

## **Biography Anne Leemans**

Anne obtained an MA degree in applied linguistics (UGent) in 1981. In 1990 she joins an international design group and from 1991 manages their Brussels-based design subsidiary. Between 1993 and 1996 she coordinates the design development process of Thalys, the first pan-european railway initiative. In 1999 she creates Fontana identity and design specializing in the creation, development and implementation of visual identity and (corporate) branding programs on behalf of national and international organizations and brands. In 1997 she became a board member of the Belgian Institute for the Promotion of Industrial Design which in 2004 became YellowdesignFoundation. Since 2004 she also acts as the Secretary General to Yellow design Foundation