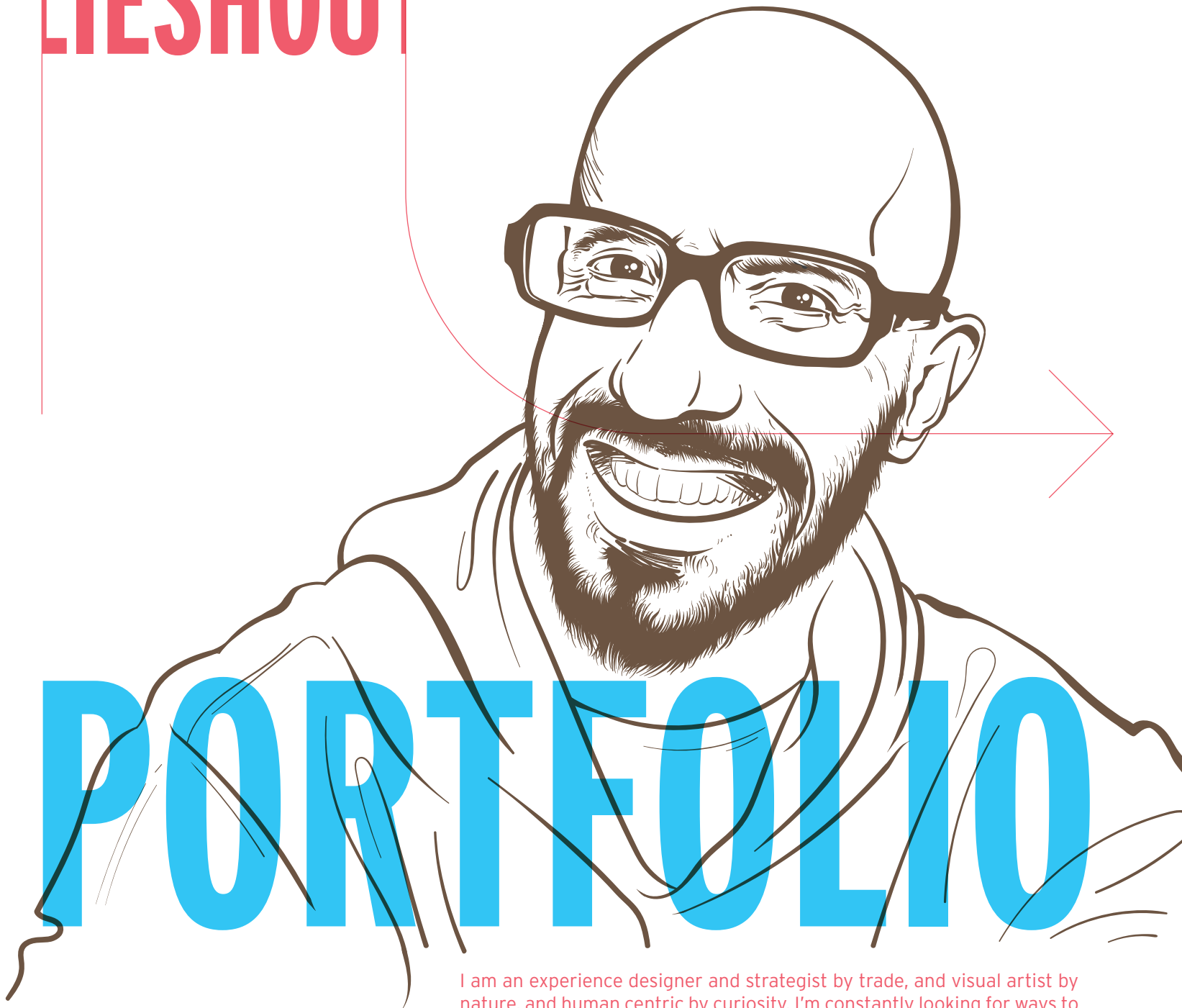


I am

MAARTEN
VAN
LIESHOUT



I am an experience designer and strategist by trade, and visual artist by nature, and human centric by curiosity. I'm constantly looking for ways to create WOW for humans... and sometimes non-humans as well.

CONTENTS

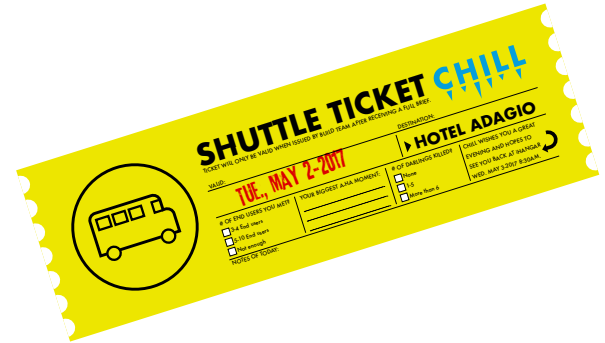
P2
CULTURE CHANGE,
SILICON VALLEY
CHALLENGE



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WHAT PEOPLE SAY
ABOUT ME



CULTURE CHANGE, SILICON VALLEY CHALLENGE

strategy design

coaching

branding

business model innovation

strategic storytelling

2019

My role

Co-designed the program and co-created the curriculum.

Led the creative team delivering the branding and artifacts for the program as well as for each of the four startup teams.

Ran the workshops around prototyping and strategic storytelling.

Coached the four client startup teams.

Responsible for the research, material design and creation of triggers.

Read my blog:

www.businessmodelsinc.com/client-story/wacker/

WACKER

Challenge

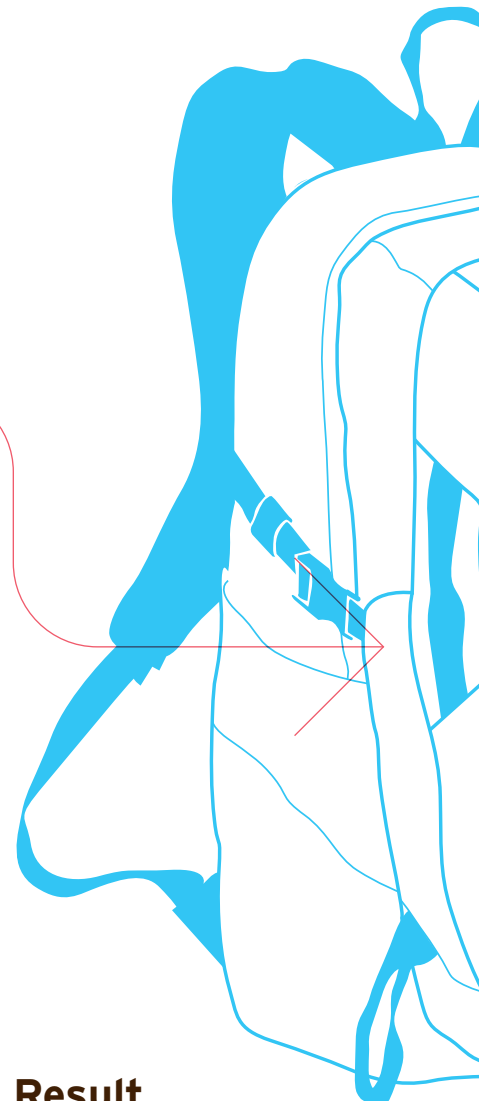
WACKER, an international chemical manufacturer based in Germany, wanted to challenge the status quo and find new future-proof business models while educating the next generation of innovators in design thinking tools, skills, and mindset. Thusly changing the internal culture and becoming more agile and future proof in a fiercely competitive industry.

Approach

To do this, the Silicon Valley Challenge (SVC) was initiated. Our team designed the four-week accelerator program including a series of training workshops, inspirational Silicon Valley company visits, program branding, creative artifacts, and individual branding elements for each team. During this program, the participants had to work on new business models. Besides designing the accelerator - based on design thinking, and tailored to WACKER culture - we coached and trained the participants to become comfortable with uncertainty and design thinking, challenged their point of view and helped them understand the broader context of WACKER and their customers. Out of 350 applicants, 19 employees were selected and formed 3 multi-disciplinary, cross-organizational teams.

