

PROEF! HOSPITALITY

MAGAZINE ABOUT HOSPITALITY AND INTERIOR ■ 2026 ■ INTERNATIONAL

In this edition

Theme

Gastrotainment

Seen in...

Milano & Paris

Hotspot

Giorgio Rosa
The Hague

Professional

Nathalie
Schellekens

And more:

- **The entrepreneurs:** The Boilermaker Group
- **Material in the spotlight:** Transfer coating
- **Hospitality in hotel:** The Ostendian Oostende
- **Hotspot:** The Dutch Cologne

PREVIEW
COLLECTION
2026

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GASTROTAINMENT

There are some evenings you remember years later. Not just because of the food – though that was often exceptional – but because everything simply fell into place. The music that struck just the right chord, the service that made you feel instantly at home, the lighting that danced with the mood of the moment, the pulse of the room. Moments when everything just works. You step inside and think: yes, this feels right – this was right.

That, to me, is gastrotainment. And no, it's not about spectacle or smoke machines – thankfully. AI and technology may open exciting new doors, but what truly matters remains unchanged: authenticity and human connection. It's about the layers. The courage to surprise, the ability to truly love people, and the art of storytelling.

At Satelliet, we've long been fascinated by this kind of experience. Because interior design isn't a side note – it's the headline act. It sets the tone, the rhythm, the atmosphere. A space can guide people, slow them down, entice them. The interior tells the story of a concept – whether it's a fine dining restaurant, a corporate space, a hotel or even a cruise ship. Guests want more than a good meal or a comfortable seat. They want to be touched, to make memories.

In this second edition of PROEF!Hospitality International, we dive into the world of gastrotainment – and as always, we do so

through stories. Stories about places, people and ideas that inspire. We check in with Joop Opmeer from PromptGorillas, who shares his take on AI and why it's indispensable. Artist Hanneke van de Pol offers striking examples of how augmented reality can deliver a unique, surprising guest experience. And crowd engager Kees Ndeke reveals what it takes to create an unforgettable moment for your guests.

“Gastrotainment lies in the layers, in the courage to surprise and in the art of storytelling.”

You'll read about entrepreneurs who completely transformed their venues. About the power of bold interior design. About craftspeople who capture emotion through form, material and colour. And about destinations that simply must be seen – from The Ostendian Hotel in Ostend to Rooftop Bar Bacan in Uppsala, Sweden, and The Dutch restaurant in Cologne – if only to step outside your own bubble for a while.

What I love most about this edition? It shows that hospitality isn't a sector – it's an emotion. Whether you work in food & beverage, education, leisure, office or retail: hospitality is universal. It's about attention, care, connection. So browse, taste, be inspired. And take a fresh look at your own space. Because that next memorable moment – that next 'yes, this feels right' – might just come from what you dare to change tomorrow.

WILLEM-JAN STRIJBOSCH

Managing Director
 Satelliet hospitality furniture

AS AN EVER EVOLVING ORGANISATION WE ARE HAPPY TO PRESENT THE SECOND EDITION OF PROEF!HOSPITALITY INTERNATIONAL.

DO YOU HAVE NEWS FOR OUR READERS OR WOULD YOU LIKE TO PARTICIPATE IN THIS MAGAZINE?

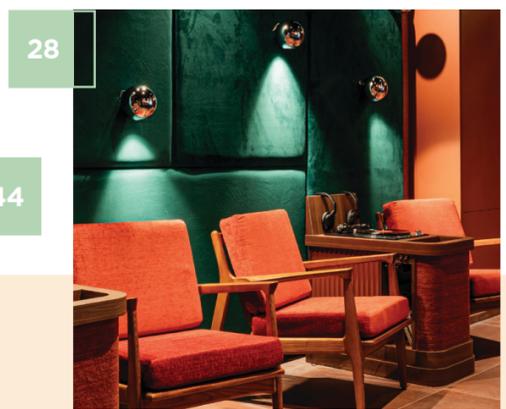
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PROEF! HOSPITALITY

A PUBLICATION OF SATELLIET HOSPITALITY FURNITURE SPECIFICALLY FOCUSED ON HOSPITALITY AND INTERIOR DESIGN.

In this edition of PROEF!Hospitality, you will read all about 'Gastrotainment' from the experience of professionals from the hospitality industry in the extensive feature article. We also review the latest trends and developments in hospitality, share our new furniture collection and tell inspiring entrepreneurs about their high-profile concepts.

Taste the many flavours in this magazine



PROEF! HOSPITALITY

MAGAZINE ABOUT HOSPITALITY AND INTERIOR ■ 2026 ■ INTERNATIONAL

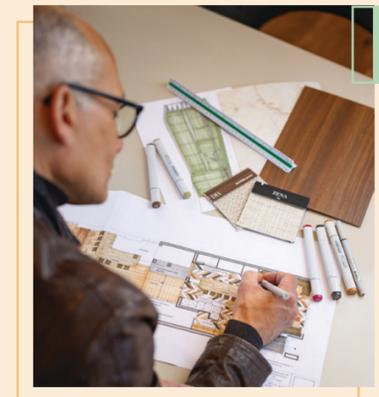


Cover image: Wijck, Groningen

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Hospitality

WHAT'S NEW?

IN THE NEWS

TECHNOLOGY

SUBLIMATION IBIZA: A GASTRONOMIC SPECTACLE

ON IBIZA, DINING BECOMES AN ART FORM. SUBLIMATION TAKES GASTRONOMY TO ANOTHER DIMENSION - HERE, YOU DON'T JUST SIT DOWN FOR DINNER, YOU ENTER A FULL-SCALE EXPERIENCE. TWELVE FORTUNATE GUESTS ARE TAKEN ON A CULINARY JOURNEY WHERE HAUTE CUISINE, IMMERSIVE THEATRE AND FUTURISTIC TECHNOLOGY CONVERGE.

Each course is a performance. Light shows, projections, soundscapes and theatrical surprises set the stage for innovative dishes - flavours that excite, textures that astonish and presentations that defy imagination. Sublimotion proves that gastronomy can be more than just eating: it's storytelling on a plate, an experience that immerses you in wonder. For hospitality enthusiasts, it's the ultimate source of inspiration - from impeccable guest experience to visionary presentation. Here, everything revolves around one thing: the ultimate wow factor.

■ [SUBLIMATIONIBIZA.COM](https://www.sublimotionibiza.com)



CONCEPT

HANS IM GLÜCK: FAIRYTALE BURGERS IN THE HAGUE

THE HAGUE HAS A NEW CULINARY HOTSPOT: HANS IM GLÜCK, LOCATED ON BUITENHOPFLEIN. THIS GERMAN BURGER CONCEPT DRAWS INSPIRATION FROM THE BROTHERS GRIMM FAIRYTALE, IN WHICH HANS — DESPITE TRADING HIS GOLD FOR EVER SIMPLER THINGS — ULTIMATELY FINDS HAPPINESS. THAT SAME PHILOSOPHY SHAPES THE RESTAURANT'S CONCEPT: SIMPLICITY, QUALITY AND EXPERIENCE COME FIRST.

Sustainability also plays a key role — from expanding its plant-based options, like the popular organic falafel burger, to collaborating with sustainable foodtech innovators such as Greenforce. The interior, filled with wood, natural materials and birch trunks, perfectly reflects the same ethos. Hans im Glück is about more than great food — it's a complete experience. Step away from the bustle of the city and find yourself, burger in hand, in a modern fairytale setting.

■ [HANSIMGLUCK.NL](https://www.hansimgluck.nl)

HOTEL

NHOW HOTELS LAUNCHES 'DANCE NHOW, CHANGE NOW'

NHOW HOTELS & RESORTS IS INTRODUCING A NEW CONCEPT: DANCE NHOW, CHANGE NOW. THIS INITIATIVE IS DESIGNED TO INSPIRE AND ENCOURAGE GUESTS ON A JOURNEY OF SELF-DISCOVERY AND PERSONAL GROWTH THROUGH THE POWER OF MOVEMENT.

nhow is renowned for its creative and unique hotel experiences. Dance nhow, change now is rooted in groundbreaking research in dance neuroscience, neuro-art, and neuro-aesthetics. Scientific studies show that artistic movement and expression stimulate the brain, reduce stress, and enhance overall well-being. By incorporating these insights, nhow Hotels aims to create unforgettable, inspiring moments that promote self-expression and well-being. To bring this concept to life, nhow Hotels has partnered with renowned dancers and influencers. Guests can experience dance nhow, change now in various ways, including summer salsa nights at nhow Rotterdam, vibrant dance events at the Elvy Gastrobar, and Salsa & Bachata Nights at the Moana Bar in nhow Amsterdam. So put on your dancing shoes — and discover a new version of yourself!

■ [NHOW-HOTELS.COM](https://www.nhow-hotels.com)



SUSTAINABILITY

THE MOVING TREE: SUSTAINABLE MICRO-LIVING IN A TREE TRUNK

MICRO AND CIRCULAR LIVING ARE TRANSFORMING THE WAY WE EXPERIENCE SPACE — INCLUDING IN THE HOSPITALITY SECTOR. IN COLLABORATION WITH HÄFELE, EGGER BROUGHT THESE TRENDS TO LIFE WITH THE MOVING TREE: AN INNOVATIVE, HABITABLE TREE TRUNK THAT COMBINES SMART USE OF SPACE WITH SUSTAINABILITY.

Inspired by the forest — the very heart of EGGER's wood-based products — a giant tree trunk forms the centrepiece of this unique installation. Through multifunctional furniture, intelligent lighting, and innovative materials, the compact interior effortlessly transforms from entrance and bathroom into living, working, and sleeping areas. A technical highlight is the magnetic floating system, which allows the modular interior — weighing up to two tonnes — to glide smoothly into new configurations. Sustainability takes centre stage: the wood used is made from 76% recycled or leftover materials. The Moving Tree opens up exciting possibilities for the hospitality and leisure market. From innovative hotel concepts to sustainable tiny houses, this concept proves that style, comfort, and eco-conscious design can go hand in hand.

■ [EGGER.COM](https://www.egger.com) | [HAFELE.COM](https://www.hafele.com) 📷 [ANDREAS ZIMMER](#)



INNOVATION

MM:NT BERLIN LAB: THE FUTURE OF HOSPITALITY

ADINA HOTELS IS INTRODUCING A REVOLUTIONARY HOSPITALITY CONCEPT IN BERLIN: MM:NT BERLIN LAB. GUESTS STAY FOR FREE IN EXCHANGE FOR THEIR FEEDBACK, ALLOWING THE HOTEL'S DESIGN AND SERVICES TO EVOLVE CONTINUOUSLY. TARGETED AT GEN Z AND MILLENNIALS, THIS PROJECT BLENDS FLEXIBILITY, TECHNOLOGY, AND SUSTAINABILITY TO CREATE A GUEST EXPERIENCE THAT ADAPTS TO THE MODERN TRAVELLER.

In six unique rooms, innovative ideas are tested — from smart storage solutions to minimalist design with a minimal ecological footprint. Self-service is key, with a digital concierge app enabling seamless check-in and check-out, as well as access to shared amenities. The lab serves as a testing ground for the future of hospitality. The response has been overwhelming: all available nights were fully booked within hours. Encouraged by this success, Adina Hotels is now exploring new locations across Europe, driven by insights gained from this groundbreaking project. With MM:NT Berlin Lab, the brand is setting a new benchmark in hospitality — flexible, sustainable, and future-ready.

■ [MMNT-INTIME.COM](https://www.mmnt-intime.com) 📷 [SILKE BRIEL](#)



TREND

THE SUPERSIZED PORTION TREND: BIGGER, BOLDER AND MADE FOR TIKTOK

EVER SINCE SUPER SIZE ME IN 2004, UPSIZING HAS BEEN SOMEWHAT TABOO - BUT IN RECENT YEARS, RESTAURANTS AND SNACK BARS HAVE GONE ALL IN AGAIN. THE SUPERSIZED PORTION TREND TURNS FOOD INTO A SPECTACLE: COLOURFUL, CALORIFIC AND GLORIOUSLY OVER THE TOP, FROM LOADED TOPPINGS TO TOWERING DESSERTS.

At the heart of it all is fun food: think Nutella shops, bubble tea with bouncing tapioca pearls, churro stands and glitzy creations like Moak Pancakes' The Golddiger (€100) - a pink, gold and pistachio-laden pancake stack. Even classics like are getting playful TikTok makeovers. It's not just the dishes that are growing - plates have become platters, and bowls are buried under heaps of ribs, steaks and chips. The eyes are bigger than the stomach, and presentation now counts just as much as flavour. For restaurateurs, it all boils down to one thing: experience and photogenic presentation are just as important as the meal itself.

■ [FOODINSPIRATION.COM](https://www.foodinspiration.com) 📷 [MOAK PANCAKES](#)

FOUNDER JOOP OPMEER



'AI IS NOT A TRICK - IT'S A SYSTEM YOU NEED TO UNDERSTAND'

PROMPTGORILLAS: FRONTRUNNER IN ARTIFICIAL INTELLIGENCE

COMING FROM A SOLID ENTREPRENEURIAL BACKGROUND IN THE HEALTH SECTOR - WITH THE SUCCESSFUL PRODUCT YOS ('YOUR ORGANISED SUPPLEMENTS') - JOOP ENTERED THE WORLD OF ARTIFICIAL INTELLIGENCE. THE TURNING POINT? A JOB INTERVIEW WITH LARS VAN GILS. "HE TOLD ME ABOUT HIS KNOWLEDGE OF PROMPTING AND HOW AI REALLY WORKS. THAT WAS A TRUE EYE-OPENER. I IMMEDIATELY KNEW THIS IS HERE TO STAY, THIS IS IMPORTANT." THAT FORESIGHT LED TO A NEW BUSINESS VENTURE: PROMPTGORILLAS, A COMPANY THAT TEACHES BUSINESSES AND ORGANISATIONS HOW TO USE AI SMARTLY AND EFFECTIVELY.

Text: Nathalie Schalke | Photography: Isabella Verduyn

Foresight

Joop wasn't born into entrepreneurship, but he always had the drive to build something of his own. "I read about AI and started experimenting with ChatGPT. It was a reality check for me: AI is going to radically change our lives. I immediately sensed the impact - everyone will eventually use this." When Lars happened to share his expertise during a job interview at YOS, Joop took it as a clear sign: this is the moment to seize the opportunity and become a frontrunner. Together, Joop and Lars founded PromptGorillas. "I think entrepreneurship is the most exciting thing there is. Top entrepreneurs in the Quote 500 all have one thing in common: they spotted something with huge potential. That kind of vision inspires me."



Gamechanger

Europe is lagging, and in the Netherlands we're hesitant - almost the worst in class when it comes to AI adoption. Yet now is exactly the time to build a bridge between technology and hospitality. "AI will become indispensable in every industry," Joop says. Even in hospitality—a sector centred on experience and personal contact - it's a gamechanger. "AI can recognise patterns and behaviour, and filter data to identify what people need and what truly makes them happy. In restaurants, hotels or offices, AI can be used to enhance guest experiences. Ask your guests just three short questions, and you'll gain a wealth of information. AI analyses that and helps you make smart decisions."

"AI enables you to optimise guest experiences in ways you never thought possible without technology."

Joop works with, among others, Hell's Kitchen Horeca Group. "For them, we create AI-generated visuals of dishes and use AI assistants to scrape the web for trends. We can also predict optimal staff schedules and calculate smart pricing models. There's a shortage of good people, and AI is the perfect complement. Let AI handle repetitive tasks, so staff can focus on control and creativity. AI-driven companies are also significantly more valuable when it comes to acquisitions. AI allows you to optimise guest experience in ways that would be impossible without technology."

