

I work where culture, brands, audiences and spaces meet. I design experiences, develop concepts and lead productions from first idea to final delivery with an execution-driven mindset, a strong sense of rhythm and a sharp eye for experience and detail. The common thread: creativity that lands, production that stands and experiences that stay with people, offline and online.

Between 2006 and 2024 I delivered more than 150 productions for a wide range of clients, from mid-sized to large-scale projects. Budgets have ranged from €70,000 to over €1.3 million, the highest budget I've been fully responsible for.

This bandwidth reflects how I operate: strategic creativity, tight project management and consistent delivery across a broad spectrum of projects.

Clients and collaborators often describe my role from the outside. Bart van Kuijk, Director of Fundraising and Marketing at Amnesty International, **characterises my work as a combination of creativity, strategic insight and rigorous organisation, able to develop strong campaign solutions under time pressure and deliver flawless execution.** Strategic creative Marcel Kampman calls me **a spatial strategist: someone who designs spaces that enable people to be more open, more engaged and more connected to the story of the space across layers of function, history, meaning and perception.**

Together with my network of makers and doers I help shape temporary and permanent environments that turn performances into experiences, sets into atmospheres and places into lasting memories.

## DOMAIN

### Brand Experiences & Activation

- Bacardi – trainings, speakeasy concepts, Lowlands programming, Bat Beats
- Havana Club – 9 brand activations + opening show at the Rotterdam Cruise Terminal
- Axe / Unilever – brand activation on Leidsestraat in collaboration with Etos
- Martini – Martini lounge VIP deck, Rotterdam
- Ketel One – mixologist award event
- Puma – Mongolian BBQ + store opening, Rotterdam
- Pure Leaf – trade fair activation
- Hertog IJs – activation concept
- Fuze Tea – brand activation
- Naturalicious – product activation
- Texels Bier – design & production of four food festival activations
- MessageBird – Fira Barcelona (Best Stand of the Fair)

- Insight TV – MIPCOM/MIPTV (Miami, Cannes, Boston, Washington)
- Damen – international stands
- JR Shipping – maritime trade fair participation
- Diesel Island – influencer event (1,000 guests), fashion shows, dinner show in Milan
- Wrangler – 8 seasons at Bread & Butter, Lowlands laundromat, retail concepts
- Blue Bell – 6 seasons of shop-in-shop at Bread & Butter
- Meltin' Pot – international trade fair stand
- Levi's – sales meetings, store openings, Curve ID show
- Tommy Hilfiger – European music & fashion tour
- ISKO – influencer event (1,500 guests)
- Dept – Copenhagen, Stockholm & Bread & Butter
- JCRaggs – Bread & Butter Berlin
- Lowlands – Titty Twister production
- North Sea Jazz – VIP lounge design
- Festival Classique – stage production
- Paaspop – mainstage + Thunderbold biker bar
- Massive @ Cannes Lions – 1,000 guests
- Bread & Butter – sets, scenography

### **Culture, Education & Social Impact**

- We Make The City – design of *Goed Verbonden* at NDSM; concept & scenography for the Amsterdam Theater
- Conservatorium van Amsterdam – 140th anniversary, conferences, open days
- Musicians Without Borders – conferences + international tour in Bosnia
- OBA NEXT – 2,000 m<sup>2</sup> learning environment for young people
- ROCVA – open days + shared dining series
- Dutch Design Award & Effie Award – award shows
- Projectbureau Zaanstreek – art manifestations
- Educational development – EMA, Inholland, ROCVA, Cibap, Nova College
- Allerzielen Alom – 5 locations, 25 artists
- Amnesty International – festival campaigns
- Sportbillies & My Body – sport, inclusion, visibility
- Ministry of Health, Welfare and Sport (VWS) – national Water Tour (12 events)
- Ministry of Justice – dinner show & campaign
- Municipality of Rotterdam – election campaigns
- Royal House / Xsaga – 25 years of Beatrix + state visit to South Africa
- ABN AMRO – fund day at the Van Nelle Factory
- Hivos – teaser films on innovative energy
- Greenpeace – Green Lab
- Food Lab – concept & scenography, Friso Barracks
- Happy Kamping – office concept

## SELECTION OF COMMISSIONS 2006–2024

### **ABN AMRO (commissioned by Carbon)**

A large-scale gathering where content, space, and direction come together in a monumental setting.

