

Curriculum Vitae

Michael van Schaik

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Recently graduated (cum laude) from the Willem de Kooning Academy (2006), currently living and working in Rotterdam, Leiden & Amsterdam, studying at the Piet Zwart institute (MA Media Design) and working as an independent designer.

Projects, both in print and digital, often develop around subjects like systems, cities, sound, and their influences on social behaviour or people in general. Another direction in the work is more poetical, more personal.

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Education

Visser 't Hooft lyceum (Havo)
Leiden, The Netherlands
1995 - 2000

Willem de Kooning Academy
Rotterdam, The Netherlands
(BA, Cum Laude)
2001 - 2006

Piet Zwart institute
Rotterdam, The Netherlands
MA Media Design
2006

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Work

Marque's / Krikke-Pardon,
Leiden, The Netherlands
(DTP/junior designer, 1 year)
2000 - 2001

Scrollan, Berlin, Germany
(Internship, 3 months)
2005

Airplant
Amsterdam, The Netherlands
(Internship, 3 months)
2005/2006

LOUD
Rotterdam/Leiden, The Netherlands
(working as independent designer)
2002 - now

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Other interests

Outdoor activities
(Belgium, Luxembourg, France)

Organising camping-holidays
for groups of adolescents
LCKV jeugdvakanties, Leiden
(for 2007 we're working on a
program in the Czech Republic)

Waterpolo
LZ 1886, Leiden

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Selected Projects 2004



Elvis Tee

Elvis is still a legend, even so many years after he's passed away more and more websites and merchandise-products get made. And with this, milions and milions of dollars. But in what extend are these honest products? Isn't, for example, special Elvis-whine (elvis didn't drink) just a way of making money by exploiding the image of Elvis? And in what extend is that image correct?

By this proposal I want to show how the concept 'Elvis' gets hollowed out untill there's no more left than an empty image. Therefore I took a picture of an Elvis-barbie doll and enlarged it back to human proportions. This I silkscreened on the cheapest t-shirts I could find.



Identity in 3 layers

This series of posters is in itself a research into how 'identity' develops. Here I defined identity by using three titles of random theaterproductions. The design consists of three layers, the first is the 'design' layer, which is generated by a script using only the

name of the production. The second layer, 'reality', is the part of an identity you can't really control. This layer consists of google-associated images, found by searching for the words of the title. The third layer is the 'analytical' one. After you design an identity, it will be in the public domain and you have to watch closely how it develops. Your influence on that is the analytical layer, which works as feedback to the first/design-layer. These three layers are each given an accent on one out of every three posters.

VPRO GIDS



VPRO

Subject of the first VPRO-television guide of 2005 was going to be 'the ultimate youth-memory'. For this cover

I made a proposal which was one of the 10 possible winners (in the end it got printed in the 'almost won' section).

The concept of my proposal is that memories don't exist until you think back at them. That's when they get special and romatical.

2005

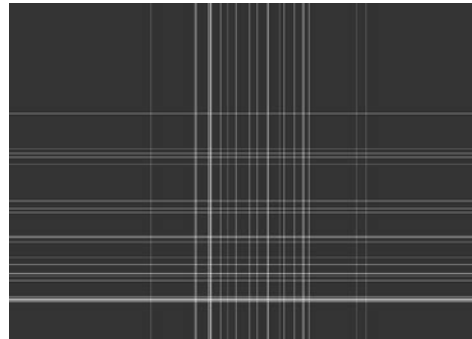


Eindexamenposters WDKA 2005

(in cooperation with Jaap de Maat)
The posters for the Willem de Kooning Academie Graduation Show 2005, developed about the idea of communication. The basic concept is layeredness, both in design-thinking as printing. Basically it's about how a poster/design is made, through the use of rithm, repetition, reading sequence.

The posters consist of a typographical layer with all the info, over which 3 possible colored layers got printed to give added value and depth (and maybe disturb communication when too much get printed on top of each other). These three layers form the three main departments; red is design, blue is art, green is teachers.

SCROLLAN
 ZWEIMAL AUSZEICHNUNG BEIM IF AWARD
 DIE SCROLLAN WEBSITE UND DAS CORPORATE DESIGN
 FÜR LOLU HABEN BEIM IF AWARD EINE AUSZEICHNUNG
 BEKOMMEN. FREUDE!
 ARBEITEN
 TEAM
 AHA
 KONTAKT



Radboud Mens site
 (in cooperation with Airplant)

Radboud Mens is a sound artist from Amsterdam. We are trying to create his site totally as a sound-space (3d). (under development)

scrollan.de
 (in cooperation with scrollan)
<http://www.scrollan.de>

The new scrollan site was developed over a period of 2 months, during my internship at scrollan. My role was to design and manage the project in cooperation with Peter Buennagel, working together with two programmers. For this site we won an IF-award.

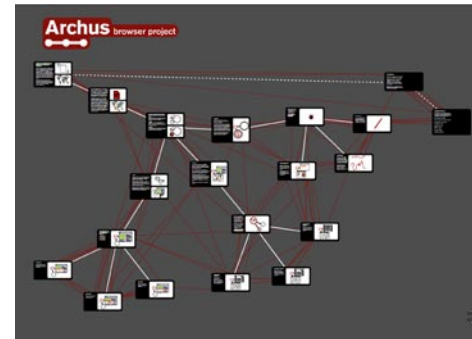


Amsterdamprijs site
 (in cooperation with Airplant)

Airplant made a nice proposal for the Amsterdam-award for fine arts. In the final phase it got postponed until further notice. To have some profit of all the work put in there, I designed a

website documenting is, including a virtual reality of the proposal. (under development)

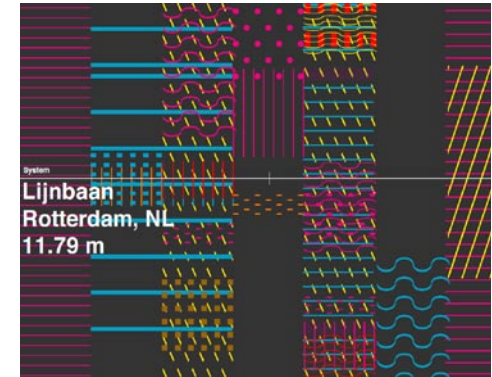
2006



Archus Browser Project
<http://archusproject.org/>

Graduation project (Cum Laude) about developing concepts for a new kind of webbrowser making more use of modern techniques and possibilities of technology nowadays. The missing 'Browser 2.0'. See website for a detailed explanation (in dutch).

(project and documentation are on the CD)



The Acoustic City
 (in cooperation with Eva Gresnigt)

Graduation project (Cum Laude) in which I created a system to translate environments into sound (in a simple to understand, visual way). By 'listening' to streets, you explore/analyse them in a different (more objective) way. In this system I analyse the street in 7 layers; infrastructure, architecture, furniture, nature, advertising, humans, connections. Each layer consists of 8 possible groups of objects/values, which are represented in a graphical and color code notation system. This notation gets played in an interactive installation. The sounds of the advertising-layer are made in cooperation with Eva Gresnigt (voice), for sounds in general I also got advised by Radboud Mens.