

'Never Use White Type on
a Black Background'



AbsolutVodka

Client

Absolut Vodka

Customer

Tincpr

Assignment

The internationally renowned brand Absolut Vodka issued a pitch in search of a new PR-agency to represent them in the Netherlands. I was hired by TincPR to develop a concept for a press launch, introducing Absolut's newest (fictitious) taste; AbsolutGodis. The Absolut values, Intelligence, Clarity en Wittiness, needed to be clearly communicated in the concept.

Concept

The idea consisted of a laboratory, the AbsolutLab, where professors developed a new Absolut flavour. Tubes bubbling over Bunsen burners, whiteboards filled with complicated formulas and a disinfection chamber were all part of the setting. Some tasty Godis Cocktails were served in colorful test tubes, bearing names such as Number9dream, Candy Stripe and Sweet Seduction.

The Absolut values remained intact. The sterile and white environment referred to Clarity, the pretty professors to Intelligence and the absurd notion that this AbsolutLab actually exists to Wittiness. The sexiness of the professors added an extra dimension; it symbolised the seductive quality of Godis; the new candy-flavoured Absolut taste.

Result

TincPR became and still is the PR-agency for Absolut Vodka in The Netherlands.



Ciao Bella



WWW.CIAOBELLA.EU



Ciao Bella

Client

Fitzroy/Bruut

Customer

Isolabella Sambuca

Assignment

I was asked by Fitzroy/Bruut to develop a concept for Isolabella Sambuca positioning the brand as the new drink of choice for independent women between 25 and 40. The concept had Italian style as its core theme.

Concept

Study shows that Dutch women are not satisfied with the seductive tactics of Dutch men. They find it insensitive and unromantic. In the campaign for Isolabella I introduced the way to a woman's heart; Italian style. Making compliments, showing respect en focussing on her beauty. I deliberately chose the classic Italian style, and not the modern variety with air-kissing juveniles whistling at anything remotely female. It had to be smooth, stylish and distinguished. 'Ciao Bella' was not only the working title, but also became the leading tagline for this campaign. A term that is understood by everyone, carries an unobtrusive tone and has a subtle flirtatious quality.

Communication

Presenting new packaging

Promotional/activation

Website

Italian Trading Company

Italian Gentlemen/Vespa

www.ciaobella.eu





all things will live unbuttoned

Client

Vice Magazine

Customer

Levi's

Assignment

Levi's asked me to create a monumental artwork for a square in Amsterdam, as part of the 'Live Unbuttoned 501'-campaign. The conditions were that this striking piece of street-art clearly communicated the idea behind the concept, would be visible with Google Maps and was inspired on the city of Amsterdam. The chosen location was the NDSM-wharf.

Concept

The idea behind the work was as follows. In the IJ, the river running through Amsterdam, an ancient and mythical being has been lying dormant for centuries. Growing safely within the womb-like comfort of his egg. (Phonetically, the IJ is the egg in Dutch). Unnoticed, unbothered and unwilling to show any sign of its existence. That is, until it was given a chance to 'Live Unbuttoned'. Triggered by this opportunity, it decided to flee the confines of its egg to 'Live Unbuttoned', which is to say: freely. To keep the mystery intact, all that remained were the giant footprints, pressed deep within the concrete of the wharf. Like a memory of its freedom.

Result

This idea has been received enthusiastically by both Levi's as Vice. If it wasn't for difficulties with the permits the artwork would still be there, but sadly it isn't. They purchased the concept for possible future use.



Artistiek drankje

Om het Amerikaanse Belvédère als luxe wodka merk neer te zetten, werd de hulp ingeroepen van kunstenaar SNAR. 'We willen dat het publiek Belvédère gaat associëren met individuele creativiteit en talent.'



In Amerika heeft Belvédère al een aantal grote namen uit de kunstwereld aan zich verbonden. Denk aan artiest Vincent Gallo (Buffalo '66, Goodfellow), producer en rapper RZA (Wu-Tang Clan) of juwelencraaijster Jade Jagger (levenspartner van Mick Jagger). Ze hebben gezegd dat ze bekend zijn maar niet tot de mainstream behoren. Een bewuste keuze. Zij moesten het wodka merk voorstellen als de 'Shedown wodka' daarover bekend als 'prooceend', 'sexy', 'geest' en 'ontroezelend' bij. De wodka met deze afbeelding, dankzij de sociale fax met de afbeelding van een Pops jasje achter witte takken, moet vooral 'sonstig' maar te gekk 'underground' blijven. Zeg maar ongepolijst luxe. Die combinatie zelf Belvédère verslegt is kunstenaar.

