

Steven Martin

WE DESIGN MEMORIES



Personal details



Steven Martin



steven@thecintamanistone.com
steven@architectofemotion.com



+32479550235



Victor Philipsstraat 19
3040 Huldenberg, Belgium



July 10, 1971



Brasschaat, Belgium



B, A



Man



Belgian



In a relationship with Thabthim
Ketchaiyo



architectofemotion.com



linkedin.com/in/stevenmartin



Architect of Emotion (TCS-AOE
BV)



Managing Director of Architect of
Emotion, Creative Director,
Artistic Director, Show Director,
Emotioneer



Keynote speaker: "Talking to the
brain" (on emotions as a
communication impact amplifier)

Profile

As a dynamic **Creative Director**, **Show Director** and **Experience Designer**, I seek to broaden my professional impact by applying my expertise and vision to new, challenging opportunities and projects worldwide. I am passionate about redefining live experiences, ensuring they captivate diverse audiences through compelling narratives and seamless execution from concept to completion.

Leadership & Expertise

Bridging artistic creativity with strategic management, I excel in leading complex productions and translating visionary ideas into reality. My leadership style is motivational and goal-oriented, fostering a culture of ownership and collaboration. I believe in empowering teams by actively listening to and leveraging the specialized expertise of professionals.

Mentorship & Growth

Driven by curiosity and a commitment to excellence, I approach every project with enthusiasm. I am equally dedicated to mentoring emerging professionals, sharing insights to help them evolve into confident, skilled contributors.

Philosophy

My work is defined by the philosophy of being an "Architect of Emotion." I design immersive experiences that transcend physical structure to create moments of genuine, lasting impact. By integrating emotional storytelling, sensory design, and technical precision, I shape how audiences feel, turning every project into a journey.

Collaboration

I am available for partnerships, freelance projects, or consultancy roles in Belgium, Europe, and internationally. I am a world citizen and do not understand the concept of frontiers. I welcome collaborations that push the boundaries of live experiences and am open to relocation for opportunities that align with my values and ambitions.

My vision on creativity

Reality is merely a canvas that has already been painted. Dreaming is the act of weaving a new canvas entirely.

In the geography of the mind, there are no borders, no checkpoints, and no walls—only horizons waiting to be chased.

Logic will ask you 'how' and 'why.' Creativity simply asks 'what if?' and then flies away before you can answer.

To be creative is to look at a locked door and realize the wall itself is an illusion.

We are told to color inside the lines, but the true artist knows that the paper extends infinitely in every direction.

Creativity is the rebellion of the soul against the mundane laws of physics.

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, "(A)Ill-mage" (on the power of script writing and video/artwork creation)



facebook.
com/architectofemotion



instagram.
com/architect_of_emotion



AVAILABLE FOR
CHALLENGING MISSIONS
WORLDWIDE, MATCHING
AND CHALLENGING MY
SKILLS AND PROFILE.



Open to relocate for a unique
and interesting opportunity.

Skills

Creative talents and strategic vision	●●●●●
Project communication	●●●●●
Organisation skills	●●●●●
International Nodes network of event and show professionals of all kind.	●●●●●
Communication skills	
Concept development	●●●●●
Stage design & scenography	●●●●●
3d design	●●●●●
Concept visualization	●●●●●
Speaker coaching	●●●●●
Applied artificial intelligence for events and shows	●●●●●
After Effects	●●●●●
Illustrator	●●●●●
InDesign	●●●●●
Photoshop	●●●●●
Wordpress	●●●●●

Education

STAGE Academy by Vinh Giang

Oct 2025 - Jan 2026

[Stage Academy, Online](#)

I completed an **inspiring and transformative training** in public speaking and stage communication with world-class speaker **Vinh Giang** at **Stage Academy**.

The program deepened my ability to **connect authentically with audiences**, craft compelling messages, and deliver them with confidence and impact. It strengthened both my **performance presence** and **storytelling skills**, as well as the speaker coaching abilities, empowering me to engage and captivate audiences of all sizes.

Continuous self-study and reasearch into AI and new technologies

Jun 2022 - Present

Continuous self-study in 3D design

Mar 2012 - Present

Starting with basics Sketchup, going towards rendering add-ons. Side-tracks to iClone and currently Twinmotion & Unreal.

Continuous self-study in Adobe Creative Cloud suite

May 2010 - Present

Adobe: Premiere, After Effects, Photoshop, Illustrator, Indesign

Continuous research into artists and new event and show technologies

Aug 2001 - Present

Permanent research into artistic performances, design trends, new technologies useable for event and show creation, staging and theatre, scenography...

Sales training & Microsoft Office

Apr 1994 - Apr 1994

[Antwerp \(Belgium\), Antwerp](#)

Sales training Kluwer via employer De Kie Communications.
Microsoft Office training via employer De Kie Communications.

