



Concept Design & illustration | Themed Entertainment

YOUR VISION
made
visible

Portfolio 2026

YOUR VISION made visible

Concept Design & illustration | Themed Entertainment

Thank you for taking the time to browse through my portfolio! In 2024, I started my own design studio driven by my passion for themed entertainment. I design worlds that translate stories and ideas into visual and spatial experiences.



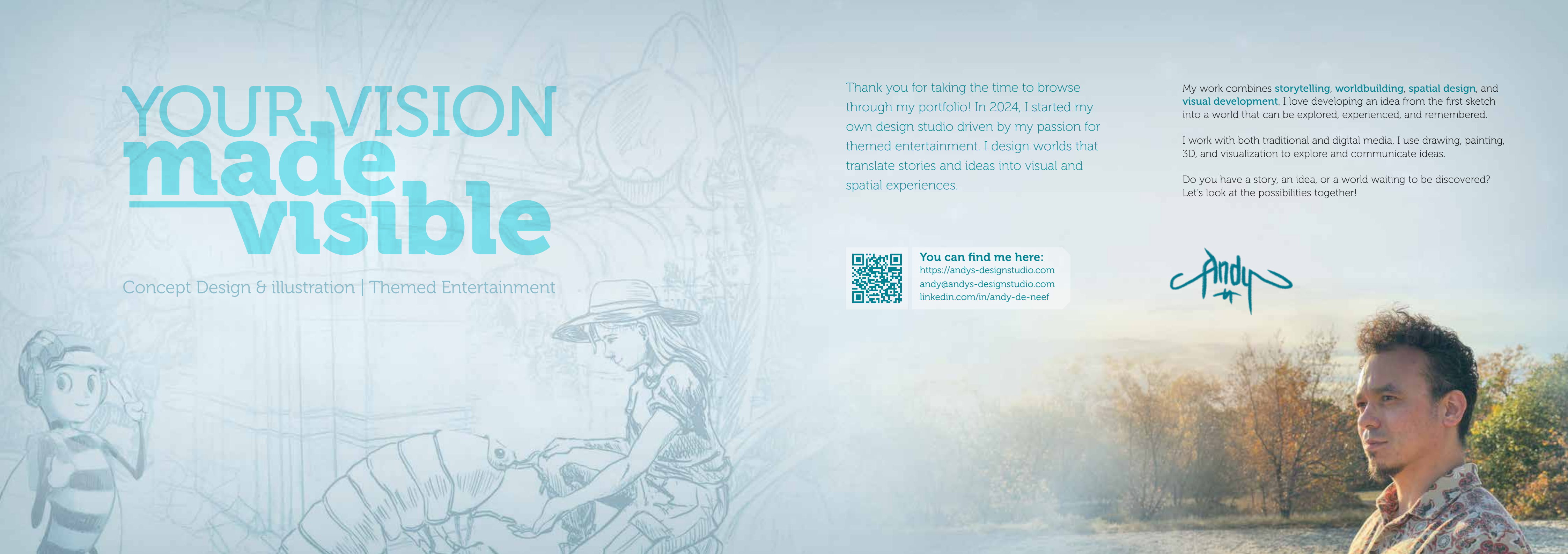
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My work combines **storytelling**, **worldbuilding**, **spatial design**, and **visual development**. I love developing an idea from the first sketch into a world that can be explored, experienced, and remembered.

I work with both traditional and digital media. I use drawing, painting, 3D, and visualization to explore and communicate ideas.

Do you have a story, an idea, or a world waiting to be discovered? Let's look at the possibilities together!

