



**matthijs | kok**

Product Designer | Portfolio 2019



# Matthijs Kok

Matthijs is a multidisciplinary designer, photographer and creative based in Amsterdam. He graduated with a Bachelor's degree in Product Design at the Hogeschool van Amsterdam in 2015. Matthijs is always striving to design characteristic and iconic products. With a functional and minimalist approach, his designs comprising modern and soft, minimalist shapes with a welcoming expression. In his work he focuses on experimenting with material possibilities and production techniques, exploring the thin line between contemporary art and design: sculptural, yet functional.

He started to work for 3D Systems in 2013 as a Product Designer and 3D modeler, translating the possibilities and innovations of 3D printing into design for consumer products and interior accessories. Since mid-2016 he is working as the creative director of Freshfiber, a premium lifestyle brand bringing state of the art technologies such as 3D printing to stores worldwide. Here, he develops consumer products such as wearables, accessories and lighting - combining unique design possibilities and playfulness with revolutionary technologies to create products that cross the line between sculpture and industrial design.

Matthijs likes to curate and photograph products and share these on Pinterest. He has a following of around 29.000 people. He has worked on many promotional photography projects for both national and international brands: increasing brand awareness on the Pinterest platform via strategic campaigns combined with his unique styling & minimalistic photography.

As well as being a designer, Matthijs is a passionate traveler and has traveled to over 40 countries. He documents his travels through the lens of his camera. In his photography work he uses the same minimalistic approach as to his design work: Keeping focus on the content by eliminating distractions and finding balance in composition, spare space, soft light and a limited color palette. His photography work has been published in multiple inflight magazines worldwide.



## matthijs | kok

Product Designer

### CONTACT

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[info@matthijskok.nl](mailto:info@matthijskok.nl)

Molensteeg 15-1  
1012BG Amsterdam  
The Netherlands

### LANGUAGES

Dutch - native  
English - fluent

### PROGRAMS

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Solidworks  
3D Studio Max  
Materialise Magics  
Keyshot  
Microsoft Office

### INTERESTS & HOBBIES

Art  
Travel  
Photography  
Pinterest  
Interior & Styling

## EMPLOYEMENT

PRESENT  
02/2014

### Matthijs Kok | Freelancer

- Freelance Product Designer, 3D Modeler & Photographer.
- Content Creator on Pinterest, increasing brand awareness on the Pinterest platform via strategic campaigns combined with styling & photography for clients like: Verk Watches, Kapten & Son, Nuura Lighting, Horizn Studios, Cloudnola Clocks, Faune, and others.

PRESENT  
05/2016

### Freshfiber | Creative Director

- Relaunching & rebranding the Freshfiber brand.
- Designing and developing phone cases, watch bands & lighting.
- Delivering ideation, conceptualization, and prototyping.
- Creating production 3D CAD files of all products to be produced.
- Redesigning & maintaining the collection by adding personalization options and adjusting existing designs to fit new device ranges.
- Collaborating with internal and external designers from concept to production. Curating new collections, products and line extensions.
- Advising role in web design, packaging design and logo design.
- Product & lifestyle photography. Photo editing and retouching.

12/2015  
02/2014

### 3D Systems | Product Designer & 3D Modeler

- Pitched ideas within the Cubify design and marketing team.
- Translated conceptual product ideas to 3D printable products and 3D CAD files for the consumer market.
- Worked with high material and production technique restrictions, converted those into new design possibilities with 3D printing technologies such as: Stereolithography (SLA), Fused Deposition Modeling (FDM) & Selective Laser Sintering (SLS).

06/2015  
02/2015

### Tjep. | Graduation Internship

- Researched cableless conductivity in combination with LED as the starting point for a lighting fixture as my graduation project.
- Modeled countless design iterations in SolidWorks and 3ds Max, resulting in an innovative lighting fixture design, brighten 140 LED lights without the use of cables as a lamp proposal for Moooi.
- Assisted Tjep. team with generating ideas for several projects and creating digital visualizations for presentation purposes.

01/2014  
08/2013

### 3D Systems / Freshfiber | Internship

- Pitched ideas within the design and marketing team.
- Translated conceptual product ideas to 3D printable products and 3D CAD files for the consumer market.

## EDUCATION

2015  
2011

### Product Design Bachelor Engineering | Hogeschool van Amsterdam

2011  
2006

### HAVO | Jac. P. Thijsse College



# Creative Director

Freshfiber, 2016 - present

## About his work at Freshfiber

Matthijs joined Freshfiber in early 2016, to help rebrand, redesign and refocus the to-be-relaunched Freshfiber brand. In the months prior to the brands relaunch he was responsible for redesigning the existing phone case collection to fit new device ranges and adding personalization options. He worked closely with the brands' graphic designer to update and redesign the logo, packaging and website and advised the external app developers for the personalization app.

From the brands relaunch by the end of 2016 until now, he is focusing on designing and developing phone cases, watch bands and lighting. He creates the production 3D CAD files of all products to be produced. He manages the collaborations with internal and external designers and curates new collections, products and line extensions. He is also responsible for all Freshfiber's copywriting and product and lifestyle photography. His design work for Freshfiber has been featured on many international blogs online such as Design Milk and Yanko Design.

## About Freshfiber

Freshfiber was founded in 2009, when 3D printing was not known to the general public yet. Specialized in fashionable 3D printed cases for phones and tablets, Freshfiber was the first brand to sell fully 3D printed products in retail stores worldwide. Freshfiber was acquired by 3D Systems in 2013.

After 3D Systems discontinued its consumer division and entry-level consumer 3D printer by the end of 2015, Freshfiber decided to restart the engines. From May 2016, the Freshfiber team rebranded the outdated Freshfiber brand with a new focus on personalization, and the brand was relaunched by the end of 2016. From a small studio in the historic center of Amsterdam, the Freshfiber team develops and sells premium consumer products such as phone cases, watch bands and lighting. All products are designed and produced in Europe and made with state of the art technologies such as 3D printing. Freshfiber products are being sold from the studio's small store, webshop and several retail stores worldwide. Webshop orders have been shipped over 50 countries, with the greatest demand from the USA, Japan, UAE and Europe. Freshfiber phone cases are being sold in retail stores worldwide, including Atlantis the Palm in Dubai.

## Responsibilities:

Designing & developing phone cases, watch bands & lighting to complement brand product portfolio and to strengthen the brand position on the market. Creating custom designs of cases for special events and for external clients

Redesigning & maintaining the collection: adding options for personalization of Freshfiber phone cases and making adjustments to existing designs to fit new device ranges

Collaborating with internal and external designers from concept to production. Curating new collections, products and line extensions. Collaborating with product developers, manufacturers and suppliers, finding optimisations for new and existing products

Creating production 3D CAD files of all Freshfiber parts and products to be produced

Product & lifestyle photography, editing and retouching

## Advising role in:

Logo, packaging, website and app design

Social Media (Facebook, Instagram, Pinterest)

