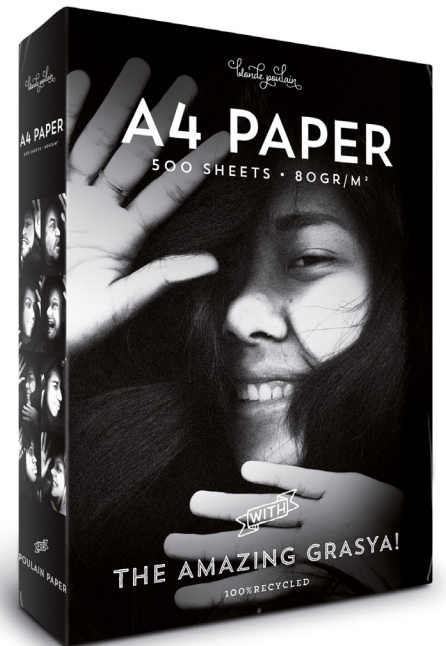
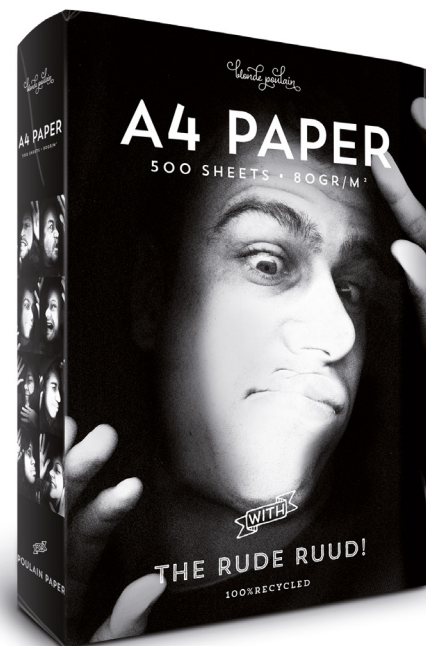
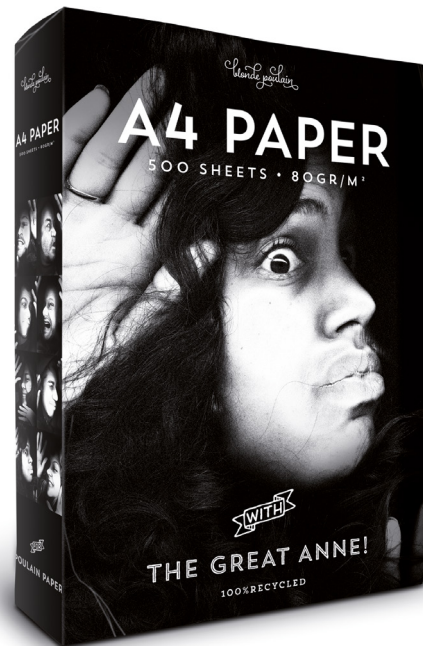
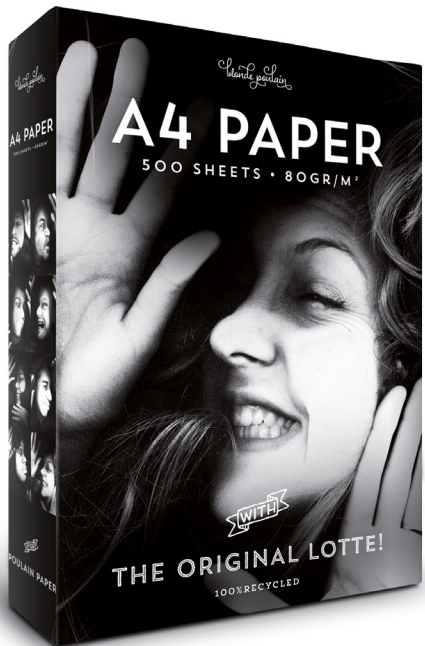
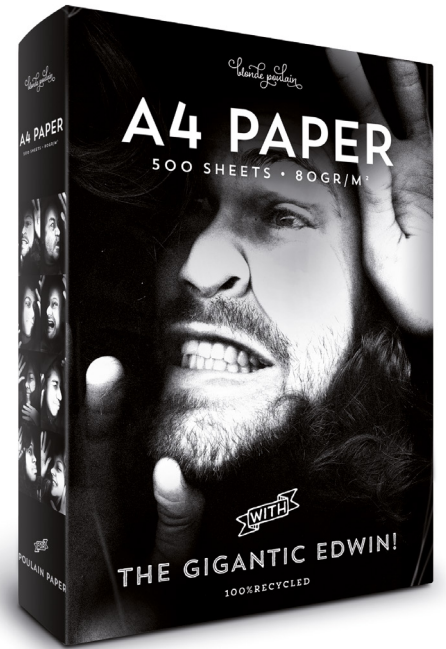
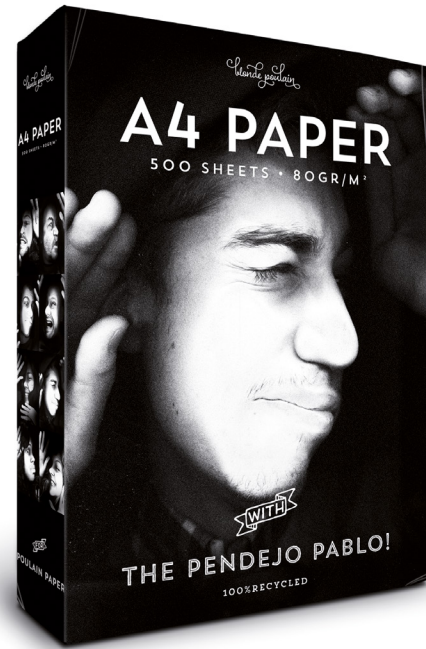
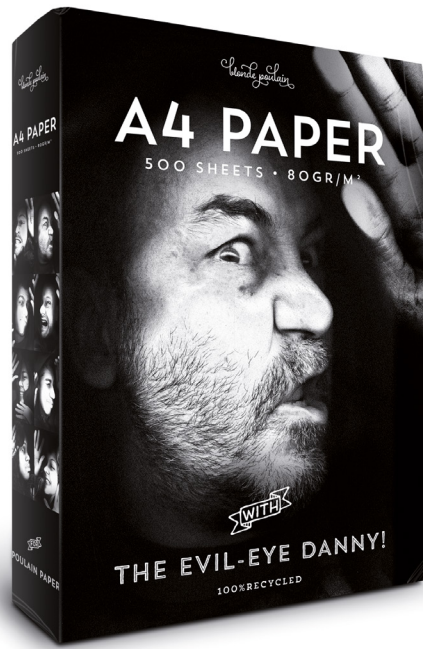
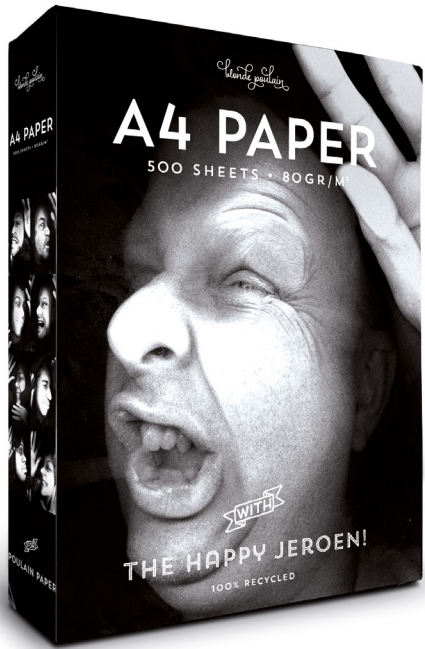
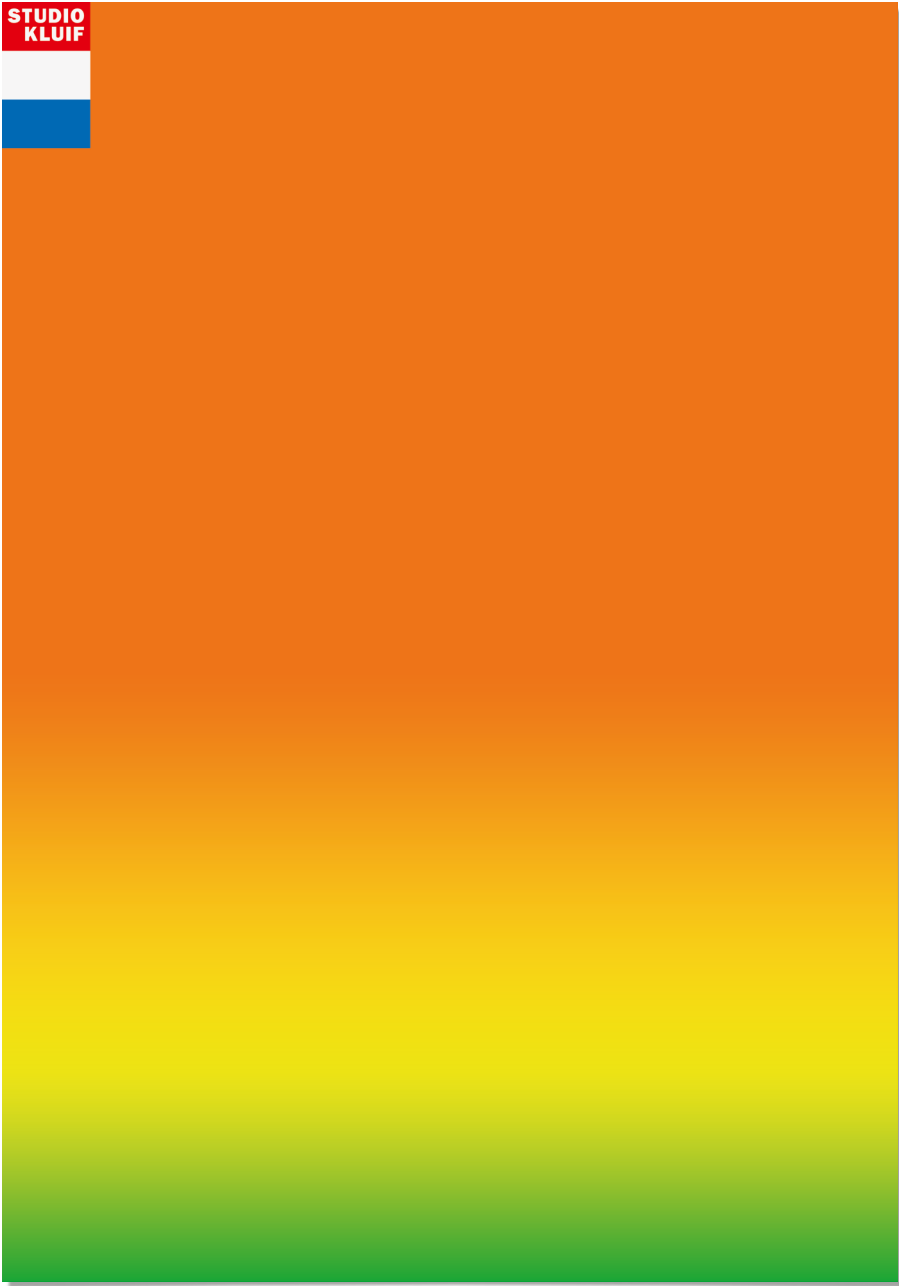


Unique to the Pet Stuff packaging range is the interaction between photography and the real product itself. Because of this, you can see the product for which it is intended. With the clever use of die cuts, the photographed dog has a real bone in its mouth or has a collar around its neck. Also, an interesting use of transparency is applied to this packaging range. For example the cat litter: If the bag is full the cat sits on the cat litter granules, when the bag is empty the cat litter granules are gone, time to buy a new bag! In addition, an effective use of the front- and backside of the packaging. For example the cat flap: the front of the packaging is the view from the inside and the back is the view from the outside. This way you can instantly see the purpose of a cat flap. It was a real joy working on this packaging concept.

