



Frederik van Heereveld Designer Biography

When heart meets skills, something beautiful appears. Frederik van Heereveld is a Belgium-based innovator who is passionate about design and product development. His broad interests and abilities have led him to projects in diverse industries, including automotive, interiors, graphic design, consumer products, lighting, and furniture. His ultimate recognition has been the Elle International Design Award (EDIDA) for most talented designer 2005/2006.

Frederik's experience includes work with international firms like Owens Corning and Quasar. His talent and love for furniture design ultimately led to the Feek design initiative, steeped in modern design, function and comfort. He continues to provide innovative designs and inspiration to Feek North America.

Products and Collections

2000	Automotive, product, furniture design: Enthoven Ass. Design consultants	2007-9	Designer/Art Director, Bruynzeel Kitchens
2001	Automotive design: Owens Corning, (USA)	2008	Design Diamonds Collection, FEEK NL
2001	Automotive, product, furniture design: Pilots product design (NL)	2008	Designer, KWANTUM
2002	Furniture Collections: Gerard vanden Berg Design	2008	Designer, FREEK www.freek.nl
2003	Automotive interior concept for Berco / DAF	2008	Concept/Product Design, Right to Play/Olympics Beijing
2003	"Be-Light" Cardboard lamps for Quasar, Giessen	2008	Designer interior projects Rabobank
2003	"KABA" Upholstered fauteuil for LABEL, Breda	2008	Art Director, Bruynzeel Kitchens, Bergen op Zoom
2004	"ORCA-LINE" Coated furniture for FEEK, Antwerp	2008	WALLSTIX acoustic panel collection for FEEK NL
2004-5	Product development: Karim Rashid and LABEL	2008	FEEK BAR, Antwerp
2005	"LAY-O-LINE" Furniture: FEEL GOOD, Rotterdam	2008	Opening / B&B concept HOME@FEEK, Antwerp
2005	"SLICED" coated furniture collection for FEEK NL	2009	Product Design Consultant, Brandfriend, Arnhem
2006	"Q-Couch", for FEEK NL	2010	Collaboration, Inflate, London
2007	Launch Concept: "Coolwing" www.coolwing.be	2011	Opening/Hotel concept SUITES@FEEK, Antwerp

Projects: Bloomberg, Nike, Audi, Sony

Trendway >

