

There's a crack
in everything

CREATIVE MAGAZINE

01

YEAR ONE
4•2023





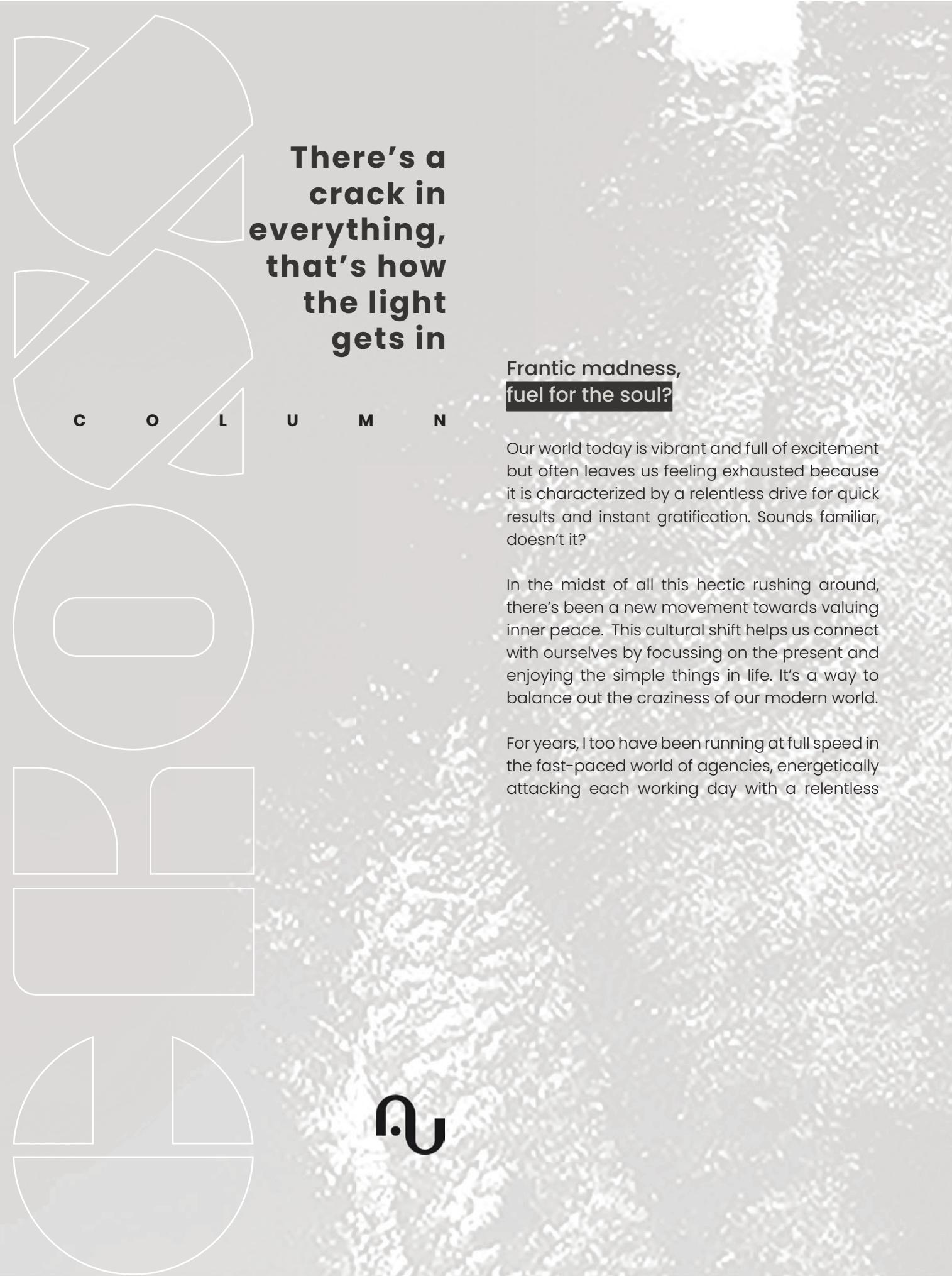
Celebrating personal creativity & expression

That's what I like to stand for.
Anywhere. Anytime.

I offer creative guidance in designing your visual brand or experience to let it resonate with your creative vision.

From strategy & design to realization, I'll manage your project to perfection.





**There's a
crack in
everything,
that's how
the light
gets in**

C O L U M N

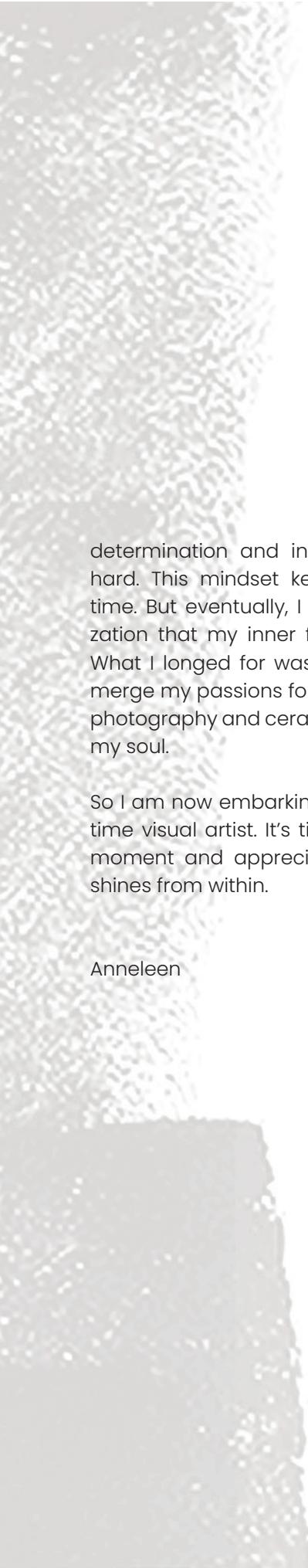
Frantic madness,
fuel for the soul?