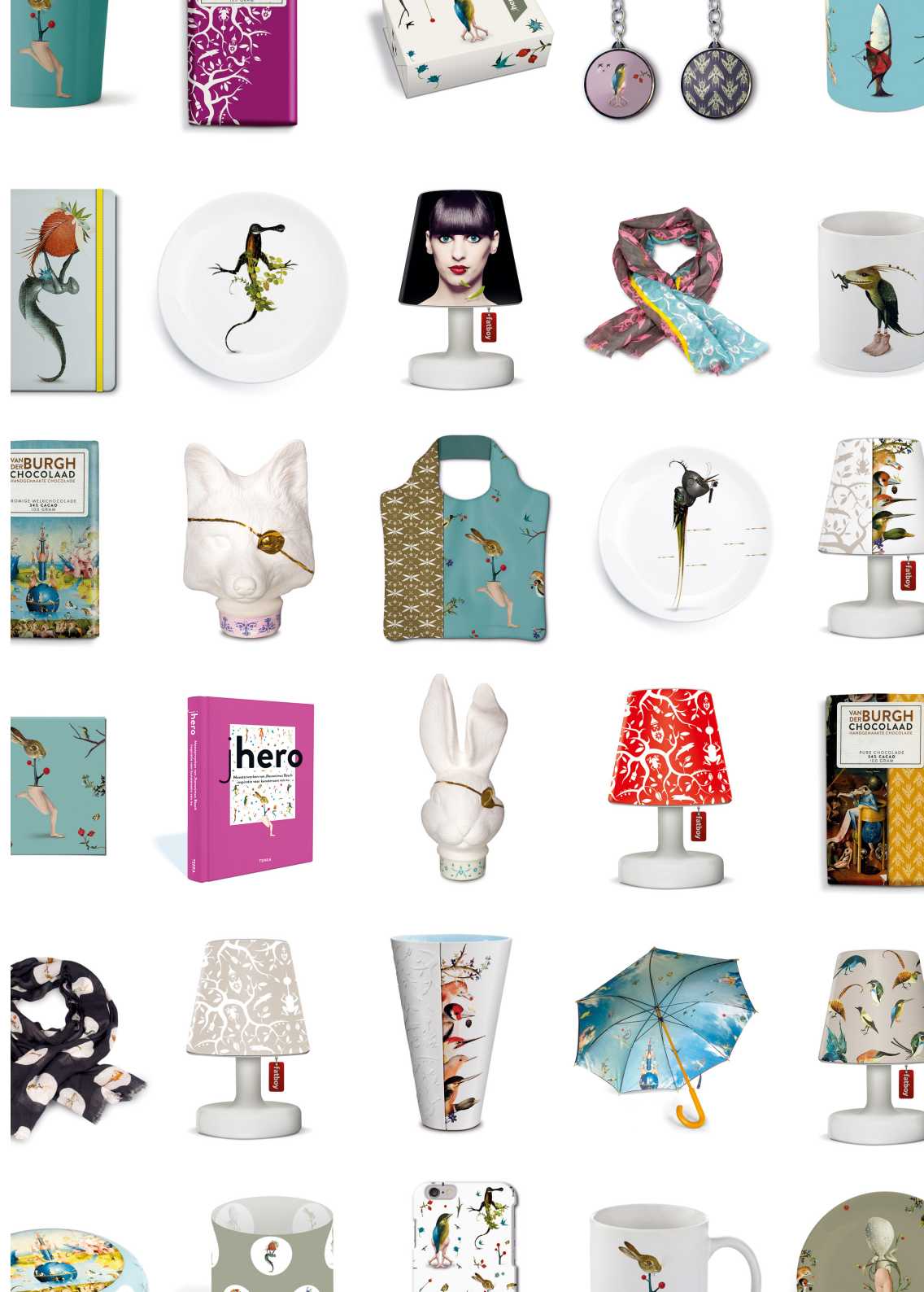


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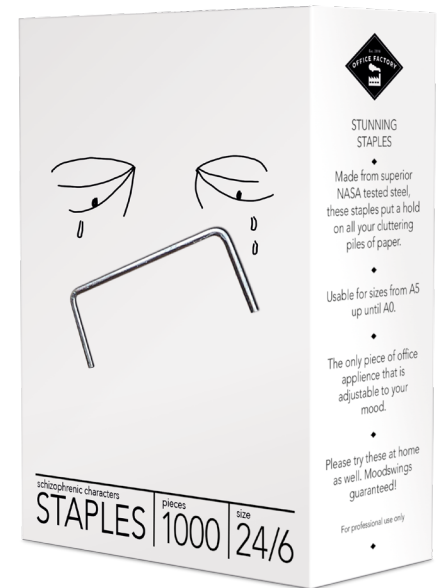
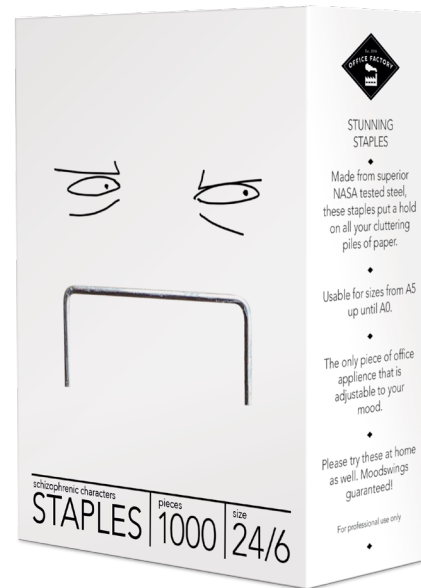
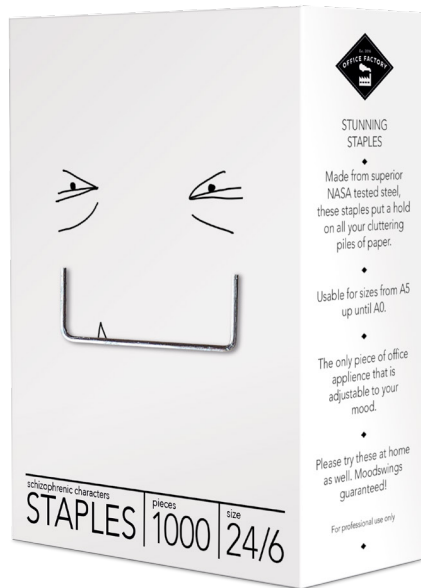
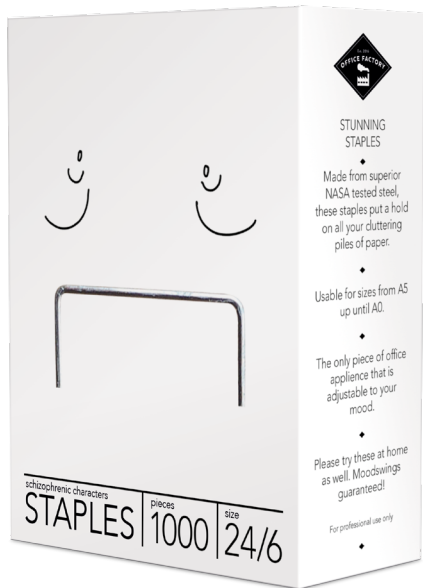
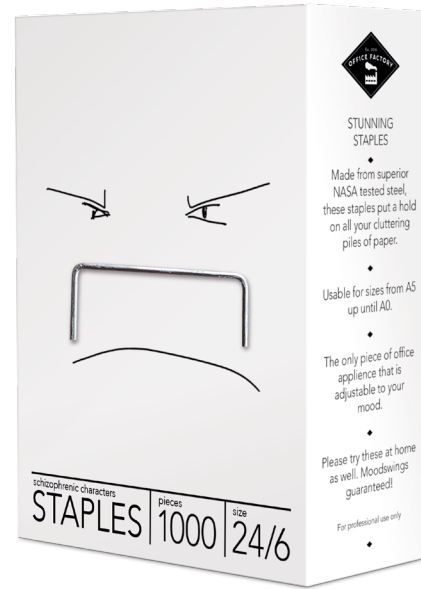
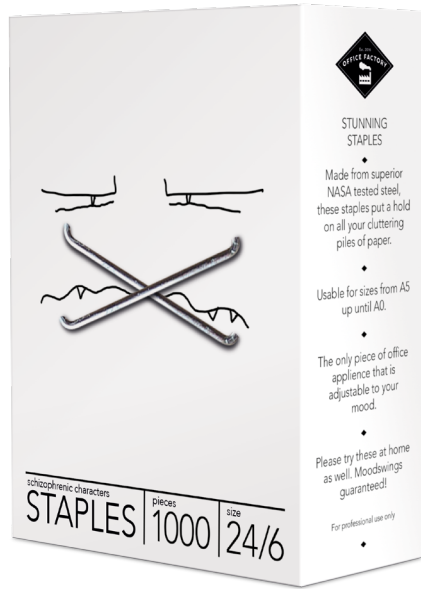
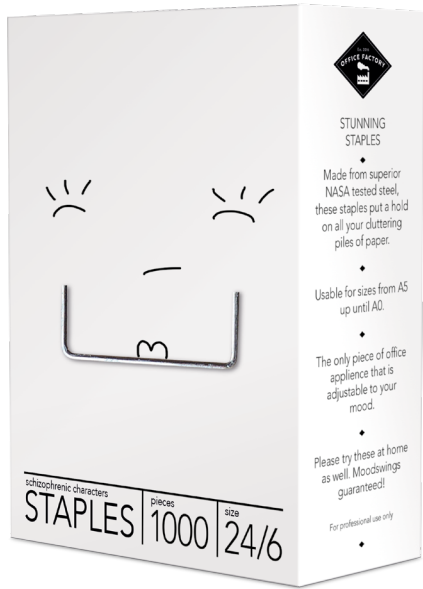


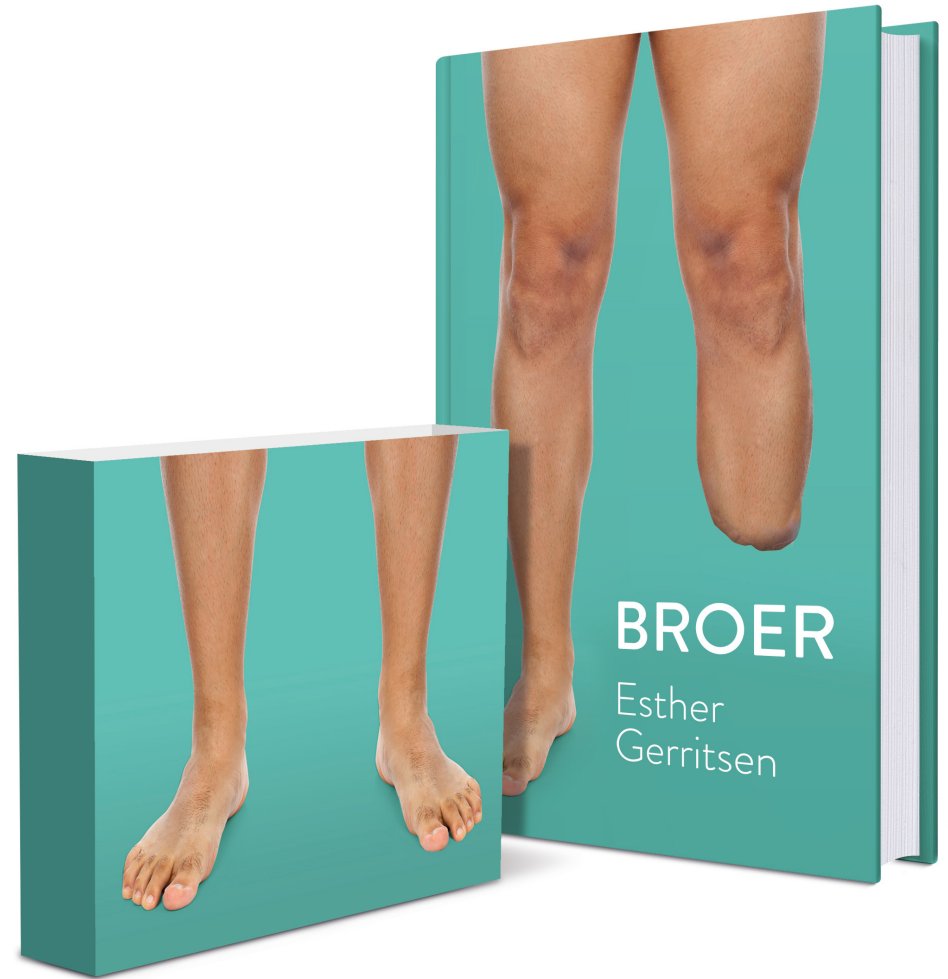
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The atmosphere, themes and symbolism of the work of Jheronimus Bosch is timeless. From this perspective Studio Kluij created Jheronimus. This official label focuses on