Daarom heeft Belvédère met SNAR nu ook in Nederland een kunstenaar als ambassadeur aan zich verbonden. Zijn naam: Herdriks! Met hem proberen we voor aan de grond te krijgen bij een innovatieve groep creatievelingen van Amsterdam. Door middel van het plaatsen van een creatief netwerk het merk positioneren bij een artistieke en interessante doelgroep. SNAR is bovendien actief, maar heeft ervaring in conceptueel denken. 'Ik vind het interessant om buiten schiedingen ook creatief bezig te zijn. Na denken over campagnes. Strategisch denken. Creativiteit is niet eenvoudig. Als je het kunt vertalen naar denken, kan je dat ook naar concepten, andere uitgangspunten of reclamecampagnes.'

Guerrilla-achtig

Het is de taak van SNAR twee wodka's – de Amsterdamse creatieve industrie en het merk Belvédère – samen te brengen. Zo zal de wodka nu geschreven worden op de juiste plaatsen en op geschiedingen, maar omvang nog bij de specifieke Bright Young Things met werk van Petrusky & Ransme, Tiquetart, Iluminati Rev, Rachel Hübner, Joke Vandenberg, SNAR. 'We hebben hiervoor gekozen omdat het publiek precies de juiste doelgroep is voor de nieuwe Belvédère drinken. Jonge innovatieve creatievelingen die luxe op een andere en opvallende manier ervaren, en die wat buiten het Belvédère draait. De interesse heeft in kunst en groep in contact' komt met de creatieve crowd.

SNAR liet op eigen initiatief ook drieduizend stickers drukken, waarvan hij er al duizend op verschillende plekken in Amsterdam plakte – daarbij werden persoonlijke eigenschappen overigens zorgvuldig ontzien. 'Het idee is om de staat te gebruiken als podium. Zekerste willen we op een creatieve en guerrilla-achtige manier het publiek bekendmaken met Belvédère. Het is de bedoeling om in te spelen op de wettelijke staat en soms, waarbij het plakken van stickers wettelijk wordt gebruikt om een bepaalde boodschap over te brengen.'

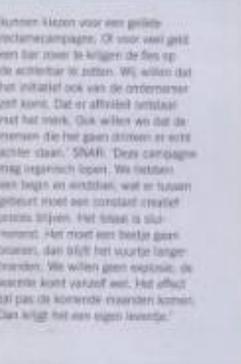
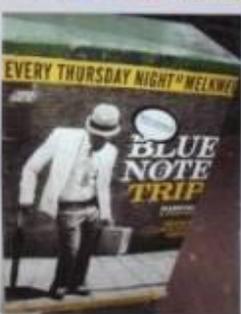
SNAR werpt twee stickers. Eerste is vortaggeven als leuksticker met de tekst 'Belvédère goes Shedown' erin geschreven. Daar door zijn te herkennen kan je bestaande beelden manipuleren en bijvoorbeeld posters waar figuren op staan, deze woorden laten uitbreken. Het idee om bestaande beelden te gebruiken om de boodschap van Belvédère over te brengen, leek mij erg interessant. Heel simpel,

maar zeker effectief om anderen mee te krijgen. Niet alleen zal het even enthousiast over zijn, maar een beetje rebels mag wel.' De andere sticker is een foto van een SAMO, een kunstenaar die bestaande uit Ai Daz en van Michel Bouquet, die begin jaren tachtig hun politieke beteken op de muur van downtown New York schreef. 'Ik heb de iconografie van deze twee stickers overgenomen. Dit is voor veel creatieve figuren zeker herkenbaar en plaatst Belvédère zodanig in de juiste context van onze campagne. Het is belangrijk de groep aan te spreken die dit begrijpt en herkent. Er zijn al mensen naar me toe gekomen die zeggen: 'SAMO is alive!'

Organisch

Momenteel maakt SNAR een lijst met ambassadeurs die in natura geplaatst zullen worden. Dat heeft met een fles wodka. 'Dus een doos met Belvédère wodka, maar niet in mijn zin doos. Een speciaal gemaakt voorbeeld, met daarin een custom made fles, geschied in een Belvédère E. staat, dat ook naar mij ontworpen is. SNAR noemt als voorbeeld DJ Miley Wiggs, die een fles krijgt met op de voorkant een afbeelding waarop hij staat te dansen. Dat mensen hem zien optreden terwijl er een fles Belvédère naast hem staat. Het gaat nu in beide richtingen alleen om deze creatievelingen en naar om de mensen heen. Zo verkoopt het proces op een meer natuurlijke manier. Het moet eerlijk blijven. Het mag geen artificeel waken.'