To prompt or not to prompt

Which tools are suitable for hospitality entrepreneurs? Everyone wants to know, but the best place to start is with the basics, Joop advises. "It's better to think in terms of clear prompts. A prompt is simply giving the right instruction to an AI model. But the way you do it determines the outcome. Ask AI to create a French menu and you'll get something basic. But if you provide context - 'you're a chef specialised in meats and French delicacies' - and upload inspirational menus as examples, the result is far better." Joop summarises it in a simple formula: Data + role description + examples = exactly what you want. Poor prompting leads to shallow results from obvious sources. "First learn how to write a good prompt. Then all you need to do is check and evaluate the output. Not happy with ChatGPT? Then it's your prompt that needs improving. Train it to be your personal assistant. Want to stay authentic? Teach the model how you think and write. You can personalise AI so it adopts your style and tone of voice. Once you master that, you can start thinking about automation and process optimisation."



Messi's boots

What's the biggest pitfall? "If you don't facilitate AI, chaos will follow," Joop explains. "Staff will start experimenting on their own without clear guidelines. Research shows that poorly thought-out use can reduce performance by 19%. Another mistake is thinking in terms of tools instead of understanding the fundamentals. AI isn't a gimmick - it's a system you need to grasp. It's like football: if I gave you Messi's boots, could you suddenly play like him?"

Joop sees the next five to ten years as a period of transformation. "Operational tasks will become increasingly automated. That gives entrepreneurs the space to think about growth and development. There's a lot of talent and creativity in the hospitality industry. AI will become a strategic tool - just like the internet and mobile phones - deeply embedded in our daily lives."

■ [PROMPTGORILLAS.COM](https://www.promptgorillas.com)

ARTIST HANNEKE VAN DE POL: CLASSIC ART MEETS FUTURISTIC TECHNOLOGIES



‘EVERYTHING HAS A STORY AND A SOUL’

FROM HER ATMOSPHERIC STUDIO IN KLARENDAL - KNOWN AS THE 'MONTMARTRE OF ARNHEM' THANKS TO ITS ARTISTIC VIBE - ARTIST HANNEKE VAN DE POL COMBINES CLASSICAL ART AND GRAPHIC DESIGN WITH FUTURISTIC TECHNOLOGIES LIKE AUGMENTED REALITY AND ARTIFICIAL INTELLIGENCE. THE BOUNDARIES BETWEEN THE REAL AND VIRTUAL WORLDS BLUR, OPENING A WEALTH OF POSSIBILITIES FOR ENHANCING GUEST EXPERIENCES IN THE HOSPITALITY INDUSTRY. 'BLENDING TRADITIONAL AESTHETICS WITH MODERN INNOVATIONS ALLOWS ME TO BRING WORLDS TO LIFE AND ENRICH THE EMOTIONAL AND VISUAL EXPERIENCE OF A PLACE OR CONCEPT.'

Text: Nathalie Schalke | Photo: Hanneke van de Pol



Magic

Raised in a creative family where art and antiques played a central role, Hanneke discovered art in all its forms and developed a sharp eye for detail and beauty. Her greatest source of inspiration? Life itself. 'By observing and truly seeing, I find magic in the everyday,' Hanneke explains. 'A little antique shop full of trinkets, vintage packaging from the 1920s, a hand-carved miniature world made of cork - there's so much love and attention in those things. Everything has a story and a soul, every object is a world. I can lose myself in that.' 'For example, my mother always made sure there were flowers on the table. Turning small, ordinary things into something beautiful adds richness and flair to life. Creativity, in all its forms, is magical. Humans have the power to shape, transform, and reframe - magic is everywhere!'

Reality check

Today, the balance between physical and digital life has shifted dramatically. 'We now spend around sixty per cent of our time in the virtual world,' Hanneke quotes research from the Centre of Expertise on Digitalisation and Wellbeing. 'Where once family and friends were at the heart of daily life, that has now been replaced by online interactions: meetings, chats, social media.' It's quite a reality check. According to her, this loss of physical connection also impacts people's social skills. 'My daughter graduated from the Amsterdam Fashion Institute (AMFI) and developed a social design concept for Urban Outfitters. The brand can now create a social hub where people can come together and take part in physical workshops like crocheting and knitting - working with their hands, without phones or devices. Branding is about building community, because it matters to people to feel they belong.'

Magic wand

AI in hospitality? 'That feels a bit like blasphemy,' Hanneke says candidly. 'Hospitality is about human contact, about personal attention and being pampered, that warm welcome. Giving your order to a robot? No, thank you. I think those QR codes in restaurants are a misstep. Sure, they're practical and fast, but someone asking 'What can I do for you?' and explaining the menu's specialities - that's real hospitality.' Still, she does see AI as a gamechanger for the industry. 'Behind the scenes, digitalisation and data can offer real value in managing your operations. For me, AI is a magic wand - a tool to help design exactly what a space needs. It can support the creation of art, storytelling, and experience.'



Storytelling

This is evident at Badhotel Domburg, where Hanneke's art blends seamlessly with the interior designed by Belinda Ubbink of studioBINK. Her work tells a story: eighteen festival posters in the style of Toulouse-Lautrec, infused with the spirit of Zeeland and Domburg. 'To give something a soul means sensing what's missing to make a space truly come alive. At Badhotel, with its more classic clientele, that called for different choices. The original posters are quite edgy - Moulin Rouge, Paris, sexy. So, I reinterpreted the storytelling.'

'No half-naked women dancing on bars under red lights, but elegant ladies and gentlemen having coffee, strolling along the beach, and promenading. Nothing too bold or provocative, just something that suits the concept and the surroundings. Too often I see art that clashes with the interior, or wallpaper that doesn't harmonise with the rest. I believe I'm good at creating the right artwork for a specific place - something that fits, evokes emotion, and invites conversation. That's what art is meant to do.'



The life of Flor Fina

Personalised, interactive elements - such as the custom-made coasters for Flor Fina - enhance the restaurant experience. Hanneke: 'The possibilities for creating short films, for instance, are now endless. AI opens a world where impressive projects become reality and storytelling reaches new dimensions. The coasters at Flor Fina have become miniature works of art that tell stories - cinematic, enriched with AI, full of atmosphere.' 'Flor Fina has become a character. A woman of the world, a bon vivant, someone who loves good food, travel, and beautiful moments. She doesn't really exist, but her zest for life shines through in every detail. I drew inspiration from my mother's old photo albums: how she would set the table in France, experience New York for the first time, a holiday in Switzerland, a Christmas party full of charm. These images form the foundation for the scenes that draw people into her world.'

“Interaction takes centre stage: an invitation to pause and reflect on what truly matters.”

'The concept behind Flor Fina is all about experience - storytelling that resonates. The coasters feature 30 scenes with prompts such as: What would you love to do but don't dare? What is true luxury to you? Who should you really call again? How vain are you? What is true love? These are the questions that bring Flor Fina to life, spark curiosity, and encourage interaction. A short film adds further depth - carefully selected scenes that appeal to all ages, from teenagers to grandparents. No single face, no fixed backstory, just a narrative in which everyone can see a piece of themselves. Interaction is key: an invitation to pause and reflect on what really matters.'



Turning fantasy into reality

Challenging the status quo - that's what Hanneke does instinctively. She encourages clients to break free from old habits, shake up their foundations and rethink everything. 'You have to shift perspectives, redefine the framework you're working within, and then start pushing boundaries.' Especially in hospitality, this can elevate branding and experience to the next level. Where once an idea only existed on paper, as rough sketches with limited means, AI now allows it to come to life instantly. What used to be wild imagination is suddenly possible. 'Do you remember those kebab shops in the eighties, with their garish green promotional photos flashing on TV screens? That was the norm back then. Now, AI can create visual perfection - anything is possible. And that's exactly where the new challenge lies: if everything is possible, how do you still stand out? That's where we need artists and designers.'

'Art, AI, and hospitality intersect in fascinating ways. Art can bridge the digital and physical worlds, adding a new dimension to the hospitality experience. Because in the end, it's not about the technology itself, but about the magic that happens when art, craftsmanship, and innovation come together.'

‘FROM BURGER TO BISTRO: CAFÉ FRANÇAIS EMMANUELLE’



Restaurant REX, Hilversum



Touch of Moulin Rouge

Emmanuelle draws on the French bistro with a touch of Moulin Rouge—a bit cheeky and utterly maximalist. It starts on the terrace: two massive bespoke parasols in shades of blue, rust, salmon, black, and off-white with a geometric pattern and built-in heaters for year-round outdoor seating. Just like in Paris. With custom-painted sky-blue frames for the semi-circular benches and terra-coloured cushions with yellow-black tiger print, you could swear you're in France. Round tables with burgundy tops, French woven chairs in green and blue. Under the awning, classic rounded slat benches on both sides of the corner, with white-linen-topped bistro tables directly against the façade. On the first day of spring - Emmanuelle's debut - the sun was shining, and both terrace and interior were immediately full: sixty seats inside and seventy-five outside.

“It all happened very organically. One thing led to another. **There's nothing more exciting than spotting and seizing opportunities.**”

“When I saw that, I knew straight away: this is going to work. Everyone wants to peek inside. And it's not just about the eclectic décor - we've got a great menu and a fantastic chef.” No fast food here but a menu full of French classics: duck, escargots, oysters, turbot, steak or moules frites, and to finish, a poire belle—naturally, Emmanuelle. All in an ambiance of pure excess: rich striped fabrics, toile de jout, gingham, leopard print, wallpapered ceilings, and lace half-curtains under the classically lettered windows.



Restaurant REX, Hilversum

FRENCH FLAIR ON THE TERRACE

HILVERSUM | NL



Marco van Velthooven

FOR YEARS, ORGANIC BURGERS FLEW OUT OF THE KITCHEN HERE. BUT KNOWING WHEN TO STOP AT YOUR PEAK IS AN ART IN ITSELF—AND ONE THAT HILVERSUM HOSPITALITY ENTREPRENEUR MARCO VAN VELTHOOVEN HAS MASTERED. NOW, ON THE CORNER OF THE GROEST IN HILVERSUM, HE SERVES UP FRENCH FLAIR AT CAFÉ FRANÇAIS EMMANUELLE.

Text: Renske Schriemer | Photography: Fred Sonnega

Boudoir meets the Seventies

Café Burger had run its course. And with burgers priced at twelve euros, there was room to raise the spend - and the experience, says Van Velthooven. And he succeeded, he adds with a smile. He's got a nose for the zeitgeist. Bistros are thriving in all the big cities. Still, Van Velthooven didn't want the typical French bistro on his corner—he aimed for something more playful. Think boudoir meets the seventies: eclectic, a mix of styles, patterns, colours, and materials.

Masterstroke

The shift from burgers to bistro turned out to be a masterstroke. The concept is his, but for the execution, Van Velthooven entrusted top-tier designers. In this case, Too Many Agencies - famed for the interiors of Gio's in Amsterdam and Lucy Chang in Antwerp. For Meddens, he teamed up with Rein Rambaldo of De Horeca Fabriek, while the brown café Nannes was designed by Ost Interior. By now, Van Velthooven sets the tone for Hilversum's hospitality scene, running eight restaurants and bars between Groest and Kerkbrink.

It sounds like a carefully crafted strategy, but nothing could be further from the truth, he insists. “It all happened very organically. One thing led to another. There's nothing more exciting than spotting and seizing opportunities.” Now 53, he could live off his real estate, but slowing down isn't in his nature. “I'm a roll-up-your-sleeves kind of guy.” Though born in Utrecht, he moved to Hilversum as a child when his grandfather passed away, and his father took over the family café. Little Marco grew up above the business and was already hanging around the bar as a kid. A pub regular - albeit a sober one. “I was always helping out or playing football - I still don't drink.” When his father passed away young as well, Van Velthooven, then in his early twenties and fresh out of hotel school, stepped in. One venture led to another: Club Havana, Musk, Rex, Meddens, Fat Joe's, G-Spot, Het Clubhuis, Nannes, and now Café Français Emmanuelle.

A New Style

Just down the Groest, the terrace at Nannes - a cosy brown café in a new style - is also filling up. Van Velthooven casually reminds a waitress to add flowers and menus to the front tables; no one is sitting there yet, even though the sun is out. Next door, he shows off the new terrace at Rex, housed in an Art Deco building with a matching retro interior. That vibe now extends outside, too: spindle chairs in green and yellow, black webbing chairs, and benches with mustard-yellow custom frames and a mix of cushions - aubergine zigzag paired with ginkgo-leaf patterns in blue and green. Van Velthooven brings colour to the Groest - and who knows, maybe one day he'll pass the baton. His five-year-old daughter already enjoys joining him for rounds: “Let's go check Rex, daddy,” she says.

EMMANUELLEHILVERSUM.NL | REXHILVERSUM.NL

SCYLLA: RIVER CRUISE SHIPS WITH INTERNATIONAL ALLURE

OUR SHIPS ARE FLOATING BOUTIQUE HOTELS,
FULL OF ATMOSPHERE AND STORY

'A RIVER CRUISE SHIP IS LIKE A FLOATING HOLIDAY ISLAND WHERE GUESTS LIVE CLOSELY TOGETHER FOR A WEEK,' SAY CATHY SCHRÖDER AND MICHEL VAN DER VELDEN, INTERIOR DESIGNERS AT SCYLLA, A PIONEER IN THE PRIVATE MARITIME SECTOR. SCYLLA'S FLEET NOW NUMBERS FORTY-FIVE RIVER CRUISE SHIPS SAILING THE MOST BEAUTIFUL WATERWAYS IN EUROPE. FROM PORTUGUESE OPEN-AIR ELEGANCE TO PARISIAN BISTRO CHARM - EVERY INTERIOR DETAIL IS TAILOR-MADE AND REALISED AT LIGHTNING SPEED. 'A SHIP SHOULD FEEL LIKE HOME,' SAYS CATHY. 'AND THAT STARTS WITH DESIGN THAT'S RIGHT DOWN TO THE SMALLEST DETAIL.'

Text: Nathalie Schalke | Photography: Provided by Scylla & Fred Sonnega

One big family

Founded in 1973, the Dutch family business Scylla has grown over the past fifty years into a true pioneer of the European cruise industry. It all started with André and Martha Reitsma and a single ship; today, in 2025, the fleet comprises more than forty vessels, ranging from luxury charters for American tour operators to Scylla's own consumer brand, VIVA Cruises. The company's identity is firmly rooted in family values, innovation and hospitality.

'The company culture is informal, relaxed and built on trust,' says Cathy, who has been part of the Scylla family for eighteen years. 'That freedom allows us to be creative and involved in every project from start to finish.' Michel adds: 'I felt at home from day one. Everyone works together as one big family - from shipbuilders to suppliers, everyone contributes to the final guest experience.'



Porto Mirante



Alex Jansen, Angelique Roggeveen, Cathy Schröder en Michel van der Velden

Design at full speed

Designing a cruise ship interior is like a competitive sport. Within a few months, a bare hull is transformed into a floating hotel. Cathy explains: 'On delivery day, it's all hands on deck. Lorries come and go, furniture is unloaded and placed straight away. Within a single day, the ship must be ready to sail.' That level of precision is no coincidence. 'It's like an ants' nest,' Michel laughs. 'Everyone knows exactly what to do. Everything is meticulously planned: every piece of furniture is labelled and checked. That's how we meet tight deadlines - after all, the first cruises are already sold months in advance.'

Made to measure

Beyond their refined finish, Scylla's ships stand out for their bespoke design. No fewer than four new vessels are being delivered this year: the Porto Mirante (2024), VIVA Enjoy, Riviera Rose, Riviera Radiance and Lumière are the latest additions to the fleet. Each interior is tailored to its route, audience and charter partner's branding. Designing is a team effort - from routing and layout by Alex Jansen and Angelique Roggeveen to the final look and feel. A ship cruising the Seine might feature Parisian bistro flair, while one catering to American guests includes spacious suites and luxurious details. Cathy: 'We create our own fabric patterns and carpet designs so that every ship carries its own signature.' Michel adds: 'Even the colour palette or interior style helps us identify each ship when, for instance, a repair request comes in.'

