

COULISSE JOURNAL

COULISSE

since 1992

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JUNE
2014





In this journal we pursue to capture meaningful and authentic experiences. A spring issue that teaches us to start fresh and use the past, rediscover the future and revive the value in tradition.

Revive The subject of this issue is Revive. We want to revitalize, recovering of the world around us. The underlying need is the desire to amaze ourselves, to relive the beauty and magic of the existing. To get inspiration for new collections, creations and photography, we went back to the offline life and reinterpreted the beautiful things in our lives. In our current digital society we are online every moment of the day and we have the power to influence our world, which leads to an ever-changing world. In this journal we show a glance of a beautiful aged Italy, the life outdoors, our colorful graphic prints and luxury micro-jacquard collection and inspiring interviews. We created a complete portrait of testimonials, to get disconnected from our fast technology society for a short while by reading this issue.

Creativity We like to share the success story behind our creative Marketing and Design studio. They are taking care of the storytelling part of all Coulisse collections and reinforce the strength of Coulisse. The team creates tailor-made collections for our customers on request with the high level look and feel for which we are well known in the window decoration market. Individuality and actuality in fashion, designs, fabrics and architecture are the key to our innovative collections and are the success story behind our high-end images. This team serves as gate keeper for and builder of the Coulisse identity, leading to an inspiring and strong brand.

Inspiration A great source of inspiration are the antique silk books we show in this journal. Chris Roetgering came up with these books which belonged to an old silk factory in the city Como, an area that, for centuries, is famous for its fine fabrication of silk for high-end Italian fashion brands. Luxurious designs from the past influence our collections nowadays. We portrayed these precious sources for this issue. Furthermore, we share the amazing so called; Urban Photography of Rob Nijhuis.

His vision and unique way of story telling by pictures served as inspiration for our theme Revive. We share his story in an interview.

Italy Our colleague Annemarieke travelled to Italy with Paul Haverkort to photograph a unique villa near the Como lake owned by Drage Obradovic and Aurel K. Basedown, a couple specialized in interior design. In this issue we tell their story and the ideas behind their designs. We were surprised by the beautiful surroundings and the interior of their home filled with exclusive objects; an explosion of mixed art and design objects. Annemarieke selected this place to portrait our graphic collection. A place where old and new go hand in hand, thus creating perfect harmony.

Shanghai Where old meets new. Besides Italy we took a look in our Shanghai office. This truly international aesthetic city is characterized by its early adoption of the digital world and urbanization. Our Coulisse Shanghai office is located in an artistic area where creativity and individuality get a platform. We gave our Shanghai office a stage in this Journal to have a look backstage at Coulisse.

Collection In addition to the Graphic collection we also present our new wood varieties for Venetian blinds, the new double roller collection, our vertical and Honeycell collection and their systems. These high-fashionable collections are embedded with inspiring photography. Furthermore this journal captures a combination of desire to experience the new life and the spring after a winter season. During this spring we see a colorful pallet with greens, aqua's, a touch of magenta, pink and orange, distracted from flowers and nature, essential elements for this colorful issue.

Finally, everybody wants a piece of magic in their lives. We hope that this journal gives you the inspiration to rediscover the existing world around us and that it inspires you to revive the values of life!

Catharina Idema
Head Designer Coulisse











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FOREWORD

christiaan roetgering

Coulisse's first issue was received enthusiastically by our customers. An other look & feel and focus for this issue, we tried to capture our inspiration, curiosity and values in all of its aspects. We are proud to present this colorful journal with the theme Revive, take notice of the past and renew the good values in life. The perfect occasion to connect everything we stand for and show the maturity level we have reached. At Coulisse we like to do things differently, but never without learning from the past. This way of thinking and our drive gives us the ability to be progressive in innovation and high-fashion window decoration. Staying connected with our roots and customers, has allowed us to be where we stand today. However, stabilizing and keep adding value is the best challenge. As a company we have nowadays the ability to remain our position and explore new opportunities, without losing track on values, identity and culture. Again, we cannot learn without looking backwards, all experiences will connect in the future somehow. At Coulisse we love the energy of moving in a dynamic and colorful world with international cultures and companies. This always will be Coulisse's main motivation to keep moving forward.

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lynet heerts, catharina idema, melanie kollen, marieke de jong, susan ezendam, carmen ten berge, annemarieke spee and marlon roetgering

DESIGN & MARKETING

the creative heart of coulisse

In this ever-changing world, we try to connect all the inspiration and bring good ideas together. Our creativity is about holding on to strengths but never fear the unknown. We believe every item deserves to be well thought out and original in order to stand out, this gives u the key to be creative and proactive. Every expertise and experience empowers us to visualize and capture the Coulisse feeling and ambiance in high-end aesthetic applications of window decoration.

