

Identify yourself, please.

**ICECREAMDESIGN  
STUDIO**  
**DIMA STEFANOVA**  
**HENK GROENENDIJK**

Identify yourself, please.



Identify yourself, please.



Identify design for our readers, please.

**CONTENT IS  
FORM IS  
LANGUAGE IS  
IMAGE IS**

Identify design for our readers, please.

**/MAKING  
/COLLECTING  
/DEVELOPING**

Identify design for our readers, please.



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Rietveld website /process concept

Items magazine /table top movie leader /process concept

Is identity a cause related to design and how?

**IDENTITY IS  
A CAUSE RELATED  
TO A WAY  
OF LIVING.**

Is identity a cause related to design and how?



Is identity a cause related to design and how?

**CORPORATE  
IDENTITY STILL  
SUCKS!**

Is identity a cause related to design and how?



Icecreamdesign /photo archive

video installation "Between" /# 1 Offer /selected for Urban Screens  
Melbourne 08

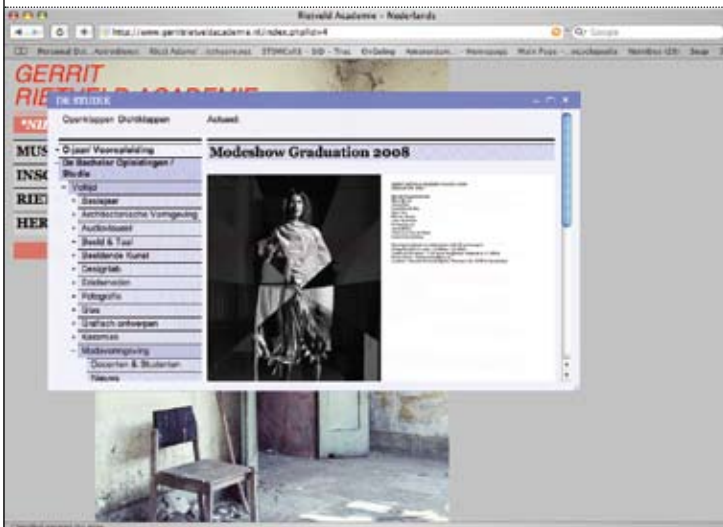
Tell us about your working process.