High-level hospitality

Cathy and Michel's designs revolve around comfort, atmosphere and sustainability. Furniture is shortened or custom-built to make optimal use of limited onboard space. 'We create a sense of spaciousness in just a few square metres,' Michel explains. Practicality plays a key role too: chandeliers are subtly anchored so they don't sway, lighting is dimmable and energy-efficient, and all materials are chosen to withstand intensive use. Guest experience goes far beyond interior choices. 'A cruise ship is a floating hotel, but also a micro-community,' says Cathy. 'Guests spend a week together on board, so the interior needs to convey calm and warmth. From the lounge where everyone gathers to the cabin where someone can retreat - every detail contributes to that feeling of comfort.'

Storytelling

Although Scylla doesn't blindly follow trends, colour and pattern are becoming increasingly important. 'We see more daring choices: deep greens, ochres, purples and red accents,' says Michel. Still, timeless elegance remains the foundation. 'We blend classic elements with contemporary touches.' A prime example is the brand-new Lumière, sailing the Rhône this year. 'For this ship, we completely redesigned the layout,' Cathy says proudly. 'Wellness and health take centre stage - it's a fresh approach based on guest research and feedback.' Storytelling is also central to the interior experience. A ship like the Porto Mirante, cruising the Douro, radiates an outdoor lifestyle and scenic views, while a vessel on the Seine reflects Parisian elegance. 'The interior tells the story of the river,' Michel explains. 'That also strengthens the brand identity of our charter partners.'

"We create our own fabric patterns and carpet designs, so that every ship carries a unique signature."

The perfect design duo

The consistently high standard of Scylla's interiors is largely thanks to Cathy and Michel's creative chemistry. Their collaboration is instinctive. 'When we need to pick a colour, we both reach for the same shade of blue without a word,' laughs Michel. 'Cathy is methodical and relentless when it comes to detail.' In turn, she praises Michel's extensive know-how, humour and energy. That dynamic translates into ships that evoke emotion. 'Everything has to feel just right,' says Michel. 'From the thickness of a cushion to the quality of the lighting. Guests sense that - even if they don't consciously notice it.'

Internationally leading

The river cruise industry is booming. Fifteen years ago, Scylla delivered one new ship per year; today, it's three to four on average. The audience is expanding beyond seasoned cruisers to include younger travellers and families. Themed voyages, solo expeditions and ships used as MICE venues are on the rise. For Cathy and Michel, the goal is clear: constant innovation. 'We dream of more space and higher ceilings,' says Cathy, 'but above all, we want to keep creating atmosphere and experience.' Michel nods: 'Scylla aims to remain a global leader. Every ship should feel like a unique hotel.'



Render Lumière

CROWD ENGAGER AND STRATEGIC ARCHITECT OF ATMOSPHERE

KEES NDEKE CONNECTS PEOPLE AND BRINGS BRANDS TO LIFE

VIBRANT NIGHTLIFE, (INTER)NATIONAL EVENTS, CLUB VIBES AND MAXIMUM BRAND EXPERIENCE: THE STORIES OF KEES NDEKE, OWNER OF BRANDLY IQ, TAKE YOU FROM LIMBURG DISCOS TO HIGH-END VENUES LIKE JIMMY WOO, FROM STUDENT PARTIES TO CREATING INTERNATIONAL HOSPITALITY CONCEPTS AND LUXURY LIFESTYLE BRANDS. KEES IS A CROWD ENGAGER - A STRATEGIC ARCHITECT OF ATMOSPHERE WHO CREATES IMMERSIVE EXPERIENCES THAT RESONATE WITH HIS AUDIENCE THROUGH A 360° APPROACH. 'WHEREVER I GO, I SEE POSSIBILITIES. I'M ALWAYS THINKING OF WAYS TO BRING PEOPLE TOGETHER.'

Text: Nathalie Schalke | Photography: Provided by Kees & Pim Ras for Entree magazine



No life

'At seventeen, I started going out with a nightlife photographer friend and became fascinated by that world,' Kees recalls. 'Everyone experiences the same thing, but each person feels it differently.' He grew up in Limburg, where his brother made a name for himself as a DJ in local discos. 'That's where I began creating concepts, booking artists for Limburg, studying at the VU in Amsterdam, organising my first events at Elephant du Congo on the Reguliersdwarstraat, and throwing student parties across the country.' Starting his own event agency was a natural step. 'It got out of hand,' he laughs. 'At one point I was doing 250 events a year - from Amsterdam to Dubai and Ibiza. I had no life left.'

Demographic thinking

After COVID, Kees wanted to slow down, but brands started approaching him for advice. 'Labels often don't know how to connect with younger audiences. There's no universal formula for a successful product or concept. The key lies in building a community and being visible where your target group is. A beer activation won't work in a high-end club - that audience simply isn't there. On the other hand, a luxury concept can work perfectly in Dubai or Ibiza. Demographic thinking is essential - understanding what works where, and why. You must consider the country, city, location, market dynamics, culture, habits and audience.'



Intuition versus data

AI and data can help you work faster and smarter. 'Embrace it,' Kees advises. 'Technology and data are powerful tools for content creation, newsletters, analytics or curating your line-up. Club cards, for example, can reveal which DJs or genres drive higher bar sales - urban always performs well in that regard. Data processing is invaluable, and AI makes it easy. But if you only rely on data, you risk falling into a self-fulfilling prophecy,' he warns. 'Creativity and intuition must always lead. The spark comes from people. Creativity is our most priceless asset - you can't learn it. Data is only as good as what you do with it. Creativity must be monetised - turned into real economic value.'

“Demographic thinking is key - what works where, and why?”

Classy word for copying

Constantly coming up with new ideas, linking products to ambience and location, and engaging audiences takes endless creativity. Where does Kees find inspiration? 'Inspiration - funny word, isn't it? It's just a classy way of saying copying,' he laughs. He admires friends like Ad Schaap, Ron Simpson and Casper Reinders for their originality and entrepreneurial drive, as well as Milan Voet and Glenn Cornelisse, the minds behind Stëlz hard seltzers. 'They're brilliant at crafting concepts and staying on top of their audience,' Kees says. 'I also spend a lot of time in bars and clubs like Cooldown - the spot everyone ends up after a night out. The Dutch scene is ahead of the curve,' he adds with a grin, 'we're just a nation of perfectionists - high demanding people.' And what are we truly world-class at? 'DJs! They're practically our biggest export product. If something works in Amsterdam, it can probably work abroad too.'

'I travel a lot and bring back ideas. FIVE Holdings, the group behind brands like Lío and Pacha, is huge in music, entertainment, leisure and hospitality - with clubs in Ibiza, Mykonos, London and Mallorca, plus hotels, cabaret and merchandise. It shows how broad a brand can go - a brand isn't just your product.'

■ BRANDLYIQ.COM

Brand alignment

Consistency, reinvention, and clarity - always letting guests know what to expect. Kees learned this through his involvement with iconic Amsterdam clubs like Jimmy Woo, Chin Chin and Supperclub. 'It's all about brand alignment. Clubs and new restobars can evolve into lifestyle brands - sexy ones! They understand their audience and know that Thursday has become the new Friday drinks, that Sunday brunch is booming, and that Tuesday and Wednesday are still tough nights. Clubs should peak on Thursdays, Fridays and Saturdays. For a luxury cocktail brand, I once created a concept called Velvet Thursday and found the perfect venue for its launch. Every concept needs a face - someone to embody it, legitimise it, and set the tone. A celebrity, DJ or influencer can add that layer of authenticity and direction.'

The golden ticket

Is 'gastrotainment' the golden ticket for the hospitality industry? Kees smiles: 'Adding entertainment can create an extra revenue stream, but running your business properly must always come first. Take Soul Kitchen, Bisous or Mr Porter - they're perfectly designed for the after-dinner club scene, with top-tier restaurant quality. It's about good vibes and socialising. If a traditional restaurant wants to pivot to entertainment, the whole concept must follow. Consistency is crucial. If you occasionally have two ballerinas doing cartwheels over tables, a DJ spinning from flight cases or a drag queen hosting bingo, I'd say: don't do it! Think carefully about how to maximise your concept. Times change - you need to stay sharp, analyse your audience, and understand what your (desired) guests really want.'



Velvet Vixen

Although Kees once swore he'd never work in hospitality - 'slave labour,' he jokes - he's now (co-) owner of a venue on Amsterdam's Leidseplein: Velvet Vixen, a cocktail bar with international allure and Amsterdam street credibility. 'It started as a marketing project, but now I run the place with my team, collaborating with amazing brands like Tecan Tequila and Bacardi. The location is perfect - we're dealing with a generation with a short attention span: hot today, gone tomorrow. We get a lot of tourists, and Velvet Vixen has become my playground for testing ideas. I want to scale it - Qatar is calling.'

■ VELVETVIXENCOCKTAILBAR.COM

TRANSFER COATING: CRAFTSMANSHIP WITH A DIGITAL TWIST

ULTRA-STRONG,
SCALABLE
AND IMAGINARY

HOW DO YOU COMBINE AUTHENTICITY, CRAFTSMANSHIP AND A NATURAL LOOK WITH SEEMINGLY OPPOSING VALUES SUCH AS EFFICIENCY, SUSTAINABILITY AND SCALABILITY? LIKE THIS! WITH TRANSFER COATING – AN INNOVATIVE, SUSTAINABLE FINISHING TECHNIQUE THAT BRIDGES TRADITIONAL CRAFT WITH MODERN TECHNOLOGY.

Text: Nathalie Schalke

A luxurious look

'Transfer coating involves applying a decorative layer – such as wood grain – onto a surface via a film or carrier,' explain designers Chris Montijn-Spiering and Gijs van Essen. 'The result? A flawlessly applied, extremely durable, scalable coating with the illusion of a premium natural surface.'

Traditional painting or varnishing methods often require several layers and drying times. Transfer coating is faster, more environmentally friendly and far more precise. Perfect for hospitality concepts and interiors. Chris: 'This technique delivers a luxurious, wood-like finish without the drawbacks of solid wood. The result is almost indistinguishable from the real thing.'



Sensory experience

Transfer coating can realistically replicate the artisanal wood textures and effects of Iroko wood: the flowing grain, the golden-yellow to brown hue of this African teak is reflected beautifully in the Xava chair. High-definition printing and smart material development preserve the sensory experience.

'Terrace furniture at Satelliet is designed with real thought, and transfer coating opens up many possibilities,' says Gijs. 'Real wood has its limitations – for instance, in stackability or weight. This digitally crafted technique allows us to create shapes and designs that aren't feasible with solid wood.'



New: Javae

One of the standout newcomers in the Satelliet outdoor collection created using this trendy method is the Javae. A playful model with smooth lines, dark green woven straps, and an Iroko look. Chris: 'This type of finish makes the model weather-resistant and easy to maintain. This lightweight, stackable showpiece is perfect for capturing those Indian Summer vibes on the terrace. The strength of Javae lies in the simplicity of its design.'

Thanks to Skinner

The term 'transfer' and the basic principle of image transfer via film or paper dates to the 19th century. One key figure in the technique's development was Thomas Skinner (what's in a name ;-), who around 1840-1850 developed a method to mass transfer designs onto steel and bone using paper transfers.

He applied this mostly to knives and metal objects. His technique was faster, cheaper and reproducible – fundamentally like the modern transfer coatings now used in furniture design.



"This type of finish makes the model **weather-resistant and easy to maintain.**"

Modelling

Historically, this modern technique builds on the ideas of Thomas Skinner – a pioneer in the transfer process whose thinking is still surprisingly relevant today. 'In chairs like Xava and Javae, the frame design is essential,' Chris emphasises. 'An aluminium frame that mimics wood must be thick and sturdy enough – a frame that's too slim can break, especially in busy hospitality settings.'

Transfer coating also requires a surface that is flat enough for the film but still structurally strong. The design needs to strike a delicate balance between robustness and lightness – a fine line between craft and industrial functionality.'

■ SATELLIET.NET

NATHALIE SCHELLEKENS



STUDIO ONS

PRACTICAL DESIGN WITH A PLAYFUL TWIST

... INTUITION IN FORM

SIMPLE, CONTEMPORARY AND DISTINCTIVE WITHOUT BEING LOUD: MULTIDISCIPLINARY DESIGNER NATHALIE SCHELLEKENS, OWNER OF STUDIO ONS, CREATES PRODUCTS THAT BRING A SMILE AND CONNECT PEOPLE. HER DESIGNS - INTUITION SHAPED INTO FORM - ARE FUNCTIONAL AND JOYFUL, MEANT TO BE CHERISHED. "I WANT PEOPLE TO FEEL HAPPY WITH MY CREATIONS. DESIGN SHOULD BE SOMETHING YOU WANT TO KEEP, AND PREFERABLY PASS ON TO FUTURE GENERATIONS."

Text: Nathalie Schalke | Photography: Paul Jaspers

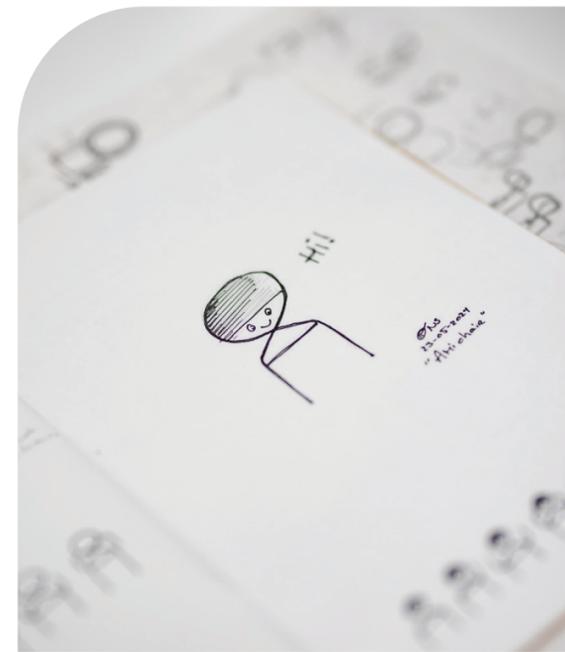
Breakthrough

Her love of design revealed itself early. 'As a child, I was always busy: crafting, building miniatures and models, feeling cushions in home stores, discovering patterns. If I saw something interesting, I would study it and try to make it myself. Knotted bracelets, for example - which I then sold to my friends or on Queen's Day.' Independent entrepreneurship came naturally to this pragmatist. Choosing the Design Academy Eindhoven, specialising in product design, was therefore a logical step.

During an internship in Vietnam, she discovered the art of weaving - a technique Nathalie still uses today. Winning a pitch for the Van Abbemuseum in Eindhoven marked her breakthrough. 'I was given archive materials such as films and newspaper articles and allowed to set up a complete exhibition. I hung the items on steel wire stretched like a washing line through the museum tower. I called the exhibition: 'Hanging Out the Dirty Laundry.'

Playful twist

Her work carries a recognisable signature: simplicity, character, and clarity. 'My designs are functional, recognisable, and without embellishment. Personally, I love stripes and graphic patterns - they are elemental, clear.' Bolleke - the portable LED lamp designed for Fatboy - has become a global hit. 'I never imagined it would become this big. I come across them in the most unexpected places - Zwolle, Sicily - and that feels amazing.' Other designs, such as the illusory Prop rugs for Textiles&More, the iconic Monroe parasol for Borek, and Flip - a table that can be 'flipped' to reveal two different surfaces, made in a social workshop - embody the same design philosophy: surprising, adventurous, multifunctional, and always with a playful twist. The name of her studio is as simple as it is meaningful and layered. 'ONS stands for Ontwerpstudio Nathalie Schellekens but it has multiple meanings,' explains Nathalie. 'A design is never just mine; it belongs to us which means 'ons' in Dutch. I create together with clients, together with makers. And there's also a touch of Brabant: conviviality, that indulgent, sociable element.'



TURNING POINT

A creative process rarely follows a straight line, Nathalie knows all too well. She is familiar with the notorious designer's block. 'I always reach a point in the process with too many ideas, too many choices. Then I block, but I realise - this is the turning point! I lie in my hammock with a book or magazine and literally let go. Many solutions and ideas arise this way. When I step back, leave something for a while, and stop looking at it, creativity starts flowing again. I trust the process - it always works out.'



