YAELLE DE VROEY

YDV. DESIGN

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YAELLE DE VROEY

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Jan Van Rijswijcklaan 151, 2018 Antwerp.
Instagram: YDV.DESIGN

EXTRACURRICULAR SKILLS

Autocad

Rhinoceros

Vector Works

Sketch Up

Adeobe Creative Cloud

Model Making

Hand Drawing / Sketching

LANGUAGES

French - Fluent
English - Fluent
Dutch - Fluent
Spanish - Basics

EDUCATIONAL PROJECTS

The Cartel. 2018.
1:1 furniture prototype focusing on human behavior.

Natural Hive. 2019.
A designated space inspired by the natural shapes of beehives.

UAL Showroom. 2020
A design of allocated space - turning it into a UAL showroom with technological influence.

The High Rise Table. 2021.
A multifunctional table for small spaces. Coffee table turnt into dining table.

Hullencourt Golf Country Club. 2021.
A redesign of the Hullencourt Country Club House and Lockers.

The Point Three Chair Collection. 2022
A graphical three legged dinning chair with a prolonged collection.

The Rock and Flow Cruise. 2022
A small scale cruise with an exterior and interior inspired by the late 70's.

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EDUCATION

College of Art and Design, Brussels. 2021- 2023.
MA Interior Design and Architecture.
University of Arts London, Great Britain. 2018 - 2021.
Chelsea Collage of Art and Design - BA Interior Design.
Antwerp International School, Belgium. 2016 - 2018.
Fully completed the International Baccalaureate Diploma.
Le Val De Notre Dame, Belgium. 2015 - 2016.
Antwerp International School, Belgium. 2010 - 2015.
Internation School of Dakar, Senegal. 2006 - 2010.

EXPERIENCE

Internship at AFC. 2020.
Delivered live interior design projects from concept development through presentation, engaging directly with clients in design reviews and one-to-one "look and feel" consultations to refine spatial, aesthetic, and experiential outcomes.

Internship at ICEBERG. 2021.
Contributed to the conceptual development of live interior design projects, presenting creative proposals to clients and participating in detailed design discussions to align aesthetic vision with client objectives.

Internship at Christine Von Der Becke Architects. 2022
Contributed to the successful delivery of live interior design and architectural projects through client presentations, design coordination meetings, and ongoing site follow-up. Introduced and implemented Aproplan as a project management and site monitoring tool, enhancing communication, issue tracking, and overall project coordination efficiency.

Student Interior Architect at XVL. 2023.
3D programming of exisiting furniture collection, initialising projects and concepts for clients, modifying plans for the 'made to measure' projects and participating in the communication and sales team efforts.

Concept Designer at Cohabs. 2023 - 2026.
Concept Design Intern. Bruxelles. Febuary - June 2023.
Concept Design Junior. New York. June - October 2023.
Concept Design Specialist. October 2023 - March 2025.
Concept Design Specialist. March - November 2025.
Concept Design Manager. November 2025 - June 2026.

02.01.
CARTEL CHAIR

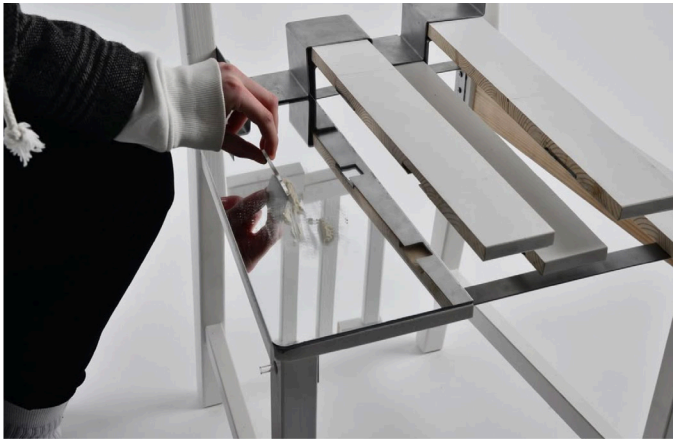
1:1 surrealistic chair prototype focusing on human behaviour.

