



Masterly hotel ***** A five star experience

FIVE STAR CLOAKROOMS IN MILAN

During the Salone del Mobile in Milan the Dutch pavilion Masterly will show something unparalleled: the Masterly Hotel ***** A five star experience. In the historic period rooms of the Palazzo Francesco Turati Studio Edward van Vliet will create a lobby, a dressing room and a bathroom. Three poetic worlds equipped with the new interior designs he realized last year for four different Dutch clients: Leolux, BN, JEE-O and Gardelux. Together with Hermeta the designer developed a new line of the Gardelux classic cloakrooms: Gardelux by Edward van Vliet. The Kabuki Collection. Delightful wardrobe systems giving a new élan to hotels, restaurants and theatres.

As art director, Edward van Vliet took care in 2017 of fitting the central court, however during Masterly - The Dutch in Milan 2018, he will show his hospitality concept in a bigger way. The Dutch brands with whom he designed new products last year: Leolux, Hermeta, BN and JEE-O, give a joint, each other strengthening and novel presentation.

Whoever mounts the marble stairs of the richly decorated nineteenth century Palazzo Francesco Turati will be submerged in an attractive, comfortable, luxurious, five-star hotel (but where you cannot stay the night). For the Masterly Hotel ***** the designer Edward van Vliet fitted three adjoining neo-renaissance rooms: a lobby, a dressing room and a bathroom. He creates a poetic universe in the treasures of the Palazzo where the beauty of exotic cultures, elements from nature, mathematical patterns and attractive colours bloom in an inspiring manner on the carpet of Moooi Carpets.

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Gardelux by Edward van Vliet

Entering the lobby, the delightful architectonic cloakroom systems catch your eyes immediately. Gardelux by Edward van Vliet, The Kabuki Collection is the name of these remarkable series of cloakrooms, the stylish result of the cooperation between the designer and the very Dutch company Hermeta. "Apart from the functional and strict wardrobe systems of our well-known brand Gardelux that are used in numerous public places, like museums, sports cafeterias and swimming pools, we wanted to develop a wardrobe system that would bring a new élan to hotels, theatres and resorts", says Marcel van der Sluijs, Hermeta's managing director. From the shared vision that they could make a real contribution to the experience of these spaces with modern, attractive wardrobe systems and room dividers, both producer and designer agreed that Gardelux by Edward van Vliet is a

worthy eye-catcher to receive the visitors of a concert building or restaurant in a pleasant environment.

MASTERPIECES

For the pearls among the cloakroom systems Edward van Vliet conceived of two different worlds of experience: 'Poetry & Art' for the dressing room and 'Nostalgia & Nature' for the lobby. The newly designed profiles used for this new Gardelux line can carry both removable panels as well as a curtain rail with a series of new and elegant clothes hooks. Various new hooks can be pushed along the rail like costly rings. These masterpieces of anodized aluminium are produced in gold, bronze and raspberry red by Alumat, a specialist in anodizing aluminium. The design jewels with exotic Japanese names vary from a double coathook to a cut diamond shape. There is even a milled one with an inlay of wood or porcelain designed by jewellery designer Judith Bloedjes. Oak shelves and panels draped with a beautiful silk wallpaper with a scaly relief from BN have created a superior cloakroom system which can be varied endlessly: from room dividers and stylish wardrobe systems to mobile dressing rooms. Combined with mirrors, curtains and hooks, this durable cloakroom system can be applied by project and home designers in hotels, restaurants, retail environments and public buildings.

CABINET OF CURIOSITIES

The last space of the Masterly Hotel ***** is an amazing Cabinet of Curiosities. A library of materials with valuable samples and models of the participants are exhibited in the handmade steel wall cabinets of Don Zweedijk. In this way Masterly celebrates with the Masterly Hotel ***** a presentation as an ideal and a memorable Gesamtkunstwerk.

Visit the Masterly Hotel ***** A five star experience during Masterly – the Dutch in Milan, April 17-22, Palazzo Francesco Turati, Via Meravigli 7, Milan.

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About Hermeta-Gardelux

Hermeta, the leading family business in Asperen, Netherlands, has been engaged for nearly a hundred years in the production of a fine collection of interior accessories and design. Apart from Facade construction and Interior construction, we also put Gardelux on the

market, a brand which for decades has been a household name among cloakroom systems. During Masterly in Milan, Hermeta launches the renewed Gardelux wardrobe line: The Kabuki Collection by Edward van Vliet.

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About Edward van Vliet

Edward van Vliet completed his studies in 1989 at the Academy for Industrial Design (now the Design Academy Eindhoven) in two subjects: textiles and living. Since the beginning of the 90's his international design bureau Studio Edward van Vliet has been established in Amsterdam. Recently he has moved to a new studio on the Van Eeghenlaan where he also has a showroom. He

works for private customers, resorts, museums, hotels and offices and makes special presentations under the name 'Room of Origins.' The designer works for big international brands like Moroso, Mooi, Moosoi Carpets, Bisazza, & Tradition, Rosenthal, Pomd'Or, Haworth, Palau and Venini. He is strategic art director for the Dutch brand Leolux.

creatingworlds.edwardvanvliet.com

*If you have more questions and/or would like to receive pictures, please contact
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