

## *Almar van der Krogt*

Founder  
VIRVIE

*Almar van der Krogt (<http://www.linkedin.com/in/almar>) is founder of VIRVIE (<http://www.virvie.com>), an internet consultancy based in the Netherlands that strives to connect the real and the virtual world.*

*As a Virreal Architect he develops visionary website concepts that stand out in terms of beauty and ambition. Whilst his years of experience in customer/user centric websites and internet applications ensure solid usable designs, his urge to incorporate nonfunctional (but contextually relevant) components adds to the overall user experience. Thus realizing lasting impressions.*

*His speaking engagements include the Experience Architecture Forum at the Harvard Graduate School of Design in Boston (<http://www.viddler.com/explore/avanderkrogt/videos/4/>) and the Web and Beyond conference in Amsterdam (<http://www.viddler.com/explore/avanderkrogt/videos/3/>)*

*Almar currently is involved with several projects for libraries and cultural heritage institutions, including an Augmented Reality pilot that makes youth aware of background information regarding their immediate surroundings."*