

résumé



Irene van Ophoven (1975)

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Profile

Creative and conceptual thinker, organisational skills, go-getter, insightful and innovative mind-set

Good understanding of storytelling, styling, trends en consumerneeds, networker, commercial sense and knowledge of marketingcommunication

Additional skills

Languages:
Dutch (native)
English, German (good)

Software:
MS Office (Word, Excel, PowerPoint)
Photoshop, Illustrator & InDesign (good)
Sketch-up (basic)

Transport: driver licence B

Education

- 2011 – 2012 Intensive academic year 'Dessin Drawing' at Akademie Vogue Amsterdam.
2009 – 2011 Styling (interior) at Artemis Academy for styling and design, Rotterdam.
Graduation with honor: June 2011.
1995 – 1999 Cultural Studies at University of Amsterdam, Faculty of Humanities.
(Business economics, marketing, civil law, public affairs, art and cultural history, cultural sociology). Masters degree: December 1999.
1994 – 1995 Museology at Reinwardt Academie, Amsterdamse Hogeschool voor de Kunsten, Amsterdam. Propaedeutic degree: June 1995.

Work experience

2016 – 2017 **Authetic Models, Zeewolde**

- job title Freelance stylist
projects
 - Concept and styling complete fairbooth, including execution on site for Maison&Objet Parijs.
 - Translating fairbooth concept for smaller presentations during Springfair Birmingham and Ambiente Frankfurt, including execution on site.

2013 – 2016 **Hilding Anders Nederland, Vroomshoop**

- job title Freelance stylist / concept designer / trendwatcher
projects
 - Design & concept styling:
 - Concept development new bed brand 'Eastborn Urban' (industry specific trendreport, design boxspring bed, night stand, materialisation, fabric-collection and mattress ticking), launched at Furniture Fair Brussels 2015;
 - Interior styling / visual merchandise:
 - Development Point of Sale material package for 30 stores for bed brand Sand (2015).
 - Concept and styling complete fairbooth in Brussels for the brands Eastborn, Pullman, Jensen and Curem (2013-2015).
 - Design and execution of several eye-catching presentation-walls to show the fabriccollections of various brands of Hilding Anders (2014).
 - Styling of showrooms and decorating styled bedrooms in stores for Eastborn and Pullman (2013-2015).
 - Interior styling / interior design:
 - Design cafe-bar for fairbooth of Hilding Anders (2014 en 2015).
 - Concept and design Loft-apartment for photo shoot for Eastborn (2015).

2011 – 2017 **Other freelance assignments on interior concept, styling & design:**

- Makers Unie Zoetermeer / De Bakkerswinkel: productdevelopment multipurpose cloth (gift wrapping, apron, potholder, breadbasket) (2017).
- Daiko Industrial: Visual/trendresearch windowcovering for this Japanes firm (2015).
- Riviera Maison: Trendresearch and collection proposal (pitch 2014).
- Euromaster: restyling waitingroom/office (pitch 2014).
- Asesala: Concept development collection beddingtextiles African market (2013).
- Macintosh Retail Group: Trendresearch several shoe brands (pitch 2013).
- Auping: visual merchandiser for Dutch and Belgian dealers (2011-2013).
- Artex: visual merchandiser for shops in Holland and Belgium (2013).
- Arrange styling material for photo shoots of Beddinghouse (2013).
- QPQ Magazine: Style edior about sustainable products (2011).
- Theater Walhalla Rotterdam: stylist for yearly event (2010-2014).
- Haring Design Rotterdam: Stylist for special requests (resentential).
- Stylink.nl: style/trend editor (and I was asked to speak at a Pecha Kucha Night about my contributions).
- Amsterstampca: Surface designs on sale through this international agency.
- Histor & Flexa: Colour adviser for shopping audience in DIY shops.

