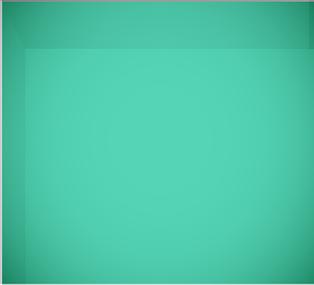
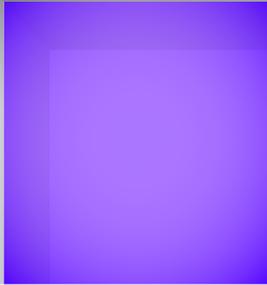


DESIGN TODAY

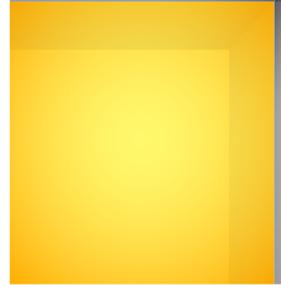
September 2011 ₹100

SPACES ETCETERA



WHAT'S NEW IN WALL PAINTS

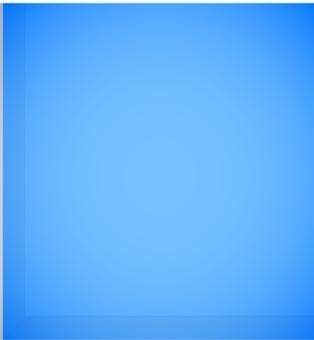
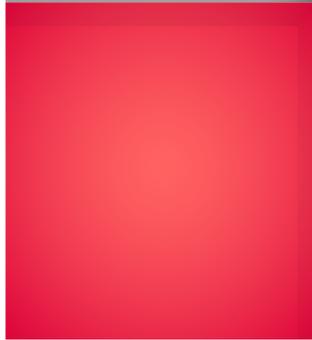
Read more on page 120



DESIGN FOCUS

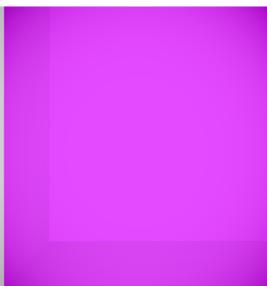
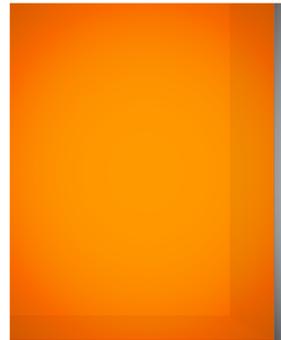
COLOURS

In furniture, facades & finishes



HOW CREATIVE CAN YOU GET WITH BRICKS?

See 'Design Trends' on page 28



FROM TILES TO TEXTILES

Innovations in decorative wood



RNI NO. DELENG/2002/6742

COEN! created works of art, fashioned corporate identity and branding, and customised products based on the powerful and unique concepts of spirituality for this church office



GOLDEN RATIO

IN AN ECUMENICAL CHURCH OFFICE IN THE NETHERLANDS, DESIGN FIRM COEN! BRINGS TOGETHER COLOUR, graphics and thematic patterns in a harmonious collage. In each corner, the detailing reinforces the designer's thought process of visually communicating the principles and goals of the organisation

A golden table top on cabinets transform the space into an impromptu meeting place



