



CRAFTING RETAIL

To bridge education and the professional industry an event will be organised hosted by IMA as a kick off for the program under the name of “CRAFTING RETAIL” the strength and possibilities of tomorrow’s retail landscape”.

Walter Amerika and Judith ter Haar will both give a lecture for public. Judith ter Haar will focus on her work as a retailer who moves between culture and commerce. She will take you along her own story and speaks about the importance of curated stores. Walter Amerika will share his insights on: why making integrated choices on content, concept and context in relation to product, service and experience is key.

SPEAKERS

Judith ter Haar & Walter Amerika

PROFILE JUDITH TER HAAR



fashion retailer / initiator / curator / creator

For over more then 20 years Judith ter Haar has been operating as an independent entrepreneur. She is the founder of Jones Arnhem, an international renowned fashion store located in Arnhem the Netherlands. Jones was the initial platform she created to introduce the marriage between art and retail. The art of curation has been central to its success, with high-end designers like Dries Van Noten, Maison Martin Margiela, Ann Demeulemeester as well as a carefully selected group of young

designers she has managed to create a platform that introduces a new idea on retail. With retail as a method to exchange creative intelligence she has managed to introduce social awareness and education as a crucial development in her work. This specific approach has granted her the recognition to initiate several other projects that focus on this exchange. She was the founder and concept creator of Coming Soon, a concept store for Dutch design in co- creation with ArtEZ School of the Arts. The focus of Coming Soon was to create a platform for young designers as a gateway to the outside world. On several exhibitions she was working as a curator. For example the Arnhem Fashion Biennale, Salone del Mobile and many others.

Judith ter Haar is associate professor for the ArtEZ bachelor fashion & design. Next to that she is a tutor for the ArtEZ Fashion masters. She is member of the creative advisory board of the Amsterdam Fashion Week.

“As an initiator, curator and creator of concepts I aim to connect through an emotional experience in reaction to fashion and design: people, products and places. My work is not captured within a specific style but a personal signature that unveils itself through the curation of visual presentations. Authenticity, craftsmanship and heritage form the strong pillars of my DNA’s aesthetic”.

www.jonesarnhem.com

PROFILE WALTER AMERIKA



Walter Amerika is an independent strategy expert on socioeconomic creativity and creative industries policies. His working tools are design thinking, scenario sketching and brand building. He advises corporate companies as well as start-ups, cities and regions, government and public organizations on how to incorporate creativity and innovation as management drivers to add social and business value on the short, mid or long term.

Next to that, Walter is Head of the Market Department and Connector to the Creative Industries for the Executive Board of the renowned Design Academy Eindhoven, where he is involved with industry partnerships, alumni connections, creative industry policy and brand development. He is also initiator of Creative Industry Sofa (an initiative to improve access to capital for creative entrepreneurs)

Walter has a strong background in marketing. He was Chairman and Creative Director of the Amsterdam based FHV/BBDO Marketing Communication Group, working for corporate clients like Albert Heijn, Schiphol Airport, Heineken, Grolsch, Douwe Egberts/Sara Lee and Pepsi Cola.

He was also chairman of NGO Dutch Design in Development, Chairman of the Creative Board of Creative Amsterdam, Industry Advisory Boardmember of EU program Custom Fit on Rapid Manufacturing, chair of the Doors of Perception Foundation and chairman of the Dutch Art Directors Club.

www.walteramerika.com

Date:

Nov 30 2012, Friday 10:00 – 11:00 Walter Amerika and Judith Der Haar to invitees
11:00 – 11:30 Questions and Talks

Location of Seminar:

İstanbul Moda Akademisi Teşvikiye Cad. No:10/1 Nişantaşı 34365 İstanbul

RSVP:

0212 219 41 41 / 1105 - 1214