Product assembly & quality control

Copywriting





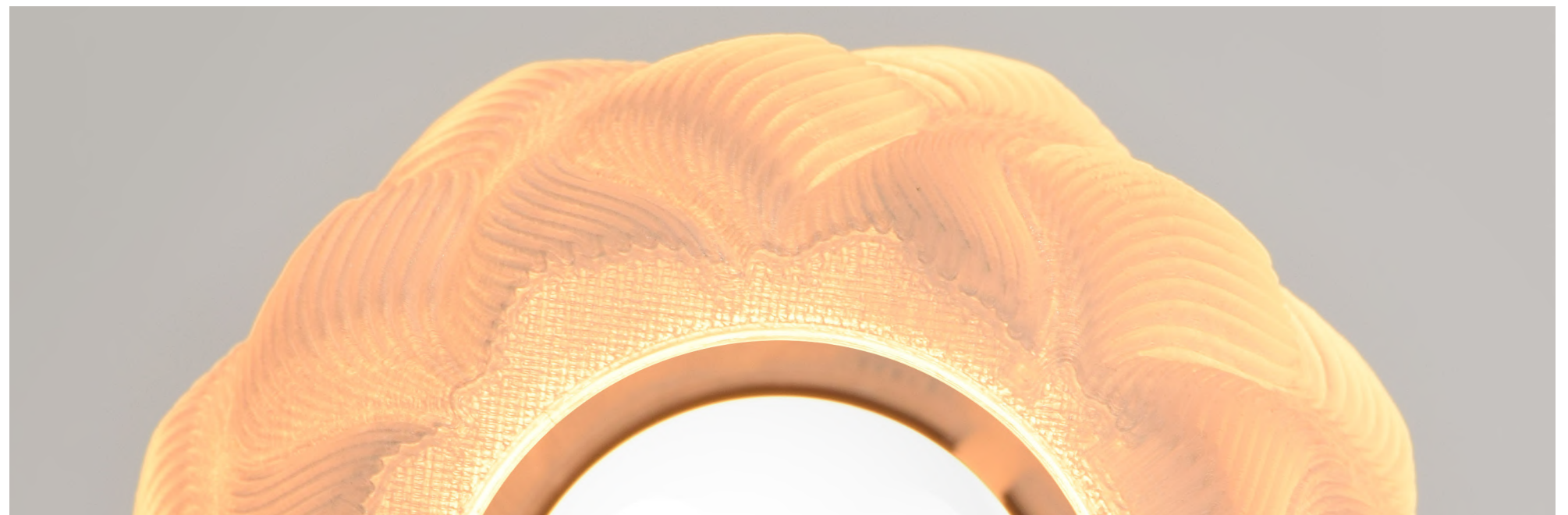
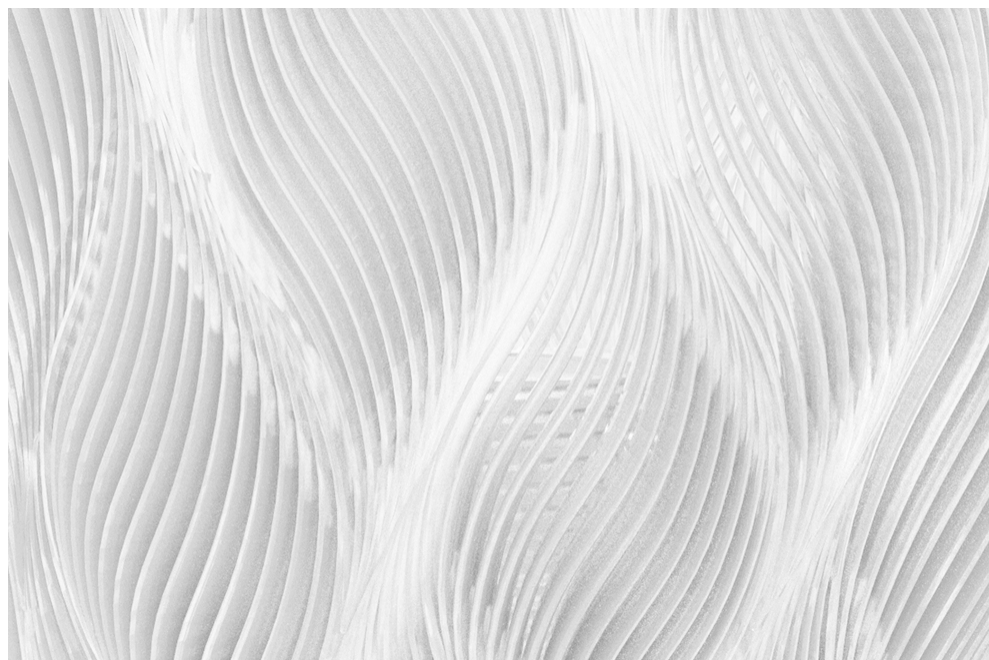
# Lamellae Lamp

Freshfiber + Reflow, 2019

Designed by Matthijs Kok for Freshfiber in collaboration with Reflow Filament, the Lamellae Light has a striking appearance explained by its name. The sensual and dynamic rhythm of Lamellae's beautiful lines in combination with the semitransparency of the material, provides depth and creates a graphical and warm light to its surroundings.

The lamp's cloud-like outline changes form depending on the vantage point of the beholder. Lamellae gives downward directed light on a table or worktop and provides soft diffused light through the openings between the lamellae to the rest of the room. The transparency and shape of the lamp, as well as the numerous lamellae that disperse the warm light, provide excellent lighting for all uses and the lamp becomes an esthetical pleasure in the room. Lamellae comes in a pendant version and a table version.

Lamellae's opaque shade is formed from PETG plastic, recycled from plastic waste: sourced from the highest quality streams of discarded plastic from leading recyclers in collaboration with Reflow Filament. The ingenious lampshade of the Lamellae Light is 15 cm high and features a diameter of 10 cm. The lighting can be used separately, in any number of combinations or even as a stunning installation, to create exactly the lighting effect you're looking for. Suitable for residential homes, restaurants and hotels.





