

**It takes 2 to tango**

**Hire us a couple**

one mission. one vision. one passion.

as two we are one

two art directors

two creatives and a cat

multi talented

creating the difference

expect the unexpected

## △ Summary

Tom De Graeve - 01/04/1968  
'An Artist called Tom'

Tom De Graeve, 'An artist called Tom', is a freelance Creative director, Designer and Art director. Thirty-five years of experience have allowed him to hone his distinctive style across a wide range of media.

From conceptual and strategic branding and development, to design and art direction; from events and marketing, to web and graphic design; from photography to film - whether it's traditional or digital, for print or for the screen, Tom devours all things creative.

After earning his masters degree at the Marshall School of Business USC in Los Angeles, Tom immediately began designing for top agencies and International and local brands.

Past and current clients include, ACT lighting design, Multi Development Corporation, Coca-Cola, Nintendo, Nescafé, ZOM USA, Extensa, Johnson & Johnson, Danone, Diageo, Caterpillar, MTV, HBO, The History Channel, The Biography Channel, Ydreams, Constance Group, InBev, Chaudfontaine, General Motors, etc ..

Moving to Turkey in 2009, Tom established AIR, a freelance design and branding agency offering bespoke creative services to a broad range of international clients. Tom is the creative director and project manager for all work undertaken by the company.

Alongside his commercial work, Tom continues to pursue numerous personal projects, including Real estate branding, projection, film, photography, interactivity, digital communication, music and installation art. His work has been featured in numerous exhibitions, garnering many recognitions and awards. Eager to explore new and interesting avenues of design and communication, Tom continues to embark on new self-initiated projects and collaborations.

### ► **Owner / CEO at LOF DESIGN** **1992 - Present**

LOF, Language Of Forms, 'A way of thinking, A way of living'.

Our specialties are in Branding, Advertising and Digital.

LOF DESIGN is a full-service Boutique agency that originated from a background in real estate branding and visual identity. We are constantly focused on a brand, its purpose and meaning in the market. Our work is built on innovation and engaging storytelling. Whatever the objective, we are guided by principles: Find the essence, make an emotional connection to the audience, and make it great.

### ► **Creative Director / Consultant at Multi Corporation bv** **2001 - 2014**

Multi is a leading owner, manager and (re)developer of high quality shopping centres across Europe and Turkey.

As a well-capitalised, growth-oriented, pan-European retail platform Multi is focussed on creating, managing and improving sustainable rental income. Multi currently owns or manages 60 shopping centres, which welcome more than 350 million visitors per year, spending an estimated 4 billion euros annually in more than 5,200 stores, restaurants and attractions. Multi has over 500 employees across its mall management, asset management, development and support businesses, and is active in 12 European countries, including Turkey where it is the largest owner and manager of shopping centres. Multi uses its design group, T+T Design, for all urban development and architectural concepts. Since its foundation in 1982, Multi's projects, which regularly act as the engine for revitalizing a city or region, have been internationally recognised for their innovative nature, architectural quality, sustainability and profound sensitivity to local environments.

► **Creative Director / Curator at ACT lighting design**  
**2007 - Present**

ACT lighting design is a Belgian design service company, based in Brussels, Antwerp and Paris. ACT's design services cover: Lighting Design for the Entertainment Industry & Architectural Lighting Design Lighting Design service for Architectural Projects where the key element is originality, visual impact, strong statements and integration into the existing architecture. For the Retail-Entertainment-Themed market we offer solutions to get that "theatrical atmosphere" or "show-element" into an affordable and long-lasting experience. Theatrical Performances, Special Events, Outdoor spectacles, Fashion Shows, Concerts, Product-launches, Conferences, Industrials, Multi-Media Presentations, Trade Shows & Exhibitions.

Recent Projects: - Youth Olympic Games Singapore 2010 - "Le Rêve" at Wynn Hotel and Casino in Las Vegas - I Love EU, inauguration Belgian Presidency - K Kortrijk commercial centre - Center Parcs Moselle - STAM museum Ghent - Sainte Marie Cathedral Brussels - Lighting Master Plan La Défence Paris.

