

. MARK
VAN LUYK
PHOTOGRAPHY
CREATIVE DIRECTOR

PHOTOGRAPHY
FILM
MULTI MEDIA
BRAND DEVELOPMENT
GRAPHIC DESIGN

INFO@MARKVANLUYK.NL
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MANAGING PARTNER OF
BRANDOUTLOUD™



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> BIO

A passionate and instinctive photographer/ creative director, is always looking for a way to frame life in an aesthetic way. Always trying to be different. Van Luyk captures the essence of life, the human struggle, pain and joy as shown in his photographic work.

Graduated from the Design Academy in The Netherlands in 1995, Van Luyk has many years of experience in several fields of photography and design.

Whilst working with various developmental aid organisations Van Luyk became aware of their need for professional photography and design to communicate more effectively. Therefore he established [Brand-OutLoud](#), a Dutch non-profit organisation providing tailor-made branding & communications to local aid organisations worldwide.

Originally from The Netherlands, he works globally being involved as co-founder, photographer and creative director of [BrandOutLoud](#).



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> PERSONAL GOALS

"Every image has to carry the message and has to be an art piece on its own."
Achieve awareness about global issues through aesthetics. Change the way currently developmental aid organisations are communicating, to make it more approachable and aesthetic to a broader audience.

Van Luyk aims to show the pride and dignity of the local people being helped by putting them in the spotlight. Realistic, sincere without pity.



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> PROFILE

1969

Mark van Luyk, Dutch.

2007 -

Managing partner BrandOutLoud.

2006 -

Combining travel with photography /
design and developmental aid work.

2003 -

Professional photographer
corporate, documentary, product, por-
trait, studio

1999-2005

Promhouse, exhibition design + strategy
creative director.

1998

Totems, 3d communications design
designer.

1995-1998

Travel photography
South East Asia.

1995

Paul Mertz Award

first prize winner graduation project
"Urban Campsite".

1991-1995

The Design Academy, Eindhoven
Men and Environment.

1987-1991

Sint Lucas, Boxtel

Graphic design/ Photography/ Communi-
cations.

1986-1987

Graphic design/ Photography / Drawing.

1981-1985

Construction/ Interior/ Furniture.

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> SKILLS

DESIGN

Photography, Film, Multi-media, Concept, Brand development, Graphic Design, Internet, Interactive Presentation, 3d Design. Visualizer and Conceptual thinker.

SOFTWARE

Photoshop, Lightroom, Illustrator, Flash, InDesign, Premiere Pro, GoLive, Dreamweaver, Freeway Pro, Acrobat Pro.



SOCIAL

Great interpersonal cross-cultural communication skills to achieve in conjunction with all stakeholders the project targets.

Though Van Luyk is currently based in Phnom Penh, he easily adapts to different cultures. Moreover he enjoys everyday working with people- from young ones to elderly- to create together the greatest imagery.

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