

Edward van Vliet

Creating Worlds; orchestrating experiences & destination design

TERRA

My name is Edward van Vliet

It all began with a Nikon F3 in hand and a fascination to capture the moments and patterns that have captivated my imagination. Whilst the view through the lens opened my eyes, travelling opened my world and with it an excitement that would lead to my personal expression through the medium of design.

Over the past 25 years, I have had the privilege of working with some of the world's leading design and hospitality brands. Developing designs has allowed me to travel to places known and unknown. My curiosity and appreciation for culture, tradition, history and nature have over time reinforced a design style that is authentic to Edward van Vliet®. By turning these pages you will be able to experience the journey that has culminated in this body of work. From a vibrancy of colour to the celebration of form and the curation of space.

I have a lot for which I am thankful. If anyone has to be named directly it should be the inspirational Patrizia Moroso who graciously introduces my work to the wonderful clientele who continually put their faith in our studio.

To you, my reader, Enjoy.



design keys

Philosophy

As a cosmopolitan designer, Edward van Vliet is inspired by the world around him. Fascinated by a never depleting source of cultural and natural varieties he aims to compose new worlds by making unique combinations of colors, materials, patterns and shapes. Whilst respecting any given local context, these “new worlds” are always at the heart of his company’s designs and concepts. In creating these worlds, nine specific design keys are employed. The harmony between them ensures remarkable results.

Bringing spaces alive
Patterns



Patterns – bringing spaces to life

Patterns, whether painted, printed, knitted, embroidered, woven or created by light, add tactile quality and make a design or space come to life. Apart from using nature as an endless source of inspiration, Edward's fascination for mathematics, geometry, symmetry and repetition plays an important role in creating new and surprising patterns.

Dimension and depth through
Layers

Layers – dimension and depth

Transparent layers create depth and dimension and are used in interiors to create rooms within a room, to provide a feeling of intimacy as well as underlining spaciousness. In floors or ceilings the use of layers can be employed to create enchanting combinations of materials, stressing atmosphere or to visually separate functions within a space



Find yourself in
Nature



Nature – sophisticated green

Respecting the natural surroundings of a project is never a bad cause. By acting local and involving a community you will support your environment, and with that, yourself. Edward: "In nature nothing is perfect, everything is 'handmade'. Imperfection enhances beauty and adds character."



Koi

In ancient China the koi, especially in its coloured mutations, was regarded as a holy fish. The koi symbolized strength, wisdom, perseverance and luck. Ancient myths recount about a great black dragon that terrorized the world from its hidden lair behind a magnificent waterfall. Despite many attempts no hero had ever succeeded in destroying the beast. Until one day, when a large koi was seen swimming in the river and up the waterfall. Once it had made it up to the lair it suddenly transformed into a white dragon, which managed to defeat the black dragon after a fierce battle. From then onwards, recount the myths, the koi enjoyed its sanctified status in both Chinese and Japanese cultures.





*Another world
where everything wavers:
not a testament to disbelief
or lack of conviction,
but a peace, a fluidity.
Protection by dampening
external influence,
allowing silence to prevail.
Impermanence
is all of us: our bodies
aquatic and gliding
in Earth's flux of water.
Rejoining.

Rejoining.*





Clinic for Esthetic Medicine

This clinic is located in a historical 17th century canal house. The interior concept speaks for itself: personal beauty is found in equally beautiful surroundings where workmanship, attention to detail and striving for perfection are immediately apparent and instill confidence. This resulted in a contemporary, yet homely interior where clinical greens and greys have been adjusted to form a distinguished, warm palette. Subtle use of materials and patterns underline the building's classic features and make for an interior that fully supports the services offered.



