

### Personalia

Name: Maarten Floris Versteeg  
Phone:   
Email:   
Day of Birth: May 9th 1980, Woerden (The Netherlands)  
Nationality: Dutch

### Education

2002-2005 Master program with courses in Industrial Design Engineering, Architecture (both at Technical University Delft), Art History (University of Leiden) and Retail Design (Piet Swart Instituut, Willem de Kooning Academie)  
1999-2004 Parttime Goldsmithing education at Vakschool Fijne Techniek Amsterdam  
1998-2001 Bachelor Industrial Design Engineering (Technical University of Delft)

### Work

2008-now Parttime lecturer/coach at Technical University Eindhoven.  
- as of 2009 champ of the theme Wearable Senses that works on the integration of electronics in close-to-the-body applications.  
- project 'Beyond on the combination of Jewellery and technology (mostly electronics)  
- assignor of 'The use of Art' on the way we as designers can learn from Artists  
2005-now Co-owner of Studio IETS, designstudio for furniture, interiors and jewellery. In 2006 we introduced Brech. Brech is a label of innovative jewellery (in terms of concepts, materials and production methods) with respect for the traditional value of jewellery. The collection is sold by ca. 20 retailers throughout the Netherlands and Belgium (also see [www.brech.nl](http://www.brech.nl))  
2009-2010 Project manager iHIT. iHIT focuses on product- and method development for evidence based training in speed swimming by means of wearables.  
2006-2008 Coursemanager Mechanical Engineering/ Industrial Design at Stichting PATO (Post Academisch Technisch Onderwijs). As course manager I developed and programmed courses for professionals in collaboration with an expertise-network.  
2005-2007 Project assistant for the development of a new Bachelor Curriculum for the department of Industrial Design Engineering (Technical University Delft)  
Both the content and the educational model was changed drastically. The project assistant was responsible for documentation and preparation of the work of the committee.  
2002-2005 Student assistant Quality monitoring Industrial Design Engineering (Technical University Delft): development and implementation of time-monitoring system.

### Awards/Prizes

- Special Mention Brand New Copenhagen 2012
- Dutch Design Selection 2006
- Noviteitenshow Zilverdag Schoonhoven 2009, 2nd prize
- Noviteitenshow Zilverdag Schoonhoven 2010, 3rd prize
- Noviteitenshow Zilverdag Schoonhoven 2011, 2nd prize

### Publications

- Jewelbook 12|13: international annual of contemporary jewelart

### Academic Presentations

- Keynote speech 'Jewellery as physical memory cue for commemoration' at Design and Memory conference, Kolding Denmark, October 2012