

Curriculum Vitae Katelijn Quartier

Diploma's

Interior architect (1997-2001)
PHL, University College, Hasselt

MA of Arts (retail and communication design) (2003-2006)
Piet Zwart Institute, Rotterdam (Nederland)
Plymouth University (UK)

Ph.D Architecture: interior architecture, topic retail design (2006-2011)
Hasselt University

Working Experience

As an **interior architect** (between 2001 and 2004):
NV Simoni, Hasselt - Belgium (freelance)
Go-Partners, Hasselt - Belgium
March, Maastricht - The Netherlands (freelance)

As a **retail designer** (2004-2006):
The Concept Group, Breda The Netherlands (freelance)
Fitch, London, - UK
Claessens Erdmann architects and designers, Amsterdam - The Netherlands

Currently

Assistant Professor at the Department of Architecture and arts at **Hasselt University**

- ...being the *academic director* of the Retail Design Lab centre of knowledge,...
- ...researching and defining the role and education of a retail designer...
- ...looking into what the store of the future should and could be...
- ...being a consultant.

Tutor retail design (research, theory and practice) at **Hasselt University**, Faculty of Architecture and arts

- ...also teaching Customer Experience Management in the Master of Commercial Sciences
- ...also organizing international summer schools on 'Seamless retail design: integrating the human, spatial and digital'...
- ...organizing Masterclasses Advanced retail design (in cooperation with SEE), for professionals... (we also offer this as an in-house personal training for retailers)

...Also

- ...increasingly invited keynote speaker for conferences national and international...
- ...guest-lecturer at TUDelft

Funded projects (Arck)

Tetra-project 'An experience design generator': 1/10/2015 - 30/9/2017

Tetra-project 'Material world': 1/10/2017 - 30/9/2019

International summer school retail design (Flanders Knowledge area, funding for 3 years): since 2014

DIOS funding international design project in cooperation with Politecnico di Milano: April 2016

Work-shop 'the craft of retail design' in Politecnico di Milano (2018); Cape Peninsula University of Technology, Capetown (2019)

Co-promotor

dra. Stephanie Claes: Teaching and learning a holistic retail design process: Developing a retail design toolbox for use in the retail design studio. Stephanie has decided, for personal reasons, to terminate her doctorate after her first term (ended 10/2017).

dra. Elisa Servais: 'The ROI of experience'. Start PhD February 2018

dra. Kaveh Ahmadian: 'the rights light spectrum for retail design in times of LED-lighting.' Start PhD September 2017

Member of academic boards, reviewer, etc.

- Member of the scientific committee of the open source journal INNER (<http://www.innermagazine.org>)
- Certified reviewer of the Journal of Environmental Psychology
- Reviewer for Leukos
- External expert for Vlaio funded projects

Some relevant publications

Journal papers

Quartier, K., Claes, S. & Vanrie, J. (2019). A holistic competence framework for (future) retail design and retail design education, Journal of Retailing and Consumer Services. <https://doi.org/10.1016/j.jretconser.2019.101914>

Quartier, K. (2015) Retail Design, a discipline in its own right. Inner Magazine, 0. (A2)

Quartier, K., Vanrie, J. & Van Cleempoel, K. (2014) As real as it gets: What role does lighting have on consumer's perception of atmosphere, emotions and behaviour? Journal of Environmental Psychology, 39, p. 32-39. (A1)

Book contributions (B2)

Quartier, K., Vanrie J., Claes, S. (2018) From photos to real stores: context squared. In: Meiselman, Herb (Ed.). Context: The Effects of Environment on Product Design and Evaluation, Elsevier.

Quartier, K. (2017) Retail Design: What's in the Name? In: Petermans, Ann; Kent, Anthony (Eds.). Retail Design: Theoretical Perspectives, Routledge, p. 31-48.

Quartier, K., Lommelen, T. & Vanrie, J. (2016) Combining the Best of Both Worlds in Retailing and Design: Cross-Practice Integration and Innovation, Including the Role of Education. In: McIntyre, Charles; Melewar, T.C.; Dennis, Charles (Eds.). Multi-channel marketing, branding, and retail design, Emerald, p. 33-51.

Conference proceedings (C)

Quartier, K., (2019). Design practice and scholarly research: combining the best of both worlds. Conference proceedings of the EAAE Teachers conference, Antwerp 28-29 June.

Quartier, K. (2017) (Don't) mind the gap between research and practice in retail design. Short paper presentation at 3rd International Colloquium on Design, Branding and Marketing, 5-6 April, Bournemouth University, Bournemouth, UK.

> Best paper award

Quartier, K., Claes, S. & Vanrie, J. (2017) Rethinking the education of retail design. What are the competences a retail designer needs in this fast evolving discipline? Paper published in the proceedings of the 12th EAD Conference Sapienza University of Rome, 12-14 April, Rome, Italy.

Quartier, K. & Vandeweyer, S. (2015) Semiotics for sale. In: 11th European Academy of Design Conference, Paris, 22-24/04/2015.

Quartier, K. & Lommelen, T. (2014) Retailing & design: combining the best of both worlds. In: 2nd International Colloquium on Design, Branding and Marketing (ICDBM), Nottingham Trent University, 9 and 10 December 2014 (abstract).

> **Best paper award**

Quartier, K. (2014) Innovation on the Shop Floor: Lessons from history. In: Oxford Retail Futures Conference: Innovation in Retail and Distribution, Oxford, UK, 8-9 december 2014.

Other output

Communication on our platform retaildesignlab.be

Opinion pieces

- Paris Retail Week (me being a Belgian Ambassador for this fair):
 - How to become a Lovemark*, 13-6-2016
 - The changing role of retail stores*, 28-6-2016
 - The sense and nonsense of technology*, 4-5-2017
- Publimat: De BELGISCHE BOUWMARKT door de (kritische) ogen van een retail design experte, 17-4-2017

What I am passionate about (besides retailing)

My family

Photography

Travelling