

Ellen Bokkinga

Creative Strategist

Writer

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Ellen Bokkinga works on commissioned projects and collaborative experiments that range from developing new concepts, creating narratives around possible futures, and exploring new methods of empowerment in contemporary digital culture. She is dedicated to defining imaginable alternatives and new narratives in and beyond the domains of business, culture, and urban planning. Her research approach is centred around the notion of diversity, networked knowledge, and empathy.

Ellen is initiator of several projects, including Re:land (a research into the causes of vacancy in Amstel3, a 250 ha large working district in Amsterdam Southeast), New Verbalizing (explorations into the imaginative possibilities of the mind), Openhaard (a lecture series in which we invited cross-disciplinary thinkers to share their ideas) and the BNO Language & Design Event (this event featured the role of language in the design process).

LANGUAGE PROFICIENCY

Dutch: Native
English: Full professional proficiency
French & German: Limited professional proficiency

AWARD

Amuse5 plate for conscience eating, winner of the (Un)limited Design Contest during the Dutch Design Week in Eindhoven.

MISCELLANEOUS

Co-writer Loesje Amsterdam (2002-2007). Ellen spread posters throughout the city at midnight.

EDUCATION

1998 - 1999
University of Amsterdam
Film and Television Studies (propaedeutics)

1995 - 1998
Amsterdam School of the Arts
Bachelor Cultural Management (BA)

1994 -1995
University of Amsterdam
Theatre Science (propaedeutics)

COURSES ATTENDED

2000 - 2001
Open Studio
Direction, Film, and Montage

2011
Evolution Logique
Leadership training

MASTERCLASSES & WORKSHOPS ATTENDED

2014
Rachel Armstrong ('living Architect) and Arne Hendriks
What is the nature of a 21st century human?

2015
Liam Young
Reimagining the present, scenes from a film that doesn't exist

2014 / 2015
FAILED Architecture
Amsterdam's Ring Road (2014)
Excavating the North Sea (2015)

EXPERIENCE / CLIENT WORK

2009 - 2017 Independent Creative Strategist

- Creative Strategy + writing; clients include, RAI Hotel (concept w/HotelsAhead), Centraal Museum (exhibition Blue Jeans), Premsel/Het Design Huis (exhibition De Etende Mens), Museum Marres (branding w/Vandejong), The Olympic Amsterdam (w/...,staat), Holland Park (w/...,staat), HotelsAhead (hospitality development ZOKU), HeadRoom, Het Nieuwe Instituut, FIBER festival, SellAnApp (networked knowledge app), TEDxAmsterdam, Oxfam Novib (w/Lava), citizenM, Stadskantine, PUP Concepts, Video Dock.
- Lectures/talks; clients include TEDxCuraçao, INHolland, The Hague University of Applied Sciences, AMFI, Willem de Kooning Academy, Amsterdam University for Applied Sciences, Internet Week Europa London, Indie Brands event.

2014-2016 ZO!City & Transformcity - the future of a city quarter

Saskia Beer, founder of ZO!City, asked Ellen to come up with various concepts, storylines and ideas to strengthen collaboration and imagination in Amstel3, a former office district, currently transforming into a dynamic, well-connected and 24/7 lively city quarter where you can work, live, learn and play.

2006 Communications and Marketing Consultant T-Mobile; Part of the Marketing team that successfully launched the new mobile plan T-Mobile Flex in The Netherlands.

2003 - 2009 Freelance copywriter | conceptor | branding

Clients include HEMA, Crystal Clear, Nickelodeon, T-Mobile, Bacardi, OHPEN, Coca Cola, Hotel Arena, Concern, Thika Travel, Juridisch Platform, Dance4Life, Concern, Frozz Frozen Yoghurt.

1999 - 2003 Independent Television Reporter and Editor

Clients include Film program 'Starring' (René Mioch), Stardust VPRO, RTL Nieuws (New York Marathon report), Hart van Nederland, Actienieuws, AT5 Amsterdam. Also 3FM radio.

1997 - 2003 Independent Journalist

Clients include Chamber of Commerce, Beer Magazine Heineken, International Documentary Festival Daily (IDFA), Rotterdam Film Festival Daily, Utrechts Film Festival Daily, Lowlands Daily.

SELF-INITIATED PROJECTS

2009 - 2016 The New Verbalizers

For the love of language and idea development, The New Verbalizers conducted strategic sessions, workshops and lectures on the creative aspects of 'verbalizing the mind' and executing new ideas.

2011 Developer New Verbalizing Grid, a free downloadable tool for idea development.

2014 - 2015 Re:land, a city development project (w/ZO!City), funded by the municipality of Amsterdam, revitalising Amstel3 in Amsterdam Southeast together with local stakeholders and artists.

2012 - 2017 New Verbalizing, exploring the imaginative and empowering possibilities of the mind through language, fiction, art, and technology.

2010 Organiser and Program coordinator TEDxWomen Amsterdam Live Event.

2009 - 2011 Organiser, Initiator, curator and moderator OpenHaard (TrouwAmsterdam) - a lecture series in which speakers from different creative disciplines shared their ideas and knowledge behind their work. We organised #26 editions in TrouwAmsterdam and reached about 2000+ people.

2009 Designer Amuse5 plate for conscience eating - a new way of tasting and 'reading' food.

2009 Initiator, Organiser and Program curator "Language and Design" event w/ The Association of Dutch Designers (BNO). The event in Pakhuis de Zwijger (17 September 2009) was completely sold out.