

Anouk Groen

CMF Trend Forecaster at RNA Design

Zeewolde, FL, FR

CMF Design Forecasting & Strategy for 3D Products. Design Trend Lectures. CHOOSE THE FUTURE THAT FITS BEST.

Biography

I have been in the field of CMF Design forecasting and consulting for over 15 years. With a degrees in Product Design (Art Center) and Marketing Management (Webster Uni) I have come to realize that forecasting of CMF design is also about finding the source of the trend and telling the story that goes with it in relation to the clients product. The presentations are dynamic and useful for any industry that creates products that need to be updated regularly. I am currently consulting in the fields of automotive, transportation, sports products, telecommunications, audio visual and fashion accessories. Information is presented in collage form that is easy to understand for designers, product planners and marketeers. For more information or samples please contact me.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Consumer Electronics, Design, Automotive

Areas of Expertise

Materials, Automobile Marketing, Sports Product, Forecasting, Color, Design, Trends, Product Design, Automobile Industry, motorcycle design

Affiliations

Color Marketing Group Member, Second Sight, GK Group Japan, Donna e Mobile - Women in Mobility Design Network

Sample Talks

IDSAs - Color, Materials & Finish Trends with Anouk Groen

Anouk Groen will inspire us with a cross-industry look at Color, Materials and Finishes in design trends for products and mobility. Industrial designer are called upon to design products, services and experiences for uncertain futures. How can they predict the colors, materials and trends in advance? Recorded on November 9, 2021 <https://vimeo.com/654946684>

Education

Art Center College of Design
BS Product Design

Webster University
BA Marketing and Management

Accomplishments

Nominated for the TWOTY award
<https://www.rainbowcollection.nl/twoty/>

Product and Mobility Ambassador 2019
<https://materialdistrict.com/article/future-products-interview-groen/>

European Liaison Color Marketing Group
<https://colormarketing.org/2018/09/18/bonn-2020-color-forecasting-trends/>

Core Team Member

Donna-e-Mobile (DeM) is a global network of Women Mobility Designers, founded in 1990, meeting online and at design events. Donna-e- Mobile (K.v.K 52071855) is a non-profit organization that strives to create a seamless connection between young talent and the industry through its platform MOVEAWARD.

Testimonials

Daniel Schubert

'Anouk has supported us with color and material trend insights over the past years. Her reports are very professional, a great foundation for the design team to work with and full of insights and details to help understand market developments. She is fun and professional to work with.'

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)