Our world today is vibrant and full of excitement but often leaves us feeling exhausted because it is characterized by a relentless drive for quick results and instant gratification. Sounds familiar, doesn't it?

In the midst of all this hectic rushing around, there's been a new movement towards valuing inner peace. This cultural shift helps us connect with ourselves by focussing on the present and enjoying the simple things in life. It's a way to balance out the craziness of our modern world.

For years, I too have been running at full speed in the fast-paced world of agencies, energetically attacking each working day with a relentless

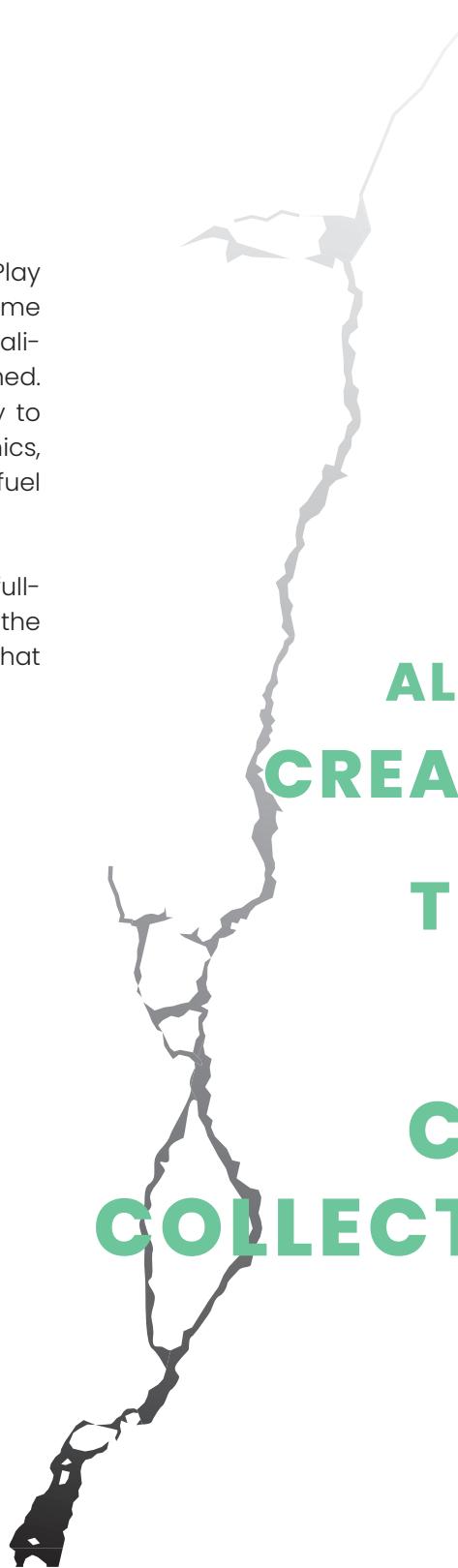




determination and intensity. Work hard. Play hard. This mindset kept me going for some time. But eventually, I was struck by the realization that my inner fire had slowly dimmed. What I longed for was balance and a way to merge my passions for branding and graphics, photography and ceramics, as these things fuel my soul.

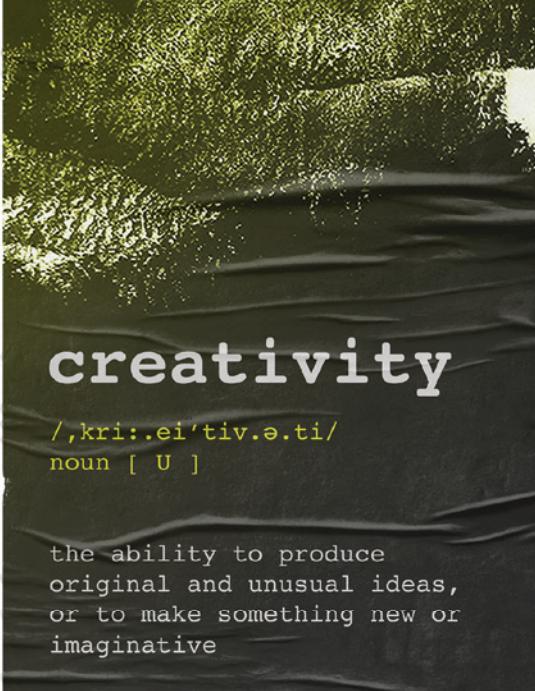
So I am now embarking on a journey as a full-time visual artist. It's time for me to live in the moment and appreciate more the light that shines from within.

Anneleen



ALL ABOUT CREATIVITY THE ZEN TREND CROSS COLLECTIVE ...

ALL ABOUT CREATIVITY



Creativity is a wonderfully essential part of our overall well-being.

We're in a rapidly evolving world and it can be overwhelming to stay in sync. I'm sure you've felt this before, right? Luckily, creativity can be a perfect antidote.