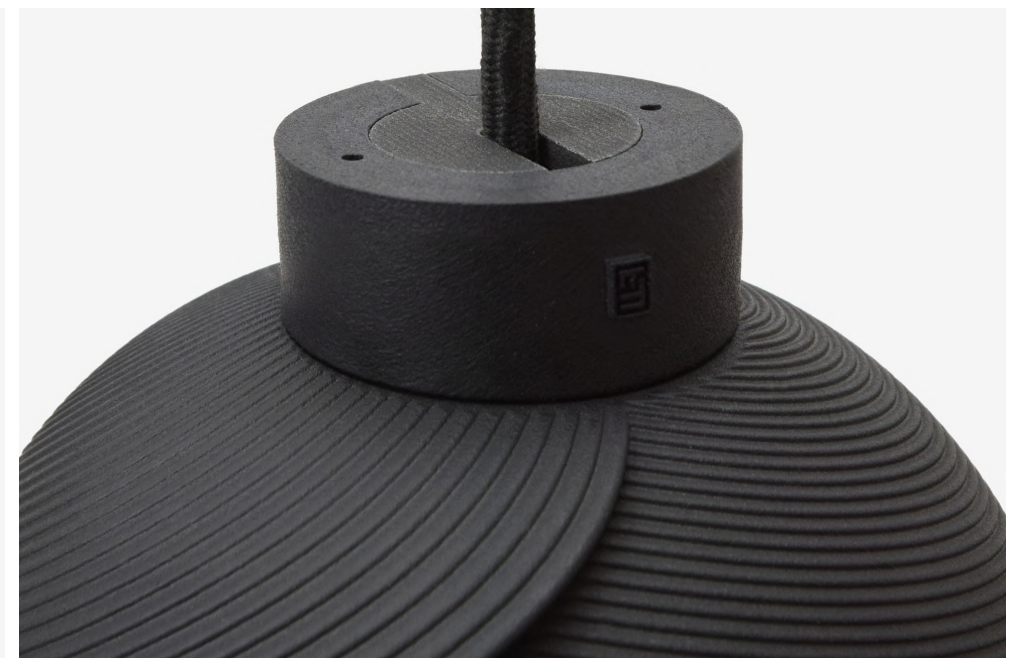
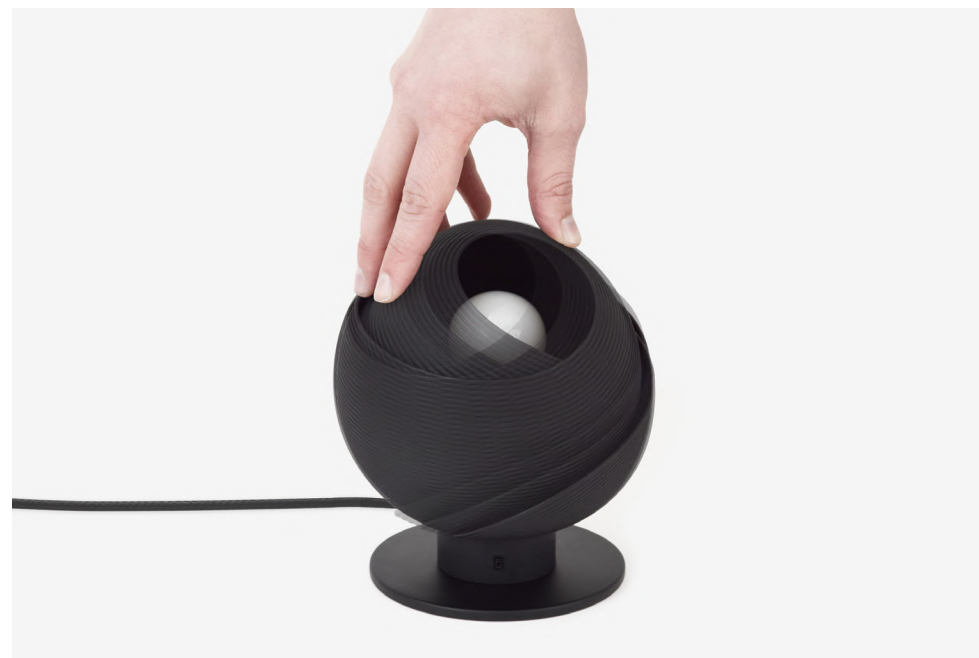
# Fold Lamp

Freshfiber, 2019

The cleverly designed Fold Lamp is a simple, characterfull lamp built for versatility. It combines two lamps in one; a pendant and a table lamp, according to your needs. Thanks to the vast selection of uses, the role of the Fold Lamp can change when needed: Suspend it from the ceiling as a pendant light, turn the head as a spotlight, or place it casually on a shelf or table by placing the pendant on its metal foot. A versatile lamp that can be used alone or grouped together in a home, office, hotel or café environment.

Matthijs wanted to create a lamp that is adjustable to its surroundings, both practical and in functionality. A lamp that stands out for its flexibility and sculptural beauty. The Fold Lamp features a base that allows the lampshade to rotate 360 degrees around the light source. This allows users to alter the kind of ambience that's just right for their surroundings. The lamp creates two different types of light: one is a very strong direct light, which is highly functional. The other is indirect light that escapes between the overlapping layers of the fold, which is soft and ambient, emphasizing its elegant flowing layers.

The Fold Lamp changes form depending on the rotation of the lampshade and the vantage point of the beholder. Practical, yet friendly and playful, the Fold Lamp beautifies any space looking for a contemporary touch.





# Fold Case for iPhone X

Freshfiber, 2018

The sculptural Fold Case is as functional as it is elegant. The iconic architectural fold flows from the contour of the iPhone X, resulting in an intriguing silhouette that's both practical yet aesthetically pleasing.

The Fold Collection explores the fluent, dynamic movement of draped textile and its geometry. Draped in intricate ways, the Fold Case curves smoothly along the iPhone X's exterior. Influenced by structured garments and architectural lines, the smooth, undulating pattern creates a topographical landscape, radiating from the outer contour towards the inner signature fold. This results in a characteristic silhouette with emphasis on structure, shape and form.





# Freshfiber Watch Bands

Freshfiber, 2018

The Freshfiber Apple Watch Band Collection makes a bold visual impact with its flexible coil structure, bringing together the worlds of fashion and industrial design. The collection consists of three eye-catching watch band designs, offering a variety of different styles and colors to complement people's individual style. Entirely made out of 3D printed nylon, the watch bands sit nicely and feel light on the wrist.

With its complex interplay between form, space, and practicality, the wristbands are engineered with a structured, architectural sensibility. A flat strip of material helix coiled into a flattened spiral forms the basis of Freshfiber's new Apple Watch Band Collection. By taking the semi-rigid nylon material and wrapping it into a helical spring, the material is set into a versatile material with structural build, making it flexible yet sturdy with memory to return and retain its shape.

Each watch band features a printed clasp that makes it easily interchangeable so that the band can be swapped within seconds. Combining form and function, the closure is hidden and integrated with the Freshfiber logo. Both ends of the watch bands merge seamlessly together, in order to prevent the lock from disrupting the decorative graphic element of the object. The innovative press-and-release closure ensures a snug, seamless fit around the wrist. The watch bands can be unfastened simply by pressing the Freshfiber logo, designed for easy put on and off your wrist at any time.