A stylized, handwritten signature of the name 'Andy' in dark blue ink, with a small star above the final letter.



personal project

Aztec Aliens

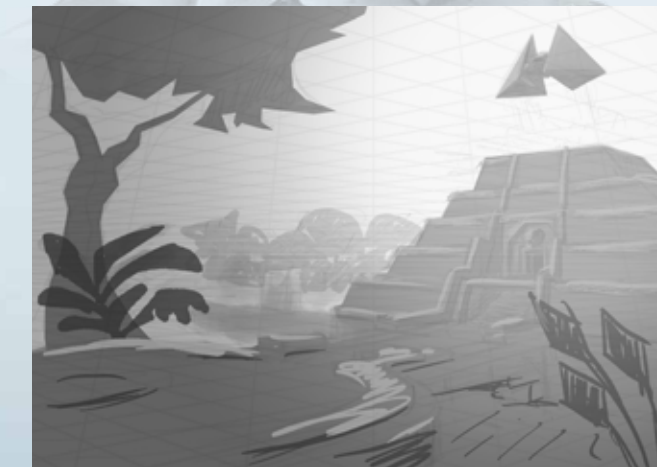
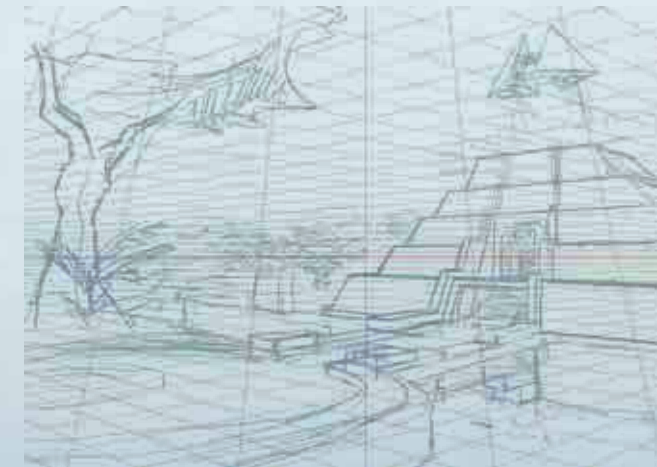
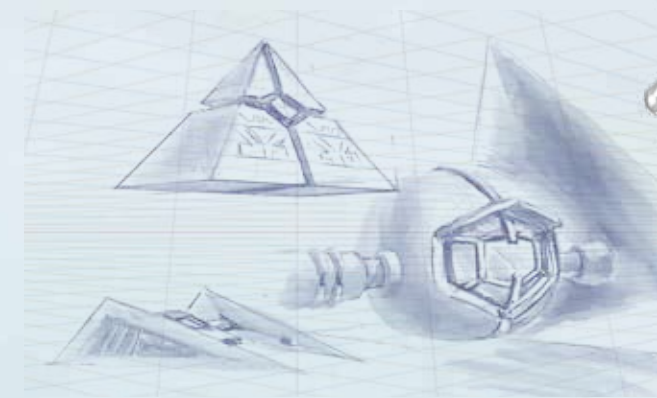
- × Concept Development
- × Worldbuilding
- × Character Design
- × Attraction Design

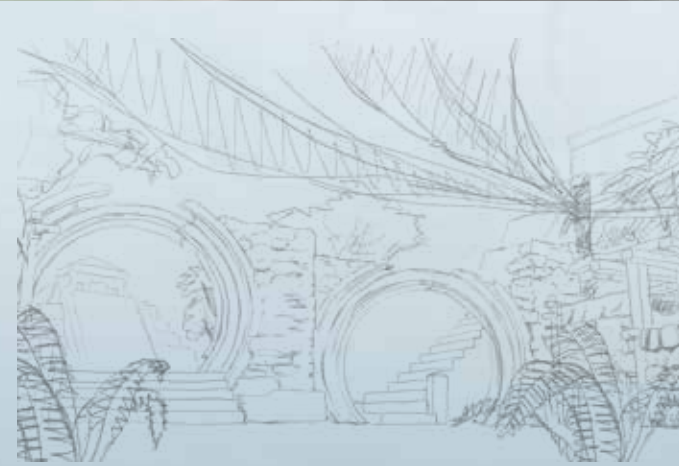


From joke to world

As a farewell gift for a former colleague, I painted a flying Illuminati pyramid on the back of a sketchbook.