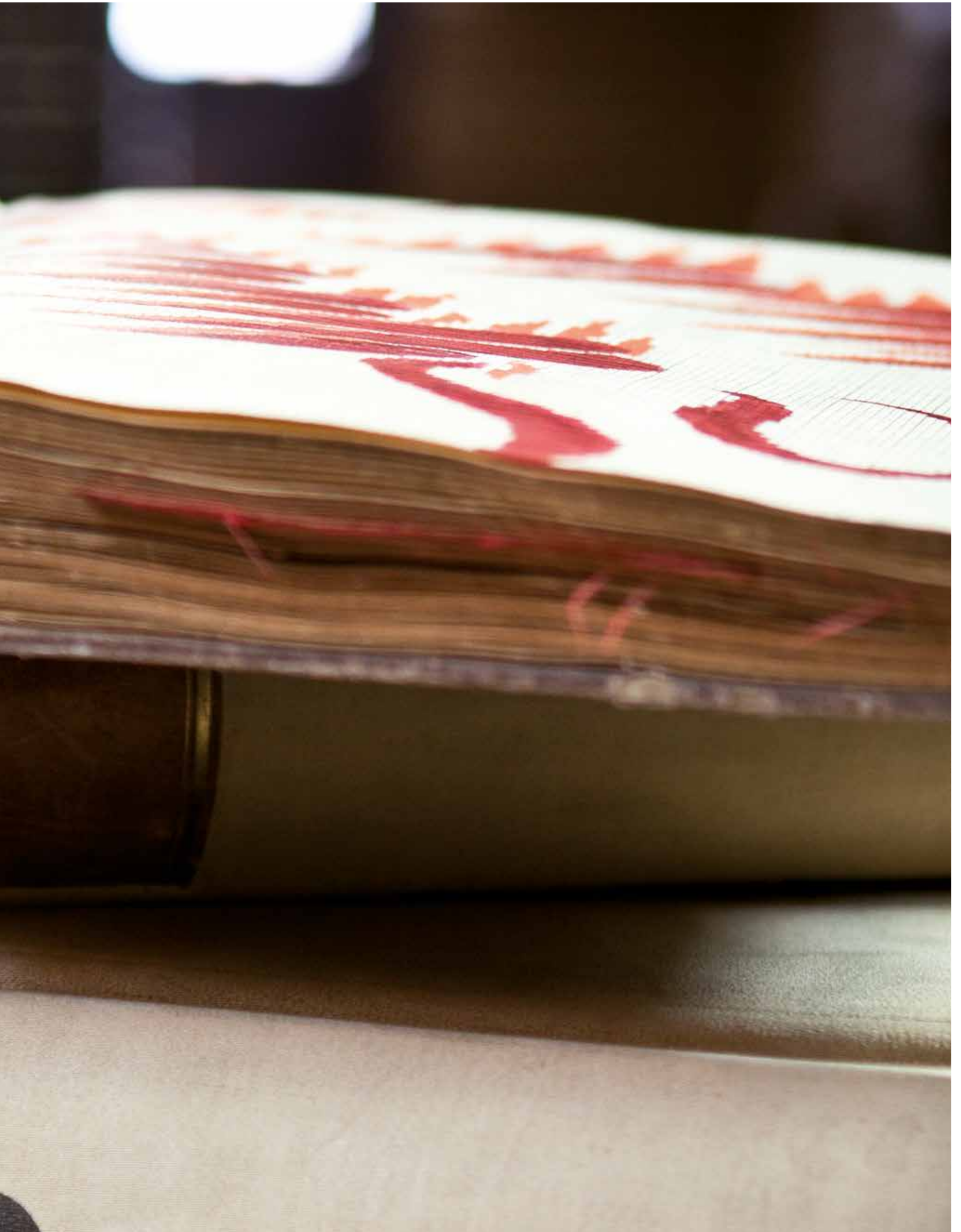


VALUE IN TRADITION

revined textile

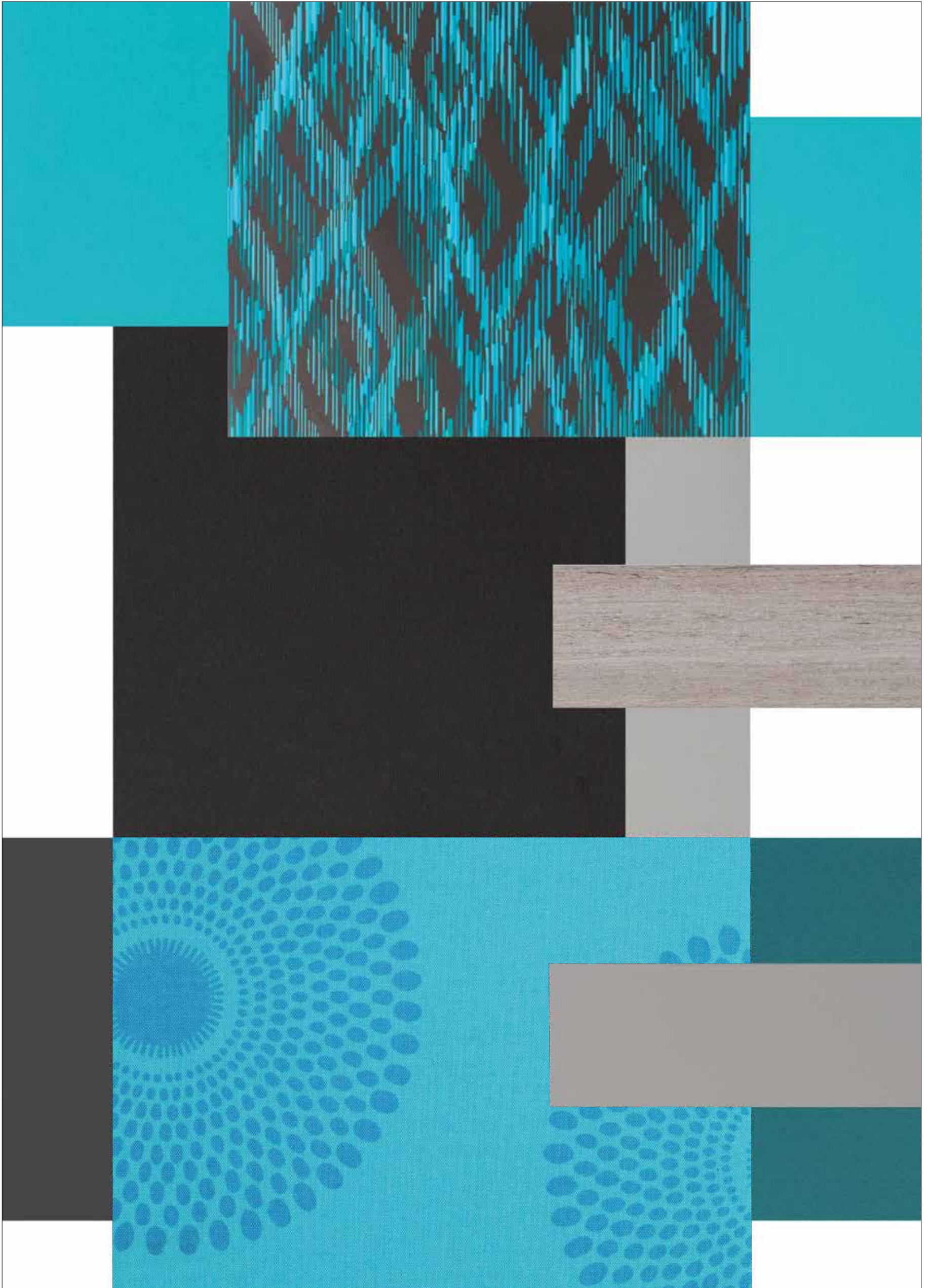
The city Como is strongly connected to the production of luxury silk and its high class techniques that dates back to the 16th century. Nowadays Como is concentrating on the high-end market for clients like Chanel, Versace, Prada and Ralph Lauren. For over two years, Coulisse is the proud owner of a large collection of antique silk books, which belonged to one of the best and most expensive jacquard-weaving factories in the Como region. Currently these antique books are a source of inspiration for our Design Studio to get inspired by the jacquards and prints or renew them with a modern touch.