Cherishing

Trends? She doesn't follow them, but she observes them. When rounded forms and arches are popular, she prefers to work more cleanly, as with the Cubio & Lina cabinet collection for DYYK. For Nathalie, design begins with curiosity, feeling, and intuition. 'Good design is thoughtful, timeless, and of high quality. Design shouldn't be an addition but should give purpose to a space. I want people to feel joy in my designs, to cherish the items. In that sense, I'm old-fashioned - wanting to preserve and keep design, to pass it on to your children.'

"I want people to feel happy with my designs, **to cherish the items.**"

Often, an idea emerges spontaneously or during experiments in her studio. 'Like with the Ami chair I pitched for Satelliet Originals. My partner looks at my sketches with a pragmatic eye, gives practical feedback, and that's how an idea grows into a 3D presentation or prototype.' Ami (meaning friend) is a design you want around you - a bistro-style chair with continuous lines, appearing as a single piece. 'In the design, I recognise a character, a smiling little face.'



ESSENCE

For her designs, Nathalie prefers to work with new materials, products, or spaces - blank canvases - and she looks beyond the product itself. 'I see the design and the space it occupies as one whole. Collaboration is crucial - with manufacturers, architects, and contractors - as it gives me the freedom to bring both products and spaces to life. The challenge and satisfaction lie mainly in experimenting.'

Is there one creation she's most proud of? 'I stand fully behind what I've made. When are you proud? When something sells successfully, or when you've gone through an intense process and created something unique, of which only one exists? For me, it's about people being able to enjoy my design for years and feeling at home with it.'

■ STUDIOONS.COM

HOTSPOT GIORGIO ROSA THE HAGUE: A SEDUCTIVE FREE STATE

‘ITALIAN BRIO AND REBELLIOUS DESIGN’

PROMINENT HOSPITALITY ENTREPRENEUR REIN RAMBALDO – THE CREATIVE FORCE BEHIND DE HORECA FABRIEK – HAS MADE A BOLD STATEMENT WITH GIORGIO ROSA IN THE BINCKHORST DISTRICT OF THE HAGUE. A TALKED-ABOUT HOTSPOT WITH ITALIAN-MEDITERRANEAN FLAIR AND A FEMININE TOUCH IN BINCKHAVEN – A LOCATION WITH A CREATIVE INDUSTRIAL FEEL, RAW EDGES AND A DYNAMIC VIBE. EXACTLY THE KIND OF PLACE WHERE THE SOVEREIGN GIORGIO ROSA FEELS AT HOME. “PRAISE OR CRITICISM – I COULDN’T CARE LESS,” SAYS REIN. “A HOSPITALITY VENUE NEEDS TO LEAVE AN IMPRESSION ON GUESTS. THAT MEANS YOU HAVE TO DARE TO BE DIFFERENT.”

Text: Nathalie Schalke | Photography: Fred Sonnega

Hotspot

As you enter, your eyes don't know where to look first: a stylish private dining area, cosy tête-à-têtes by the walls, round social seats set against a rugged art wall and a striking bar in the centre of the spacious venue. Rein: “A technical feat: that metre-long sculpture with flowing curves, built on a metal frame, layer by layer – it took blood, sweat and tears, and I'm very proud of it.” Giorgio Rosa offers high-end shared dining in an atmosphere that's distinctively serene: a Mediterranean warmth and flair mixed with luxurious details and edgy accents. A custom AI-designed print runs like a red thread throughout the concept, enriching the bar, benches, chairs and even the tables. “This pattern is our distinctive signature,” Rein explains. “Just like the impressive 30-metre-long lighting feature that traces the contours of the organic bar.”

Hospitality psychology

Every detail has been carefully considered. Chairs that swivel, a strobe light that moves people organically, subtle scents, music that evolves throughout the evening and encourages dancing. Rein: “We stimulate our guests' senses in various ways. I've always been fascinated by hospitality psychology – and it works.” Guests choose their spot with intention and already know where they want to sit next time. “The seating landscape is varied, luxurious, sexy and above all comfortable – even outside, on the charming waterfront terrace. If people are comfortable, they stay longer, have another cocktail – and that directly reflects in spending.”



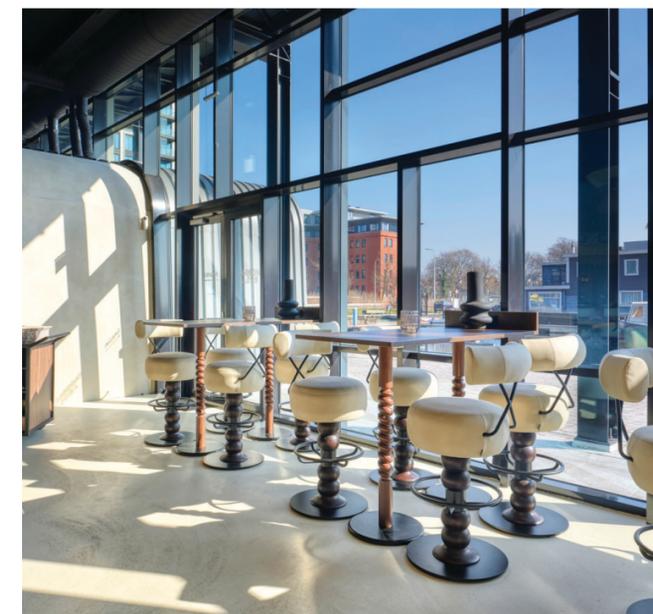
THE HAGUE SWAGGER

Success doesn't come easy, and Rein Rambaldo knows it better than most. His entrepreneurial journey was a mix of victories and brutal reality checks. At sixteen, he found himself behind a bar with one certainty: he wanted to be an entrepreneur. But being young and ambitious wasn't enough. His first business in Leiden was successful, but the partnership wasn't, and a major project with an investor ended in disaster. “It felt like a boxing match – knocked out, ten counts to recover, and then back in the ring.” Fewer illusions, more experience!

With a healthy dose of The Hague swagger, he put himself on the map. “I needed to impress, so I had 3D drawings made, financed with borrowed money – and won pitches that way. I even hired a phone service: ‘press 1 for one of our designers’ – haha, while I was just alone in my attic.” The TV show De Rekenkamer, a well-watched programme, called him for his opinion on the rise of coffee bars. “I'd never designed one, but I confidently claimed I had. I created cool drawings based on a concept I'd seen in the US – and suddenly, I was the talk of the town.”

“If I've learned one thing, it's to always believe in your own vision. And surround yourself with people who understand and amplify it.” His tattoo Homeward Bound reflects his mindset: Rein seeks adventure, but always returns to his foundation.

■ [DEHORECAFABRIEK.NL](https://dehorecafabriek.nl)



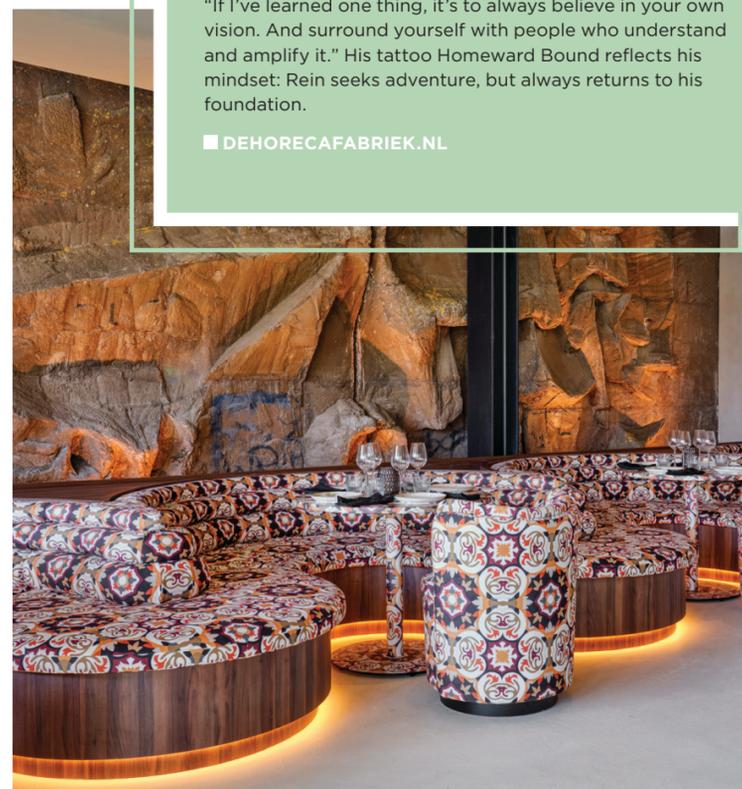
Anarchy

The name Giorgio Rosa was no coincidence. It's a nod to an eccentric Italian engineer who, in 1968, built his own island in international waters off the Italian coast and declared it an independent nation. An act of anarchy and freedom that ultimately drew the attention and ire of the Italian government. The true story was turned into a film: Rose Island (L'incredibile storia dell'Isola delle Rose) and colleague Nikki saw a beautiful parallel. “That sense of freedom, rebellion and individuality suits us – and Binckhorst – perfectly,” says Rein. “This previously derelict area is now rapidly developing, a sort of free state of its own.”

Joie de vivre

With Giorgio Rosa in full swing, Rein is already looking ahead to the next project. “In the centre of The Hague, we're launching a new French concept – with a twist, of course. It'll have two floors: a cocktail and gastro bar downstairs, and an extravagant brasserie upstairs. That real ‘Paris je t'aime’ feeling – that delicious joie de vivre.” Rein and his team at De Horeca Fabriek – headquartered above Giorgio Rosa – continue to surprise. “We plan to seize opportunities and bring to life concepts we truly believe in.” No doubt, another attention-grabber, bold and different – just like the seductive free state of Giorgio Rosa.

■ [GIORGIO-ROSA.NL](https://giorgio-rosa.nl)



SEEN IN MILANO

Although trade restrictions hovered like an uncertain cloud over Milan, the world of interiors radiated optimism. At the Salone del Mobile, creativity burst forth, drenched in bold colours and good news. The most striking highlights are captured in four captivating trends, each with a leading role for softness, playfulness, punch, and introspection. Discover happy & healthy and soft play.

Text: Renske Schriemer

MADE IN THE UK

British brand SCP marks its 40th anniversary with a chair crafted entirely from natural, sustainable materials. 'Agilis' by Matthew Hilton is a low lounge chair, light enough to move around the house with ease. It's foam-free, upholstered in wool and cotton, and comes with a warm woollen throw for added comfort and a soft aesthetic.



MOUTH-BLOWN MAGIC

Solid oak, wool fabrics, and mouth-blown glass—this premium IKEA line proves mass production and craftsmanship can coexist. Take the richly turquoise mouth-blown bowl by Paulin Machado, for instance: luxurious yet accessible.



TACTILE TEXTILES

Machado's cushion covers for IKEA's STOCKHOLM 2025 come in two palettes: green-yellow and red-brown. Like the rest of the collection's fabrics, they're made from 100% natural wool.



TREND HAPPY & HEALTHY

No foam! At last, they've arrived - sofas with sustainable stuffing. The foam-free revolution is gaining momentum. Brands are ditching polyurethane foam for traditional, natural materials like wool, horsehair and coconut fibres. But with a contemporary twist: smart solutions ensure the sofas are both stylish and supremely comfortable. Expect more beautiful things—with a conscience.

SITTING ON SPRINGS

'Anima', a rounded series of sofas and armchairs by Lara Bohinc, offers plush comfort and seamless upholstery. These are true novelties in foam-free seating—also CO²-neutral. The craftsmanship? Courtesy of French experts Maison Phelippeau, renowned for upholstering chairs for royalty and castles. A series of spiral springs keep the wool and horsehair stuffing beautifully in shape.



COLOUR & CLIMATE POSITIVE

Dutch company Forbo impressed in Milan with a fresh colour palette for its Furniture Linoleum collection. This natural, climate-positive material is ideal for tables, stools, and kitchen fronts. The updated line features fashion-forward yet timeless hues like terra, olive, aubergine, and burgundy. Some variants are even pigment-free, relying solely on the natural ingredients—linseed oil, wood flour, pine resin, and limestone.

FAIRYTALE FOREST

The eighth STOCKHOLM edition draws inspiration not from the city, but from surrounding nature and Sweden's islands. Machado's linen lampshade features a woodland print, mounted on a powder-coated steel frame.



STACKABLE STYLE

Simone van Es took home the Masterly Milano 2025 award for her group exhibition The Last Supper. One standout: stackable stools by designer Dirk van der Kooij, made from recycled plastics like old fridges. These unique, colourful pieces work equally well as stools or side tables in any interior.



FOAM-FREE FROM IKEA

IKEA introduces its first foam-free sofa in the STOCKHOLM 2025 collection. Designed by Nike Karlsson, the three-seater features a light pine frame and fibreboard, with soft cotton cushions filled with coconut fibre and pocket springs to maintain their shape.



FLORAL FANTASY

Brazilian artist David Aliperti turned evening hobby into profession, sculpting floral arrangements from soft clay. Now his long-lasting bouquets are in demand worldwide.



TAPED BEAUTY

A bold frame appears wrapped in soft tape—the 'Tape' lounge chair from Satelliets Originals combines powdery tones with sturdy form. Perfect for any terrace.

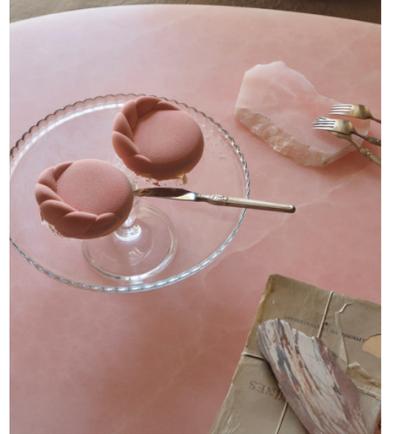
SOFT SEATING

Design duo FormaRosa spans New York and Peru, working with master ceramicists to craft lamps and now a sculptural chair of strong, curved ceramic with a soft cushion.



THE POWER OF SOFT

Aline Asmar d'Amman encourages us to embrace softness: plush fabrics, blush tones, blooms, and dreamy canopies create interiors brimming with romance and subtlety.



WAVY WONDER

Fantin's 'Wave' elements shimmer in blush-toned metal, perfect for creating vanities in compact spaces. Playful and elegant with flowing shapes.



FREE FORM

Amsterdam's Studio Rive Roshan plays with light across materials. Their 3D-printed 'Freedom Vessels' change colour and form with the folds, evoking movement and fluidity.



SEDONA SLUMBER

Spanish Italian designer Patricia Urquiola presents 'Sedona' for Kartell - playful bedroom pieces in lively hues, including benches, nightstands and a statement bed with a round headboard. Lilac and cobalt blue pop throughout.



FRINGED FUN

Lara Bohinc teams up with Uniqqa for side tables in wood with fringes of coloured leather scraps. Flirtatious, feminine, and grounded by monochromatic tones.

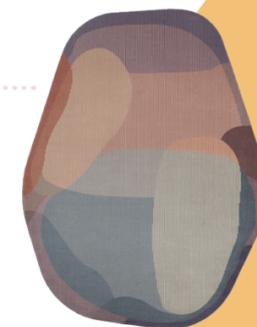


TENDER TOUCHES

Italian ceramic brand Bosa's tiles from the 'Dornette' series - 'Celestia' and 'Mariposa' - are like kisses on the wall. Their soft colours raised patterns and intricate details make them miniature artworks.

NORTHERN LIGHT

Leolux debuts front row at the design hall—rightfully so. Under Studio Truly Truly's creative lead, they present future icons like the sculptural 'Sen' chair and the organic 'Boreal' rug in muted tones.



TREND SOFT PLAY

Softness speaks. Think powdery hues, tactile textures and floral motifs galore. Like a spring day in a flower field with a gentle breeze, this interior trend invites play with modular, flexible elements.

