



PIET BOON AND THE EVOLUTION OF A WORLD BRAND

He started out as a craftsman and over the years Piet Boon has experienced the international ascendancy of his star. Today his name has acquired brand status and he and his team develop stunning interior and architecture projects throughout the world: from golf resorts in Korea to opulent apartments in the United States, and from houses in South Africa to up-market residential projects in Portugal. In the quest to keep up with those developments, a new head office has been built in the Netherlands which houses all the various functions as well as containing several 'mood rooms' which reflect the robustly elegant style of the house.

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Above: the conference room on the top floor of the new Piet Boon premises in Oostzaan, the Netherlands. The furniture is a Piet Boon creation. The artwork with clay object is by Studio Job. **Beside that:** the stark lobby with a bronze light sculpture (Citylight 136-Amsterdam) designed by Frederik Molenschot, Studio Molen.

Adjoining: Piet and Karin Boon. **Right:** the Warendorf kitchen designed by Piet Boon. The 'Dear Ingo' lamp is from Moooi.

Overleaf

Piet Boon's office at one end of the building is almost residential in ambience, with furniture he designed himself. The two pieces of furniture against the rear wall are by Studio Job. The photo of Bob Dylan behind the desk is by Ken Regan. The lamps above the tables are by Vincenzo de Cotiis - 610/Progetto Domestico. The fan was designed by Maarten Baas. The sunblinds are by Coulisse and have the same pattern as the Trespa exterior cladding.



photos © Piet Boon







'Het Bos' is a building that motorists speeding along the motorway cannot really overlook. It stands right beside one of the main roads to Amsterdam and Schiphol international airport. The façade is a rhythmic arrangement of glass and Trespa panels in a distinctive pattern. The premises seem to rise up from the profusion of greenery that top international landscape designer, Piet Oudolf, has created here. The subtle, robust impression of the exterior continues into the building's interior. Everything you encounter emanates the Piet Boon ambience.

What is so special about that ambience? We asked maestro Piet Boon himself:

"It is an accessible, modern style with a long 'shelf-life'. It's a style characterised by a certain robustness and is not excessive. It is fairly easy to recognise a Piet Boon design from the play of lines, the high skirting boards which are in fact semi-wainscoting, and the type of doors. That's the style we want to convey with the creations that are almost exclusively by Piet Boon."

And he went on: "Key aspects of our philosophy are the creation of functionality and experience, with a sincere love of originality featuring as a consistent, identifiable element in our design – a love of pure, natural materials and robust, timeless design, as well as harmony with an authentic, natural colour palette. Stylish simplicity, restrained yet self-assured."

In 'Het Bos' you are able for the first time to appreciate the 'Boon' phenomenon in its entirety: from furniture to fabrics, from kitchens to lighting and from doors to bathrooms. Accordingly, the company has become considerably more welcoming. Also, the fact that all functions are under the same roof means the company can respond directly to international demand. You will find, alongside Boon's own products, those of their (licence) partners: Bod'or (doors), Warendorf (kitchens), Formani (accessories), Solidfloor (flooring), Maretti (lighting), Tulp (fireplaces), Land Rover at Piet Boon, Van Haneghem (gardens), Martijn de Wit floors and Lavital (beds). The company also plans to set up its own upholstery workshop, as well as a fully-fitted apartment where visitors can admire Piet's ideas relating specifically to living space. Guests from abroad can even spend the night there!

In recent years the Piet Boon phenomenon has expanded enormously on the international scene, evolving into an international luxury lifestyle brand, with private as well as corporate clients in 46 countries throughout the world.

Piet Boon (1958) started his career as a contractor and traditional craftsman with a preference for natural materials and distinctive details. He discovered that he could only fully realise his vision if

he concentrated on the overall picture. In his designs, he soon turned his attention to functionality, comfort, timelessness and sustainability. Karin Boon (1961), his wife, joined him in 1986 as a business partner and creative director. She was instrumental in defining the Piet Boon philosophy and style. Piet Boon Styling is a clearly identifiable interpretation of materials, textures, colours and perfect details – implemented with the personal preferences of the client in mind.

The brand rests on four mainstays. Firstly, the Originals: the classic Piet Boon style, tried, tested and authentic from the start. Then there is the Piet Boon Beach: a personal refuge in the most attractive natural surroundings. New Luxury represents splendid, deluxe living in the heart of the city and Living in Small Spaces relates to the fast life in several cities.

An interesting aspect in the building of the new premises was the collaboration with Trespa International, world-wide market leaders in the development, production and supply of high-quality panels for decorative cladding of façades and interior surfaces. Trespa deploys its unique technologies to achieve new, high standards in building, personal lifestyle and care for the natural world. This company produced the eco-friendly panels that give the façade its distinctive character.

Far left: the restaurant in the Piet Boon building has been furnished as a large, comfortable sitting room with Piet Boon furniture and lamps by Moooi. The kitchen is by Warendorf 'by Piet Boon'. The doors here, as throughout the building, are by Bod'or.

Adjoining: a conference room with 'After Glow' ceiling lamps by Vincenzo de Cotiis. The screen was supplied by Studio Job. Below: the exterior of the new 'Het Bos' building finished with Trespa design panels. The garden design is by Piet Oudolf and realised by Van Haneghem.

Overleaf

Piet Boon's large showroom has been furnished as a robustly luxurious living room where the visitor immediately experiences the 'feel' of the elegant style. All the furniture was designed by Piet Boon. The 'After Glow' standing lamp is by Vincenzo de Cotiis. Further lighting designed by Piet Boon and produced in collaboration with licence partner, Maretti.



