



friendmade®

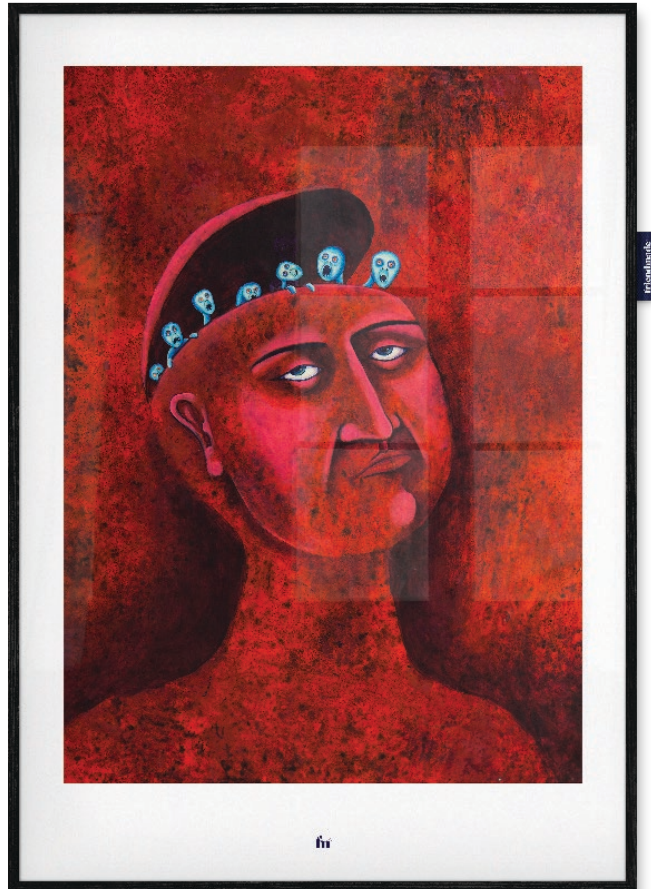
friendmade.fm





friendmade®
ART GALLERY & MARKETPLACE
Made and curated by artists

friendmade.fm



Dear reader,

As founder of friendmade®, I am honoured to be able to introduce you to my most creative friends, their art, their artist friends and to their collective taste in contemporary art.

By offering creative peers a community, where they can join forces, are treated fairly and together get a voice in today's overflowed art market, friendmade® stimulates and challenges them to create, present and sell their most authentic art.

As a platform where artists organically and collectively define the collection themselves, friendmade® is at any time able to offer you truly contemporary art.

Stijn van der Pol
Friendmade® founder

**“MAKE FRIENDS.
CREATE ART.”**

- friendmade® -a

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To the movers!

Art has the power to open up new perspectives, ideas and solutions. It offers impulses that move us and help us move forward. Art helps us put things into perspective and give new meaning.

It can comfort us with a reminder of the good, the ease and the simpleness, by showing us beauty.

It can confront us with the bad, the chaos and the unjust, through brutal honesty. When created in full authenticity, art is the purest messenger of truth. Unbiased and honest, like a friend.

Art has the power to move. Whether into thinking, or into action. Whether through beauty or chaos. Whether it leaves you exstatic or sad – art is an expression, bound to leave an impression.

This is why friendmade® celebrates its makers – artists and creatives around the globe. For it is them that have the unique ability and devotion to go inwards and make thoughts, ideas and opinions tangible. With their drive to reflect and create, they have the the unique power to unhide new realms, create dialogue and move people trouhgout society.

To the movers!

Contemporary art, organically and collectively defined by artists.

friendmade® is the place to discover new and established, current-day artists and their art. As an international platform, we bring painters, photographers, illustrators and other creatives together, to allow them to offer you a hand-picked selection of today's contemporary art.

To bridge the gap between them and you, friendmade® offers artists the tools needed to present and support themselves and each other, and helps you discover today's contemporary art through an innovative, intuitive platform.

Automated curation

With an automated curation process, friendmade® acts merely as a connector. In the background, not curators, but artist themselves organically and collectively define the collection through online votings within the community.





All year through friendmade® is open for new artists. Creatives from around the globe are invited to send us their best artworks anytime. Every three months their submitted artworks are presented to our existing curating artists who are then asked to intuitively and anonymously judge the works based on creativity and quality.

In an online voting, our curating artists give their opinions by expressing a simple *love, like or don't like* for each artwork. After all votes are counted, the best ranking artists are invited to join friendmade® as a curator or talent.

Diversity – Art for every taste

friendmade® offers a colourful mixture of art in all forms and shapes. From day one it has been clear to us, that it is not so much art as it is creativity, that connects artists. Among the works that are submitted to us for curation and the works that actually make it through the curation process, we are happy and proud to see a large diversity in styles and techniques used.

As all artworks are curated by creatives themselves, the only constants in our collection are creativity and quality. With the wide variety of art that our artists select, friendmade® can offer art for every taste. After all, art is a personal matter.

For the public – Prêt-a-Pendre

It is our goal to make art available to everyone. Art should not be a luxury for the fortunate only. Nor should it be just a decorative piece in your first student flat. Art is meant to give meaning. And everyone deserves meaning.

In friendmade® we bridge the gap between the established art galleries and the online art 'supermarkets'. We make creative, high quality art available to a large audience. We do this by offering unlimited edition prints, limited edition prints, and unique, single handmade pieces.

See us as the prêt-a-porter in the art world. Or as we like to call it: Prêt-a-pendre! The latest trends in art, *ready to hang*.

Make friends, create art

The definition of art always lies in its context, in its process and in the meaning we give it. At friendmade® the context is friendship and creativity and the process collective connectedness. We promise to always keep supporting artists in making friends and creating art, and to offer you new meaning.

This meaning will always be up to the artist and you.



ARTISTS

- friendmade® Chapter 1 -



TODAY'S MAKERS, TOMORROW'S CREATORS.

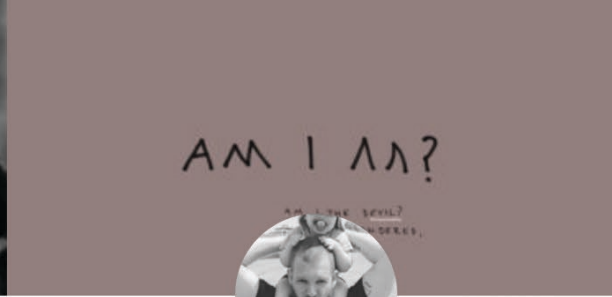
- friendmade®



WILLMADE®

Will Falize is a photographer best known for his striking, intimate fashion portraiture and classical ...

[30 artworks](#)



STIJNMADE®

Stijn van der Pol is a dutch born, Germany based art director and graphic designer, ...

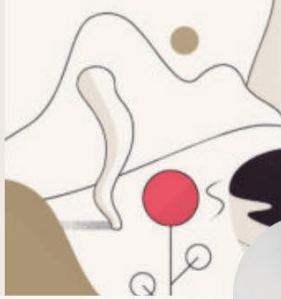
[21 artworks](#)



ANDRÉMADE®

André Britz is a german art director and graphic designer, specialized in branding, web design ...

[22 artworks](#)



TIMO

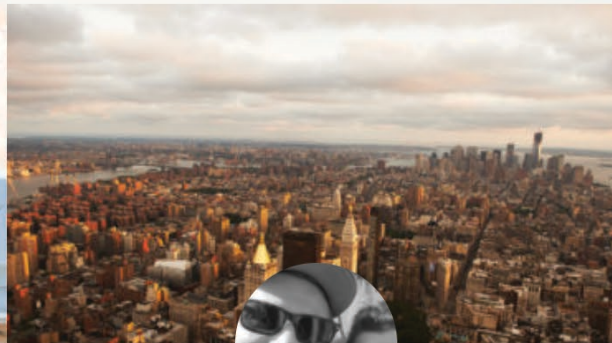
Timo is a freelance illustrator from Amsterdam who's style is a mix of ...

[6 artworks](#)



LISAMADE®

Lisa Morfeld shows scenes from everyday life in her highly realistic still lives and skillfully ...



SJOERDMADE®

Sjoerd de Wit is an Amsterdam-based fashion and lifestyle photographer and filmmaker. Sjoerd has worked ...



JULIAMADE®

Julia Hoße prefers to create her illustrations with colored pencils, acrylic paint or ink. ...



MATTH

Matthias is a freelance illustrator from Cologne, Germany who's style is a mix of ...



MADE®

Kuilder is an
-based illustrator,
yle can be best
ibed as < ...

artworks



IASMADE®

Derenbach is a
ustrator based in
ermany. Matthias
arted ...

Our artists: creative, versatile, contemporary

Believing in the power of the creative, collective mind, and with simple, innovative tools, we allow our artists to organically and collectively define the contemporary themselves. Through artist-to-artist invitations and in online votings we ask them, to collectively curate their most creative peers, and thereby to define the friendmade® style and collection together. Organically and collectively.

This way, at any point in time we are able to offer you a wide variety of contemporary, creative artists. On the following pages you'll find a small selection of artists and artworks. See for yourself which of them leave an impression on you. After all, art is a matter of taste.

