

Gijs van den Berg (Vierlingsbeek, 1983) plays with reality in his work. By placing objects out of context, highlighting or reconstructing situations, he presents a different view of reality. This way he gives everyday things a new narrative.

Besides being a graphic designer, photographer and filmmaker, van den Berg is creative director and partner of KesselsKramer, a communication agency with offices in Amsterdam, London and Los Angeles.

Over the years Van den Berg made work for both big and small clients. Produced local and international campaigns. He made some books, invented products, wrote a short film and directed TV commercials.



(c) 2015 Gijs van den Berg — [download](#)

An organ donation campaign he worked on is registered as Guinness World Record and was awarded an Effie award for effectivity in 2010. Some of his works are part of the Moti Graphic Design collection and in 2015 his poster campaign for Lotte Yoga School was exhibited at the Reina Sofia Museum in Madrid.

Van den Berg likes to balance on the fine line between commercial and personal work. In 2015 he photographed the last traditional coffeehouses in Amsterdam and developed the pictures in coffee from the actual places. His series TV-Toes was part of the Malmö Fotobienal 2015. In 2016 he published 'Cutting Edges' a photo series about pruning & prosperity. And in 2017 his project 'Souvenirs From The Sun' got a nomination for the Sony World Photography Award. In 2019 his work was exhibited at Photoville Festival in Brooklyn, New York.

Gijs still hasn't figured out the meaning of his last name; There are no real mountains in the Netherlands and he is only 168cm tall.

Exhibitions

2010
MuseumN8
Group exhibition
De Balie, Amsterdam

2012
Slideluck Potshow
Group exhibition
Oude Kerk, Amsterdam

2015
Gewoon Koffie
Solo exhibition
Volkshotel, Amsterdam

2015
Malmo Fotobienal
Photofestival
Malmö, Sweden

2015
Schijt aan de grens
Group exhibition
Vierlingsbeek, Netherlands

2016
Gewoon Koffie
Solo exhibition
Quartier Putain, Amsterdam

2016
Modern Love
Group exhibition
KK Outlet, Londen

2016
Cutting Edges
Group exhibition
Kaunas Photo, Lithuania

2016
Eye See Sound
Group exhibition
Studio de Keuken, Amsterdam

2017
Cutting Edges
FORMAT17: Habitat
Quad Museum - Derby, UK

2017
Sony World Photo Awards
Nomination Still Life
Somerset House - London, UK

2017
Spitting Image
Festival - Schijt aan de Grens
Geijsteren, NL

2017
Cutting Edges
Publieke Ruimte
Kunsth45 - Den Helder, NL

2018
Souvenirs From The Sun
Solo Exhibition
The Print Space - London, UK

2019
New Amsterdam Coffeehouse
Photo festival
Photoville, New York, USA

2019
Spitting Image
Vans Over the wall Group
Exhibition
Vans Boutique, London, UK

Publications

2014
Straattaal
Editorial
Parool PS magazine

2016
Pizza Economy
Editorial
Verzameling, Het Parool

2016
Stadstrappertjes
Editorial
Verzameling, Het Parool

2017
Dit is Nederland
Editorial
Vrij Nederland

2017
Hashtag Holiday
Editorial
Vrij Nederland

Books

2012
In Almost Every Picture 11
w/Erik Kessels
KesselsKramer Publishing

2016
Cutting Edges
w/Jan Dirk van der Burg
Self-Published

2017
TV-TOES
From The Mountains

Talks

2010
Teach Me
Venice (IT)

2011
Citymarketing CCCB
Barcelona (ES)

2011
AKV St.Joost
Breda

2015
Summerschool
Voordekunst

2015
ABN Amro & Culture
Amsterdam

2017
Masterclass
for Voordekunst

2017
BNO x Dutch Design week
Eindhoven

2019
DEPT
Rotterdam

2019
Het Nieuwe Instituut/BNO
Rotterdam

2019
Centraal Museum
Utrecht