Lars Minnes

DISCIPLINES

Advice Communication Marketing Content strategy Art direction Design Photography Video AI

EXPERIENCE

2025–2026
Freelance Digital Content Manager Fenix, Rotterdam
Led the full digital opening strategy of a new museum about migration, across social, campaigns and PR.

2023–now
Co-founder AVEC AVEC and AVEC AVEC STORE
Creative bureau for digital marketing, content, social strategy, branding and in-house production, and a store for curated objects. Clients include Dezeen, Victorinox, Vogue, ELLE Decoration, Harper's Bazaar, Design Biennale Rotterdam and Loop Biotech.

Now
Founder align and Align Instruments
A meditation app, a listening room and a line of audio plugins, designed and developed with AI.

2023–2025
Senior Digital Content Manager Rijksmuseum, Amsterdam
Led a team of 10 creatives and a pool of freelancers. Built a content strategy modelled on a mycelium network, reaching nearly 70 million people a year with 7 percent engagement.

2021–2023
Social Media Manager Museum Boijmans Van Beuningen, Rotterdam
Content and social strategy during the renovation, including the award-winning campaign for the opening of the Depot.

EDUCATION

2022–2023
MA Contemporary Art in a Global Perspective Leiden University
Thesis: Listening Space, a study on using transmission ecologies to visualize the invisible.

2017–2021
BA Art History Leiden University
Thesis: Disruptive experiences, the spatial and political conflict of Cyprien Gaillard's Nightlife.

2015–2017
Communication and Multimedia Design, propaedeutic Rotterdam University of Applied Sciences
Concept development, interaction design, visual design.

ALSO

Languages
Dutch, native. English, fluent.

Outside work
Rowed at national level for two years, then coached crews.