

'11 virtuel\_ platform  
HOT  
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# VIRTUEEL PLATFORM HOT100 2011 @ PICNIC

The HOT100 is Virtueel Platform's special talent program for new graduates in e-culture curricula. E-culture includes the fairly recent disciplines of interaction design, game design, media and electronic arts, and social media communication in parallel with digitally informed processes and artefacts from older cultural disciplines such as architecture, film and performing arts. HOT100 2011 is the fifth edition – the first jubilee! – of the HOT100 programme.

HOT100 Day at the outstanding PICNIC Festival brings together and highlights the most promising 2011 graduates from Dutch art academies, universities and universities of applied science in the fields of design, arts, theory, communication or development skills. These graduates, from all corners of the Netherlands, are people we expect to come to the forefront in one or other e-cultural practice in the near future.

HOT100 Day also connects this upcoming generation with more established organisations and institutions that undertake interesting work in the field of e-culture. In the afternoon seven strategic questions and issues will be presented to the HOT100 by the VPRO, the Amsterdam Public Library (OBA), the Boijmans van Beuningen Museum, Dropstuff with NIMk and Hermen Maat, the Institute of Network Cultures with publisher Valiz, NOSop3 and Virtueel Platform itself. These questions serve as case studies in seven pressure cooker workshops that should lead to design solutions or input for new operational directions for the questioners. Later in the year all these organisations will invite the HOT100 graduates to visit to their workplaces and see what has happened with their input.

## SO WHAT MAKES THEM HOT?

Virtueel Platform asks all Dutch educational institutions with relevant e-cultural curricula to carefully select their 3 to 5 most promising 2011 graduates. These are the HOT100, minus the ones that couldn't make it. Their nomination is not only based on the quality of their graduation work, but also on the expectations that the institutes have of these graduates' future.



### HOT100 DAY

And what happens at HOT100 Day at the PICNIC Festival? In the morning we kick off with a brief introduction of the entire 2011 HOT100 group. Then three speakers from the PICNIC programme will give parallel talks and host a discussion group. More meeting and mingling happens during lunch. In the afternoon we will have seven parallel workshops that will investigate stimulating questions posed by Dutch cultural organisations from diverse backgrounds:

- Boijmans van Beuningen Museum would like to develop the outline of one shared online publishing tool (set) that allows different museums to publish their own programme-related content in their own ways.
- Amsterdam Public Library (OBA) would like to expand the ways in which users participate in the library, by mapping out and tapping into unused possibilities of the digital and non-digital ways in which their users – basically every kind of Amsterdam resident – relates to the library's central tasks.
- 
- Urban screen-art network Dropstuff, NIMK's Artmobiel and artist Hermen Maat, want to develop new strategies for engaging and interacting with audiences in public spaces.
- The Institute of Network Cultures and publisher Valiz would like to investigate the best ways to publish their books for their specialised readers, given the ongoing explosion of formats, platforms, and on- and offline possibilities.
- Newslab NOSop3 wants to develop new ways of crowd-sourcing data visualisation and audience perspectives on unfolding news stories and news dossiers.
- The VPRO wants to develop ideas and strategies to incorporate uses of 'second screens' such as phones and tablets in their programming.
- Virtueel Platform wants to brainstorm about and develop plans for on- and offline events and facilities for the HOT100 CLUB, of which all Virtueel Platform's HOT100s will be member.



The workshop afternoon consists of two main parts: in the first part the issues are discussed and unpacked by groups with very mixed specialties and backgrounds. This leads to more specific questions for the second half of the afternoon. Based on this, the questioners can invite HOT100s with specific interests and skills to tackle those renewed questions. All HOT100s can join another workshop for the second half of the afternoon, with a minimum of 6 and a maximum of 12 participants per workshop.

Towards the end of the workshops, all the HOT100s from the previous four years are invited to listen to the results, to provide input and feedback on the ideas for the HOT100CLUB, and to meet the 2011 HOT100s over a drink and a snack.

### RESULTS AND OTHER EFFECTS

Virtueel Platform believes that the HOT100s have the ideas and skills to enrich the creative landscape in the Netherlands. We recognise the need for their fresh but informed perspectives on current techno-cultural developments, as the prime area of innovation in culture. We look forward to the ideas and solutions that will result from the seven workshops and are certain that the cultural sector and associated fields will truly benefit from the input of this group of bright young people who are the first generation to be born, grow up and bloom in synch with the digital media ecology.

Amsterdam-based Virtueel Platform is the sector institute for e-culture. We promote and strengthen the e-culture sector in the Netherlands and abroad.

In Virtueel Platform's practise, e-culture has at its heart the fairly recent disciplines of interaction design, game design, media and electronic arts, social media communication, and other forms of born-digital culture. It also includes practices from more traditional cultural disciplines such as architecture, film, performing arts, etc., which are deeply influenced by the adoption of digital techniques.

Virtueel Platform seeks to track, document and enrich the cross-pollination between society and emerging new media practices. We provide support and advice to all organisations and businesses seeking to use e-culture as a creative spark for progress.

We believe e-culture can make essential contributions to social and economic innovation. By informing, facilitating and organising activities that bring together people from different sectors, we hope to promote and inspire knowledge exchange. In particular we strive to stimulate the dialogue about new developments between e-culture makers and policy-makers, as well as between cultural organisations themselves. After all, it's all about interconnectivity...

Virtueel Platform is an independent foundation subsidised by the Dutch Ministry of Education, Culture and Sciences.

## virtueel\_ platform

Virtueel Platform is also at:



RSS feed\_  
<http://virtueelplatform.nl/#2481>



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<http://twitter.com/virtueelp>



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<http://www.flickr.com/photos/v-p>



Netvibes\_  
[http://www.netvibes.com/virtueelplatform#Virtueel\\_Platform](http://www.netvibes.com/virtueelplatform#Virtueel_Platform)



Delicious\_  
<http://delicious.com/virtueelplatform>



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<http://www.facebook.com/virtueelplatform>



Youtube\_  
[www.youtube.com/virtueelplatform](http://www.youtube.com/virtueelplatform)

## ♥ PICNIC

Picnic is also at:



RSS feed\_  
<http://www.picnicnetwork.org/feed/atom/5905>



Twitter\_  
<http://twitter.com/picnicfestival>



Flickr\_  
<http://www.flickr.com/photos/crossmediaweek>



FriendFeed\_  
<http://friendfeed.com/picnicnetwork>



Vimeo\_  
<http://www.vimeo.com/channels/picnicvchannel>



LinkedIn\_  
<http://www.linkedin.com/groups?gid=150580>



Facebook\_  
<http://www.facebook.com/picnicfestival>

The PICNIC event connects people, business, and ideas.

It is a platform where curious, ambitious and engaged people come together to explore new solutions to today's challenges – especially in the areas of business, society and sustainability. PICNIC inspires people to have big ideas, learn from each other and find new ways to create a better future, together.

The PICNIC name represents everything it strives to be. It is a gathering of friends old and new, where everyone brings something to the table. It is a place for conversation, an exchange of ideas, expertise and inspiring stories, and an escape from everyday life. PICNIC is a gathering that is both defined and enriched by the contributions of its participants.

PICNIC attracts a global audience from a wide range of sectors. Attendees include creative agencies, artists, scientists, designers, marketers, brand managers, content producers, (new) media experts, government leaders, programmers, investors, lawyers, entrepreneurs, freelancers, inventors, technology providers, games developers, services providers, students and teachers.

PICNIC Festival 2011 takes place from 14 to 16 September at the NDSM Wharf in Amsterdam.

GENERAL INFORMATION

# TAGGED SKILLS

All of this year's HOT100 graduates introduce themselves and their backgrounds in this shiny little booklet. To help you find people with the skills that you're looking for, we have summarised and labelled the main e-cultural disciplines and skills that the HOT100's have mastered in 17 tags. Each of them has chosen one primary tag to represent their main speciality, and 1 to 6 secondary tags for their next most relevant abilities.

PRIMARY TAG

-  SOUND
-  BRANDING
-  THEORY

PRIMARY SPECIALIST(S)

Anne van Topp	     p.77
Lilla Vincze	     p.83
Nick Winkoop	     p.91

# QR CODES

We asked all the HOT100s to hide an online surprise for the readers in a QR code. You can find them scattered over the booklet. Please follow the instructions below to discover more about this year's top talent.

HOW DOES IT WORK?



**STEP 1**  
Get out your phone and download a QR-reader app, for instance at [www.qrreader.com](http://www.qrreader.com)



**STEP 2**  
Open the QR-reader and take a picture of the QR-code.



**STEP 3**  
The program will now take you to the web-adress depicted on the QR code.



TAG

# ANIMATION

PEOPLE TAGGED WITH ANIMATION

René Bosch	    p.08
Ewoud Heidanus	    p.25
Roland Keesom	    p.34
Bart Nederveen	     p.46
<b>Sebastian Schneider</b>	     p.57
Xander Stolwijk	     p.62
Job van der Zwan	    p.73



TAG

# AUDIOVISUAL

PEOPLE TAGGED WITH AUDIOVISUAL

Birgit Bachler	   p.02
Bas Bergervoet	    p.05
René Bosch	    p.08
<b>Nina Caspari</b>	   p.13
<b>Bogomir Doringer</b>	     p.16
T. Graham Dube	     p.21
Hong Xi Guo	    p.22
Ewoud Heidanus	    p.25
Jan Helleman	     p.27
Didi Koller	    p.37
Vera van der Lubbe	    p.40
<b>Joerie Nijhuis</b>	     p.47
Sebastian Schneider	    p.57
Emina Sendjarevic	    p.60
Bree Tahapary	    p.64
David van Toor	    p.66
Peter van de Werve	    p.70
Daniel de Zeeuw	   p.72



TAG

## BRANDING

PEOPLE TAGGED WITH BRANDING

David Berghuijs		p.06
Lisette van Blokland		p.07
René Bosch		p.08
<b>Daan van Dam</b>		<b>p.15</b>
Bogomir Doringe		p.16
T. Graham Dube		p.21
Hong Xi Guo		p.22
Jidi Guo		p.23
Ewoud Heidanus		p.25
Marcel van Heist		p.26
Jasper Hovenga		p.30
Sammy de Keijne		p.35
Yoeran Luteijn		p.41
Inge Maassen		p.42
Inge Nahuis		p.45
Bart Nederveen		p.46
Joerie Nijhuis		p.47
<b>Bas van de Poel</b>		<b>p.51</b>
<b>Natalia Sanchez</b>		<b>p.54</b>
Anja Schenkels		p.56
Sebastian Schneider		p.57
Nik Sluijs		p.61
<b>Kelly van der Toorn</b>		<b>p.67</b>
<b>Roger Verscheijden</b>		<b>p.68</b>
Lena van der Wal		p.69



TAG

## CREATIVE CODE

PEOPLE TAGGED WITH CREATIVE CODE

Birgit Bachler		p.02
Tim van Cromvoirt		p.14
Femke van Drooge		p.17
Gaby Eenschoten		p.18
Bastiaan Ekeler		p.19
<b>Heinze Havinga</b>		<b>p.24</b>
<b>Jan Hoogeveen</b>		<b>p.28</b>
Sarah Janssen		p.33
Roland Keesom		p.34
Jaime van Kessel		p.36
<b>Rajiv Krijnen</b>		<b>p.38</b>
Tim Kurvers		p.39
<b>Yoeran Luteijn</b>		<b>p.41</b>
Darija Medic		p.44
Roland Pastoor		p.48
Laurens Proffittlich		p.52
<b>Tiemen Rapati</b>		<b>p.53</b>
Billy Schonenberg		p.59
Roger Verscheijden		p.68
<b>Job van der Zwan</b>		<b>p.73</b>

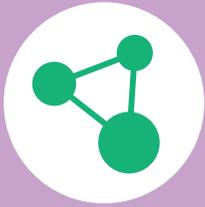


TAG

## CROWDING

PEOPLE TAGGED WITH CROWDING

Lisette van Blokland		p.07
Ruben Boxman		p.11
Heinze Havinga		p.24
Didi Koller		p.37
<b>Roland Pastoor</b>		<b>p.48</b>
<b>Laurens Proffittlich</b>		<b>p.52</b>
Adri Schokker		p.58
Bree Tahapary		p.64
David van Toor		p.66



TAG

## DATA VISUALISATION

PEOPLE TAGGED WITH DATA VISUALISATION

Liliana Bounegru		p.10
Ruben Boxman		p.11
<b>Freek Gerritsen</b>		<b>p.20</b>
Heinze Havinga		p.24
Catalina Iorga		p.32
Sarah Janssen		p.33
Philip Man		p.43
Bart Nederveen		p.46
Roland Pastoor		p.48
Puck Peijnenburg		p.50
Tiemen Rapati		p.53
<b>Adri Schokker</b>		<b>p.58</b>
Nik Sluijs		p.61
Xander Stolwijk		p.62
Roger Verscheijden		p.68



TAG

## GAME

PEOPLE TAGGED WITH GAME

Tim Bosje		p.09
Bogomir Doringer		p.16
Femke van Drooge		p.17
T. Graham Dube		p.21
Jan Helleman		p.27
<b>Lennart Hoting</b>		<b>p.29</b>
Roland Keesom		p.34
<b>Jaime van Kessel</b>		<b>p.36</b>
Rajiv Krijnen		p.38
Tim Kurvers		p.39
Vera van der Lubbe		p.40
Philip Man		p.43
Natalia Sanchez		p.54
<b>Javier Sancho</b>		<b>p.55</b>
Nik Sluijs		p.61



TAG

## EXPERIENCE DESIGN

PEOPLE TAGGED WITH EXPERIENCE DESIGN

<b>Juul Barnard</b>		<b>p.03</b>
David Berghuijs		p.06
<b>Tim Bosje</b>		<b>p.09</b>
Ruben Boxman		p.11
Jeffrey Braun		p.12
<b>Femke van Drooge</b>		<b>p.17</b>
<b>Bastiaan Ekeler</b>		<b>p.19</b>
Freek Gerritsen		p.20
T. Graham Dube		p.21
Hong Xi Guo		p.22
Heinze Havinga		p.24
Marcel van Heist		p.26
Jan Hoogeveen		p.28
Lennart Hoting		p.29
Jasper Hovenga		p.30
Arthur Hulsman		p.31
Roland Keesom		p.34
<b>Sammy de Keijne</b>		<b>p.35</b>
Didi Koller		p.37
Tim Kurvers		p.39
Yoeran Luteijn		p.41
Philip Man		p.43
<b>Darija Medic</b>		<b>p.44</b>
Inge Nahuis		p.45
Bart Nederveen		p.46
Roland Pastoor		p.48
<b>Jeroen Peeters</b>		<b>p.49</b>
Puck Peijnenburg		p.50
Laurens Profitlich		p.52
Javier Sancho		p.55
Anja Schenkels		p.56
Billy Schonenberg		p.59
<b>Emina Sendijarevic</b>		<b>p.60</b>
Kelly van der Toorn		p.67
Roger Verscheijden		p.68
Lena van der Wal		p.69
<b>Peter van de Werve</b>		<b>p.70</b>
Hilde de Wit		p.71
Job van der Zwan		p.73



TAG

## MEDIA ART

PEOPLE TAGGED WITH MEDIA ART

<b>Birgit Bachler</b>		p.02
Juul Barnard		p.03
David Berghuijs		p.06
<b>René Bosch</b>		p.08
Liliana Bounegru		p.10
<b>Ruben Boxman</b>		p.11
Nina Caspari		p.13
<b>Tim van Cromvoirt</b>		p.14
Bogomir Doringe		p.16
Freek Gerritsen		p.20
<b>T. Graham Dube</b>		p.21
Jidi Guo		p.23
Ewoud Heidanus		p.25
Jan Hoogeveen		p.28
Jasper Hovenga		p.30
Sarah Janssen		p.33
Sammy de Keijne		p.35
Rajiv Krijnen		p.38
Darija Medic		p.44
Bart Nederveen		p.46
Joerie Nijhuis		p.47
Jeroen Peefers		p.49
Laurens Profittlich		p.52
Tiemen Rapati		p.53
Natalia Sanchez		p.54
Adri Schokker		p.58
<b>Billy Schonenberg</b>		p.59
Emina Sendijarevic		p.60
Xander Stolwijk		p.62
Bree Tahapary		p.64
Kelly van der Toorn		p.67
Peter van de Werve		p.70
<b>Daniel de Zeeuw</b>		p.72
Job van der Zwan		p.73



TAG

## MOBILE

PEOPLE TAGGED WITH MOBILE

<b>Bas Bergervoet</b>		p.05
Daan van Dam		p.15
Femke van Drooge		p.17
Jidi Guo		p.23
<b>Jan Helleman</b>		p.27
Arthur Hulsmann		p.31
<b>Roland Keesom</b>		p.34
Jaime van Kessel		p.36
Tim Kurvers		p.39
Philip Man		p.43
Bas van de Poel		p.51
Xander Stolwijk		p.62
Bree Tahapary		p.64
<b>Stefan Terwijn</b>		p.65
<b>David van Toor</b>		p.66
Hilde de Wit		p.71



TAG

## SERVICE DESIGN

PEOPLE TAGGED WITH SERVICE DESIGN

<b>Bas Bergervoet</b>		p.05
David Berghuijs		p.06
Jeffrey Braun		p.12
Daan van Dam		p.15
Gaby Eenschoten		p.18
<b>Marcel van Heist</b>		p.26
Jeroen Peefers		p.49
<b>Puck Peijnenburg</b>		p.50
Bas van de Poel		p.51
Nik Sluijs		p.61
Hilde de Wit		p.71



TAG

## THEORY

PEOPLE TAGGED WITH THEORY

Charlie Berendsen		p.04
<b>Bas Bergervoet</b>		<b>p.05</b>
Lisette van Blokland		p.07
Tim Bosje		p.09
<b>Liliana Bounegru</b>		<b>p.10</b>
Jeffrey Braun		p.12
Tim van Cromvoirt		p.14
Bogomir Doringer		p.16
Gaby Eenschoten		p.18
Bastiaan Ekeler		p.19
Jidi Guo		p.23
Jan Helleman		p.27
Arthur Hulsman		p.31
<b>Catalina Iorga</b>		<b>p.32</b>
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Didi Koller		p.37
Rajiv Krijnen		p.38
<b>Vera van der Lubbe</b>		<b>p.40</b>
Philip Man		p.43
Darija Medic		p.44
Inge Nahuis		p.45
Joerie Nijhuis		p.47
Roland Pastoor		p.48
Jeroen Peeters		p.49
Natalia Sanchez		p.54
Javier Sancho		p.55
Emina Sendijarevic		p.60
<b>Xander Stolwijk</b>		<b>p.62</b>
<b>Bree Tahapary</b>		<b>p.64</b>
David van Toor		p.66
Hilde de Wit		p.71
Daniel de Zeeuw		p.72
Job van der Zwan		p.73