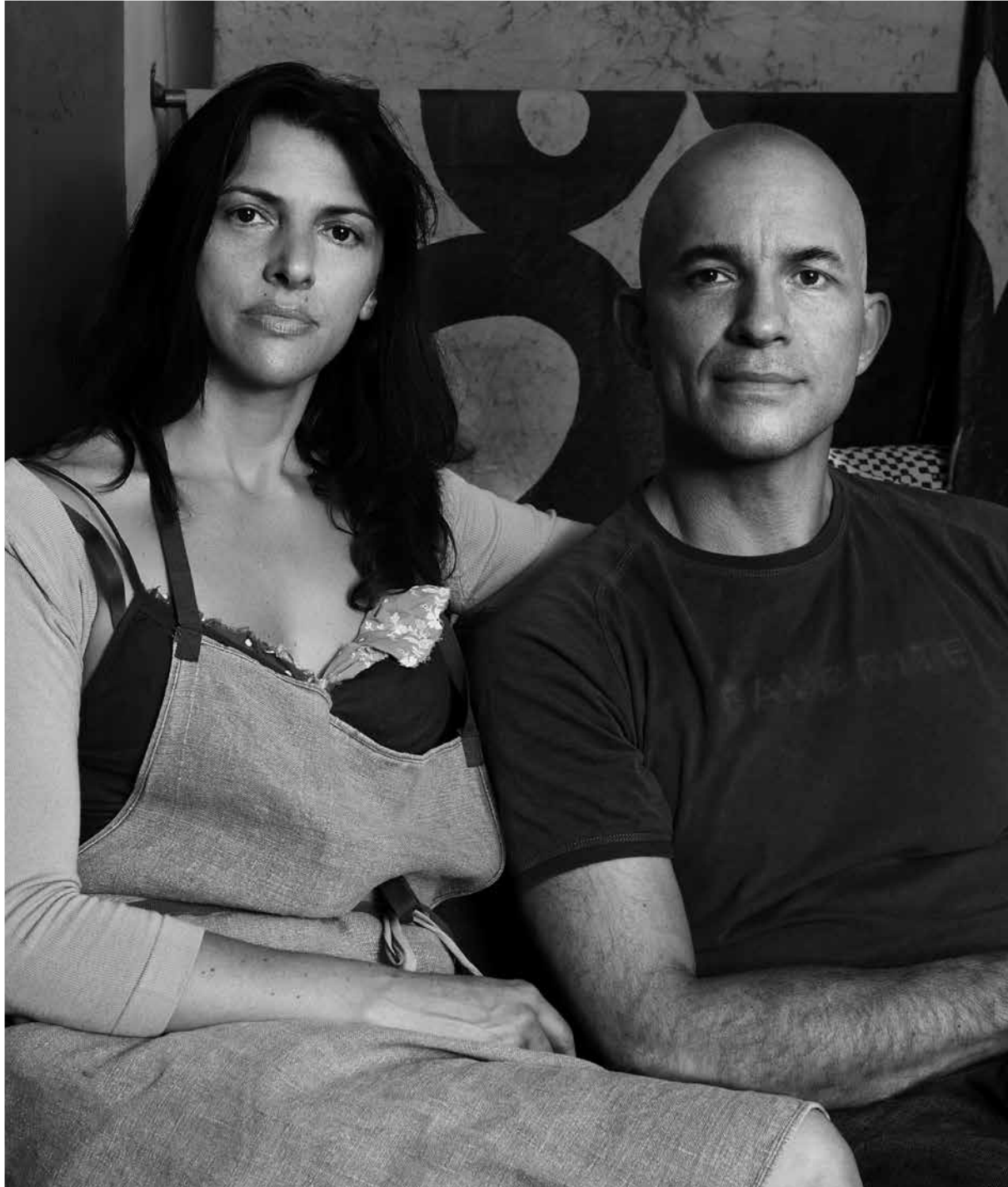






INTERVIEW

drage obradovic & aurel k. basedow



For our photography we are always looking for stunning interiors with their own striking touch. For one of our most recent shoots we visited, during a nice mid-autumn day, a grand old Italian villa located on the edge of Lake Como. The villa has been given a new lease of life by designer-makers Drage Obradovic and Aurel K. Basedown. The two are well-known for their authentic designs in re-purposed furniture. Their home is a great example of perfect imperfection. Molto bella!

Can you introduce yourself Drage? I was born in Serbia, but in 1984 I moved to Florence, Italy, where I graduated from the Accademia di Belle Arti with a degree in painting in 1988. Initially I started working as a model and later as a fashion designer for women's collections. As a designer, I attempt to achieve a union between painting and style. Trying to achieve the ultimate expression of the desire in textile design. For a couple of year I worked freelanced in various studios in London, Paris, Belgrade, Milan and Florence.

What is it you do exactly nowadays? Through the years I refined my unique painting technique directly on fabrics, which has allowed me to create a unique collection in which colors, styles and textile meet, giving birth to a harmonious mix of past and present with amazing effects. This kind of design process naturally lends itself to furniture. In 2006 I designed my first unique furniture collection using pieces from various time periods and styles-an game of endless matching. The pieces can be combined in various ways according to the tastes and needs of varying environments in which different styles and periods find harmony in the uniqueness of the fabric. In 2007 I began working with Aurel K. Basedow, artist and designer and my companion for over twenty years.

Which five words best describe you? Dynamic, determined, ironic, intuitive and impatient.

What's the best lesson you've learnt along the way? Mistakes are our inner deep purposes.

What's your proudest career achievement? I am mostly proud of the fact that the passion I put into my work can reach so many people far away.

What's been your best decision? Leaving the know for the unknown.

Who inspires you? I made a chair bearing the names of people who have influenced

and inspired me. There is a thin red line that separates the two, you are the product of the first, perhaps without even knowing it, and it's why the latter you choose. Tito, Marx, Engels, Lenin, Pushkin. Also, the Dada movement, abstract American expressionism, cinema, design from the thirties to the sixties, Mark Rothko for his colors, Alighiero Boetti for his playing with coincidences, rock from '70s for the mix of music and contents, Oscar Wilde for his irony.

What are you passionate about? Art in all expressions, dining with friends, wondering about flee markets and riding with my Honda up in the Swiss Alps.

Aurel, what is working with your wife like? Fantastic! That's why we called our atelier Symbiosis, defined as a relationship of mutual benefit or dependence.

How do you make a team with Drage? I am applying epoxy resins and pigments to walls, furniture and design items to produce unexpected transformations. Together with the furnishings upholstered with Draga's fabrics, we create a fascinating and stylistically successful union.

What is your shared secret? We share a common passion for contemporary art. Our artistic affinity has grown to leading us to common quests and the exchange of ideas.

What is your ambition with what you do? Vision and passion have always moved me in searching new perspectives. I would say a conquest of heart rather than ambition.

The theme of this journal is Revive. How does your work relate to this statement? Furniture are like women.....they are more charming if they have a past.

Do colors effect your mood? I belief that my mood affects the colors I use in my work. You see my present mood back in the painting colors I use for my furniture collection. But most of the time it is colorful.

