” (November)
- **Town & Country** “Cozy in Quebec” Quintessence; new boutique hotel review, Nov 2004
- **Our Place Magazine** Contributing Culinary & Lifestyle Editor, “Life’s A Beach”, Spring 2005 and “Game Plan for Football Fun”, Fall 2004, “A Taste of the Exotic” Spring 2006, “Into The Woods” plus FOB Black & White Decorative trend story and upscale dog product story Fall 2006
- **Hamptons Family Life Magazine** restaurant reviews, June/July, Sept/Oct 2004
- **Specialty Food Magazine** Food & Housewares 8-page profiles story, March 2004
- **Home Magazine** “Revolutionary Washers and Dryers”, March 2004, Countertop Materials April 2004, “In Good Taste” kitchen renovation feature, Nov 2004
- **TimeOut NY** Chicago’s Vosges chocolate shop opens in N. Y. July 14, 2003
- **The New York Sun** Feature stories on architect David Ling’s ideas for the perfect kitchen, July, 31st, 2003, interior designer Claire Baldwin’s chic baby gear picks, January 15, 2004 Fanciulla Foods Co. owner profile, Feb 25, 2004
- **Christophorus** (Porsche’s Magazine) Feature on Plaza Hotel Chef Bruno Tison, Jan 2003
- **Menu Magazine** Contributed stories like “Chefs who produce food products”, May 2001
- **Projecttruffle.com** Wrote a monthly website column “Artisan Digest” assessing food trends in current food publications, 2000

EDUCATION

Parson’s School of Design New York, NY, Bachelor of Fine Arts

International Center of Photography, New York, NY B & W photography class

ORGANISATIONS and MEMBERSHIPS:

Washington Market Park, New York, NY On The Friends of Washington Market Park Board of Directors and Chair of the WMP Community Garden, their Social Media Founder and Contributor to WMP Facebook page.

References and clips available on request.