Specialties: Architectural Lighting Design for retail experiences - Lighting Design for outdoor spectacles.

<https://www.actld.com/#home-reel>

► **Curator Middle East Countries at OVO**  
**2011 - Present**

The purpose of the installation OVO is to offer an art object, global and multi-sensory in scope, to which a dimension of a luminous event is added, provided by the plays of light and the visual and acoustic animations. The visitor is invited to walk on the water to reach the interior, as if to vanish into a metaphysical mist. The watery surface reflects the egg-like structure, the lighting, and also the silhouettes of the visitors which bring the surface to life by their passage. Seen from inside the sense of intensity, of being drawn towards the sky, underlines the dynamism conveyed by the forms of the structure.

► **Founding Partner / CEO / Creative Director at AIR COLLECTIV**  
**2012 - Present**

AIR COLLECTIV

ONE VISION. ONE MISSION. ONE PASSION.

What makes us rare is the synergy of our talents - we don't just make things look beautiful, we make things work, feel and act beautifully too. Passionated about our disciplines and enjoying out-of-the-box challenging projects, we are eager to push ourselves towards the edges of our art and to extend the limits of our creative expression by producing innovative and contemporary solutions of highly poetical value, which guide people through the messages that we carry on and enhance the quality of their experience.

Our multi-disciplinary team led by creative fusion of its founding partners brings an added value by combining its distinctive expertise and talents along with its creativity, perfectionism, technical know-how, respect of budgets and sustainable approach to deliver made to measure projects in order to amaze their audience all over the world.

<https://www.wenotme.today/aircollectiv>

► **Founder of the 'WENOTME Foundation'**  
**2018 - Present**

**"As one person I can not change the world, But I can change the world of one person"**

Losing his first wife Sophie,  
pregnant of their unborn child,  
Tom decided to found  
The 'WENOTME-foundation'

Helping NGOs in Yemen, Syria,  
etc .., babies and children died in  
TOMs arms.

There is nothing worse being  
incapable seeing and  
experiencing these INHUMAN  
CRUELITIES !

When Tom and Inge re-met at  
a charity foundation, Inge  
immediately agreed co-  
founding this beautiful cause,  
The 'WENOTME-foundation'

'This is one of the goals:  
starting up this foundation  
to give war childs a safe nest,  
love, affection and an  
education.'

JOIN OUR MOVEMENT AND BE  
A PART OF THE 'WENOTME-  
foundation'

PAINT FOR CHILDREN

Work in progress ..

SCHILDEREN VOOR KINDEREN  
ST. MARTENS-LATEM

Inge **WE NOT ME** Tom.

'AS ONE PERSON I CAN NOT CHANGE THE  
WORLD, BUT I CAN CHANGE THE WORLD OF  
ONE PERSON'

WWW.WENOTME.TODAY

## △ Biography Tom

by Inge Cnudde

Tom De Graeve

'An Artist called Tom'

“ After finishing university in LA, USA, Tom worked with the biggest music impresario ever, Mister Bill Graham, his mentor and godfather of R&R, who crashed with his helicopter in '91, on his way to Stevie Ray's concert.

Depeche Mode was the first band Tom brought to the shoreline amphitheatre in 'Mountain View' and launched U2, Joshua tree, Echo & The Bunnymen, Simple Minds, David Gilmore and many others in NYC, under the direction of his beloved mentor Bill who called him 'The Crazy Belgian Guy.'

That name he thanks to his great artistic talent, guts, beautiful and amazing mind, his vision and typically impossible, adorable attitude.

Tom has an unlikely impressive knowledge about EVERY single music genre and voice type, idem dito for all the different possible instruments existing on earth.

He feels and sees the EQ, the character, the syncopate and improvise abilities of every artist, after working with legends, icons such as Sade, Alicia Keys, Sting, Nathan East, just to name a few ..

