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- PRESS RELEASE -

## **DE JUUL SHOWCASES UNIQUE BEDROOM COLLECTION DURING 'EXPO NO.3 - THE ONE FOR THE ROYALS' AT ISLAND GALLERY IN THE HAGUE**

From October to December 2023, the unique Bedroom Collection of DE JUUL Interior Design can be admired (and purchased) exclusively at the new, sensational art & design hotspot in The Hague: Island Gallery. Galerista Mascha Ekkel curated this collection specifically for EXPO NO.3 – THE ONE FOR THE ROYALS – Three cheers to monarchies & dynasties' with a nod to the rich history of the British Royal Family.

### **A Royal Bedroom**

Bedroom Collection Binge that has been given centre stage as a masterpiece in the gallery, is inspired by the bedrooms in the Netflix show The Crown. The sumptuous, richly decorated large rooms in the series have at least a chamber screen and dressing table, at which the royals in their dressing gowns would get themselves ready for the day ahead. Juliëtte designed the collection at the request of DecoLegno. Modern sheet materials were given a traditional look and made into individual decorative furniture pieces instead of solid wardrobe walls.

The result is characterised by the use of curved shapes and soft hues. The marble top is given interest by small drawer blocks, that are emphasized through elegant lines of contrasting material. The brass mirror triptych is inlaid in the curved sheet material. The screen is an immediate eye-catcher due to its striking peach colour and round openings on top.

The result is restrained and colourful at the same time, traditional and modern, and through the addition of special fabrics, for instance for the ottoman - which by the way can also be seen in Netflix series The Queens Gambit - and the dressing gown of jacquard curtain fabric, also very soft and luxurious.

### **Art Deco for a contemporary interior**

In addition to this Bedroom Collection, the bedroom items have been supplemented by Juliëtte with an Art Deco screen and a series of mini headboards.

Her inspiration for this collection originated from her passion for the history of interiors. Brought up with flowery decors and longing for Bauhaus minimalism, she increasingly finds a happy medium which is best translated into the French Art Deco of the nineteen twenties.

The basis is inspired by her love for technique and design classics from the past. Recently, the Gunta Stözl wall hanging was introduced with a new look as furniture fabric by Italian fabric supplier Dedar. This fabric has an inimitable pattern; a colourful collection of weaving techniques that jointly form one fabric in shades of dark blue, cream and red. When she saw the material, it was clear to Juliëtte that it had to be exhibited on the wall again as a work of art. But how?

This also applied to two other fabrics and the QB Wall wallpaper by Dedar. They all needed a stage as works of art.

The richly decorated bedrooms in costume dramas, but also for instance in English country houses continue to be a great source of inspiration for the designer in Juliëtte, who is exasperated by the

uninspiring and functional decorating style of Dutch bedrooms. She designed the mini headboards. The fabrics were framed in a colourful border with references to Art Deco. This makes it an art work than can be hung on the wall, but in an enlarged version would also work perfectly well as a headboard in an Art Deco interior in the past and present.

The linear pattern and the cascading blocks of the screen in combination with the linen wallpaper become one Art Deco entity. An art object to place separately in the interior. It refers to the nineteen twenties, but is also very contemporary due to the coated and flat finish.

By extending the range of bedroom furniture, Juliëtte returns interior decoration to the bedroom, and gives classics from long gone eras a spotlight within a contemporary design, underlining her fascination for the bedroom and her unique design style.

### **Design Talk for craft and industry colleagues**

In collaboration with Island Gallery, DE JUUL Interior Design organises a private 'Design Talk' for craft and industry colleagues on Sunday 26 November 2023, where she will speak about her passion for product design, her bedroom collection and her research into the origin of English interiors. This Design Talk will be complemented by a walk through the remarkable premises of Island Gallery, with Mascha Ekkel explaining the origination of the collaboration with DE JUUL Interior Design and the exhibition THE ONE FOR THE ROYALS. Drinks and nibbles will be served (registration is mandatory).

### **Further information**

The exhibition 'The one for the Royals' runs to the end of December 2023 in Island Gallery, Gedempte Gracht 9 in The Hague, The Netherlands. [www.island-gallery.nl](http://www.island-gallery.nl)  
Screens and mini headboards can be purchased during the exhibition through Island Gallery.

#### Credits bedroom collection Binge:

Dressing table consisting of Lacca, Talco and Reflex from Cleaf by DecoLegno <https://decolegno.nl>

Ottoman is furnished with fabric Metropolis by Nobilis <https://nobilis.fr/en/>

Dressing gown is made from curtain fabric Monroe by Kobe.