TAG

## SOUND

PEOPLE TAGGED WITH SOUND

Nina Caspari		p.13
Bastiaan Ekeler		p.19



TAG

## TRANSMEDIA

PEOPLE TAGGED WITH TRANSMEDIA

Juul Barnard		p.03
<b>Charlie Berendsen</b>		<b>p.04</b>
<b>Lisette van Blokland</b>		<b>p.07</b>
Tim Bosje		p.09
Liliana Bounegru		p.10
Ruben Boxman		p.11
Daan van Dam		p.15
Bogomir Doringer		p.16
Gaby Eenschoten		p.18
Bastiaan Ekeler		p.19
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<b>Sarah Janssen</b>		<b>p.33</b>
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<b>Didi Koller</b>		<b>p.37</b>
Rajiv Krijnen		p.38
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Darija Medic		p.44
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Jeroen Peeters		p.49
Bas van de Poel		p.51
Laurens Profitlich		p.52
Javier Sancho		p.55
Sebastian Schneider		p.57
Adri Schokker		p.58
<b>Nik Sluijs</b>		<b>p.61</b>
Lena van der Wal		p.69
Peter van de Werve		p.70



TAG

## USABILITY DESIGN

PEOPLE TAGGED WITH USABILITY DESIGN

Juul Barnard		p.03
Bas Bergervoet		p.05
<b>David Berghuijs</b>		<b>p.06</b>
Liliana Bounegru		p.10
<b>Jeffrey Braun</b>		<b>p.12</b>
Femke van Drooge		p.17
<b>Gaby Eenschoten</b>		<b>p.18</b>
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Inge Maassen		p.42
<b>Joerie Nijhuis</b>		<b>p.47</b>
Puck Peijnenburg		p.50
<b>Anja Schenkels</b>		<b>p.56</b>
Emina Sendijarevic		p.60
David van Toor		p.66
Kelly van der Toorn		p.67
Hilde de Wit		p.71
Inge Maassen		p.42



TAG

## VISUALS

PEOPLE TAGGED WITH VISUALS

Juul Barnard		p.03
René Bosch		p.08
Ruben Boxman		p.11
Nina Caspari		p.13
Tim van Cromvoirt		p.14
Freek Gerritsen		p.20
T. Graham Dube		p.21
<b>Hong Xi Guo</b>		<b>p.22</b>
<b>Ewoud Heidanus</b>		<b>p.25</b>
Sarah Janssen		p.33
Sammy de Keijne		p.35
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Inge Maassen		p.42
Inge Nahuis		p.45
<b>Bart Nederveen</b>		<b>p.46</b>
Puck Peijnenburg		p.50
Tiemen Rapati		p.53
Anja Schenkels		p.56
Sebastian Schneider		p.57
Adri Schokker		p.58
Billy Schonenberg		p.59
Xander Stolwijk		p.62
<b>Gaynelle Szoboszlai</b>		<b>p.63</b>
Roger Verscheijden		p.68
Peter van de Werve		p.70



TAG

## WEB CODE

PEOPLE TAGGED WITH WEB CODE

David Berghuijs		p.06
Heinze Havinga		p.24
Jan Helleman		p.27
Jan Hoogeveen		p.28
Arthur Hulsman		p.31
Tim Kurvers		p.39
Yoeran Luteijn		p.41
Roland Pastoor		p.48
Laurens Profitlich		p.52
Daniel de Zeeuw		p.72





## BIRGIT BACHLER

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website\_ [www.birgitbachler.com](http://www.birgitbachler.com)

QUESTIONS THE BEFRIENDING OF COMPUTERS AND THE PROGRAMMING OF HUMANS.

Birgit Bachler has a comprehensive knowledge of code and technology. She did her undergraduate studies in Austria and has recently completed her Master's Degree in Media and Interaction Design at Rotterdam University of Applied Sciences in Holland. Her graduation project, the *Discrete Dialogue Network*, is an attempt to move away from banal status updates on Facebook and create a structure where people can communicate outside their rigorously filtered friend circles. It is a telephony-based communication network that allows users to leave anonymous voice messages for strangers in the public space.

Birgit works as a freelancer with interactive and audiovisual media and code. Within her research she examines the impact of online/offline networks on our everyday lives. She deconstructs known structures of interaction with media and experiments with them in unusual and playful contexts. Her projects often combine the straightforwardness of code and the unpredictability of human behaviour, and try to create a space for reflection on the tools we use and the media we become dependent on. Her works include a dating-like website built on grocery shopping data, an alternative map of Rotterdam based on people's window decorations, and a phone booth through which the Internet can call passersby.



### FACTSHEET

MA in Média Design and Communication / Networked Media, Rotterdam University of Applied Sciences

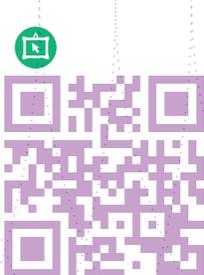
BA in Information Design, FH Joanneum University of Applied Sciences, Austria

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- CREATIVE CODE
- MEDIA ART



## JUUL BARNARD

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website\_ [www.juulbarnard.nl](http://www.juulbarnard.nl)

CONCEPTUAL DESIGNER WHO LIKES TO EXPERIMENT WITH DIFFERENT MATERIALS AND TECHNIQUES IN THE SECOND AND THIRD DIMENSION.

Juul Barnard studied Interior Architecture at the Willem de Kooning Academy in Rotterdam. His graduation project utilises the Rotterdam City Harbours. The water in these harbours shows a strong vertical movement because of the tide: the water varies by nearly 1.7 metres. By placing an industrial-looking metal pod on the bottom of the harbour, Juul created an exciting hotel room which disappears twice a day with the coming of the tide. His project, *BLINKY*, emerged from extensive research into the manipulation of the subconscious mind. Realising that the general public is being manipulated by means of sensory marketing, Juul build a huge interactive figure that emits subliminal messages to influence emotion in a positive way. Both projects were nominated for the Dremelprijs Vormgeving 2011.

As an independent designer and interior architect, Juul Barnard has realised projects for different designers, varying from small-scale models to full-scale 1:1 designs. He likes to collaborate with other designers, mix different disciplines, and building and constructing with all kinds of materials. Over time he developed his own clear signature through humorous concepts, visualised by his hand-drawn illustrations, resulting in autonomous and monumental designs.

### FACTSHEET

Graduated as an Interior Architect from the Willem de Kooning Academy

Exhibited at the Milan Design Week, 100% Design Rotterdam, and attended a workshop at Tongji University, Shanghai

Internship at Doepel Strijkers Architects

Moth Light; Light concept for That's Design exhibition in Milan ([juulbarnard.nl/portfolio/design/moth](http://juulbarnard.nl/portfolio/design/moth))

### ATTACHMENTS



### TAGS:

- EXPERIENCE DESIGN
- MEDIA ART
- TRANSMEDIA
- USABILITY DESIGN
- VISUALS



## CHARLIE BERENDSEN

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website <http://charlieberendsen.nl>

INFORMATION DESIGN = HYPERLINKING.

Charlie Berendsen works in the field of Information Design where he says data (input) and poetics (output) meet after the link (design). His graduation project Primitive [x Capsule tried to capture the form of an object using technical language, to arrive at a form-essence between the object and the writer. Charlie has a Bachelor's Degree in Interaction Design from the ArtEZ Institute of the Arts. He worked as an intern for the Lab[au] Laboratory for Architecture and Urbanism in Brussels. His art works have been featured at various festivals and art fairs including TodaysArt Festival and GoShort Festival.

Charlie's project *Melody & Memory, the Melodic Transformation of Smoke on the Water* is an info-documentary about the relationship between musical melodies and human memory. Another project is *American Speech*. A text described two events that took place at the same location, but which told two different stories. By expanding this idea of using 'the same material' but having different outcomes, he re-organised the text as a card game. Each word became a card, and the value of each card was determined by how important the word was for the text. The goal was to create a grammatical correct sentence.



### FACTSHEET

BA in Information Design,  
the ArtEZ Institute of  
the Arts

### ATTACHMENTS



### TAGS:

THEORY

TRANSMEDIA



### FACTSHEET

MA in New Media and  
Digital Culture, Utrecht  
University

BA in Communication  
and Information Studies,  
Utrecht University

Newmediastudies.nl:  
project manager of the  
relaunch of the website of  
the Master New Media &  
Digital Culture

Slimmerkunde: a high  
school methodology  
which teaches teenagers  
digital skills and media  
literacy, of which Bas is  
one of the authors:  
[www.slimmerkunde.nl](http://www.slimmerkunde.nl)

### ATTACHMENTS



### TAGS:

AUDIOVISUAL

MOBILE

SERVICE DESIGN

THEORY

USABILITY DESIGN



## BAS BERGERVOET

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website [www.bergervoet-agueras.de](http://www.bergervoet-agueras.de)

CRITICAL ANALYSIS & MEDIA CREATION.

Educational Technologist Bas Bergervoet works at the Media and Learning Unit of the Katholieke Universiteit Leuven, Belgium. He specialises in the meaningful use of audiovisual and online media in higher education. In his job he advises teachers and experiments with new educational technologies, such as mobile devices and video-conferencing tools. He also participates in a project where a complete masters programme will be adjusted to fit the needs of working students by using different kinds of media technologies. Prior to his current job, Bas worked for three years in Berlin as a freelance video producer. He interviewed German politicians for two political websites, covering PICNIC-like events in Germany for a German blog and creating image videos for several small- and medium-sized companies.

Bas has a Master's Degree in New Media and Digital Culture from Utrecht University. During his course he specialised in game studies, (medical) augmented reality, digital music culture, and hybrid (physical + virtual) maps. He did an internship at V2\_ in Rotterdam, creating concepts for bringing Beeld & Geluid's digital archive material closer to the public using new media technologies. In his masters dissertation he explored the theme of transition in archiving due to digitalisation.



## DAVID BERGHUIJS

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website\_ [www.dauidberghuijs.nl](http://www.dauidberghuijs.nl)

HELPING PEOPLE SEE, THINK, UNDERSTAND, INTERACT WITH/EXPERIENCE HIS CREATIONS.

David Berghuijs studied Communication and Multimedia Design and specialises in user experience design. For his final year internship he developed a new branding strategy for a Dutch jewellery company. The company was extremely pleased with his findings and advice and asked him to realise his proposed changes to the brand. His work for the company also resulted in a very good grade and the examinations committee called him a 'true communication and multimedia designer'.

David is a freelance creative communication and multimedia designer and photographer. He has a passion for fashion and beauty photography, and takes pleasure in the creative atmosphere a team of people bring to a shoot. He enjoys being involved in projects from start to finish. Working as a freelancer provides him with the freedom to do this. He provides various clients and has also set up an online marketing project. He is planning to build an online community to offer people who suffer from MS (Multiple Sclerosis) a place to interact, share and help others cope with this terrible disease.



### FACTSHEET

BA in Communication and Multimedia Design, The Hague University of Applied Sciences

Fashion and beauty photographer

### ATTACHMENTS



### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- MEDIA ART
- SERVICE DESIGN
- USABILITY DESIGN
- WEB CODE



## LISETTE VAN BLOKLAND

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website\_ [www.linkedin.com/in/lisettevanblokland](http://www.linkedin.com/in/lisettevanblokland)

ENTHUSIASTIC NEW MEDIA SPECIALIST WITH AN INTEREST IN TRANSMEDIA, ONLINE COMMUNITIES AND CONVERGENCE CULTURE.

Lisette van Blokland developed an interest for the cultural implications of new media during her Bachelor's programme. Her Bachelor's thesis explored the working processes of a hacking community producing grassroots software for the Xbox. During her Master's course in New Media and Digital Culture she did an internship at the Dutch public broadcasting company, where she developed the social media campaign for the television series Beagle. Her Master's thesis on the transformation of television in the age of web 2.0 is based on research she did into the medium specificity of social media and the behaviour of the Beagle audiences.

As a freelancer, Lisette has worked on a variety of projects, starting with Flamenco Biennale's social media campaign. She blogs about transmedia storytelling, production and distribution for From Story To Legend, a Dutch platform that intends to strengthen and stimulate the Dutch transmedia sector. She is the co-founder of DEBITE, a debate series on new media. She also worked as a project manager for the Kunstforum and Utrecht University conference 'Creating Communities: What Makes Them Tick?'. Her ambition is to keep working on interesting (trans) media projects that enable the audience to participate in new ways.



### FACTSHEET

MA in New Media and Digital Culture, Utrecht University

BA in Language and Culture Studies, Utrecht University

Co-founder of DEBITE: <http://debite.nl>

Responsible for the online communication at the Dutch Theatre Festival: [www.tfnl](http://www.tfnl)

### ATTACHMENTS



- TAGS:
- BRANDING
  - CROWDING
  - THEORY
  - TRANSMEDIA



## RENÉ BOSCH

e-mail\_ info@renebosch.com  
website\_ www.renebosch.com

CAN I TRUST WHAT I SEE? AND: DOES IT MATTER IF I CAN TRUST THE DIGITAL IMAGE?

René Bosch is a self-employed artist and photographer. The mass communication of already existing photographic images is often a carrier of his work. René's goal is to take a position in this mix. His work often exists in the field of mass communication such as the Internet or the staged mass-media world of advertising. The possibility to manipulate digital images into new images, 3D images, for example, creates a new field for commercial usage but also forms the basis of his work.

Digital images viewed on the Internet are transformed into images where 'missing information' plays a major role. These images lack information due to their low resolution, and elements such as text and details disappear. This missing information calls for a new approach to experiencing these images. Another point of interest for René is the type of images in Google Street View. The washed-out identifying features – faces, advertisements, number plates and sometimes, even buildings – produce an entirely new experience of the photographic image. René is currently working on *A Memory in a Box*, an art project that stores peoples' memories and senses in a box that can recall them on demand.



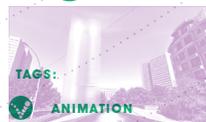
### FACTSHEET

BA in Fine Art,  
Gerrit Rietveld Academy

Graduation work:  
*Augmented Reality  
Street Views*, manipulated  
Google Street View  
images

Work: *Lost Information*, a  
light-box of internet im-  
ages of shampoo bottles  
printed in low resolution

### ATTACHMENTS



### TAGS:

- ANIMATION
- AUDIOVISUAL
- BRANDING
- MEDIA ART
- VISUALS



### FACTSHEET

MA in Game Design,  
Utrecht School of the Arts

BA in Built Environment,  
Utrecht University of  
Applied Sciences

### ATTACHMENTS



### TAGS:

- EXPERIENCE DESIGN
- GAME
- THEORY
- TRANSMEDIA



## TIM BOSJE

e-mail\_ tim\_bosje@hotmail.com  
website\_ www.timbosje.nl

SPICING UP REALITY WITH FICTION AND GAME-RULES FOR A MORE ENGAGING AND ADVENTUROUS EXPERIENCE.

Tim Bosje has designed many real-life games for large and diverse groups of players. These games took place in museums, on the street, at schools and festivals, in natural parks, office buildings and historical cities. Tim sees game design as an entertaining tool to make things more engaging. Many of his games are used for education, providing insights in group-dynamics and self-knowledge. The games take place in real-life, encourages different playing styles and are very light on the restrictive rules. This enables the players to be almost limitless in their creative problem solving.

During his final year at the Utrecht School of the Arts, Tim worked on a cross-media game, which makes the historical period of the Dutch revolution more tangible for students. He also designed an urban game that is played in an old fortified city and revolves around treasure hunters who compete to uncover history. Tim also enjoys designing theatre games in which acting is a big component. One of these games – about ghost hunting – is a tool for personal reflection and coping with negative thoughts.



## LILIANA BOUNEGRU

e-mail\_ [liliana.bounegru@gmail.com](mailto:liliana.bounegru@gmail.com)  
website\_ [www.lilianabounegru.org](http://www.lilianabounegru.org)

WRITER, SCHOLAR AND CONSULTANT WHO EXAMINES THE IMPACT OF TECHNOLOGY ON MEDIA, CULTURE AND SOCIETY.

At the moment, Liliana Bounegru is conducting research in the Media Studies Department at the University of Amsterdam and is an independent consultant for the European Journalism Centre. She has published on contemporary interactive media art projects for public urban spaces and pictorial and multimodal metaphors in editorial cartoons. She recently submitted a paper about mapping the abortion debate on the Romanian web at the Media in Transition Conference at the Massachusetts Institute of Technology (MIT). Her work also examines the recent discourse around data-driven journalism.

At the European Journalism Centre (EJC), her work focuses on how digital technologies transform reportage. The EJC is a non-profit institute, which promotes higher journalistic standards through events and training courses for journalists and media organisations. She coordinates work on the EU research project SYNC3, the purpose of which is to build a tool for mapping the blogosphere. Last year she organised one of the first international conferences on data-driven journalism in Europe, and this year she will be curating the EJC session on media and urban futures at the leading European media festival PICNIC.



### FACTSHEET

MA in New Media and Digital Culture, Amsterdam University

Curated the conference on data-driven journalism in 2010; <http://data-drivenjournalism.net>

Article: 'Multimodal and Conceptual Metaphors' in Editorial Cartoons: Representing the Global Financial Crisis', Co-author Prof. Charles Forceville, in *Visual Communication* 2011, vol. 10, no. 2, pp. 209-29

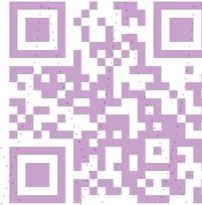
Curator of the European Journalism Centre session on media and urban futures at PICNIC 2011

### ATTACHMENTS



#### TAGS:

- DATAVISUALISATION
- MEDIA ART
- THEORY
- TRANSMEDIA
- USABILITY DESIGN



### FACTSHEET

MFA Department of Interactive Media & Environments, Frank Mohr Institute, University of Applied Sciences

BA in Sculpture, Constantijn Huygens Art Academy

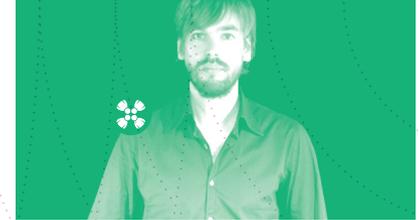
*The Tower*, a participatory installation at the Night of Arts and Science, Groningen; [denachtvankunstwetenschap.nl](http://denachtvankunstwetenschap.nl)

### ATTACHMENTS



#### TAGS:

- CROWDING
- DATAVISUALISATION
- EXPERIENCE DESIGN
- MEDIA ART
- TRANSMEDIA
- VISUALS



## RUBEN BOXMAN

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website\_ [www.snowvideo.nl](http://www.snowvideo.nl)

LOVES TO CREATE TOTAL EXPERIENCES THROUGH INTERACTIVE INSTALLATIONS AND NEW MEDIA EXPERIMENTS IN THEATRE.

