

HANNO GROEN

Hanno is a passionate, highly accomplished and multi-faceted designer; a true value-creator with a career spanning over 25 years. Often referred to by colleagues as a high-tech craftsman, he intuitively balances the rational and emotional aspects of design. Inventive in solving complex design and engineering problems, with a strategic eye for social and commercial trends and, above all, a great sensitivity for form-giving.

Career

After graduating as an aeronautical engineer, Hanno studied Industrial Design at The Royal College of Art in The Hague where he was taught by renowned designers including Friso Kramer and Rokus van Blokland. In 1992 he graduated summa cum laude.

During his study he worked at Flex as a junior designer, where he was spotted by the European branch of the Japanese design agency GK, founded by Kenji Ekuan. At GK Hanno worked for numerous clients such as Yamaha, for whom he did a full scale concept study as well as many other projects.

After 7 years at GK Hanno became an independent designer, working in various design disciplines including transport-, product-, graphic-, packaging- and retail design, creative direction and design management.

During the last decade Hanno has been pioneering in using advanced 4th Industrial Revolution design tools like generative design and mass-customization. With his new partnership Groen & Boothman, he continues to push the envelope using these technologies to open doors to exciting new forms & solutions, taking product/industrial design to the next level.

Hanno's hybrid background and hands-on mentality makes him the kind of designer who can put his mind to designing just about anything. From motorcycles to jewellery & watches, anywhere beauty and technique come together.

Hanno is also a semi-professional photographer, see works at hannogroenphotography.com

