



Gerrit Rietveld



Kunsthal KAdE, Amersfoort



Paris studio at Mondriaanuis, Amersfoort

DE STIJL AND DUTCH DESIGN IN THE NETHERLANDS

The Hague

The Gemeentemuseum in Den Haag has the largest collection of Mondrians worldwide. Since 2011 you can visit a permanent exhibition on De Stijl there. Apart from this, in 2017 you can also visit the exhibitions 'De Ontdekking van Mondrian' (the discovery of Mondrian) and 'De architectuur en interieurs van De Stijl' (the architecture and interiors of De Stijl). Especially for 'Mondrian to Dutch Design', Den Haag organizes various exhibitions related to this collection, as well as dancing acts, festivals, lectures and dedicated city tours. Among other elements, the city hall, Bilderberg Europa Hotel Scheveningen and several shop fronts and display windows refer to the painter. More information: denhaag.com/en/mondrian and www.theconferencethehague.com.

Amsterdam

The Stedelijk Museum has many works by Gerrit Rietveld and Van Doesburg on show. In the Rijks museum De Stijl has its own department. More information: www.iamsterdam.com/en and www.iamsterdam.com/en/business/meetings.

Gelderland

In 2017 various museums in the province of Gelderland organize special exhibitions as part of the Stijljaar (style year). Apart from the second-largest collection of Vincent Van Gogh paintings worldwide, the Kröller-Müller Museum, located centrally in The National Park De Hoge Veluwe, also has several major pieces by Piet Mondrian, Bart van der Leck, Theo van Doesburg and Gerrit Rietveld on show. Besides this, two exhibitions are organized in the scope of the Stijljaar: 'Arp: The Poetry of Forms' (20 May till 17 September 2017) and 'The patron and the 'house painter'' (from Autumn 2017). Painter, designer and co-founder of De Stijl Vilmos Huszár takes central position in the city of Harderwijk. Huszár lived in the nearby village of Hierden from the thirties until his demise in 1960. Stads museum Harderwijk hosts the exhibition 'Huszár van de Stijl' (20 May until 3 September 2017) which displays more about the later work from this lesser known artist. From when he was 8 years old until he was



Moooi Amsterdam

Mondrian to Dutch Design: 100 years De Stijl

The Netherlands go red, yellow and blue

This year it is 100 years ago that a new art movement was established in the Netherlands. This anniversary is celebrated with the NBTC campaign 'Mondrian to Dutch Design'. The whole of 2017 is devoted to the famous works of art and designs by De Stijl members that can be seen in various cities in the Netherlands.



Gerrit Rietveld, The Red and Blue Chair, 1933, Centraal Museum, Utrecht

PHOTOGRAPHY: NBTC, HOLLAND MEDIA BANK

The origin of the Dutch art movement De Stijl lies with the magazine of the same name De Stijl which was first published in the city of Leiden in 1917. The driving force behind this magazine was Theo van Doesburg. Together with Piet Mondrian he initiated the art theory Nieuwe Beelding (New Imaging) which was promoted in publications

in the De Stijl magazine but also by means of exhibitions and lectures. De Stijl flourished between 1917 and the thirties of the twentieth century. During the period, members of the group of artists who identified themselves with the movement came and went. The most important members were Theo van Doesburg, Piet Mondrian, Vilmos Huszár, Bart van der Leck, J.J.P. Oud, Jan Wils, Robert van 't Hoff, Gerrit



Greenhouse, Eindhoven

Rietveld and Georges Vantongerloo. Their works show a great deal of similarity. The well-known chairs by Gerrit Rietveld, for instance, as well as the paintings by Piet Mondrian, are characterized by straight lines and the use of the primary colours red, yellow and blue, complemented by black, white and grey.

DUTCH DESIGN

The influence De Stijl had on the development of the art history goes beyond three decades. Even now, artists and architects are inspired by the basic prin-

Piet Mondrian,
Composition with
2 yellow lines, 1933.
Gemeentemuseum
Den Haag, The Hague

Piet Mondrian, The Grey Tree, 1911.
Gemeentemuseum Den Haag, The Hague

20, Piet Mondrian lived in the town of Winterswijk. His former residence now houses Villa Mondriaan. This museum focuses on Mondrian's life and shows the landscape that provided the inspiration for his early paintings. From 3 March until 3 September 2017 you can visit the exhibition 'Figurative in Stijl' about the pioneers of De Stijl, including Theo van Doesburg, Vilmos Huszár and Mondrian himself. www.conventionbureau.nl/en-gb

