

# ORANGEPANDA

3D art & merchandise

CH, NUENEN, BRUSSEL, MILAN, NAEELS, PARIS, MUSEUMSHOP MUSEUM  
GH MUSEUM, VAN GOGH THE IMMERSIVE EXPERIENCE, I AMSTERDAM  
HE NATIONAL RAILWAY MUSEUM, THE NATIONAL MARITIME MUSEUM  
DAM LOOKOUT, SPAR CITY ROKIN, THE MAGIC MUSHROOM GALLERY  
ENTS OF NATURE, HEMPSTORY, THE AMERICAN BOOK CENTER, SCHEI  
ESENT, STROMMA, REMBRANDTS AMSTERDAM, ARTNL, DSIGN.AMST  
DYO FRESH TEA BAR, ASIA STATION, I AMSTERDAM STORE, DEN BOSCH  
ESIGN MUSEUM DEN BOSCH, VINCENT VAN GOGHHUIS, IT'S A PRESEN  
ISH MUSEUM, MONDO GROWKITS, FACSHOP, FLOWERDESIGN, ZOO  
NERSPACE, HENK COMICS & MANGA STORE, VLIIEGER, DE KLEINE ELA  
AATWAAR, THE OLD MAN, KOKOPELLI, IT'S A PRESENT, DESIGN MUSE  
CH, NUENEN, BRUSSEL, MILAN, NAEELS, PARIS, MUSEUMSHOP MUSEUM  
VAN GOGH MUSEUM, VAN GOGH THE IMMERSIVE EXPERIENCE, I AMS  
HE NATIONAL RAILWAY MUSEUM, THE NATIONAL MARITIME MUSEUM  
DAM LOOKOUT, SPAR CITY ROKIN, THE MAGIC MUSHROOM GALLERY  
ENTS OF NATURE, HEMPSTORY, THE AMERICAN BOOK CENTER, SCHEI  
ESENT, STROMMA, REMBRANDTS AMSTERDAM, ARTNL, DSIGN.AMST  
DYO FRESH TEA BAR, ASIA STATION, I AMSTERDAM STORE, DEN BOSCH  
ESIGN MUSEUM DEN BOSCH, VINCENT VAN GOGHHUIS, IT'S A PRESEN  
ISH MUSEUM, MONDO GROWKITS, FACSHOP, FLOWERDESIGN, ZOO  
NERSPACE, HENK COMICS & MANGA STORE, VLIIEGER, DE KLEINE ELA  
LEMENTS OF NATURE, INNERSPACE, IT'S A PRESENT, DESIGN MUSEUM

## We are Orange Panda

**A unique design and wholesale company from Amsterdam. Aside from developing our own original product lines, we also create designs on assignment for our diverse clientele, including hotels, museums, and other attractions worldwide. We create original merchandise with beautiful illustrations. It is colorful, graphically designed, and pop culture-inspired. Our objective is to always develop new product lines that bring smiles to many people.**

Discover the fun and unique mix of designs in our 3D Lenticular Orange Panda Collection! Inspired by colorful paintings, stories, iconic images, and the cool vibes of the 80s and 90s. Each piece has its own story, making it a lively journey through time and imagination. We are always interested in inspiring collaborations to create something new. So if you have a good idea, feel free to contact us!

Due to our fresh and innovative style, our products sell very well at places like The Van Gogh Museum, The Museum Shop, Exhibition Hub, The Jewish Museum and The Dutch Open Air Museum. But also you can buy our designs at special tourist attractions like A'DAM Lookout, bookstores and special gift shops like I Amsterdam, the Magic Mushroom Gallery, Elements of Nature, Amsterdam Experience, It's a Present, Scheltema and The American Book Center.

