

DUTCH | DESIGN | HOTEL | ARTEMIS
PRESENTS D.&A EXPO
10.02.2024 - 01.06.2024

24.1

L M
E O
S R
S E



DUTCH DESIGN CONCEPT

The adventurousness, quirkiness and thoughtfulness of Dutch Design is reflected in the total

experience of everything we do. d.&a (Design & ARTemis) is the d.&a of our hotel! From your plate to your pillow, up to the meeting package, you can find 'the Art of Dutch Design'.

Dutch Design Hotel Artemis breathes and oozes 'Dutch Design'. From every geometric corner of our hotel you experience the influence and quirkiness of Dutch architects, designers and artists. It is the location where hospitality and Dutch Design meet and reinforce each other.



THE PLACE
WHERE
HOSPITALITY
MEETS
DUTCH DESIGN

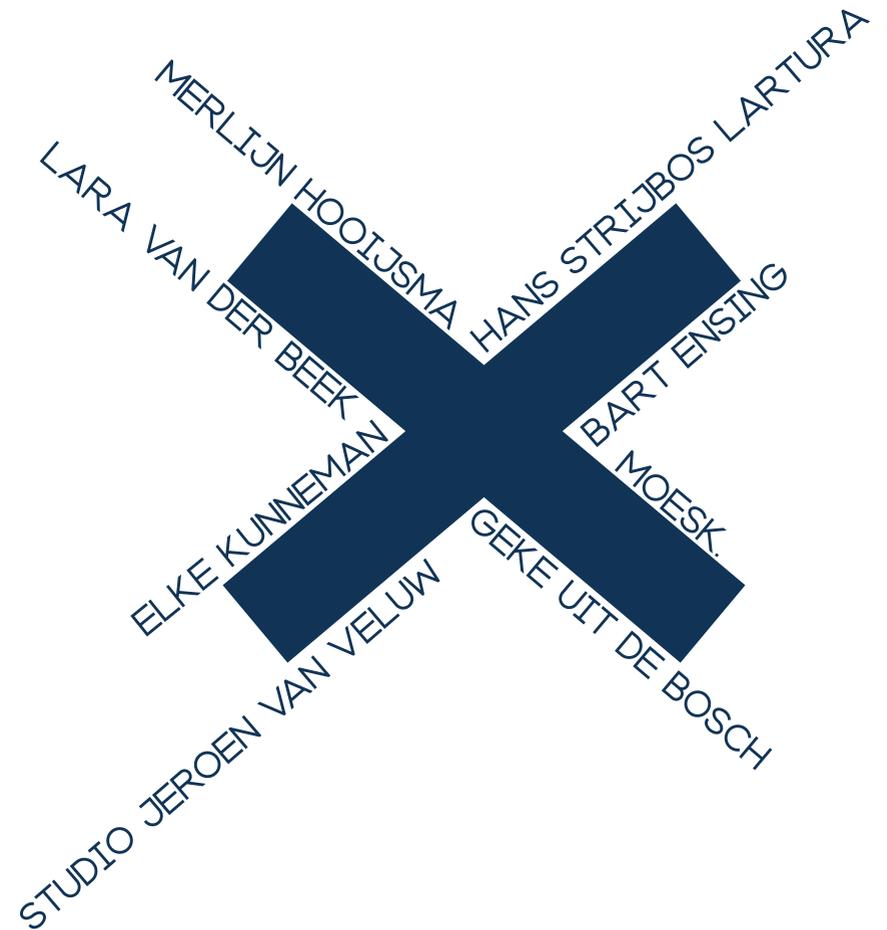


PLATFORM

d.&a

- d.&a EXPO
- d.&a CONNECTED
- d.&a LEARNING
- d.&a SHOPPING
- d.&a LIVE

Dutch Design Hotel Artemis has set up the **d.&a Platform** where various worlds and groups meet, connect and inspire each other. Collaboration and learning from each other is the strength; **d.&a Connected** and **d.&a Learning**. The d.&a expos are thematic exhibitions that take place every four months alternate. It shows work by renowned Dutch artists and designers, as well as promising new talent; **d.&a Expo**. Works of all exhibitors are for sale through Dutch Design Hotel Artemis; **d.&a Shopping** and **d.&a Live!** We want to bring the guest into contact with the creative process. Artists and designers can show their expertise through LIVE events or workshops.



D.&A EXPO 24.1 LESS IS MORE

A world where simplicity merges with innovation, shaping and seeking the essence.

Amidst the hustle and bustle of our daily lives, the desire for more persists, even in a world seamlessly connected by smartphones. Despite the superficial comfort they provide, we often find ourselves in a peculiar emptiness amid constant stimuli.