the development of contemporary products inspired by the work of the artist. A titillating collection of textiles, wallpapers, lighting, bags, clothing accessories and more. Everything with a unique Jheronimus-feeling and the quality of an A-brand. The art of Jheronimus Bosch inspires many people, also the brand Jheronimus. That's the reason Jheronimus worked with many top designers and manufacturers such as Fatboy, Royal Delft, Bekking & Blitz and many more.





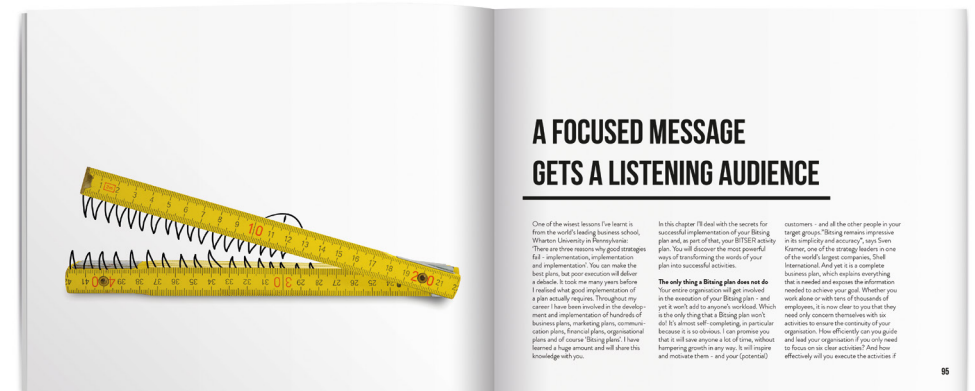
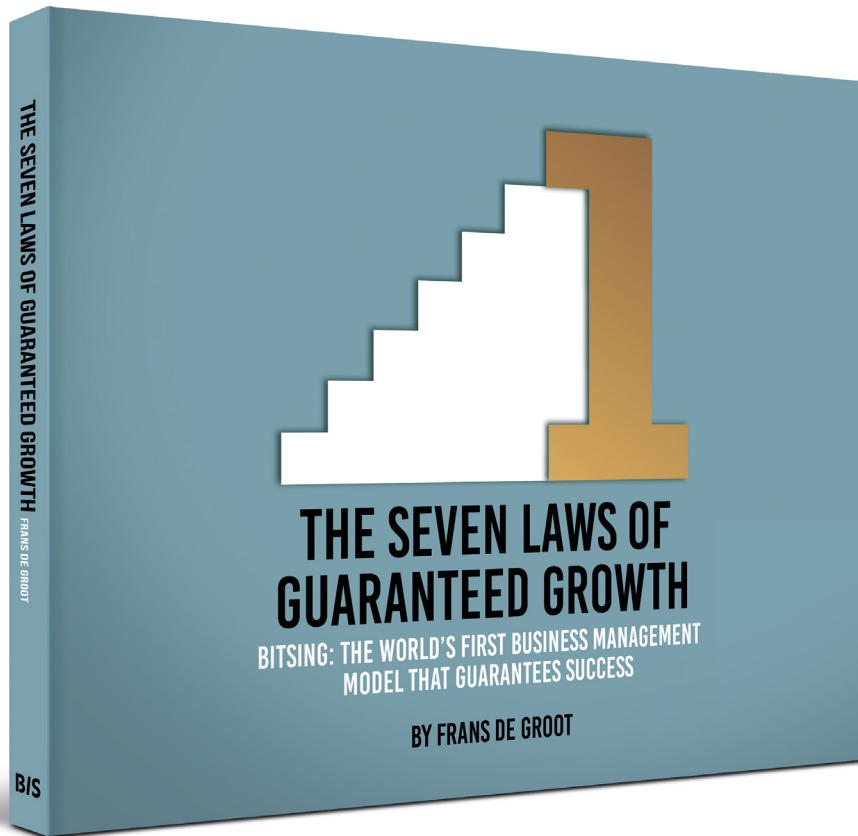
De Geus publishers brings literature from all over the world within the reach of Dutch and Belgian readers with novels and stories in more than 20 languages, from over 50 countries.