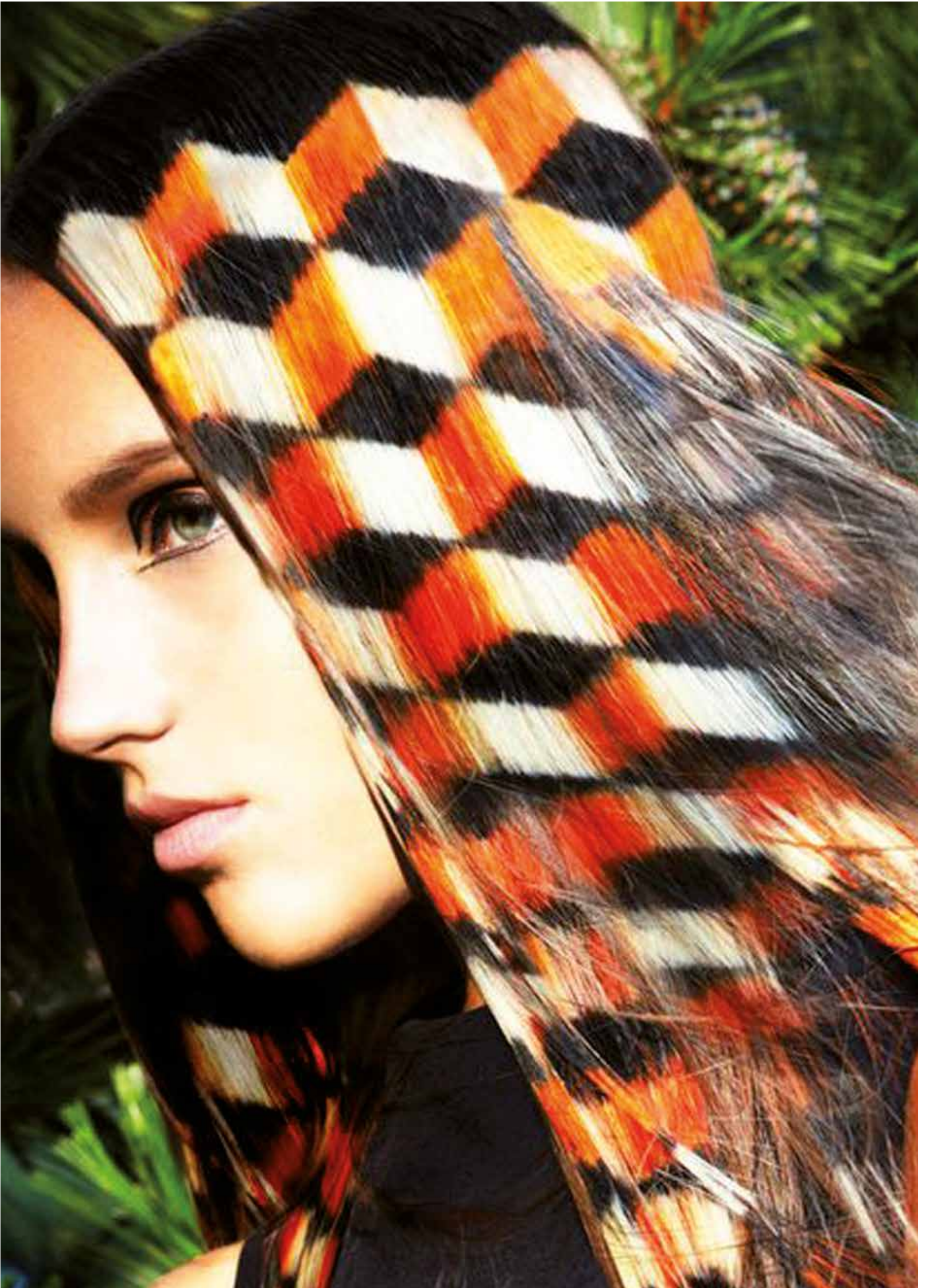
How do you use different color palettes in your work? We like to mix dusty pastels with deep intense colors, we adore aubergine, ottanio, carbon black, ivory grey, ginger yellow and salvia green. Together they make our furniture come alive.

Which color trends do you see for this year? Optical, black and white patterns.

How important are colors in your life? I wear mostly black, there is not a darker color, but the colorful world we live in compensates and brightens up our life.