*Our clients include The Van Gogh Museum, Exhibition Hub, A'DAM Lookout, I Amsterdam and The National Railway Museum.*



## Starry Night

In our interpretation of The Starry Night, we also incorporated a striped pattern to create movement in the sky, making the stars and the moon more alive and sparkling. Additionally, by moving the lenticular card, you'll notice a subtle change in the light within the houses of the village. To achieve great depth, we have constructed this image in many layers. This challenges spectators to look more closely at this magical night scene.

MAGNET

POSTCARD

BOOKMARK

POSTER



## Bedroom in Arles

This work was painted by Van Gogh in Arles. Vincent deliberately chose not to use perspective and to build the painting purely in planes. In doing so, he very clearly referred to Japanese print art which he loved very much. This colorful painting exudes peace and tranquility. Through the lenticular effect, we brought back the original purple color. When the window blows open, sunlight diffuses into the room.

MAGNET

POSTCARD

BOOKMARK



## Portrait as an Artist

Explore Van Gogh's "Portrait of the Artist" through this lenticular image which not only shows the artist's intense gaze but also brings his artistic spirit to life with floating paint strokes, creating a magical atmosphere. If you love Van Gogh, you'll appreciate the dynamic brushstrokes that reveal his creativity and inner struggles. Bring this lively lenticular artwork into your space to feel a strong connection to the master's soul.

MAGNET

POSTCARD

BOOKMARK



## Sunflowers

Experience the brilliance of Van Gogh's Sunflowers in our lenticular interpretation, revealing new beauty from every angle. Van Gogh enthusiasts will be captivated by the vibrant colors and dynamic light play in this unique design. Explore the symbolism behind the sunflowers, painted as a tribute to friendship. With each movement, our card captures the essence of these symbolic flowers, offering not just a visual delight but also a meaningful addition to your space. Let the sun always shine with this breathtaking lenticular rendition of a beloved masterpiece.

MAGNET

POSTCARD

BOOKMARK



## Almond blossom

Awaken your senses with our lenticular version of Van Gogh's Almond Blossom. With every movement, this masterful creation reveals the gradual budding of the blossom, with buds opening into lush flowers. The depth of colour and subtle nuances come to life, putting you at the heart of Van Gogh's artistic vision. A unique combination of art and innovation, this card captures the timeless beauty of the Almond Blossom in a dynamic and compelling way.

MAGNET

POSTCARD

BOOKMARK



## Irises

Immerse yourself in the beauty of Van Gogh's Irises through our captivating lenticular interpretation. Each move unveils the rich colors and delicate strokes of this masterpiece, making you feel like you're in Van Gogh's flower-filled imagination. The irises, symbolizing faith, hope, and wisdom, carry extra meaning in this design. If you love Van Gogh, you'll appreciate the subtle lenticular details that not only bring the flowers to life but also convey the artist's deeper emotions.

MAGNET

POSTCARD

BOOKMARK



## The Scream

The Scream is the iconic work of the painter Munch. As a tribute to this Norwegian artist, we took this painting as our starting point. When emotions and impressions become too much for humans, despair strikes. Through the use of the lenticular technique, long brushstrokes come to life and partly due to the intense use of color, a disturbing environment is created in which the main character can no longer control his feelings. His head is literally blown up by too many impressions.

MAGNET

POSTCARD

BOOKMARK

POSTER



## Girl with a Pearl Earring

Enhance your experience with the captivating lenticular technique, elevating the timeless allure of Vermeer's Girl with a Pearl Earring. A modern twist is seamlessly woven into this classic masterpiece, featuring a playful wink. As you gently move the card, marvel at the emergence of a Delft blue-inspired pattern, adding an enchanting dimension to the iconic painting. The lenticular effect creates a stunning visual dance, marrying tradition with innovation in this contemporary rendition.

MAGNET

POSTCARD

BOOKMARK

POSTER



## Bike Trip

Hop on a magical journey honoring Swiss chemist Albert Hofmann, who introduced LSD and sparked a new era of imagination. Join the fun on Bicycle Day, named after Hofmann's first LSD trip. Experience the vibrant lenticular ride, where colors swirl and imagination takes flight. Let the playful journey inspire creativity and wonder as you explore the colorful landscapes of Bicycle Day. It's a simple yet magical adventure celebrating the power of imagination and the impact of Hofmann's groundbreaking invention.