Responsibilities:

- Design of the overall concept, including social media campaign
- Production and show direction of the fund day at the Van Nelle Factory
- 500 guests, 50 VIPs, tight programming and clear spatial direction

### **Allerzielen Alom – FB Productions**

A series of quiet exhibitions and experiences at special cemetery locations. Art as a carrier of memory and ritual.

Responsibilities:

- Artistic and production leadership
- Five locations, five evenings, carefully constructed scenography
- 25 participating artists
- Workshop programme per cemetery, helping stakeholders shape their own form of remembrance
- Visitor flows ranging from 100 to 500 people

### **Amnesty International (commissioned by IF)**

A three-year campaign on festival grounds where you don't search for your audience, you encounter them.

Responsibilities:

- Design and realization of stands at Lowlands and Pinkpop
- Ongoing activation campaign at around ten smaller festivals
- Production lines developed for recognisability, scalability, and impact

### **Axe / Unilever (commissioned by Containr Affairs)**

Brand activation in the middle of a busy city artery. Fast, visible, inviting.

Responsibilities:

- Concept and execution of a street activation on Leidsestraat
- In collaboration with Etos
- Direct brand interaction in a retail environment

### **Bacardi (commissioned by WINK)**

Experiences in which music, hospitality, and brand identity blend effortlessly.

Responsibilities:

- Bacardi Legacy training meeting in Vondelkerk (100 hospitality professionals)
- Speakeasy bar production during the 'Frank 010' Friday event at the

Cruise Terminal for 3,000 visitors

- Mixologist competition for 150 guests at “Jimmy’s”
- Stage design and programming at the Lowlands Bacardi bars
- Bacardi Bat Beats – fully developed and produced festival activation

### **Blend Magazine – FB Productions**

Cultural energy and creative scenes brought to the public in three distinct events.

Responsibilities:

- Underground party and press launch behind Dam Square, above the AH supermarket when it was still completely vacant (500 guests)
- Public event in Paradiso featuring, among others, De Jeugd van Tegenwoordig, for around 1,000 visitors
- Presentation of *Dazed & Confused* at the Westergas grounds (500 guests)
- Campaign leadership around *Dazed & Confused*

### **Blue Bell (commissioned by WINK)**

Retail presentation as a seasonal ritual, recognisable and consistently executed.

Responsibilities:

- Shop-in-shop design at Bread & Butter Berlin (six seasons) inside the Wrangler stand and separately in the Denim Hall
- Activation and retail experience for international fashion visitors

### **BNN (commissioned by Natwerk)**

Television production at top speed: from idea to broadcast in one week.

Responsibilities:

- Design, together with Frank de Ruwe (Frankey), and site and line production of the TV programme *Werk aan de Winkel* with Olcay Gulsen
- Twelve episodes per season
- From concept development to final production in just seven days per episode

### **Bread & Butter (commissioned by WINK)**

An international fashion trade fair where experience, scenography, and musicality converge.

Responsibilities:

- Production support for set design and production for the 2010 edition (7,000 guests)
- Production support for the winter 2012 edition with Fuerza Bruta (7,000 guests)

### **Bungle Up (commissioned by WINK)**

A mainstage built as an energy source for a multi-day audience.

Responsibilities:

- Production, execution, and technical direction

### **Cannes Lions (commissioned by LeoQ)**

Concept development for a festival where creativity takes centre stage.

Responsibilities:

- Creative design for the festival identity
- Overall experience concept for visitor flows, atmosphere, and rhythm

### **Coca-Cola (commissioned by Stripped)**

Activation at scale, in an environment with continuous movement and energy.

Responsibilities:

- Production support for a sports day in the Olympic Stadium for 10,000 schoolchildren

### **Conservatorium van Amsterdam**

Cultural and educational events for a community of makers, students, and visitors.