Since 2001 Ruben Boxman has collaborated with Adri Schokker (see elsewhere this booklet) as the interdisciplinary artistic duo Snow. Their work includes interactive video installations, media concepts for theatre, and participatory veejay performances (*Nou&Herkauw*). Their work combines many different high- and low-tech techniques and materials, balancing between the worlds of tangible, analogue and digital. Because of their backgrounds in sculpture they like to make things, build spaces, create miniatures, but always combine this with creating interaction, developing media tools and writing code. They explore themes such as the individual versus the masses, not/networks, the digital image versus the physical world, participatory processes, and the power of the masses.

For their graduation from the Frank Mohr Institute Ruben and Adri both created new installations based on their ongoing research project *The Tower*. *The Tower* is an interactive video installation where, by entering personal data and submitting to an iris scan, participants can upload a video of themselves to a visual database. Only after this process can the participant access data provided by other participants. The Tower questions privacy issues that seem to coincide with participation. Ruben's graduation project *The Tower, Church of Separated Silences*, incorporated group movement into the project.



## JEFFREY BRAUN

e-mail [j.p.e.braun@gmail.com](mailto:j.p.e.braun@gmail.com)  
website [www.jeffreybraun.nl](http://www.jeffreybraun.nl)

HELPING DEFINE WHAT AND HOW WE SHOULD BE CREATING FOR PEOPLE. THE OUTPUT ISN'T NECESSARILY A DESIGN OR TANGIBLE PRODUCT.

Jeffrey Braun is an Industrial Designer with a Master of Science Degree in Industrial Design from Eindhoven University of Technology. For Jeffrey, designing is a medium to positively transform our everyday world, to create a better place to live in and to provoke discussion. By envisioning, proposing and creating new intelligent products, systems and services, Jeffrey believes that we are able to improve the way users interact with their environment.

His graduation project *Morphing Interaction* examined possible future scenarios of interaction design. For this project Jeffrey envisioned a future where nanotechnology and shape-shifting objects become ubiquitous and blend in with our everyday physical environment. Jeffrey's graduation project was about the suggestive power of design, of how, one day 'it could be'. It encourages designers and users to imagine the impact of the way they live their lives.



### FACTSHEET

MSc in Industrial Design,  
Eindhoven University of  
Technology

Bachelor Exchange  
Programme at Budapest  
University of Technology  
and Economics

### ATTACHMENTS



### TAGS:

- EXPERIENCE DESIGN
- SERVICE DESIGN
- THEORY
- USABILITY DESIGN



### FACTSHEET

BA in Crossmedia Design,  
ARTEZ Institute of the Arts  
Enschede

### ATTACHMENTS



## NINA CASPARI



e-mail [info@ninacaspari.com](mailto:info@ninacaspari.com)  
website [www.ninacaspari.com](http://www.ninacaspari.com)

RHYTHMICAL, CONFUSING FANTASY DIMENSIONS

Nina Caspari from Germany works with the moving image. She graduated with a Bachelor's Degree in Crossmedia Design from at ARTEZ Institute of the Arts, Enschede, and specialised in the moving image in video and photography. Her graduation project *La Graunch* is a video that plays with the concept of reality, suggesting realities that are not present. To 'graunch' means to 'crush' or 'destroy', and the project was inspired by the idea of Lagrangian points, which mark the positions where a small object affected only by gravity can theoretically be stationary relative to two larger objects (such as a satellite with respect to the Earth and the Moon).

Nina recently exhibited her work at the Twente Biennale in Hengelo. Future projects will involve working with musicians to combine sound and visuals. Nina wants her works to evoke feelings by using moving images.

### TAGS:

- AUDIOVISUAL
- MEDIA ART
- SOUND
- VISUALS



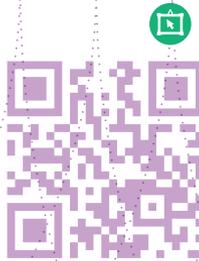
## TIM VAN CROMVOIRT

e-mail\_ [timvancromvoirt@gmail.com](mailto:timvancromvoirt@gmail.com)  
website\_ [www.timvancromvoirt.com](http://www.timvancromvoirt.com)

INVENTOR & CREATOR OF NEW LIFE FORMS WITH THE HELP OF TECHNOLOGY AND SYNTHETIC/ARTIFICIAL MATERIALS.

When Tim graduated from the AKV|St Joost Academy in Breda, he was awarded the prestigious St Joost medal for his graduation project *Thermophores*. It is an installation incorporating plant-like creatures with pigments on their metal tentacles that react chemically to temperature fluctuations and change colour. By regulating the climate Tim could control these chemical reactions and thus the colour changes of the Thermophores. The combination of the pigment and the form made it look and feel like a real organism.

Tim van Cromvoirt's work examines methods and technologies that can intersect so that real life can be experienced. Tim started as a Fine Arts student, where he discovered the potential of using technology in his work. He has done plenty of theoretical research in the biological field and this particular interest is revealed in his work. The installations he creates are tools to express his underlying scientific research. Tim will continue creating biological projects as a visual artist. After working with mechanical and chemical processes in his artworks, Tim expects to create more beautiful living artworks with the help of nanotechnology.



### FACTSHEET

'BA in Interaction Design from AKV|St Joost, Academy in Breda

St Joost award for his organic art installation: *Thermophores*

*Lungplants* - a fragile organism that keeps itself alive by pumping air in and out.  
[vimeo.com/10630487](http://vimeo.com/10630487)

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- MEDIA ART
- THEORY
- VISUALS



### FACTSHEET

Advertising Studies at the Willem de Kooning Academy, Rotterdam

Advertising Exchange Programme, School of Visual Arts, New York

Graphic design, Grafisch Lyceum, Amsterdam

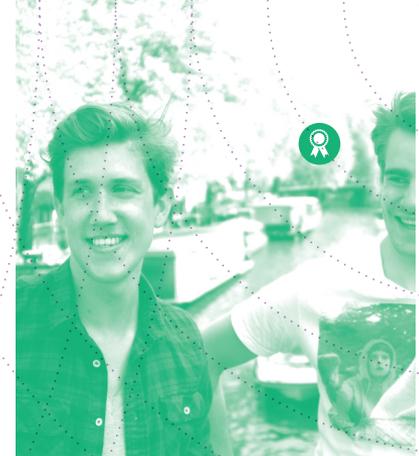
Co-founder of Wonder Years (see Bas van de Poel)

### ATTACHMENTS



### TAGS:

- BRANDING
- MOBILE
- SERVICE DESIGN
- TRANSMEDIA



## DAAN VAN DAM (& BAS VAN DE POEL)

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website\_ [www.wonderyears.nl](http://www.wonderyears.nl)

WE MAKE STUFF.

Daan van Dam always works together as a creative team with Bas van de Poel. They both study Advertising at the Willem de Kooning Academy in Rotterdam and pool their skills and experience in Wonder Years in Amsterdam. They share a passion for the unknown, the different and during the weekends they like to 'kick back with a few good sci-fi novels and seventies porn flicks'. They have trained at different agencies such as Achtung!, JWT New York, DDB and Boondoggle.

Currently Daan and Bas are redefining the word 'sleep' at Crispin Porter + Bogusky Miami, [www.cpbgroup.com](http://www.cpbgroup.com). CP+B is a factory that makes advertising, interactive, branded content, and products. There is no assembly line. All the work is custom-designed and assembled by hand. They are a quirky team and have, for example, landed a job via Twitter at a leading advertising agency. Another project of theirs is *Become a Legend* - an 'interactive' T-shirt, which united Dutch football fans with the national football team during the 2010 Fifa World Cup.



## BOGOMIR DORINGER

e-mail\_ bogomirdoringer@yahoo.co.uk  
website\_ www.bogomirdoringer.com

DERANGE TO ARRANGE!

Bogomir Doringer received his Bachelor's Degree from the Gerrit Rietveld Academy in Amsterdam. His graduation work *Deranged* was nominated as the best graduation work in 2009. A few months later he enrolled in the Netherlands Film and Television Academy with his project *Hospitality*, known during the research as *Balkan Syndrome*. Bogomir investigated the relationship between fiction and reality and discovered different forms of fabrication.

While studying art, Bogomir noticed that his projects tended to translate the construction of the film narrative. He would arrange elements of his projects as if they were on a film timeline and then extend them within the physical space, instead of on the screen. This way, the spectator of his work could move through the work. In his projects, Bogomir works with fabricated socio-political issues represented by mass media that he finds intriguing because of their content or the way in which they are treated by media or society. He starts his work from media fabrications, and uses them as a basis to challenge the relationship between fiction and reality. His projects work on different platforms, divided in elements that can work independently or together, thus confronting different groups of participants. Bogomir hopes this will lead them to think about or discuss the questions his work poses.



### FACTSHEET

MA in Film, the Netherlands Film and Television Academy

BA in Fine Art, Gerrit Rietveld Academy

Other projects: *Fashion and Despair* (2008), *Conflict Box* (2007) and *Illegal Chair* (2006)

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- BRANDING
- GAME
- MEDIA ART
- THEORY
- TRANSMEDIA



### FACTSHEET

MA in Interaction Design, Utrecht School of the Arts

*Hospital in the Clouds* (2009), a flight simulator for wheelchair-bound children. The main purpose of this interactive installation is to provide these hand-capped children, with the sense of freedom through flying. It was designed with the waiting rooms of the Wilhelmina Children's Hospital in Utrecht in mind.

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- EXPERIENCE DESIGN
- GAME
- MOBILE
- USABILITY DESIGN



## FEMKE VAN DROOGE

e-mail\_ info@femkevandrooge.nl  
website\_ www.femkevandrooge.nl

1. DESIGNS BEHAVIOUR. 2. CREATES INNOVATIVE INTERACTIVE PRODUCTS THAT INFLUENCE THAT BEHAVIOUR.

Femke van Drooge has a Master's Degree in Interaction Design from the Utrecht School of the Arts. She has recently started a company with Joep Slenter. They intend to design and develop a range of products: an interactive floor, web applications, and apps for mobile devices such as the iPhone and iPad. The main goal of each design is the same: create innovative products that engage people with a purpose and trigger the imagination!

Femke van Drooge sees design as something that should always be approached from the behavioural point of view. Her design method is based on finding out what motivates people and making sure that this motivation is an integral part of her design. Her favourite design areas are education and healthcare; her speciality lies in good user research and usability testing. During her studies Femke was selected for a master class at Designskolen Kolding in Denmark, where she could learn from designers from the well-known company IDEO. Femke designed a flight simulator for handicapped children called *Hospital in the Clouds*, and *Vinni*, an application for people with a cognitive disability, for the iPod Touch and, for their caretakers, the iPad.



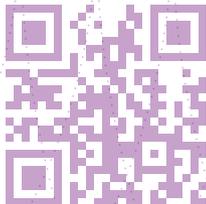
## GABY EENSCHOTEN

e-mail\_ [gaby@lucians.nl](mailto:gaby@lucians.nl)  
website\_ [www.lucians.nl](http://www.lucians.nl)

WEBSITE OPTIMISATION & ADVICE, COORDINATION AND REALISATION OF CROSSMEDIA PROJECTS

Gaby Eenschoten started her own business 'Lucians|Express 2 Impress' immediately after graduating from The Hague University of Applied Sciences with a Bachelor's Degree in Communication and Multimedia Design. The company advises small and medium-sized businesses and focuses on online and offline communication. Gaby is involved in the creation and realisation of a community platform for the self-employed in cooperation with the Chamber of Commerce and Hillegersberg-Schiebroek district in Rotterdam. The platform needs to be designed, built and tested and will be online by the end of 2011. A marketing and communications plan is being written to attract the attention of local companies and the self-employed in the area.

For her graduation project she designed a digital message board that offers social and digital help for the elderly. The aim of the message board was to design easy-to-use apps that instil the elderly with the confidence to live on their own and helps them keep in touch with the outside world. In her spare time, Gaby created an online platform with all sorts of children's activities in her neighbourhood. She aims to create to an online community for kids, their parents and grandparents.



### FACTSHEET

BA in Communication and Multimedia Design, The Hague University of Applied Sciences

Owner of the Company  
Lucians|Express 2 Impress

Community project  
spelentuinhillegersberg.nl

Community platform for the self-employed in Hillegersberg-Schiebroek district, Rotterdam.

### ATTACHMENTS

#### MessageBoard: sociaal hulpmiddel voor ouderen



### TAGS:

- CREATIVE CODE
- SERVICE DESIGN
- THEORY
- TRANSMEDIA
- USABILITY DESIGN



### FACTSHEET

BSc in Industrial Design, Eindhoven University of Technology

### ATTACHMENTS

*When I get older,  
losing my hair,  
Many years  
from now,  
Will you still  
be sending me  
a Valentine,  
Birthday greetings  
bottle of wine?*



## BASTIAAN EKELER

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website\_ [www.ekeler.com](http://www.ekeler.com)

EXPLORING THE EMPOWERMENT OF PEOPLE THROUGH NEW TECHNOLOGIES.

Bastiaan Ekeler's work focuses on the use of technology to enrich people's lives. He wants to bring a little more joy to the world by offering people new ways of using and experiencing technology, so they can explore the world around them and have fun.

Bastiaan Ekeler has a Bachelor's Degree in Industrial Design from Eindhoven University of Technology. For his final year graduation project he examines how evolutionary principles could be applied to the personalisation of musical instruments. By using genetic algorithms and user-centred fitness selection he aims to create an instrument that co-evolves with its musician. For this project he is using 3D printing to capture his love of music as well as a musician's love for making music to allow for a greater richness in the expression their creativity.

### TAGS:

- CREATIVE CODE
- EXPERIENCE DESIGN
- SOUND
- THEORY
- TRANSMEDIA



## FREEK GERRITSEN

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website\_ [www.freekgerritsen.com](http://www.freekgerritsen.com)

VISUALISING COMPLEX DATA INTO CLEAR INFOGRAPHICS.

After spending a couple of years in Singapore, Freek Gerritsen returned to the Netherlands to study Communication and Multimedia Design at the Avans University of Applied Sciences in Breda. For the duration of his final year, Freek decided to focus on designing infographics. He took a minor in information visualisation and after learning and enjoying the techniques of turning data into clear design, decided to turn the art of designing infographics into his graduation project.

He made five print infographics and one physical infographic about the Communication and Multimedia Design course and it's students. Freek wanted to show people who have nothing to do with this department what the course is all about and who the students are. He also designed an interactive infographic for the Technology of Health and Environment Department at Avans University, which visualised the comparison between the demand for power and heating and the power and heating potentials of each municipality in Noord Brabant. Freek intends to find a job where he can use design to make complex data easier to understand for those who need it.



### FACTSHEET

BA in Communication and Multimedia D, Avans University of Applied Sciences

Minor in Information Visualisation

Internship Interaction, Design at Edenspiekermann

Graphic Design, LaSalle University, Singapore

### ATTACHMENTS



### TAGS:

- DATAVISUALISATION
- EXPERIENCE DESIGN
- MEDIA ART
- VISUALS



### FACTSHEET

BA in Communication and Multimedia Design from AVANS University of Applied Science, Breda.

Works at Edenspiekermann at the interface of strategy, design and communication [edenspiekermann.com/en/people/thompson-graham-dube](http://edenspiekermann.com/en/people/thompson-graham-dube)

### ATTACHMENTS



- AUDIOVISUAL
- BRANDING
- EXPERIENCE DESIGN
- GAME
- MEDIA ART
- USABILITY DESIGN
- VISUALS



## THOMPSON GRAHAM DUBE

e-mail\_ [thomdube@gmail.com](mailto:thomdube@gmail.com)

INNOVATIVE INTERACTION DESIGN / CONCEPT / UNIQUE FLOWCHARTS & SCHEMES / RAZOR SHARP INFORMATION DESIGN / CONCEPTUAL INFO GRAPHICS / LEGIBLE TYPOGRAPHY

*The You Ain't Shit But a Fucking Millionaire* project features an interactive installation that provides users with an 8-minute long interactive music experience. The project features cutting-edge sensorial interaction design, unique graphics and sounds. Human-Computer interaction is established by hijacking Microsoft Kinect sensor and connecting it to Adobe Flash Actionscript 3. Thompson Graham Dube designed this installation for his graduation project at AVANS University of Applied Science, Breda. *You Ain't Shit But a Fucking Millionaire* aims to prove that there is still room for individual style in multimedia design. Thompson likes to classify this project as 'an anarchistic satire on modern culture'.

Thompson currently works in Amsterdam as Designer for Edenspiekermann. During his studies he specialised in Interaction Design and he is happy to continue working in this field.



# HONG XI GUO

e-mail\_ [xi@hongxiguo.com](mailto:xi@hongxiguo.com)  
website\_ [www.hongxiguo.com](http://www.hongxiguo.com)

A CROSSMEDIA DESIGNER WITH A STRONG AFFINITY FOR PHOTOGRAPHY.

Hong Xi Guo is an open-minded Chinese crossmedia designer and photographer. He graduated from the Guangzhou Academy of Fine Arts and had two years of experience as a photographer before coming to Holland. Studying overseas at ArtEZ Academy of the Arts & Design in Enschede enriched his character and broadened his horizon. Understanding both Western and Eastern culture has motivated his choice to become a crossmedia designer. He is good at making poetic and abstract photographs, but wanted to go further in expressing the moods and meanings of photographs. He therefore decided to combine sound and image for his graduation work.

