

PositionPaper

Van Welleman Villas' Corporate Identity

Incorporating our "DNA" into a Corporate Identity reflecting the fundamentals on which Van Welleman Villas is based (quality, security, comfort) has been a challenge right from the start. Through this document we would like to place the involved parties into the limelight, showing our gratitude towards them for the magnificent work they've done.

Art and Interior

The importance of art and interior in the total budget is a very personal matter. For some, art and interior only represents a fraction of the budget, for others, it "is" the budget. For the demo house at Keerbergen, Van Welleman Villas® opted for a neutral lounge interior which has been designed by Ann Vermeiren.

Mick Maes

Mick was born on 8 December 1959 in Aalst, Belgium. Both the "bar" (see picture right) as well as "den denker" (see picture next page) are creations Mick. Together with Ann he assists our customers with the process of customizing the interior to the customers expectations. Together they shape the customers interior (in the case of lounge styles) or search for the ideal partner should other styles be preferred.

"Den denker"

"Den denker", Flemish for "the thinker", created in 2004 by Mick Maes. Somehow, he illustrates much of the origins of Van Welleman Villas®. Frustration leading to thousands of hours of analyzing, thinking, rethinking and searching for solutions and answers to questions, of which some previously never raised.

It was Mick who linked his creation (i.e. 2012) to the never-ending process of thinking and wondering about solutions that would bring Van Welleman Villas® closer its goal, creating the best houses on this planet. Ever since it has been part of our corporate identity.

Van Welleman Villas® Corporate Identity

A corporate identity should visualize the essence of the company it's representing. The creation of a corporate identity should not be taken light, after all, it is the "first impression" the customer gets. Therefore a significant amount of time was invested into the definition of all aspects of the corporate's identity. DSN (i.e. Pre-press group De Schutter) and 60BPM -two references on that subject- where asked to design all materials (e.g. files, greeting cards, business cards, presentations etc.) according to the highest standards known today, based upon Mick Maes' "den denker".

Art & Interior

Mick Maes (Brush) & Ann Vermeiren (Arte Mystica) were responsible for the art and interior of the Van Welleman Villas demo house.



Interior Design

The bar below (slides open half-ways) is one out of many creations of Mick Maes.





fig 1. The Van Welleman Villas demo-house.
(Keerbergen, Belgium)



fig 2. The Van Welleman Villas corporate image, Mick Maes' "den denker".
(2004)