Responsibilities:

Design and production of:

- Two Changemaker interviews
- Summer party on and around the CvA (350 guests)
- Two Pick Up Days for teachers
- Two introduction days including opening concert in the IJ Hall (500 students)
- Site visit by the Ministry of Social Affairs
- Elia Creative Skills conference (200 guests)
- 140-year anniversary event
- NTR Live on Sunday – production and coordination
- Autumn Open Day (700 visitors)
- Winter reception (350 guests)
- Young Academy Open Day

### **Contra (commissioned by IF)**

Large-scale public productions at boundary-pushing locations.

Responsibilities:

- Launch of the Ferrodome for 5,000 guests for partner Contra
- Show design and production

### **Damen (commissioned by IF)**

Trade fair participation with attention to form, detail, and brand identity.

Responsibilities:

- Design of an international flagship trade fair presentation

### **De Weerd (commissioned by IF)**

Retail and brand presentation for a B2B audience.

Responsibilities:

- Design and production of three trade fair stands and point-of-sale materials
- Design and training on point-of-sale materials

### **Dept (commissioned by WINK)**

A consistent, recognisable brand presence across seasons.

Responsibilities:

- Production of a 150 m<sup>2</sup> stand at Bread & Butter (six seasons)
- Design and production of stands at the fashion fair in Copenhagen (two seasons)

### **Diesel Island (commissioned by WINK)**

Brand experience at festival level: style, attitude, and energy translated in a single line.

Responsibilities:

- Production of an influencer event at the Mirandabad (1,000 guests)
- Fashion show – tightly designed and produced on tempo
- Dinner show for the European headquarters in Milan (100 guests)
- Supporting production of the stand at Bread & Butter

### **Driehuis – FB Productions**

A design commission for the monastery in Driehuis. The idea behind the project was to create a mixed-use building with residences that enable carefree ageing, with specific attention to community, healthcare and luxury.

Responsibilities:

- Concept and design for the layout and function.

### **Dutch Design Award**

An award show where form, rhythm, and scenography support the story.

Responsibilities:

- Design and show production of the award ceremony

### **Effie Award (commissioned by LeoQ)**

An evening focused on effectiveness, craft, and a sharply observing audience.

Responsibilities:

- Design and show production of a dinner show for 500 guests
- Design and show production of a three-hour award show

### **Energy Floors (commissioned by IF)**

Innovation made visible and tangible for a broad audience.

Responsibilities:

- Design and production of The Cube: an autarkic mini-disco for a German ministry

### **Enviu – FB Productions**

Sustainable innovation translated into clear design and accessible experience.

Responsibilities:

- Stand concept for the Innovation Platform
- Stand design and production for the DNAMO trade fair
- Activation around an innovative tuk-tuk in India

### **Food Lab (commissioned by IF)**

A design-led exploration of food, space, and future, rooted in the Food Valley.

Responsibilities:

- Concept and design of the complete spatial and content plan
- Presentation and scenography around the Friso Barracks in Ede

### **Fuze Tea (commissioned by Art of Activation)**

A soft brand activation, lightly shaped for a broad audience.

Responsibilities:

- Concept and design for a new brand activation

### **Municipality of Rotterdam (commissioned by Seisei)**

Campaign activation in public space, designed to inform and mobilise.

Responsibilities:

- Creative and production work for the municipal election campaign

### **Green Gallery (commissioned by Bloemenbureau Holland)**

A launch where nature, food design, and culture converge at an iconic location.

Responsibilities:

- Press launch under the arches of the Rijksmuseum
- Production, styling, and culinary concept aligned

**Greenpeace (commissioned by Truly Yours)**

Hands-on concept development for an environmentally focused public experience.

Responsibilities:

- Design of Green Lab – an experience-driven activation

**Happy Kamping – FB Productions**

A workplace that feels like a small world of its own.

Responsibilities:

- Design of the Happy Hub office complex

**Havana Club**

A summery brand experience spread across multiple locations and touchpoints.