2012 **Vroom & Dreesmann (headoffice), Amsterdam**

- job title Assistent concept styling at Living department (Living - Bed/Bad - Cooking)
tasks
 - Involved in making trend presentations a year ahead delivering input for buyer; trend spotting, making moodboards / look books, colour and material charts, designs for cushions; re-colour different designs; delivering input for basic product range of accessories and textiles; making VM guidelines for presenting bedding collection; creating first idea for presentation of goods in sales brochure.

- 2012 – 2017** **Interior (textile) surface designs (non-commissioned, under own name 'Autre Choix')**
 masterclasses by Chang Eung-Bok (Mono Collection, South-Korea) at Domaine de Boisbuchet, France 2015.
 expositions o.a. by Daniel Henry (Textile designer, Belgium) at Grafische Werkplaats TheHague 2014.
 – Open Design Italia, Trento (selected by Dutch Embassy (2015).
 – Salone del Mobile Milaan; group exhibition curated by Tuttobene (2014).
 – Toonkamer Center for Interior Design Utrecht, designplatform (2014).
 – Dutch Design Week Eindhoven; Klokgebouw exhibition curated by Organisation in Design (2013).
- 2008 – 2010** **Thieme Communicatie & Design, Delft**
 job title Senior project manager / consultant communication
 clients Responsible for 'special accounts': Aqualiner (setting up a design competition as marketing instrument for ferryboat), Gemeente Delft (several campaigns about Daily Health), Heineken (setting up structure for their office equipment / stock print, ICTU (Overheid geeft Antwoord), Politie Haaglanden (Magazine), Provincie Noord-Holland (campaign ferryboat), Rijkswaterstaat, Thieme Grafimedia Groep / Holding, SenterNovem.
 tasks Daily contact and consulting clients about information, communication and promotional media, schedules and (de)briefings, creating quotes for commercial media, internal coordination (design and text department), brainstorm, concept and campaign development.
- 2007 – 2008** **National Campaign 'HIER! Nederland Klimaatneutraal', Utrecht**
 job title Project manager communication, working together with several NGO's.
- 2003 – 2008** **Rotterdamse Museumnacht**
 job title Freelance projectmanager / producer
 tasks Planning and monitoring event (12.000 visitors), team management, fundraising and sponsoring, production (e.g. sales, permits, transportation, script), production of PR and other promotional materials, monitor budgets and creating annual reports, coordination of the visitor behaviour research, communication with the 45 participating institutions, organize symposium, setting up thematic outdoor activities.
- 2004 – 2006** **Anno, Den Haag**
 job title Freelance projectmanager Week / Nacht van de Geschiedenis (Week of History)
 tasks Responsible for concept development and project management, Organizing co-operations within the museum and cultural sector (300 institutions), plan, budgeting and monitor project, marcom management, fundraising, team management, coordinate visitors survey. Also development newspaper-special with De Volkskrant.
- 2002 – 2003** **SKVR (Kunst Onder Andere), Rotterdam**
 job title Freelance coordinator creative after-school activities for disadvantaged neighborhood (Brede School in Delfshaven).
- 2003** **Ecodrome Park, Zwolle**
 job title Freelance exhibition curator
 project Conceptdevelopment educational exhibition about 'Water'.
- 2000 – 2008** **Other freelance assignments on art / culture / museums:**
 tasks Project management and organisations of several exhibitions, magazines, music / dance performances and educational projects for primary school
 clients City Library Rotterdam, Cultural Broker, Corpus journey through the human body, Cultuuraanjager Hoeksche Waard Erfgoedhuis Zuid-Holland, Museum of Communication, Museumserver, Onkruid/Roos Events, Theater HAL4 (for hiphop/ opera-production Atalanta).
- 2000 – 2001** **Kinderkunsthal Villa Zebra en Uitgeverij Autoped, Rotterdam**
 job title Staff member and copy editor at children's museum & publisher of non-books.
 tasks Coordinate several artprojects for new building, coordinate events, exhibitions and printed matter, copy editor, fundraising.