I wondered what this pyramid could become in a thematic setting. Therefore, I developed the idea into an alien world, inspired by the legend of Quetzalcoatl. The pyramid became the centerpiece of the area and housed a roller coaster, while a mascot, inspired by the Quetzal, became the face of the experience.





Shrinktopia

My role:

- × Concept development
- × Character design
- × Illustrations
- × Visual development

During the Immersive Design Academy training program (NextGen Showcase), our team designed an expansion section of a fictional zoo. All illustrations shown are by me.

The area tells the story of Mara, who steps through a magical portal into her grandparents' garden and shrinks to the size of an insect. Together with Rolypoly, Mara teaches us how important insects are and why we must take good care of them.



1. Mara's Garden Rescue - dark ride



2. Relax area



3. Mara's Observatory - playground



4. Under the pot - shop interior

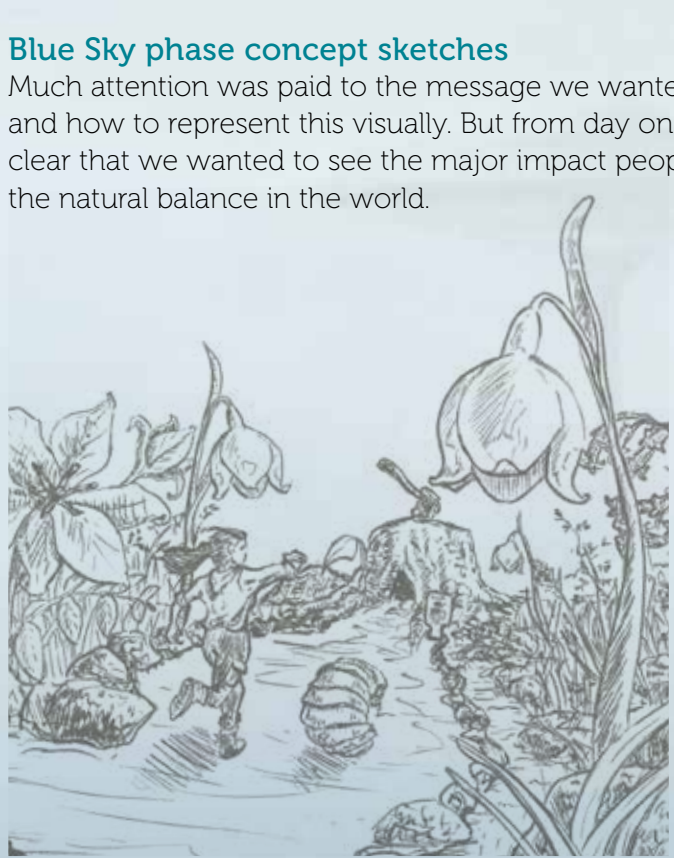


1b. Dark ride scene 7 - Outdoor area (sketch)



Blue Sky phase concept sketches

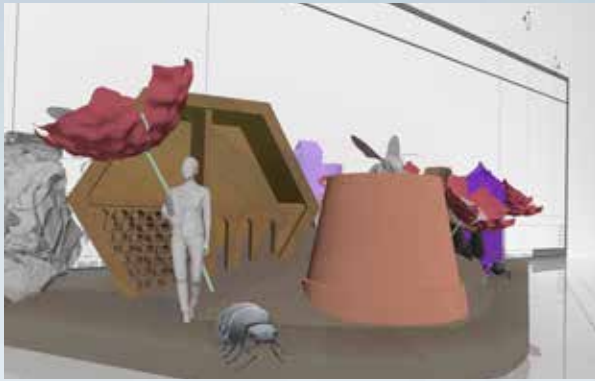
Much attention was paid to the message we wanted to convey and how to represent this visually. But from day one, it was clear that we wanted to see the major impact people have on the natural balance in the world.



