

Dear,

For this exhibition, we were asked to assess the likely commercial success of the recipients of the 2016-2017 Stimuleringsfonds Talent Development Grant from an investment perspective. We used a set of objective criteria that included, but were not limited to:

- Practicality for a client
- Accessibility
- Size of the market
- Medium used
- CV, age, portfolio and experience of the artist/designer in question

Using these criteria, we ranked the artists from one to thirty-two. Our aim was to include as few subjective factors (e.g. aesthetic appeal) and focus solely on how the products or services would function in the market space.

Our remarks are listed as follows:

1) Marjan van Aubel

Solar model created in collaboration with Swarovski and Design Miami
crystal, metal

Recommendation by Van Litsenburg: “Is the work being sold anywhere? Is it possible to do partnerships with larger institutions (e.g. KNOLL) or high-end design shops worldwide? Perhaps more for on the long-term. Does she have gallery or agent-like representation of some kind?”

2) Isabelle Andriessen

Working sculpture prototype
metal, epoxy, pump

Recommendation by Van Litsenburg: “Seek strong international gallery representation instead of applying for government funding. Think of C-L-E-A-R-I-N-G gallery or any other gallery exhibiting at fairs such as LISTE in Basel or generally open to alternative and experimental art forms.”

3) Studio Iwan Pol

Casted samples
plaster

Recommendation by Van Litsenburg: “Could set up independent shop to be sold (inter)nationally. Think high-end designers. Invest into further developing network.”

4) Sophie Hardeman

Recommendation by Van Litsenburg: “Take the risk and aim high, either with a very strong company locally (Amsterdam/Antwerp) or internationally (London/NY/LA). Probably best internationally. Get some more experience with one of these high-end ones to develop network and gain experience or for now, go for it herself.”

5) Studio RAP (Wessel van Beerendonk, Léon Spikker and Lucas ter Hall)

1:1 architectural wall prototype
wood, threaded rod

Recommendation by Van Litsenburg: “Promote what they are doing in every way possible (internet, instagram, press, etc.) and build a solid client base with a long-term view. This must get attention!”

6) Studio Truly Truly (Joel Booy and Kate Booy)

Light prototype made for the Netherlands National Glass Museum:
glass, lamp fixtures

Recommendation by Van Litsenburg: “Why are they still looking for public funding and not going more commercial? Start building a client base.”

7) Atelier Frank Verkade

Jewellery prototypes
metal (gold, silver), crystal

Recommendation by Van Litsenburg: “Has much experience working with and for other people but now could set up own shop. Interesting work and actually very sellable. There is a very specific market for this. Focus on getting work in front of the right people internationally and exposed at the right fairs.”

8) Alissa+Nienke (Alissa van Asseldonk and Nienke Bongers)

Scale model of fence
wood, printed paper

Recommendation by Van Litsenburg: “Why are they still applying for external government funding? Why are they not looking for commercial jobs with higher potential financial revenue? Perhaps an interesting thought for the future.”

9) Thomas Trum

Painting tests

ink on posters

Recommendation by Van Litsenburg: “Must build on CV if he has international ambitions. Seems very focused on the Netherlands. Seek more gallery representation, fairs and exhibitions. Could use online presence as a tool to promote art.”

10) Simone Post

Weaving samples

acrylic yarn

Recommendation by Van Litsenburg: “Can have much commercial success pursuing a career as a designer of a variety of products such as these. Recommend partnering up with larger groups (eg IKEA).”

11) Ting Gong

Jacket prototype

mesh

Recommendation by Van Litsenburg: “Very research-based. Exploring fashion not as a commercial entity. If this is what she wants, then she should chase it. Could she partner up with other designers, get attention in the online world, get celebrities to wear her clothes, set up own studio?”

12) Chrissie Houtkooper

Shoe sample

leather, wood, velvet

Recommendation by Van Litsenburg: “Keep building CV and at one point start entirely for herself. Or start for herself and build audience and client base now using all possible tools to do so, such as the internet.”

13) Kirstie van Noort

Cup prototype for Arita

porcelain

Recommendation by Van Litsenburg: “Ceramics is a very specific market. Keep doing what she’s doing and pursuing success within this market.”

