



Dick Hoogendoorn BNO

Dick Hoogendoorn (1941) studied at the Royal Academy of Art in The Hague, where he followed courses led by internationally renowned designers. For example, Paul Schuitema, Gerard Kiljan and Marius Wagner. Since 1964 Dick has been operative in his own design studio as Art Director, Graphic Designer, Copywriter, Spatial Designer. From 1970-2003 he was a senior lecturer and staff member of the Utrecht School of the Arts, one of the largest art and culture oriented institutes in Europe. Also, in 2001 he was a guest lecturer at the 'Konstfack' in Stockholm, Sweden, and from 1995 until the present day a guest lecturer at the 'Designskolen' in Kolding, Denmark. He won several international awards, with the most recent one being the 2008 International Wolda Award for the design of a logo. Dick works from two design studios. One based in Gouda, The Netherlands, and the other one in Brobyværk, Denmark. Besides his regular work as a professional graphic designer, Dick is continuously engaged in free, sometimes graphic, creative experiments. These witness his fascination for writing, rhythm and movement. Clearly showing how he is caught by the shapes and dimensions of words and letters - one of the oldest means of communication- as well as by the interactions between text and images. Recent showcase of this is his series of Haigas, that combine classical Japanese poetry (Haikus) with a fitting image. Crafted with the computer and printed in a limited edition of no more than 20 copies on Hanhнемühle White Velvet with high quality ink pigments. Website: www.dick-hoogendoorn.blogspot.com