- MAGNET
- POSTCARD
- STICKER

## Le Chat Noir

Dive into the ambience of Montmartre's legendary cabaret, Le Chat Noir, with our lenticular image. Here, a playful black cat, shrouded in mystery, shines accompanied by a mischievous ball of wool. The lenticular magic gives life to this scene, where the cat seems to play with every movement. Be transported to the bohemian charm of bygone Parisian nights, where the cat and the ball of wool embody a dynamic dance of art and entertainment in this unique, timeless creation.



- MAGNET
- POSTCARD

## Future Wave

Welcome to the future with Future Wave: a lenticular masterpiece that brings together the bustling streets of Tokyo, a love of Shibas and the iconic DeLorean time machine. Amid futuristic scenes and the adoration of these charming four-legged creatures, Future Wave offers not only a view of the majestic Mount Fuji, but also a journey through time. The innovative lenticular technique makes this design not just a work of art, but a wondrous reality where colour, depth and the promise of the future merge.

- MAGNET
- POSTCARD
- STICKER



## Mona Lisa

We have given this world-famous painting made by the gifted artist Leonardo da Vinci a contemporary version with a beautiful modern color palette. The use of modern 3D technology gives the portrait a an intriguing depth. By moving the card, Mona Lisa gives a mysterious wink when the sun rises.



MAGNET

POSTCARD

BOOKMARK

## Dutchboys

We also wanted to create something for the young tourists who come to Amsterdam, so we started a whole new product line starring the Dutchboys: two buddies from Amsterdam who love adventure and hanging out at special places in the city. The 8-bit graphics of this line are a nod to the arcade video games of the 80s and 90s.



MAGNET

POSTCARD

BOOKMARK

POSTER

## The Night Watch

Of course, we also wanted to pay homage to the old master Rembrandt. And so we revived the Night Watch. He was one of the first painters to paint a group portrait of people in action. The lenticular technique makes the figures come alive even more. The use of different depth layers encourages viewers to examine the group portrait more closely. Rembrandt's play of light is of an unprecedented beauty and never seen before.



MAGNET

POSTCARD

POSTER

## Parisboys

Inspired by our love for the city of Paris we created the Parisboys 3d lenticular collection. The Parisboys are a flamboyant couple who love Paris immensely. They like to hang out at tourist attractions like the Eiffel tower; the Champs Elysees & the Moulin Rouge. They also really enjoy visiting the Louvre to see art. Like the Dutchboys collection, the Parisboys designs are inspired by the Arcade video games of the 80s and 90s.

MAGNET

POSTCARD



## Cyborg Love

Get ready to be amazed by our new electrifying lenticular design, "Cyborg Love"! Imagine futuristic robot love on a beach with stunning 3D vibes and awesome colors. It's like human feelings meeting high-tech magic! Fall in love with the future – grab yours now!

MAGNET

POSTCARD



FOLLOW FOLLOW



 orangepanda.nl



## Love you to death

Delve into the mystical depths of a lenticular masterpiece where love, seduction embodied as the devil, and death intertwine in an enchanting spectacle. Here, a surreal narrative unfolds where passion is reflected in tender embraces, seduction lurks in the shadows as the devil beckons, and death presents itself as an inevitable companion. The lenticular technique brings this imaginative world to life, where each movement reveals a new facet of the story.