North of the Netherlands

The northern province of Friesland has strong bonds with De Stijl. In the Frisian capital of Leeuwarden you will find Dutch Design with ceramics and folk art-inspired design furniture at the Keramiekmuseum Prinsessehof. In the town of Drachten, Museum Dr8888 has, in its permanent collection, a large number of works by Van Doesburg, Thijs Rinsema, and the German Dada artist Kurt Schwitters. In 2017 no less than five exhibitions are organized, including some dedicated to the relation between constructivism and De Stijl, and the influence of De Stijl on Drachten and the use of colour in the architecture by Van Doesburg. A very concrete example of De Stijl can be found in the Papegaaibuur (parrot neighbourhood), for which Theo van Doesburg designed 16 residential houses. The Van Doesburg-Rinsema house is open to the public from 1 June 2017. The design of the former civil aviation school in the town of Eelde (province of Drenthe) was inspired by the principles of De Stijl and was recently transformed into a home base for artists and designers. The building was designed by architect Pierre Cuypers Jr. in collaboration with F.P. Glastra van Loon and Bart van der Leck. Fellow artists Krijn de Koning and Jan van der Ploeg made some additions following to the traditions of De Stijl. This year, the building was reopened as a home base for upcoming artists and designers. There are also exhibitions in honour of De Stijl. www.hollandnorth.nl

Utrecht and Amersfoort

The region of Utrecht & Amersfoort is also called the breeding ground of De Stijl. Theo van Doesburg, Bart van der Leck, Gerrit Rietveld and Piet Mondrian were born in this region. Both cities still show many works of art and influences, and this year is especially dedicated to Mondrian and

Rietveld. In the city of Amersfoort Piet Mondrian's house of birth was renamed Mondriaan house. This museum is open to the public and this year shows three various exhibitions on the artist. At Kunsthall KAdE the use of colour by the artists of De Stijl takes central position in a special exhibition. The city of Utrecht focuses more on Gerrit Rietveld. In this city you can find the iconic Rietveld Schröder house, which is included in the UNESCO world heritage list. The building is part of the Centraal Museum in Utrecht, which houses the largest collection of Rietveld furniture worldwide. Other locations spotlighting Rietveld are the Rietveld pavillion in Amersfoort and Slot Zuilen Castle Museum. www.utrecht-conventionbureau.nl/en

Leiden

The city of Leiden is where De Stijl was born. At the time when De Stijl was established, art and science flourished. Nowadays Leiden is still an international meeting place for talent, knowledge and innovation. Especially for 'Mondrian to Dutch Design' several exhibitions and activities are organized highlighting De Stijl and the basic principles of the art movement. Recently Museum De Lakenhal in Leiden acquired an international top piece by Theo van Doesburg, named Contra-compositie VII from 1924. www.leidenconventionbureau.nl/en

Brabant

In this province you can mainly experience the influence of De Stijl on later artists and designers. In the city of Eindhoven, home to the Design Academy Eindhoven and the popular Dutch Design Week, several prominent designers graduated. The design studio of Piet Hein Eek, for instance, is open to the public all year. In the Noordbrabants Museum in Den Bosch a series of exhibitions commonly called Made in Brabant are organized, spotlighting contemporary design from Brabant. In the nearby town of Helmond the Gemeentemuseum shows works by Peter Alma, Bart van der Leek, Lou Loeber and Johan van Hell.

The iconic Weverij De Ploeg in Tilburg was designed by Gerrit Rietveld and came into use in 1958. This year, the building was reopened to the public. The gardens were designed by landscape architect Mien Ruys. www.conventionbureaubrabant.nl/eng

principles of De Stijl and the works of art by the artists who were closely involved in this art movement. In their works, designers like Hella Jongerius, Maarten Baas, Marcel Wanders, Joris Laarman and Piet Hein Eek incorporate their own interpretation of the basic principles of De Stijl. These designers are partly responsible for the flourishing of Dutch Design. Their designs are minimalistic, experimental, innovative, unconventional and show a sense of humour. An important catalyst for the rise of Dutch Design is the Fonds (fund) BKVB, established in 1988, which supplies financial support to newly graduated designers. An other stimulus is the accessibility to the high-grade design courses like the Design Academy in the city of Eindhoven and the Gerrit Rietveld Academie in Amsterdam. Each year in October the nine-day Dutch Design Week is organized which features exhi-

bitions, lectures and shows in dozens of locations in Eindhoven. Recurring elements are the 'Graduation Show' with graduation works from the Design Academy Eindhoven and the exhibition and presentations of the Dutch Design Awards.

Examples of De Stijl and Dutch Design can be found in various cities and regions of the Netherlands. Especially for the jubilee year several remarkable exhibitions and activities are organized throughout the country. These activities are a great addition to business meetings in the Netherlands. Would you like to add a red, yellow and blue tone to your meeting? The Convention Bureaus from the various regions are happy to tell you all about the possibilities.

www.holland.com



Rietveld-Schröderhuis