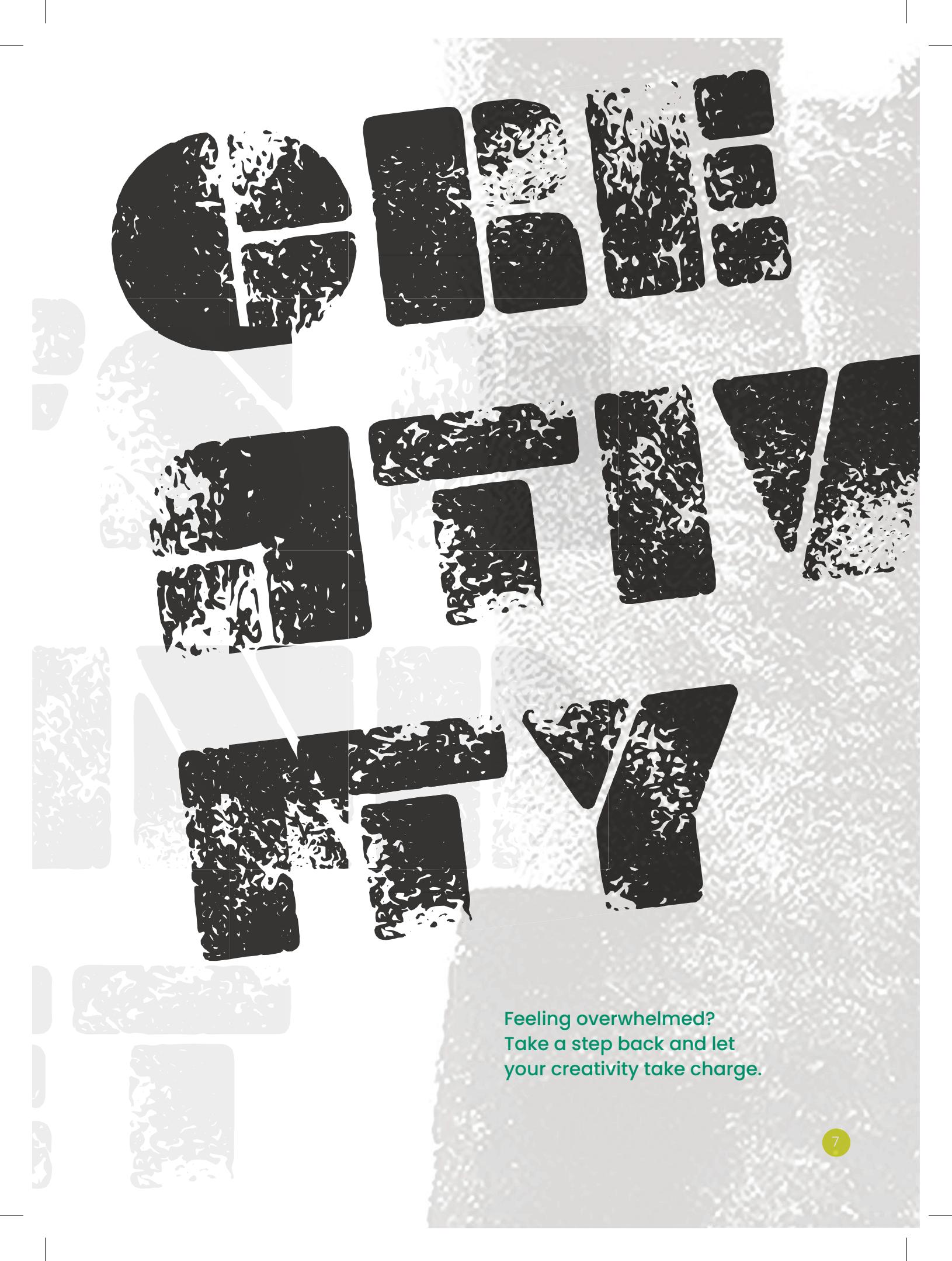
How so? Many people believe that creativity is reserved only for artists and writers, but that is not the case. From coming up with innovative ideas at work to exploring new hobbies in our personal lives, creativity can be applied in any field to bring a unique perspective and add value. When we approach a project or a personal issue with a creative and curious mindset, we are more likely to stay engaged and motivated, even when faced with challenges. Being creative helps us take a break, think out-of-the-box and find joy in chaos.

THE SPARK THAT DRIVES US

For example, when you mix the power of entrepreneurship with the magic of imagination, it's like finding the best combination of delicious red wine and fancy artisanal cheese – it's just perfect!

In today's world, where competition is fierce, it is vital to set yourself apart from the crowd to capture the attention of your audience. It is often the unique perspective that makes a project stand out. A creatively designed website, an innovative marketing campaign that reflects your future ambitions will take your business to





**Feeling overwhelmed?
Take a step back and let
your creativity take charge.**



another level.

Additionally, embracing our creativity at work can make our work more enjoyable and fulfilling, creating a nicer and more efficient atmosphere. So go ahead and explore your creative instinct.

FUEL FOR OUR SOUL

Our work can fuel personal growth and inspire others around us. **Creativity can bring a fresh perspective and has this way of just making us feel better.** It goes way deeper than singing, writing or painting, it helps us connect with our inner selves and express ourselves without any boundaries. **It's like magic!**

Creativity is a strong outlet for emotional release, self-discovery, and empowerment. By unlocking our creative potential, we can find peace within ourselves. Who wouldn't want to benefit from this healing power?

A WAY OF LIFE

Let me tell you a secret: we're all creative geniuses. Yes, including you. **Being creative isn't some special talent only a select few have. It's a mindset that can be developed with practice.** To tap into your creativity, you need not necessarily go through extensive training or acquire specialized skills. **All you need is a willingness to explore and try new things, to ask questions, and to experiment.** When it comes to personal growth, this helps us improve our skills, broaden our perspectives and discover new passions. So embrace your inner weirdness and let your unique creativity shine!

MY UNIQUE PERSPECTIVE?

