



PROFILE

Bob van Dijk is a Dutch designer and art director working across identity, publishing and cultural projects. His practice combines independent work with collaborations for international studios, brands and cultural institutions. Alongside commissioned work, Van Dijk develops independent visual projects under the name Fool of Ideas.

Van Dijk graduated Cum Laude from KABK (Royal Academy of Art, The Hague) and started his career at Studio Dumbar, where he worked on the European side of the Euro coin. Two years later he received the Dutch Design Prize for his posters for Holland Dance Festival, a campaign also recognised with Typography Awards in New York and London.

After becoming Design Director at LAVA – Amsterdam, the studio was awarded European Design Agency of the Year. His work is part of the permanent collections of MoMA, Museum of Modern Art New York and the Stedelijk Museum Amsterdam. Van Dijk's work has been exhibited internationally and featured in numerous books and publications on graphic design and visual communication.

SELECTED CLIENTS / COLLABORATIONS

Apple
Nike
Coca-Cola
Telecom Italia
Hewlett Packard
Škoda
Studio Dumbar
Leagas Delaney
R/GA
Wieden+Kennedy
Goodby, Silverstein & Partners
The Martin Agency
Ogilvy
Fallon
Translation New York
Collins
180

Lectures & talks across Europe, USA, Middle East and Asia.



• London — New York — Detroit — Memphis — Baltimore — Vilnius — Oslo — Ljubljana — Rijeka — Byblos — Chengdu — Beijing — Dublin — Paris — Muscat — Stockholm

LECTURES & TALKS (selection)

D&AD Art Directors Club — London (UK)
University at Buffalo, Design Center — Buffalo (USA)
Ogilvy & Mather Advertising — New York (USA)
College for Creative Studies — Detroit (USA)
Push Design Conference — Memphis (USA)
Maryland Institute College of Art — Baltimore (USA)
Vilnius Academy of Art — Vilnius (Lithuania)
KHIO — National Academy of the Arts — Oslo (Norway)
EMZIN Institute of Creative Production — Ljubljana (Slovenia)
MMSU Museum of Modern Art — Rijeka (Croatia)
LAU American University — Byblos (Lebanon)
AGI Congress, Unknown Land — Amsterdam (NL)
Stedelijk Museum — Amsterdam (NL)
Social Energy, Contemporary Design from NL — Chengdu (China)
Tsinghua University — Beijing (China)
The Artevelde University of Applied Sciences — Ghent (BE)

TEACHING (selection)

Royal Academy of Art — The Hague (NL)
ArtEZ Academy of Art — Arnhem (NL)
Academy Artemis — Amsterdam (NL)
College for Creative Studies — Detroit (USA)
LAU Lebanese American University — Byblos (Lebanon)
Tsinghua University — Beijing (China)
InHolland University — The Hague (NL)
TU Delft, Human-Centered Design — Delft (NL)

AWARDS (selection)

Dutch Design Prize (NL)
Typography Excellence Award — New York (USA)
Typography Award + Silver Award — London (UK)
National Agenda Award — Best Agenda Design (NL)
Red Dot Communication Award (D)
Mexx — Creative Excellence Award (NL)

BOB VAN DIJK STUDIO / FOOL OF IDEAS

AGI Member (Alliance Graphique Internationale)
a-g-i.org

THE HAGUE

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