

JPDEMEYER&CO are creators, makers, and iconoclasts. Experts in the craftsmanship and discipline of interior design, they fearlessly conjure spaces that seem to defy all the rules – more three-dimensional artworks than rooms – exuberant, witty, audacious, anarchic, and above all, joyful. ¶ The spirit of a place, its genius loci, and the client's wishes provide both starting point and structure. Fuelled by gut feeling and emotion, now comes the theme that will weave the threads of design into a whole. And like a sonnet or a symphony that soars and astonishes within its form, once the spark has ignited and the story begins, what follows is an explosion of imagination. ¶ Carpets, fabrics, lamps, furniture, ceramics, chimneypieces, and mirrors are all bespoke, and often made using and reviving old skills. 'Local artisans are our fingers,' they say. 'They make our thoughts real and express what we feel.' Everything in the extraordinary spaces they assemble is rooted in tradition, blossoming into zany innovation thanks to courageous guidance. Their crazily covetable cushions, for example, were first made for them by an 80-year-old Flemish seamstress. Her patterns are now woven – big, brave, beautiful bursts of character and eccentricity that are shipped all over the world. ¶ Who else but JPDemeyer&Co would unleash a lemon-scattered carpet to roam up walls and across the ceiling, suspend a giant jellyfish to float above restaurant tables, rest a coffee table on a herd of concrete cows, or make curtains from a client's old jeans? These and countless more inventions are the playful sentences that build their fantastic tales, every syllable of which is a JPDemeyer&Co original. ¶ And because there is discipline as well as creative energy, a JPDemeyer&Co interior is a pleasure to inhabit – visually stimulating, fizzing with colour and creative energy, yet also comfortable and luxurious, whether for dining, sleeping, working, bathing, or playing. More than that, it makes you smile. Unmistakable, unrepeatably, experimental, crafted, surprising, gorgeous, and always underpinned by structure and balance, the work of JPDemeyer&Co spread across the pages of this book richly deserves its place on *Architectural Digest's* AD100 list.



^{PH.1} A campaign image featuring cushions from the *Visage Vintage Collection 2025* by JPDemeyer&Co, and a Burgh Island wing chair, its design inspired by a visit to the English Art Deco hotel of the same name.



^{PH.2} Guests are greeted at the entrance to the restaurant JNcQUOI Frou Frou in Lisbon by a wallscape of clouds – part Chinese, part Magritte – and the moon-face logo with its one almond and one round eye – an introduction to the theme of East meets West.



PL6 The theatrical main entrance features the circular logo set into massive automatic double doors cast in 20cm-thick copper, radiating sun rays and designed according to Feng Shui principles.



PL8 The mix continues in the living room of the same house, its period windows hung with suspended screens of reproduction verdure tapestry, and Empire chairs painted acid yellow. The chimneypiece, applied over a period original, is plaster-coated foam sculpted to emulate a rockery, bringing the romance of the garden indoors.



PL18 The interior of boat restaurant Riviera Fuga on the Seine in Paris evokes the sun-soaked Côte d'Azur. Curtains are in a patchwork of fabrics made for beach umbrellas and windshields by a specialist Belgian manufacturer who sadly closed down during Covid. JPDemeyer&Co bought their remaining stock and named each design after a different Belgian beach.



PL19 Hovering over the tables like enormous, intricate balloons are sea creatures crafted from five layers of delicate Japanese rice paper, stretched on wicker frames.



Pl.22 A basin custom-made in poured terrazzo studded with random chunks of coloured glass glows like treasure in a cave when lit from within – a magical effect that JPDemeyer&Co describes as ‘part of our DNA’.



Pl.23 In this luxurious and practical music room with its bespoke CD storage, the grand piano is dwarfed by a massive central chimney piece, its muscular branches in bas-relief plaster reaching up to the ceiling.



Pl.56 The bar curtains are in the same handmade patchwork used in the kitchen of JPDemeyer&Co's Comporta holiday home, the design of which prompted the owners to commission them. The pots ranked on the high wooden shelving are decorated with portraits by a local artist of 35 of the owners' friends.