

INTERVIEW: INGRID VAN DER VEEN

“I USE UN-DUTCH COLOUR”

Top designer Ingrid van der Veen designs restaurants and hotels around the world. Her designs stand out for their distinct use of colour and style. Between two international trips, we were able to interview her briefly.

WHAT IS YOUR CONNECTION WITH THE INDEPENDENT HOTEL SHOW?

I have been involved with Independent Hotel Show Amsterdam since the second edition in 2022. For me and my business, it's an important place to be. This is where my target audience of key decision-makers in the hospitality industry comes to. I do a lot of hospitality interiors, but I also get assignments from private individuals who have been in a hotel and were so impressed that they want me to do their whole house. I want to inspire people and really make them feel something special. My work is all about the visuals and how you experience it as an individual and that is made perfectly possible here.

HOW LONG HAVE YOU BEEN AT IT?

I have been a designer for about 25 years now. I used to be an art director and set designer for television, and I bring that experience into my current work for hospitality. In many ways, a hotel is also a kind of theatre where interiors can showcase a lot of feelings and emotions. I have also decorated exhibitions such as Independent Hotel Show Amsterdam and had my own label with accessories, cushions, and furniture. For the last six years, I have been focusing more on interior design and the hospitality industry.

WHAT ARE THE TRENDS FOR 2023?

Ingrid starts to laugh loudly. 'I don't really concern myself with current trends. I don't think it's that important. An interior has to have longevity. You shouldn't want to renew everything every year because you want to be on top of the trend. Not only for reasons of sustainability but also because you have to distinguish yourself. I prefer to set the trend myself. My work is often used as an example in important trend books, so I feel my brand has a good sense of what works. One trending colour is a colour like Viva Magenta. It is a reaction to corona and radiates optimism, it's powerful and comes from nature.'

WHAT CONNECTS YOU WITH HOSPITALITY?

Designing for hospitality interiors is fantastic. Restaurants and hotels are all about the guest experience. Beauty and what the environment does to you are so incredibly important to how you perceive your experience. It determines your happiness in life and people are willing to pay for that. After all, an interior subconsciously determines how happy someone feels. If a guest is not happy and doesn't connect with their surroundings, they will not return.

WHAT MAKES YOUR WORK DIFFERENT?

I use un-Dutch colours a lot. The Dutch are very scared to use colours in their interiors. Everything always has to be white and neutral, in the walls and ceilings. And then if it is too bare, colour is used as a stopgap measure by painting just one wall or hanging a panel as a feature. In my style, I like to go all the way. You shouldn't be afraid of colour as long as there is a balance. I do a lot of international projects, working with clients from Africa, Nairobi and Singapore. If there is one place in the world that loves colour, it's Africa. Here in the Netherlands, we are working at an old council chamber in Zwolle where we are bringing back the beautiful decorations on the ceiling and on the walls and incorporating items such as tile tableaux and specially designed rugs to bring in colour.

You will be able to experience Ingrid's colourful design at 'The Lobby'. Be prepared for a beautifully designed space that will stimulate all your senses.

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