Responsibilities:

- Eight activations at eight venues at well-known and lesser-known festivals under the title *Havana into the Summer*
- Opening show in the Rotterdam Cruise Terminal during Frank010 with 3,000 visitors

**Hertog IJs (commissioned by Art of Activation)**

An activating brand idea, developed for direct visibility and recognition.

Responsibilities:

- Design of an activation concept
- Spatial translation of the brand into public interaction

**Hivos**

Stories and innovation made visible for a broad, international audience.

Responsibilities:

- Six teaser films on sustainable energy innovations in Indonesia

**ICC**

A theatrical travelling production where education and activism come together.

Responsibilities:

- Production of *Plastic Power Circus*

**Inholland**

Events where education, encounter, and energy come together.

Responsibilities:

- Six small trade fair stands of 40 m<sup>2</sup>



- Two conferences for around 300 guests
- Annual opening for 1,500 guests
- In Rotterdam Week with various events
- Stand design for a youth fair
- Two open days (750 visitors)
- Open Day School of Economics (250 visitors)

### **Insight TV (commissioned by IF)**

International trade fair presentations for a media company seeking global visibility.

Responsibilities:

- Activation, hospitality, and stand at MIPCOM Miami (budget €1.3 million)
- Activation, hospitality, and stand at MIPCOM Cannes
- Stand presentation at MIPTV Boston
- Stand presentation at MIPTV Washington

### **ISKO (commissioned by WINK)**

A metropolitan brand activation for an international fashion and denim audience.

Responsibilities:

- Influencer event during Bread & Butter Berlin
- Production for around 1,500 guests
- Tight routing, hospitality, and brand experience

### **JR Shipping (commissioned by WINK)**

Maritime visibility translated into a consistent trade fair environment.

Responsibilities:

- Stand design and presentation for international trade fair participation

### **Keen (commissioned by Truly Yours)**

Brand activation for an outdoor label, focused on direct contact with the public.

Responsibilities:

- Concept and design for an activation campaign
- Spatial translation of brand values

### **Ketel One (commissioned by WINK)**

An evening where craftsmanship, flavour, and entertainment come together.

Responsibilities:

- Design and production of a mixologist event (200 guests)
- Programme and competition with strong brand anchoring

**Royal House (commissioned by Xsaga)**

State ceremonial combined with creative craftsmanship and flawless production.

Responsibilities:

- Supporting production and safety organisation for 25 years of Beatrix on Dam Square
- Backstage production during the state visit of the South African president in the Stopera

**Levi's (commissioned by WINK)**

A series of international brand and retail moments, tightly designed and recognisable in tone and style.

Responsibilities:

- Three multi-day sales meetings for international teams (500 participants)
- Store opening Antwerp
- Store opening Amsterdam
- Dinner show with award ceremony *The Bricks* (250 guests)
- Levi's Curve ID fashion show for 1,000 retail guests and fashion audience

**Martini (commissioned by Containr Affairs)**

Brand environment developed as lounge, place to stay, and visual eye-catcher.

Responsibilities:

- Design of the Martini Deck experience in the former post office in Rotterdam
- Spatial translation of the brand into encounter and hospitality

**Massive (commissioned by LeoQ)**

A large-scale brand experience for an international audience.

Responsibilities:

- Event production during the Cannes Lions Festival
- Direction, scenography, and coordination for 1,000 guests
- Management of international teams and suppliers

**MessageBird (commissioned by Natwerk)**

A compact stand with big impact: clear, sharp, and fully in line with the brand identity.

Responsibilities:

- Design and production of a 12 m<sup>2</sup> trade fair stand at Fira Barcelona
- High-quality finish within limited floor space
- Awarded Best Stand of the Fair

**Meltin' Pot (commissioned by WINK)**

Fashion presentation with attention to material, style, and recognisability.

Responsibilities:

- Two seasons of trade fair stands at Bread & Butter
- Design and execution focused on brand experience and retail contact

**Ministry of Justice (commissioned by Xsaga)**

A campaign evening where content, tone, and scenography are carefully aligned.