PROJECT: Furniture design
LOCATION: University of the Arts London. United Kingdom.
DATE: 2018

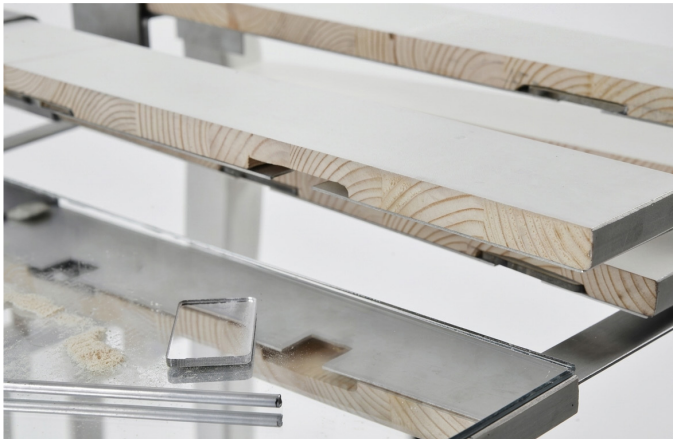
The Cartel Chair is a conceptual design project inspired by Surrealism, challenging the traditional function of a chair as a purely utilitarian object. The piece explores the hidden realities of cocaine abuse, with each stage of consumption discreetly embedded within the chair's components. As the object is manipulated to reveal these concealed elements, its form becomes progressively distorted. Once fully deconstructed, the chair can no longer return to its original state, serving as a metaphor for the lasting consequences of drug addiction.











02.03.
HIGH RISE TABLE.

A multifunctional table for small spaces.

PROJECT: Furniture Design.
LOCATION: College of Arts and Design, Brussels.
DATE: 2021

The High Rise Coffee Table is an interior furniture concept that explores the relationship between functionality, adaptability, and material clarity. The prototype is constructed from a restrained material palette of plexiglass and solid Saliu wood, selected for their versatility and ability to integrate seamlessly within a range of interior contexts. Designed as a transformable piece, the table transitions between a coffee table, a two-person dining table, and a compact work desk. Its reconfiguration is achieved through a simple two-step process: rotating the wooden structural elements from a horizontal to a vertical orientation, and inserting the plexiglass surface into integrated channels. This reversible mechanism allows the piece to shift between functions while maintaining structural clarity and ease of use.




VILLAS
Trimestriel '20
101
VILLAS
Trimestriel '20
100
VILLAS
100 - Winter '19-20
199
VILLAS
100 - Winter '19-20
198
VILLAS
100 - Winter '19-20
104




FACTFULNESS
SHOE DOG
PHIL KNIGHT
LILLRE
LILLRE
LILLRE
LILLRE
LILLRE


FACTFULNESS
SHOE DOG
PHIL KNIGHT

02.05.
POINT THREE CHAIR.

A graphical three legged chair with a prolonged collection.

PROJECT: Product Design.
LOCATION: College of Arts and Design, Brussels.
DATE: 2022.

The Point Three Collection is a contemporary interpretation of 1970s furniture design language, reimagined through a reduced and graphic formal approach. Defined by three core qualities–graphic expression, transparency, and compactness–the design is articulated through a distinctive three-legged structure that reinforces its visual identity while maintaining structural clarity. The collection is conceived as a subtle, integrated series of pieces intended to sit within a variety of interior contexts without dominating the space, offering a restrained yet recognisable design presence.













02.06.
Augmented Kiosk.

An Augmented Reality Installation.

PROJECT: Interior Design.
LOCATION: College of Arts and Design, Brussels.
DATE: 2022.

The Shift in Architectural Control

Based on the video *'Building Images'* (by Plane-Site, OMA, and UNStudio), social media has shifted control of a building's narrative from the architect to the end-user. Historically, architects controlled how their work was viewed through curated magazine photos. Today, crowdsourced platforms like Instagram capture the dynamic reality of everyday life, providing architects with unexpected data on how spaces are actually used.

