

MAYVES®

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PRESSRELEASE 'Fueling the Cardle are...'

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FUELING THE CARDLE ARE...

YVETTE SCHELTEMA (1973)

Yvette is an architecture major and earned her degree from the Technische Universiteit Eindhoven. She spend several years working as an architect and designed a number of buildings during her career. She has always had a fascination with product design, and following her passion, she is now a fulltime product designer. The Cardle – with its patented folding system – is her first product, launched under her own design label Mayves. She is actively working on further product development for the Cardle, as well as for future products under the Mayves label.

DENIS BÉGIN (1971)

Denis studied Communication and Design in Quebec City at the Université Laval, and works as a branding specialist. In addition, he has a true talent for graphic design and is responsible for the designs of the first two series of Cardles ("Scenes from the Lowlands" and "Scenes from the Woods"), and is working on two more design series.

Yvette and Denis are married and have two children.

CLAUDETTE KULKARNI (1974)

Claudette holds a Master's degree in Dutch (Civil) Law from Universiteit Leiden, and has worked as a lecturer of Legal English at her alma mater, and as a legal interpretor/translator. She has since branched out, working – among other things – as an editor, and more recently also as a freelance copywriter, blogger and now venturing out into journalistic and creative writing.

Claudette got involved with the Cardle shortly after Yvette had designed its first incarnation, and was so excited about the product that she wanted to be involved in developing it to its full potential. Since then she has been working with Yvette and Denis as a copywriter, (legal) translator, and legal advisor for Mayves/Cardlestore, and providing hands-on sales services and getting involved in strategy development.

CONNY MAGES (1972)

Conny holds a Master's degree in Architecture from Bauhaus Universität in Weimar. She came to the Netherlands to study at the Technische Universiteit in Delft on a student exchange programme. Her background has allowed her to gain experience in architecture firms in both the Netherlands and Germany. Conny found that many of the design disciplines that held her interest came together in architecture and has since developed into a well-rounded designer. She has recently started her own design firm.

Conny contribute to Mayves/Cardlestore as a sounding board for product development and assists in translations.