His graduation work is the metaphorical film *Fleeting Life* (13'00) that combines aspects of the West and the East to create the plot. 'We're all on a path, travelling all the time, sometimes we lose our way because of too many choices, and we don't even know what's going to happen in the next moment. That's... *Fleeting Life*.' He intends to follow a master's course in photography in Belgium from September 2011, and is looking forward to crossover and working with you.



### FACTSHEET

BA in Art and Crossmedia Design, ArtEZ Institute for the Arts

Higher Diploma in Painting from the Guangzhou Academy of Fine Arts, China

Photographer at Bobw Studio, Shunde, China

### ATTACHMENTS



TAGS:



AUDIOVISUAL



BRANDING



EXPERIENCE DESIGN



TRANSMEDIA



USABILITY DESIGN



VISUALS



### FACTSHEET

MA in New Media, University of Amsterdam

BA in Communication Science, University of Amsterdam

Internship at Vandejong

Guest post on: [techrice.com/2011/06/20/shanzhai-factory-life-the-making-of-a-motoloba/](http://techrice.com/2011/06/20/shanzhai-factory-life-the-making-of-a-motoloba/)

### ATTACHMENTS

#### Shanzhai Factory Life: The Making of a Motoloba

Shanzhai is a Chinese word that means to imitate or copy.

It is a term used to describe the phenomenon of copying or imitating a product or service.

The article discusses the making of a Motoloba, a Chinese mobile phone brand, and how it is a prime example of shanzhai.

The article also discusses the implications of shanzhai for the Chinese economy and the global market.

The article concludes by stating that shanzhai is a complex phenomenon that is still evolving.



The image shows a mobile phone, which is the subject of the article.

The image is a photograph of a mobile phone, showing its screen and camera.

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The image is a photograph of a mobile phone, showing its screen and camera.



# JIDI GUO

e-mail\_ [jidiguo@gmail.com](mailto:jidiguo@gmail.com)

ENDLESSLY IN SEARCH OF THAT ONE THING THAT CAN DO EVERYTHING AT THE SAME TIME.

Jidi Guo holds a Bachelor's Degree in Communication Science and a Master's in New Media from the University of Amsterdam. By combining a social science and humanities course she learned to conceptualise technology and quantitatively analyse behavioural and social impact. After an internship at Vandejong, a communication and design company, Jidi became interested in the culture and arts sector. The creative multidisciplinary process should embrace building a brand to strategic implementation. It was during her time at Vandejong that she also learned the importance of modern media and this led to her choice for a Master's Degree in New Media.

Jidi recently discovered her passion for trying to understand technology within a cultural or even environmental context. For her graduation project she travelled through China, trying to reveal the social impact and future potential of the mobile Internet. The result is no run of the mill business report, but a personal work with observations and opinions. Jidi is thinking about returning to China to work and to master the language, as it will undoubtedly be useful for future job opportunities. She is interested in gaining more general experiences overseas, as her five years in Amsterdam has made her restless and curious about what other places have to offer.

### TAGS:

BRANDING



MOBILE



MEDIA ART



THEORY





## HEINZE HAVINGA

e-mail\_ [heinze.havinga@gmail.com](mailto:heinze.havinga@gmail.com)  
website\_ [www.heinzehavinga.nl](http://www.heinzehavinga.nl)

CURIOSITY, SHARING KNOWLEDGE AND HAVING FUN CAN TAKE YOU ANYWHERE.

Heinze Havinga has been freelancing as Lefftfoot Media for a few years now. He was involved in projects like Open Data Enschede and Projection Waag Museumnight. He mostly builds web apps and mash-ups. He also does some creative coding and works a little on design and motion graphics. Heinze also helps to set up events and meetings relating to open data, creative coding and anything else that interests him. In the future Heinze would love to organise events and be involved in projects with people he finds interesting. Combining skill sets and social connections to create things that would be hard or impossible to do without each other is incredibly rewarding.

In his four years as an Art and Technology student, he built everything from robots, to animations to weird grease-monkey web mash-ups. He graduated with an honours degree that he earned partly due to his successful internship with 100%fat, where he worked on a radio tomographic motion-detection grid made from 28 Arduino's and Xbee chips, which was immediately obsolete because of the Kinect. But it was still a valuable lesson in mesh networking, Arduino programming, soldering and signal analysis. Heinze's current projects are mostly aimed at promoting creative uses of technology and acquiring people skills.



### FACTSHEET

BA in Information and Service Management, Saxion University of Applied Sciences

BA (Honours) in Art and Technology, Saxion University of Applied Sciences.

[www.lefftfootmedia.nl](http://www.lefftfootmedia.nl) is the website of his one-man business

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- CROWDING
- DATAVISUALISATION
- EXPERIENCE DESIGN
- WEB CODE



### FACTSHEET

BA in Visual Effects, Netherlands Film and Television Academy in Amsterdam

Worked with Visual Effects for these films: *Sint*, *Oorlogswinter*, *Mijn Opa de Bakrover*, *Majesteit*, *Bride Flight*

### ATTACHMENTS



## EWOUD HEIDANUS

e-mail\_ [info@ewoudheidanus.nl](mailto:info@ewoudheidanus.nl)  
website\_ [www.ewoudheidanus.nl](http://www.ewoudheidanus.nl)

VISUAL EFFECTS ARTIST.

During his studies, Ewoud Heidanus worked on several large and successful Dutch feature films such as *Sint* by director Dick Maas and *Oorlogswinter* by Martin Koolhoven. Ewoud studied Visual Effects at the Netherlands Film and Television Academy in Amsterdam. Ewoud worked on the graduation film *Een Bizarre Samenloop van Omstandigheden* with seven fellow Visual Effects students. Ewoud was the on-set Visual Effects Supervisor and Visual Effects Compositor for this fun short film.

Before Ewoud Heidanus started working as a freelancer he worked for Filmmore Amsterdam, a post-production company for films and television series. As a child he grew up watching films like *Ghostbusters*, *Superman* and *Back to the Future*. Ewoud hopes to work on Hollywood films and plans to continue creating breathtaking visual effects for audiences all over the world.

### TAGS:

- ANIMATION
- AUDIOVISUAL
- BRANDING
- MEDIA ART
- VISUALS



## MARCEL VAN HEIST

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website [www.marcelvanheist.com](http://www.marcelvanheist.com)

REDEFINING THE ROLE OF A DESIGNER, ENABLING PEOPLE TO INNOVATE BY PROVIDING THE RIGHT TOOLS.

Marcel van Heist studied Industrial Design at the Eindhoven University of Technology. His education taught him how to find opportunities in abstract visions, visions that fit today's market and society. He designs things that people actually want, because the end user is the main focus of his work from day one. Marcel applies this 'design skill' more broadly in his work. What can we do with this design method when dealing with important issues relating to the environment, the energy and economic crises, etc.?

He first explored this in a project called Eco-Currency ([www.eco-currency.net](http://www.eco-currency.net)). Using design, or design thinking, he made a concrete proposal that would link the environment and the economy. For his graduation project he took on another significant issue: the energy situation in India, to investigate how design could improve the situation in India and as an experiment into sustainably distributed energy networks. Two trips to India resulted in a model village where energy sharing is economically beneficial for the customer and the entrepreneur. The design enabled the local inhabitants to create the system. His role was to design the tools to make it possible.



### FACTSHEET

MA in Industrial Design,  
Eindhoven University of  
Technology

Co-founder Heist &  
Heivelj: [www.heistheivelj.nl](http://www.heistheivelj.nl)

Co-founder CIOM Rural  
Networks: [www.ciom.nl](http://www.ciom.nl)

### ATTACHMENTS



### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- SERVICE DESIGN
- USABILITY DESIGN



### FACTSHEET

BA in Communication  
and Multimedia Design,  
HAN University of Applied  
Sciences

[www.gloweco.nl](http://www.gloweco.nl) (glow in  
the dark product for tents)

### ATTACHMENTS



*'I love history, travelling and exploring the world. Other cultures and history itself brings us new ideas and insights that we hadn't thought of before.'*

### TAGS:

- AUDIOVISUAL
- GAME
- MOBILE
- THEORY
- USABILITY DESIGN
- WEB CODE



## JAN HELLEMAN

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website [www.janhelleman.nl](http://www.janhelleman.nl)

AN INNOVATIVE AND DYNAMIC ENTREPRENEUR OF MOBILE, GAMING & ADVERTISING PLATFORMS.

Jan graduated from HAN University of Applied Sciences as a designer and completed an internship at the Dutch Embassy in Ottawa. Competent in website development and design he was tasked with researching the Canadian computer game industry. As part of his studies he took a module in 'entrepreneurship', during which he set up Gloweco. A Glow-E is a glow-in-the-dark clip that can be attached to the guy ropes of a tent so that they can be seen (and avoided!) in the dark. The product is sold in various camping stores in Holland and can be bought online.

Jan Helleman is a game designer and developer and currently makes applications and games for iOS and Android. He is in the process of setting up his own company to publish his ideas and provide other companies with the option of outsourcing mobile applications and game projects. Jan and his team won the Global Game Jam in Hilversum in 2007 by developing a game for the Dutch NOS news website. Jan also worked at eValue and was lead developer on e-Poc and e-sales.



## JAN HOOGEVEEN

e-mail\_ [hallo@janhoogeveen.eu](mailto:hallo@janhoogeveen.eu)  
website\_ [www.janhoogeveen.eu](http://www.janhoogeveen.eu)

NEW MEDIA ARTIST USING HYBRID DESIGNER AND DEVELOPER SKILLS FOR MEANINGFUL HUMAN-COMPUTER INTERACTION.

Jan Hoogeveen studied Communication and Multimedia Design at the Rotterdam University of Applied Sciences. During his time at the university he always found pleasure in combining interaction design with technological challenges. While doing an international internship at Vienna-based design studio Strukt, he wrote his thesis on the topic of using unstable media to reduce stress for autistic children in day care centres. He received both his Bachelor's and Honour's degrees in 2011.

His thesis resulted in a working prototype of a game built with the Microsoft Kinect peripheral and processing software environment. Using physical input and physical movements, children can chase, avoid or hit bubbles projected on a wall. These bubbles generate random sounds through a MIDI interface resulting in a calming, soothing audiovisual landscape. Jan is currently working as the lead interaction designer at freelance designer collective wedesign-good. Jan is looking for new challenges as a media artist where he can work on projects relating to ubiquitous computing and/or (real-time) generative design, be it national or international.



### FACTSHEET

BA with honours in Communication and Multimedia Design, Rotterdam University of Applied Sciences



International internship at Vienna-based design studio Strukt

Bulla, his graduation prototype of a stress-reducing game for autistic children

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- EXPERIENCE DESIGN
- MEDIA ART
- USABILITY DESIGN
- WEB CODE



## LENNART HOTING



e-mail\_ [lennarthoting@hotmail.com](mailto:lennarthoting@hotmail.com)  
website\_ [www.lennarthoting.com](http://www.lennarthoting.com)

I USE EVERY SOURCE OF INSPIRATION TO CREATE NEW AND INNOVATIVE GAMING EXPERIENCES.



During his Game Design & Development studies at the Utrecht School of the Arts (HKU), Lennart Hoting specialised in Game Design. He created several entertainment games and has working experience as a freelance designer at Vanguard Games. Since Lennart often fulfilled the role of Lead Designer, he acquired a great deal of experience in creating designs for games and communicating with and leading a team. He also has experience in level design, interface design, balancing, enemy placement and working in game editors. His Bachelor's Degree in Fine Arts gives him an edge in idea generation and when it comes to identifying dangers and opportunities in a creative process.

To date, his work has involved creating a collection of entertainment and serious games. Lennart always strives to make a game entertaining, but this is often a problem with serious games because they focus on a different goal. With *Onder Invloed* (*Under Influence*), commissioned by Leiden University, he managed to create a design that combines the informational value with entertaining game play ([www.onder-invloed.nl](http://www.onder-invloed.nl)). His graduation project *Skizo Kid* is a unique side-scrolling action platformer in which two players simultaneously control a boy with a split personality. With this game he created a new kind of co-operative experience.



### FACTSHEET

BA in Game Design & Development, Utrecht School of the Arts

BA in Fine Arts, ArtEZ Institute of the Arts

Freelance designer at Vanguard Games

### ATTACHMENTS



### TAGS:

- EXPERIENCE DESIGN
- GAME



## JASPER HOVENGA

e-mail [jasper.hovenga@gmail.com](mailto:jasper.hovenga@gmail.com)  
website [www.jasperhovenga.nl](http://www.jasperhovenga.nl)

DESIGNER WITH A SENSE OF USER EXPERIENCE. LOVES NEW MEDIA, SOCIAL MEDIA AND DESIGNING.

Jasper Hovenga studied Communication and Multimedia Design at the HAN University of Applied Sciences. His specialties are graphics, usability design and organisation. During his graduation year, Jasper made three short movies for LEF, the future centre at Rijkswaterstaat. The movies Jasper made are priming topics such *collaboration* and *trust*. The movies are used to prime participants at the LEF sessions, which help to produce an unforgettable experience for focus groups. After being primed, the participants will work together and trust each other more than before. Later, they will recall the feeling this experience produced and will use it in the sessions.

During his internship at the Netherlands' Cadastre, Jasper and a classmate made a demo-application to help facilitate the process of re-parcelling. They made a working prototype for the Microsoft Surface Table and tested its usability. Jasper is currently working as a freelancer at Vinom Media, a small Internet firm whose core business it is generating targeted Twitter followers for companies and individuals. Jasper is also in the process of starting his own firm and is looking forward to watching it grow beyond his wildest expectations.



### FACTSHEET

BA in Communication and Multimedia Design, HAN University of Applied Sciences

Demo version of the re-parcelling application: [vimeo.com/12197558](http://vimeo.com/12197558)

[flickr.com/photos/jasperhovenga](http://flickr.com/photos/jasperhovenga)

### ATTACHMENTS



### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- MEDIA ART
- TRANSMEDIA
- USABILITY DESIGN



### FACTSHEET

BA in Multimedia Design, The Hague University of Applied Sciences

Works at Studio Stomp, creative online development company

### ATTACHMENTS



## ARTHUR HULSMAN

e-mail [info@studiostomp.nl](mailto:info@studiostomp.nl)  
website [www.studiostomp.nl](http://www.studiostomp.nl)

INTERACTION DESIGNER/  
FRONT-END DEVELOPER, SURFER.

Arthur Hulsmans used his passion for water surfing to set up a website for the Charity programme *Soul Surf Project Ball*. The charity aims to create opportunities for young surfers in Bali and help young underprivileged Balinese children find work in the local surfing scene. Surfing is seen as a natural way to create awareness of the local environment. Arthur developed the website [www.soulsurfprojectball.com](http://www.soulsurfprojectball.com) and wrote the E-marketing plan to stimulate the online branding of the charity and develop the diversity of online presences.

Arthur graduated with a Bachelor's Degree in Multimedia Design from The Hague University of Applied Sciences in 2010. He now works for the creative online development company Studio Stomp in Amsterdam. Arthur is responsible for the interaction designs and coding of new projects. In his job he focuses on responsive websites that are well thought through. He will start writing his book *Holographic Responsive UI Patterns* in the near future.

### TAGS:

- EXPERIENCE DESIGN
- MOBILE
- THEORY
- USABILITY DESIGN
- WEB CODE



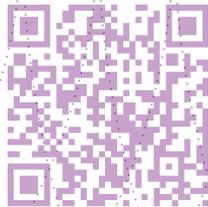
## CATALINA IORGA

e-mail\_ [catalina.iorga@gmail.com](mailto:catalina.iorga@gmail.com)  
website\_ [www.catalinaiorga.wordpress.com](http://www.catalinaiorga.wordpress.com)

MEDIA STUDIES RESEARCHER / FREELANCE JOURNALIST INTERESTED IN SOCIAL NETWORKS, ARTS & CULTURE.

Born and raised in Romania, Catalina Iorga now lives in Amsterdam. She has a Bachelor's Degree in International Politics and History from Jacobs University Bremen and graduated from the Research Master's programme in Media Studies at the University of Amsterdam. Catalina Iorga's master dissertation focuses on Facebook and publicness. She is particularly interested in public practices that emerge in Facebook spaces, such as Groups and Pages dedicated to controversial issues. Catalina also examines the organisation of 'the public' via social plug-ins, such as the 'Like' button.

Catalina often collaborates with the Digital Methods Initiative. She participated in the DMI Summer School two years in a row and was one of the resource persons for the 2011 edition. Her digital-methods projects dealt with topics such as cross-platform syndication, *the technicality* of comment spaces, and data-driven journalism. Catalina is also a freelance journalist for Time Out Amsterdam and has written about major events such as Queens Day and the Art Amsterdam Fair.



### FACTSHEET

MA in Media Studies,  
University of Amsterdam

BA in International Politics  
and History, Jacobs  
University, Bremen,  
Germany

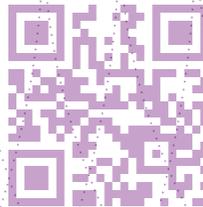
Blogged for the Institute  
of Network Cultures during  
the 'Economies of the  
Commons 2' and 'Video  
Vortex #6' conferences.

### ATTACHMENTS



### TAGS:

- BRANDING
- DATAVISUALISATION
- THEORY
- TRANSMEDIA



### FACTSHEET

MA in 'Interactive' Media  
and 'Environments', Frank  
Mohr Institute

BA in design, ArTEZ Academy of Art and Design

Graduation project  
*cineanalogies*:  
[www.cineanalogies.com](http://www.cineanalogies.com)

Created the interactive  
game *Afpuzzel*, a large-  
scale game for kids, shown  
in the exhibition *Schoolpleid van de 21e eeuw*

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- DATAVISUALISATION
- MEDIA ART
- TRANSMEDIA
- VISUALS



## SARAH JANSSEN

e-mail\_ [mail@sarahjanssen.com](mailto:mail@sarahjanssen.com)  
website\_ [www.sarahjanssen.com](http://www.sarahjanssen.com)

CREATING ARTWORKS THAT EXPLORE OUR VISUAL LANGUAGE BY COMBINING DIFFERENT KINDS OF MEDIA.