We each have our own unique definition of

creativity, that's what makes it so special. For me it's the expression of a process, growing and moving forward. It's the oxygen for my busy mind watching, observing and learning. As a visual artist, I strongly believe in the profound value creativity brings to life, whether you are an artist or a business executive. It is an essential part of our society and genes. **In fact, I think creativity is the medicine we need to navigate our ever-changing world. I consider it my duty to promote and encourage creative experiences wherever I can.**

creativity

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BRAND DESIGN
WALL ART
CERAMICS
ART INITIATION

In addition to working as a brand designer every day, I also like to explore my creativity through personal projects.

Doing this really helps me stay energized and inspired. On the following pages you get a more detailed overview of it all.

HOW I INCORPORATE CREATIVITY IN MY DAILY ACTIVITIES

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>>

I'm capturing YOUR vision _

In need of a new style,
story or chapter for your
brand, product, event, ...?

[Let's have a chat](#)

So, your vision is crystal clear? Great! Go ahead and tell me all about it. Or maybe you're feeling a bit uncertain or struggling to put your thoughts into words? No worries, I offer creative guidance in designing your visual brand or experience to let it resonate with your creative vision.

What are your biggest passions and dreams?
During our first conversation, I'll help you cry-

brand
design

<<

VIA DESIGN &

talize your creative goals. Picking up on unspoken cues is my strength to help us get to the heart of the matter. By building this personal connection and understanding where you're coming from, we can collaborate to create something great that aligns with your wishes.

So, basically, what I'll do is take your ideas and turn them into a visual representation that truly embodies your brand and leaves a lasting impression.

With over two decades of expertise, I am your one-stop shop for marketing & communication. And if there's a task beyond my area of expertise, I will find you the ideal partner from my network.

From strategy & design to realization, I'll manage your project to perfection. Don't expect woolly words to put you at ease, I am straightforward and truthful, even if it means disagreeing with you, I will respectfully do so to achieve the best results.

Together, we'll make your branding pop, your product stand out, and your event buzz-worthy. So, are you ready to turn your vision into reality? Let's get started!

Insights
Strategy
Branding
Storytelling
Verbal Identity
Copywriting
Social media

Photography
User Experience
...

**>> WAARDE CREËREN / BALANS
>> STRATEGIC MARKETING DESIGNER
>> TITELTJES PROJECTPAGINA'S?**





SOPHORA



The zen trend

S H O W C A S E

SOPHORA

With all the flash and frenzy in our world today, more and more people are seeking a sense of calm and tranquility. That's exactly what three sisters had in mind when they came with the idea of their vacation home for family and friends, an inspirational place for colleagues and companies.

When they came to me with the assignment of designing a logo and website, they had not yet decided on the name. After a brief conversation, I helped them expand their creative thinking, and eventually, they settled on the perfect name. Sophora refers to the honey tree, also known as Sophora Japonica, that's planted right in the center of their garden. The tree symbolizes connection, which is exactly what their brand represents.

LOGO

The inspiration for the logo came from this tree and its meaning. The circle or tree trunk represents the (family) connection, the soft colour palette represents what they want to transmit to their guests: socializing, inspiring each other, recharging through the peace and quiet of nature, ... It's all about creating a comfortable setting where everyone can feel at home.

INTERIOR

Once the basis of the corporate style was determined, we sat around the table to match the interior design of the house. The sisters were quite surprised by this; they had not expected to receive advice that far-reaching. But after all, the photos, which are a large part of the content of e.g. the website, help to determine the look and feel in communication.

Therefore, the photos must reinforce the chosen style, and this points to both the imagery - style of the photography - and the image itself - decor in other words. Also, **the chosen decor should directly stimulate a sense of calm among the guests, the key I filtered from their story: a zen feeling.**

COPY

When I pointed out the importance of the structure of the text in developing the website, it also

became clear to them that you have to write thoughtfully about what your target audience wants to hear, not what you want to tell them.

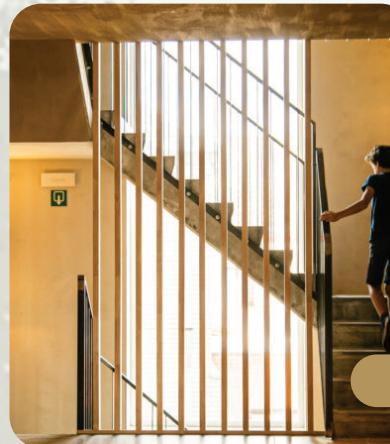
IMAGERY

For this project, a photographer with connections to the family, but without experience in this type of assignment, was chosen. This turned out not to be the best option the sisters realized, but we came to an agreement to find the best solution. And that's why I prefer overall projects and specialized in every element of a visual language.

I like it when I get the chance to create a total concept so that the whole thing is right down to the last detail. Providing the tools to build on their brand in the future.



The strong vibrance and dark shadows of the orginal photos did not match the soft, natural look we envisioned and integrated in the interior.



original



natural, soft colour palette
integrated in the website mockup





harmonics

Healing power of Sound, Music and Dance

S H O W C A S E

**Let's find and embrace
inner harmony.**

HARMONICS

Throughout history, music has always been a powerful tool for us to express our thoughts, emotions and ideas. It allows us to connect with our feelings in a way that words often can't, transcending language and cultural barriers. Plus, when it comes to restoring emotional balance, music and dance have been proven therapeutic time and time again. And that's exactly why Harmonics was created: to help promote inner harmony through the power of music.