MAGNET POSTCARD STICKER

## After Gameboy

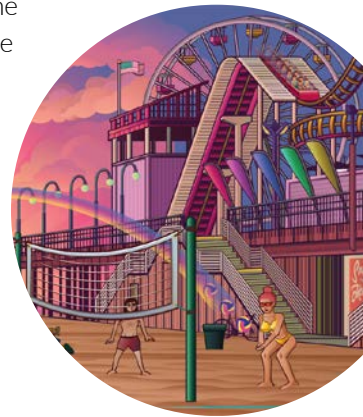
Like nostalgic Game Boys from the 1980s, we take you on a lenticular journey through time. This tribute honors an era when we got lost in captivating games, with Amsterdam now shining as the epic playground. Let the moving pixels transport you back to that time of adventure, where every jump and every pixel represents an unforgettable chapter in the gaming saga. A lenticular reminder of an era when we lost ourselves in endless play, and where Amsterdam Central Station is the beginning for new digital adventures.



MAGNET POSTCARD STICKER

## Santa Monica Beach

Our vibrant lenticular design captures the lively spirit of Santa Monica's iconic beach. Bursting with color, it depicts locals and tourists mingling, strolling, working out, and enjoying volleyball games against the picturesque backdrop. The renowned Santa Monica Pier comes alive in dynamic hues, inviting you to savor breathtaking views or partake in the joyous Ferris wheel rides. Transporting you to the heart of this coastal haven, our design encapsulates the diverse activities and vibrant energy that define the enchanting atmosphere of Santa Monica Beach.



MAGNET POSTCARD

## Ufo Cow Abduction

In the heart of California's mystery, where normal meets extraordinary, we were inspired by the legendary Cow Abduction tale. Intrigued by this UFO story, we wanted to bring it to life visually. Using the lenticular technique, a simple image of a cow under the night sky turns into a moving story. The UFO's glow lifts the cow into the air, capturing the essence of this famous tale. Our artwork not only brings the story back but turns it into a living masterpiece, inviting everyone to experience the mysterious dance between imagination and reality in California's UFO myths.



MAGNET POSTCARD



## Custom made 3D art

Welcome to the enchanting world of lenticular merchandise, where art and design come together to bring your vision to life! At Orange Panda, we go beyond standard designs - we create bespoke masterpieces that excite the senses and ignite the imagination.

Our custom-made commissions take your ideas to the next level, where colours dance and depth takes centre stage. Lose yourself in the magic of lenticularity, where every movement tells a new story. Whether it's personal memories, corporate logos or artistic visions, we bring it to life with a unique twist. Our merchandise is not only pleasing to the eye, but also a powerful way to set you and your company apart. Don't be limited by conventional ideas - unleash your creativity and see how your unique merchandise attracts attention and captures hearts.



## Product displays

We know how important it is to make the best use of retail space, and at the same time, ensure the products catch the eye. This is why we have developed various product displays so that we can offer every store a suitable solution. For every order we can deliver table top displays or custom made (floor) displays.



## Finding the balance between art and commerce

by Efu Heyliger

Sebastian Duong and Rudy Elerie are the dynamic duo behind Orange Panda, a notable brand in the merchandise field. Their unique approach, combined with their artistic background, is a breath of fresh air in an industry dominated by mass production.

Rudy Elerie's and Sebastian Duong's entrance at an opening party of a trendy concept store in Amsterdam's Kalverstraat is a stylish one. Elerie's striking loafers, adorned with embroidered pineapples, and Duong's bold paisley-print shirt combined with purple pants and a camo jacket, are the highlights of the evening. They are the Viktor & Rolf of merchandise. However, it is not just their impressive outfits that catch the eye, it is their 3D lenticular postcards that attract attention. Art and design are uniquely intertwined in these designs which makes them stand out. The dynamic of these two disciplines, combined with their passion for beauty, is the driving force behind their partnership.

"For us, it's about maintaining our own artistic integrity in a commercial world," says Duong at the Orange Panda office in Amsterdam. "Apologies for the chaos, we've just received a big order from the Van Gogh Museum." Large boxes rest beside the



office desk where Duong sits. The rest of the space is decorated with large plants and shelving units where more products are stored. A large, vibrant painting made of different types of moss hangs on the wall, providing a contrast to the pink colors of the 3D cards from the Paris Boys series displayed on the table in front of it. Additionally, a life-size screen print of Duong, portrayed as a cowboy, challenges you to a duel.