To find our full, current network of artists, please visit
<https://friendmade.fm/artists/>



friendmade.fm



andrémade®

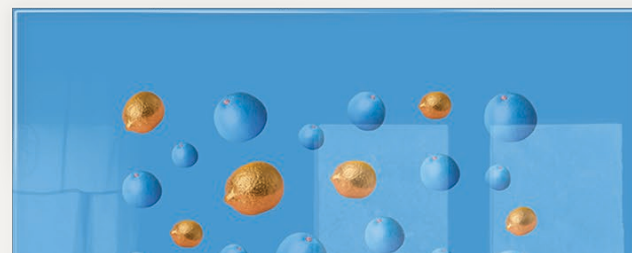
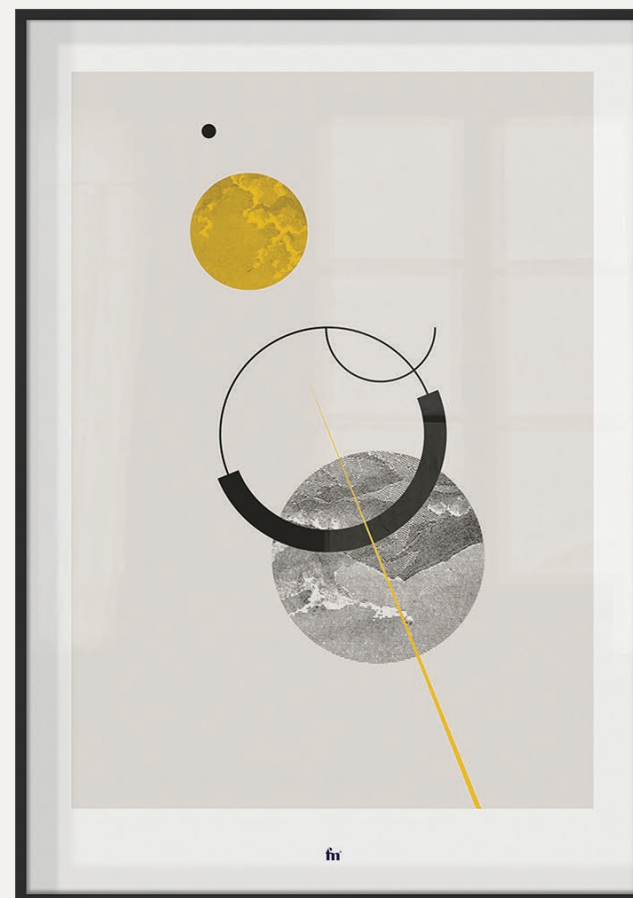


andrémade

Andre Britz is a german art director and graphic designer, specialized in branding, web design and interactive installation design.

Since 2004 André had the privilege to work with companies such as Converse, Porsche, Vodafone, Adlon, Montblanc, Nude Audio, Demodern, Elastique, Geometry Global and many more.

Next to his commercial work, André creates playful illustrations, using both digital as well as cut-and-paste media, that he shares with the world through friendmade®.



friendmade.fun

A surreal painting in a dark, moody style. A person with long, dark hair is seen from behind, wearing a dark, flowing garment. They are standing in a dark room, looking out through a large, oval-shaped window. The window shows a landscape with a pink sky and a green field, with a small red dot on the horizon. To the right, a doorway or window shows a similar landscape with a yellow sky and a green field, also with a small red dot. In the foreground, a small, light-colored skull sits on the floor. A potted plant with yellow flowers is visible near the window. The overall atmosphere is mysterious and somber.

juliamade[®]



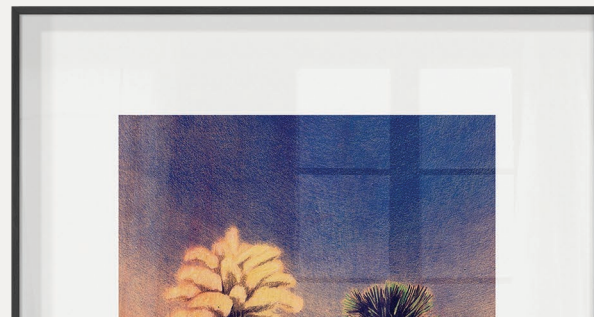
juliamade

Julia Hoße was born in Berlin in 1989. She studied a BA and MA Illustration at the HAW in Hamburg, where she graduated in 2013 and 2017 respectively.

Living in Hamburg, Julia now works as an independent illustrator for various companies accross Germany.

In 2017 her first book was published.

Julia uses friendmade® as an experimental playground for new illustrations.



friendmade.fun









lisamade

Lisa Morfeld was born in Würzburg, Germany and studied Fine arts and painting at the Alanus University in Alfter. After graduating in 2011, Lisa displayed multiple exhibitions throughout Germany, in which she showed her large variety of skills, from hand-sketching politically critical cartoons with charcoal and pen to painting highly realistic images of everyday still lives, with oil on canvas.



friendmade.fun





Frederick J. M.

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The Hudson River is visible on the left, and the city extends towards the horizon under a cloudy sky. The word 'sjoerdmade' is overlaid in a large, white, serif font, with a registered trademark symbol (®) to its right.

sjoerdmade®



sjoerdmade

Sjoerd de Wit is an Amsterdam based fashion and life-style photographer and film maker. Sjoerd has worked for brands such as Nike, Samsung, Suit Supply and Skotch&Soda.

Through his work as a photographer Sjoerd gets to travel the world on a regular basis. As a result of these travels, Sjoerd often brings back home unique, no-nonsense photography that he offers at friendmade®.



friendmade.fun



POT OF
GOLD

stijnmade[®]

EVERY CROWD
HAS A SILVER
LINING



stijnmade

Stijn van der Pol is a dutch born, Germany based art director and graphic designer, working independantly for many national and international companies and brands such as Hutton Collections, Blackstone®, Nike, Adidas and Childpress.org, as well as for independant individuals such musician Ben van Gelder and Jazz Trio Tin Men & The Telephone.

As founder and artist of friendmade®, Stijn shares his enigmatic and ambiguous poetry and wordplay with the world under the name w7b14.



friendmade.fm

The background is a light cream color with several large, organic, brown shapes that resemble hills or clouds. These shapes are outlined in black. Some of these brown shapes have a fine, dark dot pattern. There are also several circles: a red one in the top right, a brown one with dots in the top left, and a blue one with dots in the bottom right. A thin black line connects the red circle to the brown shape it sits on. Another thin black line connects the blue circle to a small white circle below it. In the bottom left corner, there is a dark, textured shape that looks like a shadow or a piece of fabric.

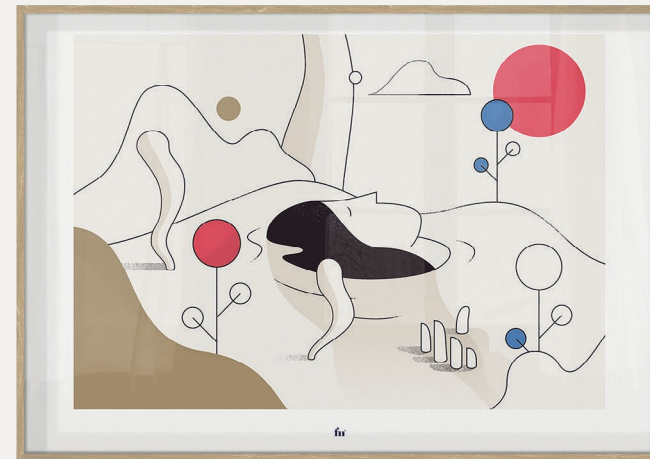
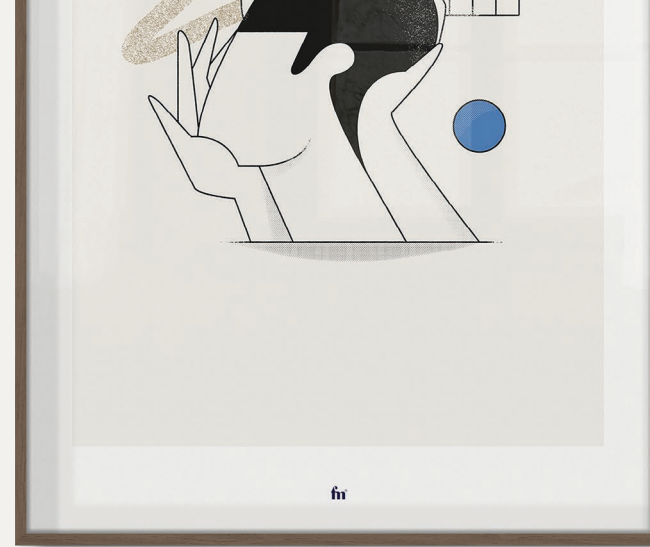
timomade®



timomade

Timo Kuilder is a freelance illustrator based in Amsterdam. Timo studied Communication & Multimedia Design and has been working as a freelance designer since 2008. His client list includes Monocle, Bloomberg, Brummell, De Correspondent, Twitter, Facebook, Adobe, TED, Expo and WeTransfer.

When Timo is not 'working on' a new illustration, he is 'playing with' a new illustration. We are proud to offer Timo's work through friendmade®.



friendmade.fm





friendmade.fm



willmade®



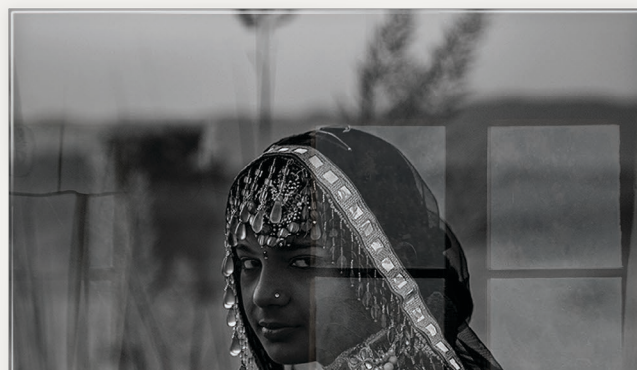
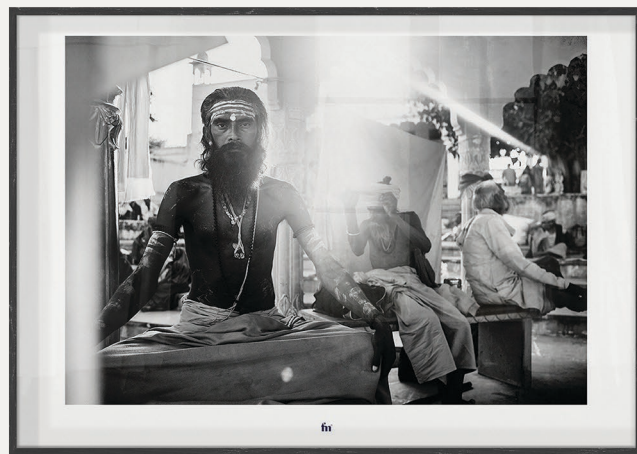
willmade

Will Falize is a photographer best known for his striking, intimate fashion portraiture and classical visual language.