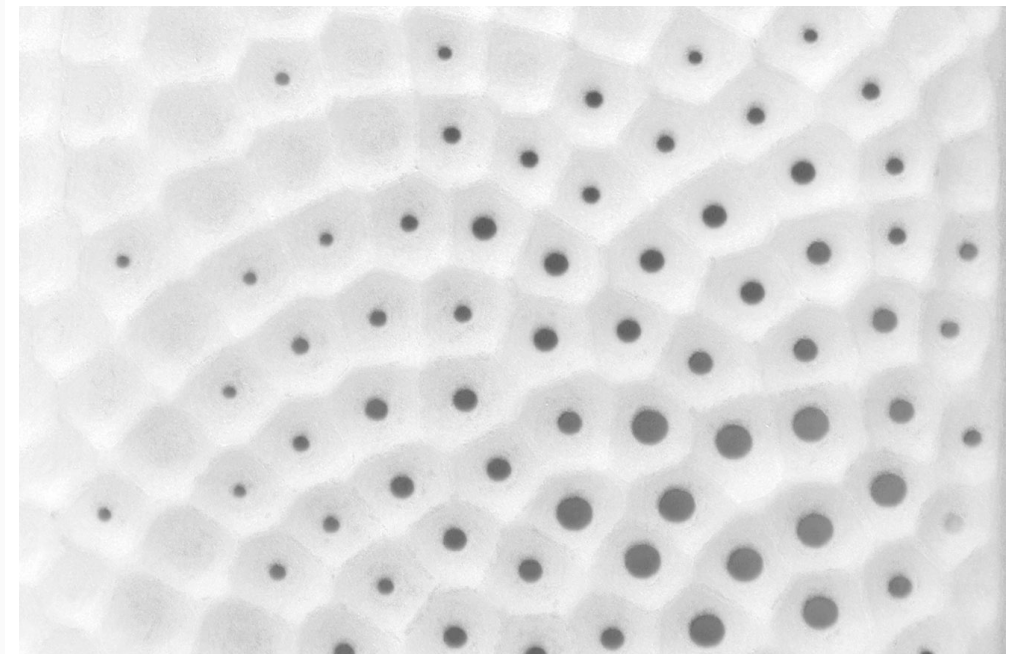
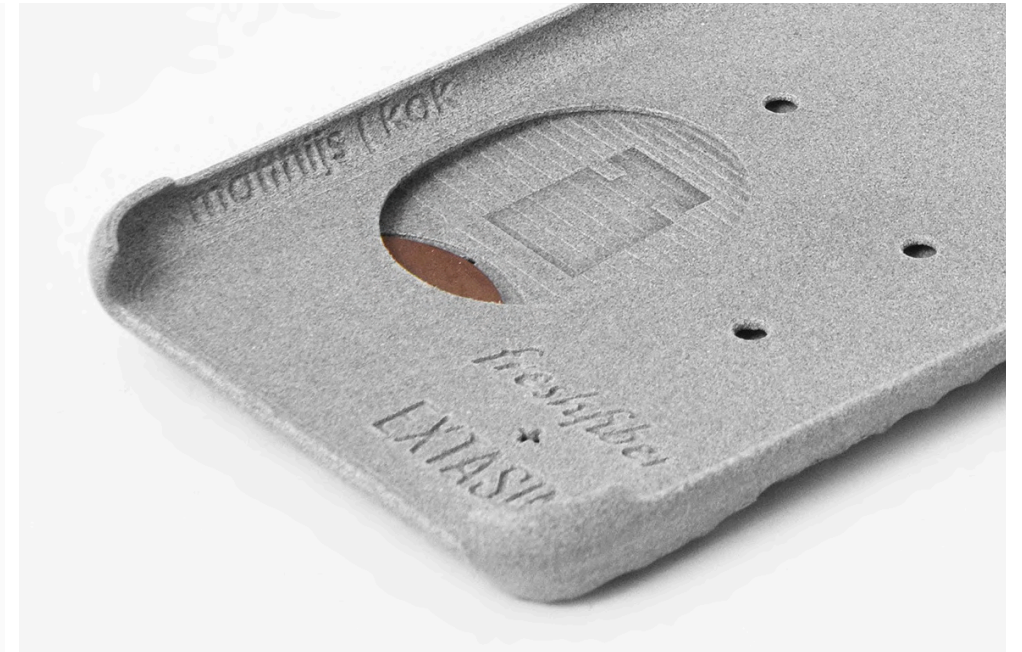
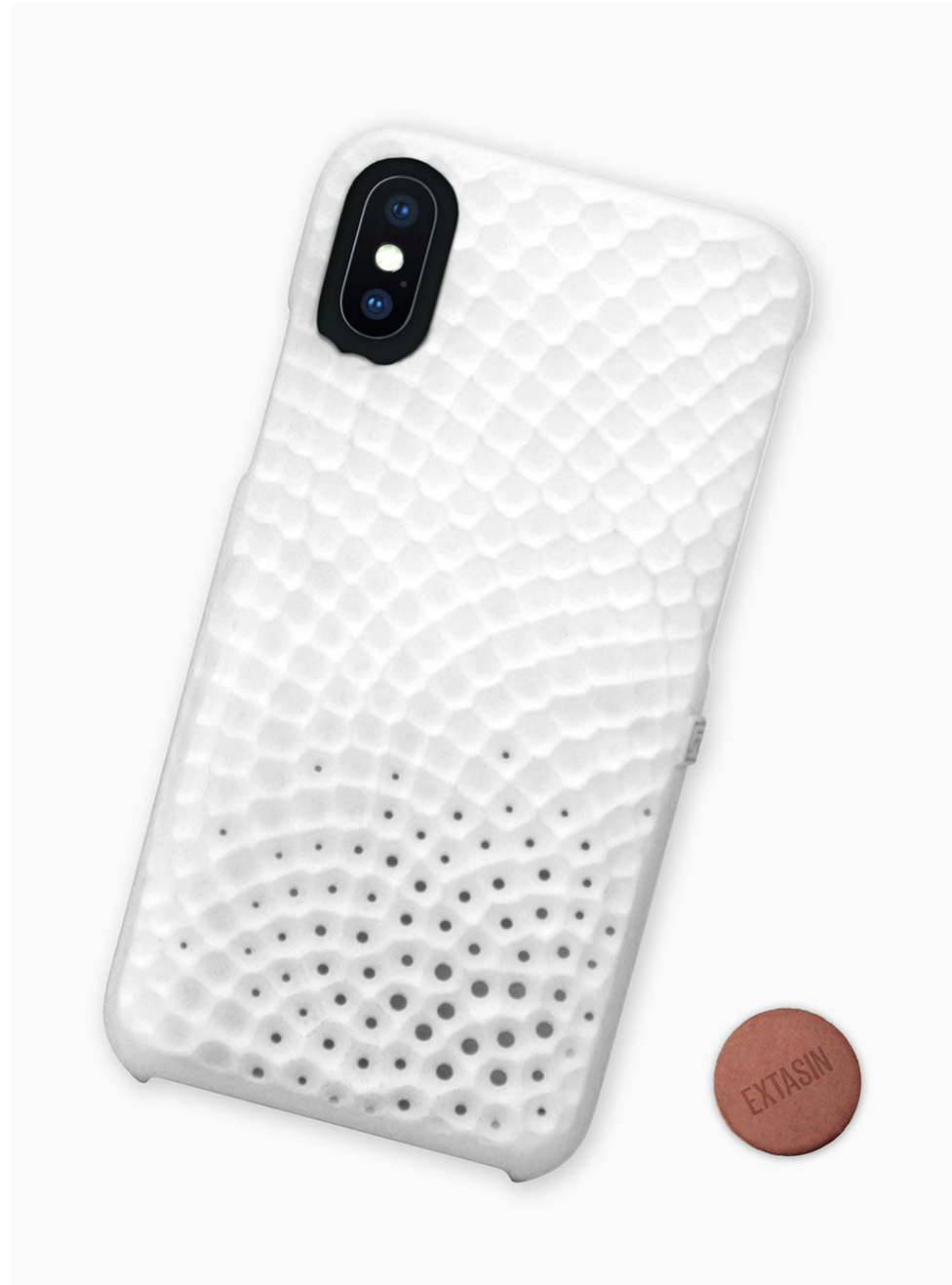


# Stonework Perfume Case

Freshfiber + Extasin, 2017

With design we can honor scent and accompany it from its well to our nose. The design is an abstract interpretation of chiseled stonework. The facets are arranged to the Fibonacci sequence, nature's numbering system. This arrangement appears everywhere in nature, from the leaf arrangement in plants to the pattern of florets of a flower, or the scales of a pineapple. As if carved out by hand, the Stonework case is a snap shot of how fragrance originates and moves through air.

The Stonework Perfume Case is designed to hold perfume in a safe way. By spraying a fragrance on the special ceramic coin inside, the scent stays on the case for weeks. Clean, safe and removable. The coin is made out of a ceramic material that retains the perfume and spreads it slowly but surely, day after day.





# Project Eiger Phone Case Series

Freshfiber + Project Eiger, 2017-2018

Freshfiber got the opportunity to be one of the first to explore the possibilities of 2.5D printing technology, developed by Océ Technologies BV (Canon Group). The 2.5D print is built with layers of ink forming a relief with unlimited color schemes. It literally brings an extra dimension.