Result

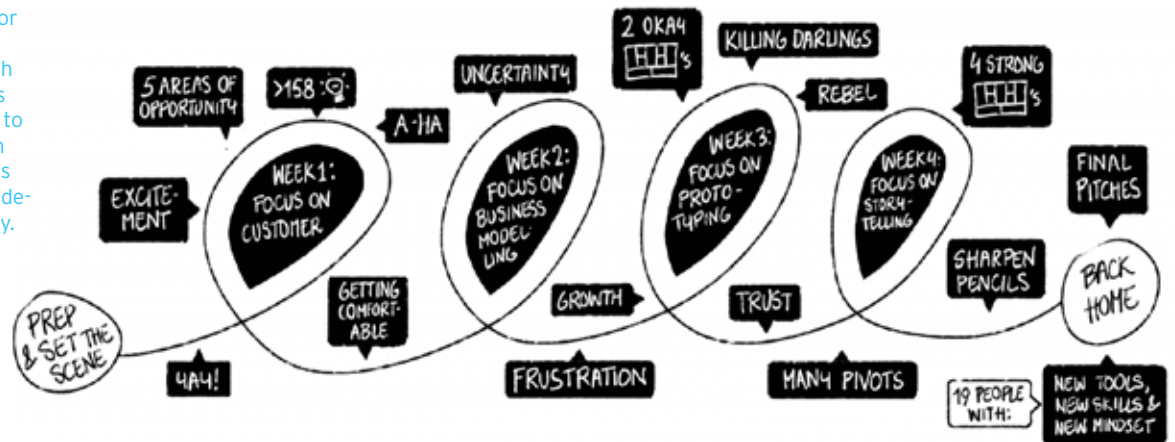
After four weeks of ideation, prototyping, validation and multiple iterations facilitated by me and two colleagues, the teams had generated 300+ ideas, 14 initial business models, and 4 validated business models. The journey ended in Germany, where the three teams pitched their business models to WACKER's board. The results were clear: three out of four business models were resourced. More importantly, the participants became true ambassadors of innovation, with many valuable learning experiences in their pocket.





WACKER

Backpack for every participant with all the tools and means to survive San Francisco as well as the design journey.



"TODAY, WE GOT TO SEE A GLIMPSE OF THE FUTURE OF WACKER"

BOARD OF WACKER



CULTURE CHANGE, BUSINESS ADVOCATES

strategy design

coaching

branding

business model innovation

strategic storytelling

2020



Challenge

The consulting industry has changed radically in the last several decades and continues to change at an exponential rate. Crowe, an accounting, consulting and technology firm recognized that, in order to take control of its own destiny (and disruption), stay ahead of competition, and better forecast trends, speed and uncertainty must become strengths. Something had to change on all levels of the organization.

My role

Co-designed the Garages program and co-created the curriculum.

Ran the workshops around prototyping and strategic storytelling.

Coached of the client teams.

Responsible for the design and development of the artifacts supporting the change program and its communication.

Responsible for the branding of the Garages.

Ran the change program together with a team at Crowe.

Led client faced brainstorm and strategy sessions.

Approach

Together with Crowe, our team created a 6 month process called "Garages", where a team from each business unit would tinker on future business models. While the lock down initiated by the COVID-19 pandemic forced us to change this from a physical to 100% digital event, we pivoted and delivered all of the event artifacts, branding, and training online.

Result

3 Business units developed successful business models that are being implemented as we speak. The taste for a more customer centric approach helped transform the Garages into an internal change program. With Crowe we co-created an interactive communication plan to help the whole organization shift from sales towards business advocacy.

The project was initially intended as a physical event for 2000 people. Due to COVID-19 we had to translate it into an online event. This allowed us to omit the limitations of and be creative with the use of location and time.





For the identity of the project I decided to go for the opposite of a corporate brand. No excuses to hide behind business as usual.

WOM + SCENARIO CARDS → COLOR CHINE BLUE
+ APPEAL ABCD + X



Development of a design thinking card game tailored to Crowe's business.

Post "Garages": how do we go from here? A carefully planned communication plan will ease the stakeholders into the new mindset.

Of course there is no such thing as "one size fits all." We divided the stakeholders into 4 groups (from nay-sayers to the curious) and communicate with them accordingly.

Make new behaviors stick

OUT WITH THE OLD AUDIT BEHAVIORS - IN WITH THE NEW, NEW MINDSETS. TAKE REMINDERS. THESE NIFTY STICKERS WILL HELP YOU KEEP YOUR NEW BUSINESS ADVOCATE ATTITUDE TOP OF MIND.



OUR CLIENT IS OUR HERO

SOLVE > SELL

BE CURIOUS BE CREATIVE CARE

BEA HUMAN, NOT AN AUDITOR

OUR CLIENT IS OUR HERO

SOLVE > SELL

BE CURIOUS BE CREATIVE CARE

BEA HUMAN, NOT AN AUDITOR

OUR CLIENTS

GOST CONSCIOUS CONNIE

PARTNERSHIP PETE

TAILORED TINA

COMMUNICATE ONLY THE NECESSARY THINGS WITH ME:

MY BUSINESS IS TOO COMPLEX FOR A GANNED APPROACH.

I NEED PARTNERS WHO DON'T DISMISS ME COMPLETELY.

OUR BUSINESS IS TO ADVOCATE BUSINESS

EXTINCTION OR EVOLUTION? YOU CHOOSE.

FOR US, WE'VE BEEN DOING INTERNAL AUDIT THE SAME OLD WAY. OUR CUSTOMERS THINK WE WALTZ IN, WAIVE A RED PEN, AND NUDGE THEM TO MAKE SOME TWEAKS, REUSE AND REPEAT. THIS WAY OF DOING THINGS ISN'T JUST TIRED, IT'S EXTINCT. LIKE, DINOSAUR EXTINCT.

Business advocate's guide TO CLIENT TOUCHPOINTS

How can we change your world today?

ESTABLISH YOURSELF AS AN ALLY, NOT THE ENEMY

IS YOUR FINAL REPORT AS TIMELY AS YOUR CLIENT'S NEEDS?

SELLING

RISK ASSESSMENT

AUDIT PLAN

FIELD WORK

REBIRMING

FOLLOW UP

CONNECT TO THEIR STRATEGIES AND GOALS

GET FEEDBACK

BROADCAST SHARED SUCCESS

"SPRECHEN SIE CUSTOMER NEEDS?"

ARE YOU SPEAKING YOUR CUSTOMER'S LOVE LANGUAGE?

THEIR NEEDS HAVE CHANGED

WHAT'S GOING WELL?

WHAT WOULD YOU DO?

LET'S ZOOM OUT TO THE BIGGER PICTURE

BE ACCESSIBLE

PUSH BACK

ASK FEEDBACK

THEY HAVE A BAD IDEA

MAKE IT PERSONAL

WALK IN THEIR SHOES

OWN IT

BE A HUMAN

BE A HUMAN

BE A HUMAN

CO-INNOVATION: CISCO HYPER INNOVATION LIVING LABS

- strategy design
- coaching
- experience design
- branding
- business model innovation
- strategic storytelling

2017-2019



105 in

My role

Co-ran client faced (pitch) meetings and ideation sessions.

Co-designed the flow of CHILL and co-created the curriculum.

Responsible for all physical and digital experience, including the brand identity of every CHILL event as well as all the artifacts, visual triggers and prototypes.

Led creative teams responsible for the recording of the events.



Challenge

Companies face challenges that, oftentimes, are bigger than a single company. Cisco wondered how to create an intensely focused innovation experience that could turn the traditional innovation model on its head. Bringing together a select group of customers, vendors, designers, and hackers to solve a common industry challenge, Cisco Hyper Innovation Living Labs (CHILL) was born.

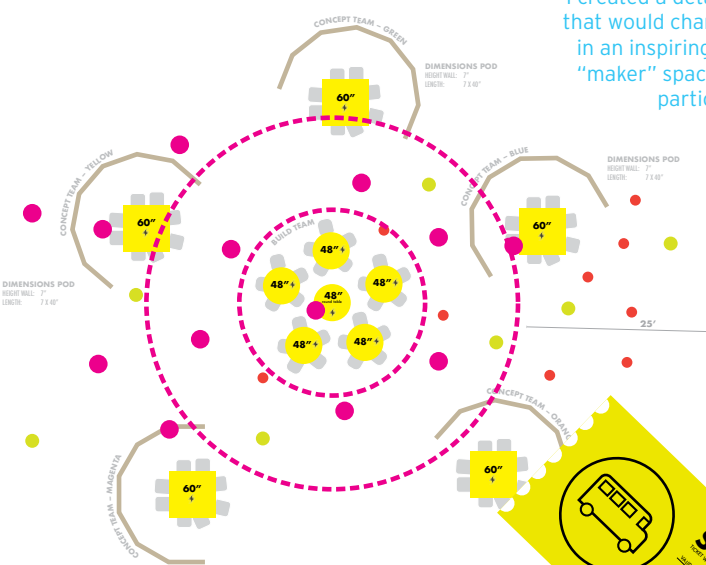
Approach

Business Models Inc was brought in to co-design, produce, and facilitate the CHILL Labs. Starting with the initial emails to executives from some of Cisco's largest partners, to co-designing CHILL's branding, the flow of content and the innovation lab itself, to facilitating the individual concept teams on their innovation journeys, Business Models Inc., worked side-by-side with the Cisco CHILL team to create an environment that enabled what O'Keeffe calls, "hyper innovation."

For our pitch to Cisco I translated our vision, approach and ideas into a visual representing the world of CHILL.

This immersive approach made Cisco choose us as their CHILL partner.