Being back to Belgium, in the nineties, after working with Mister Bill Graham, Tom finds a space to realise his thesis in Brussels, 'Tour and Taxis', which he transforms into 'Music City', amongst others:

**<https://tour-taxis.com>**

In 2017 he finalizes the site: 'Gare Maritime', the last part of his big project, which won the MIPIM awards as 'Best Refurbished Building' in 2021:

**[https://www.pro-realestate.be/news-view.asp?](https://www.pro-realestate.be/news-view.asp?L=uk&ccc=0&rrr=0&channel=NEWS&rubr=&V=title&ID=78866)**

**[L=uk&ccc=0&rrr=0&channel=NEWS&rubr=&V=title&ID=78866](https://www.pro-realestate.be/news-view.asp?L=uk&ccc=0&rrr=0&channel=NEWS&rubr=&V=title&ID=78866)**

Moving to Turkey, for a few years, Tom was the artistic director of the 'Tag Istanbul' event.

TAG ISTANBUL, Istanbul, Turkey, 2009: **[https://youtu.be/O\\_xNoSoqXGo](https://youtu.be/O_xNoSoqXGo)**

On the evening of October 19th, Istanbul was an open stage for an extraordinary art performance which has never been exhibited before in Turkey. The most famous buildings which are considered to be the "symbols of Istanbul" turned into canvases for these famous artists.

Famous poet's verses converted into light and glide across Istanbul.

Forum Istanbul Shopping Center, which opened in November, organized the 'Tag Istanbul / If Istanbul was a Canvas' event as a gift to Istanbul when Istanbul turned into a huge gallery for one night.

Different prominent Turkish artists including Ara Guler, Mehmet Guleryuz, Haluk Akakce, Bedri Baykan, to name a few, shared their creative passion through different artistic disciplines such as painting, graffiti photography and literature.

Traveling, working and living all over the world, he continued his career as a Graphic Designer, Art Director, abreacting his creativity and tremendous brain thoughts at several major projects.

A very nice spin off arised in Portugal when he meat his good friend João Pestana Dias, General Manager at 'Fadus Special Events', who stands for The Trade Connection \* Portugese/ Turkish NETWORK', which has, as main goal, the intention of giving expression to 'The Cultural & Economic Trade' between those two nations.

His love for ART was given to him in his cradle by his other mentor Graba', his father of whom he learned to paint in his very special and unique 'Glacis Technique':

**[www.graba.be](http://www.graba.be) - [www.wenotme.today/works-of-tom](http://www.wenotme.today/works-of-tom)**

Sharing his gift, talent, knowledge, know how, passion, love, respect and gratitude for children, people, art and music, he is one of the examples of **PUSHING THE WORLD FORWARD. ”**

## △ Tom

by Koert Vermeulen

Tom De Graeve  
'An Artist called Tom

“ Tom is one of those persons that people still remember 10 years after meeting him. He is creative, artistic, eclectic, intelligent, brave, charismatic, stubborn, tasteful, over the top, loyal, out of the box, inventive, chaotic, team player, teacher, student, mentor, and a good friend.

I was fortunate to befriend with him more than 15 years ago, and have worked for him, with him and through him on some of my best work. He is the guy that moves things, inspires people, and gets things done.

What can I say, everybody needs a Tom in his life ! ”

- Koert Vermeulen, Founder & Principal Designer, ACT lighting design, was a consultant and contractor to Tom at Multi Corporation bv, amongst others -

Tom is 'Curator | International Team' for ACT lighting design

<https://www.actld.com/#home-reel>

## △ Summary

Inge Cnudde - 16/03/1965

### ***"Behind every successful man, there is a strong woman"***

Motivating, inspiring, stimulating and intriguing people are Inge's best abilities and qualities. Capable of working very well organised, structured and goal oriented, she manages to run successfully each project.

Working together with Tom as art director and his personal assistant on several projects, always guarantees the perfect result of every assignment.

A positive peoples person, though with 'an iron fist in a velvet glove', achieving everything she believes in and wants to accomplish.

