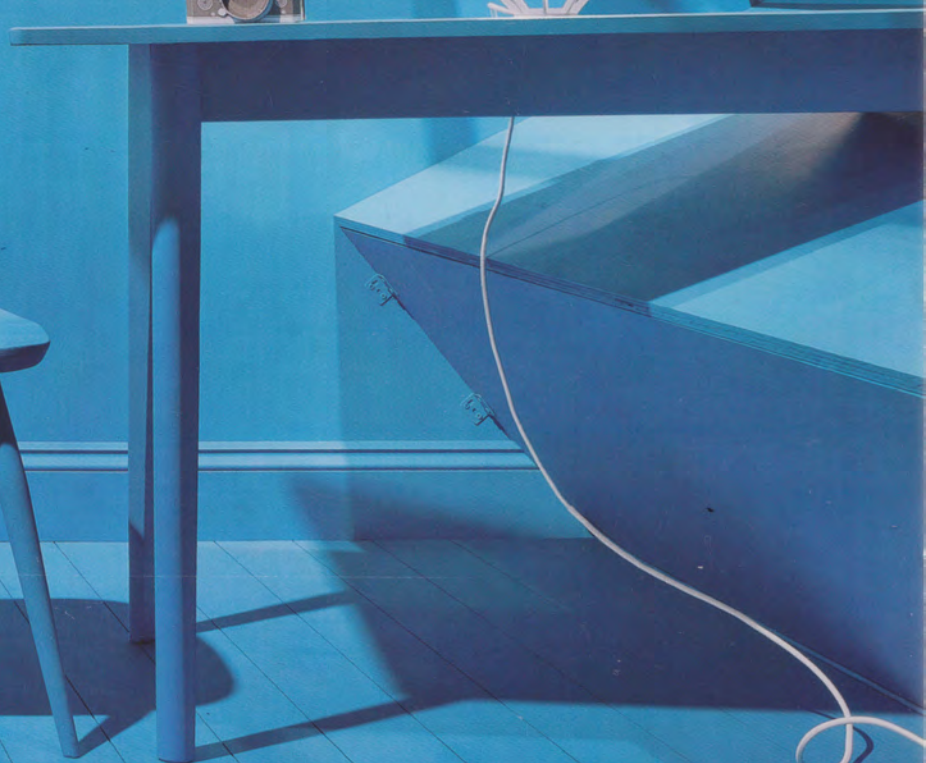


# INTERIOR DESIGN<sup>®</sup>

APRIL  
2012



fashion  
flash!





## project runway

**The red-light district** in Amsterdam is notorious. Less well known is an urban renewal program to nix the brothels. As part of that effort, the entrepreneurial duo of Otto Nan and Suzanne Oxenaar renovated and connected a curious trio of buildings: a seedy hotel from the 1970's, another from the '80's, and a 17th-century soap-making shop. The result is Hotel the Exchange.

Its fashion-minded decor grew out of Oxenaar's observations of the area.

Watching the mix of tourists, commuters, and students from the Amsterdam Fashion Institute, ➤

*Manray's Eyes, a guest room at Hotel the Exchange, features the surrealist's photograph rendered in woven cotton and framed in embroidery hoops.*

## hospitality

firm: *ina matt* site: *amsterdam*







she thought, *It's like a catwalk. Why don't we dress the rooms as if they were models?*

So she and Nan turned to AmFI's latest crop of undergraduates and their adviser, an interior designer. Giving them guidance on their final show, Ina Matt principal Matthijs van Crujisen easily transitioned into art director for 34 student-designed guest rooms. His firm's other principal, Ina Meijer, focused on the public spaces and worked alongside him on the remaining 27 guest rooms.

Ina Matt had only two and a half months to develop the concept, based on furnishings being the "clothes" the rooms are wearing. The eight students selected to participate executed schemes ranging ➤

**Clockwise from top left:** In the *Tailor's Dummy 1* room, the linen covering the walls and custom furnishings can be altered by guests. For the *Live Hand Drawing* room, Amsterdam Fashion Institute student Iris Kloppenburg nailed electrical wire to the walls and ceiling and attached incandescent bulbs. Kloppenburg chose lamps by TAF Architects for the *Infusion* room. Custom ceramic blocks form the pastry counter at the hotel's restaurant, *Stock*.

**Opposite:** In the *Eighties* room, AmFI graduate Roos Soetekouw took custom machine-knitted polyester and cinched it with elastic at the ceiling.









## hospitality



**FROM FRONT THROUGH BOERENBONTHAL:** WALL COVERING, FURNITURE FABRIC (TAILOR'S DUMMY 1). **MUUTO:** LAMP (TAILOR'S DUMMY 1), PENDANT FIXTURE (LIVING IN A CARDBOARD BOX). **KONINKLIJKE MOSA:** CUSTOM BLOCKS (RESTAURANT). **THROUGH FABRIEKNL:** SCONCES (EIGHTIES, MATTRESS). **MARCO PUPPING FURNITURE:** CUSTOM FURNITURE (MISUNDERSTOOD CREATURES). **THROUGH DEGO STOFFERINGEN:** CURTAIN FABRIC, WALL COVERING, CHAIR FOAM (MATTRESS). **THROUGHOUT:** **HENK DRESENS:** BED LINENS. **ONSWERK:** BUILDING ARCHITECT. **VAN ZIJTVELD:** STRUCTURAL ENGINEER. **OPUS RESTAURATIE:** GENERAL CONTRACTOR.

from a deconstructed mattress to oversize jewelry rendered in electrical wire. Most of the student rooms also feature custom fabrics produced with the Audax Textile Museum Tilburg, and some are now sold at the hotel's boutique, emphatically named Options!

For the restaurant, Stock, everyone involved in the

hotel—from contractors to investors—was asked to sketch a bird sporting a hat, sunglasses, or another accessory. Ina Matt then turned the sketches into stencils to paint onto the walls. Van Crujisen explains the idea as a play on a Dutch saying. Translation: "In fashion, we're a strange flock." —*Meghan Edwards*

**Clockwise from top:** Soetekouw's Misunderstood Creatures room contains custom furniture in powder-coated tubular steel and murals in crayon. She installed Swedish 1970's sconces in the Mattress room, where she also hung steel springs on a wall. A photograph became a custom-printed cotton wall covering in student Denise de Geijter's room, Living in a Cardboard Box.