

PORTFOLIO

Joke
Martin

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PATTERN DESIGNER / COLORIST

About me



Joke Martin graduated in 2008 as textile designer at the Ghent School of Arts. In the same year she also finished her training as a professional florist. In 2009 Joke joined the team at Masureel as a designer of wall coverings for the Khrôma label that had just been started up. In the following years Khrôma grew to become an established value in the world of high quality wall coverings. Through inventive and often bold patterns Joke succeeded in creating a strong identity for the label. Through countless design projects during her career at Masureel she acquired expert knowledge about the entire print screen process as well as digital printing technology. As the senior designer Joke was responsible for the production of new collections from start to finish. A large part of the Khrôma designs were based on Joke's own hand painted dessins and drawings.



Experience

WALLCOVERING

By constant trend research and numerous trade show visits Joke kept looking out for the latest developments in the sector of interior design. Her love for period paintings and historical patterns were, and still are, a great source of inspiration for her design work. For years Joke's detailed mood boards set out the lines along which the creative team developed new collections.

Making each other stronger is Joke's motto as a team leader.

'It is not about your ego' is one of her favourite quotes. One team working towards a common goal can achieve wonders.



FABRIC DESIGN

In addition to her work for Masureel, Joke developed her own label By.noon, featuring a collection of artful cushions and unconventional home wear.



STYLING PHOTOGRAPHY

Besides developing patterns and digital image processing, Joke's large experience extends to the conceptualizing, styling and planning of photo shoots.

All photo's in this presentation bear her personal touch.

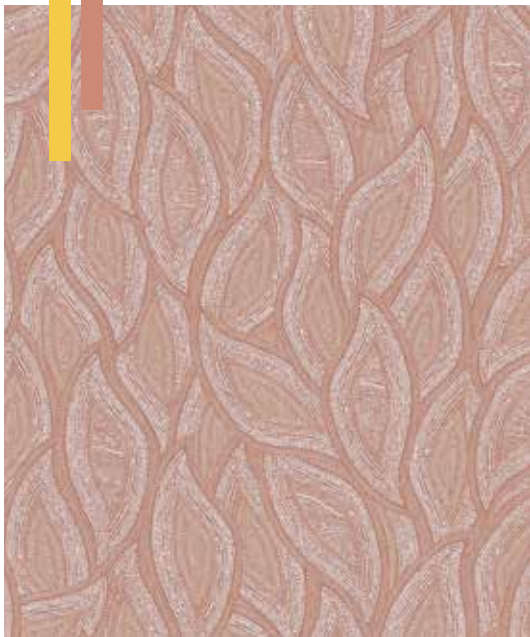
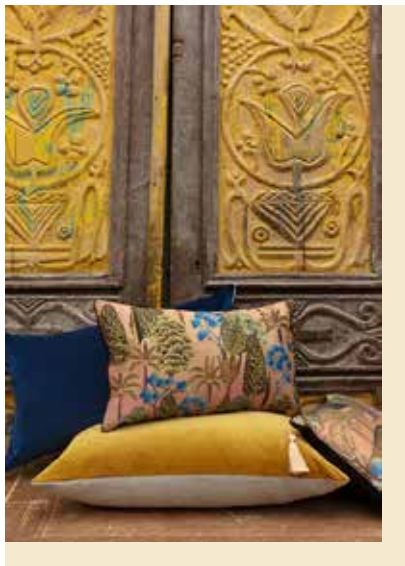
During her 15 year design career Joke built an extensive network of expert stylists, photographers and location hunters.

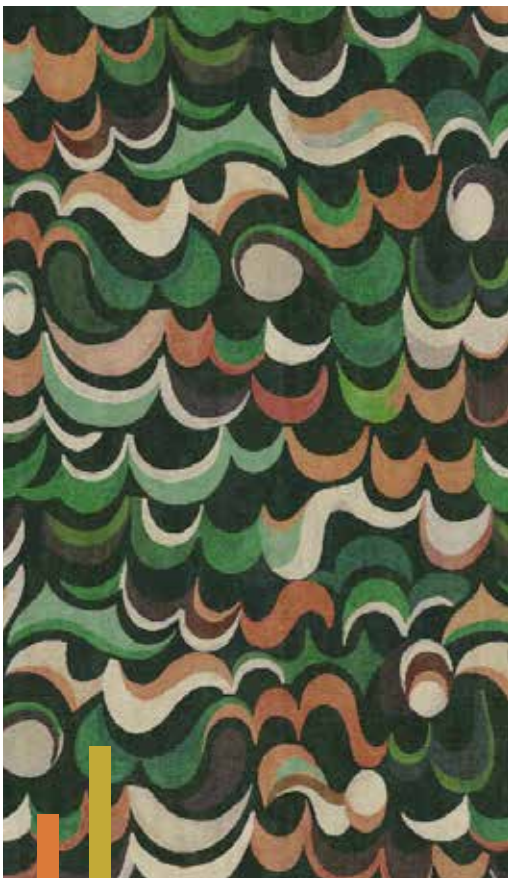
In 2024, after a long and fulfilling career at Masureel, Joke decided to walk her own path, to explore new products and new creative teams.

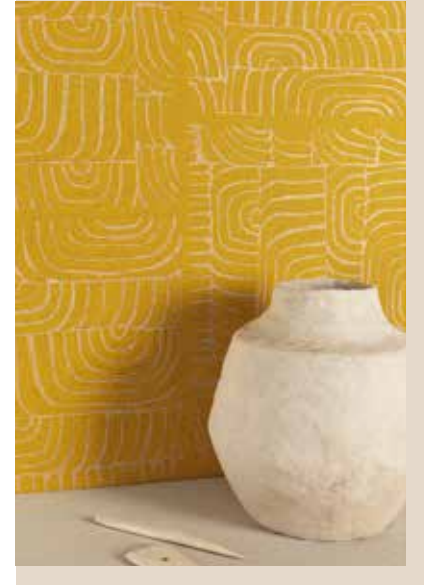












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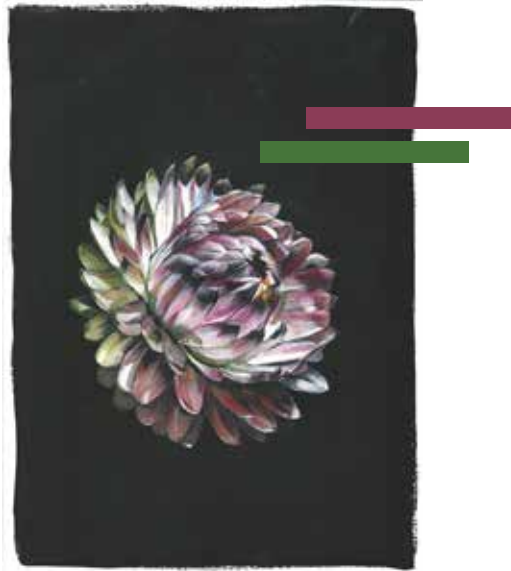














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CONTACT

For any questions, please feel free to contact me.

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