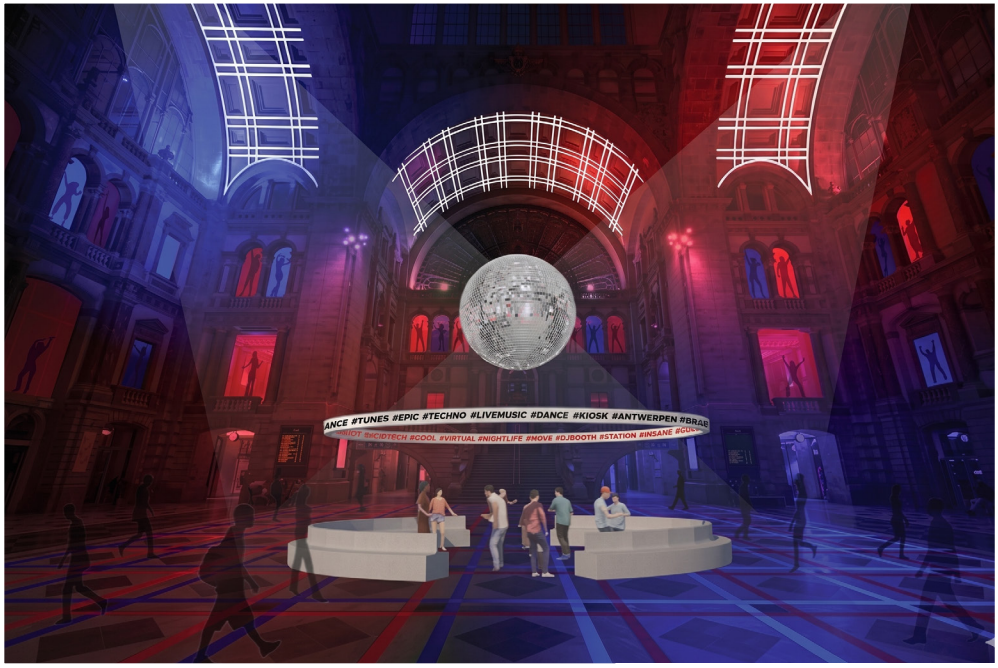
Case Study: Antwerp Central Railway Station

While built in 1895 strictly as a transportation hub, Antwerp Central Station's digital footprint on Instagram reveals it has morphed into a multi-functional space. Through geotags, the public presents it as a basketball court, nightclub, or art gallery. Online viewers see these diverse uses independent of the building's original purpose, giving the public control over the space's narrative. However, these diverse functions largely exist only in the digital world.

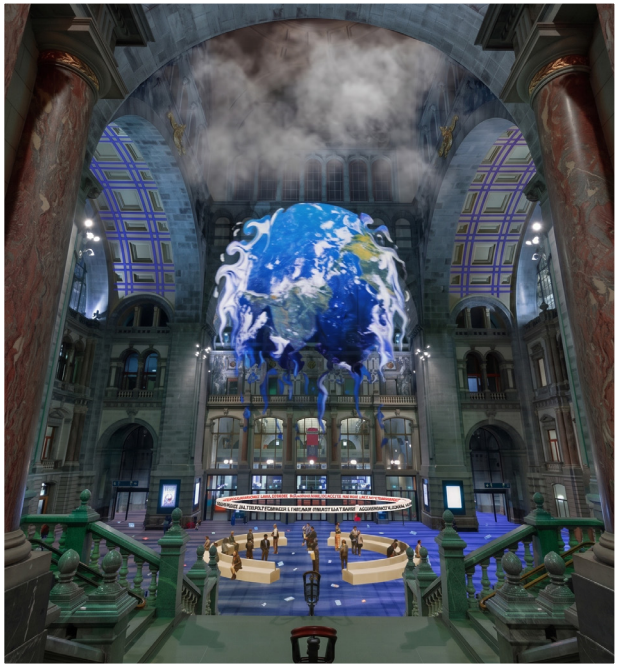
The Solution: The Augmented Kiosk

To bridge this gap and permanently bring these digital, multi-functional experiences into the physical world, the author designed the Augmented Kiosk. This Kisok features a two-way circular bench beneath a floating circular LED screen. By wearing Augmented Reality glasses, physical users can experience a rotating variety of permanent digital activities—such as fashion shows, concerts, or parks—right inside the physical space.




#TUNES #EPIC #TECHNO #LIVEMUSIC #DANCE #KIOSK #ANTWERPEN
#NIGHTLIFE #MOVE #DJBOOTH #STATION


#BEAUTIFUL #REACTNOW #THINKGREEN #NATUREDAY #VIRTUALREALITY #AUGMENTEDKIOSK #MOTHERNATURE





03.01.
Avenue Montjoie

PROJECT: Residential Project for a private client
LOCATION: Brussels, Belgium.
DATE: May 2022.

This project focused on the renovation of a two-bedroom apartment in Brussels. The scope of work included the demolition of non-load-bearing partition walls to create a more open and spacious layout. The project also involved the restoration of existing flooring throughout the apartment and, in areas such as the kitchen and bathroom, complete floor replacement and renovation.

Both the kitchen and bathroom were fully stripped back and redesigned to align with the client's aesthetic preferences, functional requirements, and lifestyle needs. The entire electrical system was redesigned and repositioned to support the desired lighting scheme and overall ambiance of the residence.