The Freshfiber Full Color Textural Series is inspired by elements of the natural world with all the high depth texture, and full color that we see around us. The series consists of nine phone case collections with designs that pop off from the back of the cover. A selection:

## 1 | Anemone Collection

A collection of five phone case designs, with each anemone differently positioned and bursting in various aurora-toned colors, leaping out from the black backdrop. The delicate petal details stick out of the darkness, like the flowing arms of sea anemones at the bottom of the sea... Swaying away...

## 2 | Sense Collection

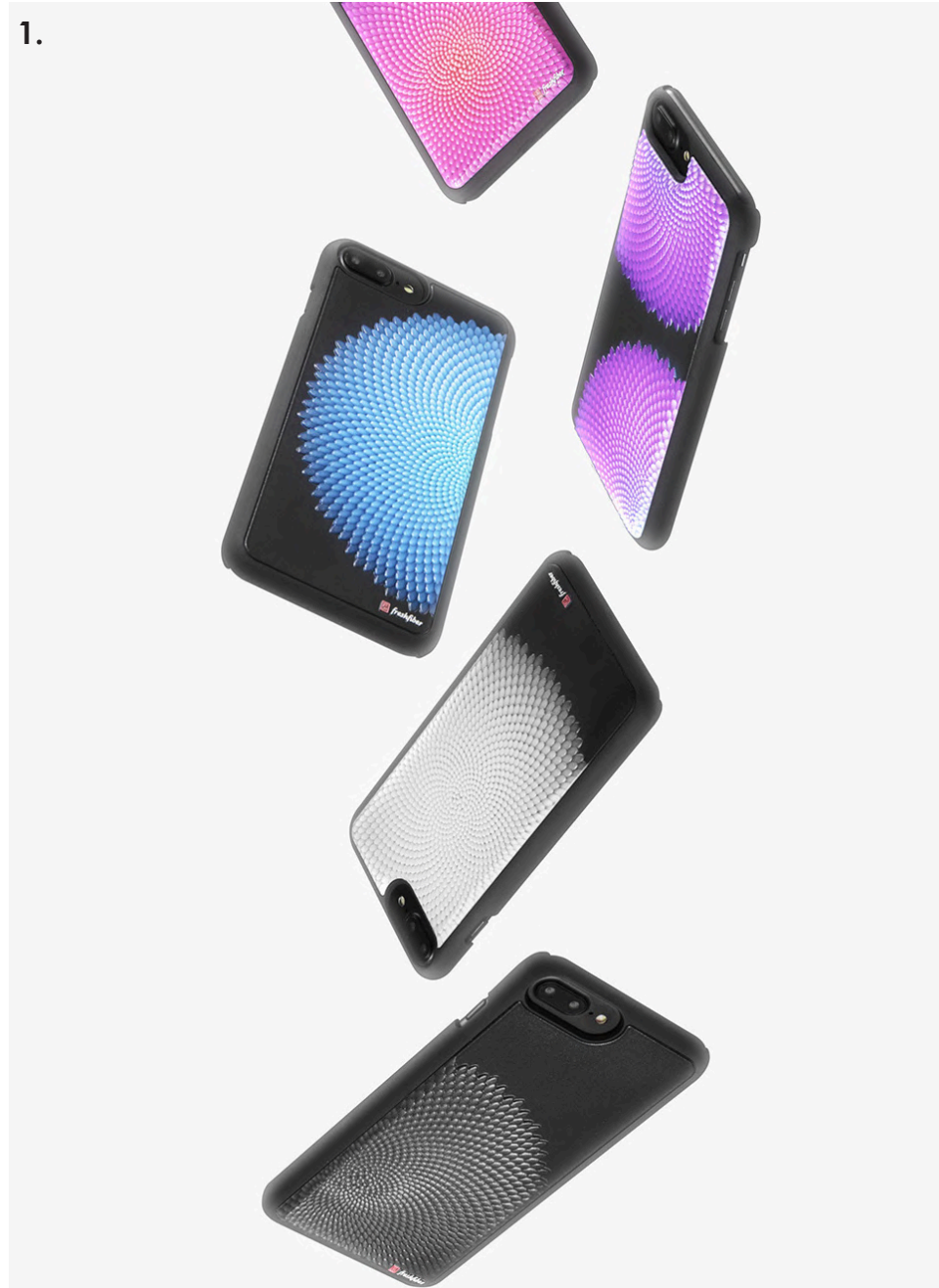
Designed for a minimalist look and feel, Matthijs uses layer upon layer to create hypnotizing patterns and textures that translate into set designs. Light plays a fundamental role, as shadow play gives the dancing patterns a sense of movement, desired to be touched.

## 3 | Geo Collection

Bending and moving reflections of vertical depths pouring steeply into uncharted, unexplored crevasses, the fragmented surfaces of the Geo Case reflect light, creating an optical illusion and a surreal vision where space, movement and time are blurred.

## 4 | Tide Collection

Focussed on the essentials, the Tide Marble Nero & Tide Marble Carrara stands for minimalism like no other. A matte black minimalist bumper combined with a plate of faux marble which embeds surface complexity and refraction, appearing the marble to be transformed from static to fluid by the subtle waves and ripples, frozen in time. An essential piece featuring a clean aesthetic.