Sarah Janssen is specialised in working with photography and video, which she likes to combine with new media to create interactive or web-based work. Sarah received her Bachelor's Degree in Design from the ArTEZ Academy of Art and Design, Enschede, in 2009. In 2011 she finished the Master of Fine Arts Interactive Media and Environments course at the Frank Mohr Institute in Groningen. For her graduation project *cineanalogies* she analysed the visual language of cinema. Fascinated by the fact that certain stereotypic images occur in all kind of movies, she created diverse artworks in between the fields of new media, design, (pseudo-)scientific research and art. The results of this project are presented using a multitude of media, such as animation, video installations, illustrations, infographics and data visualisation software.

Sarah's work deals with our viewing habits and the effect images have on our daily lives. She is interested in how we perceive images, how our media culture influences the way we look at things and where the limits of our perceptions are. Finding a way to transform her research into visual interesting artworks is a topic she wants to explore further in the future.



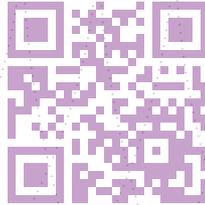
## ROLAND KEESOM

e-mail\_ [contact@rolandkeesom.com](mailto:contact@rolandkeesom.com)  
website\_ [www.rolandkeesom.com](http://www.rolandkeesom.com)

YOUNG AND UPCOMING TALENT IN PROGRAMMING AND INTERACTION DESIGN.

For his graduation project Roland Keesom developed an iPhone app that serves as a storage device for our 'last wishes' in life. The app was partly designed as a fun game for young people to make them aware of themes surrounding the things we wish for as we approach the end of our lives. Roland Keesom has a Bachelor's Degree in Communication and Multimedia Design from the University of Applied Sciences in Amsterdam. Within the course programme he focused on the area of Interaction Design and Programming. Roland also has a passion for games and is a fan of E-sports. He is a member of the professional Starcraft E-Sport community.

In his final year Roland worked on a Stop Motion Lego animation film during the workshop *Schermen met Beelden*. At the creative agency The Sign Creative Communication he worked on the improvement of their online magazine. He created a Flash Content Management System (CMS) to simplify and speed up the editing of the magazine. He also worked on another project for The Sign Creative Communication Company: Roland developed a website for the new building project *De Draai* for the local government in Heerhugowaard. Roland worked on the concept, and advised on the interaction design and information architecture.



### FACTSHEET

BA in Communication and Multimedia Design from the University of Applied Sciences in Amsterdam

Schermen met Beelden Workshop – Stop Motion Lego animation film: [rolandkeesom.com/the\\_mechanic.swf](http://rolandkeesom.com/the_mechanic.swf) (160 MB).

[rolandkeesom.com](http://rolandkeesom.com) is a Flash-map application

### ATTACHMENTS



### TAGS:

- ANIMATION
- CREATIVE CODE
- EXPERIENCE DESIGN
- GAME
- MOBILE



### FACTSHEET

BA (Honours) in Communication & Multimedia Design, Rotterdam University of Applied sciences, specialised in Experience Branding

Internship at Fabrique, Delft

Twitter handle: @sdekeijne

### ATTACHMENTS



### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- MEDIA ART
- USABILITY DESIGN
- VISUALS



## SAMMY DE KEIJNE

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website\_ [www.sdekeijne.com](http://www.sdekeijne.com)

CREATING BEAUTIFUL NEW MEDIA CONCEPTS.

Sammy de Keijne studied Communication & Multimedia Design at the Rotterdam University of Applied Sciences, specialising in Experience Branding. For her graduation she focused on the topic 'Life-like Design in the life of chronically ill patients'. Life-like Design is a relatively new method revolving around the integration of social patterns (like facial expressions or conversation dynamics) into the design of a product, thereby increasing its likeability and usability. Her research project has resulted in a mobile application that provides MS patients with an easy and accessible way to share their emotional state with the people they care about.

Sammy has worked on broad variety of projects and services, ranging from conceptual work such as branding and concepting to more hands-on work for interactive installations. For the TEDxYouth Amsterdam event in 2010, for instance, she collaborated with fellow students to develop a concept for the entrance experience. This resulted in an installation where visitors to the event could build their own interactive TEDxYouth logo. Currently Sammy is a freelance concept-developer and designer of new interactive media. Either way, Sammy always handles her projects with a pro-active, positive and open-minded attitude, combining her leadership capabilities with a 'can do' mentality.





## JAIME VAN KESSEL

e-mail [jaime.vankessel@gmail.com](mailto:jaime.vankessel@gmail.com)

CREATES AND DEVELOPS MEDIATED REALITY CONCEPTS AND INNOVATIVE (SERIOUS) GAMES.

Jaime van Kessel is a programmer with a passion for creating new ways to experience reality and games. Jaime studied at the University of Applied Sciences Utrecht where he obtained an Engineering Bachelor's Degree in Media Technology. He specialised in Game Technology and Simulation, and created several games.

Jaime built a low budget Virtual Reality Cave from scratch for the 3DNL Platform, which stimulates 3D innovation in the Netherlands. After working for 3DNL, Jaime completed an internship at the mobile platform Layar, where he was involved in a project that allows users to create their own 'augmented space'. He now works for Layar as a prototyping research assistant. As part of the technical team he helps Layar take Augmented Reality to the next level.



### FACTSHEET

BEng in Media Technology, University of Applied Sciences Utrecht

Internship at Upact: designing, developing and running a low-budget ARG to raise awareness for the state Congo

Works at Layar, a mobile platform for discovering information about the world

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- GAME
- MOBILE
- THEORY
- TRANSMEDIA



### FACTSHEET

BA in Communication and Media Management, Amsterdam University of Applied Sciences

Transmedia project [www.wereldkids.nl](http://www.wereldkids.nl)

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- CROWDING
- EXPERIENCE DESIGN
- THEORY
- TRANSMEDIA



## DIDI KOLLER

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website [www.didikoller.nl](http://www.didikoller.nl)

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[www.didikoller.nl](http://www.didikoller.nl)

CROSSMEDIA IS SO YESTERDAY... THIS TRANSMEDIA PRODUCER WILL MAKE STORYWORLDS COME TO LIFE!

Didi Koller works at communication agency Woedend!, in the heart of Amsterdam. The goal of the company is to make advertising that does not come across as advertising. They want to add value to people's lives through creativity and innovation. Making people smile is what it is all about. Didi has a Bachelor's Degree in Communication and Media Management and specialises in transmedia projects. Her main course was Technology, Design and Interaction. She followed a minor in Television to improve her knowledge and skills relating to the audiovisual aspect of media (both editorial and productional).

One of the projects Didi was involved with was 'Sam and his Worldkids-Reporters'. Radio Netherlands Worldwide and MediaLAB Amsterdam asked Didi and her colleagues to produce a transmedia project for expat kids, who have to cope with a lot of issues when they move abroad. To help them Didi made an online series that included drama, educational assignments and social media. She was one of the first people in the Netherlands to launch a transmedia project such as this.



## RAJIV KRIJNEN

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website [www.rajivkrijnen.nl](http://www.rajivkrijnen.nl)

COMBINING TECHNOLOGICAL CURIOSITY WITH THE BLESSED CURSE OF ALWAYS THINKING OUTSIDE THE BOX.

Recently graduated from the Utrecht School of the Arts, Rajiv Krijnen is now taking on projects as a freelancer, designing physical and story-driven games for public events. Rajiv experimented as much as possible during his studies, investigating all the crazy ideas he came up with. At the same time he pursued his interest in programming and spent much of his free time learning different programming languages. Combined with his interest in concept design, this became his speciality in the field.

His graduation project *MindSpace* places the player in the mind of their character. With the character being trapped in his own mind, the player has to manipulate the world by handling a 'transvirtual' object. This object, a wooden cube, exists in the virtual as well as in the physical world, thus creating a way for the player to directly manipulate the virtual space. By doing this, the player can access hidden and blocked memories, eventually freeing his character. Rajiv is working on a real-life adventure game for *Night of the Nerds* and is busy setting up his own business that will revolutionise the way we manage large quantities of information on the Internet.



### FACTSHEET

BA in Design for Virtual Theatre and Games, Utrecht School of the Arts  
Sound Academy Hilversum

Internship at Waag Society, where he worked on the urban adventure game *Gold Rush*: <http://goldstromen.nl/waag/nut-blariche-gold-rust/>

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- GAME
- MEDIA ART
- THEORY
- TRANSMEDIA



### FACTSHEET

BA in Communication and Multimedia Design, Avans University of Applied Sciences

Graduation internship at RANJ Serious Games, redesigned the website for the multiple award-winning game *gharkworld*

*Biogame*, time-management game: live as a biological farmer and compete with your neighbours

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- EXPERIENCE DESIGN
- GAME
- MOBILE
- WEB CODE



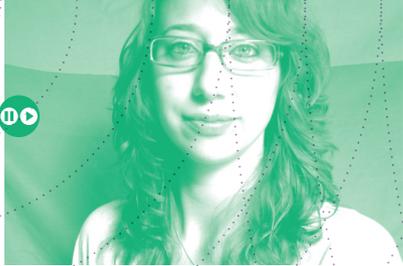
## TIM KURVERS

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website [www.moonsphere.net](http://www.moonsphere.net)

RECENTLY GRADUATED ALL-ROUND GAME- AND WEB DEVELOPER, PASSIONATE ABOUT ANYTHING REMOTELY RESEMBLING CODE.

Tim Kurvers recently obtained his Bachelor's Degree in Communication and Multimedia Design from Avans University of Applied Sciences. While attending the course, Tim developed a speciality for creative technology, ranging from chip-programming and interactive installations to web applications and serious games. His graduation project was about pervasive gaming, blending the gaming world with our reality. In the resulting prototype, visitors could actually have a phone conversation with a fictional game character.

His work at two Dutch professional web- and gaming companies – Softmedia Interactive and RANJ Serious Games – paved the way for his next endeavour: emigrating to Norway to work with Oslo-based Hyper Interaktiv, a digital agency that combines pedagogical experience with communication and technology skills. Having worked on a variety of private projects over the years, Tim feels it is time to give something back to the community in the form of opensourcing. Tim believes in sharing and also that having his work in the public domain is a great motivator to actually finishing projects with the highest possible standards.



## VERA VAN DER LUBBE

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website\_ [nl.linkedin.com/in/veravdlubbe](http://nl.linkedin.com/in/veravdlubbe)

HOW CAN NEW MEDIA MAKE LEARNING FUN? ACCORDING TO KIDS, IT'S ALL ABOUT GAMES AND VIDEOS.

Vera van der Lubbe started her academic career studying religion at the VU University, Amsterdam. She continued her education with a Master's course in Media and Communication. After that Vera decided to further develop her knowledge on media and followed the New Media and Digital Culture Master's programme at Utrecht University. Her graduation project centred on the use of digital blackboards, also known as Smartboards or interactive whiteboards. How do teachers think the device could and should be used and how do they actually use it? Vera tried to find out if this particular usage is linked to a specific educational theory.

Vera did her internship at the Anne Frank Foundation where she researched the opportunities of new media for virtual learning. She advised the Foundation to make new educational material that is appropriate for electronic whiteboards: visually attractive, audio to support the images and that helps those students who cannot read that well yet. She also suggested that they make better use of their already existing virtual platform: the Secret Annex Online. Vera would like to continue working in the field of new media and education so that she can help teachers and students make the most of their new media tools in education.



FACTSHEET

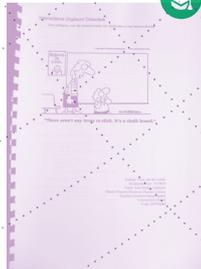
MA New-Media and Digital Culture, Utrecht University

MA Media and Communication, VU University, Amsterdam

MA Religious Studies, VU University, Amsterdam

Intern at the Anne Frank Foundation

ATTACHMENTS



TAGS:

- AUDIOVISUAL
- GAME
- THEORY
- TRANSMEDIA
- VISUALS



FACTSHEET

BA (Honours) in Communication and Multimedia Design with a minor in Experience Branding, Rotterdam University of Applied Sciences

Graduation internship at Containr

Ping-pong is Yoeran's favourite mind game

ATTACHMENTS



TAGS:

- BRANDING
- CREATIVE CODE
- EXPERIENCE DESIGN
- USABILITY DESIGN
- WEB CODE



## YOERAN LUTEIJN

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website\_ [www.yoeran.com](http://www.yoeran.com)

I TEACH COMPUTERS HOW TO INTERACT WITH PEOPLE.

Yoeran Luteijn is a self-employed communication and multimedia designer. He runs his own freelance business developing web apps, research tools, code-generated graphics and interactive installations. Yoeran graduated from the Rotterdam University of Applied Sciences with a Bachelor's Degree in Communication and Multimedia Design and a minor in Experience Branding. For his graduation project he researched how physical computing can be applied to create a richer brand experience. For this Yoeran developed a model called *Branded Interactions*.

In the past Yoeran has worked on projects such as the User Environment Creator. To gain more insights into how people experience Rotterdam's city library he developed a creative research tool in collaboration with fellow students. The tool provides library visitors with the ability to design their own library and give context to each item in it. Yoeran is currently working on an interactive installation for Lowlands 2011. He is also part of the experience team for TEDxYouth@Amsterdam 2011 and TEDxAmsterdam 2011. In addition Yoeran is working on a brainstorm/mindmap tool, which will run on the web and various devices such as the iPad, iPhone and Android.



## INGE MAASSEN

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website\_ [www.mrswhite.nl](http://www.mrswhite.nl)

FREELANCE WEB & GRAPHIC DESIGNER WITH A  
FOCUS ON MAKING USER FRIENDLY WEBSITES.

Inge Maassen has a Bachelor's Degree in Communication and Multimedia Design from HAN University of Applied Sciences. During her studies Inge completed a six-month internship at the advertising agency *TakeTwo*. She did her final internship at an Internet marketing company, where she explored the subject of website optimisation by using split testing. Split testing is a way to increase conversion rates on websites and landing pages. You create one or more variations of a landing page and then randomly split traffic among them. Meanwhile you measure which variation leads to maximum conversion to achieve the result you are looking for. By using split testing Inge was able to improve the user interface and design of the company's website.

Inge Maassen is currently working as freelance graphic- and webdesigner working for various clients. She is the owner of *Mrs. White*, which is specialised in designing user-friendly websites. *Mrs. White* also specialises in branding and designs logos, flyers, illustrations, and booklets. Inge combines her technical expertise with her creative flair for design and makes this into user-friendly websites and logos.



### FACTSHEET

BA in Communication  
and Multimedia Design,  
HAN-University of Applied  
Sciences

Owner of *Mrs White*:  
[www.mrswhite.nl](http://www.mrswhite.nl)

### ATTACHMENTS



### TAGS:

- BRANDING
- USABILITY DESIGN
- VISUALS



### FACTSHEET

MA in New Media,  
University of Amsterdam

BSc in Beta-Gamma,  
University of Amsterdam

Worked on the data-  
visualisation project  
Mapsterdam as part of his  
Master's programme

Project manager at the  
Expert Centre for  
Journalism

### ATTACHMENTS



## PHILIP MAN

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website\_ [www.philipman.net](http://www.philipman.net)

CREATING MEANINGFUL EXPERIENCES AND  
VALUABLE RELATIONS BY UNDERSTANDING BE-  
HAVIOUR, NOT TECHNOLOGY.

As a new media researcher Philip Man is interested in combining knowledge from a variety of fields. In his MA thesis, he explores the upcoming gamification and how it dehumanises our approaches to social networking. Philip argues that Facebook is becoming a social game of prominence and reveals its inadequacies in being the ultimate online social tool because there is a large discrepancy between the offline social and the online social.

Philip has worked at Randstad Employment Agency where he experimented with QR codes to create bridges between the offline and the online. As the production manager he was involved in the initial research, the marketing, the roll out, until the final evaluation of the project. At the moment, Philip is working on a start-up, which he and his team hopes will connect unrelated people using their locations and interests. Their goal is not that these encounters eventually develop into a valuable relationship – although that would be a wonderful side effect – but that people have a stronger connection with places because they become more social. Identities shift from IP-addresses to GPS-coordinates.

### TAGS:

- DATAVISUALISATION
- EXPERIENCE DESIGN
- GAME
- MOBILE
- THEORY



## DARIJA MEDIC

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website\_ [protopage.com/basilic.and.cinnamon](http://protopage.com/basilic.and.cinnamon)

PUBLIC AND MEDIA INTERVENTIONIST INTERESTED IN THE PERVERSIVE LANGUAGE AND KNOWLEDGE OF PRODUCTION.

Darija Medic holds a Master's Degree in Media Design and Communication from the Piet Zwart Institute, which is part of Rotterdam University of Applied Sciences. She has a Bachelor's Degree in New Media from The Academy of Arts, in Novi Sad, Serbia. In her studies she worked both vocational and academic with video, photography, cultural theory and intermediary research. She has collaborated with artist initiatives and projects such as karasssuite.net, OKNO, autonopop.net and De Player. Her work has been exhibited at festivals like BJCEM, MEMEFEST (International Festival of Radical Communication), Hacker Space Festival, and the Viral Communications conference in Rotterdam.

Her graduation project *Attention! recalculating!* is a series of modifications of an open source GPS navigation software that offers customised ways of taking longer routes through speculative scenarios. It is an attempt to crack open a black box such as the TomTom device to expose the physical intentions that exist behind and around all technological objects. The project explores how the gap between code and human language offers endless possibilities for interpretation, speculation and manipulation. The software can be installed on other platforms such as Garmin, Navman and Android phones.



### FACTSHEET

MA in Media Design and Communication, Piet Zwart Instituut at the Willem de Kooning Academy, University of Applied Sciences Rotterdam

BA in New Media from The Academy of Arts in Novi Sad, Serbia

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- EXPERIENCE DESIGN
- MEDIA ART
- THEORY
- TRANSMEDIA

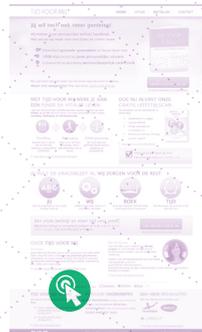


### FACTSHEET

BA in Communication and Multimedia Design, HAN University of Applied

Graduation project: [www.tijdvoormij.nl](http://www.tijdvoormij.nl), A website that encourages improvements to lifestyles through lifestyle scans

### ATTACHMENTS



### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- THEORY
- USABILITY DESIGN
- VISUALS



## INGE NAHUIS

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website\_ [www.ingenahuis.nl](http://www.ingenahuis.nl)

LOVES TO COMBINE THEORY, DESIGN AND TECHNOLOGY TO CREATE USER-FRIENDLY AND INTUITIVE INTERNET APPLICATIONS.