On the first page of Esther Gerritsen's short story Broer (Brother) one of the main character calls his sister with bad news. He's being brought to an operation room, one of his legs is going to be amputated. From this moment on the sister knows that her brother is not capable to look after himself. She has to take care of him and has to give up a life of order and security. As a concept Studio Kluif made a book cover that was covered by a sleeve. In order to read the book the reader almost physically experienced the impact of the event that is the starting point of the story.



Bloomdale Eyewear is an independent eyewear label based in the Netherlands. Studio Kluif developed a corporate identity that emphasizes on the uniqueness of every face and the fact that Bloomdale has a model for everyone.

112-113 client bloomdale eyewear, rosmaalen project corporate identity and campaign year 2017



Bitsing is a revolutionary business management method from the Netherlands, which has been executed by thousands of organizations (from multinationals to freelancer) and is used in order to achieve goals. Bitsing stems from longdurning and scientific investigation and consists of seven steps that undeniably make sure you reach the goals and efficiency that are predicted.

For this method KluiF was asked to make a more visually attractive design than most management books. Next to the good book design that can be expected, illustrations and hand lettering make the book easier to digest.

114-115 client bitsing, amsterdam project 'the seven laws of guaranteed growth' book year 2017



This lighting product range consists mainly of closed boxes. In this case, there's no use of fancy photography. Instead, the image is a clear and simple representation of what is in the box. The graphical lines are an interpretation of the lighting beam.