Their artistic background is evident. Duong, who graduated from the Royal Art Academy in Den Bosch, and Elerie, who was inspired to do street photography through the work of photographer Ed van der Elsken, met each other in the 90s. It was on the Paleisstraat in Amsterdam, where Duong lived after his studies, that he saw Elerie taking photos on the street. "I was so intrigued by him. Such a warm and super social personality. I recognized his spontaneity in his photography; his feeling for timing and beauty. Afterward, I kept running into him at parties and exhibitions of the Rietveld and we became friends."

Duong, who had already found success with his clothing brand Mingface, inspired by his Chinese-Dutch background, started to receive help from Elerie more and more. He assisted with scouting models, photography, and selling t-shirts on the market. After years of being present at the Noordermarkt in Amsterdam with his brand, Duong decided to follow a new path by starting Orange Panda, focusing on merchandise for tourists visiting the capital. First, with another business partner, he later continued the business with Elerie.



Now, Orange Panda has sales points in the Netherlands, Brussels, Paris, and Milan. Their collections can be seen in the Van Gogh Museum, I Amsterdam, A'DAM Lookout, and at the exhibitions of the Immersive Hub. However, retailers such as Magic Mushroom, Amsterdam Experience, and The American Book Center also sell their merchandise. In addition to providing their own collections, they also develop custom-made designs for their clients.

"We want to enrich the world with our innovative 3D lenticular merchandise. Creativity, humor, and positive energy are the leading ingredients for coming up with surprising collections. In this way, we create our own colorful universe that hopefully speaks to the imagination."

Orange Panda's assortment includes postcards, magnets, posters, notebooks, and bookmarks. But what really stands out are their 3D lenticular products. "Sometimes we start with an existing image, such as the paintings of Van Gogh. We give it our own twist by subtly distorting it, but always with respect for the original work. Or we create something completely new, like our Paris Boys series in which 2 friends visit tourist spots in Paris."

The design Love You to Death shows that love and death are inextricably linked. In the design Future Wave, we find ourselves in the city of Tokyo with a view of Mount Fuji, as we travel into the future in a DeLorean; the iconic car from the 80's movie Back to the Future.



"These designs stem from a nostalgic longing for the 80s & 90s. The time when we both grew up and went to parties for the first time. It was the beginning of the period of arcades, Game Boys, and 8-bit computers. Creatively, we can do whatever we feel like. This way, we maintain our own identity and our customers know they are getting something unique. We can fully use our passion for art and design here. The entire process, from brainstorming and consultation to production, and finally seeing the product in store, gives a huge kick!" Elerie adds.

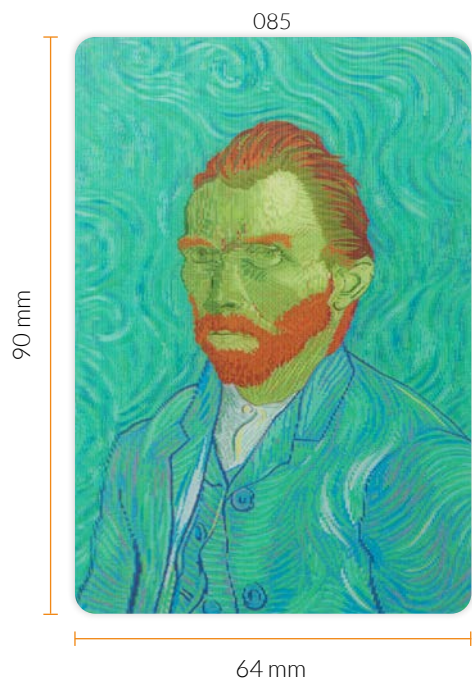
Just as their 3D designs are contrast-rich, layered, and exuberant, so are Sebastiaan Duong and Rudy Elerie. And with a multitude of new ideas in the pipeline, the duo is enthusiastically building their own wondrous 3D universe, connecting art with the world of commercial merchandise.