SEEN IN PARIS

On the show floor at Maison & Objet in Paris, design returns to its French roots: a renewed focus on materials, craftsmanship, prints and patterns. The big design houses stayed away, making space for artisanship - and, above all, colour.

Text: Renske Schriemer

SUN-FADED GREEN

From the Verde Lanza collection by Pascale Naessens, this green ceramic cappuccino cup features a sun-weathered glaze and shell-like texture, hand-formed to resemble a folded leaf. Matching saucer sold separately.



STURDY TRUNK

The forest is a world of its own - stumps to sit on, moss to lie upon, and leaves to shelter under. Designer Philippe Malouin took inspiration from the down-filled Puffer jacket for his equally cosy Puffer sofa: robust, textured brown upholstery that invites rest, like a fallen tree in the woods.



AFTER MIDNIGHT

After the night bloomers come the nocturnal animals. The owl - eccentric, elegant, and at its best in the dark - inspires the Italian fashion-meets-design brand Marni. Following their Midnight Flowers tableware, they now introduce After Midnight: a pair of colourful, sculptural owl vases, expressive and full of character.



TREE STUMP

Standing proudly like little logs, the Rift ceramic pots by Kelly Wearstler are handcrafted with natural glazes. The linear relief evokes tree bark, while the glaze itself adds depth and shadow - what the designer calls the 'soul of the design'.

WILD BLOOM

At the stand of Irish lighting brand Mullan Lighting, artisans were handcrafting shades for the Rivale wall lamp, inspired by the wildflower Geum rivale (also known as Water Avens). Each ceramic shade is formed in clay and finished with a choice of crackled glazes. In Ireland, this delicate flower thrives in damp, shaded woodland - a fitting muse.



TACTILE TILES

Polish studio Riwal, known for its traditional tiled stoves and fireplaces, applies its expertise to wall tiles with hand-formed relief and artisanal glazes. Each tile tells a slightly different story, giving walls a unique, crafted texture.



LACQUER WORK

Studio Harta reinterprets traditional Korean lacquer techniques with modern flair. The result: striking textures and refreshing combinations of red and blue that enhance each other beautifully.



UNDERFOOT

Quickstep welcomes you to a world of laminate floors with the look and feel of real wood. Their styling is right on point: deep burgundy tones, faded blues, striking cobalt and even blends of wine red with a hint of terra. The perfect blue-and-burgundy mix.

ICEBLOCK

A chair that looks as though it's built from ice, yet is surprisingly comfortable. This sculptural piece is part of the Puffer series by British furniture maker SCP.



TREND BLUE LOVES BURGUNDY

Burgundy has officially crossed over from fashion into interiors. But unlike in fashion, here it's often paired with blue - from soft ice and celadon tones to deep, dramatic shades. A bold and captivating contrast.

JOY OF USE

German lighting brand Occhio excels in what they call the joy of use: lighting that you don't just see, but experience. Their latest collection features intuitive touch-free control and 18 inspiring colours - including Rosso and Blu.



BETTER WITH BLUE

At British paintmakers Little Greene, the art of enhancing colour is second nature. Red and blue in varying tones complement each other perfectly - here seen on the walls in Brighton, on the ceiling in Sky Blue, and with a hint of Heat for that fiery accent.



STONE RED

Italian British trio Secolo blend Italian flair with a soft English touch. Their dramatic, red-veined marble tables are softened by rounded forms and pink-hued furniture - a perfect balance of strength and subtlety.



TREND FAIRY FOREST

Textures and hues reminiscent of an autumn woodland - that's the enchanting mood of the Fairy Forest trend. Rich greens, bark browns with deep relief, and the occasional forest creature or mushroom emerging from the scene. Warm, earthy, and quietly mysterious.

GREEN SEATING

The Marcel armchair and ottoman by Lucy Kurrein for SCP are like evergreens in a turning forest - fresh and lively. Generously upholstered elements are held together by slender wooden arms that curve like branches.



THREE TONES

Spanish wallpaper brand Tres Tintas is known for expressive designs and daring colour combinations. In Coordonne's Jungle Arches Mallow, a balcony view overlooks an exotic palm garden, where pink and lilac tones meet accents of orange, burgundy and blue.



ROOM 25

Teun Zwets collaborated with Maison Deux on Room 25 - a concept blending furniture and textiles. His Splitted Chair features on Maison Deux's soft recycled-wool blankets, alongside matching rugs. Bordeaux red and soft blue take centre stage throughout.



THE OSTENDIAN A GEM IN THE QUEEN OF SEASIDE TOWNS

A CITY ICON IN 'CONTEMPORARY
SOUL OSTENDAISE' STYLE



THE OSTENDIAN

OOSTENDE | BE



OSTEND - THE WORLD-FAMOUS BELLE ÉPOQUE SEASIDE RESORT ON THE BELGIAN COAST - IS A CITY OF CONTRASTS: RAW AND ELEGANT, MARITIME AND COSMOPOLITAN, CULTURAL AND LIVELY. ART GALLERIES SIT NEXT TO FISHMONGERS, AND SEA AIR BLENDS WITH SOUL. ITS BUZZING CHARACTER, ARTISTIC VIBE, AND A MIX OF JOIE DE VIVRE AND ROCK 'N' ROLL MAKE OSTEND THE PERFECT BACKDROP FOR THE FOUR-STAR HOTEL THE OSTENDIAN.

Text: Nathalie Schalke | Photography: Buro Bonito



A hotel of the city

You'll find this eclectic hotel in the new Sky District - strategically located between the station and marina. The Ostendian offers Cosy, Relax, or Soul Supreme rooms and even a Red Light Suite: playful, sultry, and with a cheeky nod to Hazegras, as well as the Herr Seele Art Suite - a livable art installation, entirely hand-painted by artist Herr Seele. Every square metre breathes the soul of the city. Hotelier Xavier Vercaemst from C-Hotels explains: 'Like the city itself, this hotel defies categorisation. Here, you discover, taste, and dive in. Here, you enjoy... à l'Ostendaise.'



A retro-glam gathering place

The entire concept was created by The Brand Guys Dries Henau and Yuri Vandenbogaerde - known for WASBAR, among others - and translated into a tailor-made interior by Bart Balcaen of BLCN DESIGN. 'We wanted to capture the spirit of the 70s and 80s without falling into retro parody,' says Bart. 'It had to remain contemporary, with a subtle nod to the past.' The interior is a sensory interpretation of the city itself: colourful, full of character, slightly bold, and always stylish. Dries and Yuri: 'We delved into the soul of Ostend and brought it indoors, from custom-made furniture to art installations by local makers, and from Herr Seele's illustrations to storytelling room names.'

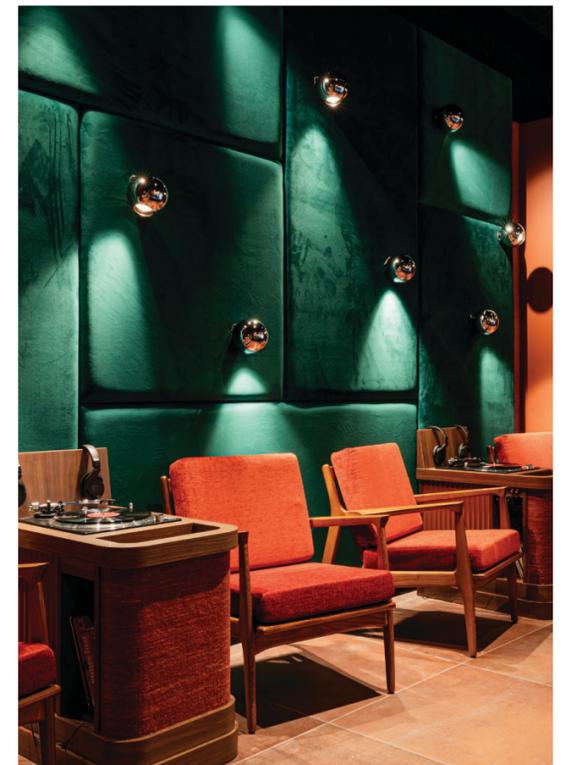
Not a generic hotel that could just as easily be in Barcelona or Brussels, but a total experience that could only happen in Ostend. This style - which they describe as 'contemporary soul Ostendaise' - is reflected in everything: from rooms, co-working spaces, and suites to The Ballroom and The Bar, which form the beating heart of the Sky District. A retro-glam hub where locals, travellers, and creative spirits come together.

"The interior embodies a **sensory interpretation** of the city itself."

A living gallery

The Ostendian's soul comes to life through collaboration with local makers and remarkable stories. Xavier: 'Our hotel grabs you and pulls you through the streets, along places where you can truly taste, hear, and feel Ostend. We take you past Ensor's brushstrokes, to the rock & roll of Arno, and the tales of our fishermen who brave the sea.'

The Ostendians - native or adopted - are the inspiration behind the hundred rooms. Writers, artists, politicians, athletes, entrepreneurs, and folk heroes. We name Marie-José of Belgium, Queen of Belgium, comedian Laurent Gaëtan Baillleul, actor Sebastien Dewaele, former mayor Bart Trommelen, artist Mieke Drossaert, and Yasmina Van Hove - one of Ostend's most beautiful souls, a top model who travelled the world and practically lived in hotels. All these heroes - who have shaped the city - form a living gallery of Ostend's history.



A WORLD-CLASS SPOT

The Ostendian is exactly what every city deserves but rarely gets,' say Yuri and Dries, 'a place that doesn't try to blend into some international standard but dares to show its own face. A hotel that proudly embraces its roots and chooses local.'

Their favourite room? 'The Record Suite. To us, that room captures everything that makes The Ostendian special. A place where you don't just stay, but experience. With musical instruments, a karaoke set-up, vinyls and an on-air sign, we developed that room as a tribute to Ostend Soul. Warm, intimate, and a little offbeat.' 'From floor to ceiling, you feel Ostend in every space,' Xavier adds. 'We wanted to create a hotel that stays with you. Not just because it's luxurious - which it is - but because it's an experience. A world of its own.'

OSTENDIAN.COM



WWW.VYVA.FABRICS.NL

VYVA
FABRICS

INDOOR & OUTDOOR
CONTRACT FURNITURE FABRICS

DALES IS A NATURAL WOOL UPHOLSTERY FABRIC, MADE ALMOST ENTIRELY FROM NATURAL WOOL. A HOPSACK-STYLE WOVEN TEXTURE THAT GIVES IT A LUXURIOUS AND TACTILE APPEAL.

FIRE-RETARDANT (CRIB 5 / IMO), PHTHALATE-FREE, REACH- AND OEKO-TEX-COMPLIANT.

DALES IS AVAILABLE IN 38 VIBRANT COLOURS.



GUEST COLUMN.

In the section 'Guest column', entrepreneurs and hospitality enthusiasts share their personal views on entrepreneurship and hospitality. This edition: Will Erens.

WILL ERENS

WILL ERENS IS A DESIGNER RENOWNED FOR HIS EXUBERANT, COLOURFUL, AND LAYERED INTERIORS. FOR HIM, DESIGN IS ALWAYS ABOUT STORYTELLING: NO INTERIOR IS MERELY A SPACE, BUT A COMPLETE WORLD. HIS WORK SURPRISES WITH ITS ECLECTIC MIX OF STYLES, OVER-THE-TOP DETAILS, HUMOUR, AND DARING MATERIAL CONTRASTS. AFTER FORTY YEARS OF CREATIVE LEADERSHIP, HE PASSED ON HIS AGENCY, TOO MANY AGENCIES. FROM JANUARY 2026, HE WILL FOCUS ON HIS NEW CONSULTANCY, DESIGN CONSIGLIERI, THROUGH WHICH HE AIMS TO GUIDE BOTH CLIENTS AND EMERGING DESIGNERS.

EXPERIENCE IS THE NEW 'EXCLUSIVE'

In the future as I imagine it, a restaurant or bar will no longer be just a place to eat or drink, but an intersection where worlds collide. A space where like-minded souls meet, share stories, laugh, debate, and are surprised by flavours as unique as the people themselves. That's where hospitality is heading. Hospitality is becoming more of an experience. The interior serves as a vivid stage that tells a story - a space that whispers, or shouts, who is welcome. Every detail - from the texture of a chair to the scent from the kitchen - communicates something. Sometimes intimate and inviting, sometimes bold and provocative. These are the signals that define who feel at home, and who don't.

ORIGINALITY

Minimalism will slowly fade away, dissolved in a sea of expressive interiors. The future calls for spaces with courage, with character. A bar that functions like a theatre; a restaurant that feels like a secret society. Not neutral, but full of identity. And the kitchen, too, is changing. It's no longer about the price of a dish or the prestige of a wine list, but about originality

and creativity on the plate. A dish that surprises, moves, or challenges lingers in memory. It becomes a story people continue to tell.

“Minimalism will slowly fade away, dissolved in a sea of expressive interiors.

The future calls for spaces with courage, with character.”

PLAYFUL

Even the location itself is taking on new meaning. No longer the expensive corner of the city, but the hidden, unexpected spots hold the real magic. An old warehouse on the city's edge, a greenhouse tucked away in a garden, a former factory hall - these are becoming the new treasure chests of experience.

Even the stars of gastronomy are rewriting the rules. More top chefs are returning their Michelin stars - not because they've lost their shine, but because they're reclaiming their freedom. They're choosing relaxation, playfulness, and experience. The star restaurant is giving way to the experience restaurant, where experimentation and exclusivity meet - not to please everyone, but to move a few deeply.

ONE STORY

The hospitality of the future will reach a new level. Not mass-produced, but intense. Not neutral, but distinctive. Not about reaching everyone, but about connecting the right people. It will be a stage where food, drink, interior, and atmosphere merge into one story. And that story can't be bought with money, but only with creativity, vision, and courage.

Will Erens
Design Consigliere

THE DUTCH: FINE CASUAL DINING WITH A CLUB-LIKE EDGE

COLOGNE IS DYNAMIC,
WELCOMING AND UNAFRAID
OF EXPERIMENTATION.

IN COLOGNE'S LINDENTHAL DISTRICT, IN THE CHIC SUBURB OF JUNKERSDORF, LIES THE DUTCH - A FINE CASUAL DINING RESTAURANT THAT DARES TO RAISE THE BAR. IT'S AN INTRIGUING CROSS-OVER BETWEEN SHARED DINING AND FINE DINING: TOP-LEVEL GASTRONOMY SERVED IN A SETTING THAT FEELS PART SUPPER CLUB, PART RESTAURANT. A BOLD MOVE, BECAUSE THIS KIND OF CULINARY FUSION EXPERIENCE IS STILL SOMETHING FRESH IN GERMANY. 'THAT'S EXACTLY WHAT MAKES THE DUTCH UNIQUE,' SAYS MING YEH, CO-OWNER OF OKINII AND O-SUSHI. 'IT'S A WORLDLY DINING EXPERIENCE WITH FLAIR, FINESSE AND A TOUCH OF DARING.'

Text: Nathalie Schalke | Photography: Sascha Perrone

Experimenting with experience

Entrepreneur Ming Yeh is embarking on a new adventure. 'After opening eight sushi restaurants, we wanted to create something different,' he explains. 'Something more exciting, more international, and more expressive.' The choice fell on Cologne, a city celebrated for its creative energy and open-minded spirit. 'Cologne is dynamic, welcoming, and used to experimentation. It's a place where there's room for a fine casual dining experience that people haven't seen before.'

At the helm of the kitchen is chef Joshua Tepner, whose culinary signature is refined yet imaginative - working with fresh, seasonal ingredients, artistically plated and always with a subtle twist. 'Every dish tells a story,' promises Ming. 'Inspired by journeys to some of the world's finest restaurants.' The result? Pure gastronomy, served as edible art.

Club vibe

Designer Erik Remmers was given the creative freedom to translate the ideas of 'relaxed elegance' and 'culinary fusion' into a space that instantly makes an impression. 'The Dutch is expressive, extroverted - even a little daring,' he says. The atmosphere radiates modern luxury with a hint of club culture: moving lights, DJ nights, cocktails, and an interior rich in tactile detail.