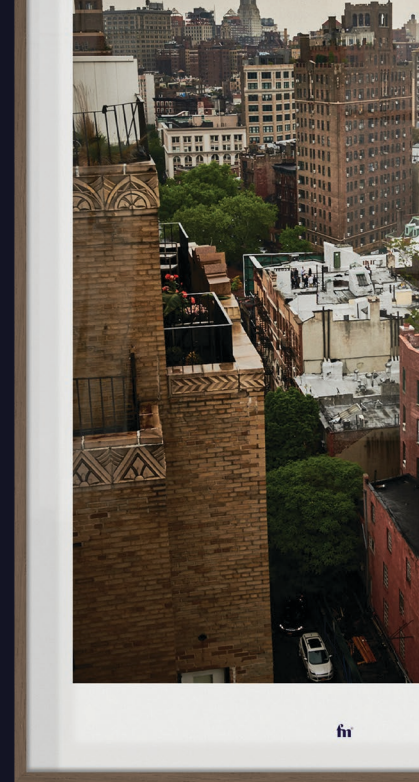
His photos occupy a realm between the past and present, resulting in imagery that feels both progressive as well as familiar.

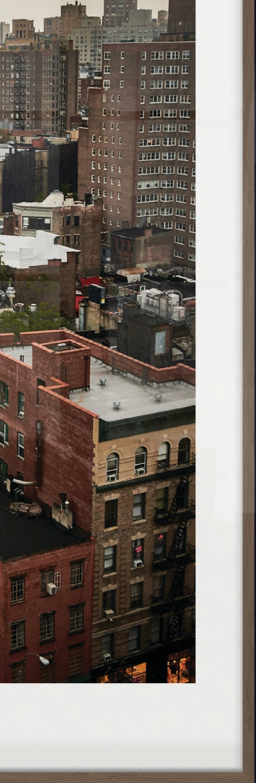
His work in fashion has been published in Elle Magazine, Elle Decor, N'Style, The Bund, Avantgarde, Esquire and other magazines.

At friendmade Will Falize presents a totally different side of himself, bringing his unique up-and-close portraiture into a whole new dimension.

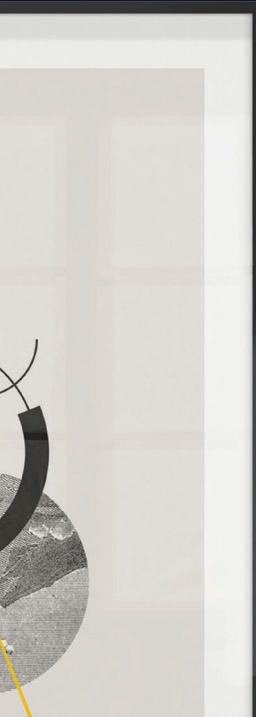


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friendmade



friendmade

PRODUCTS

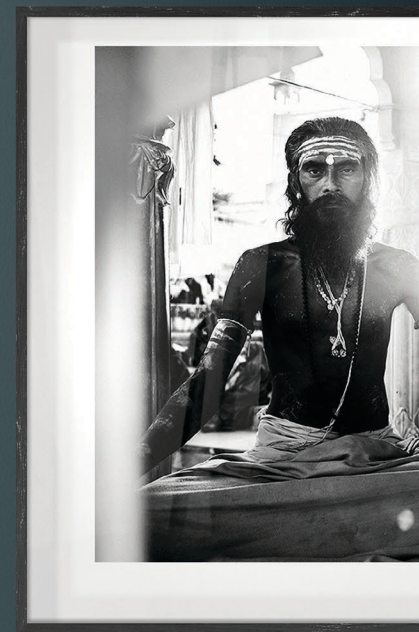
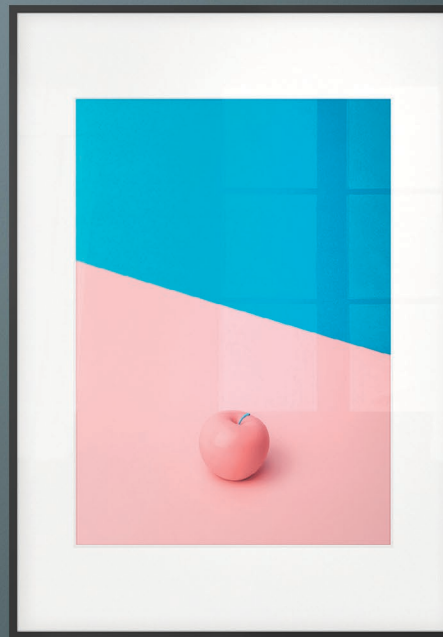
- friendmade® Chapter 2 -

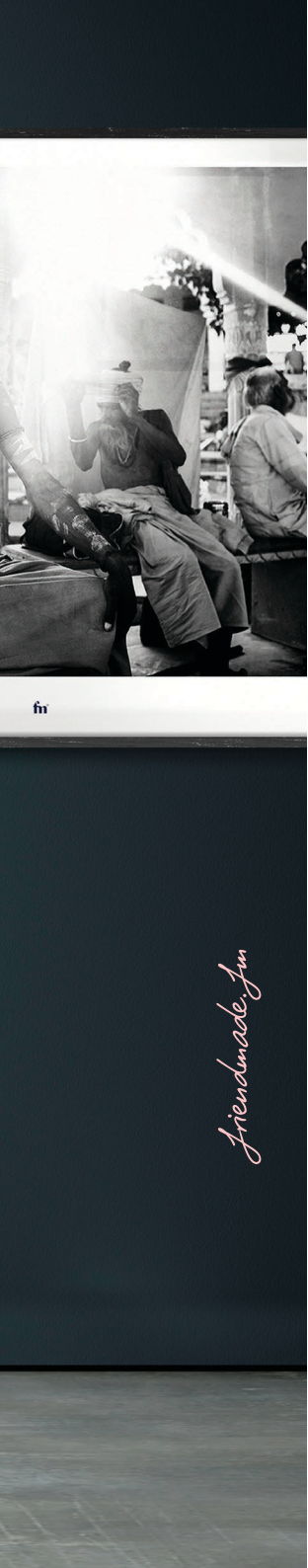
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WALL ART	<i>Prêt-à-Pendre / Ready to Hang!</i>	36
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**“PREMIUM PRODUCTS,
MADE WITH AN EYE FOR DETAIL.
FOR OUR CUSTOMERS AND ARTISTS
ONLY THE BEST.”**