Mara's Garden Rescue dark ride | Scene 11 - Finale

Due to the limited space, I had to make extensive use of forced perspective in this scene. To maintain the illusion from every angle, I created a 3D model beforehand to determine the exact dimensions..

Design challenge::
x Limited dimensions of the scene
x controlled sightlines
Solution:
Forced perspective based on 3D spatial study
Experience
Sequential lighting directs the visitor's attention



Scenic details and Props
Scene 11



Mural sky+grass



Mural sky+grass + view



personal project

High fantasy world

- × Concept Development
- × Worldbuilding
- × Character Design
- × Attraction Design



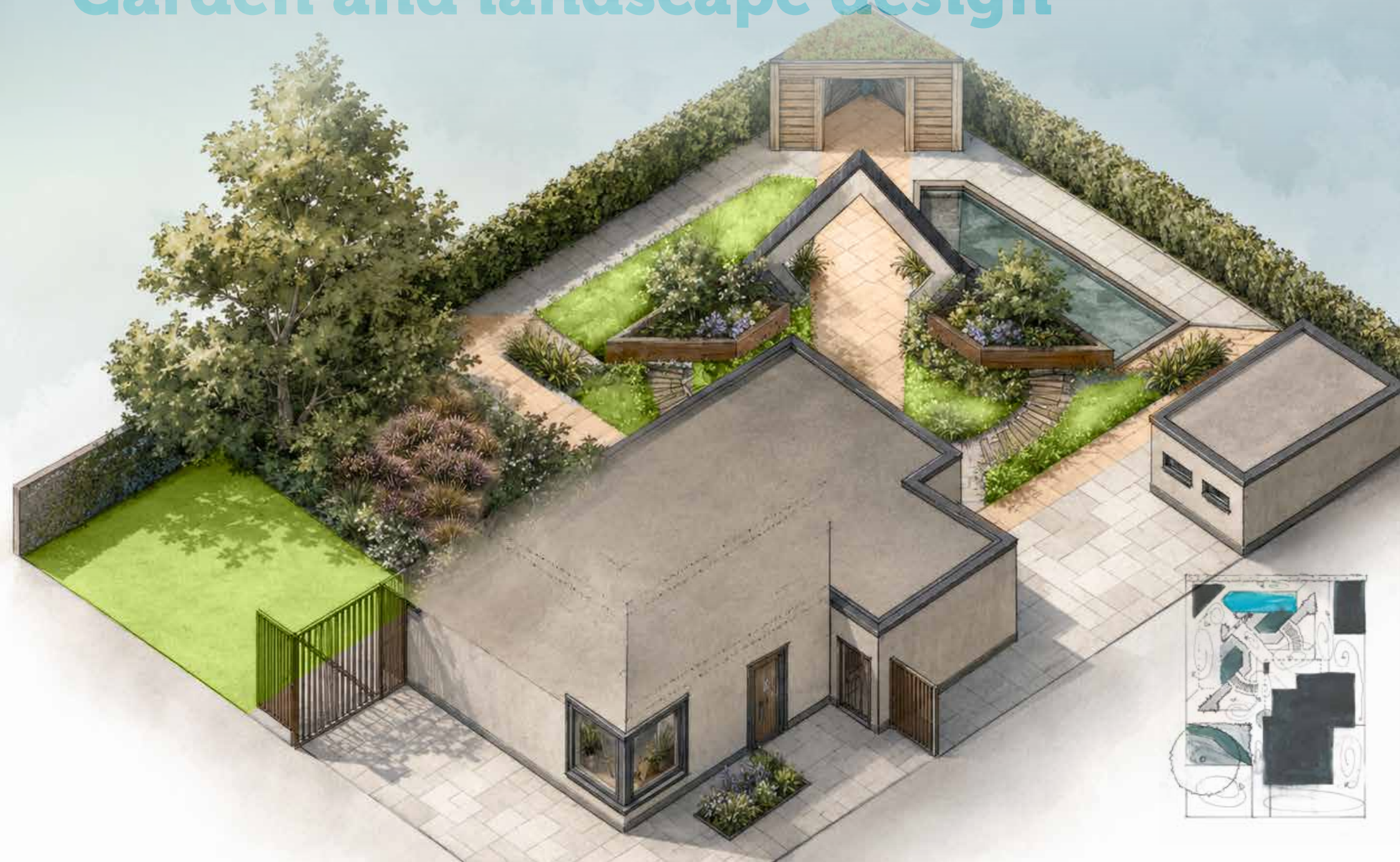
An experimental project in which I am developing new skills towards my own themed experience.