A striking rock wall, metallic sparkles, bronze partitions, a bespoke carpet by By Maut and illuminated marble surfaces add a sense of glamour without tipping into excess. The forms are sleek, occasionally fluid. 'It could have been much more over the top,' Erik admits, 'but the art lies in restraint. Luxury, grounded in that typical German Gründlichkeit.'



Flow of movement

The building's multi-level layout adds a playful rhythm - though not without its challenges. The bar, strategically positioned between the restaurant and the terrace, forms the beating heart of the venue: the place where every evening begins and ends. 'Routing determines everything,' Erik explains. 'From the flow of movement to the atmosphere - that's ultimately what drives the business. The bar had to work both functionally and aesthetically.'

A touch of eccentricity

The colour palette is deep and warm: earthy browns, dark oak floors, shades of grey and bronze, lifted by touches of copper and gold. The mood evokes a luxurious night vibe. 'My favourite spot?' Erik smiles. 'The corner with the two metal cages and bronze mirrors. When the light hits, it's pure magic. And that custom carpet really completes it. The Dutch is a little eccentric - but that's exactly what gives it its irresistible charm.'

Launching a new concept always involves an element of risk. 'In a city like Cologne, expectations run high - you need to make your mark straight away,' says Ming. 'You only get one chance to make a first impression.' And that, they certainly did. The grand opening - red carpet, cameras, bubbles and influencers - instantly placed The Dutch in the spotlight.

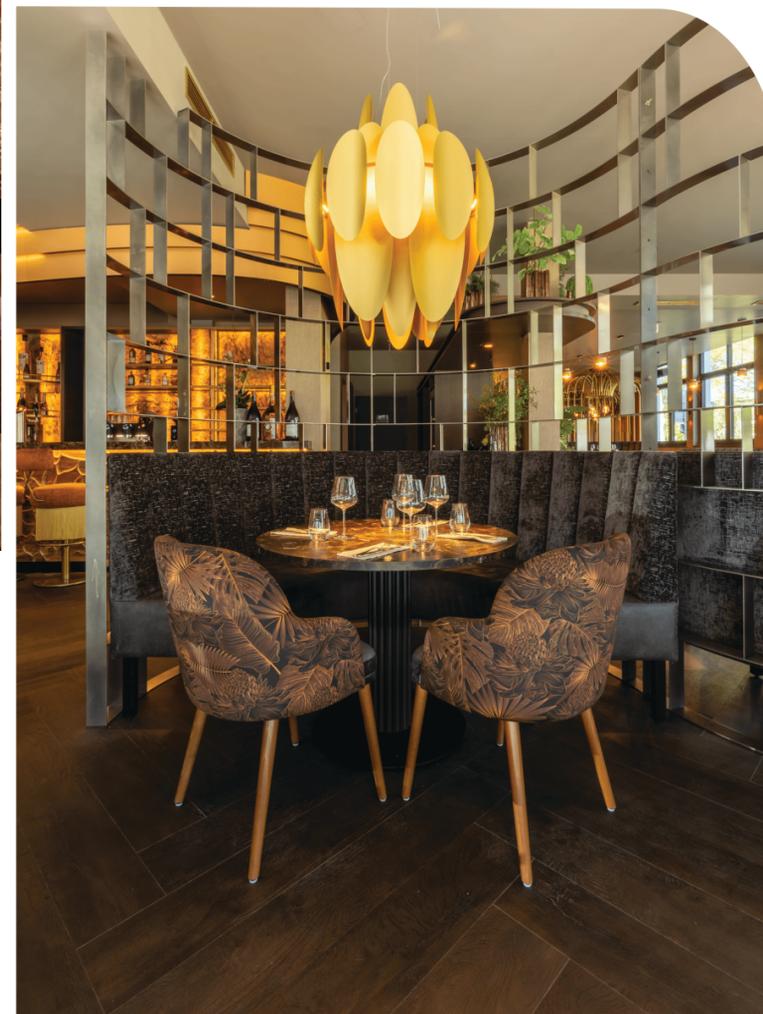
"It felt bold, but we had full confidence from our team and from our guests. You must dare to be different, to surprise."

Looking ahead

Though The Dutch has only just opened, the team is already looking to the future. The concept is scalable and holds real potential for international expansion. 'With The Dutch, we're building a portfolio of new concepts - more diverse and future-ready,' Ming explains. 'This is only the beginning.'

With its fine casual cuisine at the highest level and an interior full of bold personality, The Dutch is a full-sensory experience and a welcome addition to Cologne's dining scene - a new hotspot where gastronomy, club culture and international flair seamlessly intertwine.

THE DUTCH.DE



WE PROUDLY PRESENT OUR BRAND NEW 2026 COLLECTION. TAKE A SNEAK PREVIEW HERE AND DISCOVER THE LATEST CREATIONS FROM STUDIO SATELLIET AND DESIGNERS NATHALIE SCHELLEKENS, JESSE VISSER AND GERARD VAN DEN BERG.



NEW DUB SC

NEW WOODY SC

TWO BROTHERS ONE STYLE

Two brothers, one style: Woody and Dub. These Studio Satelliët designs radiate warmth and character with their beechwood frame. The big difference lies in the small details: Woody features a playful two-part backrest, while Dub has an elegant, continuous back. A subtle contrast that makes them a perfect duo to bring any space to life.

MID-CENTURY CLASS

Mid-century class. This seemingly simple chair is crafted entirely from ashwood in Clay. That simplicity is its strength. The upholstered seat ensures comfort and can be customised with your own fabric. Create your own version of Liv.



NEW LIV SC

MIX AND MATCH

Comfort first with the welcoming Nibor series. The family has grown with a stunning barstool full of character. With its luxurious appearance, it enhances any hospitality setting. Perfect for cosy conversations at the bar, cappuccinos or endless cocktails. Mix and match fabrics and colours to create the perfect atmosphere for your concept.



NEW NIBOR SC

NEW NIBOR HS

LUXURIOUS CREMA

Elegant and compact - that's the new design by Frans Schrofer. Crema stands out with its tapered steel frame, where the rear legs flow seamlessly into the backrest. This model is perfectly suited for relaxed moments, ideally while enjoying a smooth, creamy cup of coffee. Fancy a splash of milk?



NEW CREMA SC

PERFECT ALL-ROUNDER

We're celebrating the expansion of Studio Satelliët's popular Riley series with a comfortable barstool. Riley is the perfect all-rounder: stylish, versatile and surprisingly practical. Thanks to its smart design, this stool stacks up to four high without losing elegance. With its wide choice of fabrics, Riley blends seamlessly into different styles and atmospheres.



RILEY AC



RILEY SC

NEW RILEY HS



NEW OBI SC

ELEGANT SIMPLICITY

Elegance in its purest form - Obi. This easy-going ashwood chair with woven Danish cord seat feels at home wherever hospitality is key. The refined Clay stain combined with the natural cord gives Obi that extra edge. Japandi meets modernism.

ALL TIME FAVOURITE

All-time favourite. A Jesse Visser design guarantees timeless chic and finesse. Nia - made of rattan - is a refined piece of pure craftsmanship. Its upholstered seat adds comfort, while the Clay finish provides atmosphere and timeless appeal. The use of natural materials makes this favourite sustainable and beloved.



NEW NIA AC



TOUCH OF SOPHISTICATION

With looks like these, Aire could have an attitude – but nothing could be further from the truth. Aire is friendly, inviting and soft in character. The airy spindles of its back add a touch of sophistication. With Aire, your concept soars to the next level. The sky's the limit.



NEW S AIRE AC



PREVIEW
INDOOR
COLLECTION
2026



NEW LYN AC

A REAL EYECATCHER

This eye-catcher by Ralf de Bruin of Studio Brundal makes an impression. Its robust beechwood frame, available in all our standard stains, adapts easily to your taste and upholstery choice. The curved, fully upholstered armrest wraps around the model like a welcoming hug.



NEW RUMA AC



RUMA LAC

INVITING CHARACTER

Ruma – designed by Studio Sateliet – has a bold character with its sleek stick-frame in oak or beech. Alongside the inviting lounge version, there's now a comfortable armchair. Strong lines give this chair a powerful silhouette, yet once seated, it reveals its soft and welcoming side. Perfect for dining, talking and sharing ideas!

NEO-CLASSICAL STYLE

A warm embrace wrapped in brutalist, neo-classical style. Bolt's luxurious look makes it appear to stand on three legs thanks to clever design. Appearances deceive – but you can count on Bolt to bring class and flair to any hospitality setting.



NEW S BOLT AC | SC

RISING STAR

This fully upholstered showstopper – a Studio Sateliet design – guarantees long evenings of dining and conversation. Blaze's graceful, three-dimensional shell is a visual delight, with back legs that appear to grow out of the seat itself. A rising star that will earn your concept admiration.



NEW BLAZE AC

CASUAL ELEGANCE

"Relax, enjoy," says the fluffy, pebble-shaped lounge chair Gibby. Designed for sinking in and unwinding completely. With its fully upholstered seat and backrest, Gibby has an inviting, comfortable character. Thanks to the nearly invisible base, this lounge chair stands firmly in place. A laid-back addition to any space.



NEW GIBBY LSC



NEW HUB 06 HS



NEW HUB AC



NEW HUB 04 AC

LUXURIOUS DESIGN

Rich, extravagant, robust – and refined. Hub tips its hat to the gentlemen's clubs of the past, where cigar-smoking businessmen met in plush surroundings. Decorative studs add sparkle to these lavish designs, while the open back provides lightness. Combined with the O5/O6 bases, this stately design guarantees atmosphere and sophistication.

WE EMBRACE CURRENT DEVELOPMENTS IN THE HOSPITALITY INDUSTRY AND TRANSLATE THEM INTO COLOURS AND MATERIALS THAT REFLECT LEADING INTERIOR DESIGN TRENDS. THIS SERVES AS INSPIRATION – AND WE’RE EXCITED TO SHARE IT WITH YOU. WE’RE PROUD TO PRESENT OUR BRAND-NEW MODELS, NOW READY TO BE INCORPORATED INTO YOUR DESIGNS.



NEW (S) PRIM HS

(S) PRIM SC



NEW (S) PRIM CONIC HS



(S) PRIM CONIC AC

YOUR KEY TO PERFECTION

Your concept truly comes to life with the elegantly designed Prim. This sophisticated collection – created for Satelliet Originals by Studio Satelliet – promises hours of relaxed hospitality and laid-back conversation with friends. From every angle, its beautifully rounded and organic design radiates energy and elegance. Like the wild Primrose in nature, Prim is free-spirited and untamed.

Now, alongside the chair and armchair, the collection is expanding with a stylish barstool, making Prim even more versatile and adaptable. She is your key to success.

HIGHLY VERSATILE

Sleek, practical and built to last – Otis is a versatile chair featuring a sturdy metal frame and a seat and backrest made from recycled plastic. Available in black, grey and sand, it fits seamlessly into any conference room setting. Thanks to its lightweight design and excellent stackability, it’s easy to move and store.

The Otis family also includes a clever new addition: the convenient, mobile Otis trolley.



NEW (S) OTIS TROLLEY

NEW (S) OTIS SC

BOLD STATEMENT

The Magnus table is welcoming a bold new addition to the family – now featuring sturdy oak legs. Alongside the existing version with circular terrazzo legs, this new design brings a more natural look that fits seamlessly into a warm, organic setting. With this, Studio Satelliet delivers a true statement piece for your interior. Whether you’re holding a meeting, hosting a dinner or giving a presentation, this table guarantees both impact and experience. The trendy, solid ‘mammoth legs’ give Magnus its unique and unmistakable character.



ALSO WITH TERRAZZO LEG

NEW (S) MAGNUS WOOD TB



NEW (S) FLAT OVAL TB

FOR EVERY OCCASION

A stylish addition to the Flat family, specially designed for tabletops ranging from 250 to 300 centimetres. This clever design with a double central column ensures easy access all around the table – no obstructions, just pure comfort.

Flat Oval strikes the perfect balance between functionality and elegance, making every meeting and every large dinner gathering effortlessly refined.



NEW (S) PRIMO LOW LTB | PRIMO HIGH LTB

NEW (S) PUC LOW LT | PUC HIGH LT

FIRST GLANCE

These cone- and round-shaped models stand their ground at first glance. Primo is easy-going: simply top its tall or low base with any tabletop you like. Glass? Wood? Marble? Steel? Together, they’ll make the perfect match. Purely Primo.

MIX AND MATCH

Joy’s good friend, side table Puc, has the same easy-going character and comes in two different heights to play with your space. Its conical travertine base brings warmth to the black steel frame and tabletop. Mix, match and create an inviting interior landscape with Puc.



NEW (S) JOY LT

FIFTIES VIBE

As the name suggests, Joy brings brightness and frivolity into your interior. With its chic Emperador marble base and playful “umbrella” twist, this side table exudes subtle 1950s Charlie Chaplin vibes. Guaranteed to make you smile. Joy adapts effortlessly to any hospitality concept.

OUR COLLECTION TEAM CONTINUOUSLY SCANS AND FILTERS TRENDS AND IDEAS THROUGHOUT THE YEAR, WHILE GATHERING WISHES AND FEEDBACK FROM THE MARKET. THIS VALUABLE INPUT FLOWS DIRECTLY TO OUR DESIGN TEAM, WHO SET TO WORK WITH CREATIVITY AND VISION. SKETCHING, DEVELOPING, PROTOTYPING AND FINE-TUNING – AN INTENSIVE PROCESS THAT RESULTS IN FRESH MODELS.

PREVIEW OUTDOOR COLLECTION 2026



NEW JAVEA AC

HASTA LA VISTA

Hasta la vista vibes – that’s what the laid-back Javea radiates. This stylish model with textile straps is completely on-trend. The biggest surprise lies in the aluminium tubing, cleverly finished to look and feel like iroko wood. Lightweight, outdoor-ready and stackable – this Studio Satelliet design is a true terrace essential.



NEW 25.25 AC

NEW NOTO SC

SERENE TERRACE

Trusted favourites you can always rely on – 25.25 and Noto. These proven models receive a trendy upgrade in the warm shade RAL 1019 greige. For both models, even the textile seat and back are matched in the same popular tone. A serene terrace look & feel made easy.

Would you like to know more about the production process of the Javea and Xava frames? Then quickly view page 18.



NEW XAVA LAC



IBIZA VIBES

Ibiza vibes – that’s what the relaxed Xava series radiates. With its rope weaving, it’s spot on trend. The biggest surprise lies in the aluminium tubing, designed to look and feel like wood. Lightweight, outdoor-ready and stackable, this Studio Satelliet design now comes in a chilled lounge version. Hasta luego!



XAVA AC



NEW MISTER G AC

CRAFTSMANSHIP AND STYLE

Just like his creator – Gerard van den Berg – Mister G is cheerful, friendly and approachable. With rounded arches and soft lines, this chair has instant appeal. Colour? Warm taupe. Material? Trendy ropes on an aluminium frame. The design may look simple – and that’s precisely its strength: “Simplicity is the ultimate sophistication.” Mister G strikes the perfect balance between craftsmanship and style.

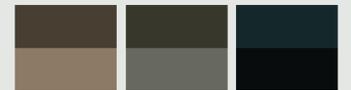


OUTDOOR DINING COMFORT



NEW LEVI SC

MODERN CHARACTER



The trendy Levi family is made up of true all-rounders. Its crisp woven pattern gives the series a modern character. The collection already featured a chair and barstool, but is now joined by comfortable lounges – with or without armrests – in three on-trend colours. The Levi family makes every terrace a celebration.



NEW LEVI HS



NEW LEVI LAC





NEW (S) AMI SC

JOIE DE VIVRE

A friend with a twist! Always ready for a good time. Ami looks like one smooth line, but appearances deceive. This cheerful aluminium outdoor chair with patterned weave in three bold colourways is a modern interpretation of the classic Café de Paris style. Choose from: Eucalyptus - Cayenne - Ivory, Cardamom - Blush Pink - Ivory or Café Latte - Urban Mint - Ivory. This terrace favourite breathes atmosphere, charm and joie de vivre.

