

Anouk Groen

CMF Trend Forecaster at RNA Design NV

Aix, , FR

Design and Color forecasting for Industrial Products. Trend Presentations.

Biography

I have been in the field of Trend Color and Design consulting for over 10 years. With a degrees in Product Design (Art Center) and Marketing Management I have come to realize that it is not only about the forecasting of color and design, but also about finding the source of the trend and telling the story that goes with it, and why it is important.

My presentations are dynamic fun and useful for any industry that creates products that need to be updated regularly, I am currently consulting in the fields of automotive, telecommunications, audio visual and interior. Information is presented in collage form that is easy to understand for designers, product planners and marketeers.

For more information or samples please don't hesitate to contact me.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Automotive, Consumer Electronics, Design

Areas of Expertise

Trends, Design, Color

Affiliations

Color Marketing Group Member, Second Sight, GK Group Japan, Art Center College of Design

Sample Talks

IFA Consumer Electronics Show Berlin

Trend and Design inspiration lecture

<http://b2b.ifa-berlin.com/en/ABOUTIFA/Events/Eventsearch/index.jsp?eventDateId=275985>

Education

Art Center College of Design
BS Product Design

Webster University
BA Marketing and Management

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