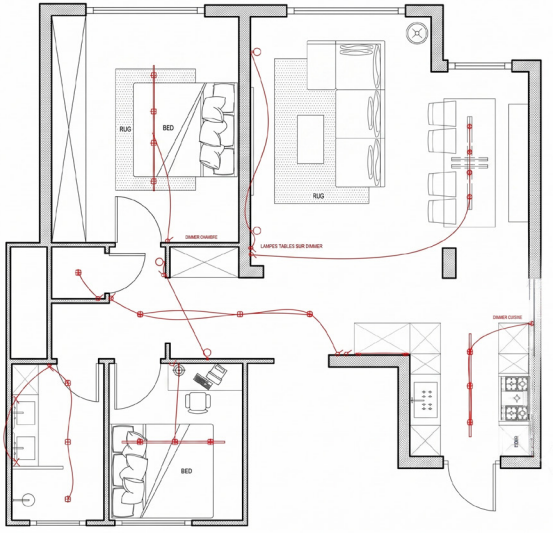
Working within a limited budget, careful attention was given to the sourcing of materials. All tiles and fixtures were either sourced second-hand or acquired through outlet suppliers, allowing the project to achieve a cohesive and high-quality design while maintaining strict cost efficiency.

I was also involved in the interior design phase, contributing to the selection and staging of furniture and decorative elements. However, this aspect of the project was not fully developed through to completion, as the client's priorities and ambitions for the residence evolved during the process.








RUG
BED
RUG
DIMMER CHAMBRE
LAMPES TABLES SUR DIMMER
DIMMER CUISINE
BED





03.02.
BD de la Cambre

PROJECT: Residential Project for a private client
LOCATION: Brussels, Belgium.
DATE: September 2024.

This project involved the renovation of a two-bedroom apartment in Brussels, focusing on refreshing its atmosphere, material palette, and overall character to create a more cohesive and contemporary living environment while respecting the existing qualities of the space.

The scope included the removal of a single non-load-bearing partition wall and the restoration of existing flooring where possible. The kitchen and bathroom were fully stripped back and redesigned to meet the client's aesthetic preferences and functional needs. A series of arched openings were also introduced, reinforcing the existing architectural language and strengthening visual continuity throughout the apartment.

Particular attention was given to material reuse and sourcing. Existing materials were preserved and reinterpreted wherever possible, including a stained mirror repurposed as a kitchen shelf backdrop. In addition, terracotta floor tiles used in the kitchen were salvaged and restored from a separate project before being reinstalled, giving them a second life within the apartment. Additional finishes and fixtures were sourced through second-hand and outlet suppliers to maintain both quality and cost efficiency.

Alongside the renovation works, I contributed to the interior design direction, assisting with furniture selection, sourcing, and staging.










SMEG

03.03.
COHABS

PROJECT: 45 total projects throughout experience.
LOCATION: Brussels, Paris, Luxembourg, Madrid, New York City, Washington DC, London and Milan.
DATE: 2023 - 2026.

I began my professional career at Cohabs through an internship, during which I developed a strong understanding of the brand identity and design approach. I initially contributed as a designer on projects in Brussels, gaining hands-on experience across early-stage project development.

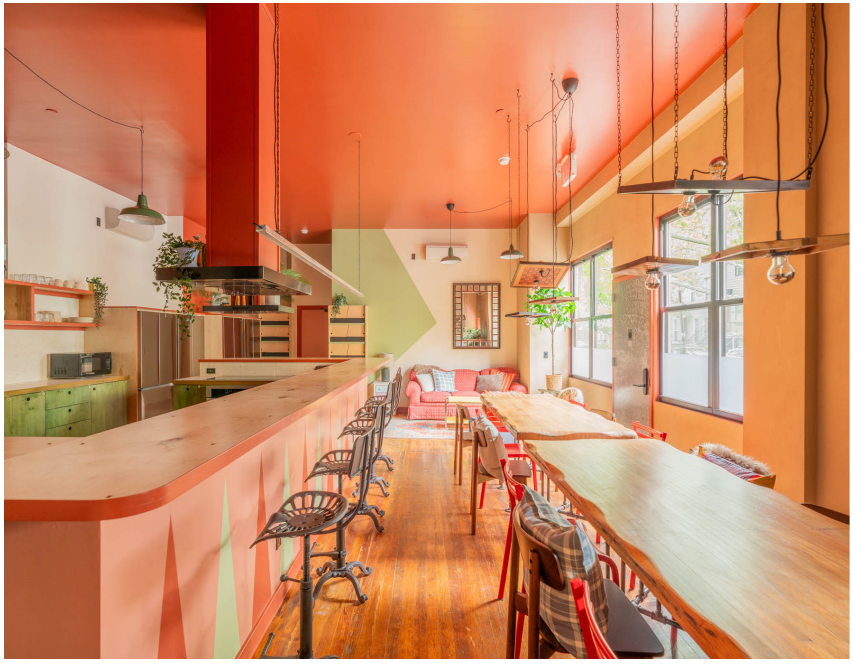
I was subsequently relocated to New York, where I took on the role of Lead Designer for Cohabs' emerging US portfolio, while also supporting project management responsibilities. This experience provided direct exposure to on-site realities, timelines, and budget coordination. I further contributed to the expansion into the Washington DC market during this period.