# Busk Lamp Proposal for Moooi

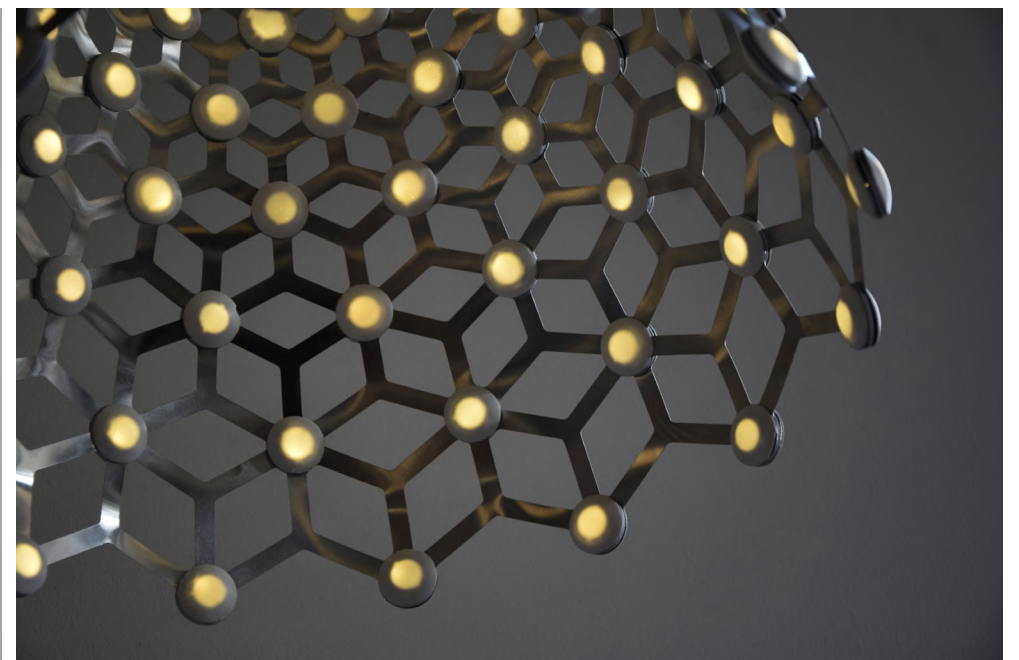
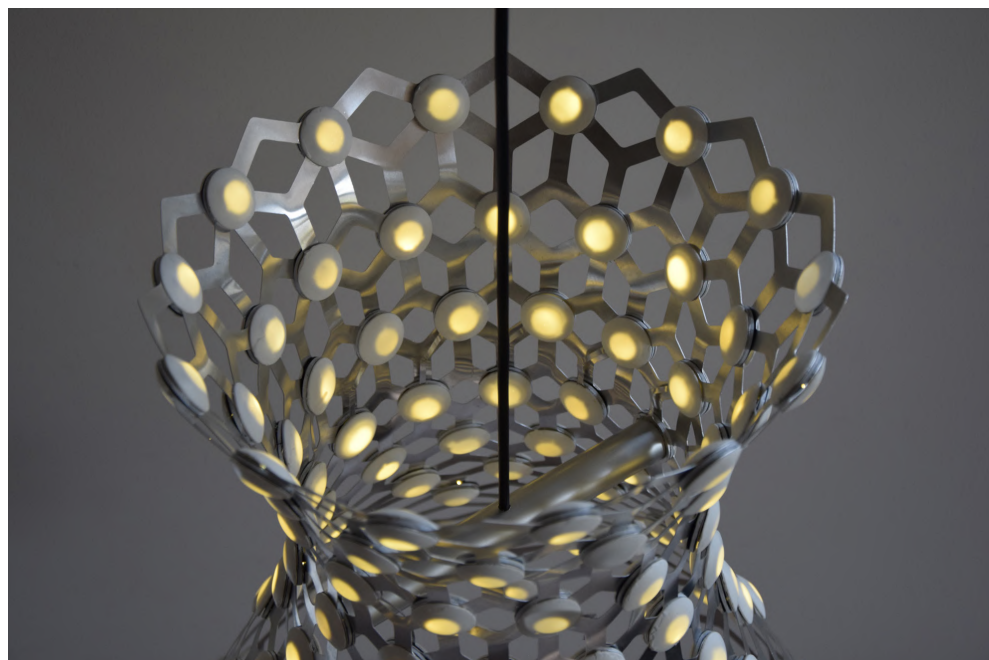
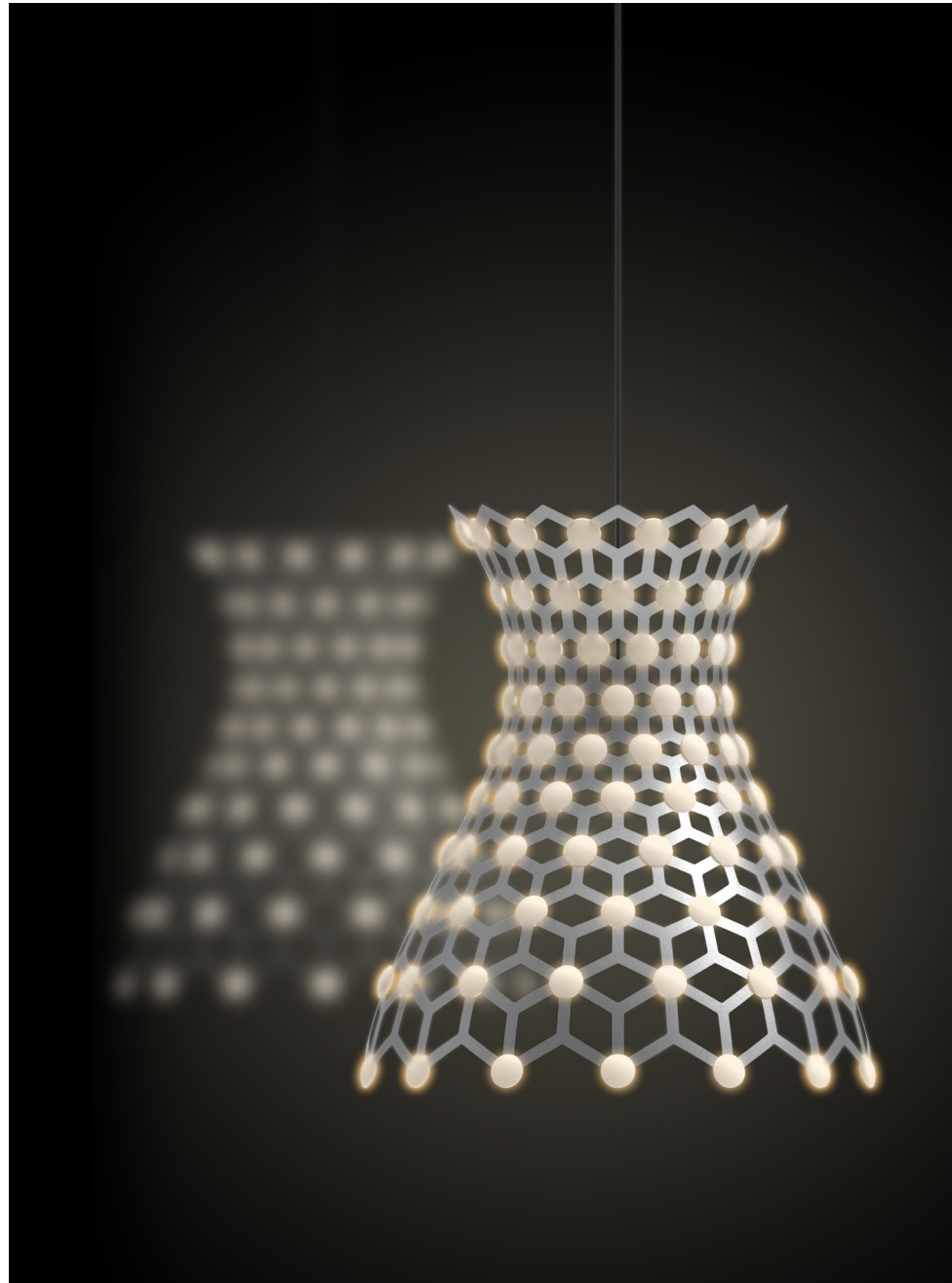
Graduation Project, Tjep for Moooi, 2015

The starting point of Matthijs' graduation project was the research of conduction of electricity in combination with LED lights without the use of cables. Three alternative ways of conducting were researched during the first phase of the project: metal foils, metal plates and conductive inks based on copper, aluminium and graphite powder.

Based on the results of the material research, a fixture was developed as a design proposal by Tjep for Dutch design label Moooi. The fixture consists of fourteen identical metal strands, all connected to each other by custom-made connection components, each carrying one LED. The closure of these metal strands is inspired by the busk of sixteenth century corsets. Due to the construction of the fixture, 140 LED lights brighten without the use of cables.

After graduation and presenting the lamp to the Moooi team, the fixture and components were further developed for mass production by Moooi. The busk shape of the first fixture was a proof of concept, and was simplified by Tjep, as can be seen on the official Moooi photo on the upper-right.

*The Busk Lamp was presented at Moooi "A life Extraordinary" in Milan during Salone del Mobile 2017.*





# Cubify Projects

3D Systems / Cubify, 2013 - 2015

A selection of Matthijs' work for Cubify, the commercial platform of 3D Systems. Designs 1-5 have been used as promotional items for 3D Systems' consumer printer: Cube 3, and have been exhibited in stores like Selfridges, Harrods, Macy's on 5th Avenue in New York and on international shows such as CES Las Vegas. The Origami Lampshade and Faceted Vase are displayed on the front and back of the official retail packaging of the Cube 3.