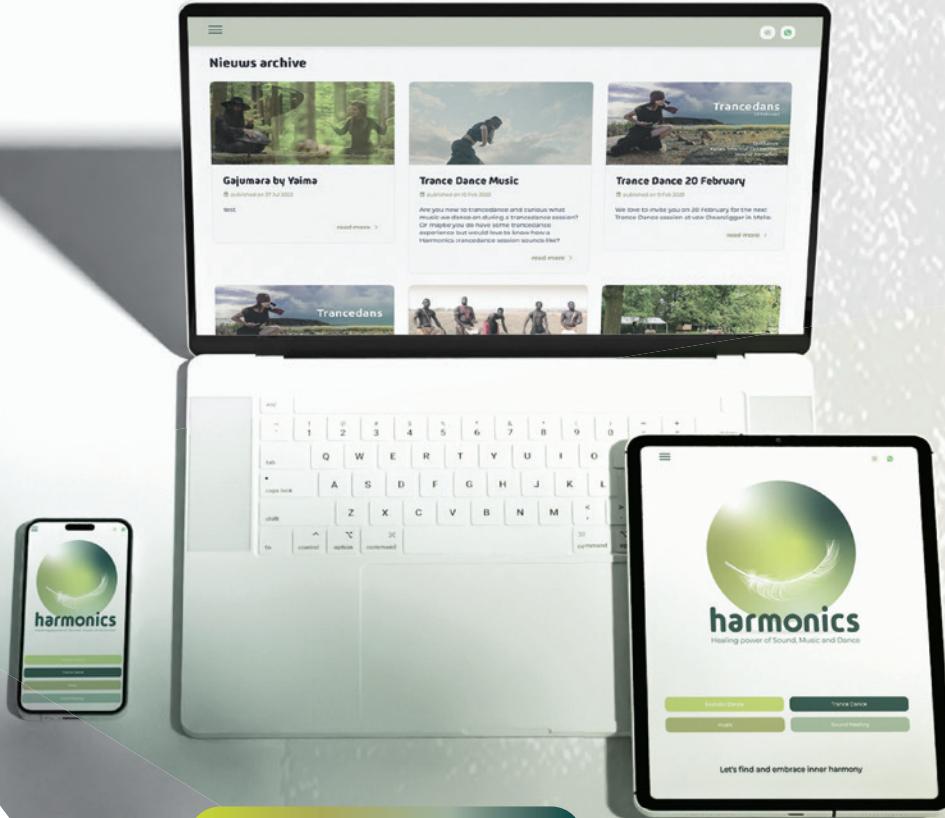
Harmonics offers a range of dance and healing practices to help individuals cope with stress and finding inner peace. Ecstatic dance sessions promote revitalization and emotional release, while trance dance allows people to feel sensations more intensely, to dive deep and start processing them. **If you're looking to regain inner balance or release undealth emotions, Harmonics is your go-to.**



This translates to a balanced world filled with fresh, vibrant colours on a white base for that very pure and light-feeling result.

CONCRETERE UITWERKING KADEREN

Logo, icons and corporate
colours to a web developer
to get started





**How to attract and
warm up your
audience?**

**HERSCHRIJVEN, IETS MEER OVERKOPELENDE
AANPAK, MINDER IN DE DIEpte, MINDER
CONCRETE UITWERKING**

**>> FOCUS OP WAARDE CREEËREN
>> SOCIALS, RECAP, RESULTATEN INTEGRE-
REN?**

With a big, bright and bold campaign!

S H O W C A S E

Tease. Surprise. Trigger ...

Rebellious but fun, that was the client's request. A request to my hand where I could play to my heart's content. Fun!

- * a save-the-date video teaser
- * a unique music card in the mailbox with a dazzling text, voiced by none other than Marcel Vanthilt: "Hi Happy Rebel, you are invited!"
- * the Happy Rebels app, which operated as a central communication tool for several months
- * cool festival website with online ticketing system
- * various contests that allowed the employees to have a say in the festival. Such as help determine part of the line-up