Following the stabilisation of the US portfolio, I returned to Cohabs headquarters, where I transitioned into the role of Concept Design Manager. In this position, I oversaw multiple projects, managing design direction, schedules, and budgets across a broader scope of work beyond individual project ownership.

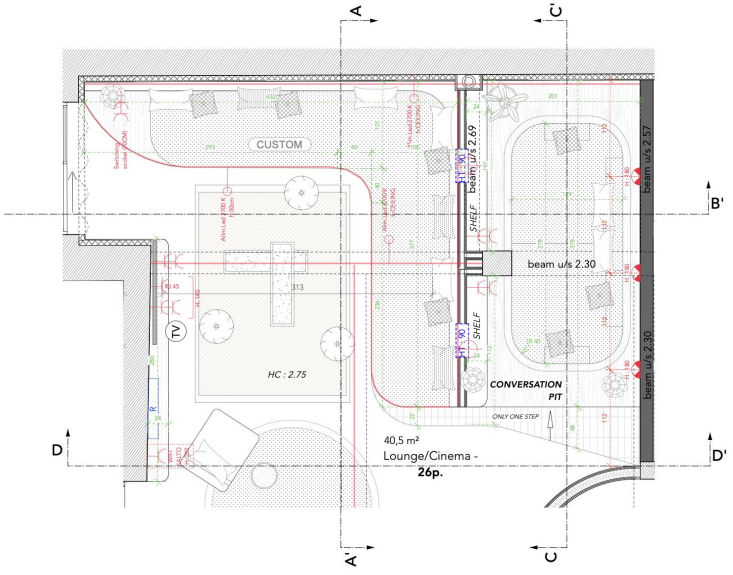
Overall, my experience at Cohabs includes leading design development on over 30 projects and contributing as designer on a larger desing team on more than 15 additional projects.

Additional information about this career path can be provided if required.