# MAKE LOVE JUMP FROM A HIGH ROOF TUNE IN

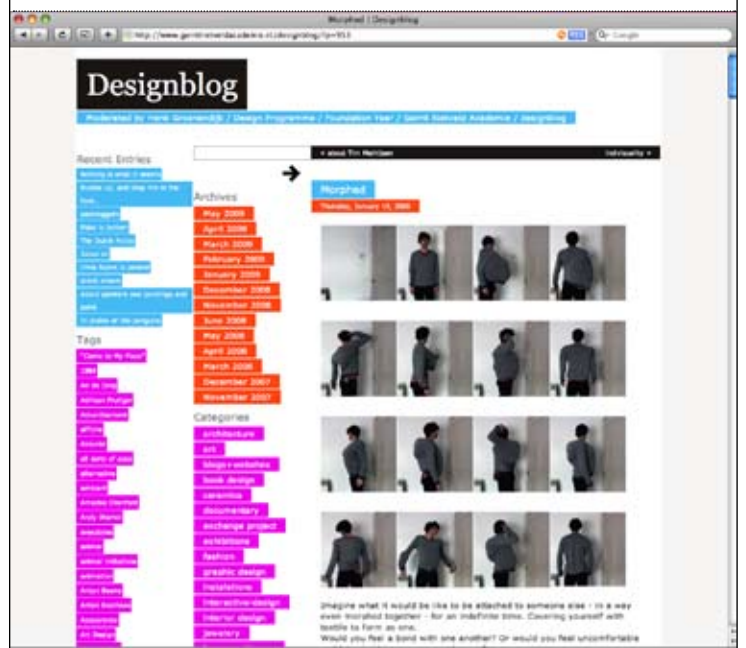
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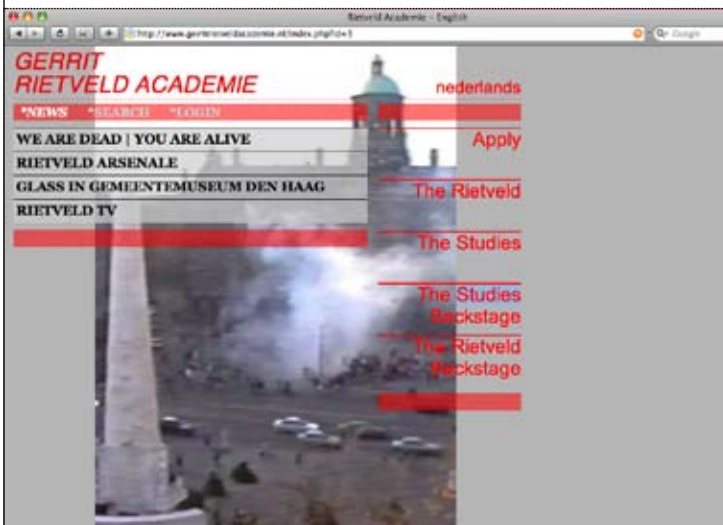
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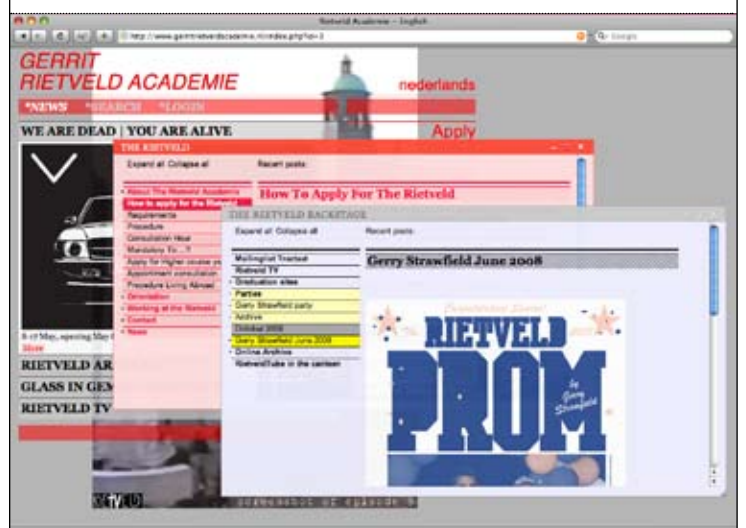
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Gerrit Rietveld Academie /website

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Tune in Tune out /emotional video diary /selected for "The One Minutes" Beijing 2008 & Urban Screens Melbourne 08

Gerrit Rietveld Academie /Designblog /Ongoing Educational online project

Gerrit Rietveld Academie /website



How would you describe the relationship between industry, art and design?



How would you describe the relationship between industry, art and design?



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**NO  
DISTINCTION  
BETWEEN ART  
AND DESIGN  
MISTRUST  
MARKETING**

Icecreamdesign Projects /T-shirt "I'm not from here" /tribute to being a foreigner

TABLE TOP/ Promotion leader for the dutch design magazine Items. Screened at the "Visual Power Show 2005" during Design Week Eindhoven.

Sandberg Institute Design /Website

Imagine you are the same person, doing the same things, but the year is 1960. What would have been different in your situation and work?  
How about in 2060?

# LOCAL GLOBAL GLOCAL

Imagine you are the same person, doing the same things, but the year is 1960. What would have been different in your situation and work?  
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# SEX COMMUNICATION ENERGY