SNAR rymt wodka een 'time of choice' van veel kunstenaars. 'Het wordt elke dag weer een wodka fles die ik zie. Als we Belvédère bij de juiste mensen krijgen, helpen we ze aan te staan met het Belvédère merk. Niet positief of van hier zijn wij. Maar gewoon simpel. Het moet passen. Daarom is het wel belangrijk dat je de juiste ambassadeurs aan je vindt. Uitgesproken en met aanzien.' Herdriks benadrukt dat de meeste drinkmerken snel resultaat willen zien na een campagne. Belvédère doet dat anders. 'We hebben ook



Belvedere Goes Downtown

Client

Louis Vuitton Moët Hennessy

Customer

BelvedereVodka

Assignment

Belvedere approached me to develop a concept, building on the international 'Belvedere goes Downtown' campaign. After New York, London and Paris they wanted to reposition the high-end brand in Amsterdam as the vodka of choice for an innovative, artistic and creative crowd. Belvedere was, until then, the drink of choice for a crowd consisting mostly of businessmen and real estate agents. Belvedere deliberately chose me to introduce them to this new target-audience, because of my extensive network and versatile creativity. I worked closely with the marketing team of Belvedere while developing and executing the concept.

Concept

To get Belvedere noticed I created three designs for a guerrilla-marketing activation on the streets of Amsterdam. These stickers were based on well-known artists carrying the tagline: 'Belvedere goes Downtown'. Furthermore, I got together a group of leading individuals in the fashion, art and music scene, introduced on the next page. They became, and still are, avid ambassadors for the brand. They are sponsored by Belvedere and were present at the Belvedere club night held at the Jimmy Woo, with Jade Jagger as a special guest.

Result

The magazine Creatie published an extensive piece about the campaign. And the ambassadors remain avid promoters of Belvedere.



Introducing the ambassadors of BelvedereVodka

Benny Sings, Ottograph, Petrovsky & Ramone, Wouter Hamel, mr Wix, Joey Elgersma, Dennis Duijnhouwer, Jeugd van Tegenwoordig en Elza Jo.





*Voordat ik het weet
verdwijnt zijn hele hand in mijn broek.*

“We wanted to bring a surprising degree of wonder and magic to the architecture.”

PLASTISCHE FEITEN OP EEN RIJ

- 34 procent van de Nederlandse vrouwen wil iets aan zichzelf laten veranderen.
- Per jaar worden in Nederland meer dan 30.000 borstvergrotingen uitgevoerd.
- Voor € 50.000 en de garantie van een goede plastisch chirurg zou meer liefst 84 procent van vrouwen wel iets willen laten veranderen.
- Een liposuctie (veten, dijpen of buik) is de meest gewilde ingreep bij vrouwen.

ver-nieu-ling (de ~ (v.), ~en)

I het vernieuwen, datgene wat vernield is

Herstelt de vezels in de 'huid'
om hardnekkige rimpels op te vullen

*Zonder mijn gezicht te erg af te kraken,
laat dr. de J. doorschemeren*

dat mijn neus zou opknappen van een versmallin



Face Off

maar dit is geen anti-age, dit is pro-age.
een nieuwe verzorgingslijn voor je huid,
omdat een mooie huid geen leeftijd kent.

- Vernieuwen**
- Opknappen
 - Herstellen
 - Hernieuwen
 - Verbeteren
 - Replacieren
 - Renoveren
 - Repareren
 - Restaureren
 - Verbeteren
 - Vervangen
 - Verversen
 - Verwisselen

ver-nieu-wing (de ~ (v.), ~en)

et vernieuwen, verandering waardoor iets vernieuwd wordt



Innovated destruction

Client

Creatie Magazine

Customer

S-W-H Schaeffer Wunsch Has

Assignment

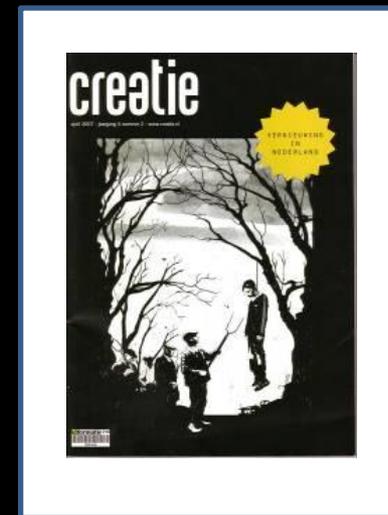
I was asked to give an artistic interpretation of innovation/ destruction. The result would be published as a page in Creatie magazine.