* company surprise acts by Rebel actors in a fully wrapped van

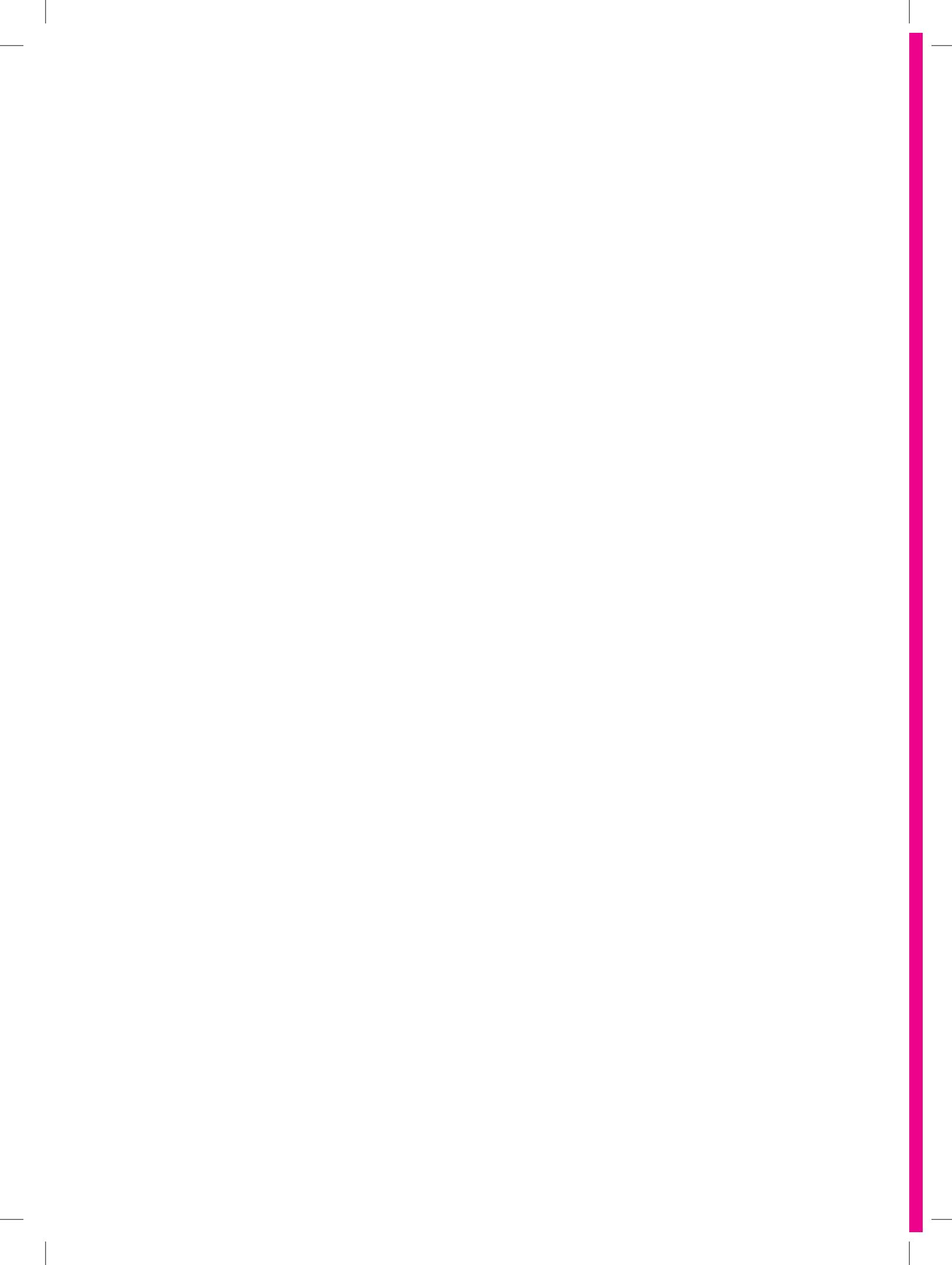
* a Rebel clothing line

* one day of Happy Rebel Radio with Marcel Vanthilt to get everyone enthusiastic

* festival box containing props for a successful festival: a booklet with practicals, a bandana, LED-wristband and a mystery card you needed to play a Rebel Game during the festival.

Of course, on site this same big, bright and bold vibe was present everywhere in all graphic elements (baches, videos, flags, wristbands, ...).

And what a result: a big, bright & bold celebration of love and music! A true festival experience with 3500 colleagues.







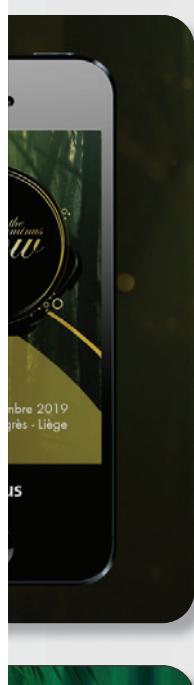
in the sun

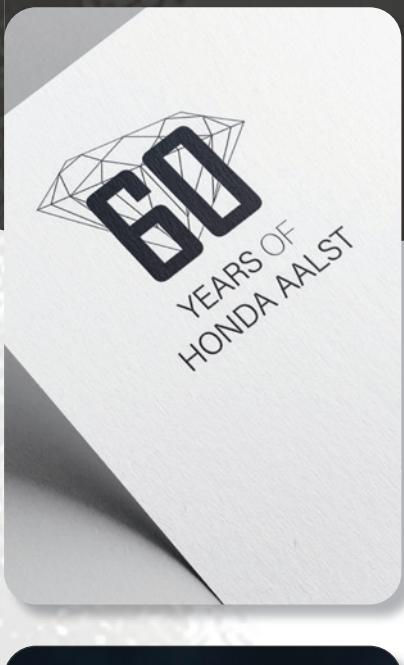
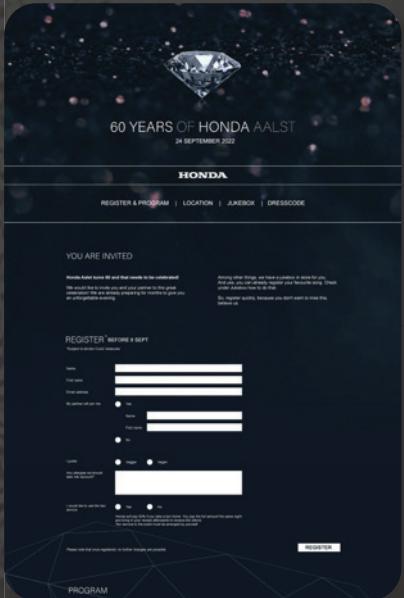


OTHER
PROJECTS



spotlights 23





FAST FORWARD EVENTS

Focus on creating
immersive experiences

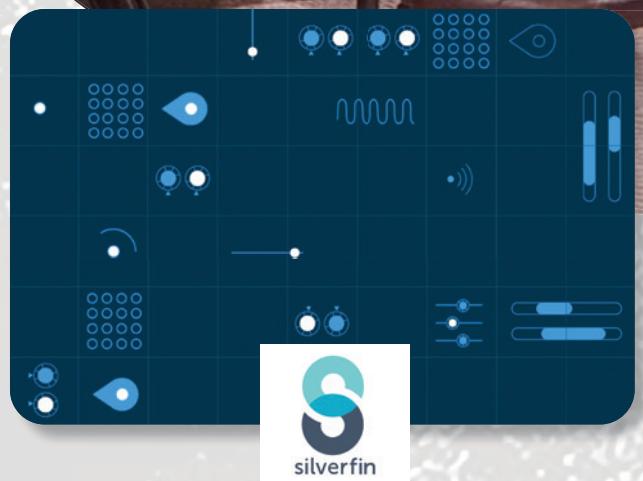
At Fast Forward Events the primary focus is on creating unforgettable experiences for event attendees.

