

Portfolio

Chloë Arkenbout

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By Fred Thieler, one of my inspirations.

Contact Amsterdam

Contact Amsterdam is a creative hub in the West of Amsterdam. I was responsible for establishing the tone of voice of the platform. I created the website texts and social media strategy for the first phase of the project, where artists and startups were recruited. The tone of voice of Contact Amsterdam is the voice of a personal community, rather than just a facilitator. Contact Amsterdam is an exclusive collective and guarantees high quality without losing approachability. To reach specific prospects in various creative fields I used a mixture of specific targets with Facebook advertising. This led to over 40 serious tenant applications in the first week.

"Contact Amsterdam is a collective of interdisciplinary creative minds in the West of Amsterdam. Our community believes in the blurring of boundaries, that the creative industry and business empower each other and that collaboration leads to innovation. Make our community complete with your creativity and expertise!"



Contact Amsterdam website copy



Contact Amsterdam website copy

JOIN OUR COMMUNITY!

Contact Amsterdam is a collective of interdisciplinary creative minds in the West of Amsterdam. Our community believes in the blurring of boundaries, that [the creative industry and business](#) empower each other and that collaboration leads to innovation.

The engineer experts of Royal HaskoningDHV and a mixture of emerging CAWA tested creatives and ambitious start-ups are all located under our roof. Because of this the possibilities for [cross-over projects](#) are endless. We also share a [Maker Space](#) where various machines, such as 3D printers, are

made accessible to us. In there we can experiment together and learn from each other to improve our skills. On top of that the events organized in [Café Contact and Podium Contact](#) offer us an informal opportunity to lunch, to dine, or have a beer and to experiment and present our projects.

With this, we want to set an example in [circularity and sustainability](#) for other creative hubs.

Lets collaborate to innovate. Contact Amsterdam will open its doors in May. Schedule a personal sneak peek tour with us [here](#) and have a look at your future studio.

Contact Amsterdam website copy

FULLY
EQUIPPED
SHARED MAKER
SPACE

CREATIVE AND
BUSINESS
NETWORK

INTER-
DISCIPLINARY
OPPORTUNITIES

CAFÉ AND
PODIUM

CIRCULAR AND
SUSTAINABLE

PLANNING

JANUARY 2017

START
RENOVATION

FEBRUARY 2017

ARTISTS AND
STARTUPS SIGN
UP TO JOIN US

MARCH 2017

WE GIVE
POTENTIAL
STUDIO RENTERS
TOURS

APRIL 2017

OFFICIAL
OPENING

MAY 2017

OPENING OF
CAFÉ CONTACT
& PODIUM
CONTACT

Contact Amsterdam website copy



MAKE OUR
COMMUNITY
COMPLETE WITH
YOUR CREATIVITY AND
EXPERTISE

Contact Amsterdam website copy

The MakerSpace is where collaboration starts. Everyone who rents a space at Contact Amsterdam can join us in a shared MakerSpace where various machines are accessible. These facilities give us the opportunity to experiment together and learn from each other to improve our skills.

Machines that live in the MakerSpace:

- 3D printers (Ultimaker original and Ultimaker 2)
- Lasercutter
- Vinyl cutter
- Frees machine
- Wood milling machine
- Various tools and gear

We believe that creatives and business can empower each other, and need each other to reach their full potential. Being a mixture of CAWA tested creatives and startup business, we can learn from each other. Because we're all in the same building, it's easy to share and combine our knowledge. With the engineer experts of Royal HaskoningDHV in the same building with emerging creatives and ambitious startups, our community has the potential to surprise with collaborative creativity.

Let's create and innovate together! Request a personal tour [here](#).

Contact Amsterdam website copy

At Contact Amsterdam we let boundaries blur. We connect craftsmanship and technology, the old and the new, the nostalgic and the futuristic, the manual to the virtual and beyond. We believe that when different disciplines merge, the possibilities are endless. Put a furniture maker, a filmmaker, a programmer, a fashion designer, a painter, a hacker and an architect together, who knows what will happen! With artist studio's and startup offices underneath one roof, everything is possible.

