

BIO Wilma Dijkgraaf-Hofmeijer – Co-Owner and co-founder of Buxkin, NL



Wilma Dijkgraaf-Hofmeijer grew up near the Veluwe, a woodland region of the Netherlands. She has always felt strong connected with nature and natural elements. She became an creative entrepreneur in dutch design industry by studying, especially in the eve besides working during the day, marketing, interior, garden and graphic design and after gaining experience during 10 jobs in 20 years time. She always found a reason to continue; new experiences, new skills. Always eager to learn. She made her entrance into the world of contemporary design in the '90's, at the Swiss textile company Ruckstuhl, where she met her current business partner Jan Veldhoen. In the intervening period she ran a corporate identity agency for 12 years. Designing and imaging are an important part of her work besides marketing and strategic business management.

As well in business as private, she's honest, broad minded, positive and cheerful. Often the initiator and the one that rolls up her sleeves. With Buxkin they took an initiating attitude in contributing to a greener future by pursuing sustainable cooperation with like-minded firms. Thats what she's doing in private life too. Asking attention for the nature that surrounds us and simulating people to make green choices, be kind for plants and animals. She likes people to be active, develop theirselves, pursue new oppertunities. What I like after work? Spending time with my family, friends, cats, make some nice food, being outside, discovering art, documentaires, reading, visiting festival and music performances.