

simone
meesters[©]

Simone Meesters

I am here to help you create and explore your thoughts and ideas and make them visible and tangible.

Empathy, headstrongness, an eye for detail and self-knowledge are my ingredients to create and implement a concept. Curiosity, being open for changes and the power to be self-critical is in my nature.

Everything is designed with a decisive purpose. My way of desiging is functional and at the same time atmospheric. I ask questions, advise, create, design and guide you.

'Goede grafische vormgeving begint bij het helder ordenen van informatie'

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Mirjam Abraas

Art book design showing an overview of pencil drawings
of Mirjam Abraas. *Mirjam Abraas and Huub Hannen
Gallery, 2014*

dtekening op paneel, 10x10 cm

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Book series *marijtje van der horst*

In gesprek met je leven

Design of this workbook that illustrates step by step the process of awareness in words, colours and images.

Publisher Altamira, 2014

ISBN 978 94 013 0142 8

de glimlach in mijn achterhoofd - de Liefde leven

Design of a book that shows how life can change after a very profound experience. How gratitude and wealth, wonder and deep joy can be found in the 'everyday things' of life. All this is described as Love with a capital L.

Sequel to 'de dood legt Liefde bloot' of Marijtje van der Horst. *Publisher Altamira, 2012*

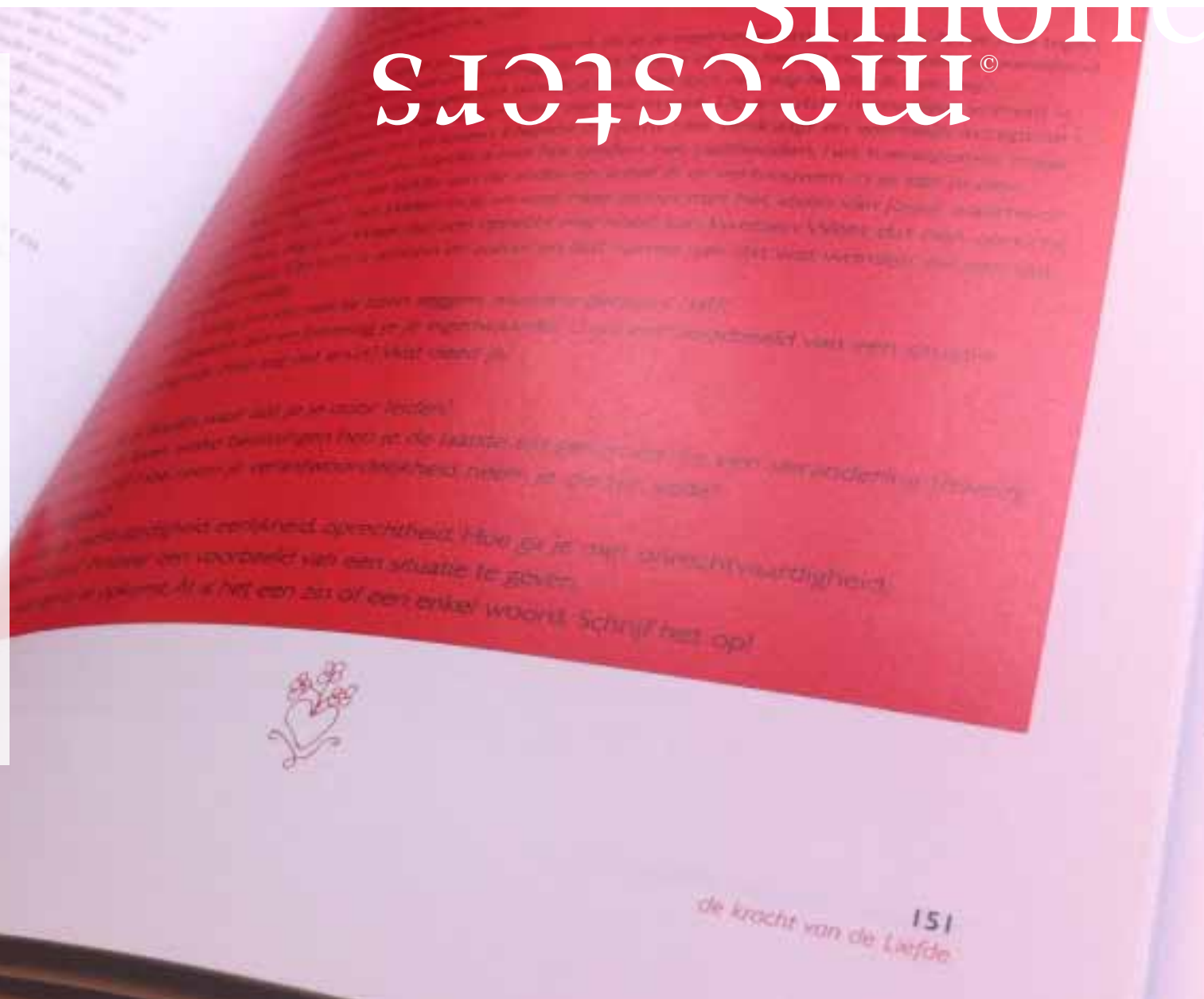
ISBN 978 90 6963 981 9

de dood legt Liefde bloot

Graphic design of a book that tells a positive personal (grieving) story and which expresses itself through drawings, paintings, diary fragments and poems.

Publisher Altamira, 2009, 2011

ISBN 978 90 6963 980 2



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Sustainable Skin

Graphic design of a trend forecast book for the brand 'Moleskine'. Six leporellos show tangible colours, fabrics and key shapes within diverse themes for 'womenswear spring/summer 2012'. Carry, trend & brand agency, 2011

COLOURS

