



INTERVIEW WITH SANDY WITH COLOR AND LOVE: ILLUSTRATIONS BY SANDYSIGN



Sandy Hof-Teeuwen is the illustrator and founder of the Sandysign label. With her colorful illustrations, she brings a smile to many faces. She has used her creativity for various projects, including designing the shopper bag for the 70th edition of the Huishoudbeurs. She also worked for Hallmark for several years and currently creates greeting cards for Greetz. Additionally, she has joyfully illustrated a special educational project that helps primary school children find more peace and balance. In this interview, Sandy shares her creative process, her unique journey, and the projects that are closest to her heart.

Sandy, you started drawing in 2013 in a unique way. Can you tell us more about that?

Yes, that's right! My drawing journey began with a Dutch book by writer and illustrator Lou Niestadt. I found her handwritten and illustrated book so special and inspiring. When I heard that Lou was giving a workshop at an event, I decided to look for a last-minute ticket. That same day, I found two tickets on a Dutch online marketplace and suddenly found myself sitting at her table. During the workshop, I discovered that she worked with watercolor, and I got to try it out myself. I enjoyed it so much that the next morning, after dropping my daughter off at school, I went straight to the bookstore to buy a set of watercolors. Shortly after, I traveled to Alaska for a trip where I would create a flower essence remedy, as I also have a practice in natural medicine. During that trip, I decided to keep an illustrated travel journal, and those became my first real drawings.

How did Sandysign come to life?

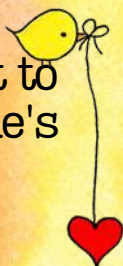
After my trip to Alaska, I created many drawings, illustrated quotes, and a 'Take what you need / Free Compliments' poster. A friend saw this on my Facebook page and asked who had made it. When she found out it was me, she invited me to discuss a few business projects she had in mind. She also wanted to show my work to a contact of hers. Naturally, a website was needed for that. That same evening, my husband came up with the name Sandysign and immediately built a website. I scanned my drawings, designed a logo, and just like that, Sandysign was born.



How would you describe your illustration style?

My illustrations are colorful, cheerful, loving, and playful. My little bird often appears in my drawings, usually carrying a flower in its beak. My goal is for my illustrations to bring a smile to people's faces.

My drawings are meant to bring a smile to someone's face



What does your creative process look like?

I draw all my illustrations by hand using a waterproof fineliner and watercolor paint. Then, I scan my illustrations and edit them digitally. My texts are always handwritten, which adds a personal touch. Currently, I work for Greetz.nl, where around 100 of my greeting cards are available online.



Sandy in Alaska, creating her art journal (2013)



Sandy at the booth of the shopper bag for the 70th edition of the 'Huishoudbeurs' (2015)

What are you most proud of in your career?

There are several projects I look back on with great pride! In 2015, I had the incredible opportunity to design the shopper bag for the 70th edition of the 'Huishoudbeurs', a major consumer lifestyle fair in the Netherlands. Seeing my design printed on 80,000 shopper bags and displayed at the event was surreal—especially with a massive booth shaped like my bag!

I also worked for Hallmark for about five years, where my greeting cards were sold both online and in stores across the Netherlands, Belgium, Germany, and Austria. My designs also featured on agendas, weekly planners, and birthday calendars.

Another project that I'm especially proud of is 'Rust in de Klas' (Peace in the Classroom), an initiative by my friend Margo. She developed a program to help primary school children find more peace and balance in the classroom. I had the joy of creating illustrations for the lesson cards, and it's amazing to hear how both children and teachers benefit from them.

What do you hope to achieve in the future?

I would love to design even more greeting cards for Greetz (Moonpig) and perhaps even have them sold in England, as Greetz is part of an English company. Another big dream of mine is to create a children's book about the whale, a creature that has had special significance for me since my trip to Alaska in 2013. Who knows what the future holds!

What special moments have you experienced thanks to your artwork?

Recently, I had a wonderful experience at a shopping center in my neighborhood. I walked past a woman holding her bicycle and noticed she had the Huishoudbeurs shopper bag in her bike basket—ten years after it was released! I told her that I had designed the bag. She was thrilled and said she loved how colorful and cheerful it was. She had found it at a thrift store and was still using it with joy.

Another memorable moment was when a friend asked me to create illustrations for a fundraiser for Stichting Care4Tina. She had adopted a son with a cleft lip and traveled to China to support the foundation.



Greeting Cards
by Sandysign
(Greetz.nl)

My illustrations were turned into postcards and sold to raise money. Later, I learned that the proceeds from these cards had helped fund surgeries for three Chinese children with cleft lips. It was incredibly moving to know that my artwork had contributed to something so meaningful.

And then there was a special moment during our winter vacation. Since I don't ski, I was enjoying the winter sun in a lounge chair outside a small coffee house. Inspired by the cozy setting, I decided to sketch the little café using my travel art supplies and watercolor paint. The next morning, I had the drawing printed at a local shop, bought a frame, and wrapped it as a gift. When I gave it to the woman who worked there, she was visibly touched. She told me that her café was closing for good that season and would be torn down. After working there for over 20 years, the drawing meant a lot to her as a keepsake. Moments like these make illustrating even more special.

I'm excited to see what beautiful projects and special encounters lie ahead! 🌈



A farewell gift for a special place (2025)