

Aerdenhout, September 2023

DE JUUL INTERIOR DESIGN – COMPANY PROFILE

Juliëtte van der Hulst's love of interiors and architecture started from an early age. Born in 1980 and raised in the famous Dutch 'Bollenstreek' (flower bulb region), she used her first savings to take out a subscription to a Dutch homes and interiors magazine. During her studies in Rotterdam, she spent many weekends in the library of the Netherlands Architecture Institute (now called The New Institute).

Juliëtte began her career in PR and marketing with high-profile names within the interior design & architecture industry, such as Vitra and Erick van Egeraat associated architects. Her career path introduced her to a wide range of industry-related companies, and her evenings were spent studying interior architecture, furniture making and lighting.

In 2008 she founded DE JUUL Interior Design, after which many noteworthy renovation projects followed as well as the launch of her own furniture brand DE JUUL. With her personalised designs and her passion for and knowledge of historical architecture, art and interiors, she has been working for 15 years on a diverse portfolio in the field of interior architecture, interior decoration and product design. Driven by curiosity, she started researching decorative English interiors in 2022 and writes articles about this for her website. In addition, she writes regular columns in local creative magazine B (for the local town of Bloemendaal), and is a regular guest speaker at industry-related training courses and events.

Within the broad spectrum of "interior design", DE JUUL Interior Design specialises in projects that involve the renovation of historical architecture and are stylishly realised using original features and modern-day comforts.

DE JUUL Interior Design believes that everyone deserves to live in a house that perfectly matches its owners and gives them enjoyment for many years. Designs are not based on fleeting trends, but reflect the taste and identity of the owners – whether traditional or modern – always with consideration of the practicalities that are needed to accommodate their daily routines.

The launch of DE JUUL's own furniture line in 2011 resulted in extensive attention from interior design professionals for and wide coverage in the media of the iconic DE JUUL design armchair. DE JUUL now also takes commissions for the design of furniture for leading interior brands.

EDITORIAL NOTE

This Press Release and high resolution images are available via <https://dejuul.nl/pers/>.

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Please use <https://dejuul.nl/pers/> for more projects and a company profile of DE JUUL Interior Design & portrait of Juliëtte van der Hulst.

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Portrait Juliëtte



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