## 1 | Tree Trunk Amplifier

Printing in wood opens the possibility of creating complex wooden shapes which are not possible with traditional production techniques. This amplifier can boost the iPhone's volume because of the gramophone-like funnel shape of the growth rings, which amplify the phone's built-in speaker.

## 2 | Faceted Vase

3D Printable vase, decorated with a faceted triangle pattern. The thin walls make the faceted vase also suitable as a candle light holder.

## 3 | Origami Lampshade

3D printed lampshade, inspired by the origami folding technique. The origami shape of the shade elegantly folds light, giving a room any ambience you want it to have.

## 4 | Customizable Sand Castle Molds

A modular sandcastle mold to create keeps and towers, iron gates, pointed arches and brick fortifications like never before. The playful possibilities are endless and kids can playfully practice architecture and design.

## 5 | Birdhouse

This birdhouse is inspired by the nests of weaver birds. Weaver birds build exquisite and elaborate nest structures that compete with human technical engineering. This abstract translation is easy to hang up on a branch with its hook.

## 6 | Sochi Case, 3DS x Samsung Smart Olympic Games

3D System's Sochi Case is a 3D printed Galaxy Note 3 case with movable elements such as rollers, rings and buttons. The design is inspired by the old and traditional Russian patterns, combined with existing patterns from the Freshfiber phone case collection. Collaborative project with Alan Nguyen and Samsung Electronics, worldwide partner of the Olympic Games 2014.

1.



2.



3.



4.



5.



6.





# Stone Foam Stool

Study Project, 2015

The Stone Foam Stool arose from Matthijs' fascination for Installation Art. The perception, interaction and contradictions -characteristic of Installation Art- are brought together in this stool. A stool with a hard look, which is unexpectedly soft.

After a PU soft foam material research, Matthijs developed a recipe that creates Stone Foam. Due to the material's viscoelastic properties and the need to be touched, the material was chosen to be transformed into a chair design. Sculptural as an art piece, yet functional as a comfortable seat.

A mold is filled with the Stone Foam mixture. During expansion, the mixture increases sixteen times in volume and takes over the shape of the mold. After the casting is released, the clay granules are dissolved and the stone texture appears. The casting is finetuned with multiple gray shades for a more natural result and the chrome legs are attached to the seat.

The Stone Foam Stool traverses the boundary between sculpture and furniture. With its thin, chrome legs, the full emphasis remains on the Stone Foam material and its lifelike form. Sculptural, yet functional, desired to be touched.

*This work has been published in books:  
Victionary - Material Matters 03: Stone  
Sendpoints - Products Inspired by Nature*





# Pull Wrap Packaging

Study Project & Academy Street Food, 2014

Noticing a big surge in street food culture, Matthijs wanted to design a packaging that would ensure people could eat in a hurry, without worrying about food spillage. Eating while standing or walking elevates the risk of food spillage - onto the ground and even worse one's clothes. The Pull Wrap packaging design aims to stop these mishaps and enables people to eat on-the-go more readily: Users simply have to pull down the flap at the front of, which loosens the packaging and lifts up the food to allow people to start munching on the contents.

The Pull Wrap Packaging is made out of one single piece of cardboard and has no separate or detachable parts. Food scraps remain inside the packaging and because of the used material (GC2 cardboard) the outside of the packaging remains clean. The Pull packaging concept is also suitable for paninis, Turkish pizzas and Vietnamese spring rolls. This packaging is also easy to assemble for vendors who need to be able to serve up dishes quickly and efficiently.





# Van Harte Coffee Set

Study Project, 2012

Ceramic coffee set for restaurant Van Harte, Amsterdam. The coffee set contains an espresso cup, a lungo cup and a universal saucer.

At the start of this group project, the team walked through the Nine Streets and saw restaurant 'Van Harte'. This restaurant pays great attention to their interior design, but unfortunately the coffee cups were just a standard design. This is where the team saw a great design opportunity.

After the ideation process, four concepts were presented and rated on aesthetics, ergonomics, and production and technical feasibility. The concept designed by Matthijs won and was further developed by the team.

The unique design of the Van Harte Coffee Set begins in a round, ergonomic shape on top, and end up in the square logo of Van Harte on the bottom (nine blocks that represent the Nine Streets). The cups are stackable and the saucer fits both the espresso cup and the lungo cup.



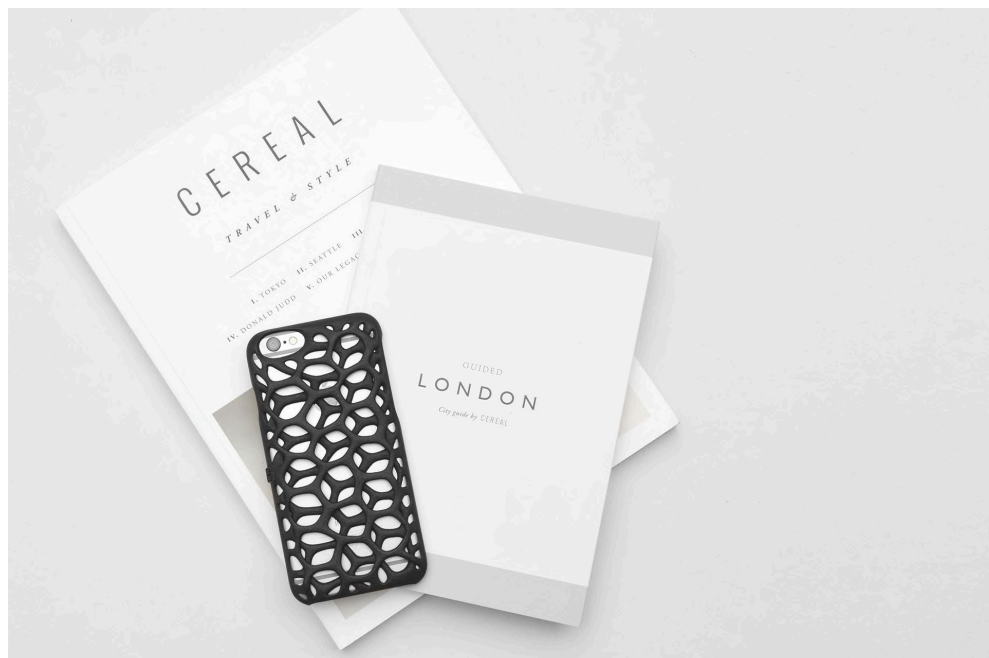


# Product & Lifestyle Photography

Various clients, 2015-present

Promotional photography projects for brands including VERK Watches, Nuura Lighting, Cloudnola Clocks, Horizon Studios, Memobottle, Kapten & Son Watches, Faune Magazine, THIS ORIENT' Magazine, Our Theory Of Watches and WXY Candles.

Matthijs has experience in product, flatlay and lifestyle photography.