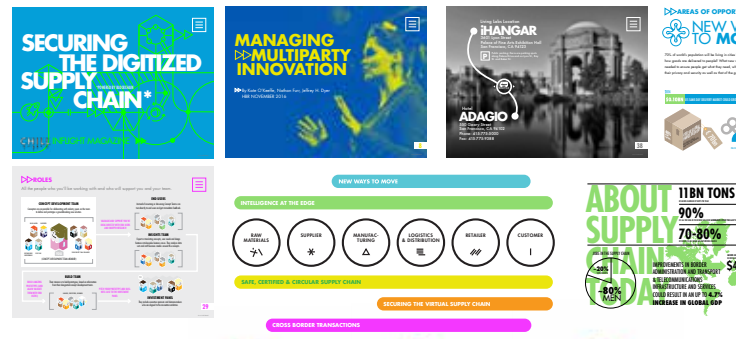
I created a detailed floor design that would change a large space in an inspiring and immersive "maker" space for the c-suite participants.



Every detailed touchpoint with the participants was designed with intent.



I used every part of the space to implement triggers. Wherever the participants would go, they were inspired.



"WOW! FROM IDEA TO PRODUCT IN TWO DAYS!"

CHILL PARTICIPANT



Result

The overwhelmingly wild success of the lab was a direct result of the immersive and engaging character of this pressure-cooker environment (i.e. in a 48-hour sprint) with the over thirty senior leaders, including C-levels and SVPs. There were almost fifty end users, many also occupying senior level positions at large companies, there to help validate (or invalidate) the concepts being developed by the teams. By the end of these CHILL events, several new initiatives - including startups - were created and financed by interested investors, proving that co-innovation really works. Based on the success of our partnership, we designed and ran all CHILL events until the program was pivoted into an internal incubator program.



My prototype apparel

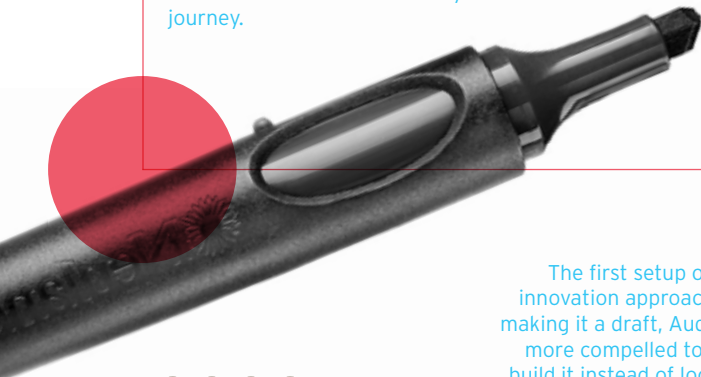


INNOVATION AT AUDI

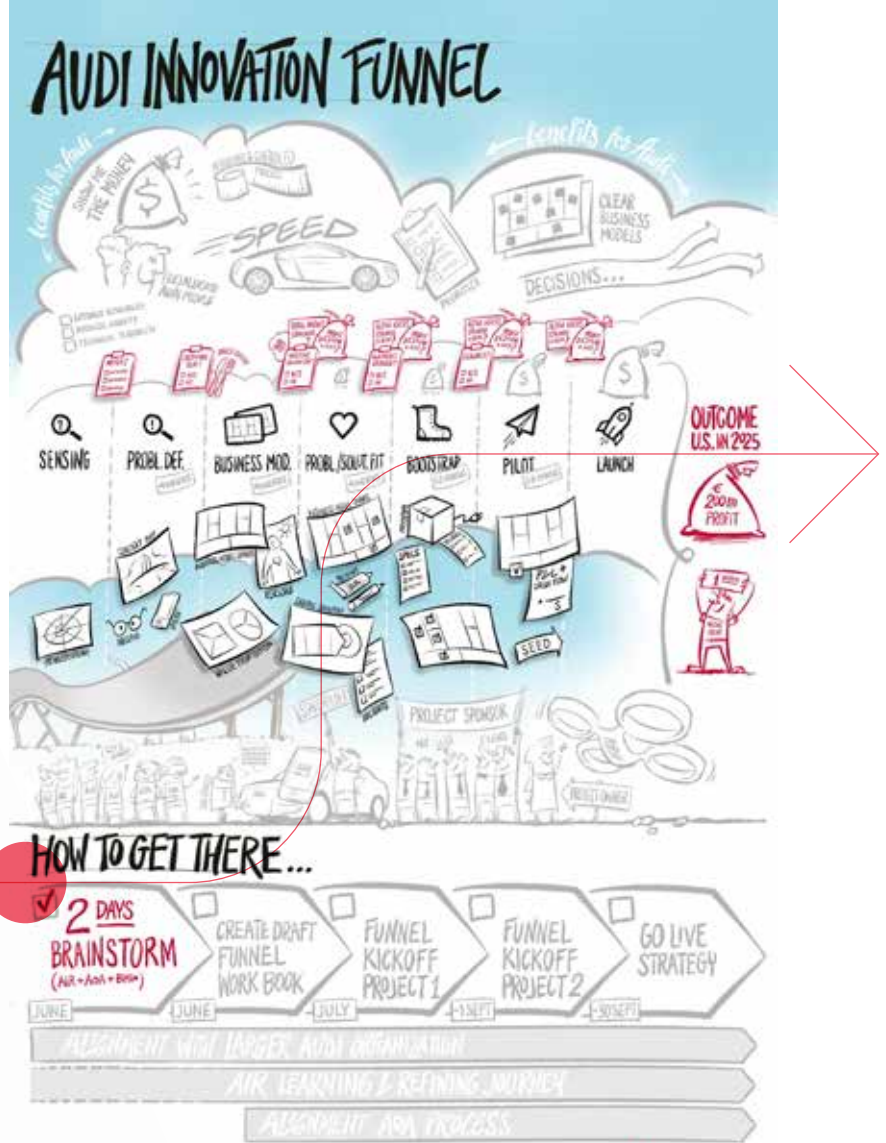
strategy design strategic storytelling
 business model innovation branding

2017

Designing structure and scope of innovation journey with Audi with markers, post-its and lots of blank paper helped to set the scene. A start of a truly creative journey.



The first setup of our innovation approach. By making it a draft, Audi felt more compelled to help build it instead of looking at a seemingly shiny end product.



My role

Co-creation and validation of a funnel approach and its pilot.

Creation of work materials, tools and guides for Audi teams.

Directed an Audi teams in creation of internal communication.

Design and preparation of the board meeting with a Audi team at Audi HQ, including all visual artifacts and story coaching.

Creation of board meeting presentation material.

Challenge

The auto industry has changed radically and continues to change at an exponential rate. And, Audi, a wholly owned brand of VW, was desperately working to get ahead of the curve. In what would normally be 8-10 year design cycles, Audi's challenge was to speed up it's own innovation to meet (or beat) that of the rest of the world, including competitors, like Tesla.

How can Audi adopt way of innovating that streamlines ideas and projects, and improves the quality and speed? What would the future of Audi look like?

Approach

We were asked to help them create a more unifying and systematic innovation approach. We also explored several future "what if" scenarios with Audi. What would a business model of Audi look like, when the world stops buying cars? How might Audi create a more unified platform of services for customers?

To ensure the success of the outcomes, I decided to share this with the organization in a different way. To make it stand out and be noticed amongst all the other messages. One approach was to ignore standard channels and processes.

Result

We created a funnel approach consisting of 6 phases: from sensing to actual implementation. And together with a mixed team we developed and validated several business models that could live in the future Audi world.

In order to position this future strategy differently and not as "yet another strategy proposal." I helped the stakeholders design a board meeting, including all visual artifacts, that would stand out in impact, flow and interaction. At the end of the actual board meeting, one of the members stood up and stated: "Finally, an inspiring meeting that made sense!"

NXTGN

THE JOB HOPPER LIFESTYLE P23

THE FIGHT FOR TALENT P15

THE FUTURE OF WORK IS ALREADY THERE??

INNOVATION & LEADERSHIP P27

THE EMPLOYEE EXPERIENCE
culture + technology + physical workspace

Happy employees...
How satisfied employees are at some of the biggest (tech) companies.



Marco Oliveira
Principal Consultant at Protonet

Sam Neuman
Founder of Neuman

Jason Fried
Co-founder of Basecamp

Bruce Hall
Co-founder of GitHub

About the flexible

AI won't replace recruiters.

Recruiters who use AI will replace recruiters who don't.

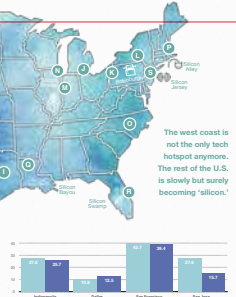
applyr Come visit us on Facebook

New tech hubs on the rise

If you haven't considered any of the lesser-known tech hubs like San Marcos, then it's time to re-evaluate your options. The Stanford University (UC Berkeley) and University of California, Berkeley, California Institute of Technology, and MIT (Massachusetts Institute of Technology) in the East Coast. Various other places throughout the U.S. are gaining momentum in the tech world by focusing on specific areas of high-tech, where other major industries are slow to go.

