

## Biography Joost Alferink



Working as hands-on senior designer and consultant for more than twenty years in the design business, internationally acclaimed designer Joost Alferink has developed a personal and highly professional approach to industrial design, 3D packaging design and design thinking. Joost graduated in 1989 from Delft University with a master degree in Industrial Design Engineering (IDE).

The first two years of his career, Joost honed his skills in a design studio in Eindhoven. Besides being involved in KLM's (Dutch airliner) new inflight service (dinnerware) he participated in one of Philips' forward thinking design workshops, together with fellow designer Ross Lovegrove, focussing on Hi-Fi products.

After this he was invited to form a new studio with designers Marcel Wanders, Joost van Alfen, and Dienand Christe. The studio WAAC's design was born.

Joost stayed for more than 15 years with his studio and made it an internationally recognized creative place with a clear understanding of the 'added value' of product design for mid-sized to large companies (multi-nationals).

In 2001 he won the prestigious design award with the coffee maker Senseo, a product he designed with and for Sara Lee and Philips. Recently this product was rated 'the best product introduction of the century with more than 20 million appliances sold in eleven years ([www.profnews.nl](http://www.profnews.nl))

In 2003 the products for NEA international, a series of consumer and medical braces, were featured in the 'best selection of new products' section of Design magazine in the US and won the best of categories award in the DDA (Dutch Design Awards).

The bold clothing label for the famous fashion design duo Viktor & Rolf gave him a ticket to the fashion shows in Paris.

For multi-nationals such as Heinz, Friesland Food, Coca Cola, Philips and Sara Lee he worked together with marketer's and suppliers to create the best products possible. These are nowadays used by millions of consumers.



In 2007 he gave his career a fresh impulse, left his well-established design studio and became an independent senior design consultant and entrepreneur for various companies and brands.

One of his most visible activities is his yearly participation as the design mentor in the Pan-Arabic television show 'Stars of Science' which is broadcasted for the third season in 2011.

His capacities as a team player, trouble shooter and creative problem solver are well recognized in the international design network.

Working and living in 3 locations; Amsterdam, Cape Town and Doha, Joost will always encounter each new adventure with an open mind and an international Dutch twist.

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