

Curriculum vitae, march 2012

Joost Alferink (january 1964)
Prinsengracht 189-b
1015 DS Amsterdam

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 by Meghan Ferrill)

1983/1989 technical university/delft the netherlands, **MSc industrial design**

1987 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
- magazine rack for alessi
- fashionlabel for viktor & rolf
- packaging & interior for gsus
- push braces, medical products for nea international
- upc, retail concept
- lookentor, shopping mall, lingen/germany
- vertrekpunt, retail concept
- nederlands fotomuseum FoMu, interior

2007~ independent designer/consultant/opinion **joost alferink design**

2009~ senior design coach for Arab television programme Stars of Science, Doha, Qatar

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 smeetsprij's award committee

2006 lecture rug university groningen

2006 lecture reiscongres 2006 bangkok, thailand

2007 monthly column contribution to IM (identity matters) magazine

2007 project manager design indaba 10 x 10 industrial, south africa
2008 bi-monthly column for bright magazine (www.bright.nl)
2008 weekly publication for de pers, newspaper
2009 design consultancy for sara lee, consumer products & design strategy
2009 weekly column newspaper nrc next (title; manmade)
2009 project based art director for concern (concern.nu, giljan schrofer)
2010 strategic design and retail concept for vakantiexperts
2010 design related articles for bright
2010 monthly 3-page contribution to house & garden, condé nast
2010 product packaging for akzonobel (with Qua associates)
2011 design study fomu museum for photography antwerpen
2011 content based presentation video's for dutch design awards '11
2012 monthly column HP|de Tijd magazine, one page design
2012 design manager innovation projects SAC-kuwait

various publications in books, magazines and newspapers

languages;
dutch, mother tongue
english, fluent
arabic, basics, reading/writing

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