For example, Stanford University, located between Central and San Jose, is quickly becoming an attractive tech hub. One of the reasons for Michigan's rapidly growing technology center is the access to a wealth of amazing universities such as the University of Michigan, and Ann Arbor. The university's Electrical Engineering and

A magazine or movie describing the world of each product or service that came out of the project seemed way more inspiring to me than just a report.



Audi

We're looking for an AI traffic coach.

Become a hybrid today.

"FINALLY A BOARD MEETING THAT MADE SENSE"

AUDIENCE MEMBER

SPHERE TOWER

THIS VIEW IS AUGMENTED BY GoPro

SHALL I DRIVE YOU TO YOUR OFFICE, DAVE? YES NO

THIS CONCERT IS BROUGHT TO YOU BY B&B

SPHERE, WHAT IS MY AGENDA FOR TOMORROW?

HOME, SPHERE, HOME!

APPSTORE

WE'RE LOOKING FOR PARTNERS & DEVELOPERS

NOW OPEN FOR BUSINESS

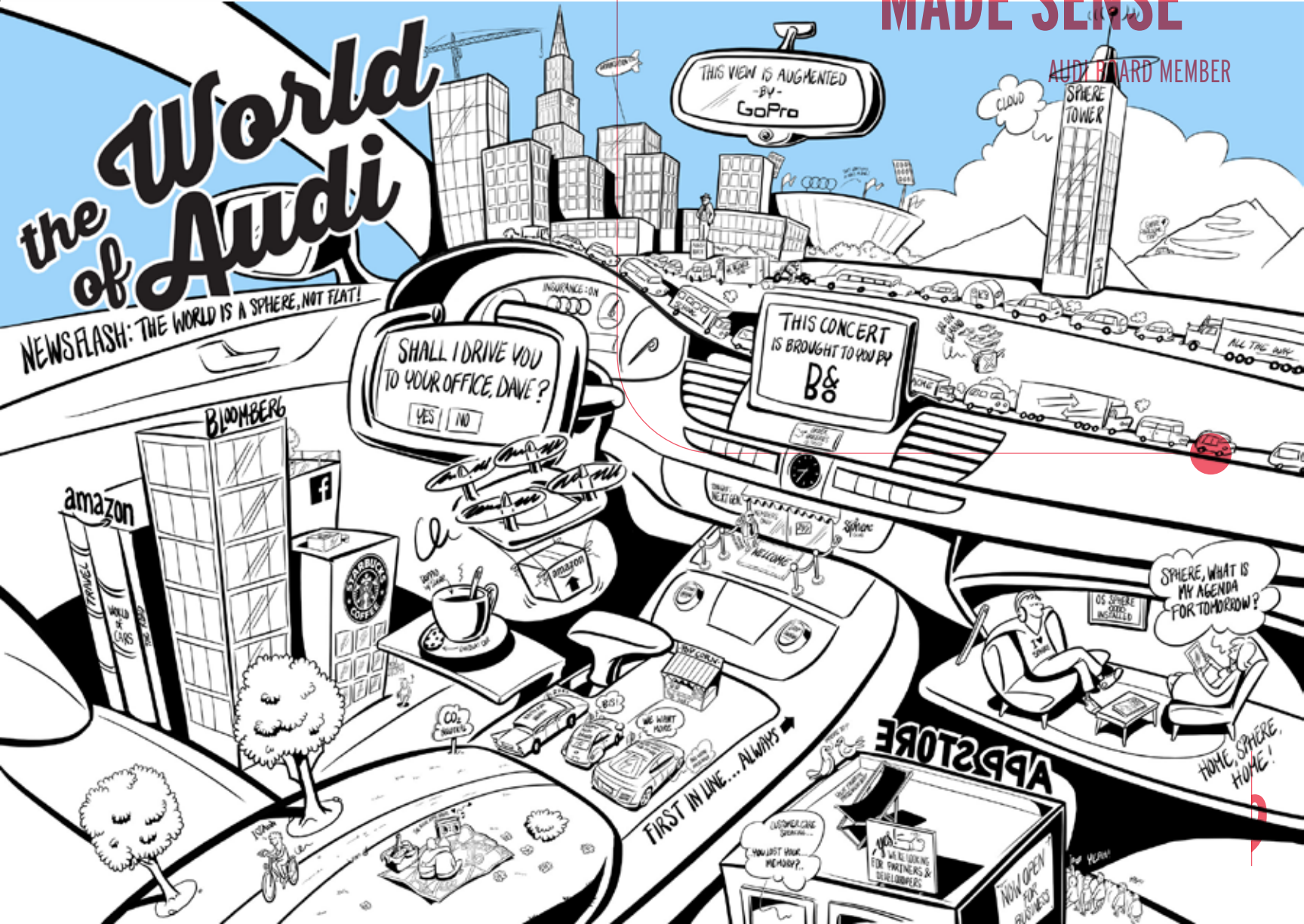
CO2 EMISSIONS

WELCOME

FIRST IN LINE... ALWAYS

WELCOME DAVE

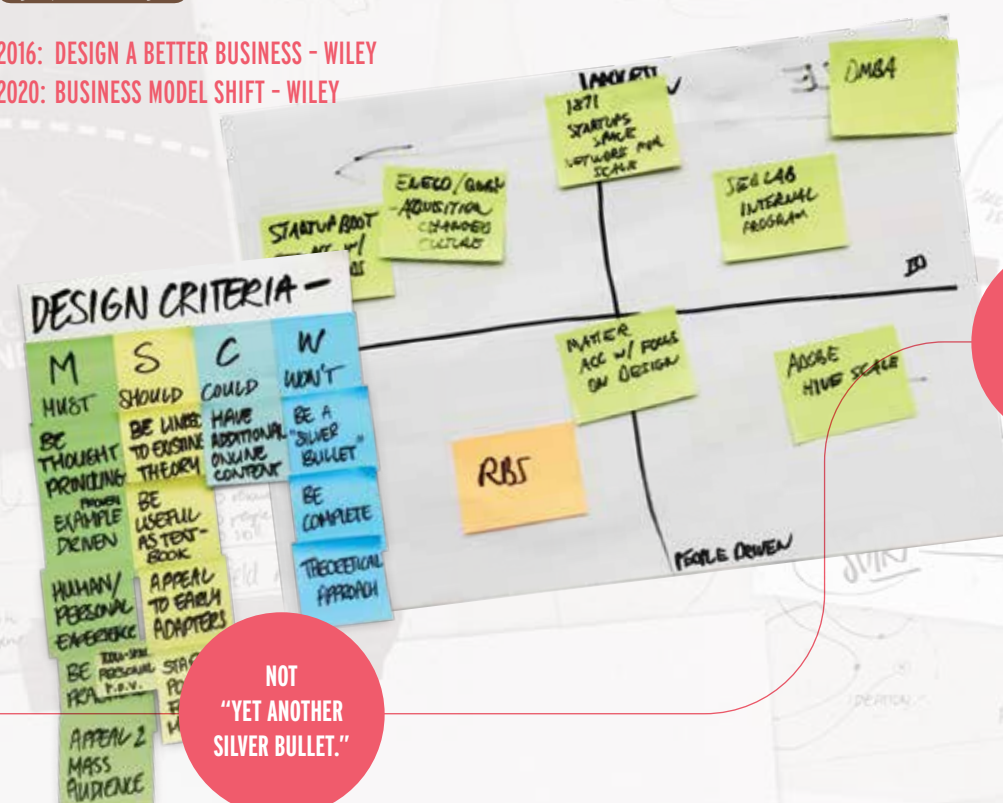
YOU JUST WALK AWAY.



BOOKS

strategy design content creation
 graphic design

2016: DESIGN A BETTER BUSINESS - WILEY
 2020: BUSINESS MODEL SHIFT - WILEY



NOT
 "YET ANOTHER
 SILVER BULLET."

EXPLORING THE
 FLOW AND
 IMMERSIVE USE

USE THIS BOOK



YEAH WELL, THAT'S JUST YOUR OPINION, MAN.

My role

- Co-developed an early idea into a bolstered premise and point of view.
- Co-author.
- Design of the book, its flow and the content.
- Managed a team of designers.
- Created infographics, illustrations, tools and marketing materials.
- Keynotes appearances.
- Developing and run workshops around the topic.

Challenge

Most books tend to be rather theory driven. From our perspective it was important to create something that people could use day in day out as a reference, a guide and as a inspirational book to read, and of course something that is a worthy family member of the book Business Model Generation that first appeared in 2010.

