

# JOANNA BOOTHMAN

Joanna is an experienced and versatile industrial designer with a sharp eye for detail and an impressive portfolio covering various product categories during the last 25+ years. Born with a pen in her hand and always full of ideas, she is a designer in every fiber and a 'formgiver' at heart.

Joanna masters all the skills of the design process necessary to develop successful products from first sketch to final design. Striving for the perfect balance between aesthetics, technique and commercial feasibility, to maximize the potential for success, Joanna is a proven value creator for brands.

Originally from the UK, raised and educated in Portugal, South Africa and Canada, Joanna has made the Netherlands her home. She has worked for clients all over Europe and hands-on with suppliers from Switzerland & Germany to China, Bangladesh & Vietnam.

## Career

Joanna studied at Carleton University's School of Industrial Design in Ottawa, Canada. The school was started by the renowned, pioneering Dutch Designer Wim Gilles (1923-2003). When she began her study, little did she know she would one day make an extensive design career in Wim's fatherland The Netherlands!

After graduating as Industrial Designer with high distinction in 1992, Joanna started out working at Flex design agency in Delft, where she first met Hanno Groen. In 1994 she went to live in Cape Town, South Africa. There she worked as in-house designer for Alplas Plastics, and learned hands-on about the plastic injection molding process from design through to tooling and manufacturing.

In 1995 Joanna returned to the Netherlands and began her career at npk design, one of the Netherlands' most long-standing and prestigious design consultancies. During 15 years she sharpened her industrial design skills, becoming strong in generating ideas, creating compelling concepts, form-giving, 3D modelling and detailing into beautiful, distinctive industrial designs. A notable example is the current Dutch national Twin Letter Box. Other public design projects include street furniture for the City of Rotterdam ('Rotterdamsestijl'), as well as numerous consumer products such as bicycle accessories, lighting, electronic devices, sewing machines, a bed, children's toys and furniture, medical products, bathroom accessories and life-style products.

In 2010 Joanna went solo as Joanna Boothman Design and worked on various design and creative direction projects for established companies like Asics & Geesa, as well as for new brands; transforming new product propositions into concrete products. During this time she further developed her affection and knowledge for textile techniques and fabrics; undertaking projects for design & development of innovative personal lifestyle accessories such as bags and watchstraps.

This last would become key in her first collaboration with Hanno for Kromm Watches, and ultimately led to the start of Groen & Boothman in 2019. Together exploring new design frontiers and creating products where emotion and aesthetics come together.

Joanna loves working with her hands and in her spare time can be found drawing and sewing.