# 3D Magnets

The magnets of Orange Panda are the sparkling stars of your fridge! These enchanting 3D magnets come to life with explosive colours and breathtaking depth, making every glimpse a trip to the imagination. Add a touch of dynamism to your fridge and let these lenticular masterpieces shine like lasting memories. Lose yourself in the fascinating details and give every day a sparkling start. Why choose ordinary magnets when your fridge can be a gallery of vivid emotions? Get your lenticular magic today and let your fridge shine like never before!

- VAN GOGH
- PARIS
- HOLLAND
- CUSTOM DESIGN



171



169



172



168



086



084



167



161



184



194



192



193



266



255



164

# 3D Postcards

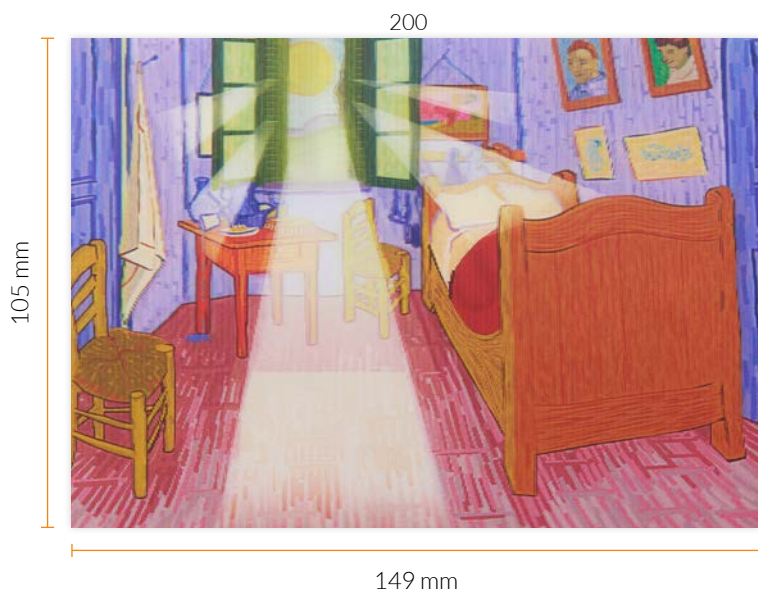
Step into the magical world of lenticular postcards, where colours come to life and depth takes on a new dimension! Our lenticular cards are not just postcards; they are an enchanting experience. Each design is infused with vibrant colours and stunning depth effects that bring the images to life. Indulge your senses with a visual feast as scenes transform before your eyes. These cards are not just a message, but an enchanting journey. The vibrant colours and immense depth are bound to put a smile on any face.