Approach

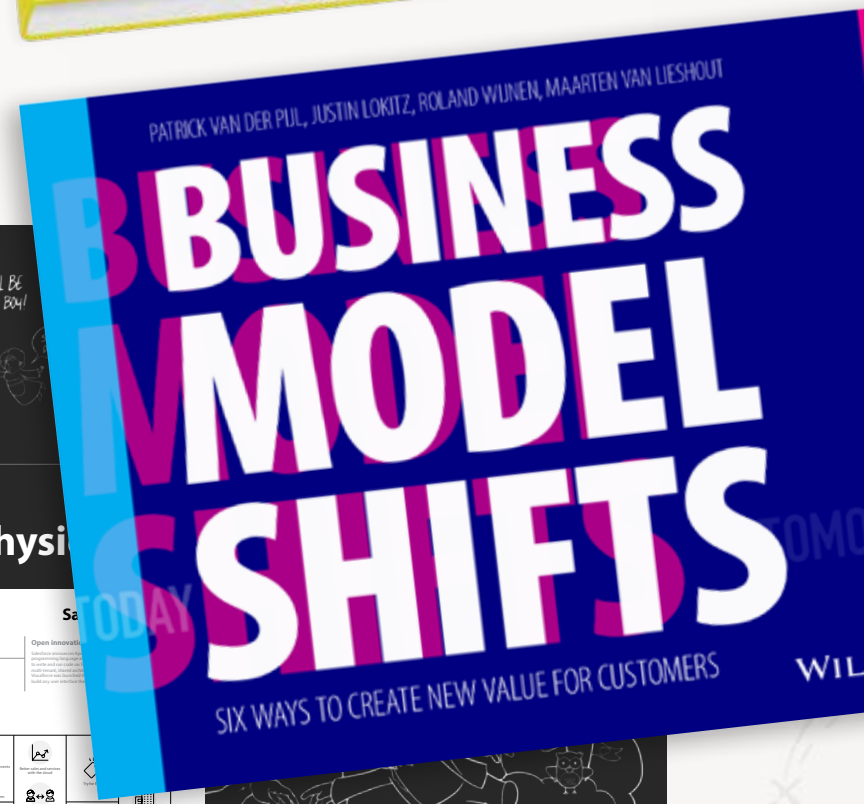
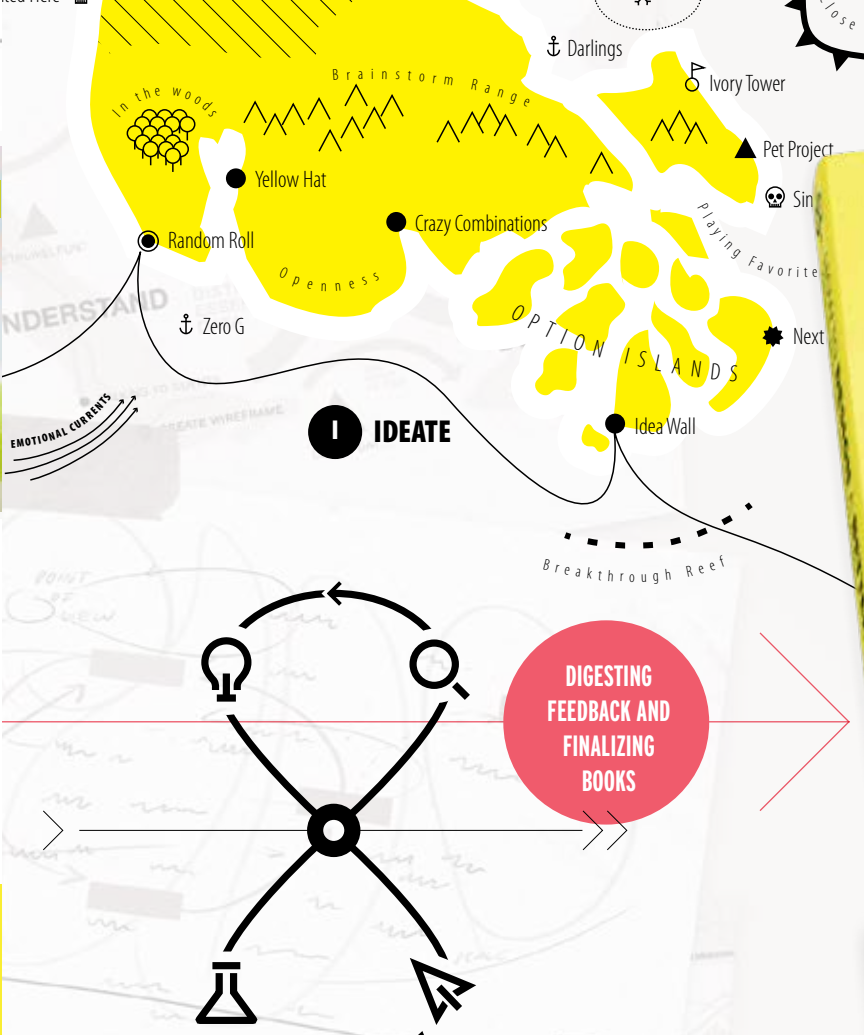
For both books we decided to eat our own dog food. Instead of the traditional linear approach, we took it upon ourselves to apply our own design thinking methodology to the creation process. In a period of 100 days we went from early ideation to overwhelming elation when actually sending the finished files to the publisher.

For me design is not a step in a process, it needs to be an intrinsic part of the development. It encompasses everything from experience, clarity, recognition to stickiness. It's not cosmetic, it's an uncompromising part of the message.

Result

The advantage of this approach was that the books and each part of the content were prototyped, validated and changed where necessary. Additionally the end result wasn't a word document molded into a design, but a result of design and content creation as a symbiotic exercise.

Bottom line, a book is not a practical and financially interesting labor, per se. As part of the business it does help to bolster ideas and make them super concise. It also helped in being perceived as an expert in the matter.



The Times

Content is king

After the publication of the innovation report, The Times kicked off Project 2020. The goal of this project was to attract and retain subscribers by using innovative, high-quality, digital content. Leadership committed to doubling digital revenue to at least \$800 million by the end of 2020. The company invested in more tech talent, and the writer

hasn't stable sources, often needed to be re-discovered and designed to be consumed differently. By shifting to new digital value propositions and new ways of working, The Times actually had to invest less a year earlier than expected and avoid the threat of their current 5 million subscribers by 2020.

Digitally enabled
Using a low-cost, Agile sprint process, a tech standard, staff mobility improved existing digital products like Cooking and Connections by focusing on customer experience rather than details, screen-by-screen. As The Times got better at developing digital value propositions that resonated with its customers, it released new experiences, focusing on its bread and butter, content.

Digital propositions
New quality content and experiences that drive growth and engagement.

physi

From physical to digital

We humans are physical, tactical creatures. The physicality of objects makes them more tangible to us. Yet, every day we take one step closer to some hybrid version of who we are, merging the online and offline worlds we live in.

Salesforce CRM

Digitally fit
Salesforce uses business to break down the traditional boundaries between departments (marketing, sales, service) in an organization, creating a single shared perspective on customers. This seemingly disparate business concept changed the way businesses connect with their customers by bringing companies and customers closer together.

Digital first
Salesforce focuses on digital first, meaning that all customer interactions are digital by default.

Snackable cases

"Just Venmo me"
Venmo was able to transform an awkward interaction between people, to make it something cool. If you need to split a bill, or ask money back from a friend, you can just send them a Venmo through the app, and the money will be transferred to you.

Using data for sportswear
With the investment of a billion dollar Under Armour purchased three fitness apps, and is using the data to optimize their sportswear to provide you with ultimate performance clothes.

Chatbots to order your pizza
Domino's pizza is using chatbots to make the user experience easier and more fun. Via whatever channel you want to use, you can get in contact with Dom the pizza bot, and order the pizza you want.

Ring's mission is to make neighborhood simple. By their video dashboard, they can see who is ringing the door, as well as watch the footage when somebody is close to your home. Not only does it help with security, but also with convenience.

Bumble is taking the dating process online by connecting people that like each other. Via a swipe to the right, you can be matched with the person you like. However, Bumble is breaking the traditional stigma.

Women need to take the first step to contact the other person.

Better driving
The Porsche Digital lab is the go-to say digital manufacture of Porsche. In this lab, Porsche is working on creating innovative solutions for their drivers by using the latest technology available. With new digital products and services, Porsche wants to make the experience of driving a Porsche car even better.

You'll never have to wait on the phone to reserve a table for a restaurant. With just a few clicks, you could book a table at one of the 54,000 restaurants worldwide that OpenTable has on their network. Taking away both the hassle for visitors and restaurants to have to deal with reservations and administration.

Warby Parker

The eyewear industry has been a monopoly for decades resulting in little (new) value created for customers. Warby Parker wanted to make customers look good, leave money in their pockets and donate a pair to a person in need. And it did so by starting with a digital strategy.

Facts

Founders Neil Blumenthal, David Gilman, Andrew Hunt, and Jeffrey Katzenberg	Founded in 2010 in New York, USA	Industry Online eyewear Retailer	Scale \$1 billion 2019 revenue across the US and Canada, 4 million of glasses given away
Total revenue \$230 million (2017)			

“Business models will reach their sell-by dates more quickly [...] The onus is on leaders to stay ahead of the curve for their industries' evolving business models. "By the time it's obvious, you need to change, it's usually too late,"

John Chambers, Cisco CEO

FUTURE

STRATEGIC STORYTELLING & BRANDING

strategy design

branding

strategic storytelling

2021

Brand for a concept product for Heineken: a tough beer for women.



