

Aerdenhout, oktober 2021

Juliëtte van der Hulst translates styles from the past to atmospheres of today in her "extraordinary projects".

Due to her many years of experience as an interior designer and a specific passion for - and knowledge of - historical architecture and building styles, Juliëtte van der Hulst of DE JUUL Interior Design is often approached by clients who want to restore their authentic home to its former glory. Recently she delivered another extraordinary project, in the Amsterdam School style. This style is characterized by the use of expressive forms, related to expressionism, which became best known in the Netherlands through the influential urban planner and architect Berlage. With such projects, Juliëtte feels like a fish in water, enabling her to give shape to her 'great love' in a stylish way.

Art history as a recurring theme

This love of historical architecture and building styles began in her early years, during art & craft lessons at school, the many Saturdays which she would spend hours in the NAI library ploughing through all the architecture books, and during various professional interior design and architecture courses with art history as a recurring theme. In this way she developed a deep interest in the art of making, new forms, constructions and connections, innovations and revolutions, as well as an understanding of iconic architects and designers such as Mart Stam and Jean Prouvé. "I feel connected with inventors and makers, with their curiosity, discoveries and their logic. Thanks to the knowledge I gained over all these years, I eventually empowered myself to create."

Styles from the past to atmospheres of today

An extraordinary project of this kind, at any location, always starts with the owner of a historic building who has an affinity with heritage, architecture, art and / or design and the intrinsic motivation to renovate – while respecting the original style, their own living wishes and contemporary standards. The realization of such a total concept requires thorough research into the original architecture and its typical elements. And in order to make the right connection with the client's living wishes and modern standards, it is important to make the right selection of specific elements. Finally, complete transparency and good cooperation throughout the entire process are the keys to an architectural and comfortable home.

Amsterdam School Project in Haarlem

This project involved the renovation of a spacious, but totally dilapidated house in Haarlem, from which all the authentic elements had previously been demolished; worn out, soulless, ugly and boring. In the adjacent building, however, the original style was preserved, which inspired and motivated the clients to take up this challenge.

Juliëtte took them through the historical facts and her interpretation of the style. She chose an appropriate design style, linked the concept to the Bauhaus style as well as to examples from the neighbors' house, integrated their own living wishes and modern living, and thus achieved this wonderful result. The images speak for themselves, with special attention paid to execution down to the smallest details, i.e. all the way down to the electrical sockets.

About Juliëtte

Juliëtte van der Hulst's love of interiors and architecture started from an early age. Born in 1980 and raised in the bulb growing region of the Netherlands, she used her first savings to buy a subscription to the magazine Huis & Interieur magazine. During her studies in Rotterdam, she spent many weekends in the library of the Netherlands Architecture Institute (now known as the New Institute).

She started her career in PR and marketing with big names within the interior design & architecture industry, such as Vitra and Erick van Egeraat. The path of employers led past a diverse palette of industry-related companies and evenings were spent studying interior architecture, furniture making and lighting.

In 2008 she founded DE JUUL Interior Design, with the launch of her own furniture brand DE JUUL in 2011. The designer armchair from the collection gained extensive publicity. Since then, she has been a regular guest speaker at industry-related training courses and events and works with her agency on an unprecedented variety of renovation projects.

Start design phase 2018

Project completion 2019

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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Residence in the style of the Amsterdamse School / Woning in Amsterdamse School Stijl



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