- 1988 - 2000: exploiting her two iconic restaurants & galleries in St. Martens-Latem, Belgium, leading a hundred employees
- 2002 - present: a passionate photographer
- 2015 - present: food & food market consultant
- 2018 - present: co-founder of the 'WENOTME foundation'
- 2019 - present: member of the cultural policy in St. Martens-Latem, Belgium
- 2020 - present: general manager AIR COLLECTIV (set up in 2013)

Art Director - Photographer - Videographer - Multimedia Designer - Social Media Expert & Influencer  
Food consultant - TOMs wing woman

[www.wenotme.today/inge](http://www.wenotme.today/inge)



## △ **Services provided by Tom & Inge**

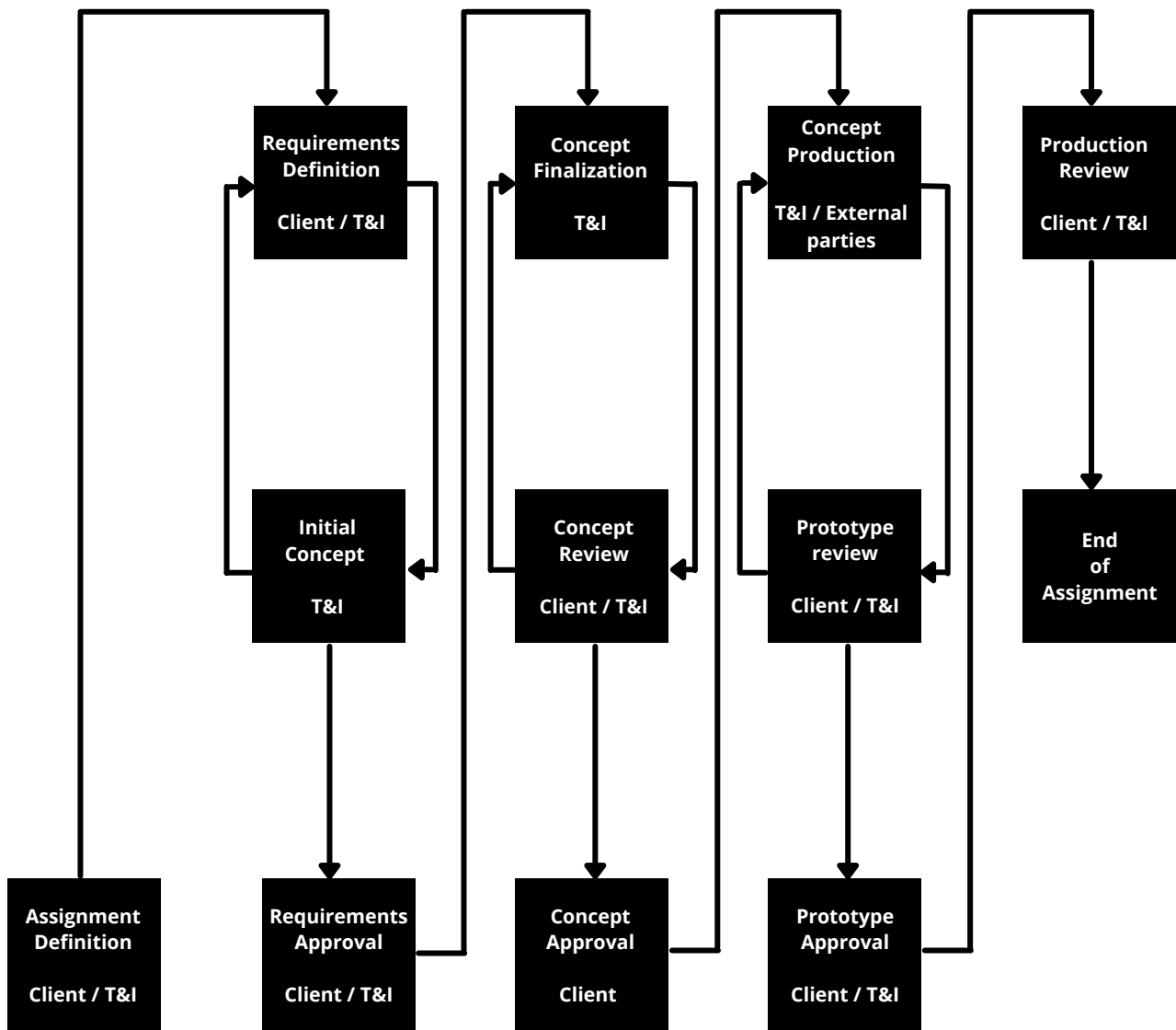
Herewith the way we work with our clients.