Professional Bachelor in Communication Management Professional; Bachelor

Sep 1990 - Jun 1994

[Plantijn Hogeschool, curenly: AP Hogeschool, Antwerp](#)

Extra courses in Photography, graphic design, audiovisual technology.
Graphic design: Coreldraw, Pagemaker.
Student jobs at local radio station, TV and broadcasting companies.

A Level; Stedelijk Instituut Secundair Onderwijs III; general highschool in scientific level

Sep 1983 - Jun 1989

[High school; Waterbaan, Deurne \(2100](#)

Studies in Biotechnology & Latin.

Employment

General Manager & Creative/Artistic/Show Director

Jan 2020 - Present

[Architect of Emotion - WE DESIGN MEMORIES \(TCS-AoE BV\), Guldenberg 3,](#)

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Languages

Dutch (mother tongue)	
French (Belgium's second lanugage)	
English	
German (marriage)	
Arabic	
Thai	

Hobbies

- Travelling
- Scuba diving
- Research into science & world history
- Entertainment in general

Qualities

- Charismatic
- Empathic
- Jealous of great ideas (ultimate form of admiration)
- Open to all cultures and identities
- Passionate
- Sociable
- Teamleader and team player
- World citizen

box 8, 2000 Antwerp (Belgium)

Creating memories for audiences.
Creative and artistic director for event shows and large show productions worldwide. Creative Designer for event and show scenography. Speaker coach, show director and show caller. Specialized in new (show) technologies and AI in event use

Accounts: Unilever, Graphityp, DHL Freigth Forwarding, Atlas Copco, Amazon Luxembourg, ING, NN Insurance, Lonza Pharmaceuticals, Wrangler, Lee...

Agencies: ACTLD, Bevas Events, BBDO, CityCubes, Color Club, Concrete Events, Cum Laude Events, DB Video, Den Atelier Luxembourg, Done & Dusted, Endemium eSports Mlddle East, Event Masters, Fountainhead India, KonseptS, Les Nocturnales by Luc Petit, Luc Petit Imagination, Mediamixer, Morris & Chapman, Ofcores, Our Legacy Creations, Panache Events, Profirst, Pubmarket, Scarlett Productions, Sylvester Events, TBWA Qatar, The Friends by Verhulst, The Planners Qatar...

Spotlight references:
Belgium Fashion Awards, 2026, Antwerp, Belgium
European Parliament, Presidential Debate, 2024 Brussels, Belgium
European Parliament, European Elections, 2024 Brussels, Belgium
Flemish Govenment and Agoria, Essenscia, Fedustria en Fevia Vlaanderen, Flemish Industry Summit, 2024 Antwerp, Belgium
Flemish Govenment, Flanders Technology & Innovation Festival, FTI Talks, 2024 Antwerp, Belgium
Flemish Government, "Zie Ons Doen" celebration event show for EU presidency, 2024 Mechelen, Belgium
Several hybrid and online fashion shows with product presentations for Wrangler and Lee
Aspire & WEGA, Global Games eSports Opening Ceremony 2019 Doha, Qatar
European Parliament, Presidential Debate, 2019 Brussels, Belgium
European Parliament, European Elections, 2019 Brussels, Belgium
North Oil Company Merger Employee & Client event, 2017 Doha, Qatar
VOGUE & Place Vendôme, VOGUE Arabia launch, 2017 Doha Qatar
Kharamaa-Tarsheed Awards, 2015, Doha, Qatar

- Develop and implement innovative creative concepts for large-scale productions, enhancing audience engagement and satisfaction.
- Leverage state-of-the-art technology and AI to elevate show design and production efficiency.
- Supervise and mentor a diverse team of creatives and technical staff to deliver top-quality live event experiences.

Creative director for TROUNWIESEL: Dem Grand-Duc Seng Feierlech Tournée Den Atelier

As **Show Director** for the **Bridge Momentum** on the Pont Rouge (Pont Grand-Duchesse Charlotte) for **TROUNWIESEL**, the crowning celebrations of the new Grand-Duke of Luxembourg.

I led the creative vision and execution of this prestigious performance commissioned by **Den Atelier** for the Grand Duke of Luxembourg. I oversaw every aspect of the production, from concept development and stage direction to

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coordination with technical teams, performers, and stakeholders.

The project demanded a seamless blend of artistic storytelling, live spectacle, and precision logistics. My role ensured that each element contributed to a **memorable and emotionally engaging experience**, honoring the significance of the event and delivering a performance of the highest caliber and in full authenticity.

Show Director **Jul 2025 - Aug 2025**
[Event Maldives, Malé, Maldives](#)

**Assistant Show Director for TEXAS AGGIES:
Into The Battlefield** **Oct 2024 - Dec 2025**
[Les Nocturnales, Bastogne](#)

As **Assistant Show Director** for **Luc Petit** on **Les Nocturnales**, I helped bring to life a **grand commemoration show for the Battle of the Bulge** in Bastogne named **TEXAS AGGIES – Into The Battlefield**.