Description

When does innovation lead to destruction? When do you stop innovating, if all you need to continue is available to you? This is what I asked myself when I was given this assignment. I immediately thought about plastic surgery. Originally a refined medical expertise diminishing, aesthetically, the physical damage left by scars and deformities. Vanity was not yet an issue. Nowadays it frequently leads to extreme physical alterations with negative results. In the misguided guise of some (self) imposed beauty ideal this form of innovation can become an absolute destruction. I took Michael Jackson as a fitting example to illustrate my opinion. I did not use Photoshop or Illustrator. Everything was made by hand. In the context of the assignment, this seemed like the only logical method.

Result

The work was published as a page in Creatie magazine of April 2007.



GUERRILLA
TACTICS



Corporate Guerrilla Tactics

Client

USSR/CZAR

Customers

Several

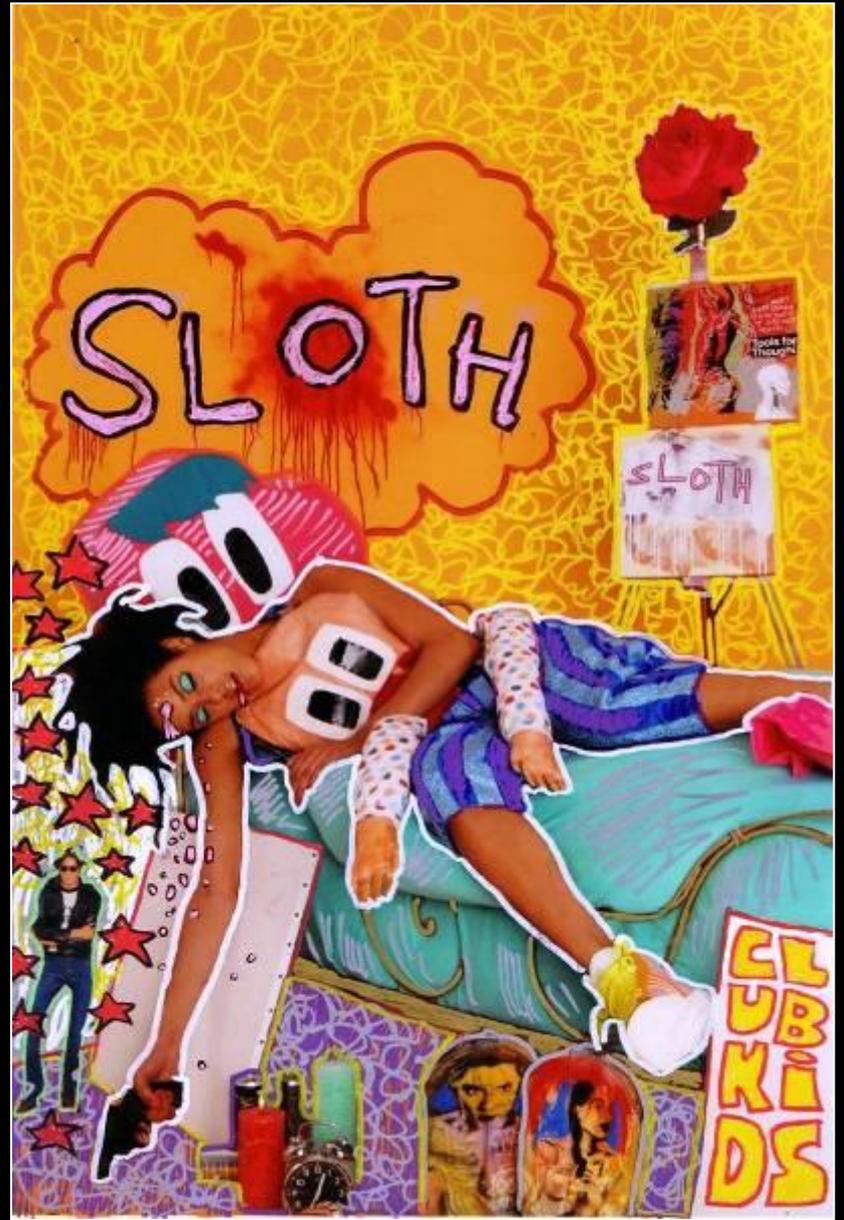
Description

I worked as a part-time creative and copywriter for the cross-medial and digital marketing company USSR/CZAR. During my time there I created a bunch of multi-usable guerrilla marketing concepts. Without an actual client, I developed concepts that were employable for future reference. Besides this, I was active in brainstorming, worked with different creative teams and wrote copy for and pitched ideas to the many clients. The latter I did for both print as well as online campaigns.

Result