Imagine you are the same person, doing the same things, but the year is 1960. What would have been different in your situation and work?  
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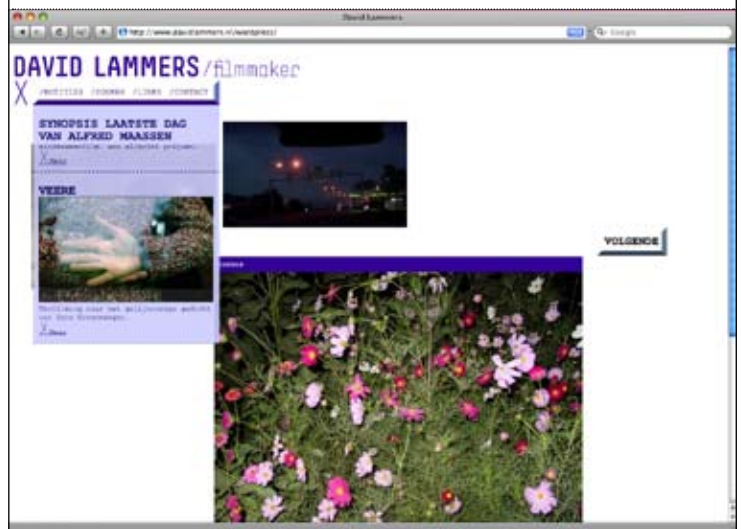
# GRID NETWORK COSMOS

David Lammers Filmmaker /Visual identity and website

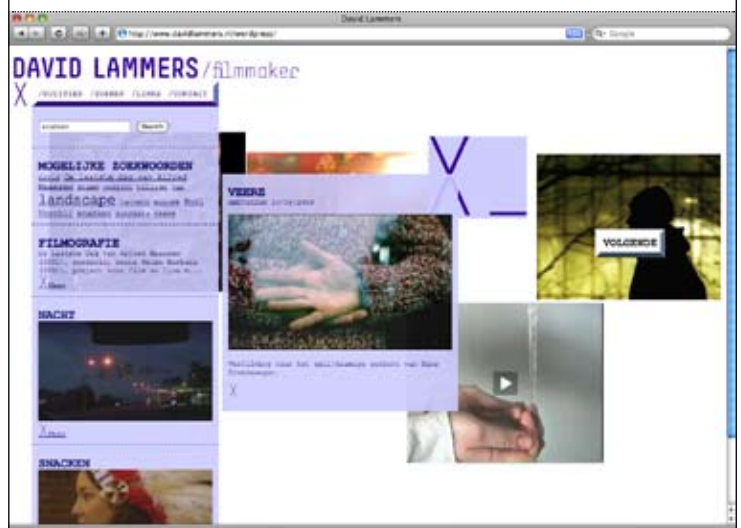
David Lammers Filmmaker /Visual identity and website

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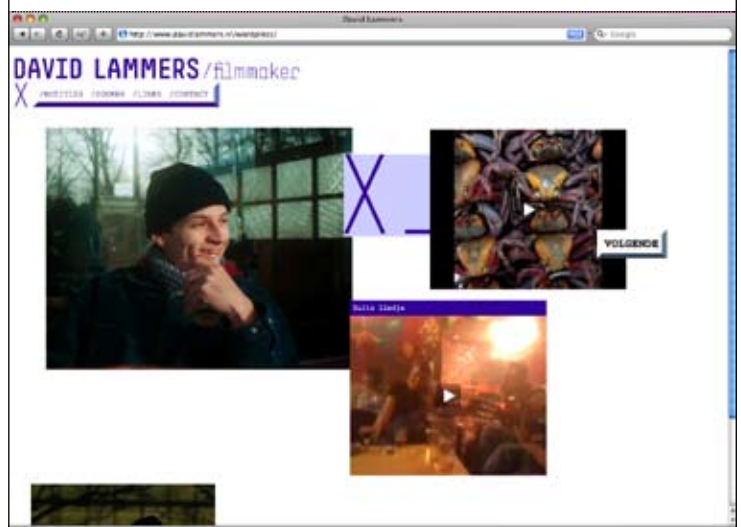
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How important is for you the ultimate cause that your work serves?

**ENGAGEMENT IS  
ESSENTIAL  
IDENTIFICATION  
IS CRUCIAL**

How important is for you the ultimate cause that your work serves?