Working alongside the director, I coordinated performers, was in charge of staging and worked closely with all technical teams and the complex stage elements to transform history into a **powerful, immersive live experience**.

Staged outdoors for over **10,000 spectators** under extreme weather conditions, the production demanded creativity, adaptability, and precise teamwork. My contribution ensured that every moment resonated emotionally, creating a **moving and unforgettable tribute** that honored the courage and sacrifice of the past and brought to life the vision of Show Director Luc Petit.

AI Visual artist and designer **Feb 2022 - Present**
[AI See You, Antwerp, Belgium](#)
AI generated visuals for concept visuals, storyboards, interior decorations, event styling... working via Fiverr on an international basis and via TCS-AoE.

www.facebook.com/AISeeYouArt/

**Founder of a collective of experience creatives
for city marketing and urban projects** **Jul 2020 - Present**
[The Circle, Leuven, Belgium](#)

During COVID we used the time with a group of event and show creatives to create a collective for city marketing and urban projects with a social integration character.

Founder and coordinator **Mar 2019 - Present**
[Nodes worldwide network, Antwerp, Belgium](#)

Setup of a worldwide network of top freelance experts in different fields of event, show and entertainment creative and operations activities.

**Creative director at Aspire & WEGA Global
Games eSports 2019 Opening Ceremony** **Nov 2018 - Jan 2019**
[The Planners Qatar, Doha, Qatar](#)

Artistic Director & Show Producer **Oct 2015 - Jan 2020**
[The Cintamani Stone, Huldernberg \(Belgium\)](#)

With The Cintamani Stone we create and produce large tailor made show productions and artistic events for an international market.

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Accounts: Siemens, Toyota Material Handling Europe, Stad Antwerpen, Delta Light, Morris & Chapman, PSA Peugeot-Citroën...

Spotlight references: VOGUE Arabia Launch Doha, Tarsheed Awards Doha, North Oil Company Mirror Show, AWASR High Speed Show Oman, stage management and assistant artistic director Tomorrowland main stage shows Amicorum Sectaculum 2017 and The Tree of Life 2016.

www.thecintamanistone.com

Artistic Director & Show Producer

Jun 2013 - Sep 2014

[SO2014 - Special Olympics, Brussels \(België\)](#)

Creation, creative and artistic direction and production of the Opening and Closing ceremonies of the SPECIAL OLYMPICS European Summer Games Antwerp 2014. Show production with mostly volunteers, 458 characters in the show, live music with Scala and 40p orchestra under musical direction of Michel Bisceglia.

General Manager

Jun 2009 - Jan 2020

[ArchitectofEMOTION, Belgium](#)

Freelance event producer, show director, artistic director for mainly event agencies (however also for TV and theatre)

Accounts: Mattel Europe, SIEMENS BeLux, Toyota Material Handling Europe, Febelco, Cum Laude Events, Fluxys, VO Events, Cré-Action, White Rabbit, Zinin, Akzo Nobel, Sikkens, Wit Gele Kruis, Familiehulp, H&M, Generali Belgium, Edelman, Swantegy, Medialaan, Agoria, Sirris, Lexus, Nationale Loterij, L'Oréal, IMPS (The Smurfs), Mattel, Deutsche Bank, GDF Suez, Fortis Investment Management, SCA Packaging, VTM Kerst...

Spotlight references: Dinner shows "Sparkles", "Change is FUNdamental" for Mattel Europe, VTM Christmas event experience Santas Secrets (table video mapping), L'Oréal Fashion shows.

www.architectofemotion.com

Sr. Event Manager

Apr 2009 - Jul 2009

[Bananas, Vilvoorde, Belgium](#)

Temporary assignment for the design, development, preproduction and organisation of an inauguration event show in Avenches Switzerland for Nestlé Nespresso, convention and show in collaboration with Luc Petit (one of the former artistic directors of Cirque du Soleil, Franco Dragone, Steve Wynn...)

Spotlight reference: Nespresso Production Center inauguration show "A Human Adventure", artistic production for Luc Petit.

Sr. Account Manager D-Side Show

Jan 2007 - Feb 2009

[D-Side Group, Evere, Brussels](#)

Account management for events and shows, creative support for all the group.

Accounts: Toyota Material Handling Europe, Deutsche Bank, Fortis Investment Management, Mattel Europe, SCA Packaging, SIEMENS.

Spotlight references: TOYOTA Industrial Equipment Europe Ancenis construction of demo and press center theatre, Launches in Marbella and Athens.

Living Art Director

Sep 2003 - Mar 2007

[Mapanui, Overijse, Belgium](#)

Working on scenario, show and event design, video and software production.
Freelance: always together with a leading agency.