The map with ideas served as a book of reference to be used at any moment for any client. If an idea fit the campaign, we would pitch it to the client and use it accordingly. The unique idea behind this was that I created concepts without a creative brief or assignment. This challenged me to come up with marketing ideas that could be used for a wide range of brands and campaigns. The idea was, so to say, a free agent.





de hoofdzonden der Club Kids

Client

Joey Elgersma

Customer

Chemistry/ RUSH

Assignment

I was asked to give my creative input during a photo shoot for Chemistry. The pictures were to be used to promote the Club Kids parties. The theme for the series was: The Seven Deadly Sins.

Elaboration

I gave this serious and religious theme a colourful twist. The Club Kids were known for their excessive wardrobe and lifestyle. This had to be visible in the series. By giving the pictures a humorous, over-the-top look, even something as solemn as the Seven Deadly Sins became worthy of the Club Kids philosophy; party all night long and live life like a colourful dream. However, the idea of sin did fit this party-focussed group very well. I got inspiration from the movie Seven (David Fincher, 1995) and used imagery of this film throughout the compositions. Sexy, soulful and seductive as the Seven Sins themselves. Next to the art-direction I was responsible for the artwork and the finishing of the photos.

Result

The pictures were compiled in a promotional booklet and dispersed at the Club Kids parties.



Wacky Weekend Agenda

Client

Victor Bakhuis

Customer

DJ Broadcast Magazine

Assignment

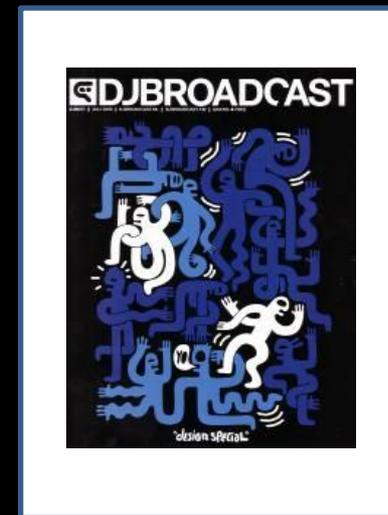
I was asked to create a design for the weekend agenda of DJ Broadcast magazine of July 2009. I had to communicate the city, nightlife and music in the design.

