

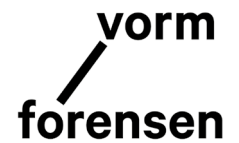
CV & PORTFOLIO DE VORMFORENSEN

Anne-Marie Geurink &
Annelou van Griensven

2019



GRAPHIC DESIGN IS PINGPONGING BETWEEN CONTENT AND SHAPES.



DE VORMFORENSEN ENABLES PEOPLE TO CHANGE THE WAY THEY SEE AND COMMUNICATE THEIR STORY.

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De Vormforensen is the graphic design studio of Anne-Marie Geurink (the structured and fast creative thinker) and Annelou van Griensven (the imagemaker, conceptual thinker and connector). They love to shift between content and shape. Both designers are hands-on, love to develop new interests and eager to make self-initiated work.

GRAPHIC DESIGN AS A PROCESS TOOL

De Vormforensen use graphic design to structure a process and communicate the outcome. De Vormforensen work for organizations who need help with new solutions, perspectives or strategies. Collaborations, challenges, creating new ideas and concepts, are all examples of goals that fit their method. With the graphic design tool they get people involved in a constructive process with an energetic vibe. De Vormforensen believe that well designed identities, presentations or workshops are part of a successful project and process.

EDITORIAL

De Vormforensen are specialized in giving direction to stories. Storytelling is about finding the essence and ordering information. Every kind of content needs a surface for the story to be told. De Vormforensen work for curators, publishers and companies to bring their story into the world. We love to tell the complete story from books, signing, identities to new typefaces.

COLLABORATIONS

To achieve a sustainable format/concept and keep a broad perspective of mediums they collaborate with specialized people with talent, passion, curiosity and conviction. Copywriters, printing companies, journalists, researchers, online designers and lens-based designers. With this interdisciplinary team they develop challenging ideas and concepts and transform them with a structured process towards a gassed form within a fitting medium.

FOR WHO?

De Vormforensen work with their own graphic method for cultural-organizations, governments, companies and entrepreneurs.

THE AUTONOMOUS DESIGNER

De Vormforensen work for companies and entrepreneurs but also love to make their own work. The last couple of years they developed a natural way for gathering new words, weird phenomena, remarkable events and everyday situations to present fresh perspectives. To give this autonomous part of the studio a framework they gave it the title: graphic anthropology.

“As graphic anthropologists we are investigating the relation between graphic design and topics from our society and daily lives. It’s a playground in our studio where we can observe and analyze as pragmatic idealists, visual journalists and image-thinkers. We are using this space and freedom to develop our skills, research our interests and discover new visions so we are exploring a new part of the graphic design field.”

TEACHING

Anne-Marie Geurink and Annelou van Griensven both are teachers at the art academy ArtEZ. They love to teach and stimulate new designers on the way.

_Anne-Marie Geurink
Aventus

ArtEZ, pre-education product design 2012 -
Interaction Design, ArtEZ, design research, 2015
Subsidiemogelijkheden-workshop, ArtEZ 2013 -

_Annelou van Griensven
TUMO, Institute for Design and Technology, Yerevan (Armenia) 2019
ArtEZ, Third year Graphic Design students. Design Research.
First year Interaction Design students. Design Methodology.
Last year Graphic Design students. final exam, 2012
HKU, lecture 2013
Willem de Koning Academy, lecture's & minor, 2013 en 2014

EDUCATION

Driving Dutch Design, 2015-2016

_Anne-Marie Geurink
ArtEZ Art-academy, Product Design, 2006-2011
Kunst van het tentoonstellen, Van Gogh Museum, 2013

_Annelou van Griensven
Sandberg Instituut Amsterdam, Master Design, 2008-2010
ArtEZ Art-academy, Graphic Design, 2004-2008
Eindhovense School MBO, Vormgeving, 2000-2004

HONORS & AWARDS

Nieuwe Oogst Zefir7, 2008
Nieuwe Oogst Zefir7, 2011
Best Dutch Book Design's 2009
Nomination Student Prize Graphic Design, 2010
Starter stipendium, 2011-2012
Best Dutch Book Design 2015
Schönste Bücher aus aller Welt, Bronze Medaille, 2016

DESIGN IS THINKING MADE VISUAL

Saul Bass

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post NL



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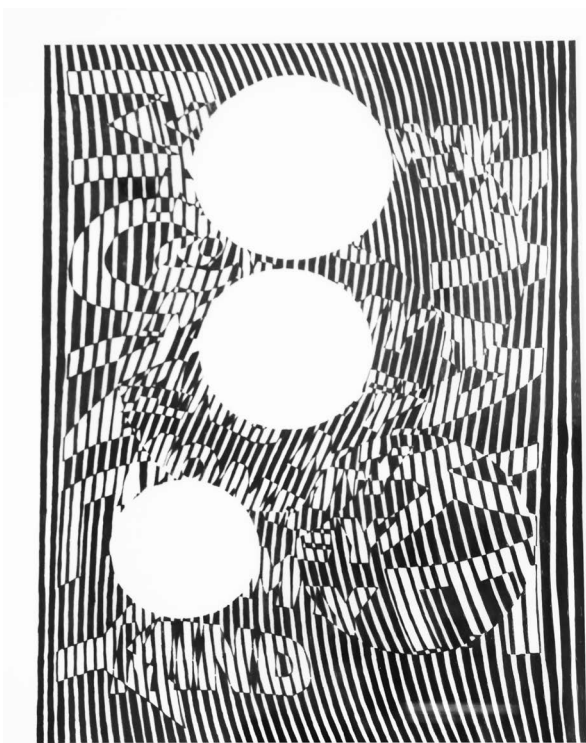
Saul Bass



everyday Mondriaan



Breaky's



Money makes the world go round

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