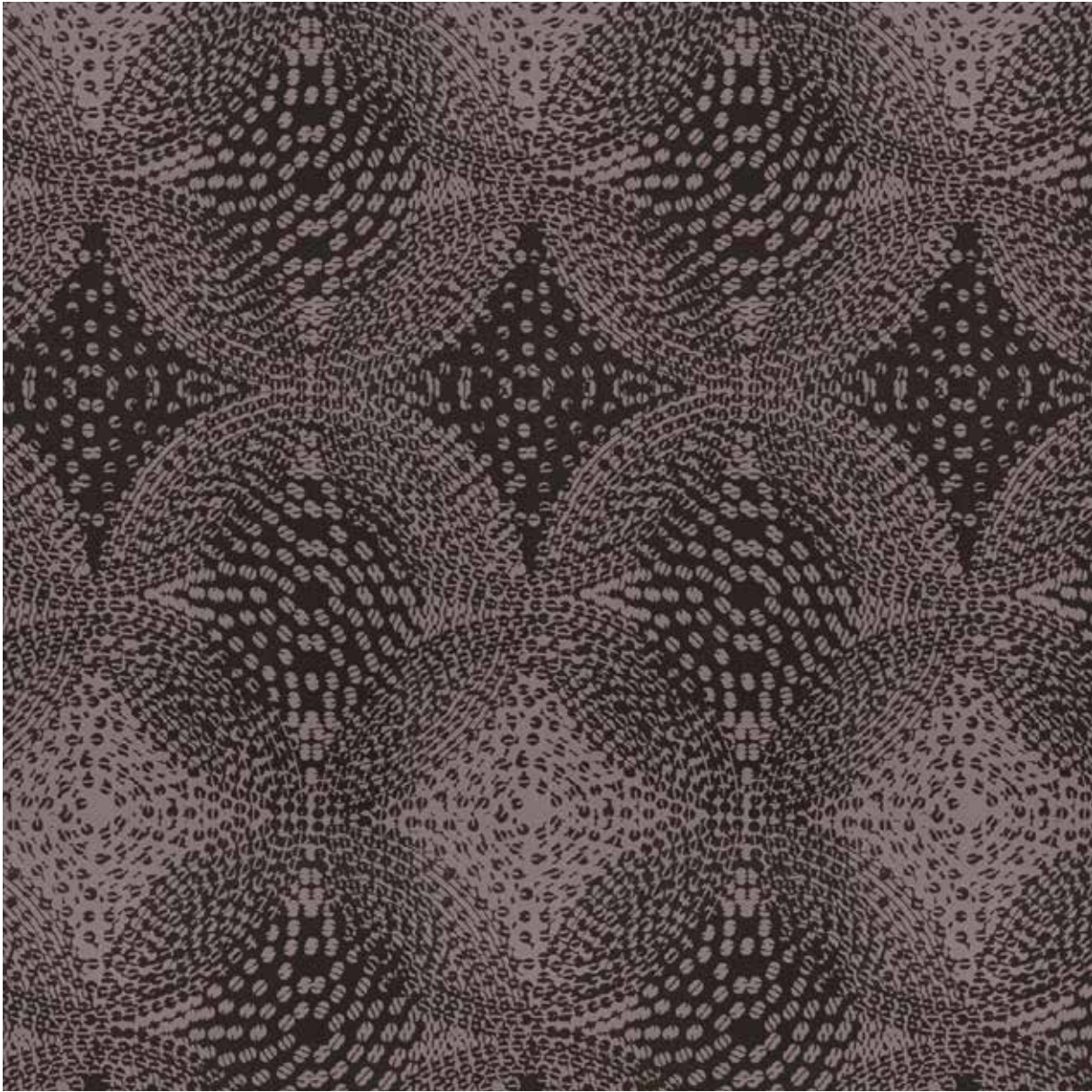


GRAPHIC COLLECTION

prints, xxl prints and jacquards

Coulisse introduced an amazing graphic collection. The large number of fabrics with special graphic prints, XXL prints and Jacquards will be available this summer. The amazing all-over print designs have a strong visual effect and are inspired by architecture, media and the latest fashion trends from the catwalk shows. For the XXL prints we combined an exceptional fabric width of 280 cm to get a grand look suitable for large windows. Our new Jacquard collection with great weaving techniques fits both, classical and modern interior. The luxury look of the fabric combined with a three-dimensional effect creates a stylish appeal. Our complete graphic collection is suitable for roller blinds and panel blinds.



