# Travel Photography

Personal Work, 2015-present

**Published photography work:**

*N by Norwegian Airlines*

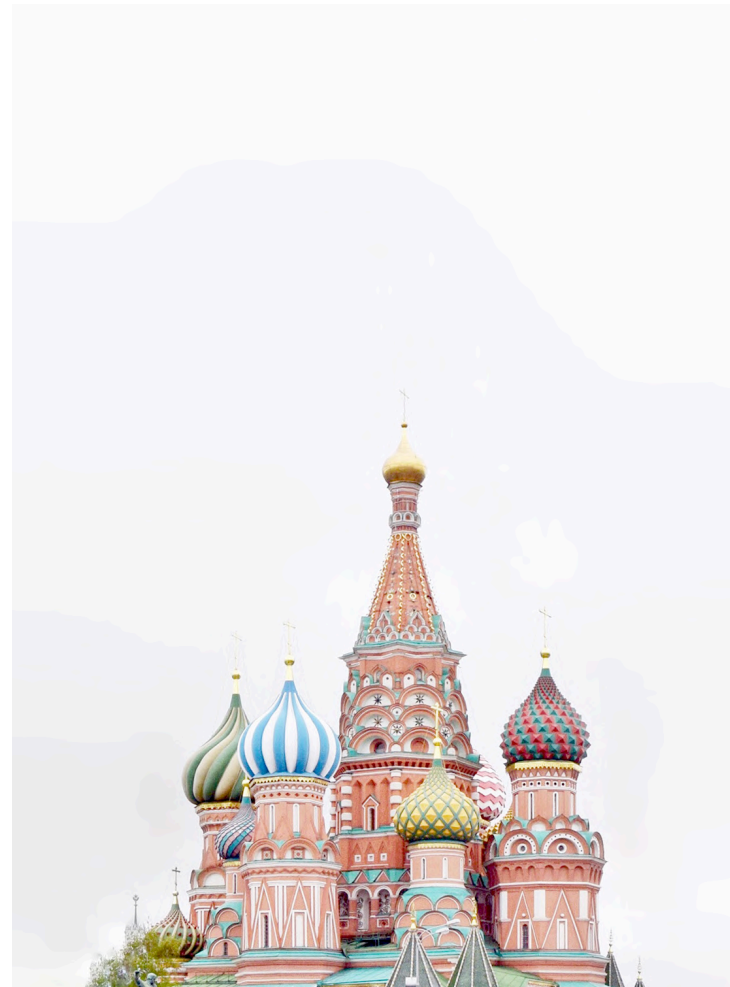
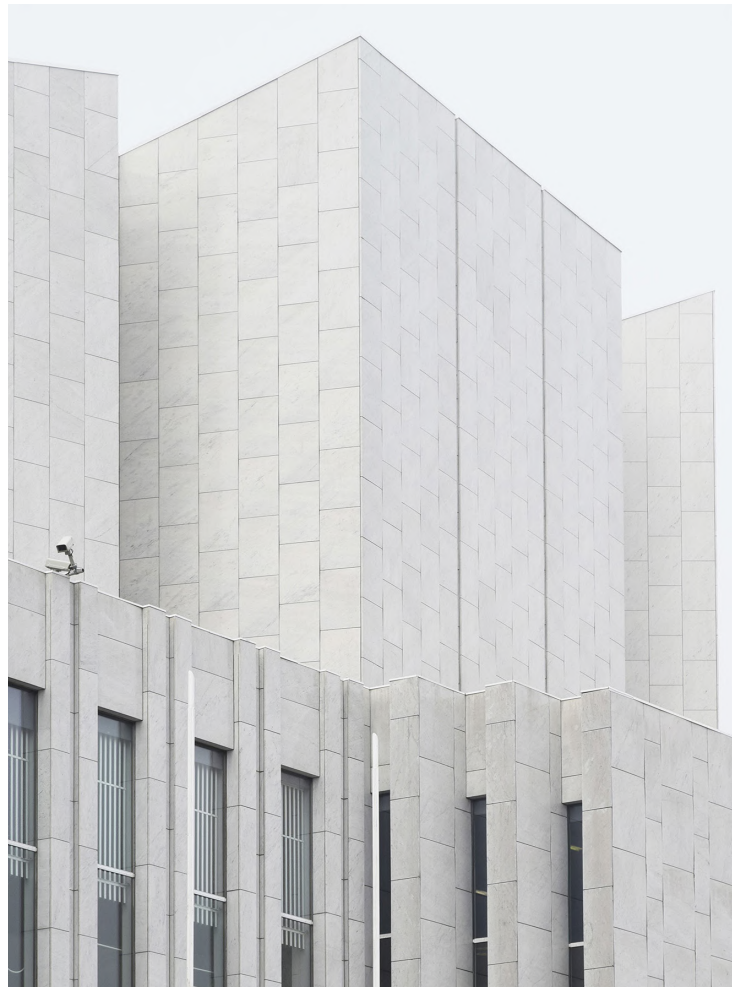
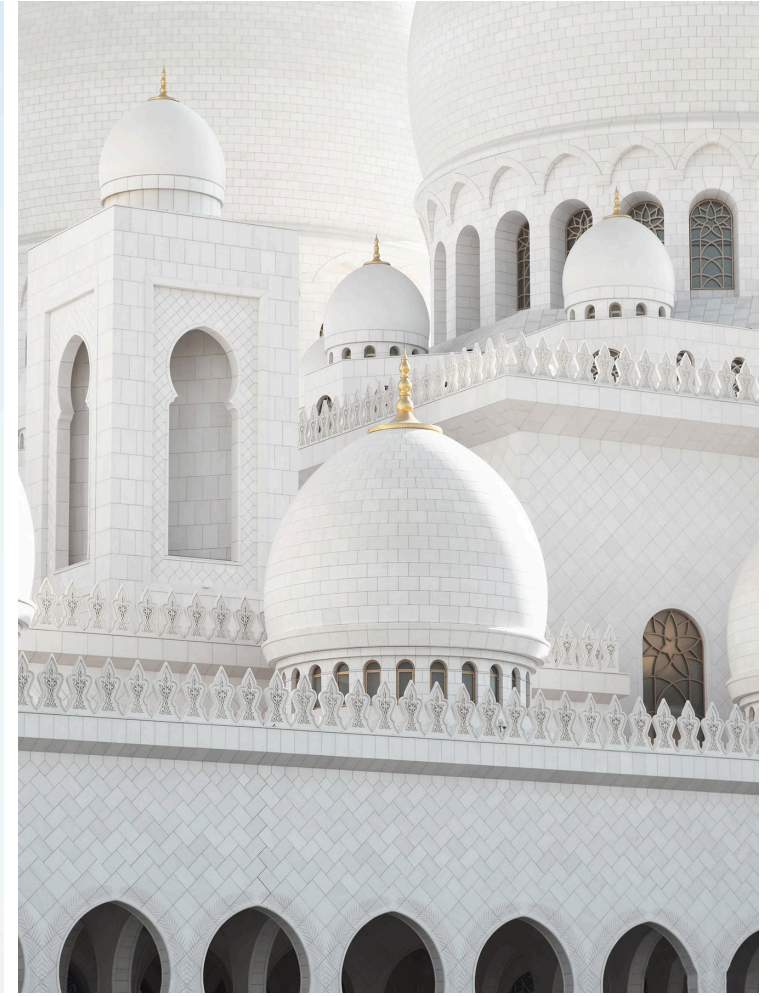
Seven-page photo article “Brutalist  
Belgrade”: One photographer's pilgrimage  
to capture world-beating architecture

*Smile Magazine by Cebu Pacific*

Seven-page photo article “Desert Bloom”:  
Dubai's stunning and modern architecture  
in the light of an ancient sun

*Holland Herald by KLM*

Two Abu Dhabi photographs published as  
part of the “Abu Dhabi - Rising Star” article





Thank you for your attention.



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