Responsibilities:

- Supporting production of the campaign dinner for the "&" campaign

**Ministry of Health, Welfare and Sport (VWS) (commissioned by Xsaga)**

Public events linking knowledge and encounter across the country.

Responsibilities:

- Production of the Water Tour: twelve events at twelve locations
- Logistical coordination, programme support, and audience flow
- Consistent brand and communication experience despite changing locations

**Musicians Without Borders**

International projects using music as a connector in vulnerable regions.

Responsibilities:

- Conference production in Utrecht
- Conference in Sarajevo with international partners
- Orchestral tour through Bosnia: pre-production logistics and team support

**My Body**

A public activation centred on recognition, empowerment, and visibility.

Responsibilities:

- Activation during Moedernacht in The Hague
- Production with focus on accessibility and public interaction

**Naturalicious**

A light-footed brand activation around a new drink concept.

Responsibilities:

- Design and development of an activation concept
- Translation of brand values into a tangible public experience

**North Sea Jazz Festival (commissioned by WINK)**

A hospitality environment where music, atmosphere, and brand experience are equally important.

Responsibilities:

- Design of the VIP lounge
- Spatial concept focused on circulation, sightlines, and comfort

**OBA (commissioned by IF)**

An interactive learning environment in the largest library in the Netherlands, designed for doers and thinkers.

Responsibilities:

- Design and production of OBA NEXT, a 2,000 m<sup>2</sup> learning and doing environment for young people
- Scenography, routing, and programme structure

**Ola (commissioned by WINK)**

A summery activation focused on visibility, pace, and direct interaction.

Responsibilities:

- Concept and execution of *Rotterdam in one bite of summer*
- Public engagement in outdoor space with a light, playful tone

**Economic Development Board Rotterdam**

Sustainability, urban innovation, and club culture united in one opening moment.

Responsibilities:

- Opening of Club Watt, in collaboration with Energy Floors
- Production and coordination in a completely new sustainable club concept

**Organice (commissioned by IF)**

Tailor-made knowledge transfer aimed at growth in the local events sector.

Responsibilities:

- Training programme for event managers in Paramaribo
- Concept and design for a football gala

**Paaspop (commissioned by WINK)**

Large-scale festival production with a strong visual and scenographic signature.

Responsibilities:

- Set production for the Mainstage, The Resto, and The Garage
- Concept and production of the Thunderbold – the first biker bar at Paaspop

- Programming, atmosphere direction, and hard rock karaoke as audience magnet

**Picnic (commissioned by Stripped)**

Operational support in a dynamic festival environment, focused on continuous switching and clear oversight.

Responsibilities:

- Production support for various festival activities
- Coordination between suppliers, crew, and programme elements
- Flexible deployment within rapidly changing circumstances

**Piper-Heidsieck (commissioned by WINK)**

An atmospheric hospitality environment as a central meeting point for professionals.

Responsibilities:

- Creation of the Venuez Wonderbar inspiration square
- Design, styling, and production for high traffic of trade visitors

**Postcode Loterij (commissioned by Xsaga)**

Cultural storytelling in the open air, at one of the most iconic locations in the Netherlands.

Responsibilities:

- Production of the event *400 years of Rembrandt* on Museumplein
- Live painting with sixteen artists + online auction
- Press launch in the gardens of the Rijksmuseum

**Projectbureau Zaanstreek**

Art in public space, with attention to community and context.

Responsibilities:

- Art manifestation in the Achtersluispolder
- Production and coordination with local partners

**Pro Sport (commissioned by Seisei)**

Retail activation with a clear focus on brand presentation and first impression.

Responsibilities:

- Opening of a sports store in Rotterdam
- Design, production, and operational coordination

**Pure Leaf (commissioned by Art of Activation)**

A light, fresh activation where product and calm come together.

Responsibilities:

- Concept and design for a trade fair activation
- Soft brand experience with attention to naturalness

### **Puma (commissioned by Bureaux)**

Retail and experience brought together in an energetic, brand-consistent environment.