- friendmade® -



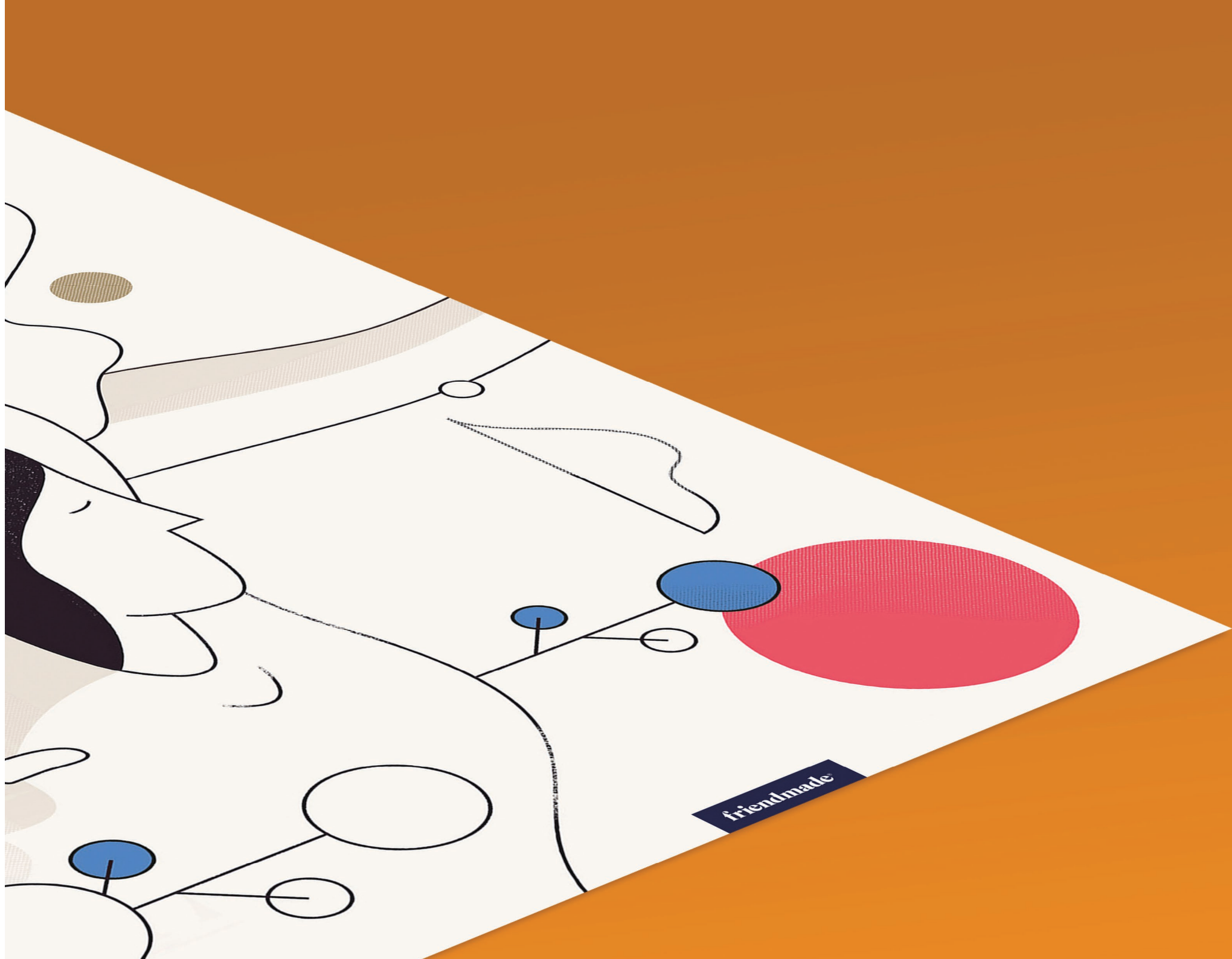


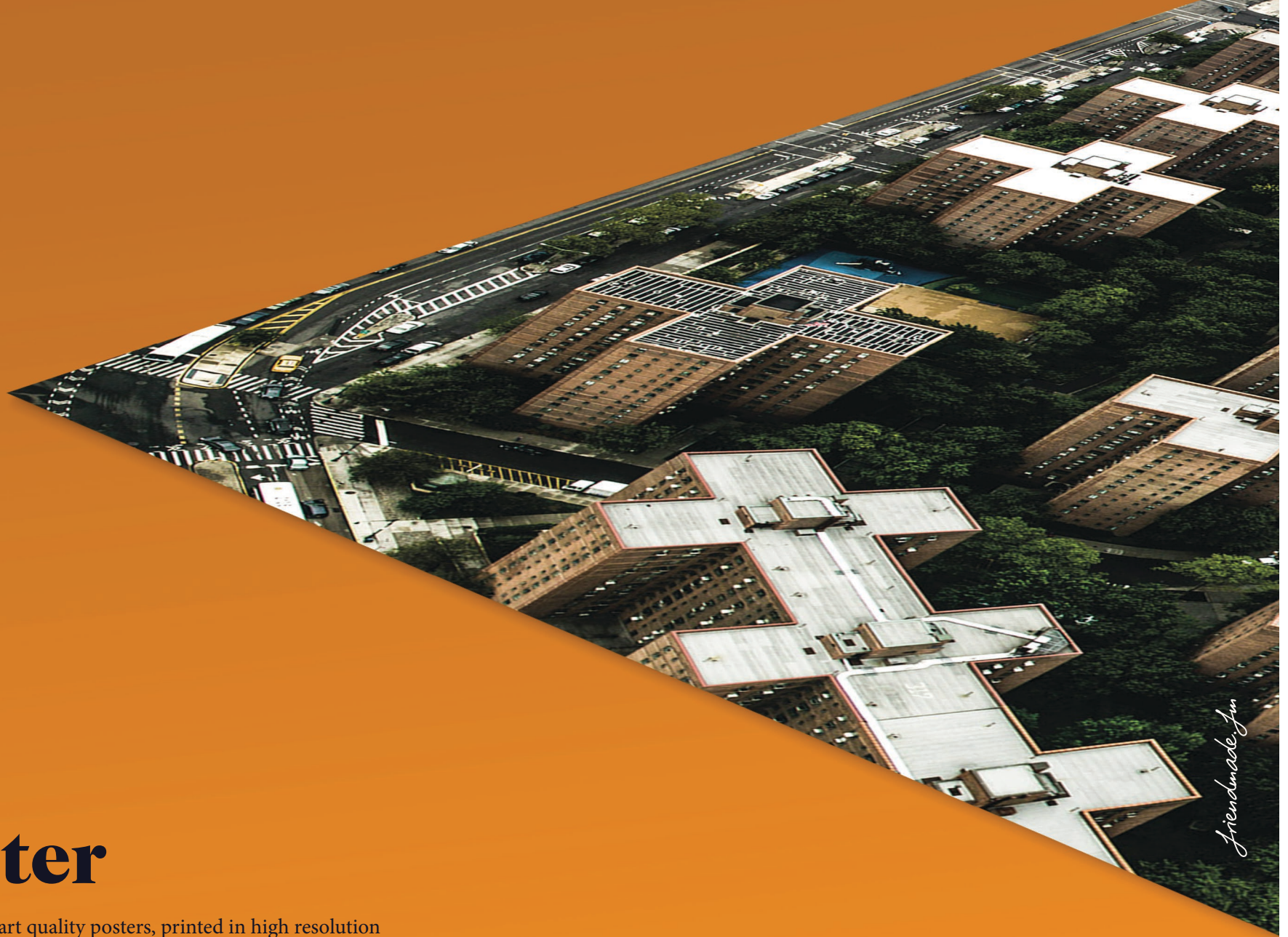
friendmade® Wall Art: Prêt-a-Pendre!

friendmade® offers a wide range of wall art and design. From a simple print on fineart paper or Dibond® to innovative products such as noise-reducing or hand-cast liquid acrylic glass prints. All our prints are printed by our cutting-edge printing partners in premium quality and with an eye for detail.

For each artwork, the printing methods used are selected by the artist!
All our prints are 100% contemporary, creative, of the highest quality
and of course prêt-a-pendre... ready to hang!





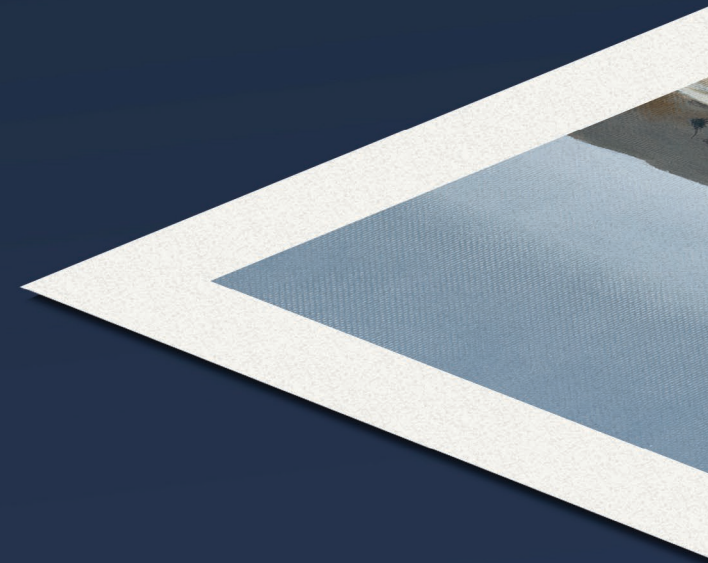
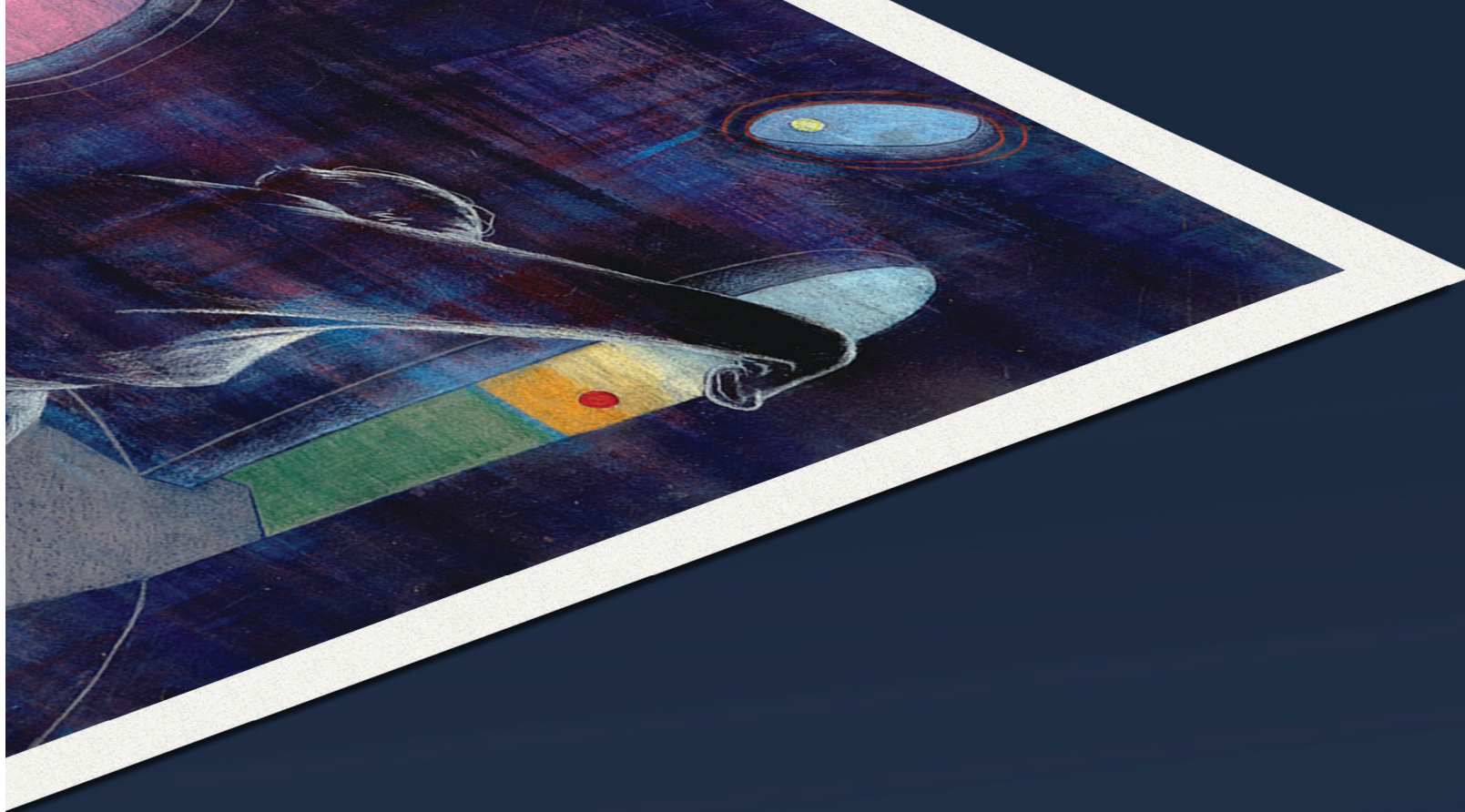