Logo for the Management University of BNP Paribas.



MoneyWatcher financial app



The logo of 30X (the creative sister of BMI). The intention was to create a "PlayStation like" logo. Each of the parts of the logo represents 1 of the 4 core values:



Temporary brand for a 1-year Naturalis event around chimpanzees and people.

Read my blog: www.businessmodelsinc.com/strategic-storytelling/

My role

Client facing conversations.

Translation of strategic needs or opportunities into conceptual products or services.

Designed brands and identities for temporary or longterm entities.

Creation of digital or physical stories.

Ran a creative team of UX/UI and graphic designers, animators, content developers.

Responsible for creative work, (strategic) positioning and brand related initiatives for BMI Global.

Challenge

All of the client projects that I've worked on result in change: a new way of working; a new business model; a shift in strategy. For a lot of people, change means resistance, fear or uncertainty. Change cannot be initiated or carried by one person. It needs ambassadors, believers and supporters. With change comes great responsibility.

Approach

One of my focus areas in Business Models Inc is Strategic Storytelling. This also includes creating an identity for a project or an entity, that helps people relate, empathize

and even aspire to. The crucial component here is the audience. What are they thinking now? What is their current modus operandi? In order to facilitate Strategic Storytelling sessions, I have created a couple of tools that help structure information, and build a story around a particular audience to get them to not only embrace but also promote change.

I've helped organizations ranging from startups to corporates like Audi and ING to design their strategic story. In case of Audi, to create impact with the board. And in case of ING to launch and announce their global strategy to the world.

Result

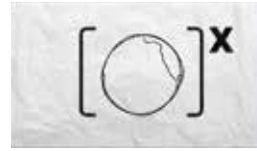
Every session I've done with clients yielded a crisp blueprint for a pitch, marketing story or board presentation. A beneficial side effect is, that my approach also helps discover gaps in a strategy or story. It is a great way to bolster your strategy prior to sharing it with others.

In case of Audi, where I made sure I knew as much as I could about it's board members, I designed the meeting and the story in such a way that all participants were fully engaged. One of the board members, at the end, stated: "Finally a meeting that made sense!"

**BUSINESS
MODELS INC**
Old

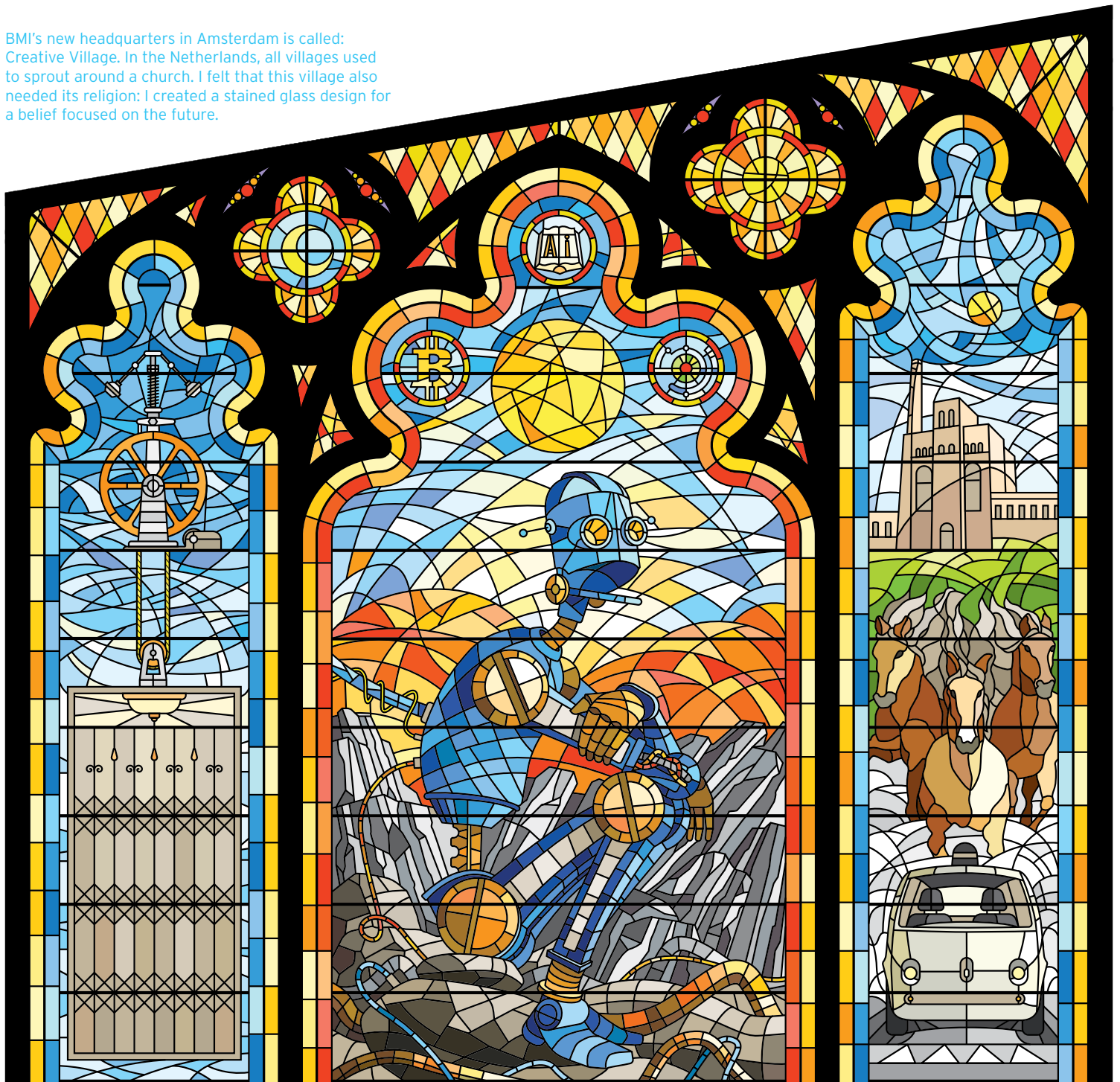
BMI
New

The new branding: simplicity and transparency. A stage for clients and their journey. I made animations explaining different topics.



Clean up of the logo. Over the years the old logo was too much connected to "business model canvas" where the company itself had transitioned to strategy and innovation beyond tools.

BMI's new headquarters in Amsterdam is called: Creative Village. In the Netherlands, all villages used to sprout around a church. I felt that this village also needed its religion: I created a stained glass design for a belief focused on the future.





STORY

SET THE SCENE



MAKE YOUR POINT



CONCLUSION



Dura-Line: building a new strategic story

Dura-Line needed to shift from a very sales driven organization to a more customer centric organization. The focus was too much on their product and not what they made possible with their product for others.

My approach:

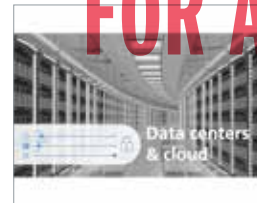
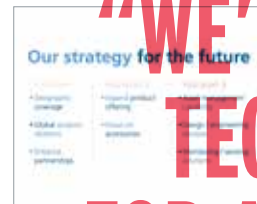
Step 1: interview several stakeholders (incl customers).

Step 2: Used the Storyboard canvas to plot the story with a small and divers team of Dura-Line.

Step 3: Created a hardcover book of the story in luxury box, that was sent to board.

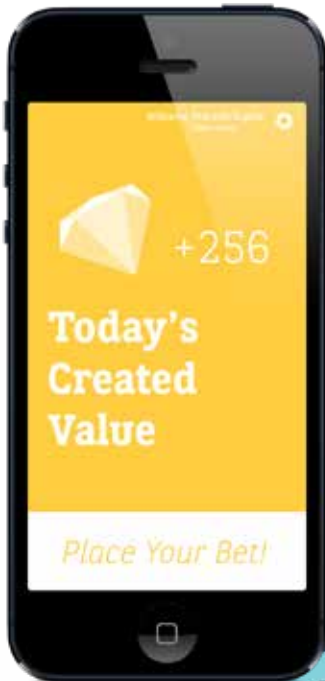
Step 4: Collected feedback and finalized the story.

Step 5: Trained sales teams in telling the new story.



“WE’RE THE LOW TECH ENABLER FOR A HIGH TECH WORLD.”

DURA-LINE BOARD MEMBER



BNP PARIBAS: continuing the story

For BNP Paribas, we organize a yearly Management University for the management level of the organization. The goal of these MU's is to explore the future of BNP Paribas and banking in general. What are the skills, tools and mindset needed to leap into that future?

For the managers it is important that their teams also understand the sense of urgency. Although they don't participate in these MU's, we felt it is important there is a live and active dialogue around the bank and banking. A platform where employees share ideas, best practices and skills throughout the organization.