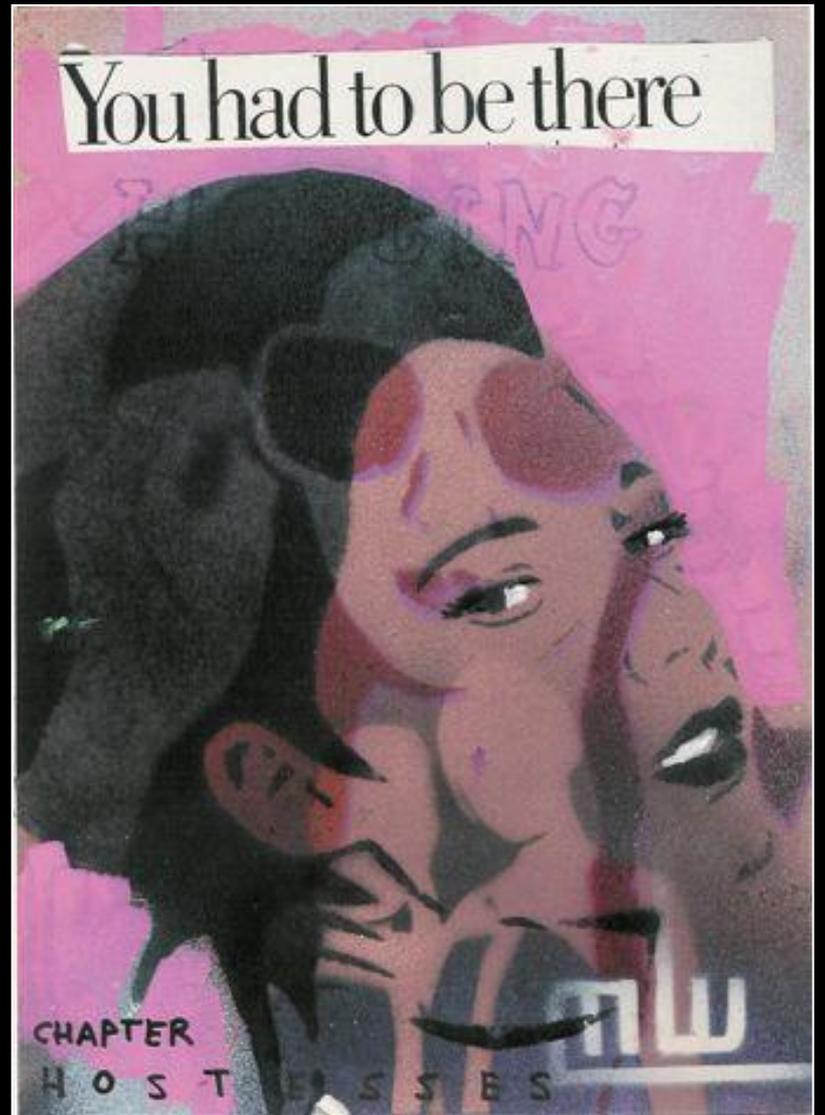
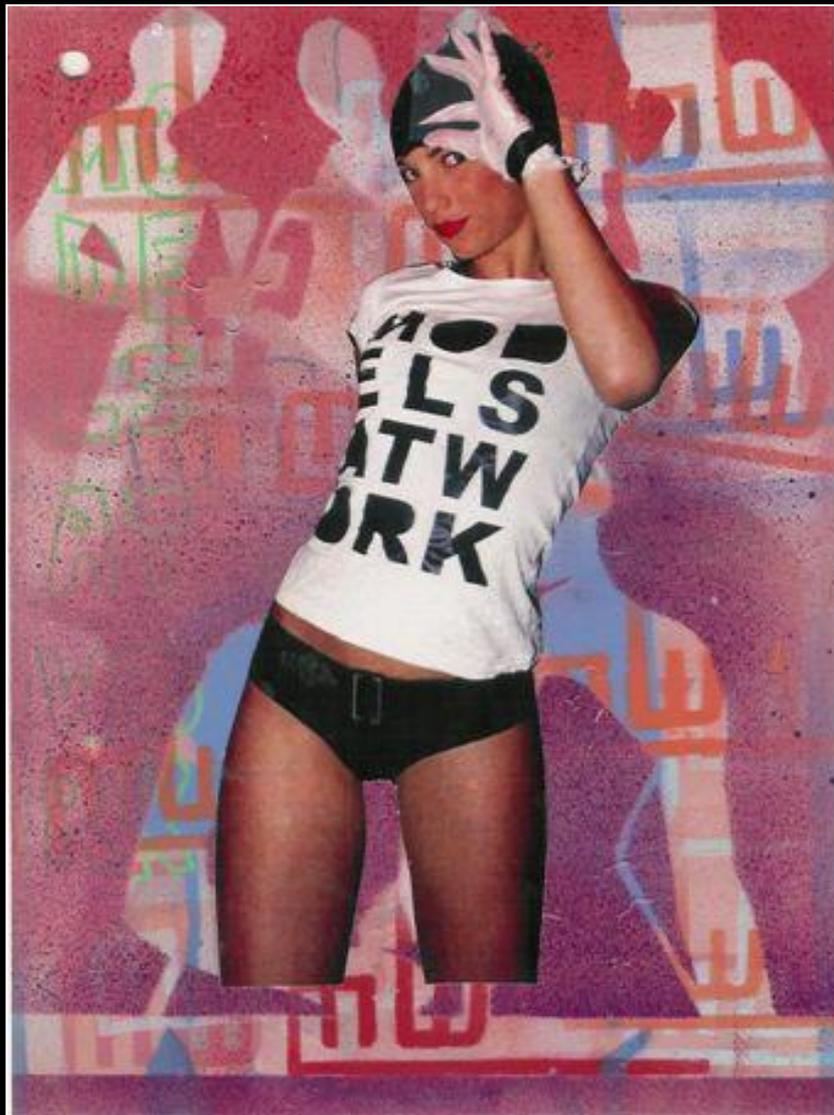
Elaboration

The design was a combination of my hand-made illustrative art and Photoshop edits. I wanted to show the balance between the playfulness and the excitement of a night on the town. In two of the designs you see two characters, distinctive for my illustrative style, enticing the public to see what's going on this weekend. Funny little characters that embody the pleasure of going out. In the third design, I communicated the explosion of music in a metropolitan nightclub; an exquisite taste of what's ahead when you throw yourself into the arms of the night.