What's a collaborative platform without an informal meeting point to brainstorm with likeminded innovators, while enjoying a great lunch or having a beer? And what is a creative hub without a place to showcase the results of our experiments and projects? Luckily, Contact Amsterdam has both. Cafe Contact and Podium Contact are both for the creatives of our platform and inhabitants of Amsterdam West. Our community has a programmer who organizes events to fuel our community and create buzz around our projects.

Contact Amsterdam is a circular platform in two ways. In our community we have access to the tools to be part of the entire process of our creations; from the concept development and the design process, to the actual production. Secondly, the building is being renovated with recycled materials and a circular building platform is founded especially for Contact Amsterdam. Our platform's goal is to become energy neutral, by placing solar panels on the roof and handling our waste efficiently. We want to set an example in sustainability for other creative hubs.

Contact Amsterdam social media content



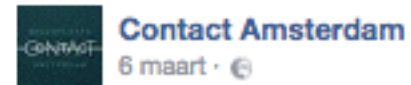
We are looking for an architect with a circular disorder to make our community complete.

Studios are for rent, starting from 20m² for €300 through www.contactamsterdam.nl



Targets

Amsterdam based men and women between 21 - 65 years old, interests include multi-media, crafts, technology, architecture, circular, architect, construction, interior design, sustainability



Our community is looking for a programmer to make streetlights talk, to innovate with.

Studios are for rent, starting from 20m² for €300 through www.contactamsterdam.nl

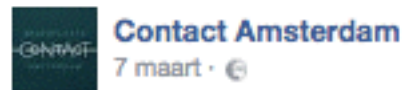
[Vertaling bekijken](#)



Targets

Amsterdam based men and women between 21 - 65 years old, interests include multi-media, crafts, technology, programming, code, artificial intelligence

Contact Amsterdam social media content



We need a robot constructor who can build our new pet, to create crossover projects with.

Studios are for rent, starting from 20m² for €300 through www.contactamsterdam.nl

[Vertaling bekijken](#)



Targets

Amsterdam based men and women between 21 - 65 years old, interests include multi-media, crafts, technology, robotics, robots, animals, mechanics, artificial intelligence



Are you our fashion designer who sees storms coming, to make disciplinary boundaries blur with us?

Studios are for rent, starting from 20m² for €300 through www.contactamsterdam.nl

[Vertaling bekijken](#)



Targets

Amsterdam based men and women between 21 - 65 years old, interests include multi-media, crafts, technology, fashion, fashion design, design, artificial intelligence

Contact Amsterdam social media content

 **Contact Amsterdam**
9 maart · 🌐

Designer of dancing lamps wanted to collaborate with us.
Studios are for rent, starting from 20m² for €300 through
www.contactamsterdam.nl
[Vertaling bekijken](#)



Targets

Amsterdam based men and women between 21 - 65 years old, interests include multi-media, crafts, technology, design, product design, industrial design

 **Contact Amsterdam**
10 maart · 🌐

Are you our horeca entrepreneur? Contact us at www.contactamsterdam.nl
if you're interested!
[Vertaling bekijken](#)



Targets

Amsterdam based men and women between 21 - 65 years old, interests include culture, art, hospitality, entrepreneurship, horeca.

Amsterdam Light Festival

As content coordinator for Amsterdam Light Festival 2016-2017 I was responsible for making sure all the medium specific copy outings created a cohesive story. SEO proof web content, audiotour script, information boards, news letters and all social media content were part of this. The texts about the artworks in the cahier, the official report on the festival's results were written by me as well (be sure to check this document out [here](#)).



Hourglass by Wilhelmusvlug at the Illuminade walking route in 2016-2017. A minute long time-lapse projection made of footage that was collected in the Wertheimpark for an entire year, showing the passing of the seasons. Photo by Janus van den Einden.

Amsterdam Light Festival - Making Of

During my time at the Amsterdam Light Festival I ensured that, for the first time, the making and designing proces of the 30 artworks got the attention it deserved, giving consumers and stakeholders special behind the scene sneak peaks. This enabled the communication proces to start earlier in the year and become more visual, to built anticipation for the event.



Amsterdam Light Festival - a more personal approach

Amsterdam Light Festival needed a personal touch, in my opinion. That is why made sure that more attention to the artists backgrounds was given in the communication strategy. I also started a 'Humans of Amsterdam Light Festival' portrait series, to give the festival a face.