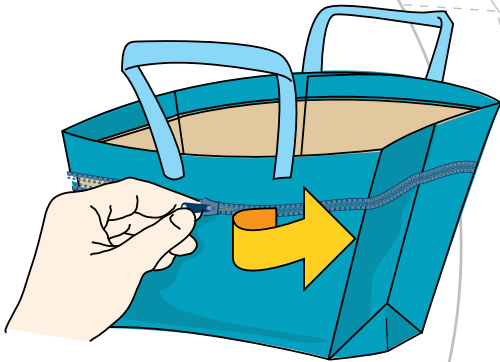
I designed a mock-up of what the interface could look like to further this conversation.

PRODUCT DESIGN



Challenge: When we shop we don't always need a big or small bag. Yet we never seem to have the right bag with us.

My goal: create a flexible bag that could change size depending on the need, made from recycled material.



Challenge: beer brands focussed on the women's market treats their audience as lemonade-loving people with a sweet tooth.

My goal: create a thought-through, tasteful beer with gusto and gumption for women. Something that would fit in a male-dominated market.

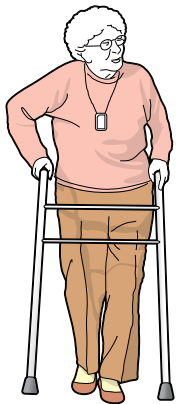


Challenge: post 9-11 has changed (air) travel security. Every luggage piece is scrutinized and prodded. How can I use that fact and change it into something sophisticated and tasteful?

My goal: design a suitcase line that doesn't shy away from showing its content. A stylish way to say that you have nothing to hide.

Samsonite
FLUORESCENT LABEL

Life's a Journey



Challenge: Young and old: we all exercise and move and want to stay healthy. Yet, working on our health is not easy? Regardless of our age and (dis-)abilities.

My goal: Create a smartwatch for people in motion, tracking and communicating everything that is needed to keep a person healthy, mobile, and independent. This project ran in 2006 with KPN and other brands.

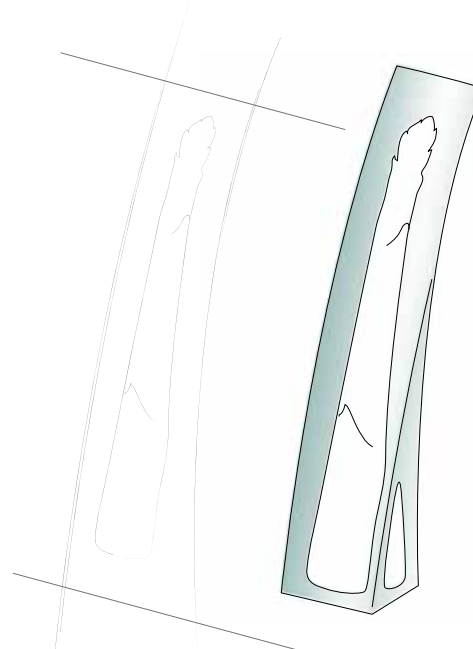
Challenge: Every season asparagus growers need to replant their fields. The very first crop produced by the young beds is very delicate of taste and tender of structure. Yet, they never market that.

My goal: Figure out what "Beaujolais Primeur" for asparagus would look like. The result: Asperlettes: the queen of the asparagus. Only available for the real foodies and high-end restaurants for a short period.



Challenge: How can we make the elegance and flavor of the Dutch white asparagus tangible for the foreign (dominantly Japanese) market.

My goal: create an edible perfume - Eau d'Asperges - that encapsulates the essence and delicacy of this wild gold.





Challenge: Royal Goedewaagen is one of the oldest Blue Delft earthenware factories in Europe. How can we open up to new (younger) customer segments and rejuvenate our portfolio?

My goal: create a new portfolio of products by exploring different and seemingly unrelated applications for Blue Delft earthenware as a material. I branded the marriage: Dutch Fusion.

Dutch Fusion

by Royal Goedewaagen



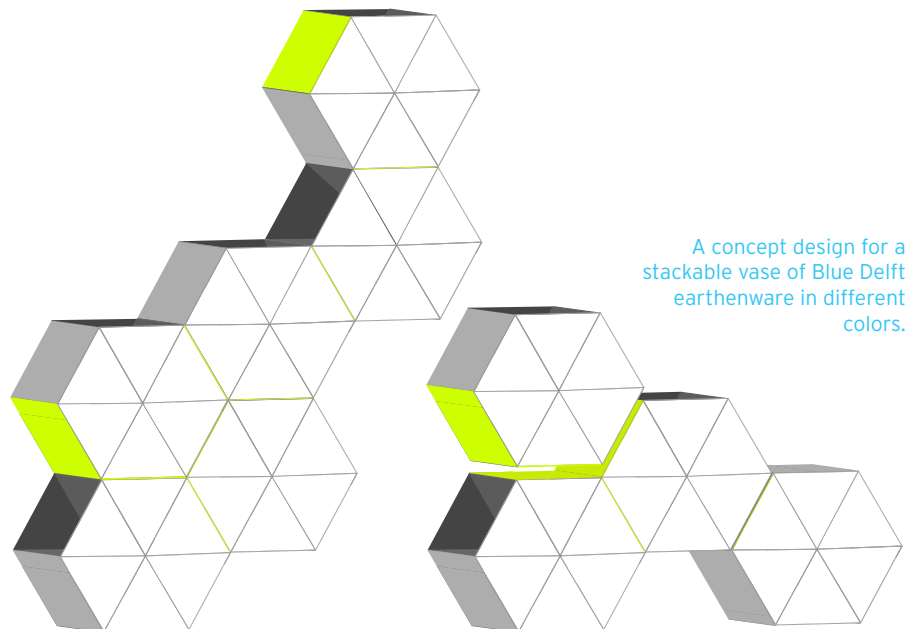
I wanted to marry two 100% Dutch brands to make the generic beer bottle more personal and collectible.

I designed a Blue Delft earthenware bottle for Heineken. And by doing so giving a modern twist to a forgotten traditional way of bottling and preserving food and beverages.

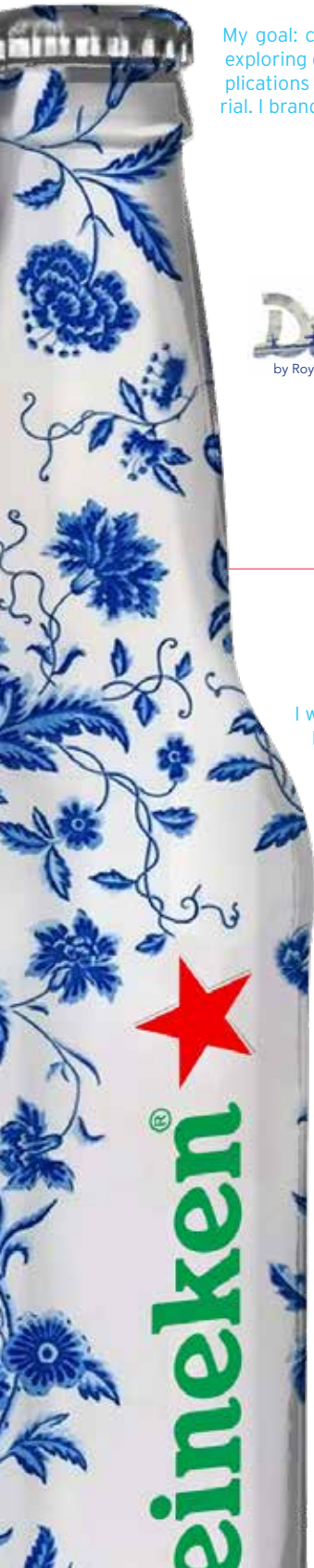
Part of the concept was to have Dutch contemporary artists create their interpretation of Blue Delft decoration for the bottle.

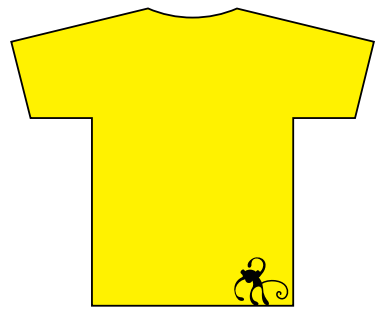


What if you could have your kitchen (or home office interiors) match your prized and precious Blue Delft pattern. The way that Royal Goedewaagen bakes its earthenware in their kilns, makes for a sturdy material that is more resilient and sturdy than one would expect. The surface also feels cool to the touch.



A concept design for a stackable vase of Blue Delft earthenware in different colors.