We shall deliver any material deemed appropriate for each assignment by THE CLIENT using the following cycle:

- Assignment Definition
- Requirements Definition
- Initial Concept
- Requirements Approval
- Concept Finalization
- Concept Review
- Concept Approval
- Concept Production
- Prototype Review
- Prototype Approval
- Production Review
- End of Assignment



The following graph illustrates this process:



'Tom & Inge' abbreviated as 'T&I'

We are convinced, after so many works we have done worldwide, that this is our structure we believe in.

## △ Some references & partners

- **Tour & Taxis:** <https://tour-taxis.com>
- **Multi development bv:** <https://multi.eu>
- **ACT lighting design:** <https://www.actld.com/#home-reel>
- **Constance Group:** <https://www.constancehotels.com/en/>
- **Tag Istanbul, Istanbul, Turkey:** [https://youtu.be/O\\_xNoSoqXGo](https://youtu.be/O_xNoSoqXGo)

**TOUR & TAXIS**  
YOU. TOMORROW

**ACTLD**  
DESIGN + EXPERIENCE

**MULTI**

**CONSTANCE**  
HOTELS & RESORTS



Gare Maritime @ Tour & Taxis

Roberto Maffioli - RM designs

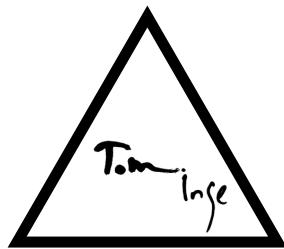
## △ Our Skills

Graphic Design	Curatorial Projects
Art Direction	Entrepreneurship
Photography	New Business Development
Advertising	Visual Arts
Event Management	Digital Art
Marketing	Creative Strategy
Art	Branding & Identity
Corporate Identity	Digital Media
Retail	Interior Design
Creative Direction	Brand Management
Concept Design	Multimedia
Concept Development	Design Management
Marketing Communications	Digital Strategy
Digital Marketing	Integrated Marketing
Social Media Marketing	Logo Design
Online Advertising	Web Design
Brand Development	Online Marketing
Corporate Branding	Social Media
Commercial Real Estate	Business Strategy
Conceptual Design	Management
Creative Concept Design	Project Management
Conceptual Art	Public Relations
Interior Architecture	Strategic Planning
Marketing Strategy	Strategy
Curating	Marketing Management
Real estate Design & Advice	Real estate Strategy
	Management

**AND SO MANY MORE**

△ **Working conditions**

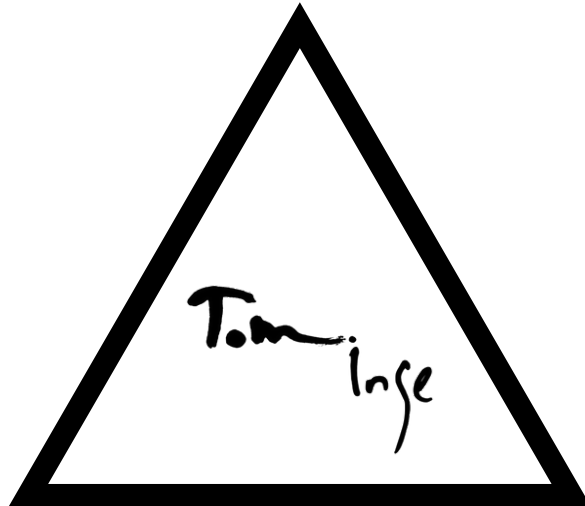
**Let's talk !**



**WE WORK 24 / 7**

**Meet you soon !**

**ONE VISION. ONE MISSION. ONE PASSION.**



## Contact

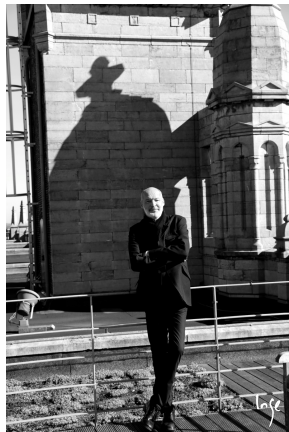


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**'Dicky' the cat is an extra**



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