I worked closely with event managers to brainstorm unique ideas for each event, tailoring our communication approach to match the individual event's atmosphere.

Using visually appealing graphics and one-of-a-kind designs that resonate with attendees will lead to dedicated followers (clients, employees,...) and unforgettable memories.

CASES GEPROMOOT EN/OF OP
WEBSITE FF?

ALLE TYPE PROJECTEN?
DUPONT?

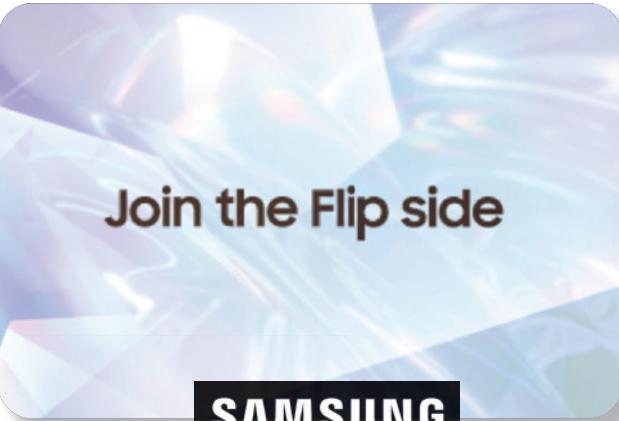




FAST FORWARD EVENTS

is also about creating immersive experiences through animation, in communications leading up to or during the event.

LUMINUS



Join the Flip side

SAMSUNG



BEKINA

Focus on building a consistent brand

To strengthen its position in the market, few years ago, Bekina Boots underwent a complete rebranding process. BeSealed was launched as a brand of Bekina Compounds.

By incorporating a distinctive style in photography and illustrations, I created a visual identity that evokes brand recognition and effectively connects with its intended audience. By combining these elements, brands can differentiate themselves through their unique and recognizable visual language. Whether it is logos, typography, color schemes or imagery, such strategies create an impressive presence in the market, Bekina Boots being the number two worldwide for decades.







OTHER WORK

Focus on logo design

The very first question I receive from clients is usually, "Could you design a logo for me?". Depending on the client's wishes, I may or may not work further on it to enhance communication.



CREATIVE
PEOPLE 
NEED
TIME TO
SIT AROUND
AND DO
NOTHING 

YES...

we do need
enough time
to be able
to fully tap
into our
creativity

BUT...

a good
brand
designer
must
also have
...

∞

COMMUNICATIE EN AFSPRAKEN MET KLANTEN, NETWERK, LEVERANCIERS

excellent management skills

Strategy. Agreed commitments. Deadlines. Every brand designer deals with these on a daily basis.

If we want to deliver excellent work, we have to be one with time and **project management**, so to speak. Cristal clear communication and agreements – both for the designer and for the client – are essential from start to finish of a project.

That's why I find it crucial to maintain a personal connection with

clients throughout the process. I particularly enjoy working with clients who value this approach, just as I do.

I consider trust, open communication and proactivity as real added values. Do you recognize yourself in this? And in need of creative guidance?

Let's talk

Dankjewel voor alles Anneleen! Fijn om zo constructief samen te werken. Mooi werk geleverd ook! Klant is happy.

*Evelien Van Dorsselaer,
event manager*

Dank je wel alvast voor de supergoede opvolging.

*Vicky Bogaerts, Argenta
client Fast Forward*

Mooie shout out naar Gentopia en Jens zijn werk. Dat is wat goede team managers doen. Nice job!

*Lotte Demolie,
colleague Fast Forward*

Goed idee van jou om te overleggen zodra de files drukklaar zijn.

*Sabine Lateur,
3Plus, digital printing*

Bedankt Anneleen, ook voor je na-service! We zijn content.

*Katrien Degroote,
client*

Thanks voor het duidelijke overzicht!

*Pascal Cauwelier,
managing director Fast Forward*

When you are surrounded with people on fire... You catch fire, too.

Determination

A collaborative
studio of creative
solo entrepreneurs.

So that's what I aim for. There, I named it. Working together enthusiastically and energetically - being a true team player - that gives me wings.

And I need a team of partners to bring projects to an incredibly amazing end. So I'm looking for people with the same mindset, working in marketing and communications. Why? To explore new heights together, on a self-dependent basis

The start of a new story, to write stories together.

/comple

Pro-active



the collie

ion.

Imperfections, with a twist.

People have an odd attraction for imperfect things like crumpled paper, glitch effects, torn pages.



Rock 'n roll.

Talententest
coaching?

Focus.

Hands-on.