This project will ultimately serve as the basis for a new and unique themed experience. The characters shown will be replaced by a world whose story is currently still under development..

This experience will be a fusion of nature and technology, in which exploration and interaction take center stage..



Garden and landscape design



Garden design Drunen

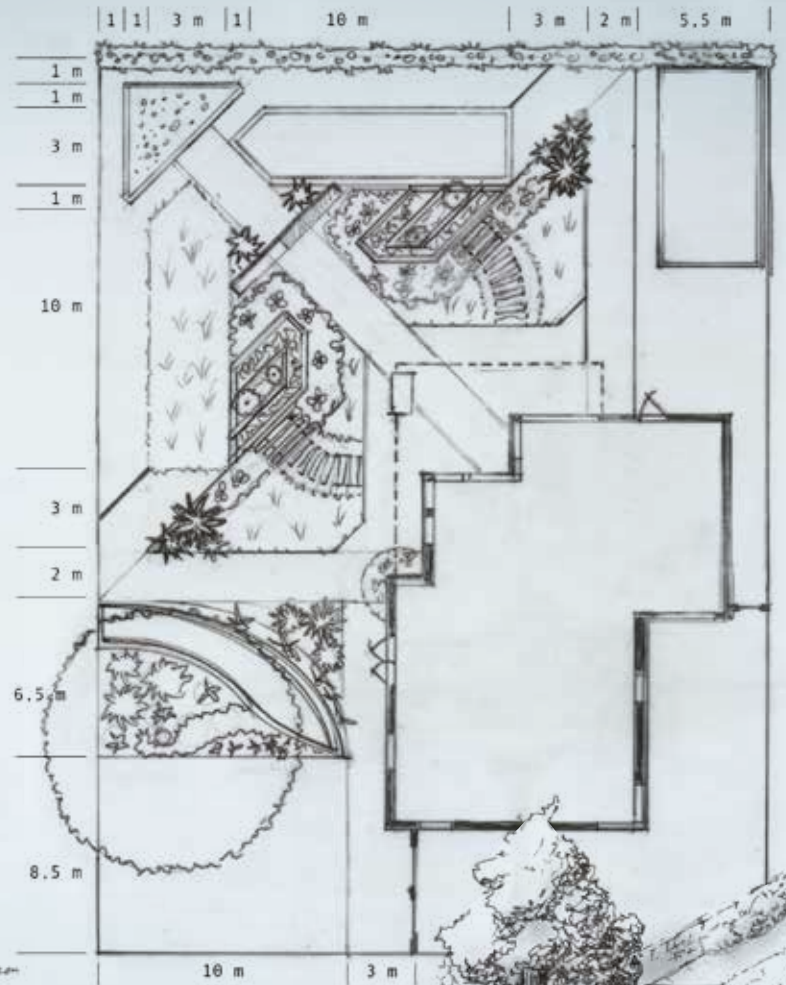
Designs improve with good stories. Based on the story, I then create a concept and attach a theme to it. After an extensive conversation with the owners, I concluded that they have a strong connection to the village where they live. For this reason, I developed Drunen as the theme. This is evident in the floor plan design, which incorporates the old coat of arms of Drunen: a bow and arrow. The theme is also reflected in the planting by using plants found in the nearby Loonse- en Drunense Duinen nature reserve. I then molded everything into a sleek design, as they themselves indicated during conversations and through mood boards.



