



Esra Lemmens

*Founder and Director
The Esra Lemmens Agency*

Esra Lemmens is founder and director of her namesake, The Esra Lemmens Agency. Lemmens is a designer, Art director, author, and lecturer. After receiving degrees in Fine Arts and Design, she focused on developing her career path while collaborating with other designers. She has focused on a growing phenomenon in the design world, distilling her own philosophy, which came to life in her book titled 'Conceptual Commercialism Commercial Conceptualism', in it Lemmens describes the future interface between conceptual designers and commercial companies.

She now leads an agency with a unique and exclusive objective: Enabling Designers and Artists to realize their full potential and assisting them in positioning themselves and their products according to the 4'C's in 'CC-CC'. Her background in Arts and Design enhance her ability to connect with her clients and bring their optimal visions to fruition. She represents them in a unique way, both customized and optimized through her collaborations with studios, platforms, events, labels, museums, galleries and other resources applicable to the goals at hand.

"There is a magical balance between business and design; design and craft; intuition and reason; concept and detail; playfulness and formality; client and designer; designer and maker; and maker and audience, that is where good design comes to life"