Inge Nahuis recently graduated as a Communication and Multimedia Designer from HAN University of Applied Sciences in Arnhem. During her studies she learned a great deal about creating interactive Internet applications and developed a passion for user-centered design. She currently works at Lijnrecht, a company that creates original and effective marketing campaigns for all kinds of businesses. Her work involves website design. Inge will continue her education by following a Master's course in New Media at Twente University.

During her internship she worked on a project called Tijd voor Mij. This is a personal lifestyle book that is completely adjusted to the lifestyle of a person. Inge designed the brand, the layout of the book and the website. In order to do this, she took a closer look at how to optimise conversion rates and how to promote the unique selling points. In the future Inge hopes to work in a multi-disciplinary field that brings the benefits of different new media together when she designs websites and marketing campaigns.



## BART NEDERVEEN

e-mail\_ bartnederveen@gmail.com  
website\_ www.bartnederveen.nl

VISUAL DESIGNER WITH A GREAT PASSION FOR CRAFTING ALL KINDS OF STUFF.

Bart Nederveen is a visual designer. He recently received his Bachelor's Degree in Communication and Multimedia Design from Rotterdam University of Applied Sciences. Bart has a great passion for crafting all kinds of things, ranging from superfine interactive media to huge Lego castles and delicious lemon ice cream. The trick is to always find the best possible way to do anything.

Bart did his graduation internship at IN10 Communicatie. IN10 is a creative agency for interactive brand communication. Their aim is to connect people to brands in relevant ways. They develop marketing strategies and concepts that move and activate people. During his internship he undertook a comprehensive study into how brand-attachment can be increased by using interactive installations in public places. Bart is currently working at IN10 as a junior creative. In the near future he plans to gain more experience as a visual designer with the aim of creating meaningful interactive products that really add value to peoples lives and which are stunning to look at.



### FACTSHEET

BA in Communication and Multimedia Design, Rotterdam University of Applied Sciences

Graduation internship at IN10

Internship at Fabrique focusing on visual design

### ATTACHMENTS



### TAGS:

- ANIMATION
- BRANDING
- DATAVISUALISATION
- EXPERIENCE DESIGN
- MEDIA ART
- VISUALS



### FACTSHEET

BA in Communication and Multimedia Design, Zuyd University of Applied Sciences

Internship at Van de Kaar & van Efferen

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- BRANDING
- MEDIA ART
- THEORY
- TRANSMEDIA



## JOERIE NIJHUIS

e-mail\_ info@joerienijhuis.nl  
website\_ www.joerienijhuis.nl

USING NEW MEDIA TO BRING COMPANIES AND CUSTOMERS TOGETHER AND PERSONALISE THEIR COMMUNICATION.

Joerie Nijhuis studied Communication and Multimedia Design at Zuyd University of Applied Sciences. He works as a freelancer specialised in marketing, communication, new media and audiovisual design. His graduation project was an interactive video about cyberbullying via social media. The video informs teenagers between 12 and 16 years old about the consequences of their actions. Joerie interviewed several experts in the field of bullying, cyberbullying, entertainment-education and social media. These interviews, together with extensive literature research, allowed him to develop a creative and effective concept and prototype video.

Joerie was involved in several new media projects, including the development of a new student/teacher portal for his school, a new communication strategy for the local government of Roermond and new media application concepts. Furthermore he directed, shot, and edited several audiovisual projects, including live shows, commercials, short movies and documentaries. In 2012 he will start a Master's programme in International Business at Maastricht University. Joerie wants to combine his knowledge of new media, communication and audiovisual design with entrepreneurship in order to become a multi-discipline and creative entrepreneur with a strong vision of new media.



## ROLAND PASTOOR

e-mail\_ contact@rolandpastoor.nl  
website\_ www.rolandpastoor.nl

I GATHER RICH, AUTHENTIC INFORMATION TO BE USED AS INSIGHTS AND INSPIRATION FOR HUMAN-CENTRED DEVELOPERS.

Roland Pastoor graduated with honours from Rotterdam University of Applied Sciences. His graduation project was about improving the accessibility of automated data-harvesting tools for human-centred designers during the research phase of the design process. Roland and others will use the knowledge gained during this project to further develop the field of creative research.

Roland has worked on projects for Rotterdam Library, TEDx, Poken and various other big brands and companies. In his spare time Roland experiments with combining his passion for photography with his regular work to create unique projects. Roland's ambitions are to create a successful business around the concepts of creative research. Offering services and consultancy to businesses and organisations for finding design inspiration by using rich authentic data during the fuzzy front-end phase. In addition, Roland will focus on advancing creative research as a new, valuable and exciting addition to the research landscape.



### FACTSHEET

BA Communication and Multimedia Design, Rotterdam University of Applied Sciences

Works for Lectoraat Human-Centered ICT

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- CROWDING
- DATAVISUALISATION
- EXPERIENCE DESIGN
- THEORY
- WEB CODE



### FACTSHEET

BA and MA in Industrial Design, Eindhoven University of Technology (2009, 2011)

School of Architecture and Design at the Royal Melbourne Institute of Technology in Australia (2007)

### ATTACHMENTS



### TAGS:

- EXPERIENCE DESIGN
- MEDIA ART
- SERVICE DESIGN
- THEORY
- TRANSMEDIA



## JEROEN PEETERS

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website\_ www.jeroenpeeters.com

INTERDISCIPLINARY DESIGNER EXPLORING AESTHETIC INTERACTIONS AND EXPERIENCES IN DESIGN FROM A CONCEPTUAL POINT OF VIEW.

In 2007, Jeroen Peeters attended the School of Architecture and Design at the Royal Melbourne Institute of Technology in Australia, where he gained experience about cross-disciplinary design practices, design writing and the social and cultural implications of design. After that, Jeroen studied Industrial Design at the Eindhoven University of Technology, focusing on the integration of technology in the design of highly interactive and intelligent products and systems. Jeroen believes that contemporary design needs to transcend traditional aesthetics of form and functionalism. Technology provides opportunities to design for rich, aesthetic experiences that are released in interactions. Specifically, he is interested in making an experience aesthetically interesting in an intellectual sense, in addition to its sensed form.



This approach was implemented in a lighting design that communicates the train traffic within the Dutch railway network. The design finds a new balance between quality of information and aesthetics by implicating, rather than explicitly stating, information, and by requiring travellers to interpret the presented information for themselves (<http://vimeo.com/18894747>). In the near future, Jeroen will be further exploring the opportunities for aesthetic intellectual experiences in interactive products.



## PUCK PEIJNENBURG

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website\_ [www.puckpeijnenburg.nl](http://www.puckpeijnenburg.nl)

CREATING INSIGHTS ABOUT THE USER AND SERVICE PROVIDER IN QUALITY JOURNALISM.

Puck Peijnenburg graduated as a Communication Multimedia Design from Rotterdam University with a minor in User Experience Design. She is currently working as a freelancer. Puck's graduation project was at *NRC-Media*, a quality Dutch newspaper. She investigated ways to create new services. Her research focused on content and context, examining how these could be used such that the results would be interesting for users and stakeholders alike. Puck added more value by creating insights into users' needs and the organisation's working process.

Puck has worked on a broad variety of products and services. Puck made a prototype for an iPad application for a Dutch newspaper. Metadata from the TV programme and the daily newspaper are used to create an application that couples the timeline and topics of the TV broadcast with the newspaper articles. Puck intends to do more projects that are user centred, where she can create insights about the user and the service provider. Think about the digital possibilities for both and add value to their services; test, evaluate and improve processes and services.



### FACTSHEET

BA (Honours) in Communication and Multimedia Design with a minor in User Experience Design, Rotterdam University of Applied Science

Graduation internship at NRC

### ATTACHMENTS



### TAGS:

- DATAVISUALISATION
- EXPERIENCE DESIGN
- SERVICE DESIGN
- THEORY
- USABILITY DESIGN
- VISUALS



### FACTSHEET

Advertising Studies at the Willem de Kooning Academy, Rotterdam

Advertising Exchange Programme, School of Visual Arts, New York

BA in International Communication Management, INHOLLAND University of Applied Sciences

Co-founder Wonder Years (see Daan van Dam)

### ATTACHMENTS



### TAGS:

- BRANDING
- MOBILE
- SERVICE DESIGN
- TRANSMEDIA



## BAS VAN DE POEL (& DAAN VAN DAM)

e-mail\_ [bas@wonderyears.nl](mailto:bas@wonderyears.nl)  
website\_ [www.wonderyears.nl](http://www.wonderyears.nl)

WE MAKE STUFF.

Bas van de Poel and Daan van Dam study Advertising at the Willem de Kooning Academy in Rotterdam. They work together as a creative team and partnered up to become Wonder Years. They both share a passion for the unknown, the different and in the weekend they like to 'kick back with a few good sci-fi novels and 70s porn flicks'. They trained at different agencies like Achtung!, JWT New York, DDB and Boondoggle.

Currently Bas and Daan are redefining the word 'sleep' at Crispin Porter + Bogusky Miami, [www.cpbgroup.com](http://www.cpbgroup.com). CP+B is a factory. A factory that makes advertising, interactive, branded content and products. There is no assembly line. All the work is custom-designed and assembled by hand. They are a quirky team and have, for example, landed a job via Twitter at a leading advertising agency. Another project of theirs is *Become a Legend* - an 'interactive' T-shirt, which united Dutch football fans with the national football team during the 2010 Fifa World Cup.



## LAURENS PROFITTLICH

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website\_ [www.teletekstisdood.com](http://www.teletekstisdood.com)

CONNECTING GOOD, LOVING PEOPLE TO SPECIAL MOMENTS BY COMBINING EMOTIONAL NEEDS WITH TECHNICAL DEVELOPMENT.

Laurens Profittlich is studying Informatics at The Hague University of Applied Sciences. He is always on the lookout for interesting and unexplored challenges in the area where sociology and technology meet. Though he is technically still a student, Laurens has already proved himself in the real world where things are changing faster and faster. He has worked as a freelancer under the name Profikid for over three years, for clients such as Today'sArt Festival.

Laurens is the co-founder of *Teletekst is dood* (TID), a transdisciplinary collective from The Hague that represents a new generation. Teletekst is dood creates and designs projects about social topics and developments through art, media, technology and interaction. He also works as programming and marketing director at Langweiligheit, a hippy-driven foundation that has their own record label, club, festival, agency, and a growing worldwide network of engaged friends and artists.



### FACTSHEET

BA in Informatics (expected), The Hague University of Applied Sciences

Internship at 'Automatique'

Co-founder transdisciplinary collective Teletekst is dood, The Hague

Initiator Mjrtaekmondays, a platform for young musical talent, The Hague

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- CROWDING
- EXPERIENCE DESIGN
- MEDIA ART
- TRANSMEDIA
- WEB CODE



### FACTSHEET

BA in Information & Interactive Media Design, ArtEZ Institute of the Arts, minor in Digital Typography

Works at: United Visual Artists (UK): [www.uva.co.uk](http://www.uva.co.uk)

### ATTACHMENTS



### TAGS:

- CREATIVE CODE
- DATAVISUALISATION
- MEDIA ART
- VISUALS



## TIEMEN RAPATI

e-mail\_ [tiemen@tiemenrapati.com](mailto:tiemen@tiemenrapati.com)  
website\_ [www.tiemenrapati.com](http://www.tiemenrapati.com)

CONCEPT, CODE & AESTHETICS.

Tiemen Rapati is a young designer wandering at the intersections of art, design and technology — pixels and print — 2D and 3D — raw data and poetics. Exploring the fields of graphic design, architecture, data visualisation, photography and code, he moulds his interests into the best shape he can. Recently graduated from the ArtEZ Institute of the Arts in Arnhem, his work is already on display at the NEMO Science Centre in Amsterdam, and has been featured on Today'sArt Festival 2009 in The Hague, GoShort Festival 2009 in Nijmegen and the 2010 Discovery Festival in Amsterdam. During the summer of 2010 Tiemen interned with United Visual Artists in London for three months, and has been hired to continue his work there. United Visual Artists are a British-based collective whose current practice spans permanent architectural installations, live performances and responsive installations.

Tiemen's graduation projects are *ESCAPE* and *ALEPH*. *ESCAPE* takes on the experience of digital landscapes and *ALEPH* is an interactive visualisation of his memory. Previous works include *Colour Dynamics*, where Tiemen delayed the RGB channels in a real-time, showing movement in colours, while everything static remains black and white, and collaborative project *Soundportraits* where live data from a webcam is converted to sound, and back again into image.



## NATALIA SANCHEZ

e-mail\_ natalia.san.que@gmail.com

MEDIA RESEARCHER. COMMUNICATION, EMOTIONS, BODY AND TECHNOLOGY.



Natalia Sanchez Querubin is a media researcher. Parallel to her academic work, she currently collaborates with *Unfold Amsterdam* on promoting partnerships between *Unfold* and similar projects and companies that have shared goals. Natalia has a background in Literature and Art and was awarded her Master's Degree in Media Studies by the University of Amsterdam. Natalia is especially interested in the intersections between emotions, corporeality and technology. Her graduation dissertation explored the visual and technological strategies that are used to communicate physical suffering in spaces such as video games, advertisements and body performances, and the potential for pain to create unique relational structures between individuals.



Natalia belongs to the research collective A.I.M (Adventures in Multimodality), which studies genres that often combine more than one modality, such as comics or advertisements. She shares administrative responsibilities for the A.I.M blog with Prof. Charles Forceville. She has collaborated with the Digital Methods Initiative, which investigates methodology, authority and value pertaining to natively digital structures and data. During this collaboration she developed a project about search engines and their criteria to define language and national spheres. She is also experimenting with colour-coded data patterns and drawing.



### FACTSHEET

MA Media Studies,  
University of Amsterdam

Worked in Colombia as a producer and scriptwriter for the documentary *Thus the Coynt Boy Sang at the Seashore* (2009):  
<http://vimeo.com/5530076>

Coordinator and curatorial assistant for the *Cartas de la Persistencia* project:  
<http://www.lablqa.org/cartas-de-la-persistencia>

### ATTACHMENTS

I was told when I grew up I could be anything I wanted



...so I became a bird.

### TAGS:



BRANDING



GAME



MEDIA ART



THEORY



## JAVIER SANCHO

e-mail\_ javi.sancho@gmail.com  
website\_ [twitter.com/yojavisan](http://twitter.com/yojavisan)

INDEPENDENT GAMES & NEW MEDIA FREELANCER: PRODUCER, CRITIC, RESEARCHER, VERSATILE, EXPLORER, GAMER, GEEK.

Javier Sancho has a Bachelor's Degree in Theatre, Film and Television Studies from the University of Utrecht. Javier also received an MA with distinction in New Media and Digital Culture from the same university. His MA dissertation, *Exploring Computer Game Dramaturgy*, promotes a cross-disciplinary approach that focuses on understanding creative choices and their relation to the dramaturgy of the game-play experience. Javier strives to bridge the gap between academic research into games and the creative practice of game design and development.

Javier currently works freelance as a game developer for *GewGawGames*, as a producer for *SETUP* and as a writer *CJP Magazine*. Javier first gained experience working for *Nintendo* and *UTRAX*. He then worked for *Philips Research*, developing the educational gaming platform *TagTiles*. As a producer at *SETUP* he now organises new media events that appeal to insiders as well as newcomers to gaming and media culture. *GewGawGames* won a prize with the game *Bewbees* at the *Global Game Jam 2011*. The game is still in development and he is working on making the product a successful enterprise.

### FACTSHEET

MA with distinction in New Media and Digital Culture,  
University of Utrecht

BA in Theatre, Film and Television Studies,  
University of Utrecht

### ATTACHMENTS

EXPLORING COMPUTER GAME DRAMATURGY  
An exploration into the dramaturgy of computer games and the relation between game design and dramaturgy.

Author: Javier Sancho  
Advisor: Prof. Dr. J. van Marrewijk  
Date: 2011



### TAGS:

EXPERIENCE DESIGN



GAME



THEORY



TRANSMEDIA





## ANJA SCHENKELS

e-mail [a.schenkels@hotmail.com](mailto:a.schenkels@hotmail.com)  
website [www.linkedin.com/in/anjaschenkels](http://www.linkedin.com/in/anjaschenkels)

CREATIVE INTERNET AND MULTIMEDIA EXPERT WHO LOVES TO WRITE.

*'I never expected that I would be nominated for the HOT100. The number of talented people within the creative industry is huge; therefore, I am grateful that I have the opportunity to display my work. I'm looking forward to meeting lots of talented colleagues.'*

After completing her Bachelor's Degree in Journalism, Anja Schenkels wanted to explore her creative side and went on to study another degree in Communication and Multimedia Design. The combination of the two degrees has proven to be a fruitful choice with the growth of the Internet, as it has equipped her with skills she can use in online and offline media.

Anja Schenkels currently works at a sports and recreation area in south Eindhoven called *Genneper Parken*. She manages the central website and the websites of the three largest accommodation units. Anja also advises the other nine accommodation units about their online marketing and communication strategies. She is responsible for the development of the central website and the creation of a strategic Internet and multimedia plan for the various accommodation units at *Genneper Parken*, of which the Internet now plays a key part.



### FACTSHEET

BA in Communication and Multimedia Design, The Hague University of Applied Sciences

BA in Journalism, Fontys University of Applied Sciences

Writer/editor for the web and for various articles in magazines/newspapers such as *Plug Out*, *Yes*, *Eindhovens Dagblad*

### ATTACHMENTS



### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- USABILITY DESIGN
- VISUALS



### FACTSHEET

BA in Art and Cross Media Design, ArtEZ Institute for the Arts

Internship at motion graphic design company HollandCentraal

### ATTACHMENTS



### TAGS:

- ANIMATION
- AUDIOVISUAL
- BRANDING
- TRANSMEDIA
- VISUALS



## SEBASTIAN SCHNEIDER

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website [www.sschneider.info](http://www.sschneider.info)

LET'S MAKE SOME KEY FRAMES!

Sebastian Schneider is a Cross Media Designer from Germany. He is currently based in Enschede in the Netherlands where he graduated with a Bachelor's Degree in Art and Cross Media Design from the ArtEZ Institute of the Arts. Sebastian's work incorporates different kinds of media, but he is passionate about interactive design and animation using Photoshop, Illustrator, After Effects and Cinema 4D.

