

Wallpaper Design and Application in Space

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When I take a look on the cultural development of wallpaper in the last decades, then I recognize that wallpaper in space is nowadays not only a kind of decoration.

Since about the last 10 years, wallpaper, graphical ornaments or striking colours inside interiors, took a more important role than the 50 years before. Graphical designs are a cultural expression today, by using a personal statement.

Creating individual spaces is the credo of our times. That regards official buildings, hotels or store concepts as well as our private living rooms.

If people ask me for my opinion about how to use graphic or colour in space, I give the following advice:

First of all: Don't be afraid to use large scales. In my opinion as a designer it needs more courage to use small scaled patterns. By using larger scales a room starts to "open" itself. Mostly the room appears to be more structured, puristic and it seems to have more space. Small scales can quickly look nervous and can make a room closely and kittenish. By using patterns in general I would give the advice just to use one type of graphic. Mostly it looks great to combine the right plain colours with this chosen design to get a conceptual look.

If you decide to use striking colours for an interior design project it is very important to do it in the right way. The result definitely has an immediate effect on the well-being of the people who use the space. The colours are responsible for the predominant mood and atmosphere in a room. So you bear a lot of responsibility in this decision process.

I believe that a credible use of pattern and colour must be based on a conceptual thinking and a matching system. The more pattern or striking colour tone a material has, the more important is it that it matches to the design elements and materials around. In the last years I worked on the idea to create a pool of combinable products and materials. If you decide to use "Contzen-designs" for a building you will get offered a toolbox of synchronized products.

The idea is to fill architecture and interior design with striking but aesthetic colour tones so that the look and feel of a room, space or building reminds one of graphic décor or constructivist painting that goes beyond normal dimensions.

A room converted to an "ornament" without the surfaces in it being decorative.

Lars Contzen

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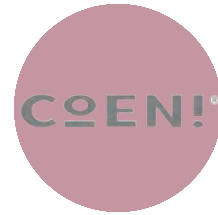
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COEN!

Coen van Ham (1971) is a Dutch conceptual designer, architectural designer and source of creative inspiration. He studied at the renowned Design Academy in Eindhoven.

COEN! is one of the leading agencies in the Netherlands on account of its innovative concepts, stunning designs and inspiring workshops. His style is colourful, graphic, sober and communicating.

Coen and his team shape and guard over identity. Designs for your works of art, corporate identity, product and interior are all based in a powerful and unique concept. Designs by Coen van Ham have been included in several design and art collections. His work was shown in a diverse range of exhibitions worldwide. Coen's work has been featured in numerous magazines and books.



Identity/Interior Designer:
COEN!

Architect:
Bos en Alkemade, Frans Alkemade
en Fred Bos, IJsselstein

Designer:
Coen van Ham, Eindhoven

Project Leader:
Van Aarle de Laat, Germaine Zielstra,
Bilthoven

Client:
MBO Raad, Woerden

MBO Raad Woerden: colourful office landscape with 'identity layer'

The 'MBO Raad' is the Dutch Association of VET Colleges. The association represents all government-funded colleges for secondary vocational education and training and adult education in the Netherlands.

This office space was re-created by COEN! together with the architects 'Bos en Alkemade' to form a light, colourful and attractive working environment.

The designs for the corporate identity, product and interior are all based on one consistent and powerful concept. Coen: "An appropriate colour combination can greatly enhance a good working environment."



Colour elements can enhance and focus attention on the identity of this customer."

Gate to the future

Our agency designed also sixteen colourful patterns for this organisation, representing the various professional fields. All VET colleges are representing one or more professional fields like trade, communication, transport etc. These patterns have been

printed on wall coverings and furniture. This total approach makes it a project with a strong 'identity layer'. Wallpaper is allied to help express the colour layers.

The entrance to the building of this educational organization is highlighted by a colourful arch. COEN! created this art object called 'gate to the future', symbolizing the access to education. 🗝️

