

Press Release

Amsterdam, 02.04.2024

Merel Kuilder joins artlogic Netherlands as Branch Manager

After the strong hit by the Pandemic, artlogic put focus on growth in the Netherlands.

Merel Kuilder's joining is significant for artlogic as the company strategically directs its efforts towards expansion in the Netherlands amidst the challenges posed by the global pandemic. With a wealth of experience and a passion for the event industry, Merel brings a dynamic energy to the team.

Prior to joining artlogic, Merel worked as a Manager for Crew & Planning at Eventcare and played a significant role in the strategic partnership of artlogic and Eventcare.

[\(Read more here\)](#)

Outside of work, Merel's interests align closely with the vibrant events industry, as she enjoys attending concerts, festivals, and theater performances to appreciate the work of various artists.



When asked about her excitement for the new role, Merel expressed enthusiasm for the opportunity to contribute to a major European crew company and highlighted the potential for growth and advancement, not only for artlogic but also for its crew members.

Reflecting on memorable projects, Merel cited LagoLago as particularly impactful, showcasing the breadth of experiences Eventcare delivers to its clients. Looking ahead, Merel's goals for the coming year include further expanding artlogic NL and enhancing the quality of its crew, alongside her colleague Vincent.

Regarding her initial days with artlogic, Merel noted a smooth transition, acknowledging the adjustment period while emphasizing a positive and welcoming start to her journey with the company.

"We are thrilled to welcome Merel Kuilder to the artlogic family as the Branch Manager for our Netherlands operations," said Simon Stürtz, Founder of artlogic. "Her expertise and passion for the event industry align perfectly with our vision for growth and excellence in service delivery. We are confident that Merel will play a pivotal role in driving our success in the Netherlands market."

About artlogic

artlogic is an experienced personnel service provider for the media and events industry with the mission to offer secure, local, cost-effective, and stress-free personnel solutions. The backbone of the service is the self-developed software solution SquidWeb, which ensures smooth and transparent digital order processing. The company has been recognized for particularly sustainable personnel management, operates carbon-neutrally, and is a founding partner of the One Crew | One Tree program.

The company, headquartered in Düsseldorf, was founded in 1999 by Simon Stürtz. Today, artlogic is active in Austria, Belgium, Cyprus, France, Germany, Portugal, Spain, and the Netherlands and also has a network of partner companies in other countries.

Contact for questions

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