

# CV JW NIEUWENHUIZEN



2020 2019



2018 2017



2016 2015



2014 2013



2012 2011

2000 – present  
**GRAFX MFG**  
DESIGN FOR PRINT AND WEB  
Chief Executive Employee

My company's name since April 1st, 2000. I've been manufacturing graphics for a broad array of clients ever since, many (but not only) in the music industry (venues, magazines, record companies). A small selection of my larger clients is featured on this page.

2010 2009

2017 – heden  
**FRIEKENS BROUWERIJ**  
CRAFT BEER FROM AMSTERDAM NOORD  
Brand identity, art direction, design of product line, advertising, design and development of website, copywriting.

Friekens Brouwerij has been brewing craft beers on a small scale for many years. In 2017 its new, professional brewery opened, increasing the capacity tenfold. I've designed a new product line, write copy, come up with names for beers (that sometimes have not been brewed yet) and built, filled and designed the new website.

2008 2007

2013 – 2018  
**OOR**  
MUSIC MAGAZINE SINCE 1971  
Art direction and layout, magazine style development, design and development website, development brand identity.

OOR is The Netherland's oldest and foremost music magazine, in print for 48 years. I've developed a new magazine style upon my arrival, and updated it last year. New brand identities and new website designs followed suit. I did a large part of the front end dev on the last one. I've trained the editors to lay-out OOR themselves, rendering myself obsolete.

2004 2003

2002 2001

2006 – present  
**GOEDE VISSERS**  
FISHERMEN WITH RESPECT FOR THE SEA  
Development of brand identity, art direction and design of product lines and advertising, corporate identity fish processing plant and restaurant.

Goede Vissers started out as one fisherman selling his catch on farmer's markets but has grown into a network of sustainable fisheries. The initiators also started a restaurant and a fish processing plant that sells product all over Europe and is very successful with their oysters sold as Wilde Wadoesters (Wild Wad Oysters, Wilde Wad Austern, Wilde Wad Østers, Ostriche Selvatici del Mare Wad).

2000 1999

2000 – 2007  
**EPITAPH EUROPE**  
RECORD COMPANY  
Design and production of international advertising campaigns, promotional material, CD and vinyl covers.

For the European leg of Epitaph Records and their star studded sub-label Anti I produced advertising campaigns for all of Europe, various promotional stuff like posters, stickers, brochures, and lots of CD covers.

1996 1995

1998 – 2005  
**AMNESTY INTERNATIONAL**  
GLOBAL MOVEMENT FOR HUMAN RIGHTS  
Art direction and layout of youth magazine Frontaal, magazine style development.

For Amnesty International's Dutch branch I redesigned and layed out their youth magazine Frontaal. When the youth division adopted a new house style I redesigned it again to match that, and made it a square magazine, thus getting 1.5 times the pages out of the same amount of paper. By 2005 Amnesty decided upon other means of communication with their youth members, and the magazine was taken out of print.

1994 1993

1992 1991

1990 – 2000  
**W•E•R•K**  
'WAARACHTIG, EVEN- WICHTIG, RECHTLIJNIG, KONSENTIEUS'  
Designer and label boss

The name I used back then for my freelance work. It later also became a record label named 'W•E•R•K Works' on which I released singles and CD's myself. The label is pretty much dormant nowadays.

1965 1985

1998 – 2000  
**OPSCENE**  
INDEPENDENT MUSIC MAGAZINE  
Art direction and layout, magazine style development.

Opscene was driven by the love of music, everyone, designers included, worked for it without pay. I restyled and layed it out in collaboration with friend and colleague Dick van Doorn, and even though sales were on the rise, the publisher pulled the plug.

1986 – 1987

1992 – heden  
**KONKURRENT**  
INDEPENDENT MUSIC COMPANY  
Design of house style, advertising, CD and vinyl covers, promotional material.

At record distributor Konkurrent I worked in-house (until 2000) and was the 'graphics department'. I took care of all graphic outings, wrote a bi-weekly news-letter, and represented the company with artists and press. Sometimes I still work for them.

1987 – 1989

1989 – 1998  
**ARENA** (formerly Sleepin)  
CONCERT VENUE, YOUTH HOSTEL, BAR, RESTAURANT, CLUB, HALL RENTAL  
Design house styles, event posters, various promotional material, magazines, book design.

My band practised in the cellars of Sleepin, also a youth hostel owned by the City, and I made posters for the rock concerts in the hall above. Later I became the house designer and stayed on when the company got renamed to Arena. When Arena became Hotel Arena I quit.

1990



March 28 VWO

d'Witte Leli  
AMSTERDAM  
Teacher training Art/Dutch (discontinued)

Gerrit Rietveld Academie  
AMSTERDAM  
Graphic Design (discontinued)



**First Mac**  
An SE with 2 MB RAM, a HD of 20 MB and a 'superdrive'. Mine for only 6,000 guilders.