Colours ranging from black to soft pink are easy to combine, but are also strong tones on themselves. Using these colours in a combination, you will attain spectacular contrasts in the ensembles.



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Sandals

Labels for typical Arab-style sandals. 2011

The Saudi sandal is traditionally referred to as the 'modat' (modat) which means 'Sandal of the East'. They are unique in their particular style with an over opening for the big toe distinctive leather with colours as highlight.

Enjoy the con



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SAUDI ARABIA

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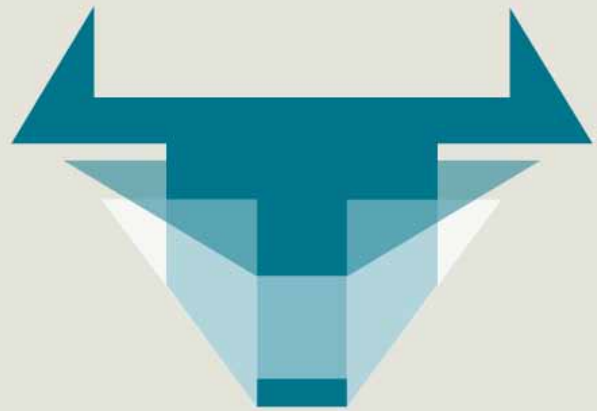
Logos

2dubbel.nl, webshop that sells selected toys/games with free tips to stimulate the language of your child. *2011*

Al-Enezi consultancy, industrial consulting, supplying, assembling Saudi-Arabia. *2010*

VPC autosport, a garage specialising in sales and service of new and second-hand parts, accessories, and tuning parts for VW & Audi. *2011*

White Bull Digital Media, Logo design for the blog of media- and communication journalist Raymond Frenken. *2014*



WHITEBULLDIGITALMEDIA



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European Public Sector Award (EPSA)

A 3-day event (biannually) of EIPA where European invitees and participants come to share ideas, knowledge and receive the award for the most valuable project. Besides the many graphical works (book, catalogue, brochures, certificates etc.) I also create videos and help organising the event. *2009, 2011, 2013, November 2015*



DSM Click'

A series of posters, banners and shirts aimed towards 'teambuilding' among employees from all levels. 2010



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ChildTRAC

As a partner of this non-profit organisation that helps children in Thailand, we brainstormed for new marketing plans. I restyled the identity and so far posters, buttons, a promotion range, a notebook and a Christmas gift have been created. *since 2010*



We care. Do you?