Expertise

active



wall art



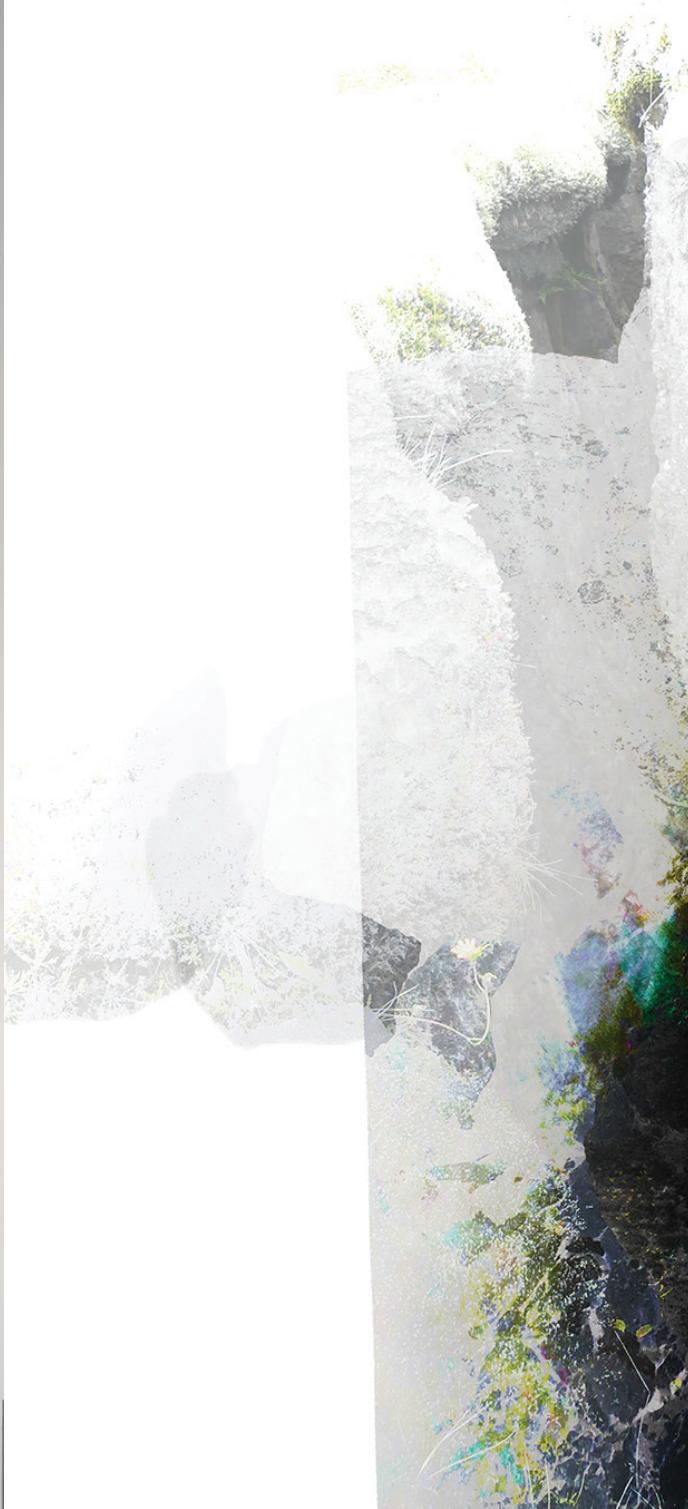
PERSONAL
CREATIVE
WORK



& ceram³⁷



wall art



OBSERVATIONS. INTERPRETATIONS.

How much or how little must we see for our mind to register and complete an image correctly? What happens when we cross that line?

Where does reality end and (our) imagination takes over?



& ceram

I like to invite you to slow down, to give your mind the space and time to be triggered.

I wanted to create something that acts as a counterbalance to the fast-paced, superficial nature of our digital world where everything is expected to be consumed at breakneck speed. To do this, I explore the contrast between two themes that we encounter in our daily lives: urban versus nature. Fast versus slow.

Material and technique also reflect



this contradiction: the “fast” printed digital art versus clay, an ancient craft that obliges to slow down.

As I went along, I started to wonder if nature and the urban environment are actually opposites? Maybe they’re more interconnected than we realize? Can we attain a better balance in our lives by becoming more mindful of both of them?



wall art



& ceram



art

u

>

**ABOUT
ME**



"I like it when a flower or a little tuft of grass grows through a crack in the concrete. It's so fuckin' heroic."

GEORGE CARLIN

FINE ARTS

From the age of 10 I went to the art academy in my spare time.

GRAPHIC DESIGN

Because of my broad interest in design from an early age, the choice of study turned out to be not so obvious. I started studying product design, but dropped out the first year. However, here I gained a solid basic knowledge for perspective drawing, a great advantage for the final choice of master of fine arts, option graphic design at KASK Ghent.

Over the years, working as a graphic designer on marketing and communication teams, I grew in that direction myself. I took classes in marketing & communication, followed workshops on web usability,



picked up tips & tricks from a course in commercial copywriting and a few years ago, I added a course in event management to the list. However, creativity still has the leading role, so during the job I could also devote myself a little more to photography on a (semi-)professional level.

SPARE TIME CHOICES

Throughout the work process, I kept looking for additional creativity in my spare time. I made a transition from acrylic on canvas to ceramics. After a few years, I put ceramics on hold for the search for a home, which allowed me to put creativity into interior design. Then evolving towards photography, in line with my job path. And yet, ceramics was something I never gave up on. Resulting in this moment: me as a visual artist, creating photographic wall art on plexi and transferring those visuals to ceramics.

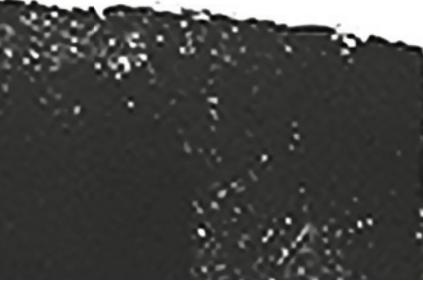
art initiation

Creating makes me evolve more consciously and brings me peace. Through my creations, I find more balance. Starting from that strong personal vision, I want to encourage creative experiences with the aim of making people aware of the power of creativity.

I shared this vision on creativity before and found that it really energizes people, and that even encourages me more.

I like to take this experience to a higher, more individual level via workshops. I'd love to start a dialogue with you and who knows what creative elaboration we can come up with together....

S O C i a l S



C O L O F O N