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Alfons Hooikaas  
 Leerdam, Netherlands  
 1979

**Design, Curation, Illustration and Animation  
 for brands and art.**

## Work

### Project Projects LLC. 2x4 inc.

New York (USA)  
 2014 — 2015  
[www.projectprojects.com](http://www.projectprojects.com)

Role: associate  
 Project Projects is a design studio focusing on print, identity, exhibition, and interactive work with clients in art and architecture. As an associate I ran and art-directed the studio of 10 employees for one of the partners, Prem Krishnamurthy.

New York (USA)  
 2012 — 2014  
[www.2x4.org](http://www.2x4.org)

Role: designer  
 2x4 is a global design consultancy headquartered in New York City with satellite studios in Beijing and Madrid. As part of a branding team I worked on developing dynamic visual brand, design and illustrative strategies for the combination of print, interactive and environmental applications.

### Studio Alfons Hooikaas

Amsterdam (NL)  
 2005 — 2013  
[www.hooikaas.com](http://www.hooikaas.com)

Role: owner / designer  
 Studio Alfons Hooikaas is a collaborative design group focussing on strategic integration of information, architecture, illustration, branding and interaction into hyper-visual applications.

### Maureen Mooren & Daniël van der Velden

Amsterdam (NL)  
 2004 — 2006  
[www.metahaven.net](http://www.metahaven.net)

Role: designer  
 Part of the team working on Archis magazine and the new Holland Festival identity.

### Nick Bell Design

London (UK)  
 2003 — 2004  
[www.nickbelldesign.co.uk](http://www.nickbelldesign.co.uk)

Role: design intern  
 As a design intern I assisted on exhibition design for the Churchill exhibition at the Cabinet War rooms, Eye magazine and various books.

## Education

2000 — 2004  
 Academy for the Arts Arnhem

BA Graphic Design

1999 — 2000  
 University of Amsterdam

Journalism, Art History & Architecture

1998 — 1999  
 CMC, Colorado (USA)

Associate in Arts & Ski product design

1990 — 1998  
 PWA College

Gymnasium

## Clients selection

### Project projects LLC.

- USC Roski School For Art and Design
- The Bass Museum Miami
- Jewish Museum, New York
- Columbia University

### 2x4 inc.

- Au Printemps, Paris
- Culture Shed, New York City
- Fondazione Prada
- Kanye West
- Miami Design District
- MiuMiu
- Moma PS1
- Nike
- Novartis
- New York Public Library
- Perez Art Museum Miami
- Prada
- Qatar Museum Authority
- Siam Center, Bangkok

### Studio Alfons Hooikaas

- 010 Publishers
- ArtEZ institute of the arts
- Centraal Museum Utrecht
- De Appel Arts Centre
- Fonds BKVB Amsterdam
- Jan van Eijck Academy
- Karl Lagerfeld Jeans
- Peter Greenaway
- Premsela Institute For Dutch Design
- Province of Noord-Holland
- Royal Awards for Painting, Queen Beatrix van Oranje-Nassau
- Katherine Bregengaard & UNESCO
- Van Abbe Museum
- Van Alen Institute New York
- Vereniging Deltametropool

### Maureen Mooren & Daniël van der Velden

- Archis Magazine
- Holland Festival

### Nick Bell Design

- Eye Magazine
- Tate Publishing
- Imperial War museum
- House Of Parliaments

## Exhibition selection

- *21 Flags*, Malta Design Week, Valetta (MT)
- *Greed is in, Empathy is out*, Graphic Design Festival, Breda (NL), Texas (USA), Belgrade
- *Stip 2010 en kunst nu*, Central Museum Utrecht (NL)
- *A new symbol for Europe* Den Haag (NL)
- *Festival international de l'affiche de Chaumont* Chaumont (FR)

## Publication selection

- *FBKVB, Stipend overview 2006 t/m 2009* Fonds Bkvb (NL)
- *Hit and Run Young Studios*, Graphic Magazine (KR)
- *Fully Booked*, Gestalten Verlag (G)
- *Gataways; an international publication of book covers*, Serralves Foundation, Porto (P)
- Prada Work was mentioned in: Vogue, Daily Telegraph, Evening Standard, Le Figaro, Wallpaper, Independent, Contemporary art daily, Art review, Hollywood reporter, NYMag, Huffington Post, VanityFaire, The Guardian

## Awards selection

### Studio Alfons Hooikaas

- Nomination 'Chaumont Festival International de l'affiche et du graphisme'
- Gerrit Jan Thiemefonds Award, best graduated design student

### Mooren & van der Velden

Mooren & van der Velden won various awards for the Holland Festival Branding, including: Theater affiche Prijs, First Prize 'Chaumont Festival International de l'affiche et du graphisme', projects I worked on.

### Nick Bell Design

Nick design bell won various awards for the Churchill Museum Exhibition, including: D&AD Awards 2006, Design Week Awards 2006, Creative Review Annual 2006 Best in Book, The 2006 Council of Europe Museum Prize, projects I worked on.