



## Christel Heremans - ARTrepreneur

Da Costastraat 42B  
2513 RP The Hague  
The Netherlands  
T +31 6 39140591  
E heremans.christel@gmail.com  
[www.christelheremans.nl](http://www.christelheremans.nl)  
<https://www.linkedin.com/in/christel-heremans-4a5a728/>

Driven and enthusiastic visual artist with extensive business experience. Areas of expertise include contemporary art, art handling, art consultancy, building and leading teams, writing content, account management, marketing and communication, strategic planning, customer services, business processes, change management.

## EXPERIENCE

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### Visual artist

1984 – present

- Abstract expressionism with a colourful palette
- Working with oil and found materials to contribute to a sustainable environment
- Project 'Remnants of a meal': a collection of photos of empty plates, registered as an i-DEPOT on 3 August 2016 number 094299
- Solo exhibition En Garde Kunstgalerieën, The Hague (NL): 'Hidden Worlds', 26 June 2020 – 6 July 2020, sold 50%
- Upcoming solo exhibition Conscience2.0 gallery, Antwerp (B): 'Rose Garden' a tribute to Jannis Kounellis, 21 May 2021 – 3 June 2021
- Several group exhibitions during the years (e.g., ART Connecting)
- Network with young(er) artists and curators of art festivals (e.g. Todaysart festival)
- Advise on purchases and installation of art works: mostly for acquaintances and buyers of my own work
- Experience in organising events, tours, exhibitions etc. (e.g. tours on architectural highlights in The Hague)
- Online sales through Instagram, Facebook
- Professional since April 2020: visual artist in combination with other activities related to the arts; ARTrepreneur training

### Fellow board member, 'Spot ON US' Foundation, The Hague (NL)

October 2020 – present

*A non-profit organisation for a practical education programme for creative and innovative youngsters*

- Official capacity of co-founder and treasurer
- Setting up the foundation and writing the strategic and policy plan
- Business advisor for the young creative participants to the Spot ON US programme
- Successful first event 'Open book show' with 5 young female artists, 2-4 October 2020
- Participated in the background for 'Stripped to the essence – An exhibition about being in a room', part of Hoogtij - The Hague Contemporary Art Route #63, 27-30 November 2020, live and digital format (<https://www.hoogtij.net/galerie/tv04/>)

### PR-Manager (Information and promotion), BOIP (Benelux Office for Intellectual Property)

2004 – 2020

*The international organisation for the registration of Intellectual Property in the Benelux countries*

- Member of the BOIP Management Team
- Advised the board of directors on different subjects like customer service, promotion, policy, management
- Managed team of 4 to 5 people
- Represented BOIP in Benelux and international meetings (e.g. EPO, EUIPO (CoCoNet), Benelux concertation, IE-forum (NL), IE-platform (B), Octrooigilde (NL))
- Developed an impressive network with representatives of SME-organisations, non-profit organisations, trademark agents, SME's, universities and schools etc. and implemented an officewide account management system
- Responsible for policy and execution, tools and channels for customers: website, social media, events, exhibitions, workshops, content, media etc.
- Performed market research and brand analysis

- Developed digital campaigns to create IP awareness e.g. international IP Day campaign (<https://www.boip.int/nl/ieisjouwzaak>)
- Oversaw several large promotional campaigns e.g. Regi, the brand guru (<https://vimeo.com/64062539>), a Dutch trademark campaign etc.
- Implemented and oversaw development of new IP tools: [www.thatsIP.nl](http://www.thatsIP.nl) (and .be) for students, i-DEPOT, information videos
- Member of the BOIP board for technological improvement: implementation of common tools like TMview, Designview etc.

**Information manager, CaribIE**

2010 – 2020

*The national registration office for the Dutch Caribbean Islands, Dutch Ministry of Economic Affairs*

- Developed the CaribIE website (low budget) and wrote the content
- Organized and participated in the information campaign at location in Bonaire and Curacao in 2010 to inform parties about the changed trademark situation
- Developed promotional campaigns

**Head of section international registrations, BOIP**

1997 – 2004

- Managed teams from 8 to 23 people
- Was an active member of the reorganization team that downsized the registration department and implemented a new organisation chart
- Participated in WIPO meetings on international registration of trademarks as BOIP's representative
- Oversaw implementation of an interoffice electronic filing system

**Senior examiner and assistant head of section, BOIP**

1992 – 1997

- Co-developed the policy for the refusal of trademark registration on absolute grounds which entered into force in 1996
- Responsible for a new trademark search system

**Examiner, BOIP**

1984 – 1992

**History of Art, KU Leuven**

1982 - 1984

## SKILLS

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Languages: Dutch, English, French. Read/understand: German. Notion of Italian and Spanish

Social media: Facebook, LinkedIn, Instagram, Twitter, Pinterest

Other Skills: Word, PowerPoint, Excel, Zoom, Microsoft Teams, Skipe

Training: Art courses (e.g. Vrije Academie Den Haag, personal coaching by painter Richard Van Der Spek), follow-up training ARTrepreneur in March 2021, presentation skills, media training, writing content training, several management and marketing trainings

## HOBBIES

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Art, dance, travel, music, books, company of good friends and good food.