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Tel. +31 46 750 86 05
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info@childtrac.org
www.childtrac.org

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Design Academy Eindhoven

Poster / info-paper for the exhibition called 'dutchness' from Design Academy Eindhoven at the 'Salone del Mobile' in Milan. 2009



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EIPA

New identity for the European Institute of Public Administration (EIPA). 2009



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de Fataal

Research about female crime: the topic needs to be taken more seriously. Too many women are still treated as victims when they should be treated as perpetrators. 2009



de witte taal

Project to address students more personally and make them feel more welcome at the Design Academy Eindhoven. Based on the 42 nationalities of students that the academy had this year, the booklet contains a personal foreword in 27 different languages. 2008

자신의 감정을
여지가
찾아야
방법을

korean

친애하는 새로운 학생,
난 당신을 환영하고 싶습니다
디자인 아카데미 아인트호벤

영원

당신은 디자이너를 개발하는 데 도움이 개인적인
도전에 걸 시간이 미래의 중요한 무성한 아카데미
당신이 시간을 이용해서 완벽하게 보장한다!

내가 중요하지만 평화적인 집안으로 학교를
경험 다른 국적, 세대와 성별을 나란히 살고있다.
개인적으로이 모험에 고무될 다 자신의 언어를
회고있다. 나는 그 학교의 감정이라고 생각합니다.

당신이 전적으로 귀하의 개발을 담당하고 결정을
수있는 방향으로 가지도 가고있다. 처분 비만,
자신의 감정을 신뢰와 재미의 여지가 자신만의
방법을 찾아야

시몬이

Team 10

(Re-) designing the structure of the exhibition, creating the layout of the wallpaper and supervising the project in Paris. Together with studio anthonBeeke, curator Susanne Mulder, NAI and architect Pierre Gaultier.
Cité l'architecture, Paris 2008



Work Experience (shortened)

2014

Book **Mirjam Abraas, zuiver en zeldzaam**

2013

Design and organisation of **the European Public Sector Award, EPSA** (also in 2011 & 2009)

Identity **White Bull Digital Media**

2012

Book **de glimlach in mijn achterhoofd - de Liefde leven**, Marijtje van der Horst, Publisher Altamira, ISBN 978-90-6963-981-9

2011

Cover design **Evaluating Clinical Teaching through Cognitive Apprenticeship**, Renée E. Stalmeijer, ISBN 978-94-6159-067-1

Identities for **2dubbel.nl, VPC Autosport, Al-Enezi Consultancy, Videobakkerij.nl and ChildTRAC**

Sustainable Skin, graphic design of a trend forecast book for the brand 'Moleskine'. Carry, trend & brand agency

Cover design **How the EU Institutions Work and... How to Work with EU Institutions**, edited by Alan Hardacre, ISBN 978-0-9564508-6-9

Progressief Beek, annual newspaper for the inhabitants of the municipality of Beek

2010

DSM Click', a series of posters and banners aimed towards 'teambuilding' among employees from all levels

2009 - present

Graphic Designer, Marketing & Information Department, European Institute of Public Administration (**EIPA**)

2009

Book **de dood legt Liefde bloot** from Marijtje van der Horst, ISBN 978-90-814195-1-2

Newspaper **Dutchness** for the exhibition at 'Salone del Mobile, Milaan, from the Design Academy Eindhoven

2008

Exhibition design Cité l'architecture Paris, **Team 10** Internship at **studio anthonBeeke**, Amsterdam

2007

Design and organisation, graduation show, **Design Academy Eindhoven**

Supporting and giving guidance at the annual congress of the **Alliance Graphique Internationale (AGI)** Unknown Land in Amsterdam, organised by BNO