

CV | ROOS VAN DER KAMP

freelance conceptual art director

PERSONALIA

NAME | roos van der kamp

ADDRESS

ZIP & CITY

PHONE

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DATE OF BIRTH

NATIONALITY | dutch

SUMMARY

I am Roos, an art director with 10 years of experience in art, fashion, design, video and photography. My main goal? To create meaningful and delightful experiences where culture, commerce and communication meet.

Focusing on this ambition, I have gained solid reputation setting up and directing events, exhibitions, installations and shoots in this style.

My latest self-initiated project was an independent documentary named "To those still in doubt" which I directed and produced to show the underestimated importance of creativity.

For Marcel Wanders, I created a wearable lighting collection. The collection included a film that I directed (and was recently bought by the Stedelijk Museum).

Before my time at Wanders, I was the creative director of ROPAROSA - a high-end fashion label that I founded after winning the talent show Project Runway. The challenges ROPAROSA presented were very diverse: designing and producing several collections, and concepting and directing photo shoots, fashion shows and sales events.

Currently I work as a freelance conceptual art director, creating creative concepts for several agencies and brands.

Through my experience, I have developed organizational and leadership skills, as well as a clear understanding of the creative process in general. Where needed, I mix in skills from other disciplines: artist, designer, stylist, producer, director. Whatever it takes to get the best end result. When challenged and serving a purpose, I am at my absolute best.

EXPERIENCE

2014 | NOW

freelance **CONCEPTUAL ART DIRECTOR** | [several clients](#)

As a freelance conceptual art director I am hired by brands as well as creative agencies to concept and produce filmshoots, photoshoots, events and (retail) installations. I mainly work for clients in the field of film and fashion: amongst others **Converse, HEMA, Miss Etam, Harriman Steel, No Office, Delight Agency, The House of Yoga, Love Stories, Hans Boodt** and previous employer **Marcel Wanders**.

2013 | 2015

DIRECTOR | ["to those still in doubt" \(film\)](#)

"To those still in doubt" is a documentary about creativity, I initiated myself. As the director I am responsible for designing the look and feel of the film, guarding the concept, managing time and budget, assembling crew and cast and leading them through the full cycle of production. For this project I partnered with Prins Bernard Cultuurfonds, Czar and many others.

2012 | 2013

freelance **ART DIRECTOR** | [marcel wanders](#)

Marcel Wanders is one of the world's most famous design studios. I was hired to create a monumental lighting series for the Personal Editions collection. Besides research, design, development, guarding of the concept, managing time and production of the objects, I also organized the photography and film shoot that followed, being responsible for the styling, time and budget management and the assembling of the crew. The film and the objects were on display in the Stedelijk Museum the first half year of 2014 and are now partly included in the permanent collection.

2007 | 2013

FOUNDER & CREATIVE DIRECTOR | [roparosa](#)

ROPAROSA is a high-end fashion label I founded myself. In the role of creative director I was responsible for research, concept, design, development, setting up and leading production, strategy, PR, sales, time and budget management, organization of presentations and runway shows, final editing of the label's own mobile magazine and leading a team of freelancers and interns. I presented my work at Premium Berlin, the Amsterdam International Fashion Week, Modefabriek and on several other occasions. ROPAROSA was available in 25 stores across the Netherlands and Belgium.

2012 | 2013

freelance **FASHION DESIGNER** | [restored](#)

Restored is a store that collects and sells unique products, representing talented designers and small labels. As a freelance fashion designer I was brought in to set up their own label. I was responsible for the design, development, managing time and budget and setting up and leading the production in Poland.

2011 | 2013

freelance **FASHION DESIGNER** | [everybody's favorite](#)

Everybody's Favorite is a sportswear label for plus-size women. Their mission is to design a supportive and elegant look for working out. Having an affinity for sports and being a pilates teacher since 2006, I was a great match for EBF. I was responsible for research, concept, design, development and strategy for this brand, as well as setting up and leading the production in Hong Kong.

2011 | 2012

freelance **CREATIVE PRODUCER** | [fair wear foundation](#)

Fair Wear Foundation is an independent non-profit organization that works with companies and factories to improve labor conditions for garment workers. I was hired to produce a video of a live event, showcasing the Fair Wear network in Amsterdam. I organized the event and designed the wearable props that were used in the video.