 **Amsterdam Light Festival**
Pagina leuk gevonden · 28 december 2016 ·
Bewerkt · 

With pleasure we introduce you to the humans of Amsterdam Light Festival.

This is Olav. Olav is responsible for lighting all the 1000 candles in the Portuguese Synagogue. "On my own it takes me about 2.5 hours to light all the candles but usually we're with the two of us. It might not be the most exciting task in the world but its great to work in such a historical place and see the beautiful result!"

During Amsterdam Light Festival this year you have the opportunity to enter the synagogue, which is usually closed for the public in the evening, to enjoy this beautiful candle spectacle. Do not miss it tomorrow, January 3rd or 5th! More info here: bit.ly/portsynamslightfest

Vertaling bekijken
— met Joods Cultureel Kwartier en Portugees-Israëlietische Synagoge bij  Amsterdam Light Festival.

 Leuk  Opmerking plaatsen  Delen 

  98 Chronologisch ▾

2 keer gedeeld 7 reacties

Amsterdam Light Festival - a more personal approach

The Lace



The Lace from Choi + Shine Architects exists out of 18 different panels that are manually woven by 9 people. 33000 meter of light reflection thread was used in total and the artwork weights 650 kilogram.

The impressive artwork symbolizes the interrelationship of Amsterdam; the interrelationship between different people and cultures, urban (infra)structures and the interrelationship between the historical Amsterdam and the contemporary Amsterdam.

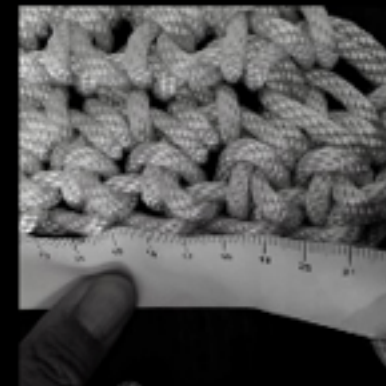
The Laces portrays the traditional Dutch lace cap. At the same time Korean folding techniques were used, making this artwork a cultural mixture just like Amsterdam.

Choi + Shine Architects



Choi + Shine Architects is an international awarded design studio founded by Jlin Choi and Thomas Shine. Choi and Shine both graduated in architecture at Yale University, where Shine taught as well. The architect bureau has a studio especially in innovation, experimental design and projects that do not necessarily have an architectural nature. Their work is shown in museums and galleries all over the world. The work they are most known for is 'The Land of Giants', two gigantic transmission towers in the shape of humans that are being built in Iceland in 2017. Insuk Durham, Hyokyung Lee, Lara Pollack, Edward Shine, Miriam Robinson, Emma Lanctot and Chessin Gertler assisted Jlin Choi and Thomas Shine in the weaving of The Lace.

The making Of



Amsterdam Light Festival - Photography workshops

Lowligh Photography Workshop

During the festival I was responsible for the concept, strategy and execution of an exclusive Lowligh Photography workshop with Magnum Photography Award winner and Amsterdam Light Festival jury member Cris Toala Olivares. National Geographic and DigiFotostarter both have 10 spots away to hobby photographers through their channels. Cris gave lecture where he gave away his secret to photography at The Paper Factory Amsterdam, the paper sponsor of the festival. After this the winners were picked up by a boat from Canal Company, the founding partner of the festival. Cris guided the photographers on the boat that took the winners along the Water Colors boat route. The workshop took advantage of the many hobby photographers it attracts, showed take-holders the festival is serious about photography and created media coverage.



Amsterdam Light Festival - Photography workshops

Telephone Photography Workshop

During the festival I was responsible for the concept, strategy and execution of an exclusive Telephone Photography Workshop with Instagram heroes @mecenzo and @mariannehope. Participants could enter a photo on Instagram by using a custom hashtag, #amsterdamlightworkshop, and by tagging @amsterdamlightfestival. Marianne selected 10 winners that she gave an exclusive workshop to, explaining how she edits her pictures. After this the winners went on a photography hunt at the Illuminade walking route, with Marianne and Macenzo giving them tips. NSMBL.nl gave away two spots for the workshop as well. The workshop created a great online buzz and increased the following of the Amsterdam Light Festival Instagram account. During my time at the Amsterdam Light Festival I established a 113% growth in Instagram followers.