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Icecreamdesign Projects /Icecream Uniting /Banner for "Artvertising project"

Urban Screens Melbourne 08 /Offer /time based video

Gerrit Rietveld Academie /Designblog /Ongoing Educational online project

"What's in a Name" /translating images into keywords /Studentproject for Gray Magazine Gerrit Rietveld Academie

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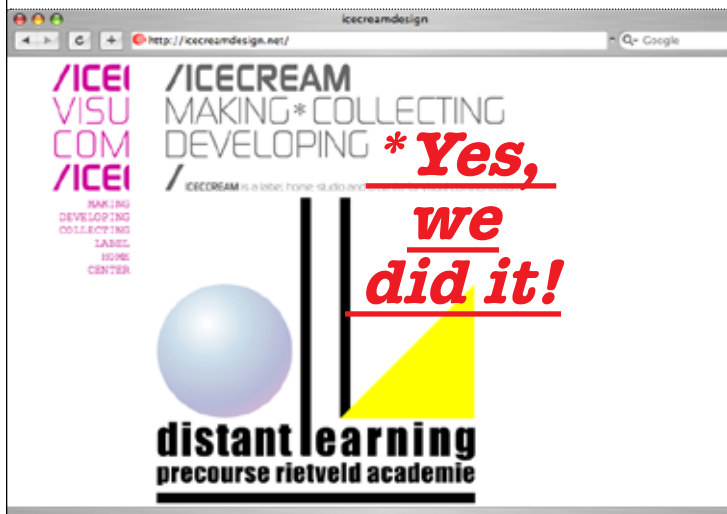
Which project/s are you proud with and why?

# ICECREAM IS EVERYWHERE

Which project/s are you proud with and why?



Which project/s are you proud with and why?



Which project/s are you proud with and why?



Which project/s are you proud with and why?



Icecreamdesign /website / Distant Learning Precourse online education system

Sandberg Institute Design /Website

Icecreamdesign /website / Identity

Icecreamdesign Projects /Icecream Making /Banner for "Artvertising project"



Do you feel lonely in your approach to what  
you do?

**YES/NO/MAYBE**

Does your work have anything to do with the  
world financial crisis?

**WE ALL HAVE  
SHARES IN THE  
WORLD**

Does your work have anything to do with the  
world financial crisis?

**Simple  
Fulfilling**

What else do you wish we had asked you?

**DOES  
PROGRESSIVE  
EDUCATION SETS  
DESIGN  
STANDARDS?**

What else do you wish we had asked you?



What else do you wish we had asked you?

**HOW DID YOU  
LEARN TO  
TRUST YOURSELF  
IN DESIGN**



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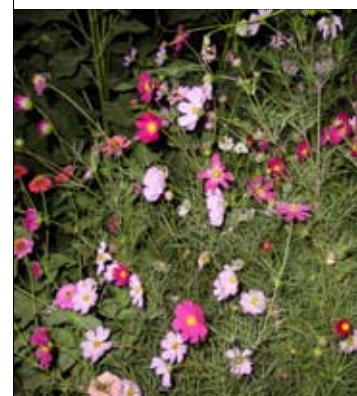
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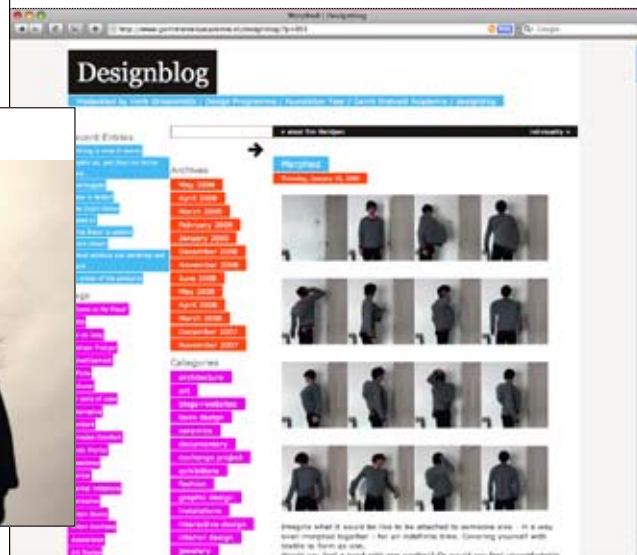
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