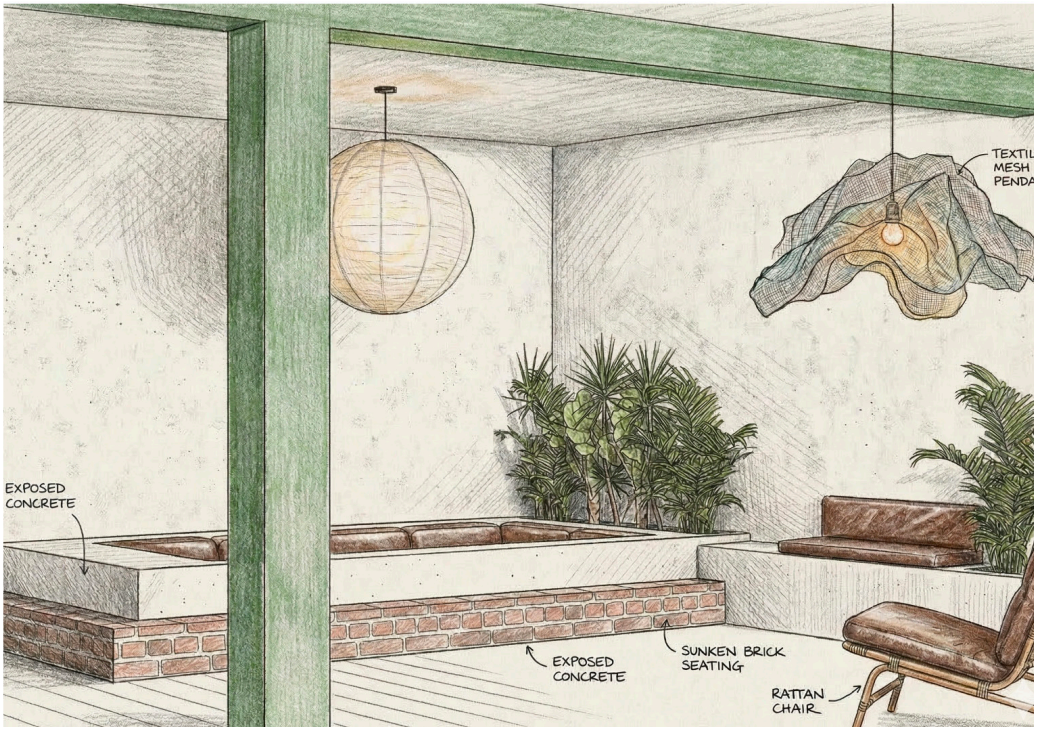





A
C
B'
D
D'
A'
C'
CUSTOM
TV
HC : 2.75
SHELF
SHELF
beam u/s 2.69
beam u/s 2.57
beam u/s 2.30
beam u/s 2.30
CONVERSATION PIT
ONLY ONE STEP
40,5 m²
Lounge/Cinema -
26p.



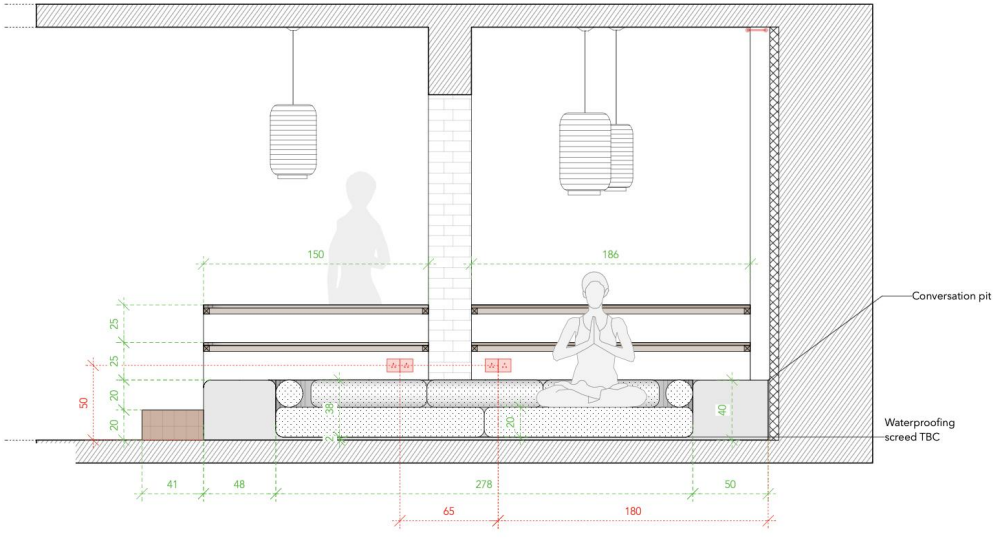




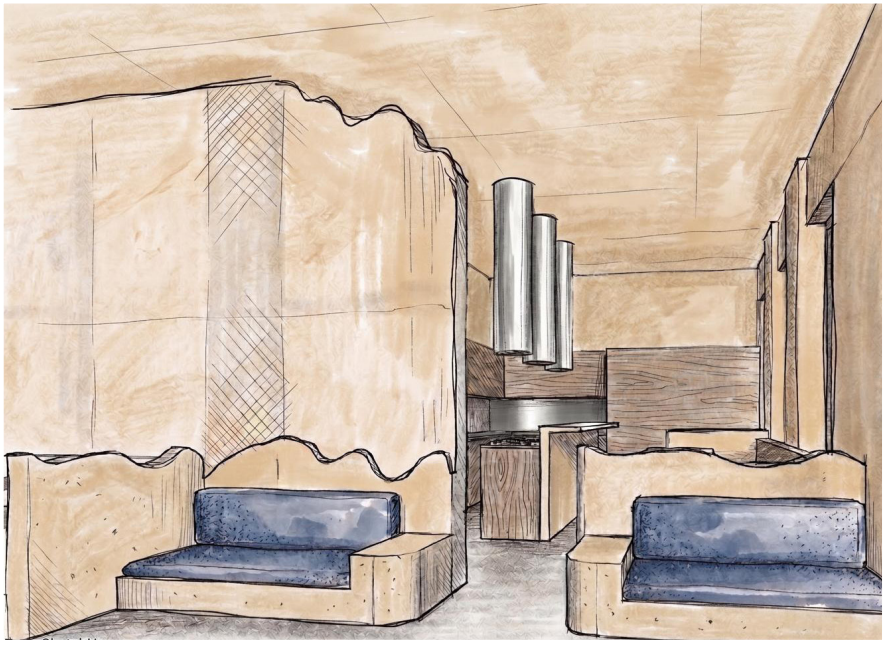
Collaborative co-living design, Cohabs






150
186
25
25
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20
20
20
40
Conversation pit
Waterproofing
screed TBC
41
48
278
50
65
180