Result

From the three designs I submitted, the client chose the right one and published it in the July issue.





model magazine mayhem

Client

Maartje van der Hoeven

Customer

Models at Work

Assignment

Models at Work asked me to create an original and playful booklet for the clients of this innovative model-agency. I had to base the design on their three main USP's: Hospitality, Performance & Hosting and communicate the versatile and unique quality of the agency.

Elaboration

I used the material provided by MaW to create a hand-made booklet. The pages show my interpretation of what MaW stands for. Their uniqueness and versatility was communicated in the carefully composed pages. The techniques I used were: collage, stencilling, written text, illustrations and image editing.

Result

The pages were scanned, bound and used for the booklet. The original pages were framed and are, up until today, exhibited in the office of MaW in Amsterdam.





Never judge a book by its cover.

Reach for the stars.

CREATIVE CHARITY CORPORATE

ADVERTISE YOURSELF

NOBEL

ARE A NEW FORM OF ENTERTAINMENT... OUR BOUNDARIES ARE NON-EXISTENT... AND OUR POSSIBILITIES VIRTUALLY ENDLESS!

CREATIVE FREE FLOW

'YOU MUST BE THE CHANGE YOU WISH TO SEE IN THE WORLD' (GANDHI)

Design

LIKE NOTHING ELSE

nobele creatie

Client

NoBEL Foundation

Customer

NobeleMatch

Assignment

Stichting NoBEL asked me to create the graphics for the new website of NobeleMatch. I had to communicate the positive image the foundation propagates and the core values: Creativity, Charity and Corporate.

Elaboration

My design communicated the positive character and creativity by combining friendly imagery and words with a clear and plain use of colour. The protagonist bear symbolizes innocence as well as power. He gives the brand an image of trust and positivity.

Result

The design was used on the company website.

Information NoBEL

NoBEL Foundation is a non-profit advertisement agency that creates advertisement campaigns for organisations with not enough finances. NobeleMatch is an initiative where creative minds are connected to non-profit organisations to elaborate on campaigns.





United Smile

Client

United Smile

Customer

Municipality of Amsterdam

Assignment

United Smile asked me to create a design for the staircase of an apartment-complex in Amsterdam. I had to base it on the location, give it a positive look and breach the monotonous feel of the sullen staircase.