Accounts: Edelman, Swatch Group, Autogrill, A First Impression, Proximus, A-Film, New Line Cinema, 20th Century Fox, Kraft Foods, SafMarine, Fluxys, Masterfoods, Cré-Action, Glaxo Smith Kline, Morris & Chapman, Plastics Europe Feestburo, Ethias, Navajo, Mercedes, Cum Laude Events, Familiehulp, D-Side Group, Peugeot, RTBF, Elia, Medina Factory, NMBS, Volvo...

Spotlight references: Luxxotica & Miss Belgium Fashion Show, Launch event of Lord of the Rings

Managing Director TWINS

Jun 2002 - Sep 2003

[Medina Factory - TWINS Event Producers, Deurne, Antwerp](#)

Event production company, company merged into The OVAL Office.

Management of the event department within the communication group. Event design and event production, training of event team.

Accounts: Volvo Cars, Vedior, Interim, Nike Northern Europe, Red Bull, Neckerman Travel, Belgische Vereniging van Dagblad Uitgevers...

Spotlight references: Cirque du Soleil sponsoring applications for OPEL Belgium, Mattel European Sales Summit 2002 @ 2003, Nike Freestyle Face-Off 2002.

Managing Partner & Sr. Event Designer

Feb 1999 - Jul 2004

[The ENTERPRISE Group, Brussel](#)

Event production agency, company does no longer exist.
Offices in Brussels and Antwerp

Company management, day-to-day strategic planning and concept development.

Accounts: SIEMENS, Mattel Europe, Nike Europe, OKI Printers, SPE, Freemasonry Brussels Expo, Belgian Government, Land Rover, Jaguar, Toyota Industrial Equipment Europe, Xircom, Accenture...

Spotlight references: show "De GuldensporenSpLASH", show "Carolus Quintus: Euro or Neurotic?" Exhibit booth TOYOTA Material Handling Europe 2000 & 2002

Junior Event Officer > Senior Event Officer > Group Manager

Dec 1996 - Mar 1998

[Any Performance, Schaarbeek, Brussels](#)

Event production agency, company does no longer exist.
At the time one of the leading European event agencies.

Accounts: Sybase, Ingram Micro, Scitex, Tabacofina-Vander Elst, SIEMENS, Bang & Olufsen, Ping, Sun Microsystems, Generale Bank, Xircom...

Spotlight references: development of (probably one of the first) picture-in-picture event technologies before the specific hardware existed we know nowadays at Sun Microsystems JESS Summit in Cannes, first curved screen projection of 80m

wide x 10m high in Belgium with 140° viewing angle and total live/image immersion at 100 Years of SIEMENS Belgium, Disneyland Paris The Magical Tour roadshow Belgian coast, SIEMENS Belgium 100 years anniversary Employee event.

Junior Account Executive > Special Events Manager

Sep 1994 - Feb 1996

[DE KIE Communications / DE KIE Events, Beveren-Melsele, Antwerp](#)
Advertising agency, company does no longer exist.

Accounts: Panasonic, Microsoft, Vlaamse Uitgevers Maatschappij, Soubry, ATAB Aquaplan, Neckermann Postorders, Will Tura Fanclub, Nissan, Yokohama, Apple Computer...

Spotlight references: Windows95 launch campaign, 10th Anniversary FilmNet & Launch SuperSport Belgium, De Lijn "Zonder Zorgen Zicht op Zee" promotional roadshow, Yokohama product launch, Apple Computer Employee Event, Microsoft Belgum 10th anniversary.

Extracurricular activities

Guest lecture - The Association of Blind Painters

Oct 2016 - Oct 2022

[Thomas More, Mechelen, Belgium](#)

Several years of expert keynote presentations for higher education students.

Guest lecture - Event marketing & brainstorming techniques

Apr 2015 - Apr 2018

[Karel De Grote Hogeschool, Antwerp, Belgium](#)

Several years of expert keynote presentations for higher education students.

Guest lecture - Event marketing & brainstorming techniques

Mar 2009 - Mar 2015

[AP Hogeschool, Antwerp, Belgium](#)

Several years of expert keynote presentations for higher education students.

Keynote speaker and trainer - Event marketing

Jun 2001

[Eli Lilly Pharmaceuticals, Brussels, Belgium](#)

Keynote speaker on emotion as an Amplifier for live experience

Feb 2021

[The Planners Qatar, Lusail, Qatar](#)

Expert keynote presentation on emotioneering for events and shows.

Rebranding and corporate USP strategy

Jun 2004 - Oct 2009

[A First Impression, Tollembeek, Belgium](#)

Development of the 'sales pitch story', sales tools, logo, new corporate guidelines, documents and brand book as well as website for the agency in transition to a more professional era.

Huldenberg, Belgium, May 17, 2024



References

References available upon request.

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