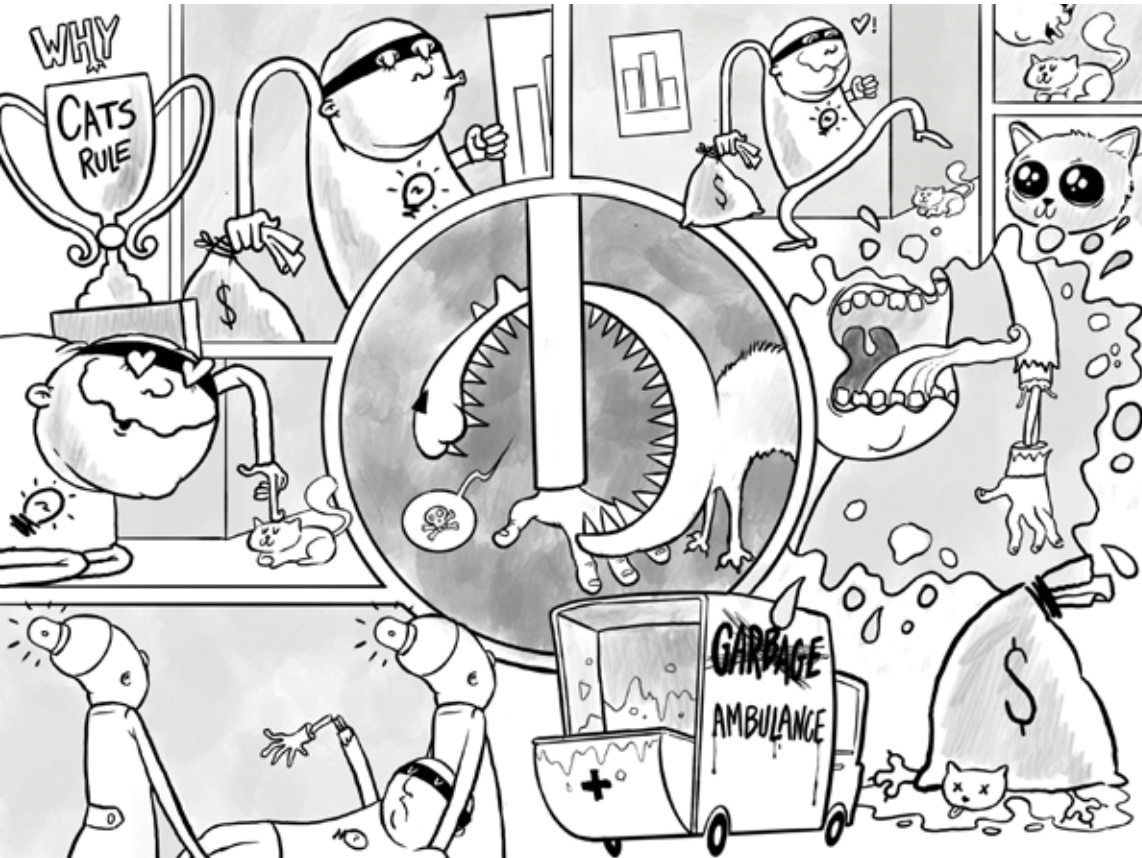
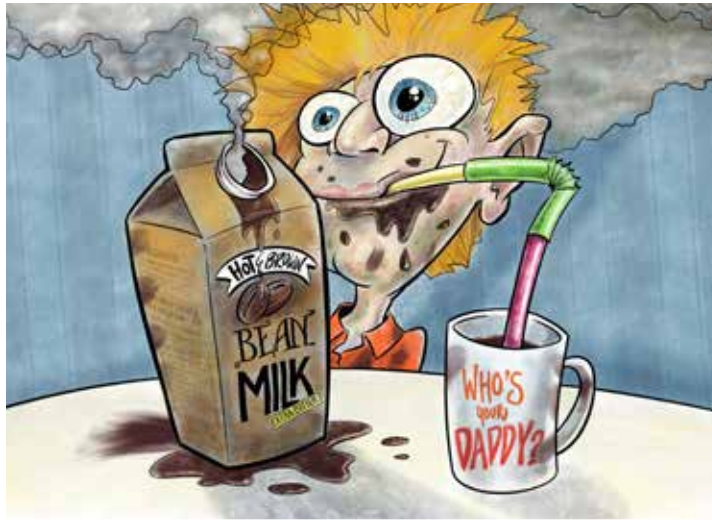
Challenge: In 2007, Naturalis - a national research institute and museum for biodiversity - wanted to spend a whole year around Chimpanzees. Their primary goal: create awareness and empathy with especially a younger audience for this endangered ape species.

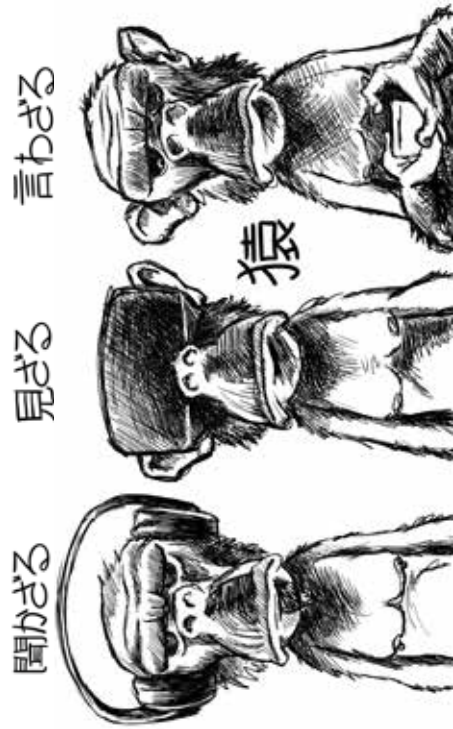
My goal: create a brand from the perspective of the chimpanzee, with all main communications in "chimpanzee language" and subtitled for humans. This would create a playful interaction between audience and brand and cause, allowing children to immerse themselves in the world of the

chimpanzee. Additionally, I wanted the brand to be as agile as the chimpanzee, allowing for a flexible, playful yet consistent use. The chimpanzee silhouettes could be rearranged in any pattern, depending on the application.



WHEN I'M NOT WORKING: ILLUSTRATIONS



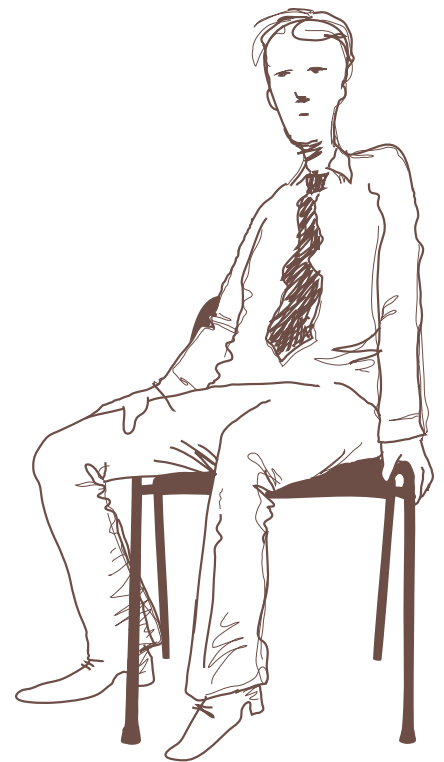


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WHEN I'M NOT WORKING: CITY PHOTOGRAPHY



WHEN I'M NOT WORKING: CITY PHOTOGRAPHY



WHAT PEOPLE SAY ABOUT ME

Each time I worked with Maarten I was impressed with his ability to translate complex, conceptual material into something that is compelling and accessible. His way of graphic facilitation during meetings has proven to be a very valuable way to create alignment across different functions, create engagement, and give all participants a strong visual reminder of the key concepts. And on top of that, it's a lot of fun to work with Maarten. I recommend him highly.

Dorothy Hill

Global Head of Digital, Platforms & CI at ING

His creative and visual skills helped us make strategic decisions more quickly and focus on the importance of an agile way of working. On top of that all, the team and I had a lot of fun working with Maarten.

Larissa Braun

Project Manager Strategy Development AUDI AG

Great creative with a fantastic drive. Fun to work with!

Alexander Osterwalder

Co-Founder Strategizer, co-author of Business Model Generation

Maarten is not only a great illustrator and graphic designer, he is a very creative and conceptual thinker with an enormous drive to deliver perfect results. He is an empathic listener with a broad interest and connects easily with diverse persons. Maarten is a great guy to be and to work with, I'd like to have him in my team anytime!

Philippe Bancken

Managing Director Bemis EMEA

Maarten is a creative powerhouse. He has a fertile mind that never fails to produce impressive results. He is also one of those rare creative fellows who has a deep appreciation of business challenges without letting the constraints and realities of business dysfunction to get in the way of driving ahead to achieve the very best still with eye on making it special.

I have had the pleasure of collaborating with Maarten on a pioneering marketing automation concept and customer loyalty program during my time at Xerox, where he played an essential role in ensuring project success. His passion for the work shines through and his energy is infectious. I am excited by the prospect of working with him again in the future if he hasn't been kidnapped by selfish entrepreneurs.

Darren Abela

Principal, Service and Experience Design, Infosys

Maarten impressed me with his mix of creative innovation combined with an ability to deliver commercially viable solutions. He takes the time to understand the problems which customers face and can then come up with exciting new ideas to help an organization stand out in already crowded marketplaces. I'd have no hesitation in recommending Maarten to people looking for creative, cutting edge marketing solutions.

Bruce Miller

Director, Clickback