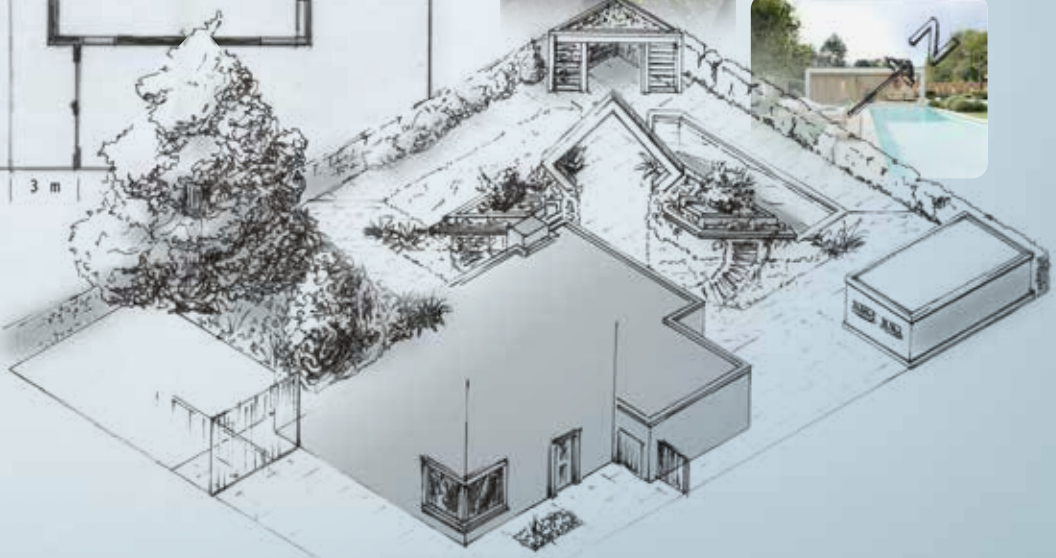
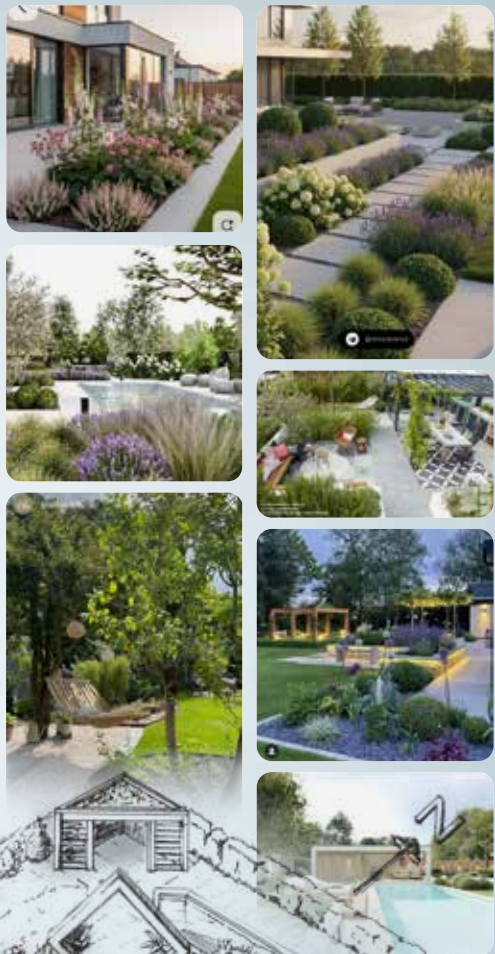
Spatial and situational analyses



Floor plan



Mood board client





Digital illustration

It goes without saying that I enjoy drawing, but what I really love is telling stories without words.

Nothing beats working with traditional materials such as (colored) pencils, ink, or paint. But combine these with digital tools like 3D models, and the possibilities are endless!