An open and fresh welcome to a boardroom

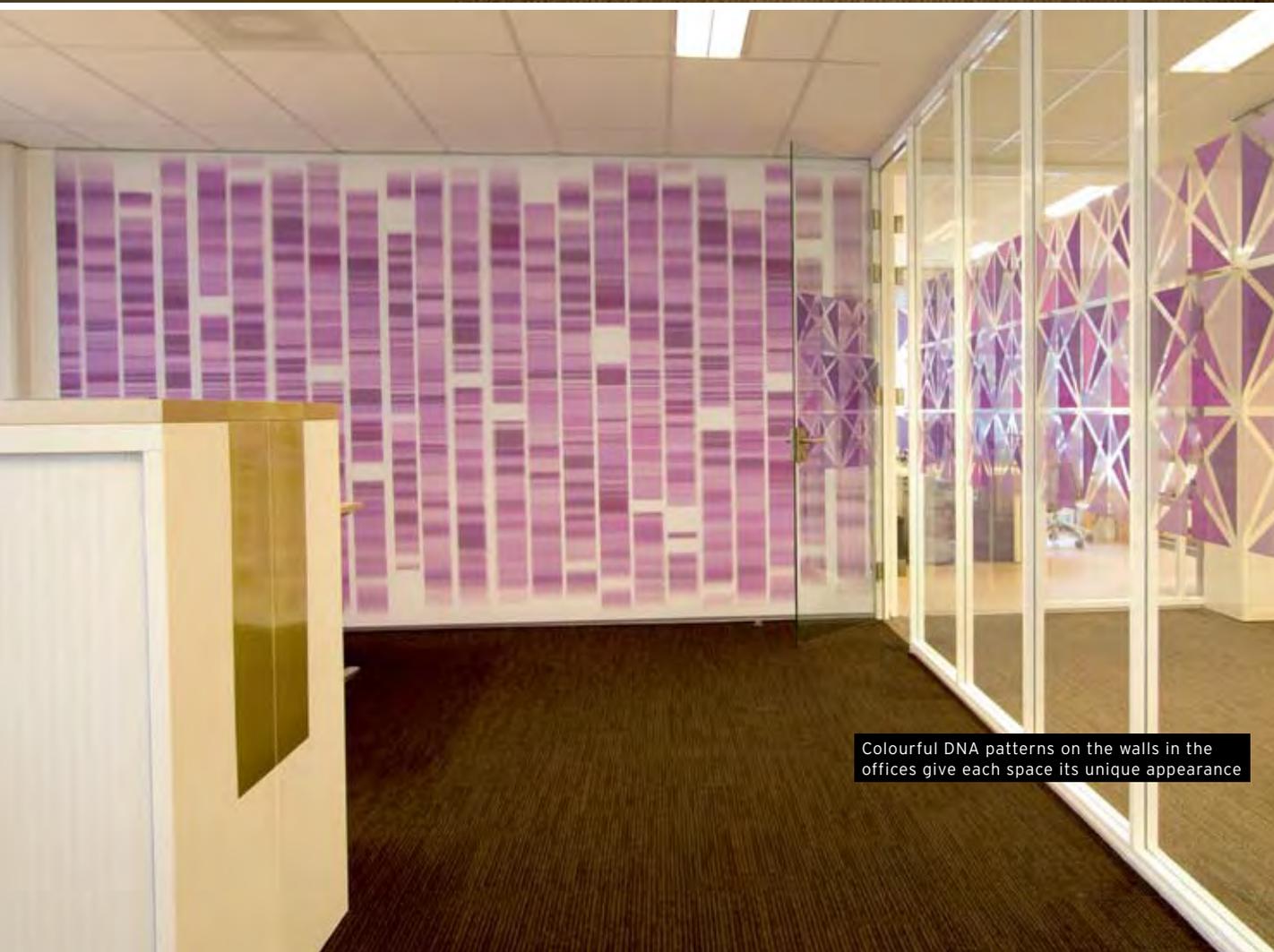
Coen van Ham, a Dutch architect and conceptual designer created a new working environment and identity layer for the Besturenraad and BKO. These two organisations take care of two denominational types of education in the Netherlands: Catholic and Protestant. For their new office, Coen aimed at visually connecting their shared goals and principles. He used the metaphor of a book which essentially follows a structure, text and image format. It translated into

The design attempts to bring out the relationship between faith and education, through logo design and text imprints

stained glass patterns, metal grids based on proportions of the golden section and text prints on surfaces. He attempted to bring out the relation between faith and education through DNA patterns and golden office altars.



Glass partition screens and metal grids take cues from the golden section of art and architecture, with lines and proportions in sync



Colourful DNA patterns on the walls in the offices give each space its unique appearance



Golden surfaces and DNA patterns bring together the common goals and values of the two churches

He says, "The eccentric and ornate atmosphere of religion has always fascinated a great many people. In addition, a new religion has developed with a belief in the global economy and with materialism as the one God. As people continue to search for new forms of spiritual enrichment, space is also created for new types of religious experience, Catholicism and spirituality. This search for new meaning leads to inner reflection. I delved into the tension that exists between the material and the spiritual. The result was a new logo based on the cross."

This logo, he says, is based on a reversal. Will you choose the deeper spiritual value or the material value on the surface? Do you believe in God, in yourself, or in the power of the economy? Or perhaps you believe in a material as well as a spiritual world?

His firm, with an eponymous name, COEN! created works of art, fashioned corporate identity, and products all based on these powerful and unique concepts of spirituality.