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Poster

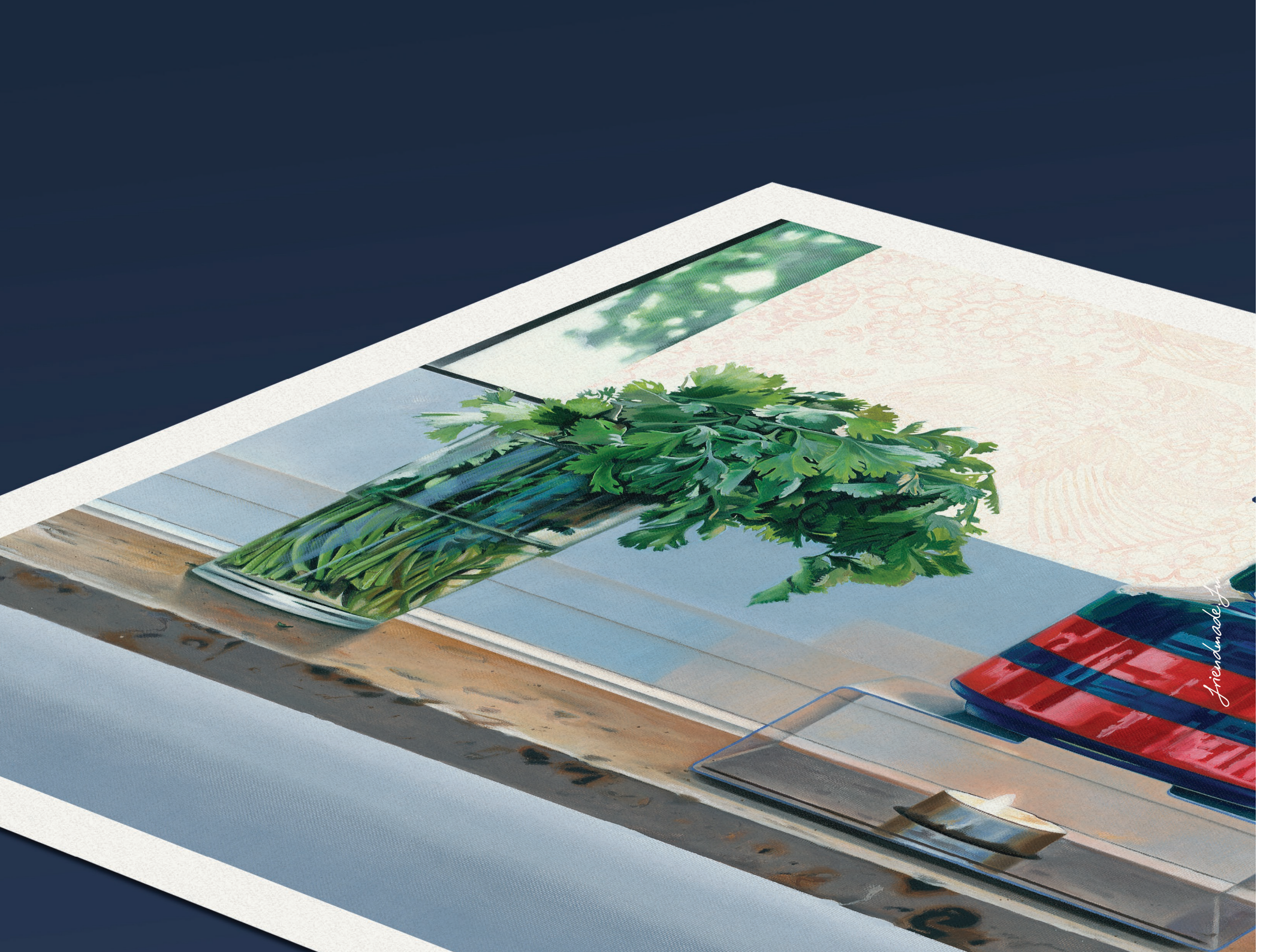
Affordable, fineart quality posters, printed in high resolution onto a 250 grams smooth-feeling, matt, paper.

Frame it in your favourite frame, or get yourself a box of wall pins and hang them the easy way. Art should be available to all!



FineArt-Print

These digital pigment printed FineArt paper prints are something else! Printed on matt watercolour structure Hahnemühle paper in highest resolution up to 2800 dpi, acid and lignin free and Digigraphi certified.



Framed Linen

Framed linen is friendmade's creative alternative for those old-fashioned canvas prints and comes to you in an 'assemble-it-yourself' package, that is easy to build up.

First assemble the sturdy aluminium profile frame. Then unrole your finely woven linen textile. The sewed on flat piping will fit perfectly into your frame and you're good to go!

Should you ever stain your artwork... no worries, just machine-wash it!

Frame comes in three simple, classical colors black, white and silver.





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By adding a special developed foam mat,
we transform these prints into noise-cancelling
artworks, to optimize any room's acoustics.



friendmade®

Dibond®

Strong, durable but still with the finesse of a friendmade® print.

These sandwich panels are build up of layers. A digital pigment print, concealed on a sturdy, 3mm thick, original Dibond® panel and laminated with a matt finish. With a 70 year color guarantee, you have a gallery quality print right there in your home for years to come.

friendmade.™







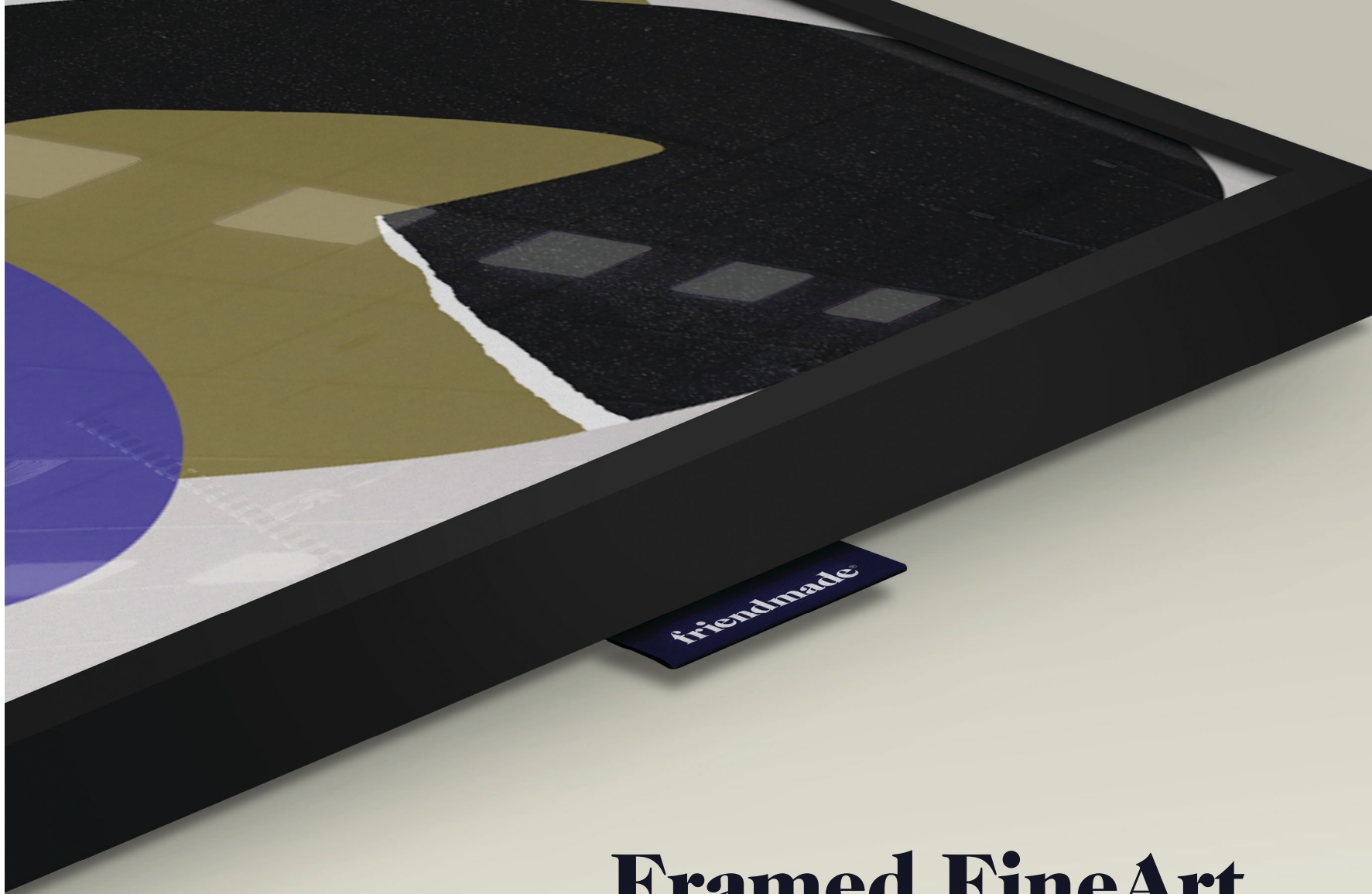
Acrylic Glass

One of the noblest products we present to you.

