

# Curriculum Vitae Katelijn Quartier

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Date of birth: 25/08/1979

## 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** (May 2006- November 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

**Assistent 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

...guest professor at Faculty of Business Economics Hasselt University

## 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, 2020, 2021); Cape Peninsula University of Technology, Capetown (2019), Middlesex University (2020, 2021)  
Proof of Concept (IOF-POC) Experience design generator (start 1/2021)  
Innovative teaching project (IOP): Academic Consultancy in an Interdisciplinary Context (ACTi): 2020-2023)

## 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

Dra. Nonkululeko Grootboom: 'Levering omni-channel for more sustainable fashion retailing'. Start PhD January 2021

## 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
- member alfa-selection commission BOF Small projects (UHasselt)
- Board member RINP
- Board member STEBO

## 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

Quartier, K., Petermans, A., Melewar, T.C., Dennis, C., 2021 (eds.). *The value of design in retail and branding*. Londen: Emerald.

### Book contributions (B2)

Servais, E., Quartier, K. and Vanrie, J. (2021) Designing Valuable Experiential Retail Environments: A Review of the Design Process. In: Quartier, K., Petermans, A., Melewar, T.C. and Dennis, C. (Eds.) *The Value of Design in Retail and Branding*, Emerald Publishing Limited, Bingley, pp. 159-170. <https://doi.org/10.1108/978-1-80071-579-020211013>

Janssens, K., Beckers, C., & Quartier, K. (2021) Retail Design as a Communication Strategy: Exploring Customer Experience via Eye-tracking. Quartier, K., Petermans, A., Melewar, T.C. and Dennis, C. (Eds.) *The Value of Design in Retail and Branding*, Emerald Publishing Limited, Bingley, pp. 137-146. <https://doi.org/10.1108/978-1-80071-579-020211011>

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. (2021) Professionalization of the discipline of interior architecture: Development of a 'ready to use concept' to intertwine research and education. 6th International conference for design education researchers. 25-27 September, Shandong University, Shanghai.

Quartier, K. (2020) Academic consultancy training in an interdisciplinary context. Updating values Future Design Ed 2020 conference. 16-17 January, San Marino.

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](http://retaildesignlab.be)