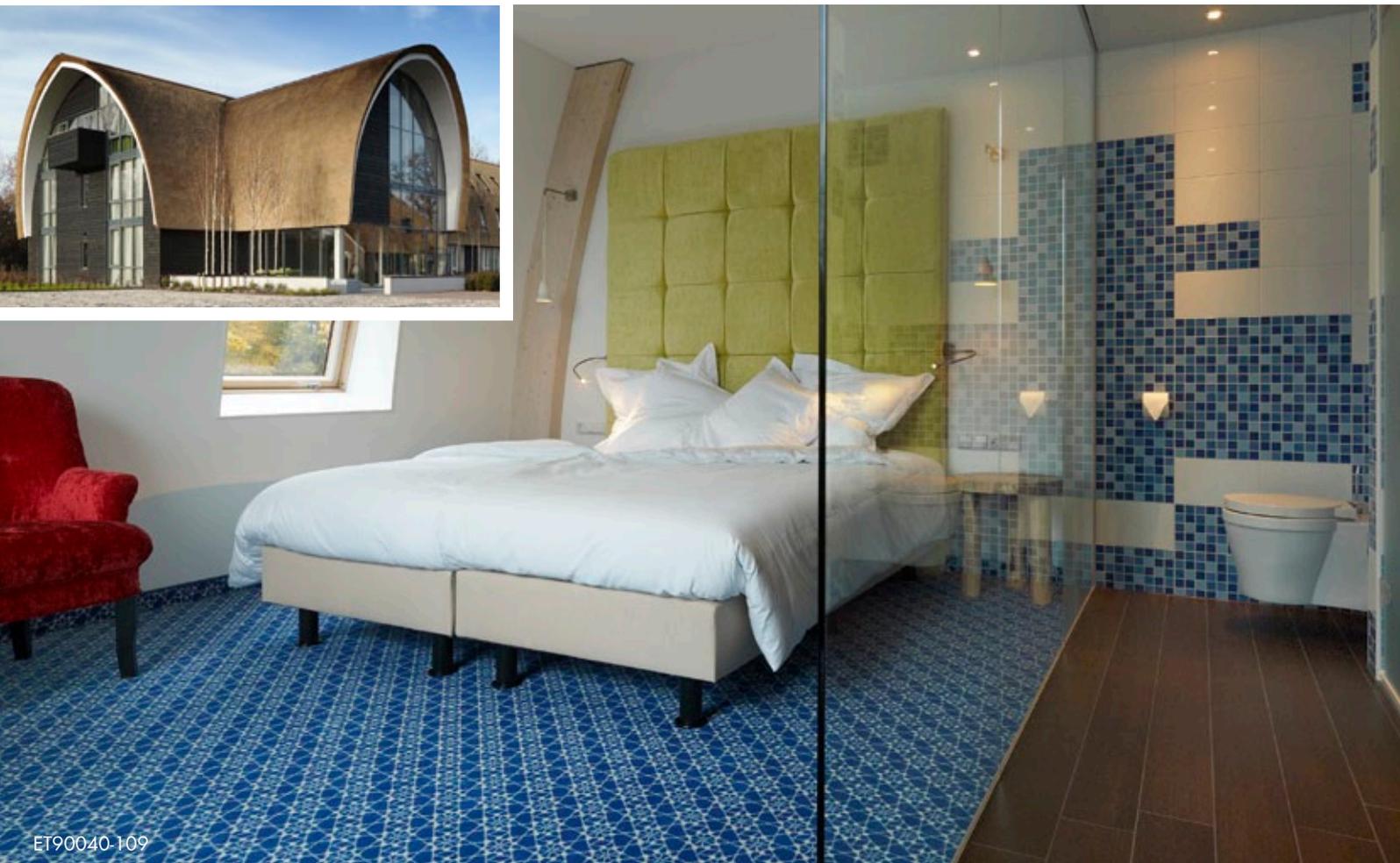


# Project of the month

September – 2010



ET90040-109

## Hotel & Gasterij De Roode Schuur, the Netherlands

A brand new four-star hotel looking like a barn in the countryside. An attractive landmark with its striking design; completed to the last detail and with the rural inspiration powerfully underlined by the handpicked carpets from ege.

### From rural barn to stylish hotel

Hotel & Gasterij De Roode Schuur is situated in a rural area between National Park De Veluwe and the busy cities in the western part of the country. Originally built in 1992, De Roode Schuur is a perfect site for weddings and parties, now expanded with 38 hotel rooms, including 2 luxurious bridal suites.

For the renewal of De Roode Schuur Els Willemse, interior designer and owner of SomethingELS, developed an overall concept translating the "barn-related" aspects like rural coun-

try site, local traditions and handcrafts into a total concept for Hotel & Gasterij De Roode Schuur. "Notwithstanding the rural, traditional and handcraft elements, the interior is contemporary. The 38 spacious hotel rooms are divided over four different interiors, each with their own colour palette. The carpets all have different patterns, composed of hand-picked colours. The patterns correspond with rural elements like grass, flowers, herbs, plants, earth and wood", she tells.

### Carpets on walls and ceiling

In many details the rural surroundings have been translated, for example the wall of the hotel entrance and the floor in the staircase seem to be made of wood, but in reality these are carpets. "I love to make these jokes", Els Willemse smiles and explains, that she chose carpets because of the warm and welcoming atmosphere these contribute with.

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we create more than carpets

As De Roode Schuur is an official wedding venue, it has its own romantic wedding hall with paneling and a gigantic modern chandelier. With a nod to the bridal bouquet the ceiling is completely covered by an ege carpet of roses.

### Great experience with creative use of carpets

The creative use of carpets to underline and enhance a certain identity or spirit is brilliant. The carpets from ege are perfect in this matter. First of all because, when it comes to design, anything is possible. Secondly, because ege has great experience with creative use of carpets – no matter whether it is on the floors, walls or ceilings. Advanced technology enables ege to create any expression possible, with the shortest delivery time in business and at reasonable prices.

The combination of a creative interior designer and ege leads to stunning results. In the case of Hotel & Gasterij De Roode Schuur the hotel really has become an icon. The result is a business going up every day!

**Client:** Hotel & Gasterij De Roode Schuur  
**Contractor:** Kreikamp Upholstery Projects  
**Interior designer:** Els Willemse, SomethingELS  
**Architect:** Van Bokhorst Architects  
**Photographer:** Hans Morren  
**Quality:** Standard and custom made solution, Highline 910  
Custom colours  
**M<sup>2</sup>:** 1,200 m<sup>2</sup>



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