

Curriculum vitae, January 2010

joost alferink (1964)

Maverick best describes Joost Alferink (1964). A graduate of the Technical University Delft, Alferink is principally a product & interior designer whose forte is design consultancy. He doesn't believe in penultimates. There's nothing special about being a designer. As far as he's concerned, what one does for a living is unimportant. What's important is how one feels about what one does. Whatever it is I'm engaged in, I'm essentially addressing the question: Who am I? Alferink seeks inspiration in irritation (like the pearl and the oyster). Emotion is his catalyst. (text for waacs by megan ferrill)

1983/1989 technical university/delft industrial design

1887 internship frogdesign, san francisco

1990/91 product designer neonis, eindhoven

1992/2006 founder/designer waacs design & consultancy www.waacs.com

consumer products, packaging and interior design;

- **senseo** coffeemaker for douwe egberts/philips
- 'marcel' magazinerack for alessi
- fashionlabel for viktor & rolf
- packaging for gsus
- push braces, collection for nea international
- upc, retail concept
- lookentor, shopping mall, lingen/germany
- vertrekpunt, retail concept
- nederlands fotomuseum, interior

2007~ independent designer/consultant/opinion joost alferink design

design related activities;

1991-1998/2006 workshops philips domestic appliances

1999 interdesign 'water' workshop pretoria, sa

2001/2004 lecturer technical university eindhoven; scenario building

2003 workshop facilitator scenario building for architects

2003 design indaba goes dutch workshop series, south africa

2003/2006 creating brands core committee, part of bno

2004 winner of 'the dutch design' award in 2 categories

2005 interdesign 'transport in rural areas' rustenburg, south africa

2005 id-award hon. mention push braces

2005~2007 weekly sketchbook column 'design' magazine 'vrij nederland'

2006 design academy, rene smeetsprijs award committee

2006 lecture RUG university groningen

2006 lecture reiscongres 2006 bangkok, thailand

2007 monthly column contribution to IM (identity matters) magazine

2007 consultant WAACS design

2007 project manager Design Indaba 10 x 10 Industrial, south africa

2008 bimonthly column for bright magazine (www.bright.nl)
2008 weekly publication for de pers, free newspaper
2009 design consultancy for Sara Lee, consumer products & design strategy
2009 weekly column (title Manmade) in dutch newspaper NRC Next
2009 design expert for content based reality TV show
www.starsofscience.com from january till march, doha, qatar
2009 project based art director for Concern
2009 interior for art agencies Saatch & Saatchi, Starcom and Arc
(Concern, Gilian Schrofer, Koert Broekman, Elsa Geurtzen)
2009 Organic Wine Import & Sales, www.daxivin.nl

various publications in books, magazines and newspapers (google joost alferink)

for more info please email info@joostalferink.com or visit;
www.joostalferink.com