14) Elisa van Joolen

Sweatshirt prototype

print on sweatshirt

Recommendation by Van Litsenburg: “Keep doing what she's doing and push for success. Use tools for self-promotion to create brand awareness.”

15) Paula Arntzen

Light prototype

bulb, reflective plastic, electronics

Recommendation by Van Litsenburg: “Considering her position and CV, she seems in perfect position to build and expand her studio. Build and invest in a larger network and generate more commercial jobs to generate income with which she can keep growing.”

16) Simone C. Niquille

3D printed figure

Nylon

Recommendation by Van Litsenburg: “Very little focus on a certain specific medium/type of art. Hasn't created a niche, so to say. How does she plan to create brand identity on long-term? “

17) Jules van den Langenberg

Piece of exhibition wall

gypsum, wallboard

Recommendation by Van Litsenburg: “Would recommend to keep doing what he's doing and build a name for himself. Move up on the ladder and maintain international focus.”

18) Giuditta Vendrame

Map collage

paper

Recommendation by Van Litsenburg: “Interesting ideas, but little commercial potential as it is a very difficult medium with a relatively small market. However, it's not impossible. Continue producing and/or seek gallery representation.”

19) Benjamin Sporken

Typeface prototype
acrylic, video screen

Recommendation by Van Litsenburg: “What he produces is not commercial or sellable. However, he could attract much business as a graphic designer considering his CV. Recommend focusing on attracting more business on the long-term in this way.”

20) Max Dovey

performance prop
oxygen mask

Recommendation by Van Litsenburg: “Interesting topics with wide appeal and has been broadly covered by numerous press and media platforms. However, clearly not sellable or commercial in any direct way. Could continue to build CV and portfolio using government funding. Possible career in think tank/government/museum/academics?”

21) Christiaan Bakker

Model of interior element
cardboard

Recommendation by Van Litsenburg: “Material is difficult to sell. However, he could attract much business in other ways considering his portfolio and CV.”

22) Mariska de Groot

Light projector
bulb, lens, metal

Recommendation by Van Litsenburg: “If she would continue with this medium for now, she should stick to building a very strong CV and portfolio, as she has been doing, with the aid of government funding.”

23) Amy Suo Wu

Passport display
counterfeit passports, cardboard, booklet

Recommendation by Van Litsenburg: “Would be well placed in a museum. Recommend focusing on this and continuing applying for external funding. However, it entirely depends on ambitions of the artist.”

24) Studio PWR

Prop for video

cellphones

Recommendation by Van Litsenburg: "Must build CV/create works. Potentially seek gallery representation. Get works out in the public. Could use the internet to raise awareness as well."

25) Mark Minkjan

Script for podcast

paper

Recommendation by Van Litsenburg: "Recommend working for a company to build up CV/Portfolio."

26) Amir Avraham

Website capture

video screen

Recommendation by Van Litsenburg: "Could make work more accessible. Think Taschen. Alternatively, he could work more in the commercial art direction where he has had some success already."

27) Dieter Vandoren

Recommendation by Van Litsenburg: "Very hard medium to be commercially successful with. Doing what he does currently would place him very low on the list."

28) Ruiter Janssen

Infographic

photograph

Obviously has accomplished a lot but from an investment perspective there is very little clearly laid out potential in this.

29) SulSolSal (Johannes Bernard and Guido Giglio)

Woven blanket samples

acrylic

Recommendation by Van Litsenburg: "Highly interesting but little commercial ambition it seems. Not accessible to large audience."

30) Yaolan Luo

A film and drawing robots

video screen, metal, electronics, canvas

Recommendation by Van Litsenburg: “Very experimental and alternative for the market. Good for museum shows and should focus on this.”

31) Janna Ullrich

A board game prototype

cardboard, plastic, cards

Recommendation by Van Litsenburg: “Very interesting work but no commercial ambition it seems at this point. Alternative and tough medium with small market. Therefore, lowly placed. 20-25”

32) Roomforthoughts (Jennifer Canary Nikolov(a))

A labyrinth model

paper, foam, cardboard

Recommendation by Van Litsenburg: “Fairly inaccessible work using difficult medium. However, has made some interesting steps and has had some early successes with her work.”