Screen is made from Firenze from Cleaf by DecoLegno and furnished blocks with fabric Andirivieni by Dedar. <https://dedar.com/en>

Price on request

#### Credits bedroom collection Art Deco:

Screen: base from coated MDF, with antique brass furniture fittings, decorated with wallpaper QB

Wall by Dedar € 4,600

Mini headboards: base from coated MDF, decorated with fabric: Babelia / L'age D'or / Lontano

Lontano by Dedar € 1,635

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### **EDITORIAL NOTE**

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

Images can only be used with credit to the photographer Revontuli.

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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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## *Bedroom collection Binge & Art Deco at Island Gallery The Hague*



Robert Dodd  
DEJUUL\_2917



Robert Dodd  
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Robert Dodd  
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*Bedroom collection Binge & Art Deco at Island Gallery The Hague*



Robert Dodd  
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Robert Dodd  
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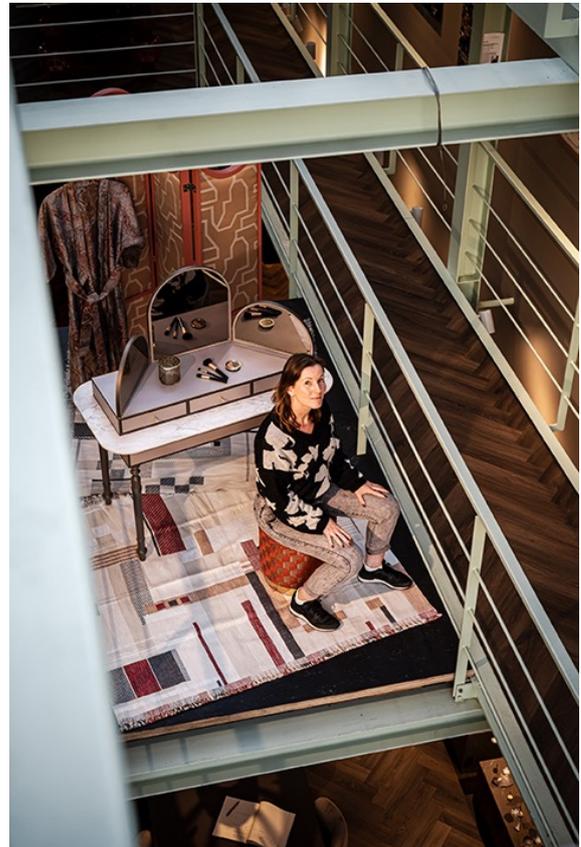
## Bedroom collection Binge & Art Deco at Island Gallery The Hague



Robert Dodd  
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Robert Dodd  
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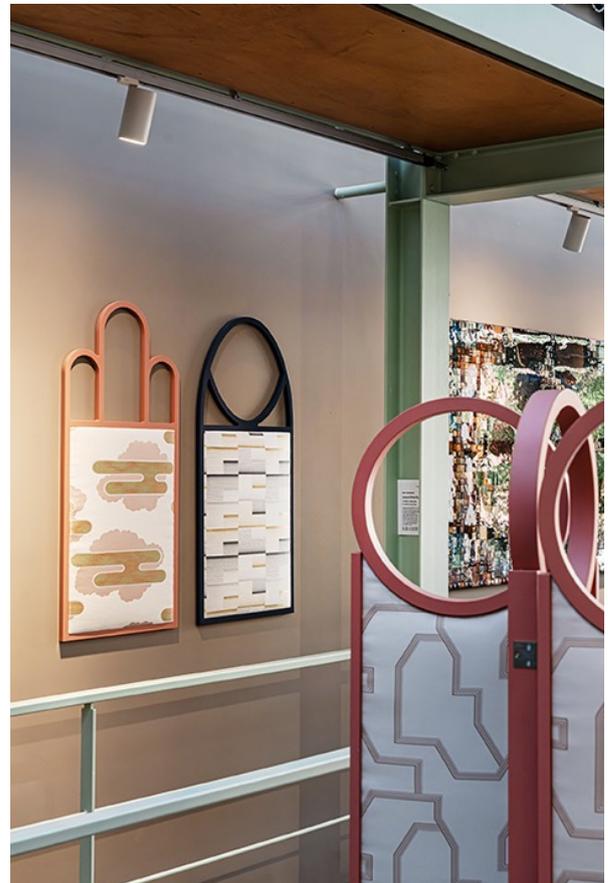
## Bedroom collection Binge & Art Deco at Island Gallery The Hague



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*Bedroom collection Binge & Art Deco at Island Gallery The Hague*



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