

Curriculum vitae**Jacob de Baan (Spijkenisse, 1961)****Summary****Current**

- Director Studio Jacob de Baan
- Royal Academy of Art The Hague, coordinator and teacher Post Graduate Course Industrial Design

Past

- Van Gogh Museum Amsterdam, manager corporate style
- Van Gogh Museum Enterprises, art director
- Amsterdamse Kunstraad, commissie beeldende kunsten vormgeving & bouwkunst
- Frogdesign Germany, industrial designer

Education

- Gerrit Rietveld Academy Amsterdam
- Technical University Delft

Experience

Creative and communication professional, more than 20 years of experience in design, design management and art direction.

Director Studio Jacob de Baan (1995-present),

Clients (selection): DARK, Kasteel Groeneveld Baarn, Museum Meermanno The Hague, Stedelijk Museum Amsterdam, Van Gogh Museum, Association of Dutch Designers (BNO), Swarovski Optik, Royal Delft, Giorgio Armani, Royal Dutch Mint, NOC*NSF, Jumbo, Felicerossi, NOVEM, Philips Nederland, Osram Nederland, Jumbo.
Own account: 'IJ-Lamp' and '(Non) Electrical Collection'

Design management (2007-present)

-Kasteel Groeneveld Baarn (2011), Visual identity for Museumshop products, exhibitions, communication.

-Museum Meermanno The Hague (2011), Strategy visual identity temporary exhibitions 2011-2012. Museumshop related to permanent and temporary exhibitions.

-Van Gogh Museum Amsterdam/ Museum Mesdag The Hague

Responsible for visual style, organisation, budget, based on art- marketing- and communication values exhibition spaces, restaurant, offices, shops, digital media, printed media, uniforms, products and packaging. Exhibitions (selection): 'Avant-gardes '20/'60' (2009), 'Van Gogh and the colours of the night' (2009), 'Van Gogh's letters. The artist speaks' (2009), 'Paul Gauguin: The breakthrough into modernity' (2010), 'Illusions of Reality' (2010)

Art direction (2003-2009)

-Van Gogh Museum Enterprises (2005-2009), Visual identity for products and packaging, publications, digital media and printed media related to permanent and temporary exhibitions.

-Van Gogh Museum Enterprises, Rijksmuseum Amsterdam (2007-2009), 'Dutch Design Estafette'. Dutch designers' presentations in Museum shop Museumplein. Designers (selection): Richard Hutten, Tord Boontje, Ineke Hans.

-Stedelijk Museum Amsterdam (2003), 'Dutch Light' Exhibition (Milan/Maastricht) the best of Dutch lighting.

Art direction, Concept and design. Lamps shown (selection): Hella Jongerius, Wieki Somers, Ineke Hans.

Initiator (2001-2006)

-Inside Design Amsterdam, collaboration Hachette Filipacchi Media (Elle Decoration) (2004-2006), Concept development yearly event presenting designers in public, commercial and cultural spaces in Amsterdam

-Via Milano, collaboration Association of Dutch Designers (BNO) (2001-2003),

Concept development yearly event best of Dutch design as presented during Salone del Mobile in Milano

-Dutch Delights, collaboration Stedelijk Museum Amsterdam, BNO, Premisela, EKWC (2003),

Concept, organisation: presentation of 34 designers and companies in Spazio Cosolo (Salone del Mobile, Milano)

Design (selection)

-Dark at night (2011), IJ-Lamp, sustainable range of lighting, based on energy sufficient light sources

-European Ceramic Work Centre (2003), Artist in Residence: 'Dutch Souvenirs' Amsterdam souvenirs on show in Milan

-Swarovski Optik (2002-2003), 'Swarovski Nature' bags for hi-end binoculars

-NOVEM, Philips Nederland, Osram Nederland (1995-1999), 'Lamps of Desire' energy saving lamps

Education (selection)

-Royal Academy of Art The Hague (2003-present), Coordinator and teacher Post Graduate Course Industrial Design

-Gerrit Rietveld Academy of Art The Hague (2011), Teacher Interior design department

-Royal Academy of Art The Hague (2002-2008), Teacher furniture and product design, interior design department

-Utrecht School of the arts (HKU) (2007), Teacher Industrial design

-Hannover Academy for Design and Media (2005), Teacher Industrial design

Industrial design (1988-1994)

-Frogdesign (1993-1994), Altensteig, Germany, Clients (selection): Swatch, Rosenthal, Zumtobel, Unilever

-Team Buchin Design (1992), Berlin, Germany, Clients (selection): Francotyp-Postalia, Bosch, SEL-Alcatel

-Van Nieuwenborg Wegman (1988-1991), Leyden, Clients (selection): Vaillant, Radson, Municipality Leyden

Exhibitions (selection), 'Legends Inspire new icons, since 1951' Royal Academy of Arts The Hague (2011), 'Doen Materiaalprijs' Van Abbemuseum (2011), Salone del Mobile, Milan (2011, 2000-2004); '10 years Via Milano' (2010), Inside Design Amsterdam (2003, 2006, 2011), Stedelijk Museum Amsterdam 'Nest' (2005); 'Passagen. Cologne' (2005); Eindhoven Design Week (2001-2002, 2008); Via Milano (2002- 2004); Designer block Tokyo (2003)

Publications (selec.), International Design Yearbook (2000-2004), Domus (1991, 2000) Design Yearbook (1999-2002)

Acquired design, Stedelijk Museum Amsterdam, '(Non) Electrical Collection', 'Yali'.

Education / other

-Interior design, Gerrit Rietveld Academy, Amsterdam (1983-1987)

-Industrial design, Technical University, Delft (1979-1982)

-Member, Amsterdamse Kunstraad, commissie beeldende kunsten vormgeving & bouwkunst (2003-2011)

-Member of jury 'Dutch Design Awards', Association of Dutch Designers (BNO) (2004)

-Chairman of jury 'Via Milano 02' Association of Dutch Designers (BNO) (2002)

-Chairman of jury 'Dutch Illustration Awards', Association of Dutch Designers (BNO) (2001)

-Committee member Association of Dutch Designers (BNO), (1997-2001)

-Languages (fluent), Dutch, German, English