

INTERVIEW HEDWIG HEINSMAN

HEDWIG HEINSMAN (37) IS ONE OF THE THREE PARTNERS WHO RUN DUS ARCHITECTS. THE OTHER TWO ARE HANS VERMEULEN AND MARTINE DE WIT. THEY RECENTLY LAUNCHED A NEW TECHNOLOGY COMPANY CALLED AECTUAL.

WORK

“DUS is an interdisciplinary architectural agency. We design buildings but also interiors, furniture, installations and interventions. About four years ago we started working with large-scale 3D printing. Our 3D-printed Canal House in Amsterdam Noord is almost finished. We’re printing our own business premises which will host the flagship store for our new enterprise, Aectual. In the future you’ll be able to come to us with a sketch which we will then digitalize and 3D print precisely according to your requirements. Floors, stairs, facades, whatever you want. At Schiphol airport there is already a 600-m2 (2000 square foot) terrazzo floor made from our 3D-printed patterns.”

WORKPLACE

“Our workplace is like a futuristic factory. You arrive at a building site filled with all sorts of printed components. Then you enter an enormous hall where four giant robots are busy printing. When you open the door you enter our office, where you’re surrounded by 25 designers and programmers. Normally the worlds of conception and construction are separate. At our company we combine the two. It gives me so much energy on a daily basis to see our ideas coming to life on the spot.”

AMSTERDAM

“Hans, Martine and I met at Delft Technical University. After spending time in Rotterdam and The Hague, we ended up in Amsterdam. By now we really feel part of the city. As we become increasingly involved with software development, Silicon Valley beckons too. I envisage us travelling out there more often in the future. San Francisco feels right. Quite European, really.”

HERO

“I lived in Finland for a while, where I fell in love with Finnish architecture. I really love the work of people like Alvar Aalto, who on the one hand maintained modernist principles of light and space but at the same time gave it a natural twist by using wood and adding beautiful curves.”

STYLE

“I often end up resorting to the architect’s uniform: minimalist clothing in dark colours. Since my daughter was born, I’ve been wearing sneakers more often. But I have a pair of heels next to my desk which I always slip into when I have to give a lecture or a presentation. Right beside my steel-capped work shoes for on the building site.”

photography **Anne Timmer**
text **Elsbeth Grievink**



INTERVIEW ROBBIE BAAUW

ROBBIE BAAUW (29) IS FOUNDER AND CREATIVE DIRECTOR OF TWO BOOKING COMPANIES, 'THE AMAZING AGENCY' AND 'THE MOVEMENT MODELS'.

CAREER

"I was eighteen when I traded in the village where I grew up for Amsterdam. At that time I used to take lots of photos of people around me and that quickly got me noticed. I started working for magazines and newspapers, which required more and more styling. I also organized parties. In the nightlife I saw how brands profiled themselves by attaching to cool kids, without these people themselves earning anything in the process. I thought there had to be a different way. That's how The Amazing Agency started."

TALENT

"We're always on the lookout for authentic people with skills. Hosts, DJs, performers – people who we think should be booked because they're just really good at what they do. When we started to receive more and more requests for models, we expanded and set up The Movement Models."

TYPES

"I mostly scout for people on Instagram, but also on the street. It's actually an automatism, I've got used to looking really closely at every face I encounter. Some people think that at The Amazing Agency and The Movement Models we're looking for types, but that's not the case. What we're looking for is distinctiveness. And if we find that in someone who's a few centime-

tres wider than the fashion world norm? That's absolutely fine. We don't allow the industry to dictate how we work. If you don't play to the system, the system doesn't exist."

AMSTERDAM

"Amsterdam is the city I most like to live and work in because it has so many inspiring, young movements. For example, I'm super interested in and inspired by what Bonnie Reijn (known for his Poor Man Suits, ed.) and the SMIB hip-hop collective are doing. You encounter lots of people who, like me, came to this city because they wanted to achieve more than was possible in the villages where they grew up. You feel and recognize that energy every time a new generation emerges."

STYLE

"I love beautiful colours but there's always a stain or a hole somewhere on my outfit. I'm pretty boorish, I have a dog and I guess I don't really care enough to look flawless."

LOCATION

"Because I work a lot, I don't go out at night much anymore. My favourite nighttime haunt by far is Exit, because that place has no connection whatsoever to what I do the rest of the week. Cheap pop music, gays and a dance pole, that's all I want on a Saturday night."

photography **Anne Timmer**
text **Elsbeth Grievink**



INTERVIEW TANIA SOETER

TANIA SOETER (44) IS CREATIVE DIRECTOR AT HEMA, THE DUTCH DEPARTMENT STORE THAT DESIGNS ALL ITS OWN PRODUCTS IN-HOUSE.

STYLE

"I like simplicity. You'll find HEMA in my wardrobe, but also Céline, COS and Filippa K. I wear a lot of black and I like stripes and dots, especially on tights. My house – a self-built houseboat in Amsterdam Zuid – is full of HEMA things. From napkins to curtains. I like to test as many of our products as possible myself and I love our packaging. My bathroom is all one style, because the Q-tips, shampoo bottles and lipsticks all share the same house style. That's the kind of thing that makes me really happy."

WORK

"For many people HEMA is a typically Dutch brand and that's my feeling too. It distinguishes itself through its meticulous designs, but it's definitely not a designer store. The fact that our decisions and the designs our team creates have a real influence in so many households just makes my job even more rewarding."

PHILOSOPHY

"Our design philosophy is 'super normal'. Everyday items made to excellent standards.

The ultimate basic white T-shirt. An attractive wine glass that you can also stack and put in the dishwasher. Rainwear with reflective dots so you're visible in the dark. Down-to-earth, functional designs with 'an inner smile', I believe very strongly in that."

INSPIRATION

"There's nothing more inspiring than people-watching. When I go for a walk in Vondelpark or get on the ferry to Amsterdam Noord, I observe everyone around me. What they're wearing, how they eat, how they behave."

AMSTERDAM

"The culture, the freedom, the sense that life is a playground – that's what makes Amsterdam unique for me. We left for a few years, to build our dream home in Arnhem. We often came back for weekends and stayed with friends. During one of those weekends we were driving down Rokin when my son – who was four at the time – asked us: 'Is there a celebration going on here?' 'No,' I answered, 'this is Amsterdam.' It was that, the city's special energy, that drew us back. I'll probably never leave again."

photography **Anne Timmer**
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