2010 | 2012

freelance **STYLIST** | [downsideup](#)

DownSideUp is a training agency, organizing workshops and trainings for companies in need of a fresh breeze. I was involved in a training called Re-Invent. I confronted clients with the non-verbal communication of their appearance and provided them with styling advice to enhance their first impression. Amongst other companies, she has worked with the NS and TU Delft.

2011

freelance **STYLIST** | [i love vintage](#)

I Love Vintage is Europe's leading e-commerce company in vintage, with a physical shop in the heart of Amsterdam. In the role of stylist I arranged and styled the photo shoots for the web shop. I was responsible for designing the look and feel of the shoots, guarding the concept, assembling the team and managing time.

2008 | 2010

SHOP OWNER | [vezjun](#)

Vezejun is a designers collective with a shop in Amsterdam. Apart from designing, developing and producing clothes for the shop, I (as co-owner of Vezejun) was co-responsible for the brand identity, interior design and strategy of the shop. I was also involved in the organization of events in the name of Vezejun.

2007 | 2010

freelance **COSTUME DESIGNER** | [several clients](#)

Through the years I have done a lot of tailoring and costume design, ranging from wedding dresses to costumes for theatre and video clips. My services included research, design, development and the production of the actual garments. Amongst others, I have worked for the Parade, Kraak & Smaak, Room Eleven and C-Mon & Kypski.

2006 | 2007

freelance **FASHION DESIGNER** | [sussies vintage](#)

Sussies Vintage is a company with three vintage stores in Utrecht, Antwerp and Brussels. I was responsible for researching the stock, developing and producing the customized collection, while keeping awareness of the overall style and concept.

2006

VIDEO ARTIST | [self-employed](#)

Before fashion grabbed my full-time attention, I (having graduated as a video artist) kept making artistic movies for a short period of time after my studies. Being self-employed I was responsible for research, concept, design, development, organizing the shoots, managing time and budget, assembling the crew, guarding the concept, filming and editing. My work has been exhibited multiple times, e.g. in the Van Gogh Museum.

2006 | NOW

freelance **PILATES TEACHER** | [several clients](#)

Pilates is a form of exercise that helps building flexibility and muscle strength. I did my teacher training when I was 21 and have been training people in several gyms and dance studios ever since.

EDUCATION

2002 | 2006

FINE ART | [utrecht school of arts \(HKU\), utrecht](#)

Intermedia: video art, photography and installation

2005

FINE ART | [facultad de bellas artes, cuenca \(spain\)](#)

Intermedia: video art, photography and installation

1996 | 2002

GYMNASIUM | [OSG west-friesland, hoorn](#)

ADDITIONAL EXPERIENCE

2011	MASTERCLASS IN FASHION (FASTERCLASS) syntens & AIFW
2011	TRAINEESHIP (TURNING TALENT INTO BUSINESS) TTIB
2011	MENTORING BY EDWIN VAN WIJNGAARDEN just b.
2011	COURSE IN FINANCING POSSIBILITIES cultuur & ondernemen
2010	MENTORING BY DANIELLE WANDERS het praktijkbureau
2010	PITCH TRAINING syntens
2010	MEDIA TRAINING kunstenaars & co
2009	COURSE IN PR kunstenaars & co
2009	COURSE IN BRANDING kunstenaars & co
2009	COURSE IN WRITING BUSINESS PLANS kunstenaars & co
2009 2010	FASHION INTERNSHIP joline jolink
2008 2009	COURSE IN DESIGN REALIZATION vogue akademie amsterdam
2007 2008	COURSE IN PATTERNMAKING vogue akademie amsterdam
2007	COURSE IN STYLING styling academy artemis

RECOGNITION

2011	VIVA 400 viva Selected as one of the most successful young women of the year
2010	WINNER PROJECT RUNWAY RTL 5 Winner of the television series Project Runway, a talent show for fashion designers
2007	BEST EXPERIMENTAL FILM louis hartlooper complex Winner of the film makers competition In De Maak
2007	STARTSTIPENDIUM fonds BKVB Scholarship for the most promising new artists of the year
2006	PIET BAKKER PRIZE HKU Nominee for the most promising graduate of the year

LANGUAGES | [dutch \(native\)](#), [english \(professional\)](#), [spanish \(elementary\)](#)

COMPUTER SKILLS | [office](#), [photoshop](#), [illustrator](#), [indesign & final cut pro](#)

DRIVER'S LICENCE | [B](#)

INTERESTS | [collages](#), [yoga](#), [pilates](#), [travelling](#)

REFERENCES | [upon request](#)