Responsibilities:

- Concept and design for a Mongolian BBQ activation
- Store opening in Rotterdam, with focus on hospitality and sightlines

### **Receive – FB Productions**

A strategic thinking exercise with direct translation into practice and presentation.

Responsibilities:

- Design of a business model
- Visualisation and presentation for internal and external stakeholders

### **Reebok (commissioned by Bureaux)**

A fast, urban activation with direct appeal.

Responsibilities:

- Queen's Day activation in a Rotterdam store
- Atmosphere setting, crew supervision, and public routing

### **Robeco Summer Concerts / NPO (commissioned by Xsaga)**

An opening moment in the heart of the city, with public visibility and cultural weight.

Responsibilities:

- Production of the opening scene of the Robeco Summer Concerts on Museumplein
- Live direction and coordination with NPO Start
- Coordination between cultural partners, technical teams, and broadcast

### **ROCVA**

Education, encounter, and experience brought together in accessible, energetic events.

Responsibilities:

- Renewal of the design and full production of two open days
- Sixteen shared-dining evenings as a connecting programme for students, teachers, and partners
- Consistent translation of identity into scenography and routing

**Stegeman (commissioned by IF)**

A city-focused brand activation with direct public interaction.

Responsibilities:

- Activation in Amsterdam
- Production and guidance with focus on visibility and reach

**Stolichnaya (commissioned by Containr Affairs)**

Conversations, culture, and hospitality in a raw, East Berlin-inspired setting.

Responsibilities:

- Production of five talk shows with makers from art, design, and music
- 200 guests per edition
- Atmosphere setting, scenography, and programme support

**Sportbillies**

Sport and inclusion brought together in a broadly supported campaign.

Responsibilities:

- Campaign for disability sports
- Event at NOCNSF Papendal, in collaboration with sports federations and NOCNSF

**Texels Bier**

A series of activations in which the character of Texels Bier—craft, island feeling, craftsmanship—was translated into a festival environment with high throughput and many visual stimuli.

Responsibilities:

- Design and production of four full food festival activations
- Spatial translation of the brand into an accessible, warm experience
- Coordination of crew, styling, routing, and public interaction
- Consistent brand expression across different festival locations

**Trudo (commissioned by Katja Gruijters)**

A community-focused event with attention to residents, atmosphere, and social connection.

Responsibilities:

- Design of the complete event concept
- Translation of content into spatial and programme experience

**Tommy Hilfiger (commissioned by WINK)**

A European music and fashion moment with international appeal.

Responsibilities:

- Pre-production for the Tommy Hilfiger Music Tour

**Ubachs Wisbrun (commissioned by Xsaga)**

Two events in which organisation, brand, and culture took centre stage.

Responsibilities:

- Merger event for Ubachs Wisbrun and JWT
- Christmas party for 250 guests, with performances by Di-rect and Gino Vannelli

**UPC / Economic Board Amsterdam (commissioned by WINK)**

An exclusive, intimate evening programme for Amsterdam economic partners and relations.

Responsibilities:

- Design and production of an executive show dinner

**Undercurrent – FB Productions**

A venue with a strong character, enhanced through light, routing, and experience.

Responsibilities:

- Concept for layout and overall experiential direction

**Warsteiner**

A festival activation that plays on atmosphere, tradition, and visibility.

Responsibilities:

- Design of multiple festival activations
- Including a Biergarten concept focused on encounter and accessibility

**We Make The City (commissioned by IF)**

A programme in which city, community, and imagination come together.

Responsibilities:

- Design of *Goed Verbonden* at NDSM — a spatial installation about connection, urban dynamics, and a shared future
- Concept and design for the Amsterdam Theater programme — public experience, routing, and scenography
- Coordination with makers and programmers at a high-visibility, high-traffic location

**Wrangler**

International fashion presentations with a recognisable, rugged signature.

Responsibilities:

- Laundromat activation at Lowlands (3,000 loads of laundry)
- Back-to-school retail concept
- Eight seasons of stand design and production at Bread & Butter Berlin
- Fashion shows at the Belgian headquarters