VAN GOGH

PARIS

HOLLAND

CUSTOM DESIGN



250



149



150



146



252



148



257



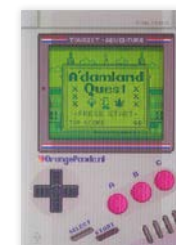
258



159



750



253



251



154



153



140

# 3D Bookmarks

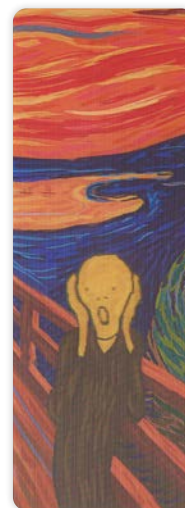
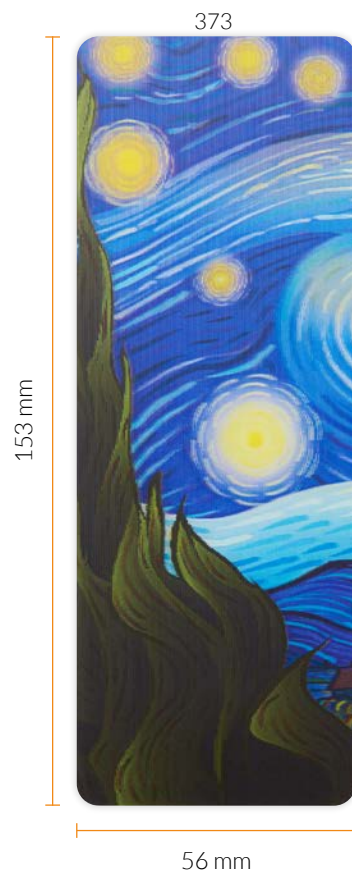
Dive into the magic of the written word with Orange Panda's lenticular bookmarks - the ultimate companion for any book lover who craves more than just words on paper. These enchanting cards take reading to a whole new level with vibrant colours and stunning depth effects that will awaken your imagination.

VAN GOGH

PARIS

HOLLAND

CUSTOM DESIGN



368



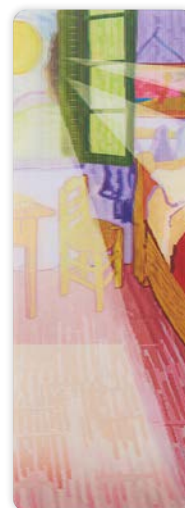
375



371



372



378



370



374



377

# 3D Posters

Step into the enchanting world of our lenticular A3 posters, where art and technology come together to create a visual experience that defies the imagination. With a masterful blend of innovative lenticular technology, bold colour palettes and stunning depth effects, our posters take the art of visual storytelling to unprecedented heights.

VAN GOGH

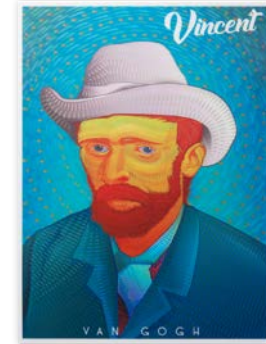
PARIS

HOLLAND

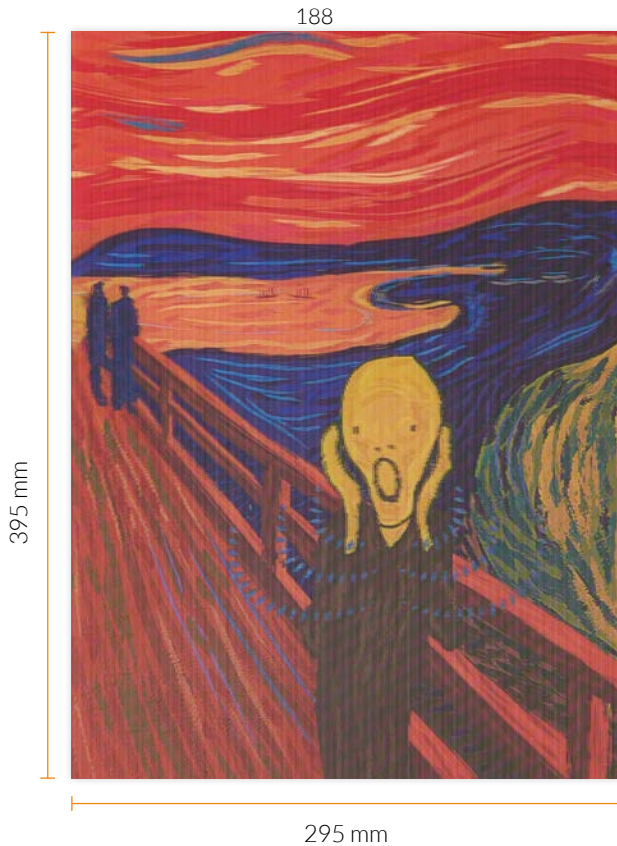
CUSTOM DESIGN



180



181



188

395 mm

295 mm



190



089



087

## Join the Pipe

We at Orange Panda are proud to have teamed up with Join the Pipe, your gateway to sustainable hydration! Dive into the ecofriendly revolution with our Reusable Water Bottles crafted from sugarcane - the Join the Pipe City Bottles. More than just a bottle, it's a statement; an affordable and eco-conscious alternative to single-use plastics.