This special pigment print is printed on 3mm Diaplex acrylic glass and guarantees a high colour intensity and durability.

Sealed with silicone and stabilized by a Dibond plate, our acrylic glass prints come with an 75 year style and color guarantee.

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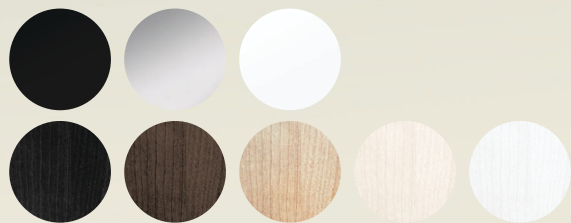
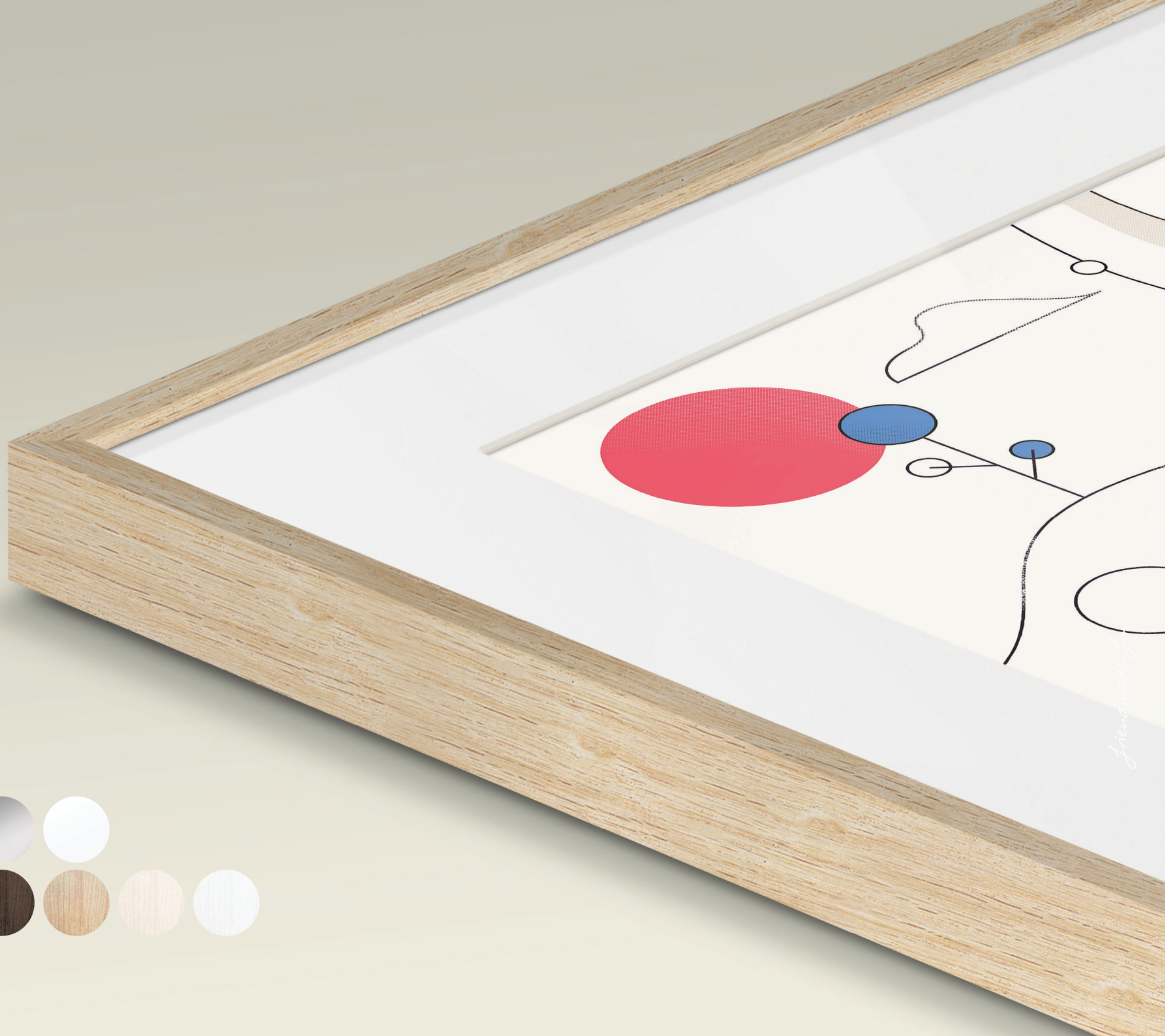


Framed FineArt

These digital pigment printed FineArt paper prints are something else!

Printed on matt watercolour structure Hahnemühle paper in highest resolution up to 2800 dpi, acid and lignin free and Digigraphi certified. Coming in a cutting-edge magnetic frame it combines the classic feeling of a print in frame with the latest technologies and highest quality.

Our frames come in 5 different wood colors and 3 different metal colors and finishes.





friendmade[®] Gloss

Our friendmade[®] Gloss prints are something we are truly proud of. These images are printed with digital pigment, sealed with a synthetic resin sealing and are laminated onto a 3mm original Dibond[®] panel. As the name suggests, the synthetic resin sealant is applied to the print in an liquid state. It is applied to the image and than hardened in a high-quality process to provide an incomparably shiny finish. Another special feature is the round sloping to the edges of the picture. Resistance and light protection are unparalleled.



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Production partners

We believe in strong, honest partnerships in which each party brings to the table his own quality. With various nearby, innovative manufacturing partners, we offer cutting-edge, high quality products. For our prints we have partnered up with one of Germany's finest art print studios, Grieger GmbH, in Düsseldorf. Grieger was founded more than 50 years ago by Karl Heinz Grieger in Esslingen, Germany. Today Grieger connects modern industrial production techniques with the character of a manufacturer. The company is known worldwide for its large size photographic prints in sizes beyond 3 x 2 meters.

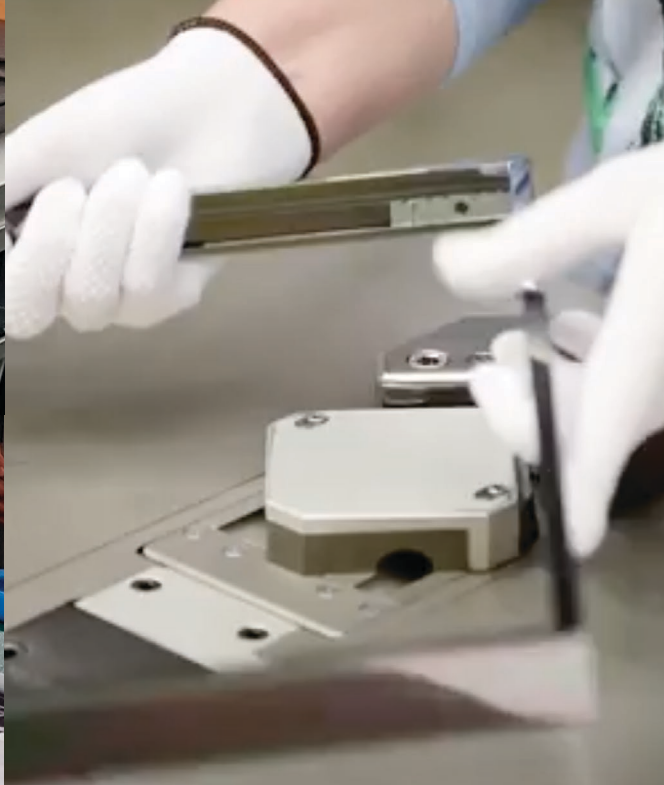
Our frames are fabricated by reddot-awarded, quality frame maker Halbe GmbH in Kirchen and by frame maker Nielsen®, internationally renowned for their aluminium frames.

GRIEGER **G**

HALBE[®]
Der Rahmen.

nielsen[®]









fm[®] Furniture

For the art connoisseurs, friendmade[®] has something very special to offer.

Discover the friendmade[®] furniture Collection. These one-of-a-kind pieces of furniture are without a doubt something extraordinary for your home or office.

Combine them with a friendmade[®] fineart print to transform your hotel, bar, living or working room into an artwork itself.



Modern art meets classic design

The friendmade® furniture collection is the result of a close collaboration between friendmade® and Hutton Collections. These unique pieces of furniture combine the contemporary friendmade® art with a proven classic furniture design, custom-made and of the highest quality.

From chair to bed and from dining room to bedroom: on request, we deliver every piece of furniture from the Hutton Collections, tailor-made with our friendmade® prints. Whether you are looking for a unique office chair for your new office or for a series of friendmade® furniture specially developed for the complete furnishing of your hotel, we are looking forward to discuss ideas with you in a personal meeting.





