

Scottish Minecraft mogul joins board of Nick Candy's Blippar

Blippar is hoping to turn around its fortunes with a team of new executives

By James Cook

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The Nick Candy-owned [augmented reality \(AR\) start-up Blippar](#) has attracted a prominent Scottish video games entrepreneur to its board.

Chris van der Kuyl, the chairman of Dundee video game company 4J Studios which has since 2012 brought video game Minecraft to consoles, joined Blippar's board earlier this month.

The executive co-founded the studio in 2005 and its success in working with Microsoft on new versions of Minecraft has seen his net worth rise to £150m.

Companies House filings show that Mr Van der Kuyl became a director of Blippar on March 8.

The business, which produces apps and other tools that let brands create AR marketing campaigns, was brought out of administration for £450,000 by Mr Candy [at the start of 2019](#).

The millionaire property developer is hoping to turn around the company's fortunes through the [hiring of a number of new executives](#) including former Skype employee Faisal Galaria as the company's new head.

Blippar has dropped the requirement for people to download its app in order to view AR campaign and the start-up signed three \$100,000 (£72,000) client campaigns during the first lockdown, [Mr Galaria told The Telegraph last year](#).

“Blippar is a true AR pioneer,” Mr Van der Kuyl said. “The team has more experience and more mature technology than anyone else in the industry. Combining that with exceptional leadership and a great team puts Blippar right at the forefront of AR just as it emerges as one of the key drivers of the next wave of the technology revolution.”

Along with Mr Van der Kuyl, Blippar has also brought in entrepreneur Justin Cooke as a new board member.

Mr Cooke is an executive at the Open University’s FutureLearn business as well as a venture partner at investment business Northzone, which has backed companies including Spotify and Klarna.