

## Press Release

Düsseldorf, 22.04.2024

# 10-year company anniversary of Roland Kreuzer

artlogic is delighted to celebrate Roland's 10-year anniversary. For a decade, Roland has significantly contributed to the success of the company, leading numerous remarkable projects.

In recent years, much has changed at artlogic. Roland remembers the beginning of his journey a decade ago when digitalization was still in its infancy, and processes like printing, signing, and scanning documents were the norm. Today, with advanced technologies and digital workflows, efficiency has increased, and the way of working has fundamentally transformed.

"When I started at artlogic 10 years ago, everything was a bit different," Roland recounts. "But over time, we've evolved and kept pace with the changes. From digitalization to improved compensation structures - it's been an exciting journey."

Roland's journey at artlogic began with a job interview at the Düsseldorf offices under Anke Planitz. Roland brought many experiences from the events industry. At the time of the application, he was the technical director and operator of the Underground Wuppertal, as well as touring with various bands.



Through further education, such as the HOFA College "LIVE Sound Engineering Diploma" and the L-Acoustics System Operator certification, he became a technician, brought clients to artlogic, and successfully managed projects like the

Benelux-Southside Festival and the Veruga-RockHarz Festival. Recently, Roland could often be found at the Düsseldorf office, providing support in scheduling.

"Over the years, I've been involved in numerous projects, including festival deployments like M'era Luna and Southside, as well as jobs in various cities like the Euro Cup in Munich," Roland explains. "What I appreciate about artlogic is the relaxed employer-employee relationship. The opportunity to accept or decline jobs, similar to being a freelancer, allows me a flexible work style that fits perfectly with my lifestyle."

Roland's main areas of focus are technician roles, festivals, and scheduling. While he currently leans more towards scheduling, he is still frequently involved in productions, especially during the summer festivals.

Although Roland hasn't had the opportunity to work abroad for artlogic yet, he hopes to one day build, support, or dismantle productions in every country in the world.

Thank you, Roland, for your excellent work and dedication over the past 10 years. The company looks forward to many more years of collaboration and successful projects.

### **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**

artlogic Staffpool GmbH

Liefergasse 5

40213 Düsseldorf

Tel +49 211 63 55 44 00

Mail [de.communication@artlogic.biz](mailto:de.communication@artlogic.biz)

[www.artlogic.biz](http://www.artlogic.biz)

[www.artlogic.biz](http://www.artlogic.biz)

**f in**