As an intern at HollandCentraal, a concept and motion graphic design company, Sebastian was tasked with creating animations in After Effect and Cinema 4D. He edited, encoded and performed all the necessary technical changes to existing designs. The internship equipped him with the hands-on experience he needed to continue developing his own projects. For his final course project Sebastian designed the programme *A Comment On Current Topics* for the CCT News TV channel. This provided him with the opportunity to state his own opinions on current topics about the moving image and the different techniques used to create them.



## ADRI SCHOKKER

e-mail\_  
website\_

adri@snowvideo.nl  
www.snowvideo.nl

COLLECTING BODILY TRACES OF SPECTATORS AS DATA TO COMPLETE INSTALLATIONS.

Media artist and VJ Adri Schokker, has a Master of Fine Arts Degree from the Frank Mohr Institute, University of Applied Sciences Groningen, and a Bachelor's Degree in Sculpture from the Constantijn Huygens Art Academy. Adri's graduation work *Reconstruction of a Catastrophe* used 3D full body scans and prints of the audience to recreate a scene that shows the moment after a catastrophic event resulting in a narrative that describes the consequences of a destructive force.

Since 2001 Adri has collaborated with Ruben Boxman (see elsewhere in this booklet) as the interdisciplinary artistic duo Snow. Their work includes interactive video installations, media concepts for theatre, and participatory VJ performances (*Nou&Herkauw*). In their work they combine many different high-tech and low-tech techniques and materials, balancing between the worlds of the tangible, the analogue and the digital. Because of their backgrounds in sculpture they like to make things, build spaces and create miniatures, but always combine this with creating interaction, developing media tools and writing code. They explore themes such as the individual versus the masses, *not/networks*, the digital image versus the physical world, participatory processes, and the power of the masses.



### FACTSHEET

MA in Fine Arts, the Frank Mohr Institute, University of Applied Sciences

BA in Sculpture, the Constantijn Huygens Art Academy

Co-founder of Snow  
www.snowvideo.nl

### ATTACHMENTS



### TAGS:

- CROWDING
- DATAVISUALISATION
- MEDIA ART
- TRANSMEDIA
- VISUALS



### FACTSHEET

MSc in Industrial Design, Eindhoven Technical University

BSc in Industrial Design, Eindhoven Technical University

### ATTACHMENTS



## BILLY SCHONENBERG

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website\_

billy.schonenberg@gmail.com  
www.billy.nl

DESIGN IS STORYTELLING.

Billy Schonenberg is a designer with a passion for stories and illustrations. He works as a designer and researcher at Eco-currency, an initiative that tries to enhance the harmonisation of the ecology of economics and the ecology of the environment. Billy believes design can be used as a canvas on which you can almost literally draw. He uses this idea of a canvas as a source of inspiration and insights from other fields such as history, biology and art. He combines these fields to tell interesting stories, raise questions and address issues/create awareness in society. This is what drives Billy.

Billy has a Bachelor's and a Master's Degree in Industrial Design from Eindhoven University of Technology. In the final year of his bachelor degree, Billy travelled to Japan to work for the Advanced Telecommunications Research Institute International in Kyoto. He designed the interface and interaction design of a handheld translation system. This is a two-way speech-to-speech system that translates English to Japanese.

### TAGS:

- CREATIVE CODE
- EXPERIENCE DESIGN
- MEDIA ART
- VISUALS



## EMINA SENDJAREVIC

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website\_



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linkedin.com/pub/emina-sendjarevic/18/96a/a3b

RESEARCH IS POWER, CREATIVITY IS KEY.

Emina Sendjarevic recently completed her Master's Degree in New Media at the University of Amsterdam and is now working on the publication of her paper *Neutral or National Point of View*, in which she deploys Wikipedia's language versions as a cultural reference to analyse the 'national' version of events in articles about the Srebrenica genocide.

During her undergraduate course in Communication Science, she became intrigued by the power of (new) media. Emina participated in an exchange programme and studied at Universidad Autonoma de Barcelona for the final year of her bachelor degree. She focused on visual narratives, cultural analysis and creative strategy. After graduating with a Bachelor's Degree in Communication Science she worked as a junior webmaster for Mediamatic Foundation and Lab, fostering community formation and participation within Mediamatic.



### FACTSHEET

BA in Communication Science, the University of Amsterdam

MA in New Media, University of Amsterdam

'Neutral or National Point of View' paper, forthcoming 2011

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- EXPERIENCE DESIGN
- MEDIA ART
- THEORY
- USABILITY DESIGN



## NIK SLUIJS

e-mail\_  
website\_



hello@niksluijs.nl  
www.niksluijs.nl



COMMERCIAL CREATIVE FOR THE DIGITAL ERA.

Initially, Nik Sluijs intended to be a professional football player, but unfortunately lacked the talent. He decided to dive into architecture. After spending two years at Delft University of Technology, it was time for him to pursue his true passion: Advertising. He regards this as a casual field where commerce, creativity, technology and extensive lunches meet. He studies Advertising at the Willem de Kooning Academy (Rotterdam) and has a minor in Crossmedia and Technology. He has worked for creative agencies such as Fitzroy, Selmore and Mortierbrigade (Brussels). Currently NIK is doing a five-month creative internship at N=5, the largest independent advertising agency in the Netherlands, with clients like KPN, LOI, Mercedes-Benz, NUON, Telfort and XS4ALL.

Nik created the Beachmaster Blurshirt, a shirt that protects the wearer from going viral in a bad way. If a picture of the shirt is uploaded to Hyves, the special print will be automatically recognised and the face of the person wearing the shirt will be blurred beyond recognition. In the near future, NIK hopes to witness the full integration of the offline and online world, and to make work that truly changes the way people think or act. His ambition goes far beyond just selling the next best strawberry-flavoured soda.



### FACTSHEET

Studied Architecture at Delft University of Technology

Studying Advertising at Willem de Kooning Academy

Minor in Crossmedia and Technology, Willem de Kooning Academy

Internship at N=5

### ATTACHMENTS



### TAGS:

- BRANDING
- DATAVISUALISATION
- GAME
- SERVICE DESIGN
- TRANSMEDIA



## XANDER STOLWIJK



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website\_ xanderstolwijk.wordpress.com

CREATIVE AND CRITICAL THINKER. AT HIS BEST IN THE ROLE OF TEAM CAPTAIN IN A MULTI-DISCIPLINARY TEAM WORKING ON NEW MEDIA PROJECTS.



Xander Stolwijk studied Information and Communication Technologies and Electronics, followed by a course on Media, Marketing and Publishing at the Hogeschool van Amsterdam, University of Applied Sciences. He then completed a pre-Master and Master's in New Media and holds a Master of Arts in Media Studies from the University of Amsterdam.

Xander worked as the team captain on the Mobile Tagging project at the MediaLAB Amsterdam, commissioned by Sparked and Randstad employment agency. This project was organised around the development of a QR-code campaign linking offline media with Randstad's online job service, appealing to the target group's interests by making use of Smartphone technology. Xander also participated in the Metareporter research project by investigating and reporting on how new media are portrayed on a daily basis in Dutch newspapers. He also contributed to the Master's of Media Research blog by analysing and writing critical reports about the ways in which new media productions articulate social and cultural practices. Xander's ambition is to keep working on new media projects with a multidisciplinary team in the function of team captain.



### FACTSHEET

MA in New Media,  
University of Amsterdam

BA in Media, Marketing  
and Publishing,  
Hogeschool van  
Amsterdam, University  
of Applied Sciences

Metareporter:  
metareporter.nl/2009

Masters of Media: master-  
sofmedia.hum.uva.nl

### ATTACHMENTS



### TAGS:

- ANIMATION
- DATAVISUALISATION
- MEDIA ART
- MOBILE
- THEORY
- VISUALS



### FACTSHEET

BA in Art and Crossmedia  
Design, ArtEZ Institute for  
the Arts

Works at in0seconds

Part of the Digital Film  
Lab (DFL)

Worked a lot with the  
band Stephy June

### ATTACHMENTS



### TAGS:

- ANIMATION
- TRANSMEDIA
- VISUALS



## GAYNELLE SZOBOSZLAI

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website\_ www.gaynelle.nl

(.....INSERT AWESOME TAGLINE.....)

When Gaynelle Szoboszalai first started her studies at the ArtEZ Instituut for the Arts, she did so with the intention of becoming a photographer. But she felt limited by the medium of photography, and the moving image is what ultimately inspired Gaynelle to switch to Art and Crossmedia Design. She made a music video and an animation video for her final project. Gaynelle wanted these two projects to reveal the two sides of her personality: one side shows how well she works conceptually and the other side revealed her desire to tell stories about monkeys in space.



Gaynelle's work can start with a well thought out concept or something that comes to mind while making a toasted cheese sandwich. What has always fascinated her about creating images is the possibility of expressing yourself and placing the world in a different perspective. This makes it an interesting vehicle to communicate thoughts and ideas.



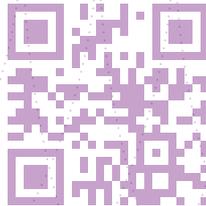
## BREE TAHAPARY

e-mail [message4bree@gmail.com](mailto:message4bree@gmail.com)  
 website [www.digibreet.nl](http://www.digibreet.nl)

CRITICAL, POSITIVE-MINDED AND CREATIVE SPIRIT WITH A PASSION FOR NEW MEDIA AND ART.

It was while studying for his Bachelor's Degree in New Media that Bree developed an interest in the concept of space and how new media can affect it. For his graduation project at the MediaLAB Amsterdam he was a member of an interdisciplinary team that created the first ever augmented reality art exhibition in Dutch public space for the Stedelijk Museum in Amsterdam. This exhibition, which uses the Layar Reality Browser on Android and iPhones, was part of the museum's ARtours programme.

Bree became an intern for the communication and marketing department at Theatre and Production Company MC. He worked on a variety of projects and one of his tasks was to make a design for a mobile application. After his internship Bree continued to work for MC as an art and culture journalist. Bree is also a web editor and a volunteer for Buka Mulu, a platform for Dutch Moluccan youth aspiring to improve their position in Dutch society.



### FACTSHEET

MA student New Media,  
University of Amsterdam

BA in New Media,  
University of Amsterdam.

Culture journalist for MC

Web editor for the website  
Buka Mulu (meaning 'open  
your mouth' or 'speak')  
for the Dutch Moluccan  
youth.

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- CROWDING
- MEDIA ART
- MOBILE
- THEORY



### FACTSHEET

BA in Communication  
and Multimedia Design,  
NHL University of Applied  
Sciences

Internship at Playability,  
computer games

Graphic designer at  
Miracle Arts, e-learning  
company

Specialties: Drawing,  
Character Design, Game  
Design, Education, Serious  
Games

### ATTACHMENTS



## STEFAN TERWIJN

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 website [miraclebooks.blogspot.com](http://miraclebooks.blogspot.com)

DEVELOPING INTERACTIVE CHILDREN'S BOOKS THAT COMBINE EDUCATION WITH FUN AND THE INTERACTIVITY OF THE IPAD.

Throughout his studies at NHL University of Applied Sciences, Stefan Terwijn has been interested in creating software that stimulates education. For his graduation project he created an interactive book for children aged between four and seven. He cleverly combined the interactive elements of the iPad app with the storyline so that the experience requires more than merely tapping the screen. For the readers, it's as if they are working together with the character to help him solve the problem. In the future Stefan wants to create more apps that are fun to play, but which at the same time educate young children without them even noticing.

Stefan and some of his friends started their own company and created software for Educatief, an educational publisher, as a part of their software environment. He did his graduation internship at Playability, where his work included a game and an educational introduction film about diabetes. Stefan was also part of a team that created an educational TV production where they created the entire concept and script as well as all the characters and their different roles.



## DAVID VAN TOOR

e-mail [davidvtoor@gmail.com](mailto:davidvtoor@gmail.com)

UNDERSTANDING EVER-CHANGING USER BEHAVIOUR & NEW MEDIA DESIGN BY PROVIDING INSIGHTS INTO THE APPLICATIONS.

After David van Toor finished his undergraduate course in Interactive Media at the University of Applied Sciences in Amsterdam, he worked for two years as a web editor for an online travel magazine *AddMissions* and for the Department of Waterways and Public Works (*Rijkswaterstaat*). To augment his practical experience with theory he decided to do a Master's course in New Media and Digital Culture at Utrecht University.

During his internship at the Institute for Sound and Vision in Hilversum he helped develop the Picture War Monuments mobile application. This iOS-based native iPhone application enriches a visit to the 200 most important war monuments in the Netherlands. It is an audiovisual heritage tour with on-site textual information that provides historical content in a meaningful context. His master's dissertation is about usability and user-experiences relating to digital cultural heritage and mobile applications for smartphones. The Picture War Monuments application is an integral part of the dissertation. He also became the co-author of a 'proceedings' selected paper about the project for the International Museums and the Web conference 2011, hosted in Philadelphia, US.



### FACTSHEET

MA in New Media and Digital Culture, Utrecht University

BA in Interactive Media, The University of Applied Sciences Amsterdam

Two year's work experience as a web editor/content manager for *AddMission*, and Rijkswaterstaat Corporate Service

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- CROWDING
- MOBILE
- THEORY
- USABILITY DESIGN



### FACTSHEET

BA in ICT and Media, The Hague University of Applied Sciences

Research blog about the use of social media: [tinyurl.com/6dyb12](http://tinyurl.com/6dyb12)

### ATTACHMENTS



## KELLY VAN DER TOORN

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website [www.kellyvandertoorn.nl](http://www.kellyvandertoorn.nl)

SOCIAL MEDIA GEEK AND BLOGGER. PLAYFUL: GENUINE CONTENT VERSUS COMMERCIAL GOALS. CREATIVE CONCEPT DEVELOPER.

The students at the ICT and Media Department of The Hague University of Applied Sciences might not realise when they relax on the sofa in the department's study area department they are sitting on one of Kelly van der Toorn's successful designs. As a member of the student union's marketing commission she developed a new house style. Kelly designed video icons, poster formats, a new website and stickers. The designs were such a success that Kelly was asked to create a print for the sofa.

Kelly van der Toorn recently graduated with a Bachelor's Degree in Communication and Multimedia Design from The Hague University of Applied Sciences. In her final year she worked as an intern for the recruitment agency RAVE-cruitment. She re-designed their corporate website and incorporated social media instead of merely adding a Facebook, Twitter or LinkedIn icon. The new design was based on a survey she did among IT professionals. To analyse the 750 responses she followed a three-day course at Qlikview. Qlikview is a new 'hot and happening' business intelligence tool. The new RAVE-cruitment site can be viewed online.

### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- MEDIA ART
- USABILITY DESIGN



## ROGÉR VERSCHEIJDEN

e-mail\_ [roger@verscheijden.nl](mailto:roger@verscheijden.nl)  
website\_ [www.verscheijden.nl](http://www.verscheijden.nl)

CLOSING THE GAP BETWEEN PEOPLE AND THEIR TECHNOLOGY.

Rogér Verscheijden has always had a passion for technology, and his attraction to pretty much anything that beeps or blinks became more serious during his studies when he learned about humans and the way they interact with technology. Rogér is interested in the way people think, the choices they make and the things that motivate them. He always immerses himself in the issues he researches, then he takes a step back and tries to find a solution in not only his own, but also other disciplines.

Rogér's projects often introduce new ways to use technology to extend humans. For example, his graduation project *Totem* is an experimental interactive installation based on the way the human brain stores memories. The interactions between lots of people are recorded with a camera and microphone. A piece of code then uses a smart algorithm to filter specific data from these interactions and translates it to a unique pattern. Fifteen pumps drop coloured ink onto different areas of a canvas and five servo motors below the canvas lift certain parts of the fabric to make the ink flow in different directions, producing a painting that represents the interaction that has just taken place.



### FACTSHEET

BA in Communication and Multimedia Design, Avans Hogeschool, University of Applied sciences

Co-founder of Bureau Semafoor, identity development and interactive applications:  
[www.bureausemafoor.nl](http://www.bureausemafoor.nl)

### ATTACHMENTS



### TAGS:

- BRANDING
- CREATIVE CODE
- DATAVISUALISATION
- EXPERIENCE DESIGN
- VISUALS



### FACTSHEET

BA in Fine Arts, Minerva Academy in Groningen, spent a semester in New York

*Luxury Survival Guide:* an instruction manual on 'how to survive in luxury':  
[lenavanderwal.com/luxurysurvivalguide.html](http://lenavanderwal.com/luxurysurvivalguide.html)

*Period Pad Games:* a stamp set for your period pad that hopefully makes having your period more fun:  
[lenavanderwal.com/periodpadgames.html](http://lenavanderwal.com/periodpadgames.html)

### ATTACHMENTS



### TAGS:

- BRANDING
- EXPERIENCE DESIGN
- TRANSMEDIA



## LENA VAN DER WAL

e-mail\_ [info@lenavanderwal.com](mailto:info@lenavanderwal.com)  
website\_ [www.lenavanderwal.com](http://www.lenavanderwal.com)

CREATES NEW EXPERIENCES OF OUR EVERYDAY WORLD BY CROSSING BOUNDARIES AND MIXING UP ELEMENTS.

Lena van der Wal recently graduated from Minerva Academy in Groningen. Lena observes the world in a playful way. She finds seemingly opposing elements from our daily life and melts them together in an object or a series of objects, combining her practice as a fine artist with the practice of a designer. She uses humour and contradiction to question the meaning of functionality when placed back in the context of nature and evolution.

For her graduation project, Lena van der Wal merged the museum with a department store. In a showroom she presented her *Inside Outside Interior*. This collection of furniture – ranging from tableware to a planter – is made entirely of those materials that are used to construct a house that become invisible once the house is ready to decorate: insulation material, styrofoam, underlayment wood, concrete, radiator foil and so on. Even the little strings that hold the price tags were made from masonry strings. Lena is self-employed and reveals beauty in places where we don't expect it, while implementing a Robinson Crusoe-esque way of living in our present time.



## PETER VAN DER WERVE

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website\_

info@petervdwerpe.nl  
www.petervdwerpe.nl

CRITICAL OLD AND NEW MEDIA DESIGNER.