Fortunately, the movement towards simplicity is growing. Chefs, organizers, and designers advocate for minimalism in lifestyle choices, from decluttering to mindful purchases. Trends like Tiny Houses, zero waste, and the "Capsule Wardrobe" reflect a shift towards a simpler life.

This movement extends beyond lifestyle choices; it reaches into the art world. There is a renewed interest in minimalist movements from the 1960s, as contemporary artists embrace simplicity, reuse, and reduction.

"Less is more," a mantra introduced in 1855 by Robert Browning in the poem "Andrea del Sarto" (also known as 'The Faultless Painter'), became a guiding principle for architect Ludwig Mies van der Rohe. Mies believed that beauty, value, and message intensify when unnecessary elements are omitted. As he once said, 'God is in the details.'

Dutch Design, a movement that emerged in the 1990s, is characterized by minimalism, experimentation, innovation, and a touch of humor. The term was first introduced in Milan in 1993, where the Dutch design platform Droog made a lasting impression. Since then, Dutch designers have built a reputation for creating minimalist designs that tell engaging stories.

In the "Less is More" expo, a compelling blend of minimalism and Dutch Design unfolds across diverse artistic disciplines. Delve into a world where this fusion extends seamlessly from painting and photography to furniture, sculptures, lighting, and jewelry.

LESS = MORE

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LARA VAN DER BEEK

VISUAL ARTIST/LARAVANDERBEEK.NL

MY ARTWORKS
DELVE INTO
THEMES THAT
ARE DEEPLY
PERSONAL AND
UNIVERSALLY
SIGNIFICANT -
MENTAL HEALTH,
IDENTITY, AND
SELF-LOVE



My ambition as a visual artist is to take the viewer into my experiential world and by doing so show them a new perspective. By doing so, I want to open conversations about the themes of my work, such as mental health and identity.

We tend as a society to want bigger, faster and more all the time, but tranquility and minimalism are just as important. Sometimes less is more and the message comes across better without all the extra bells and whistles. This applies both to art and to people themselves. In my projects, I want to show people that quiet introverts do not have to transform into exuberant extroverts, through quiet and minimalist sculptures.

INTRO 03

Material:
direct print on aluminium dibond

85x40x20 cm
PRICE € 1650



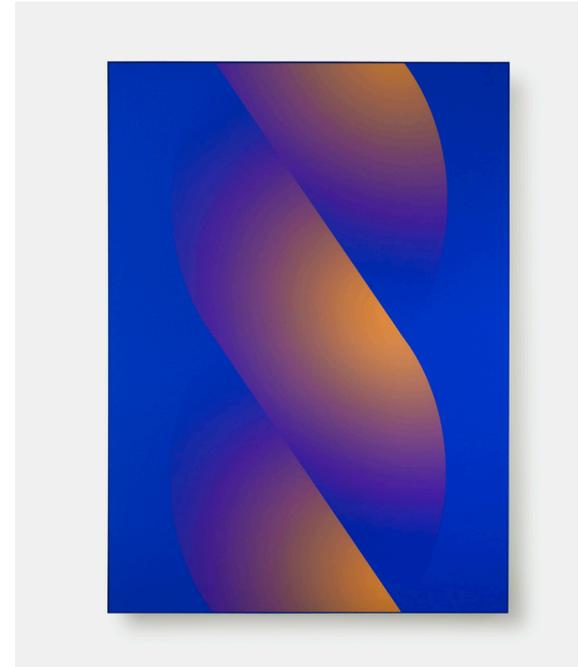
ELKE KUNNEMAN

CONCEPTUAL & GRAPHIC DESIGNER/GRAPHIC SCULPTURES
WWW. ELKEKUNNEMAN.COM



In my artistic endeavors, I am on a quest for new icons that exude graphic and monumental power. Through my creations, specifically my Graphic Sculptures, I aim to present spatial sculptures on a two-dimensional canvas, often sleek and generously proportioned. My work captivates with its simplicity, occasionally creating an otherworldly and disorienting visual experience. Diversity characterizes my artistic portfolio, as I meticulously plan my approach in each project. I strive for a harmonious equilibrium, conducting a thorough sustainability assessment across various facets to achieve a delicate balance between uniqueness and authenticity.

I STRIVE FOR
A HARMONIOUS
EQUILIBRIUM



BF COPPER IN BLUE

Material:
baked in pigment
on aluminium steel
mattecolored frame. certified
Limited edition



112 x 156 cm
PRICE € 4400

HANS STRIJBOS. LARTURA

LIGHT DESIGN/LARTURA.COM

FOR LARTURA,
MINIMALISM IS
NOT AN END
GOAL BUT
RATHER A
THOUGHTFUL
MEANS IN THE
DESIGN PROCESS.

LARTURA

In my work I hope to achieve the following:

To showcase the fusion of detail-oriented aesthetics and an open industrial design language, creating a visually striking and thought-provoking experience for the audience.