Designed with love by Nathalie Schellekens. You'll find everything about her and the design process in the article on page 20.



EUCALYPTUS CAYENNE IVORY

CARDAMOM BLUSH PINK IVORY

CAFÉ LATTE URBAN MINT IVORY

COLOURFUL OUTDOOR DINING



NEW (S) AMI SC



NEW DAISY LT



PURE EXPRESSION

This daisy-shaped side table immediately sparks the imagination. Its scalloped edges and symbolic meaning radiate optimism. Daisy may look modest and innocent, but don't be fooled - she has the power to bring pure elegance to any interior.

THE PERFECT BUTLER

Meet your ideal butler - Servo! This mobile powerhouse in chic taupe is ready to support you indoors or out. Want to build in a fridge? No problem for this multifunctional trolley. From serving to clearing, courier to soft-close bin - Servo is your extra pair of hands.



NEW SERVO TROLLEY

LCA: LIFE CYCLE ASSESSMENT



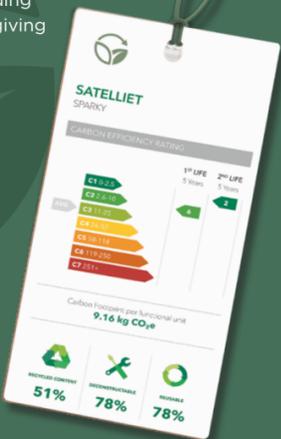
Sustainability & Transparency

Sustainability is at the heart of everything we do, and conducting an LCA (Life Cycle Assessment) is a key component of that commitment. Through Life Cycle Analyses (LCAs), we transparently map the CO₂ emissions and total environmental impact of our products - from raw materials and production to transport, packaging, and end-of-life processing.

The results are based on objective data, externally verified, and compliant with current sustainability standards. To provide clear insights and enable comparisons, the outcomes are presented on a concise 7-point Carbon Efficiency scale.

To minimize the carbon footprint of our products, we choose smart, more sustainable solutions. By promoting modular design, we make reuse and recycling easy, while also making the impact of reuse transparent. This enables us to make conscious choices that demonstrably reduce environmental impact.

The LCA calculation shows that the raw materials used are the largest source of CO₂ emissions. By extending the product's lifespan and giving it a second life, the impact is significantly reduced - crucial step in our Mission Hospitality.



THE BOILERMAKER GROUP

DRIVEN BY A LOVE FOR HOSPITALITY



‘CRAFTSMANSHIP AND THE COURAGE TO KEEP SURPRISING’

UNASHAMEDLY BON VIVANT AND ENDLESSLY PASSIONATE - THAT'S PETER TORENBOSCH AND LENNART DEDDENS, THE CREATIVE MINDS BEHIND THE BOILERMAKER GROUP. FRESH OFF THE OPENING OF THEIR SIXTH VENTURE, WIJCK IN GRONINGEN, THE PAIR ARE IN THE THICK OF IT: MANAGING THE DAILY OPERATIONS, STEERING THEIR NEW TEAM, AND FINE-TUNING EVERY LAST DETAIL. 'I SOMETIMES MARCH THROUGH THE PLACE LIKE A GESTAPO OFFICER,' LENNART JOKES - A SELF-DEPRECATING NOD TO THEIR PERFECTIONIST STREAK.

Text: Nathalie Schalke | Photography: Paul Jespers



Peter Torenbosch & Lennart Deddens

Brainfarts

Dictators they are not. What defines this duo is hospitality, empathy, and a relentless drive to surprise. Lifelong friends, Peter and Lennart founded The Boilermaker Group in 2017 - a full-service drinks company that has since grown, under the banner Lifting Spirits, into a modest yet influential empire. 'Our DNA has never changed,' says Peter. 'It's still about our love for drinks, our curiosity for stories, and the desire to give people a great time.' For Lennart, an award-winning bartender, creating cocktails is 'like cooking behind the bar', while Peter has immersed himself in the craft-beer revival.

One award-winning concept followed another: from speakeasy The Stockroom to FIXY, and now Wijck. Each venture carries a touch of whimsy - those spontaneous brainfarts that turn into something truly special. Take the disco toilets at BOEL, for instance: born from the question, 'How do we make the least appealing spot the most talked-about?' Now they're a miniature spectacle, complete with music and smoke effects.

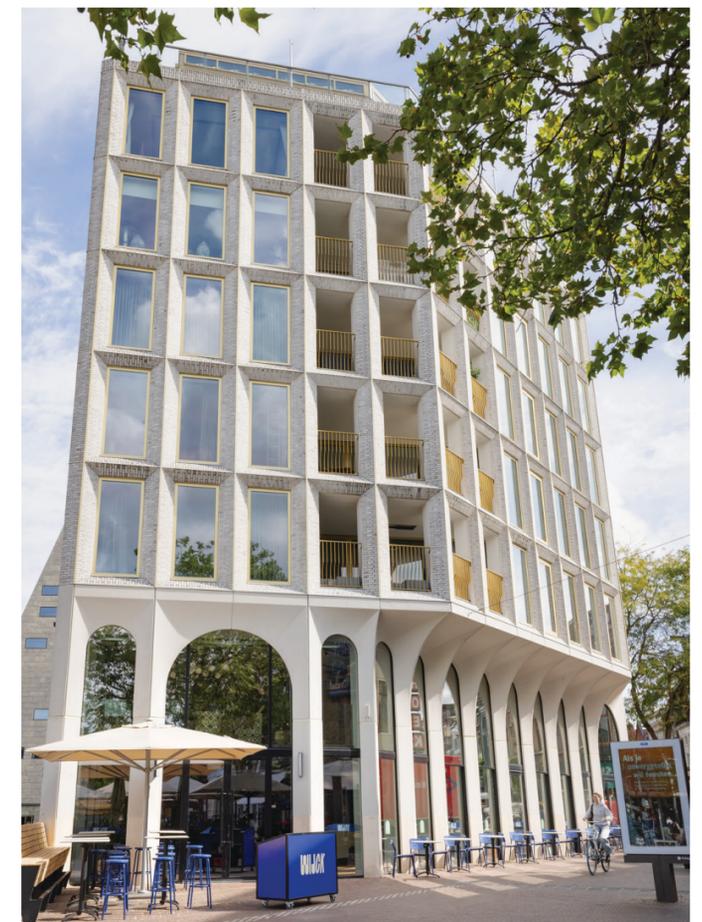
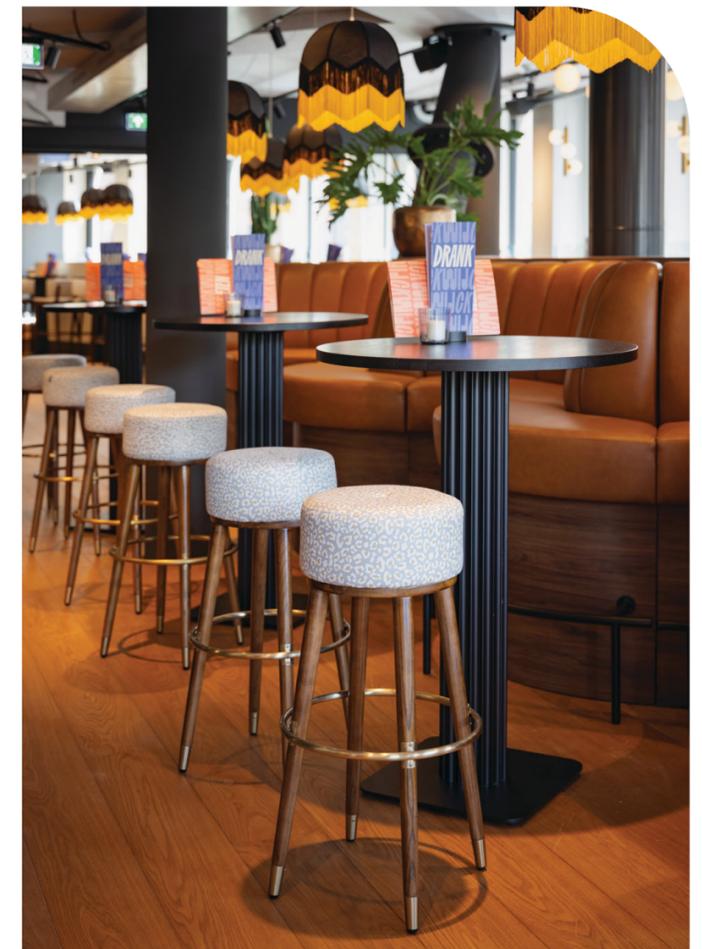
“Our DNA has never changed: a love for drinks, a curiosity for stories, and the desire to give people a great time.”

A building with presence

Their latest chapter unfolds in the Merckt Building, a striking architectural landmark on Groningen's Grote Markt. Once derelict, the site has been given a new lease of life by developers MWPO and the Maripaan Group. With its tall windows, graceful arches that wink to the Martinitoren, and playful split levels, the building has quickly become a focal point of the city centre. 'It sits right where the market square, shopping district and nightlife strip intersect,' says Lennart. 'A genuine high-traffic location - it called for something more than just a bar or restaurant.'

The partnership with Maripaan proved essential. 'They're incredibly strong operationally; we bring the creative and commercial spark,' Peter explains. 'It's a perfect balance that lets both sides focus on what they do best.' Delays in the build tested their patience, but in hindsight, they proved useful. 'It gave us time to rethink things - the logistics, the guest flow, the bar layouts. That's made the operation far more efficient,' says Peter. 'And because each level can function independently, we can host private events alongside the day-to-day service.'

[Read more >>>](#)



Big, versatile – and intimate

That thinking gave birth to Wijck: a cosmopolitan grand café spanning 1,500 square metres, yet somehow managing to feel warm and inviting. It's a place to eat, drink, celebrate, or unleash your inner diva in one of the sensory karaoke booths.

Designed in collaboration with Jurian Zijlstra of interior studio Style26, the venue makes bold statements with thoughtful details that bring a human scale back to the space. 'It's a creative gamble,' says Lennart. 'You trust your gut. Sometimes you think, 'This can't possibly work' – and that's exactly when we go for it. Like using that bold print in both the flooring by By Maut and the furniture upholstery. It's daring, but now it's the showpiece of the room.'

The space quietly tells Groningen's stories. The private dining area, with its pink accents, nods to the rebellious paint job once splashed across the neglected building that previously stood here. Glass cabinets display archaeological finds uncovered during construction, and in the basement, Petra Sluijters' artwork Onderstroom pulses with raw magenta tones, painted directly onto concrete – a visual bridge between past and present.



“It's a creative gamble – you trust your gut. **This can't possibly work, and that's exactly when we go for it.**”
- Lennart



Groningen twist

With Wijck, the pair have not only created a striking hospitality concept, but also paid tribute to their city. It's global and forward-looking, yet firmly rooted in Groningen's down-to-earth character and history. The menu travels the world – from Tokyo to Florence, New York to Mexico City – each dish carrying a subtle Groningen twist. There are local in-jokes too: chips are cheaper than fries, because as any local will tell you, it's patat, not friet. The bar itself is a statement piece that extends up to the second floor, each level with its own rhythm and mood. Outside blends effortlessly into inside: the crisp white façade, understated parasols and blue-accented chairs echo both the architecture and the brand identity. 'But it's still evolving,' says Lennart. 'We'll keep tweaking, adding more stories about the city and its people – both the famous Groningers and our own.'

“The old hospitality mindset of twelve-hour shifts, day in day out, just doesn't work anymore. **People need to stay happy .”**

- Peter



Golden rule

For Torenbosch and Deddens, success is about far more than full tables. It's about enriching the city, unlocking the potential of a place, and creating moments where both guests and staff are genuinely happy. Sustainability, they say, is as much about people as it is about materials. 'The old hospitality mindset of twelve-hour shifts, day in day out, just doesn't work anymore,' says Peter. 'People need to stay happy. We're building an organisation now, mentoring our team so they – and we – can grow in every sense.' Their golden rule? 'Stay true to yourself and express your concept without compromise,' Lennart says. 'Money is the result of what you do, not the goal.'

They draw inspiration from both collectives that give staff a stake in the business and solo restaurateurs content with one perfect venue. Calm, focus and authenticity are the foundation – with plenty of space for joy. 'Sometimes you have to literally break through concrete walls,' Lennart laughs. 'Enjoying what you do is the only endless motivator.' He smiles. 'A colleague once sent me the same text twice from his sunbed: Good luck with the opening. And there we were again – opening two new venues in one week, even though we swore we'd never do that again! Now it's time to consolidate. But, well... a leopard doesn't change its spots.'

TIMELESS, EXPLICIT, AND WITH AN ELEGANT TOUCH – THE HALLMARKS OF PRAGMATIST

JEROEN SMEELE



“MY EGO DOESN'T MATTER. IT'S ABOUT THE ENTREPRENEUR'S VISION AND A DYNAMIC THAT INSPIRES SURPRISE.”

WITH LEADING INTERIORS FOR ICONIC RESTAURANTS SUCH AS BELUGA LOVES YOU, RESTAURANT FRED, AND RESTOBAR MOSA, JEROEN SMEELE – THE CREATIVE FORCE BEHIND SMEELE DESIGN – HAS MORE THAN PROVEN HIS WORTH. HE DISCOVERED HIS PASSION FOR DESIGNING FOR AUTHENTIC RESTAURATEURS AFTER WORKING ON THE INTERIOR OF PARKHEUVEL IN ROTTERDAM IN 2012. IN 2026, THIS ESTEEMED ESTABLISHMENT WILL ONCE AGAIN UNDERGO A COMPLETE TRANSFORMATION AT HIS HAND. “BEING INVOLVED FOR THE THIRD TIME IS A TRUE HONOUR.”

Text: Nathalie Schalke | Photography: Paul Jaspers, Wesley Bergen & René van Dongen

Calm, consistency, and cleanliness

Jeroen is not one to follow trends. He's a hands-on professional: functional, strategic, and always with a sharp eye for the entrepreneur and their vision. 'It's not about the design itself, but about how it contributes to the experience and success of a restaurant. Interior design should serve the concept – a well-designed space makes guests feel comfortable and encourages them to spend money.'

His signature cannot be pinned down to one fixed style – Contemporary or Mid-Century only tell part of the story. Timeless, explicit, and with an elegant touch: 'Every project starts with a blank canvas. I don't believe in having too strong a designer 'signature' – that leads to repetition. My vision and experience serve the concept.'

His designs radiate calm and comfort. 'Calm, consistency, and cleanliness – it may sound old-fashioned, but it's the invisible architecture behind every successful interior. A guest should feel at ease without knowing why. That lies in perspective, acoustics, lighting, routing, intimacy, and human-scale proportions.'



Restobar Mosa, De Bilt



Restaurant Fred, Rotterdam

Authenticity

Jeroen thrives best in projects with a clear vision and a defined target audience in the mid-to-high and top segments. 'Hospitality is a profession – not something you do on a whim. You must know what you're offering, where your audience lies, and stick to it. Don't start tweaking things along the way – it dilutes your concept and makes you unrecognisable.'

He believes clarity is the key to success. 'Choose wisely and stay true to your concept. Create an authentic venue with a clear, readable menu, passionate people, and a well-functioning interior – that's the recipe for success.'

“The challenge lies in finding the balance, that Golden Ratio.”

'What sets my work apart? Authenticity that doesn't stand alone – where a concept is part of a group, like a restobar or Michelin-starred restaurant, and still has its own identity. The challenge lies in finding that balance, the golden ratio.' His work for the two-Michelin-starred Restaurant Fred in Rotterdam was honoured with a Special Mention Award by the German Design Council – recognition that underscores his design philosophy. 'We've portrayed Fred's story with great care, finesse, and international allure.'

Reality check

Two major developments are currently shaping Jeroen's work: social media and artificial intelligence. 'It's all about the right image now, and AI will only grow in influence – but it's not the golden ticket just yet.'