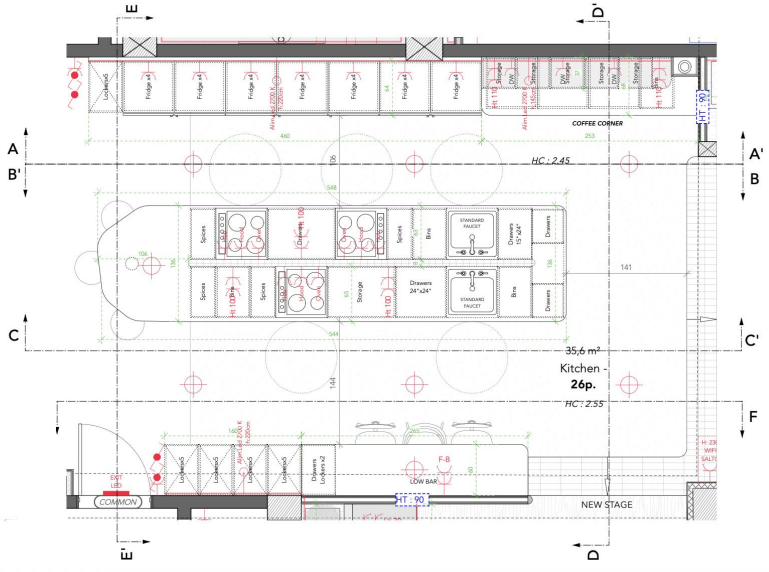










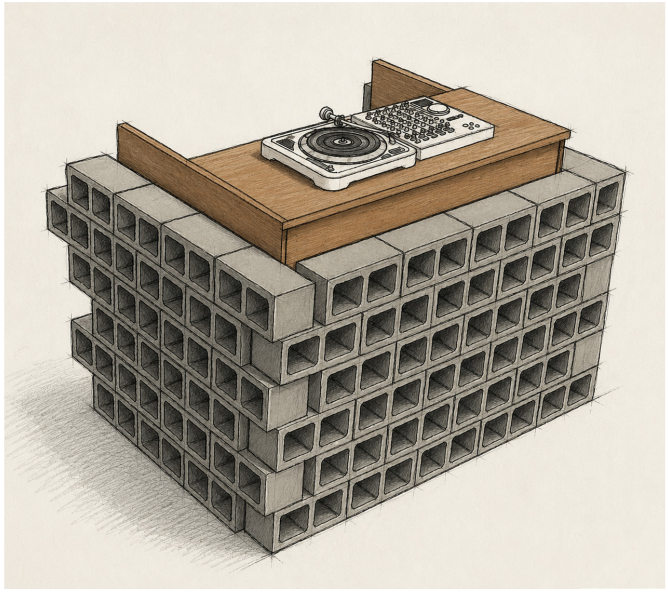

E
D
A
B'
A'
B
C
C'
F
E'
D
COFFEE CORNER
HC : 2.45
35,6 m²
Kitchen -
26p.
HC : 2.55
COMMON
LOW BAR
NEW STAGE
HT : 90

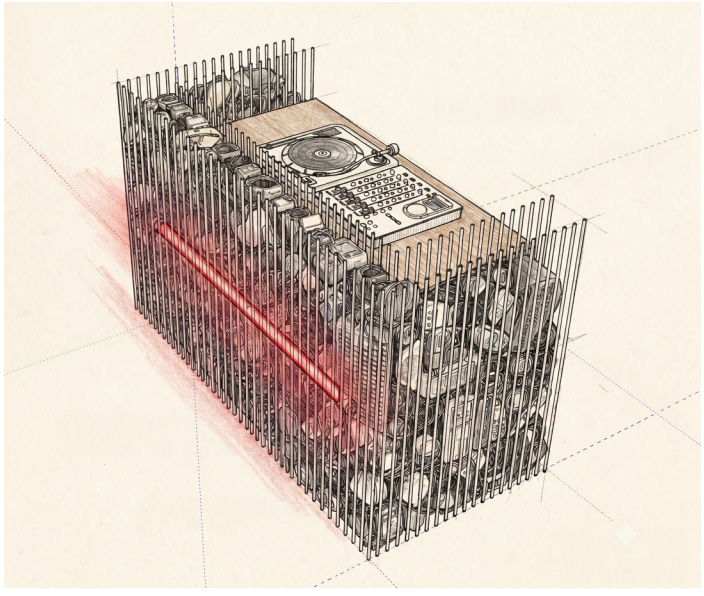
03.04.
DJ SET PROPOSAL

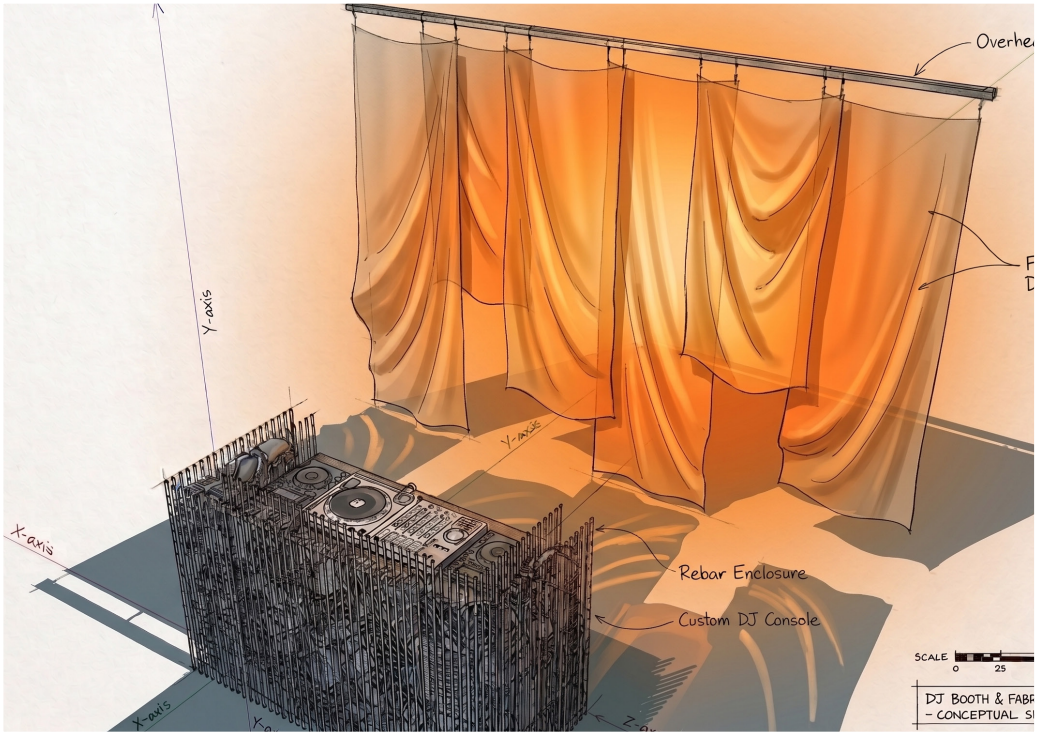
PROJECT: Proposal for a DJ Set for Ezekiel.
LOCATION: Cadzand, Belgium.
DATE: August 2026.

An proposal for a private festival for Ezekiel in Cadzand, this project reimagines the DJ console as a sculptural object rather than mere equipment. As the festival is free for guests and built purely around enjoyment rather than profit, budget was a defining constraint from the outset, shaping a design language rooted in resourcefulness rather than excess. Two console concepts were explored: one refined and personalised with concrete bricks giving the stage an industrail and brut look and feel, the other conceptual, built by caging discarded electronic objects such as cables, speakers, CDs, turning obsolete, low-cost materials into a raw, material tribute to electronic music itself. The proposal extended beyond the console to a full background scenography, layering materials and lighting to construct an immersive atmosphere around the DJ setup, working within the same economical logic.








Overhe
Y-axis
Y-axis
X-axis
Rebar Enclosure
Custom DJ Console
SCALE
0
25
DJ BOOTH & FABR
- CONCEPTUAL SI

03.04.
RUE CHARLES DEGROUX.

PROJECT: Proposal for a private client
LOCATION: Brussels, Belgium.
DATE: August 2026.

A proposal for a client's layout of the space. The client needed a rearrangement of the spaces, with the idea of keeping the space as open as possible through multifunctional areas. The staircase has been relocated and redesigned to be multifunctional, with an embedded coffee corner. Both the first and second floors have been reimagined to allow for more fluid circulation within the space.

