

**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**