POT OF
GOLD



EVERY CROWD
HAS A SILVER
LINING

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“Chairs!” - Hutton Collections

Based on John Hutton's legacy, the Hutton Collections blend tradition and modernity into a unique design vision that is recognized worldwide. John Hutton's sense of size and proportion redefined the transitional design of the 20th century. Celebrated worldwide as the most outstanding American designer of his generation, his commitment to comfort and quality has raised the bar for the entire industry. Joe Doyle follows John Hutton's legacy and has been designing various brands such as Ensemble London and Collection Pierre for over a decade. A clear heir to Hutton's aesthetics, but with his own perspective, Doyle's design formula is simple: “Make it interesting, make it intelligent, and never forget what it's for.”

Hutton Collections has proven to be a valuable resource for the design community to offer the highest quality designs and finishes in the world. On the left you will find a small selection of furniture from the Hutton Collections. A complete range of furniture can be found online at any time: huttoncollections.com



E N S E M B L E
L O N D O N

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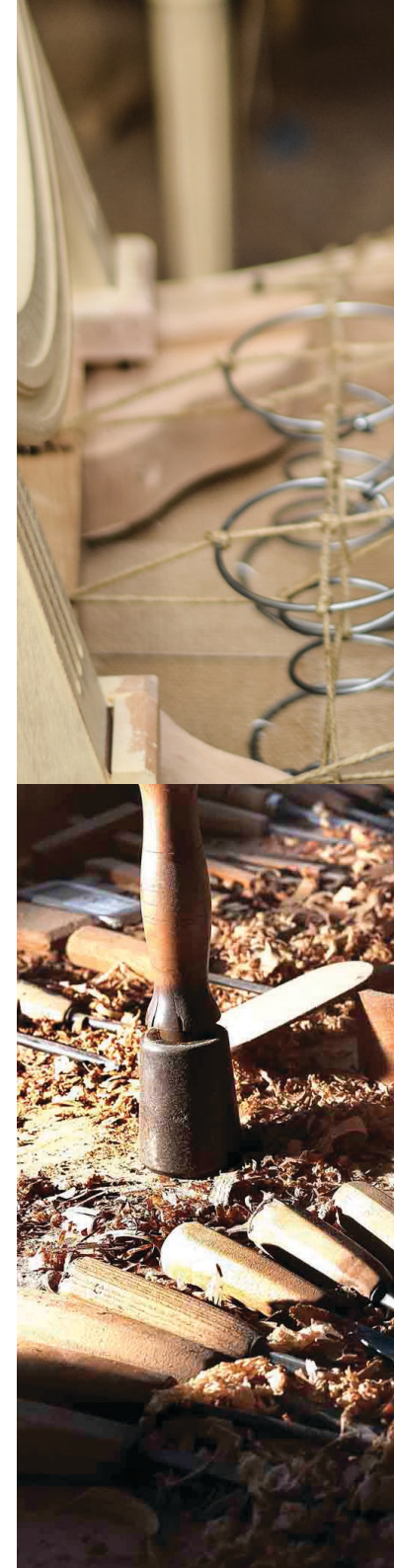


Fabriqué à la Main

As with all our products, our claim is, of course, the highest quality and the finest attention to detail. Therefore our furniture is handmade (fabriqué à la main) by Pierre Counot-Blandin in France. Our fabrics are all made and printed in Germany.

Liffol-Le-Grand, the home of Pierre Counot-Blandin, has been awarded the prestigious Indication géographique protégée (IGP). The IGP seal is awarded to companies in certain regions of France that specialise in the highest quality of regionally specific products and production processes.

The IGP seal is a guarantee to customers that their products are manufactured by 13 qualified specialists in each of the 23 production stages and that everything takes place in Liffol-Le-Grand. Wood must come from sustainable forests (certified according to PEFC or FSC). Materials must not contain chlorofluorocarbons (CFCs). Pierre Counot-Blandin was the first company in France to receive the prestigious IGP label “Siège de Liffol”.













friendswearTM

Discover our T-shirts and hoodies for young and old. Available in a limited number of basic colours from girly pink to navy blue. Manufactured in highest quality, screen printed in Germany and of course from 100% Fairtrade organic cotton.





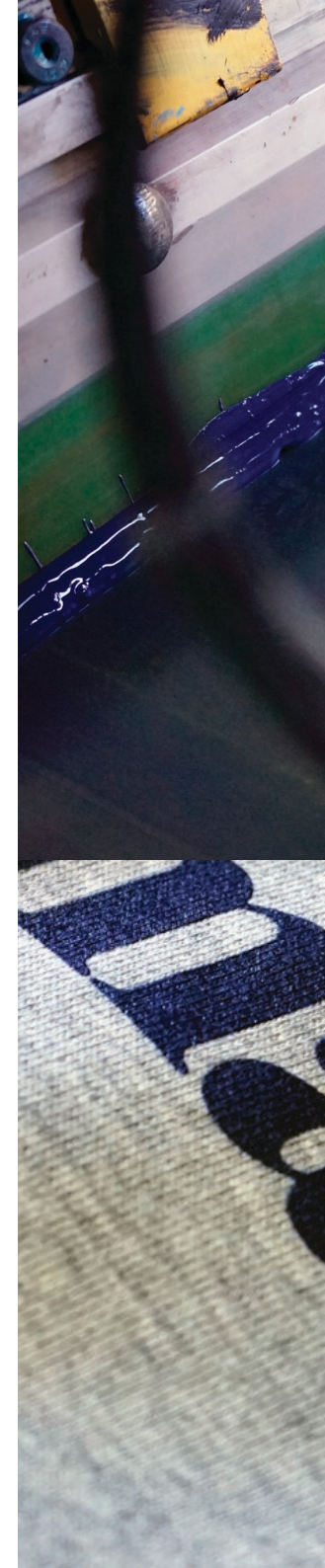


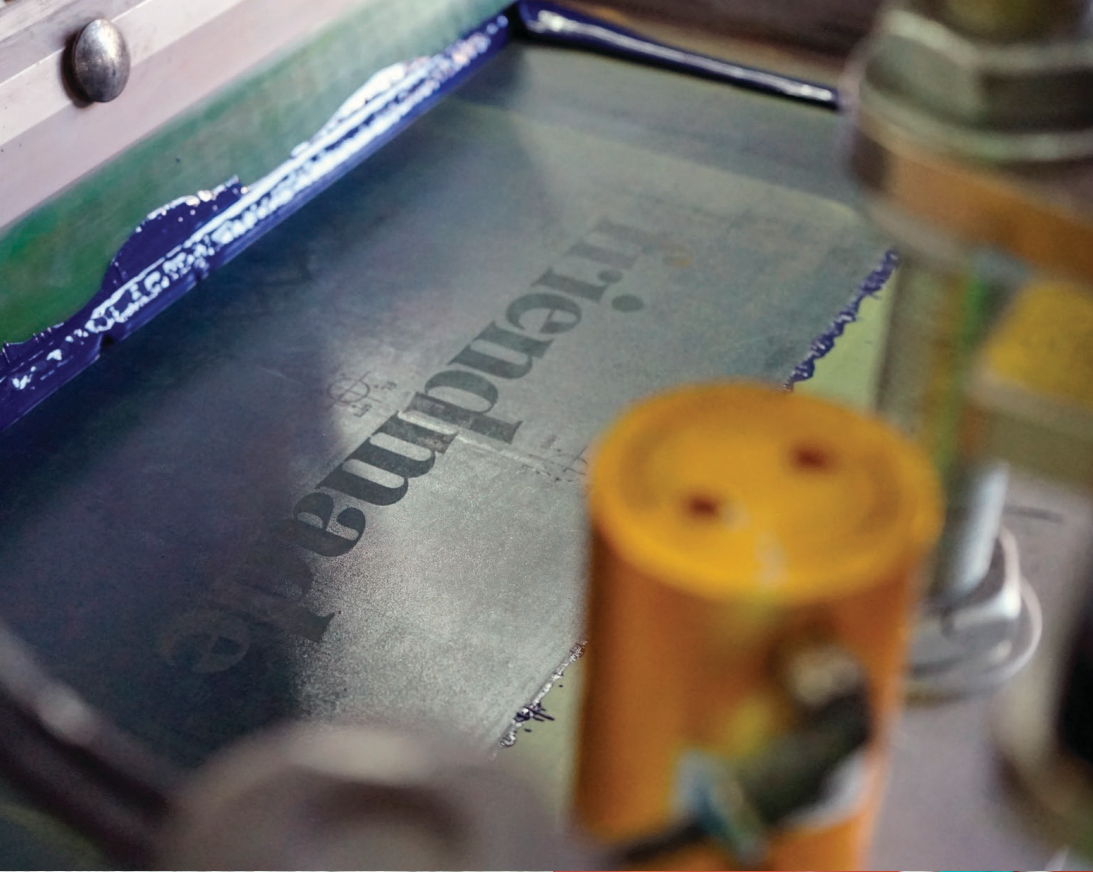
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Responsibly breaking with conventions

Our friendswear™ is made by Stanley/Stella. Since its foundation in 2012, collections have carried the STANLEY/STELLA label with its basic idea of simplicity, underlining the essence of the garment. The drive of its founder Jean Chabert: breaking with conventions and changing the perception of the textile industry. Offer products that are humane, environmentally friendly and customer-friendly. More authentic and responsible garments that are proudly worn and sold. Fashion that stands for change in the textile industry, that is more humane, ethical and environmentally friendly. Our friendswear™ is screen-printed by Cotton.de in Berlin.