To demonstrate the dialogue between construction, form, and function in my designs, challenging traditional notions and presenting innovative and playful solutions. To convey my commitment to sustainable and circular design principles, inspiring visitors with a new perspective on environmentally conscious and socially responsible design practices.

TSIO
Material: wood and bioplastic

160 x 38,2 x 60 cm
PRICE € 875



FUTURA
Material: recycled acrylic glass and bioplastic

115 x 22 cm
PRICE € 1975

KIKI DE GROOT MOESK.

DESIGNER/JEWELRY/MOESK.NL

I FIND
HAPPINESS
IN CREATING
TIMELESS AND
MINIMALIST
HANDMADE
DESIGNS WITH
GRAPHIC
INFLUENCES

moesk.

I apply the principle of 'Less is more' in my design process. When I'm sketching and reach an almost final design, or if I find myself stuck in the creative process, I instinctively assess whether there are lines that can be eliminated. I do this with the intention of imparting a sense of tranquility and minimalism to the jewelry. The goal is to enhance the power of the shapes and ensure that the lines I choose to incorporate are highlighted more effectively.

This approach is consistently applied across all my designs, creating a cohesive thread throughout the entire jewelry collection. It's a convergence that I find joy in and am eager to share with others.

EARRING STREAM

Silver 925
7,12 x 1,2 cm



BRACELET STREAM

Silver 925
6 x 2 cm



We do not include prices for the jewelry as gold and silver prices may vary. For the most up-to-date pricing information, please visit our d.&a website

STUDIO JEROEN VAN VELUW

PRODUCT AND SPATIAL DESIGNER/STUDIOJEROENVANVELUW.NL

THE CONNECTION WITH "LESS IS MORE" IS EASILY MADE IN THE WORK OF STUDIO JEROEN VAN VELUW. CLEAN LINES, CLEAR FORMS, VISIBLE CONNECTIONS AND FUNCTIONALITY ARE WIDELY REPRESENTED IN HIS WORK.



'Studio jeroen van veluw' designs and creates simple and functional products, exhibitions and interiors. Jeroen is fascinated by the connection between man and object and how these two can enter into a long and sustainable relationship. By combining the industrial design and production process with the emotional connection between man and object, he creates distinct and durable designs that last a lifetime and produced locally in the Netherlands whenever possible.