Customization is at the heart of our City Bottles. Personalize your bottle to reflect your style, whether it's a bold logo, a vibrant color scheme, or a motivational quote. It's not just a water bottle; it's an extension of your identity.

But the benefits don't stop there. These bottles aren't just good for the environment; they're also a fantastic, pre-filled solution. Perfect for those on the go, our City Bottles make staying hydrated a stylish and seamless experience.

Looking for a memorable souvenir or a distinctive corporate gift? Look no further. The Join the Pipe City Bottles are the perfect canvas for your creativity. Give a gift that makes a difference and leaves a lasting impression.

Join the movement towards sustainability and make a statement with every sip. City Bottles from Join the Pipe: where affordability meets environmental responsibility, and customization meets style. Embrace the future of hydration today!



# Reusable Water Bottles



Join the Pipe City Bottles,  
*the* affordable alternative for  
single-use water bottles.  
Customisable, (prefilled),  
and a great souvenir too!  
Check your city here...



# Join the pipe

Refill. Reuse. Reduce.



CH, NUENEN, BRUSSEL, MILAN, NAPELS, PARIS, MUSEUMSHOP MUSEUM  
GH MUSEUM, VAN GOGH THE IMMERSIVE EXPERIENCE, I AMSTERDAM  
HE NATIONAL RAILWAY MUSEUM, THE NATIONAL MARITIME MUSEUM  
DAM LOOKOUT, SPAR CITY ROKIN, THE MAGIC MUSHROOM GALLERY  
ENTS OF NATURE, HEMPSTORY, THE AMERICAN BOOK CENTER, SCHE  
PRESENT, STROMMA, REMBRANDTS AMSTERDAM, ARTNL, DSIGN.AMS  
YO FRESH TEA BAR, ASIA STATION, I AMSTERDAM STORE, DEN BOSCH  
SIGN MUSEUM DEN BOSCH, VINCENT VAN GOGHHUIS, IT'S A PRESEN  
ISH MUSEUM, MONDO GROWKITS, FACSHOP, FLOWERDESIGN, ZOO  
NERSPACE, HENK COMICS & MANGA STORE, VLIAGER, DE KLEINE ELA  
AATWAAR, THE OLD MAN, KOKOPELLI, IT'S A PRESENT, DESIGN MUSE  
CH, NUENEN, BRUSSEL, MILAN, NAPELS, PARIS, MUSEUMSHOP MUSEUM  
VAN GOGH MUSEUM, VAN GOGH THE IMMERSIVE EXPERIENCE, I AMS  
HE NATIONAL RAILWAY MUSEUM, THE NATIONAL MARITIME MUSEUM  
DAM LOOKOUT, SPAR CITY ROKIN, THE MAGIC MUSHROOM GALLERY  
ENTS OF NATURE, HEMPSTORY, THE AMERICAN BOOK CENTER, SCHE  
PRESENT, STROMMA, REMBRANDTS AMSTERDAM, ARTNL, DSIGN.AMS  
YO FRESH TEA BAR, ASIA STATION, I AMSTERDAM STORE, DEN BOSCH  
SIGN MUSEUM DEN BOSCH, VINCENT VAN GOGHHUIS, IT'S A PRESEN  
ISH MUSEUM, MONDO GROWKITS, FACSHOP, FLOWERDESIGN, ZOO  
NERSPACE, HENK COMICS & MANGA STORE, VLIAGER, DE KLEINE ELA



**ORANGEPANDA**

info@orangepanda.nl

www.orangepanda.nl

 orangepanda.nl



FOLLOW  
FOLLOW  
FOLLOW