Peter van der Werpe graduated from the Graphic Lyceum Rotterdam in 2007, with a degree in Digital Media Design. He went on to study Interactive Multimedia at the Willem de Koning Academy in Rotterdam and graduated in 2011. Peter's work focuses on combining analogue and digital media. His main activities consist of installations and interactive video works. If you had to describe Peter's work in one sentence it would be: 'Interactivity and electronics combined with a healthy dose of critical humour'.

Peter completed several graduation projects, including *doorCam*, a webcam that is embedded in your front door. When someone rings your doorbell, it creates a short video that is automatically e-mailed to your Smartphone, notifying you of the visitor. His main graduation project is *irProjector*, an installation that creates projections with infrared light that are invisible to the human eye. These projections are pointed at the field of view of CCTV cameras in the city of Rotterdam. The project aims to create an awareness of privacy amongst the security guards monitoring these cameras by means of projected images and texts such as "Error 404: Privacy not found".



### FACTSHEET

BA in Interactive Multimedia, Willem de Koning Academy

Degree in Digital Media Design, Graphic Lyceum Rotterdam

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- EXPERIENCE DESIGN
- MEDIA ART
- TRANSMEDIA
- VISUALS

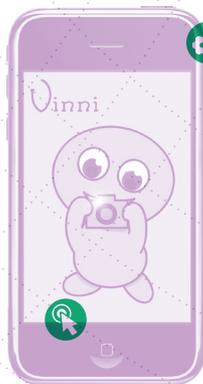


### FACTSHEET

MA in Creative Design for Digital Cultures, Utrecht School of the Arts

BA in Interaction Design, Utrecht School of the Arts

### ATTACHMENTS



### TAGS:

- EXPERIENCE DESIGN
- MOBILE
- SERVICE DESIGN
- THEORY
- USABILITY DESIGN



## HILDE DE WIT

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website\_

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www.hilde.in

DESIGNING NEW, CRAZY AND FUN POSSIBILITIES THAT CHALLENGE TARGET AUDIENCES WITH THINGS THEY NEVER THOUGHT THEY WOULD SEE!

Hilde de Wit works at the Accessibility Foundation as an Interaction Designer. With new technologies, and devices like the iPhone, the foundation creates new opportunities for disabled people. Hilde always tries to let the results of user-research drive the decisions during the design process. By using various media such as mobile applications, Augmented Reality, websites and hardware she tries to find creative solutions for a specific target audience.

Hilde graduated with a Bachelor's Degree in Interaction Design and a Master of Arts Degree in Creative Design for Digital Cultures at Utrecht School of the Arts. For her graduation project she designed the application *Vinni* for people with a cognitive disability. Cognitively disabled people can use Vinni on their iPod Touch to take pictures of their daily activities and express their feelings through the use of emoticons. She was amazed when she saw that these people could do things they thought were not possible!



## DANIEL DE ZEEUW (A.K.A. VARVARAS)

e-mail\_ [varvaras@gmail.com](mailto:varvaras@gmail.com)  
website\_ [www.varvaras.net](http://www.varvaras.net)

CONSPIRACY THEORIST, PARA POLITICIAN, PARANOID OF CYBERNETICIANS AND ANTI-OEDIPI, WOULD-BE MUSICIAN, CYNICAL ASSHOLE.

Daniel de Zeeuw has been studying two different degree subjects at two different institutes in Amsterdam. He is attending the Interaction Design and Unstable Media course at the Gerrit Rietveld Art Academy and is studying for a Bachelor's Degree in Philosophy at the University of Amsterdam. He was part of the Art and Research honours programme 2009/10 organised by The University of Amsterdam and the Gerrit Rietveld Academy. This programme was designed for students wanting to enrich their studies with more in-depth knowledge.

Recently Daniel has become increasingly interested in concepts and practices relating to conspiracy theories. For one of his assignments he created a setting (like an internet café/control room) where visitors were forced to become complicit with the conspiring networks he created/augmented. The aim was to break the contemplative hyper-inertia typical of artistic perception models. For this reason, Daniel only used the interface most of us use in our daily lives: a desktop computer. According to Daniel, 'this scared the shit out of most people!' Daniel maintains that the functions of conspiracy theories need to be explored through design-desire, narrative and infection as well.



### FACTSHEET

BA in Interaction design and Unstable Media, Gerrit Rietveld Academy Amsterdam

Studying for a Bachelor's Degree in Philosophy, University of Amsterdam

### ATTACHMENTS



### TAGS:

- AUDIOVISUAL
- MEDIA ART
- THEORY
- WEB CODE



### FACTSHEET

BA in Fine Art and Design, Minerva Academy

Part of the Cargo Cult Collective: [cargocultcollective.nl](http://cargocultcollective.nl)

### ATTACHMENTS



## JOB VAN DER ZWAN

e-mail\_ [info@jobleonard.nl](mailto:info@jobleonard.nl)  
website\_ [www.jobleonard.nl](http://www.jobleonard.nl)

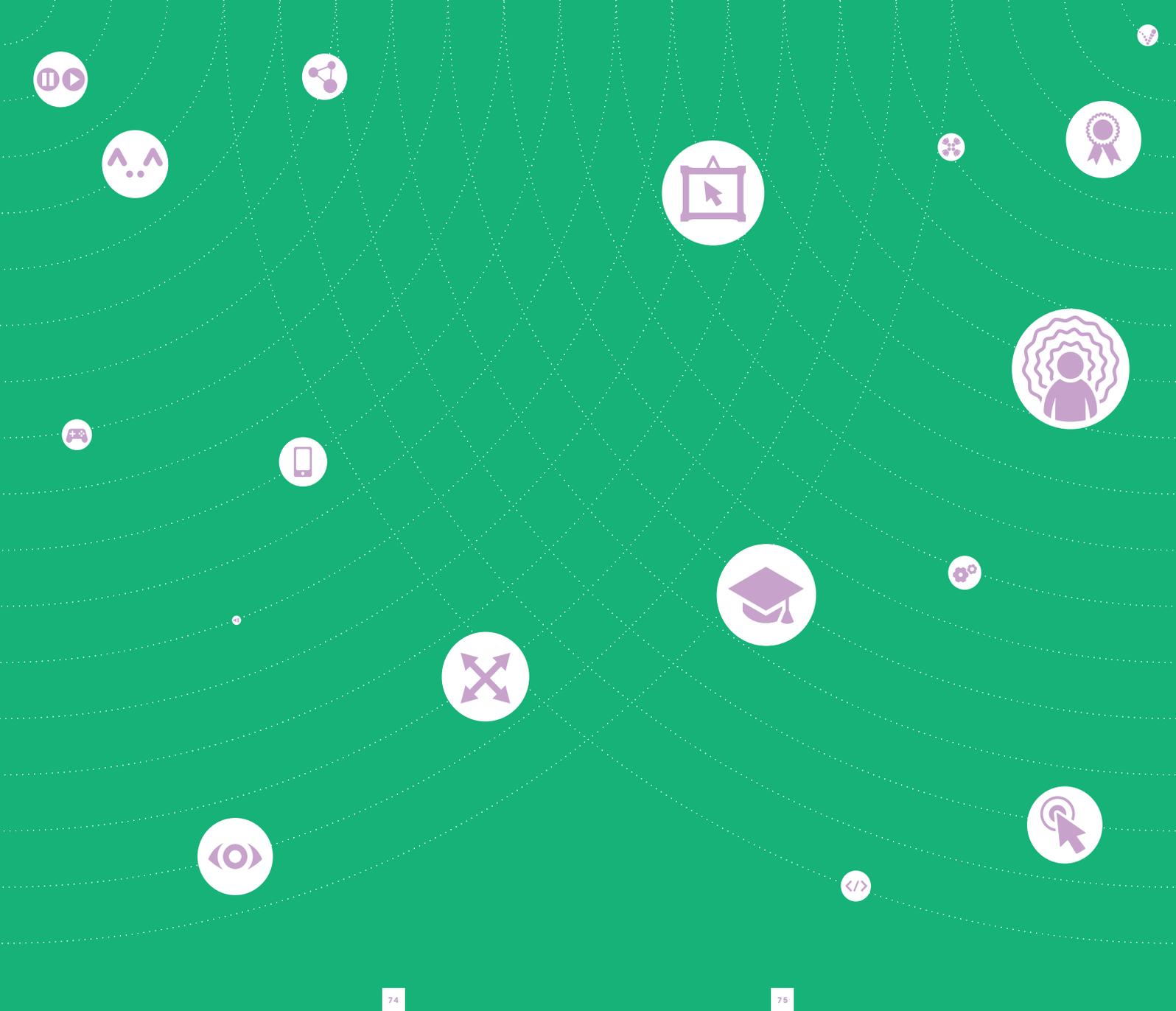
ART WITH SCIENTIFIC INSIGHTS, OFTEN RESULTING IN IDEAS AND AESTHETICS SIMILAR TO ROMANTICISM, ODDLY ENOUGH.

Originally a physics student who never thought of becoming an artist, Job Leonard van der Zwan was and still is very passionate about science. However, his mind wasn't compatible with the scientific rigour required for a researcher, so he took a gamble and switched to studying art at the Minerva Academy, hoping to find an outlet for his love of scientific insights there. The years as an art student were mostly a struggle to reconcile his scientific moral values with those of the art world he now resided in. These are often very different, even though at their core both are about paying careful attention to whatever grabs our attention.

For his graduation project he dove into the fields of philosophy, neuropsychology and their intersection, neurophilosophy, in an attempt to find a way to bridge the differences between them. Based on the scientific theories he read on language acquisition, learning, and how the sort of attention we give to the world shapes our thoughts before the thoughts themselves are even formed, he somehow ended up creating a film installation that can best be described as meditative, moving Impressionist paintings.

### TAGS:

- ANIMATION
- CREATIVE CODE
- EXPERIENCE DESIGN
- MEDIA ART
- THEORY





## HOT100CLUB

Check out this list of all the HOT100s from the first five years. The hottest yearbook in town.

### 2011

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Birgit Bachler  
Juil Barnard  
Charlie Berendsen  
Bas Bergervoet  
David Berghuijs  
Lisette van Blokland  
René Bosch  
Tim Bosje  
Liliana Bounegru  
Ruben Boxman  
Jeffrey Braun  
Nina Caspari  
Tim van Cromvoirt  
Daan van Dam  
Bogomir Doringe  
Femke van Drooge  
Gaby Eenschoten  
Bastiaan Ekeler  
Freek Gerritsen  
Thompson  
Graham Dube  
HongXi Guo  
Jidi Guo  
Heinze Havinga  
Ewoud Heidanus

Marcel van Heist  
Jan Helleman  
Jan Hoogeveen  
Lennart Hofing  
Jasper Hovenga  
Arthur Hulsman  
Catalina Iorga  
Sarah Janssen  
Roland Keesom  
Sammy de Keijne  
Jaime van Kessel  
Didi Koller  
Rajiv Krijnen  
Tim Kurvers  
Vera van der Lubbe  
Yoeran Luteijn  
Inge Maassen  
Phillp Man  
Darija Medic  
Inge Nahuis  
Bart Nederveen  
Joerie Nijhuis  
Roland Pastoor  
Jeroen Peeters  
Puck Peijnenburg

Bas van de Poel  
Laurens Profitlich  
Tiemen Rapati  
Natalia Sanchez  
Javier Sancho  
Anja Schenkels  
Sebastian Schneider  
Adri Schokker  
Billy Schonenberg  
Emina Sendjarevic  
Nik Sluijs  
Xander Stolvijk  
Gaynelle Szoboszlai  
Bree Tahapary  
Stefan Terwijn  
David van Toor  
Kelly van der Toorn  
Roger Verscheijden  
Lena van der Wal  
Peter van de Werve  
Hilde de Wit  
Daniel de Zeeuw  
Job van der Zwan

## 2010

Jan van der Asdonk  
Rosaline Barendregt  
Inge van Beekum  
Bas van Bergen  
Raoul de Boer  
Nicola Bozzi  
Patrick Davelaar  
Merlijn van Eijk  
Carlos García  
Moreno-Torres  
Brian Garret  
Sep Gerritsen  
Eleanor Kathleen  
Grootoank  
John Haltiwanger  
Gordon Hatusuy  
Rob Hebing  
Niek Heegen  
Kasper van Hoek  
Stef Holtz  
Danny Hoogendoorn  
Rian van den Hurk

Siebe Janssen  
Coen de Jong  
Esther Jong  
Hideki Kanno  
Daniëlle Kempen  
Martijn Kersten  
Wouter Klootwijk  
Ruud Kouwenberg  
Gerben Kuipers  
Phillip Man  
Erik van Mastrigt  
Elbert Niezen  
Kim Nooij  
Amanda van  
Noordenne  
Ramses Petronia  
Maurice van de Ree  
David Sampimon  
Selena Savic  
Anouk Schepers  
Noraly Schiet  
Casper Schipper

Sonja-Vanessa Schmitz  
Wendy Segaar  
Giselle Segura Gelink  
Pien van der Steen  
Xander Stolwijk  
Bree Tahapary  
Bastiaan Terhorst  
Jelte Timmer  
Egbert Veenstra  
Henk van der Velden  
Liset Verschoore  
Edwin Verstraten  
Natalie Vijlbrief  
Sjouke Visser  
Rob de Vormer  
Diederik Vrijhoeff  
Martijn van der Wielen  
Jeroen Wielheesen  
Lorena Zevedel  
Alwin Zwets

## 2009

Vincent Akkermans  
Arjan van Amsterdam  
Guus Baggemans  
Stijn Bannier  
Lola Bechtold  
Wouter Beugelsdijk  
Loes Bogers  
Lorenzo de Carlo  
Tanja Dijkman  
Mirjam Dissel  
Tom Geraedts  
Erik de Graaff  
Onno Groen  
Nijs GroBe  
Lemmy-Boy  
Hoogendoorn  
Jacqueline  
van der Horst

Dennis ten Hove  
Hugo Huurdeman  
Sarah Janssen  
Asia Jeruzal  
Jane Johannes  
Marthe Jonkers  
Vera Klandermans  
Arno Klarenbeek  
Marc Köhlbrugge  
Ruth Koppenol  
Joel Laumans  
Christ van Leest  
Joep van Liempd  
Ward Lindhout  
Jasper van Loenen  
Than van Nispen  
tot Pannerden  
Levien Nordeman

Timen Olthof  
Peter Peerdeman  
Jan Reineke  
Lies van Roessel  
Frauke Rösemeier  
Andree Sandkötter  
Sander Stada  
Lianne van Thuijl  
Sander Veenhof  
Arijjan Verboon  
Daan Vinke  
Eelco Wagenaar  
Marek van de Watering  
Laurens van der Wee  
Aukje Wielens  
Thiadmer de Witte  
Hoogeveen  
Wouter Wolters

## 2008

Janneke Adema  
 Kars Alfrink  
 Erik van Alphen  
 Thomas Artz  
 Daan de Bakker  
 Kevin Basari  
 Arent Benthem  
 Karlijn van de Berg  
 Erik Borra  
 Nils Breunese  
 Sylvester Broekhuizen  
 James Burke  
 Alper Çugun  
 Lisa Dalhuijsen  
 Ralph Das  
 Jan Willem Deiman  
 Edial Dekker  
 Rene Derks  
 Michiel van Diesen  
 Fred Dijkstra  
 Matthijs van Doeselaar  
 Nursen Ech-Chammaa  
 Thijs Eerens  
 Luc van Esch  
 Roy Frencken  
 Robert Gaal  
 Bart Gloudemans  
 Liselore Goedhart  
 Lorenz van Gool  
 Gijs Gootjes  
 Charlon de Graav  
 Han van Haren  
 Sarah van Hecken  
 Sven Helder  
 Anne Helmond

Femke Herregraven  
 Iwan van Hierden  
 Eric Holm  
 Juliet Huang  
 Amalia Kallergi  
 Jobina Keteldijk  
 Alexander Klopping  
 Matthijs Konings  
 Kaisu Koski  
 Assia Kraan  
 Jaap Kraan  
 Martin Kulpers  
 Monika Lechner  
 Joost de Leij  
 Simon van der Linden  
 Godfried van Loo  
 Samar Louwe  
 Polle de Maagt  
 Rosa Menkman  
 Matthijs van der Meulen  
 Mijn naam is Haas  
 Riekus van Montfoort  
 Jurriaan Mous  
 Nalden  
 Shirley Niemans  
 Renato Valdés Olmos  
 Tanu Patodia  
 George Paul  
 Ernst-Jan Pfauth  
 Inge Ploum  
 Jelle Raven  
 Peter Robinett  
 Daphne Rosenthal  
 Bernardo van de  
 Schepop

Arjan Scherpenisse  
 Naomi Schiphorst  
 Naveen Sethia  
 Daniel Severin  
 Matthew Shaw  
 Niki Smit  
 Andre Snijder  
 Ellen Spoel  
 Daniel Systma  
 Bastiaan Terhorst  
 Tjerk Timan  
 Eric Toering  
 Pablo Vazquez  
 Edward van der Veen  
 Laura van der Vlies  
 Marloeke  
 van der Vlucht  
 Benjamin Voss  
 Sylvain Vriens  
 Marijn de Vries  
 Hoogerwerff  
 Mieke Vullings  
 Eelco Wagenaar  
 Esther Weltevrede  
 Sjoerd Wennekes  
 Camila Werner  
 Tom van de Wetering  
 Eva Wijers  
 Michiel Wigmans  
 Sebastian Williems  
 Marten Wilmink  
 Alexander Zeh  
 Franziska Zielke

## 2007

Andrea Bozic  
 Mijke Broeders  
 Rolf Coppens  
 Anton van Dellen  
 Rutger Docter  
 Joris van Gelder  
 Nicolo Giacomello  
 Bart Groen  
 Rein Groot  
 Ellis Hartog  
 Annette Hennink  
 Roel van Herpt  
 Menno Huisman

Jeroen Hulscher  
 Merlijn Kouprie  
 Inge Kuijper  
 Elisabeth Leegwater  
 Sylvia van der Leen  
 Kim Liefhebber  
 Catriona de Lig  
 Lotte Meijer  
 Philip Mendels  
 Levien Nordemann  
 Dorus Oerlemans  
 Herjen Oldenbeuving  
 Anne Olthof

Femke van Ooijen  
 Dirk van Oosterbosch  
 Olivier Otten  
 Michael van Schaijk  
 Jasper Scheilling  
 Tijmen Schep  
 Ramon Schreuder  
 Marina Toeters  
 Jurriaan Topper  
 Roel van der Ven  
 Jonas Vorwerk

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