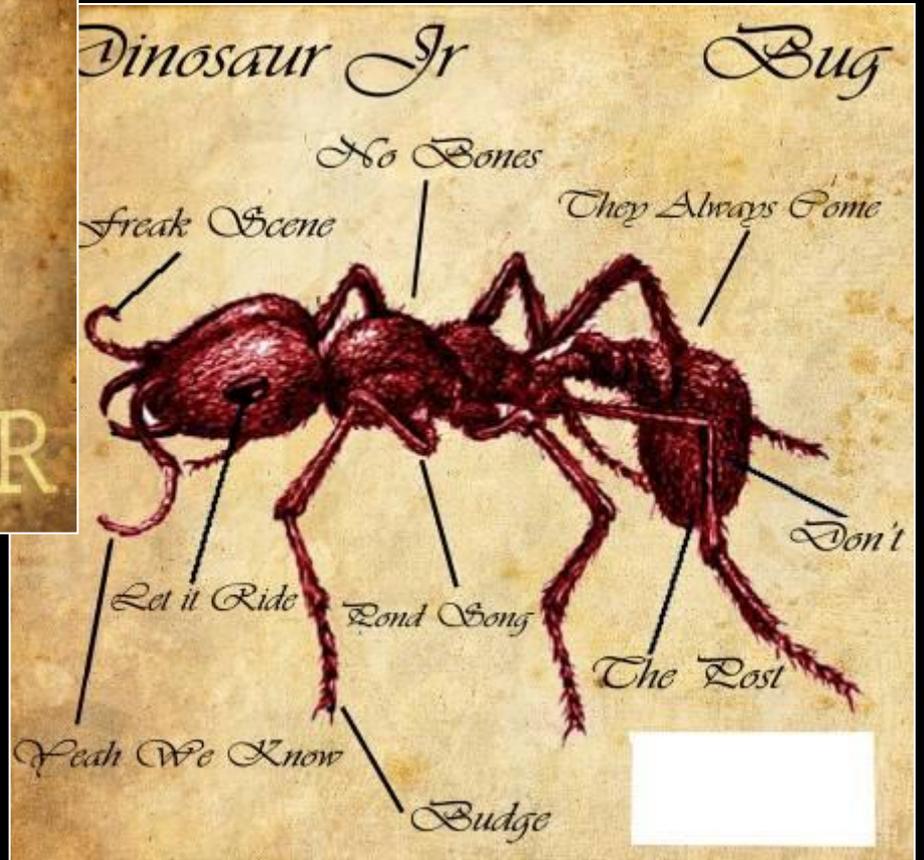
Elaboration

I created human-sized images (templates) depicting several fictitious characters. These characters were painted (printed) on each separate floor. Just a friendly neighbour saying; welcome home. Each person communicated the appropriate floor-number. I chose these different characters as a way to illustrate the diversity of the residents; from an elderly man to a toddler on a tricycle.

Result

The concept was approved and I executed it myself in the selected apartment complex.





Re-Cover DJ Broadcast

Client

Victor Bakhuis

Customer

DJ Broadcast/ Sid Lee Collective

Assignment

DJ Broadcast issued an assignment to several artists and otherwise creatively employed individuals to recreate their favourite album-cover. The results were to be published in the magazine and exhibited at Sid Lee Collective, in Amsterdam. The album for my re-cover was: BUG by Dinosaur JR

Elaboration

As the main theme for my design I took, yes, a bug. By giving the cover an old and weathered look and having a bug crawl out of it, I translated the screeching guitar songs of the album to a fitting image. The music of dinosaur JR is like bugs crawling around in your brain, but not as uncomfortable as that may sound. Sharp guitar riffs and the high-pitched voice of front man J. Masics all echo a sensation of tittering bugs. The sound crawls out of the speakers to grab you, much like my bug on the cover.

Result

The re-cover was published in DJ Broadcast and exhibited, along with the other re-covers, at Sid Lee Collective.





Local Heroes live unbuttoned

Client

JFK

Customer

Levi's

Assignment

For the 'Live Unbuttoned'-campaign by Levi's I was asked, as a reasonably well-known artist, to be one of their Local Heroes together with Mr Wix, Ottograph, Pepijn Lanen and Felix, lead-singer of Dutch band Moke. This resulted in photo shoots in magazines like JFK and Vice magazine. For the JFK-shoot I was asked to come up with a theme for the photo.

Elaboration

Taking the, at the time, popular Joker of the new Batman-movie, this seemed like a perfect theme for the photograph. This idea resonated on several levels. We tuned into the top-grossing movie at the time and showed our version of The Joker. A character that breeds fear and demands respect. Furthermore, we played on the notion that all artists are mere clowns performing in a circus. The words 'art is a joke' painted on my chest completes the picture and the sentiment we wanted to portray.

Result

Levi's complimented me on the veraciously composed picture and it was published in the JFK magazine in the summer of 2007.





Studio60 art event

Goal

Studio60 was an exhibition disguised as a party, held at an alternative location instead of at the usual galleries. The goal was to exhibit art of young and talented artists in combination with a new way of experiencing nightlife. Studio60 focused on a new crowd, interested in art but not in the habit of visiting galleries on a regular basis. We chose locations that were not, in general, accessible to the public. This gave us the possibility to shape the spaces as we saw fit. The first Studio60 was held at an abandoned office building in the centre of Amsterdam. The second was held in an old church. The art was exhibited in a unconstrained and original fashion.

Sponsors

Rutte & Zoon, club NL, CCCP/USSR, Veuve Cliquot, Heineken, Moët Chandon, Stolichnaya

Artists

Segall, Ottograph, Erik de Vlieger, DAAN, Victor Tieffmann en SNAR

Result

This - currently mainstream- concept offered a unique artistic experience in 2003 and 2005 to over 1200 visitors. The excitatory creative expressions are still being discussed by those who were there. Like the businessman behind his laptop at the toilet. Instead of paying him to visit the restroom, he paid you. The sponsors congratulated us on a job well-done and up until today people ask me when the new Studio60 will take place.

