



## **Michel Vandamme**

**Head – Design and Corporate Sales  
Homecentre, Landmark Group**

*From a Graphic design background associated with a 3D specialisation in Supinfocom France, Michel started his career 18 years ago as a product designer for hygiene products for famous European retails chains such as TESCO, AUCHAN and CARREFOUR.*

*He also worked on commercial architecture and visual merchandising projects within CASTORAMA (DIY French Retail Company) as lead designer on Flagships stores and visual identity.*

*Early 2010 he moved to a group position within KINGFISHER (first home improvement retail group in Europe) as Head of Product Design.*

*He set up the Industrial Design workflow and has been leading the internal design team and the Innovation management for various categories (outdoor, furniture, decoration, tools and power tools) which led Kingfisher to win its first Red Dot and first Observateur du Design (international design awards).*

*He's now heading the Design and Development department of Home Centre since March 2015 with the mission to set up the Design Strategy of the company through the offer coordination and product development.*