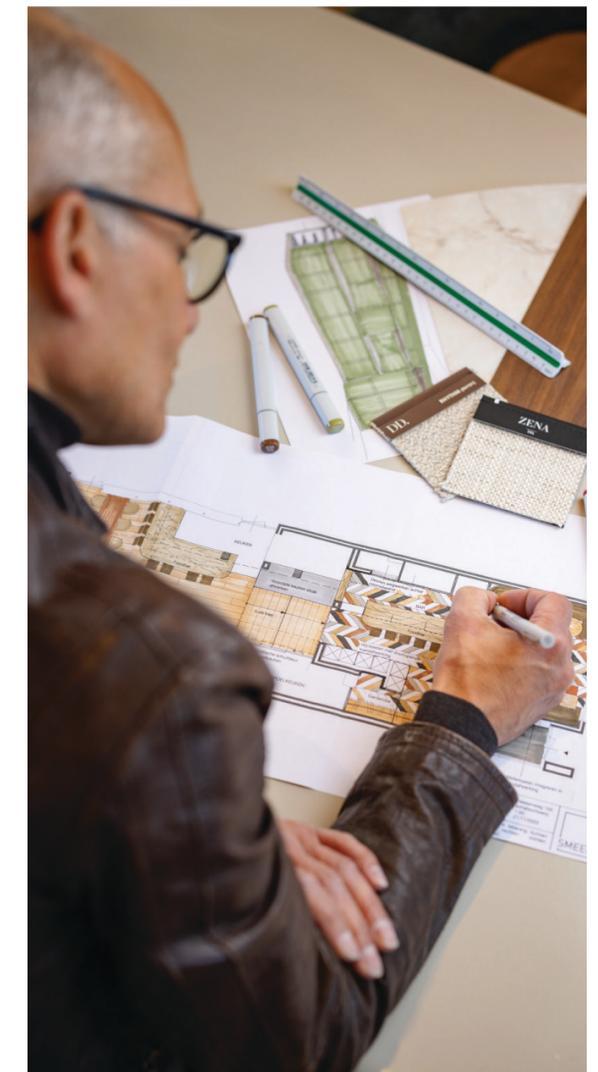
These developments have triggered strong segmentation in the market, and Jeroen sees challenges ahead for the upper segment. 'I see Michelin-starred venues closing, and top chefs starting new, different concepts. The market is shifting, and we need to reposition ourselves to engage a new generation. The formal suit-and-tie image no longer works. Position yourself more casually, show that you're not uptight. The interior is part of branding and marketing – and that's something I like to get involved in. Ultimately, your online and offline identity should tell the same story – the way you want to connect with people.'

Rooted in society

A major source of inspiration for Jeroen is the French designer Christian Liaigre. 'His clean lines, his use of materials – everything is in service of functionality,' he explains. He also admires Danish designers Peter Bundgaard Rützou and Signe Bindslev Henriksen of the multidisciplinary studio Space Copenhagen. 'Their eye for detail and their approach to hospitality design is unparalleled.'

What doesn't he believe in? Trends and hypes. 'Korean concepts, TikTok crazes – they're fleeting, temporary. I have faith in bistro, brasserie, and fine dining concepts – hospitality that's rooted in society. True hospitality is alive. It evolves and grows but remains true to its foundation: a thoughtfully conceived concept that resonates and delivers.'

■ SMEELEDESIGN.COM



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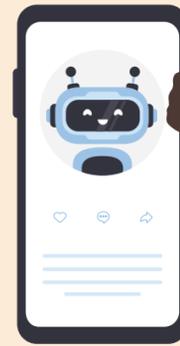
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Facts & figures

#02

Experience is everywhere - in a (company) restaurant, a hotel lobby or aboard a cruise ship. We taste with all our senses. But what happens when you offer not just flavour, but also a sense of wonder? These facts and figures provide insights into the latest trends and developments in the hospitality industry.



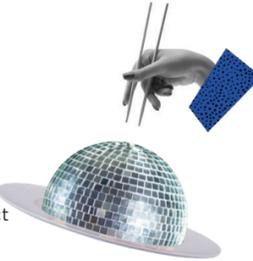
CHATBOTS

AI is evolving at lightning speed, with new hospitality applications emerging every day. 70% of hotel guests find chatbots useful for simple questions, though they still prefer human interaction for more complex requests.

(SOURCE: HOTELTECHREPORT.COM)

GASTROTAINMENT

A new form of hospitality is emerging: Gastrotainment. In this blend of gastronomy and entertainment, storytelling, atmosphere and spectacle merge into a complete sensory experience - a powerful tool to surprise, connect and captivate guests.



MUSIC ON THE MENU

Research by Nielsen Music shows that 75% of restaurant guests agree that music positively affects their mood, leading to better reviews and return visits. Music sets the tone for a positive and enjoyable atmosphere.

BSOURCE: NIELSEN.COM)



CODE

Code consists entirely of recycled materials. The frame is made of recycled aluminium. The seat and back are made of recycled plastic and consists of 100% 'post consumer waste'. The plastics are sorted by colour and then remelted creating the characteristic base colour with cheerful speckles.



TREND: STREETFOOD COUTURE

Streetfood couture is an emerging trend that elevates classic street food dishes with fine-dining ingredients and techniques - without losing their urban charm. Especially popular among Gen Z and budget-conscious guests, this trend celebrates creative yet accessible cuisine. Leading influences? Mexican, Indian, Korean and Filipino flavours.

(SOURCE: FOODINSPIRATION.COM)



MICROCOCKTAILS

Mini cocktails are on the rise. Served in vintage glasses or espresso cups, these micro-serves allow guests to explore multiple flavours without consuming too much alcohol. From mini Palomas with salted foam to 3cl Negronis in aperitif glasses - the size is as carefully considered as the contents.

(SOURCE: ENTREEMAGAZINE.NL)



SNACKIFICATION

The snackification trend continues: the traditional three meals a day are being replaced by smaller, flexible portions spread throughout the day. This shift gives hospitality businesses new opportunities to refresh menus and introduce new flavours. Think tapas, mezze or creative street food options for drinks and quick bites.

(BRON: DERESTAURANTKRANT.NL)



THE SKY IS THE LIMIT

With her stunning looks, Aire could easily come across as having her head in the clouds - but nothing could be further from the truth. Aire is friendly, inviting and soft in character. The airy slats in her backrest add a touch of sophistication. With Aire, you lift your concept to new heights. The sky is the limit.

(SOURCE: SATELLIET.NET)

BACÁN EXCITING LATIN AMERICAN - ASIAN CULINARY FUSION

PHENOMENAL PANORAMIC VIEWS OVER THE
HISTORIC UNIVERSITY CITY OF UPPSALA

BACÁN RESTAURANT & ROOFTOP

UPPSALA | SE **V** >

ON THE TOP FLOORS OF THE BRAND-NEW CULTURAL CENTRE FILMSTADEN, AT THE VIBRANT DRAGARBRUNNSTORG SQUARE, RESTAURANT AND ROOFTOP BAR BACÁN SPARKLES ABOVE THE SKYLINE. HERE, AT SEVERAL METRES ABOVE GROUND, ERIK REVECO AND HIS PARTNERS HAVE TURNED A LONG-HELD DREAM INTO A REALITY. BACÁN OFFERS A THRILLING CULINARY FUSION OF LATIN AMERICAN AND ASIAN FLAVOURS, ALONG WITH A BREATHTAKING VIEW OVER THE HISTORIC SWEDISH CITY OF UPPSALA.

Text: Nathalie Schalke

International ambiance

Uppsala – known as the Cambridge of Sweden and located just north of Stockholm – boasts a rich history dating back to the Viking era. The vibrant city, famed for its cathedral, prestigious university, and role as an intellectual and innovative hub, is also a place of peace and nature. With the Fyris River meandering through the city and its surrounding greenery, it's an ideal location for Bacán. A place to lose yourself in a cosmopolitan yet relaxed atmosphere. 'We wanted to create a warm, international vibe where guests can escape reality and dream of sunny destinations,' says Reveco. 'Inspiration comes from places around the world – from Asia to Latin America – and our guests find this reflected both in the ambiance and on the plate.'

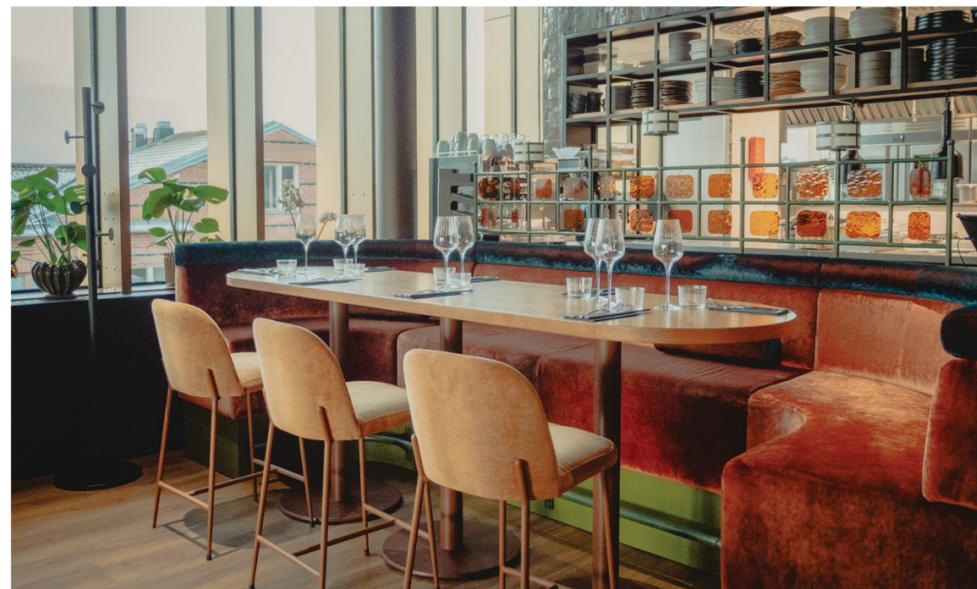
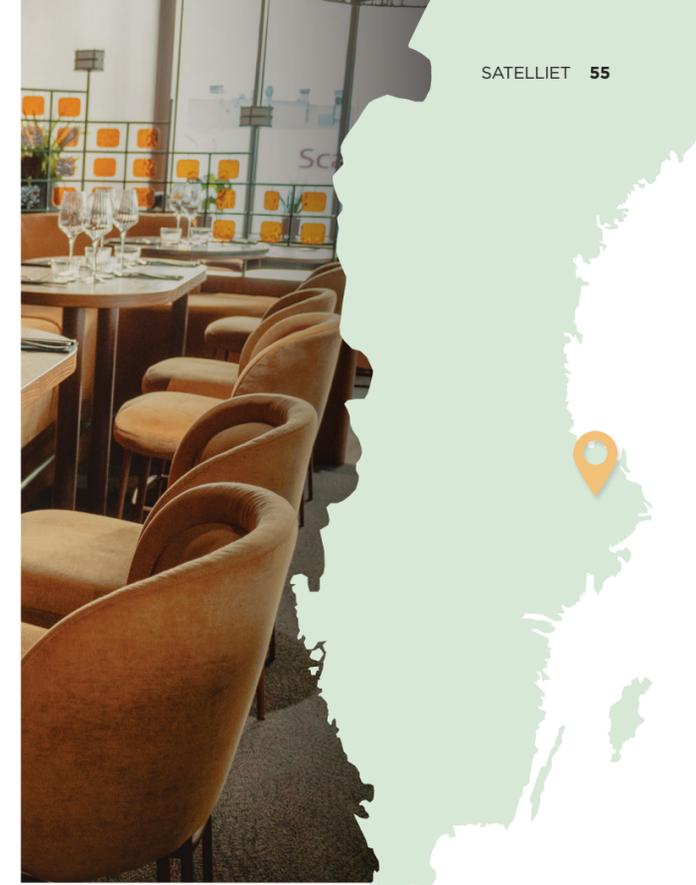
“With Uppsala’s skyline as its backdrop and a kitchen that transcends continents, **Bacán is a true culinary destination.**”

Adventurous

The expansive rooftop bar, with its elegant pergola roof, invites guests to enjoy the magical Uppsala skyline all year round. The name 'Bacán' means something cool, great, and special in Colombian Spanish. This vibe shines throughout the concept, developed by Studio Monty in collaboration with Resize Design. From the interior to the menu and special events, everything is infused with energy. The kitchen is a harmonious culinary fusion of Latin American and Asian influences. 'The spiciness and freshness of Latin American cuisine blend perfectly with the umami and sophistication of Asian dishes,' Reveco explains. 'Think of dishes with adventurous names like Hell of a Beetroot, Cev-ish, Dynamite Shrimps, and Mis-take.' The atmosphere is just as important as the food. On Friday and Saturday nights, Bacán truly comes to life. The DJ keeps the decks spinning, cocktails flow freely, and the terrace fills with an enthusiastic crowd dancing until sunrise.

Ultimate comfort

A panoramic view, an adventurous kitchen, and an interior with international allure complete the experience. 'Comfort is essential to us,' says Reveco. 'We wanted a place where guests can completely relax and enjoy their evening endlessly. The custom-made furniture seamlessly aligns with our vision and is incredibly comfortable.' With a range of warm, earthy colours like green, ochre, and terracotta, along with luxurious, natural, and soft materials, which harmoniously blend with the characterful interior of Bacán, an environment has been created where style and functionality go hand in hand. 'From professional advice to smooth delivery – Resize Design helped us achieve exactly the atmosphere we had in mind.'



World spot

Although Bacán has only just opened its doors, Reveco is already looking ahead: 'We want to further develop this concept. Maybe we'll expand to another city or even another country one day. But for now, our full focus is on ensuring quality and creating an experience that our guests want to return to time and time again. Guest satisfaction is our top priority.' With the Uppsala skyline as a backdrop and a kitchen that transcends continental boundaries, Bacán is a culinary world destination. A restaurant that, like the city itself, bridges history and innovation, tradition and renewal.

■ BACAN.SE

EATGROUP

Erik Reveco is no stranger to the Swedish hospitality scene. With a wife from Chile, he has also fallen in love with the flavours and scents of Latin-American cuisine, bringing this gastronomy to Scandinavia. Over the past twenty years, he has proven himself as an entrepreneur and host in the restaurant world, notably within the O'Learys franchise in both Sweden and Norway.

Together with his four business partners, he formed EATGROUP and opened La Comida in Uppsala. 'With La Comida, we discovered how much fun it was to have complete control over the concept. That inspired us to think even bigger and make Bacán a reality.'

'As an entrepreneur, it's important to prioritise what drives our business forward – our staff. Being present, listening, and acting are essential to ensuring that our goals align with the goals of our team. That's always been my key to success.'

■ EATGROUP.SE



EVENTS & FAIRS

2025 & 2026

INTERNATIONAL

EVENTS & FAIRS	DATE	LOCATION	COUNTRY
Igeho	15 - 19 Nov 2025	Basel	Switzerland
Horeca Expo	17 - 20 Nov 2025	Gent	Belgium
Cruise Ship Interiors	3 - 4 Dec 2025	Hamburg Messe	Germany
Heimtextil	13 - 16 Jan 2026	Frankfurt	Germany
imm cologne	20 - 23 Jan 2026	Cologne	Germany
Maison et Objet	15 - 19 Jjan 2026	Paris	France
Internorga	13 - 17 March 2026	Hamburg	Germany
Salone del Mobile	21 - 26 Apr 2026	Milan	Italy
Clerckenwell Design Week	19 - 21 May 2026	Clerckenwell	United Kingdom
Antwerp Design Week	30 May - 3 June 2026	Antwerp	Belgium
3daysofdesign	10 - 12 June 2026	Copenhagen	Denmark

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COMING

UP PROEF!HOSPITALITY

MAGAZINE ABOUT HOSPITALITY IN INTERIOR DESIGN

PROEF!Hospitality #03 will be published end of 2026. Once again, we are delighted to bring you the latest topics and interesting facts about hospitality and interior design.

#03

PROEF!HOSPITALITY magazine is also available digital at: satelliet.net



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