

**VICTOR
HUNT**

design dealer

**Who or
what is
Victor
Hunt?**

*cool claims
since 2008*

Who or what is Victor Hunt?



Victor Hunt is the branded personality of Alexis Ryngaert, a young Belgian design collector who spots and gathers the most frontline and rare 21st century graduation, prototype and limited edition works by upcoming young designers from all over the world and brings them to the public.

While setting up his definitive collection, Ryngaert is also constructing a new concept of design furniture retail service based on the idea of guerrilla-galleries and on-line social networks.

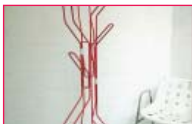
The guerrilla-gallery exhibition concept consists in presenting the selected works in distinct and original locations and surroundings to draw the public's attention and make the work stand out.



The collections will be exhibited in those ephemeral events under a global idea, an abstract concept collection, such as a substance or material, a color, an emotion or any other concept that may unite a coherent set of pieces. These temporally exhibiting and selling points, or pop-up galleries, will be installed in either existing or specially sought after infrastructures like art galleries, public spaces or any other setting related directly or indirectly to the design area.



Also, the complete collections will be shown in Victor Hunt's central store, a permanent point of gathering in Brussels where Ryngaert will offer as well a personalized consultancy service on design issues, mainly by cataloging the less rare but nevertheless outstanding 21st century design furniture work and offering these items on specific demand.



Victor Hunt has a personality crisis. So he is a brand.

Both the ephemeral exhibiting method and the customized consultancy service are concepts related to guerrilla marketing and un-branding advertising techniques on the one hand, and totally customized and personalized products on the other.

Those new techniques in branding and advertising inspired Ryngaert to use an alter ego instead of a traditional brand. In doing so, he tries to question the pervasive discourse of branding.

In a time when brands are supposed to have emotions, personality and consciousness, Ryngaert proposes a branded personality crisis called Victor Hunt, a brand in constant personal progress which will connect and talk to his customers and will do pop up appearances through emotional and ephemeral events.



Converging culture

That way, Victor Hunt tries to cross the concepts and methodologies of the new digital convergence culture to create new relations between upcoming designers and final customers through global research, individual consultancy, narrative branding and ephemeral event exhibition.

The final goal of Victor Hunt's activities is to represent the expanding evolution of furniture design, and doing it, according to Alexis Ryngaert's vision on design, as a reflection of the developments in our creative society.

Victor Hunt's collection has been established during 2008 and will be exposed to the public from 2009 on, under the mentioned concept of guerrilla-gallery and social networks.

Meanwhile, this branded personality will continue evolving towards an uncertain future ironically packed with immovable truths on design.



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lifelike design