STANLEY/STELLA

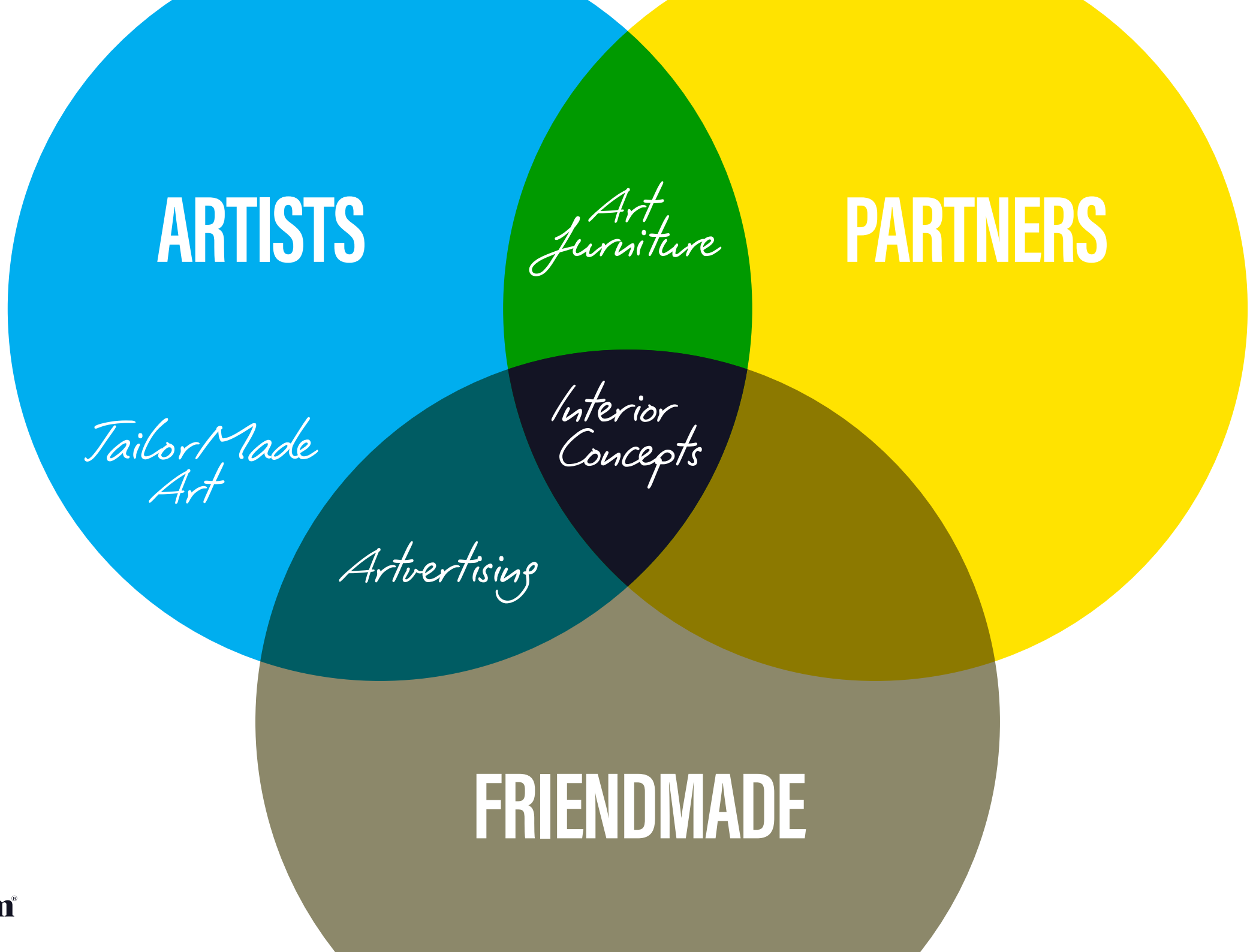




'Be to Be'

SERVICES

- friendmade® Chapter 3 -



**“THIS IS HOW
WE COMBINE ART
WITH BUSINESS.”**

- friendmade® -





Art for businesses

Next to our everchanging collection of art, friendmade® offers various art services for businesses. Be it a custom-made series of artworks for your company, a full on interior art concept or full-service art-driven branding or ARTvertising campaign – we invite you to discover the creative power of friendmade® and its network of artists and partners. You'll be surprised how art and business can boost each others existence by being well-connected.



Tailor made Art

You like our art, but can't find that artwork in the right size yet? Did you know friendmade® offers you individual, tailor-made art for your company? Our artists look forward to creating a one-of-a-kind work of art, that meets the wishes and needs of your company setting. Whether you're looking for a single artwork to colour a wall in your office or a series of handcrafted art, illustrations or photographs to transform your interior, we and our artists are ready to help.









Interior Concepts

Looking for something more unique than just a piece of art? With our inhouse experience of branding and interior design, our community of artists, and our network of agencies and production partners, we go way beyond your walls, taking your business interior a step further, with in the center... Your identity expressed through art!

Let us take the interior of your studio, office, hotel or workplace to the next level. In any project, off course we'll get your favourite friendmade® artists involved! With an 'anything is possible'-mentality, unlimited ideas and a network of creatives and business partners to get the job done, we'll deliver a full creative concept that will make your establishment tell a story of it's own. From idea to realisation.

friendmade.fm

friendmade® Artvertising

Looking for new, creative, daring and at the same time honest ways to advertise? Welcome to 2020, the age of influencer marketing verses conscious consumerism. Where up until now your high level of product quality and service, wrapped in a layer of storytelling and brand identity, got you your clients, today's consumers want more. They want to know you and what you stand for. They want to connect to you. They want a dialogue, to interact and to find a sense of belonging. It is time to open up. To show your true self. To truly express your company, your brand and its values. And what better way to express than with the honest power of art?

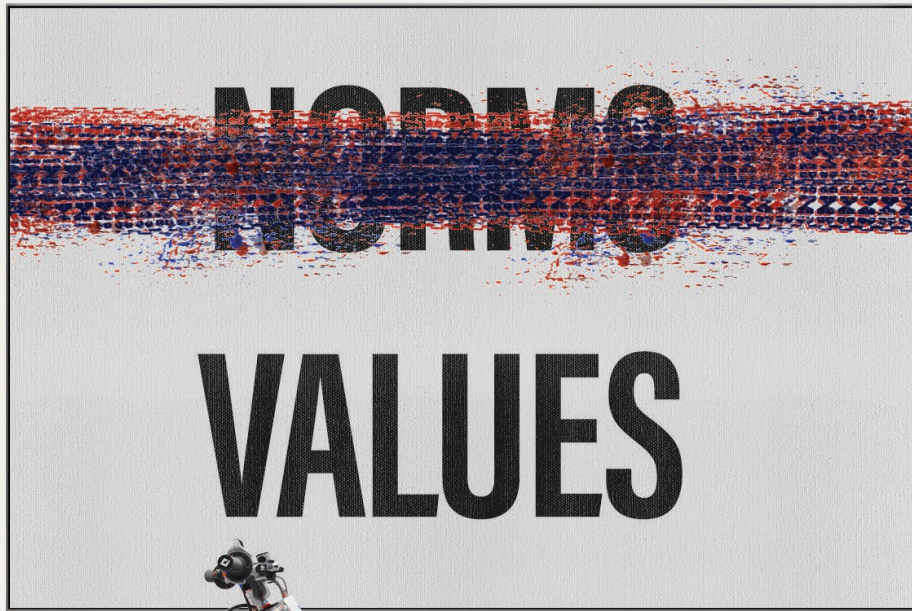
We invite you to discover friendmade® Artvertising. Let us help you express your company's inner values to target your ideal audience with a true, personal and honest story. Here's how it works:

- Together we define the core values of your brand and connect you to one of our artists, that best aligns with these values and with you and your target audience's taste and style.
- Together with this artist and with our inhouse team of experienced visual marketers and concept thinkers, we create a concept that best expresses your values through the authentic language of art.
- With our network of professional photographers, film makers, illustrators, designers and other creatives, we then create all assets needed to capture the process and communicate through all marketing channels. From a social media campaign and a website, to your POS material, a trade show booth and even product design.

Let us help you to express your company's character in this unique new way. By acting as an intermediary and translator between the worlds of art and business, friendmade® is the ideal partner to help you create concepts that speak from and to the heart, and positions you as truly creative, socially conscious and real. After all, art is the most authentic expression of vision and intention. It is the most honest voice around.

Like the voice of a friend.





Ready-to-go stories

We believe true stories are the non made-up ones. That is why we have asked our artists to send in their ideas for future projects. Each of these projects are basically waiting to become a story to be told. Linked to your brand with our in house creative thinking skills, these stories are waiting to become your next Artvertising campaign. Supporting art as a two-way street.

friendmade.fun

P.S.

**“NEVER STOP
MAKING NEW
FRIENDS”**

- friendmade® -

**“TO SUPPORT TOMORROW’S ART,
FRIENDMADE PROMISES
TO INVEST 5 % OF ITS PROFIT
IN NEW ARTISTIC TALENT”**

- friendmade® -

friendmade® Academy

Friendmade® is not just a platform for today's photographers, illustrators and other artists. To stay current-day and always be able to offer you the latest trends in art, we offer young artists the possibility to discover their artistic selves and present their art to the world. We do this by investing 5% of our turnover into the friendmade® Academy. In this program we support and inspire talented young artists with workshops and mentoring by professional friendmade® artists and give the most talented young creatives a playground within our platform. We promise to never stop making new friends, and thereby to always bring you the most contemporary art. Today and in the future.

More info...

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