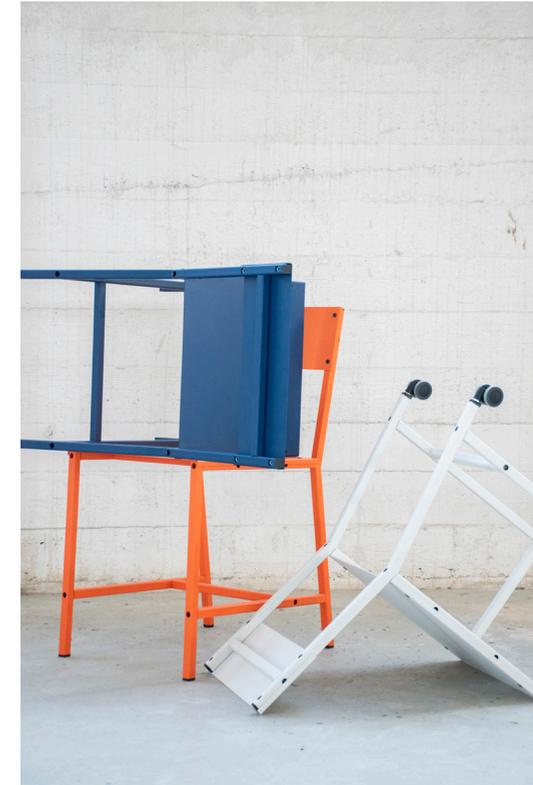
LUMOS

120 x 30 x 10 cm
PRICE € 1200



FESTA STOEL

78 x 45 x 40 cm
PRICE (blue) € 485
PRICE (white) € 535



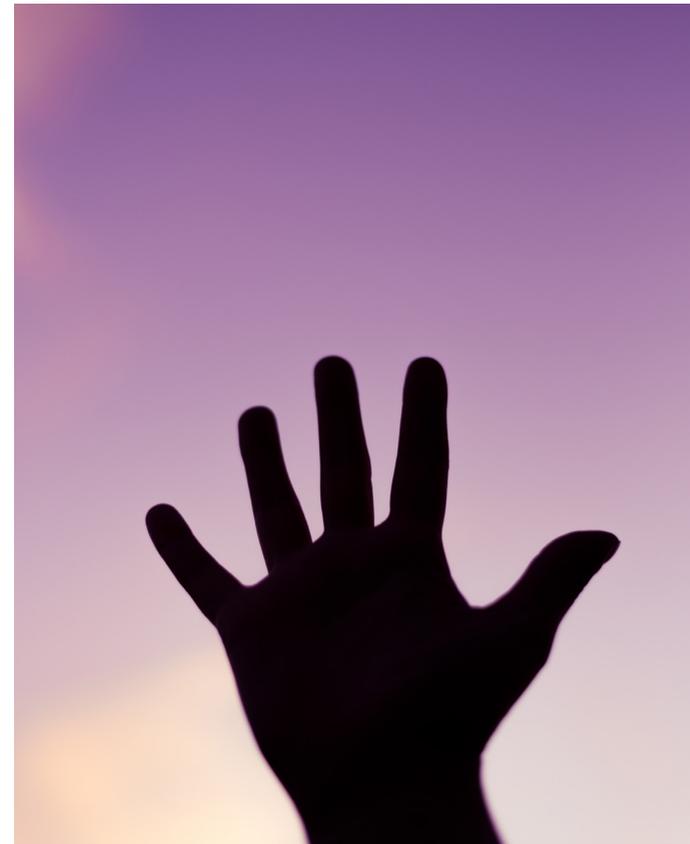
MERLIJN HOOIJSMMA

CONCEPTUAL IMAGE MAKER/MERLIJNHOOIJSMMA.COM



I don't want to accept reality as fixed. To ask the question about the essence of things, I use light. For me, light is a way to change. That's what I want: to put things in a different light. Light is a means of becoming aware of the world, light gains power from creation, new energy. What would the world look like if a different light shined on it?

WITH MY
CAMERA I TAKE
THE FREEDOM
TO LOOK AT
THE WORLD
DIFFERENTLY.



CONNECT
Reusable sticker

80 x 100 cm
PRICE € 1200



ORBS
Fine art print
Dibond
Thickness is 2mm

45 x 30 cm
PRICE € 350

The photo can be printed on the desired size and material. The prices are on request. For more info send a mail to expo@aeonplazahotels.com

GEKE UIT DE BOSCH

VISUAL ARTIST/PAINTINGS/GEKEUITDEBOSCH.COM



My artistic journey is marked by an open and steadfast character, as seen through the lens of my work. I strive to speak my own language, one nourished by a continuous flow of creativity. What becomes evident is the subtle and poetic essence that underpins my creations. In the realm of painting, I venture into the realms of lyrically abstract expressions, drawing strength from their inherent simplicity.

Within my portfolio, you'll find seascapes, still lifes, and abstract paintings—all bearing the distinctive mark of my lyrical abstract style. Each stroke of my brush carries a recognizable handwriting, reflecting the unique language that defines my artistic identity.

SIMPLICITY
GIVES
STRENGTH



SPATIAL SCULPTURES
Mixed media material: embroidered
wall hanging on linen and felt

180 x 80 cm
PRICE € 1350

BART ENSING

VISUAL ARTIST/SCULPTURES AND INSTALLATIONS
BARTENSING.COM



Bart Ensing
Nature art



MY MEDIUM
OF CHOICE IS
NATURE ITSELF;
I CREATE ART
WITH AND WITHIN
ITS EMBRACE

As a sculptor, I predominantly work with natural, unprocessed wood, allowing the material's origin and character to guide my intuitive process. I craft installations in natural, site-specific settings, frequently incorporating trees into my work. My intention is to encourage people to perceive nature from a fresh perspective, inviting them to observe, feel, and marvel.

In my creations, simplicity, nature, and tranquility take center stage. I steer clear of unnecessary embellishments, opting instead for flowing, natural lines—an open invitation to connect with nature, the material, and one's own emotions. Whether through my outdoor installations or smaller indoor sculptures, my work aims to provide a soothing, positive, and sensitive experience."



SHE

140 x 40 x 40 cm
PRICE € 690



GEBORGEN

86 x 29 x 22 cm
PRICE € 490

Less is more

d.&a Expo 24.1

COLOPHON

Follow this and other exhibitions on the Dutch Design Hotel Artemis social media. Here we highlight design and artworks of exhibitors and provide you with information about Dutch art and design related subjects and activities on a regular basis.

CONTRIBUTED TO THIS EXHIBITION

INITIATOR

Dutch Design Hotel Artemis

BD MANAGER

Hannie Coenders

CONCEPT COORDINATOR d.&a PLATFORM

Dewi van den Heuvel

MARKETING & COMMUNICATIONS

Zan Princip

GRAPHIC DESIGN & CONCEPT

Nadezhda Noskova

 DutchDesignHotelArtemis

 hotel_artemis

#ExpoColorfulDreams
#designandartemis
#d.&a_amsterdam
#hotel_artemis



DUTCH DESIGN HOTEL ARTEMIS
JOHN M. KEYNESPLEIN 2 | 1066 EP AMSTERDAM
020 71 41 000 | DESIGNANDARTEMIS.COM