XXL PRINTS

for a grand look

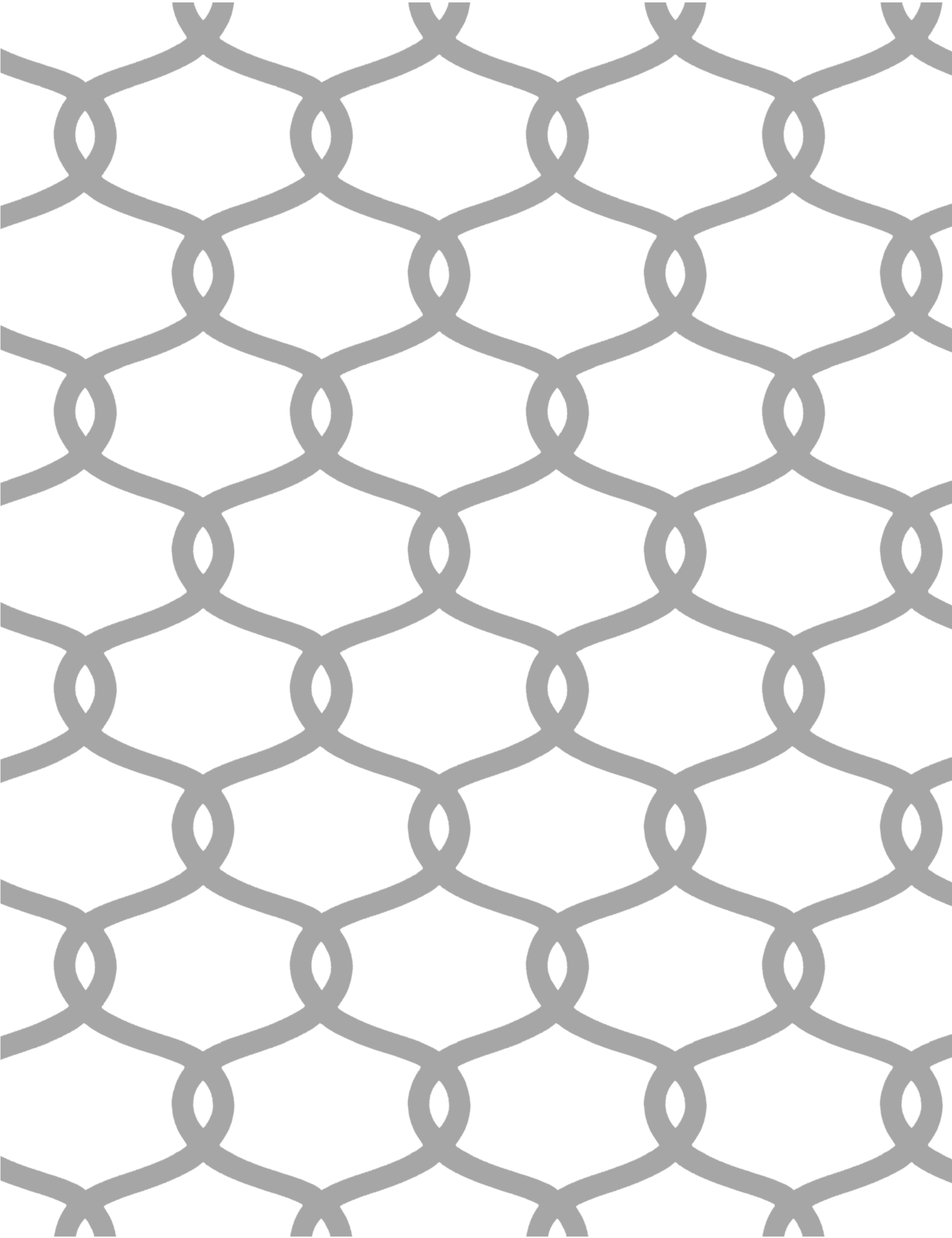


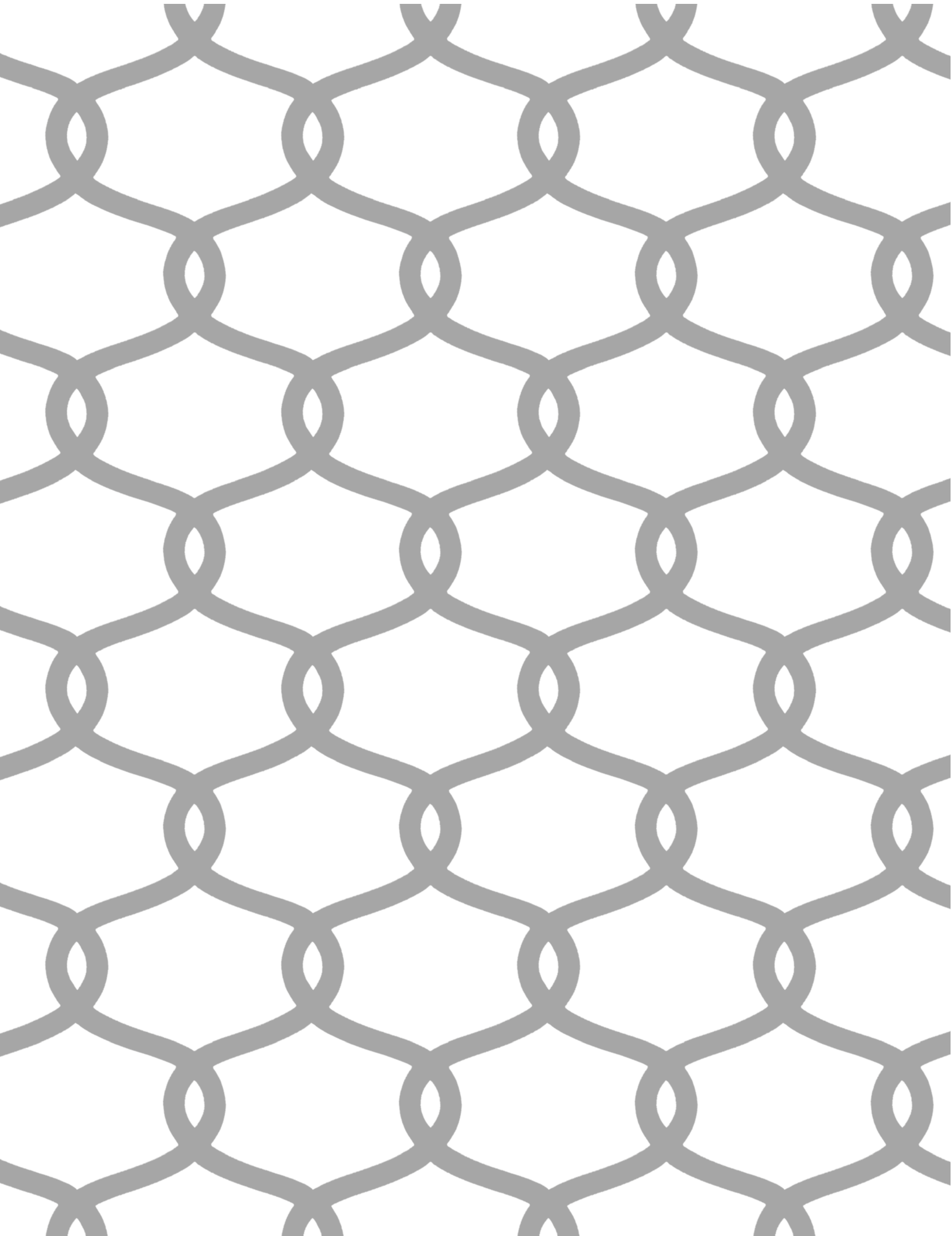
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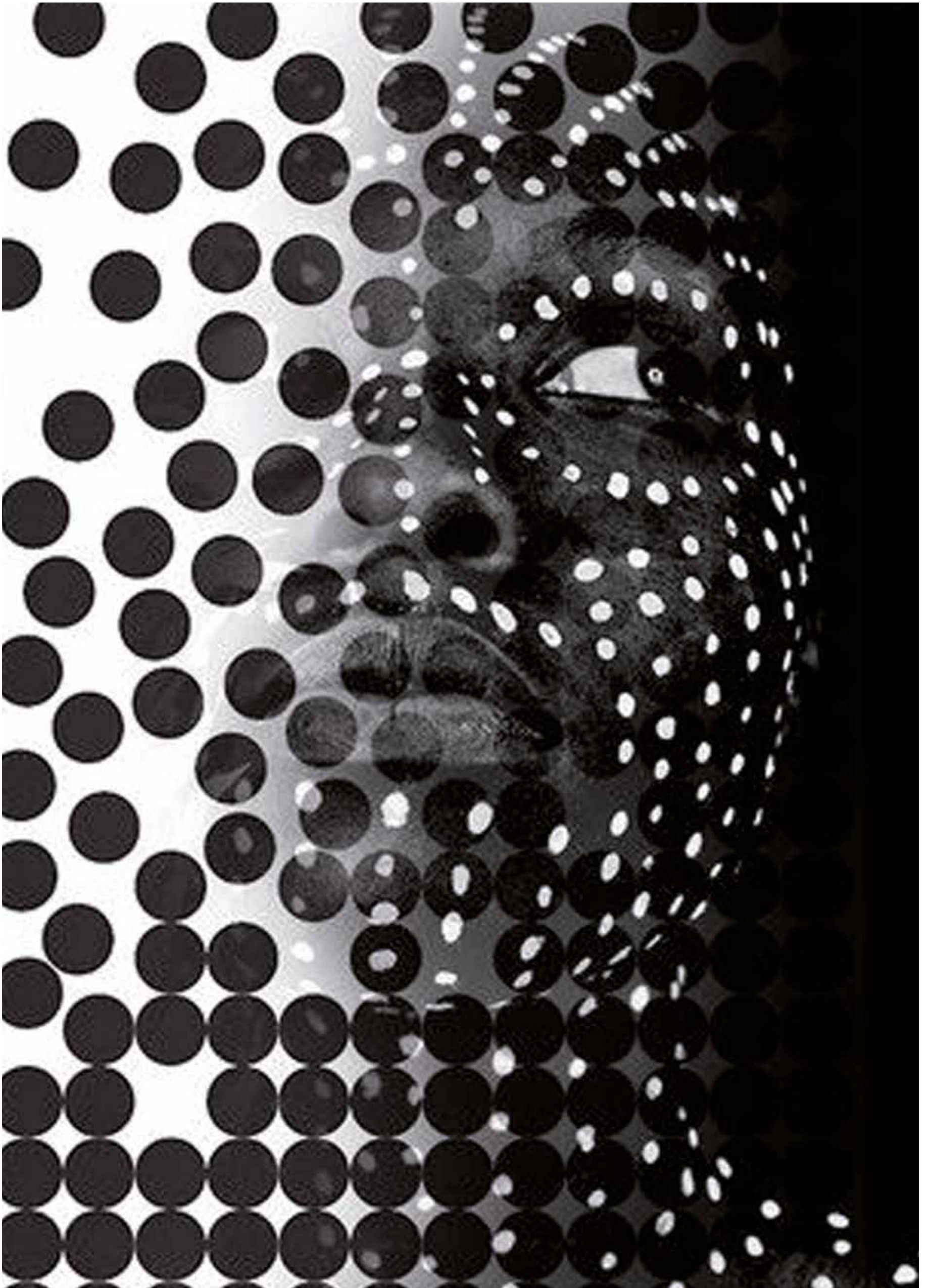
Create a timeless, yet powerful look with XXL prints in subtle colors. The Coulisse XXL print collection with extra large graphic designs creates a grand look in the interior. The fabrics are worked out in a basic color palette of contemporary colors, like white, grey and sand. For a high-end look, the designs have been printed on fabrics with a natural touch. The size of the patterns combined with an exceptional fabric width of 280 cm, makes it possible to add that special modern touch to the interior even for larger windows.





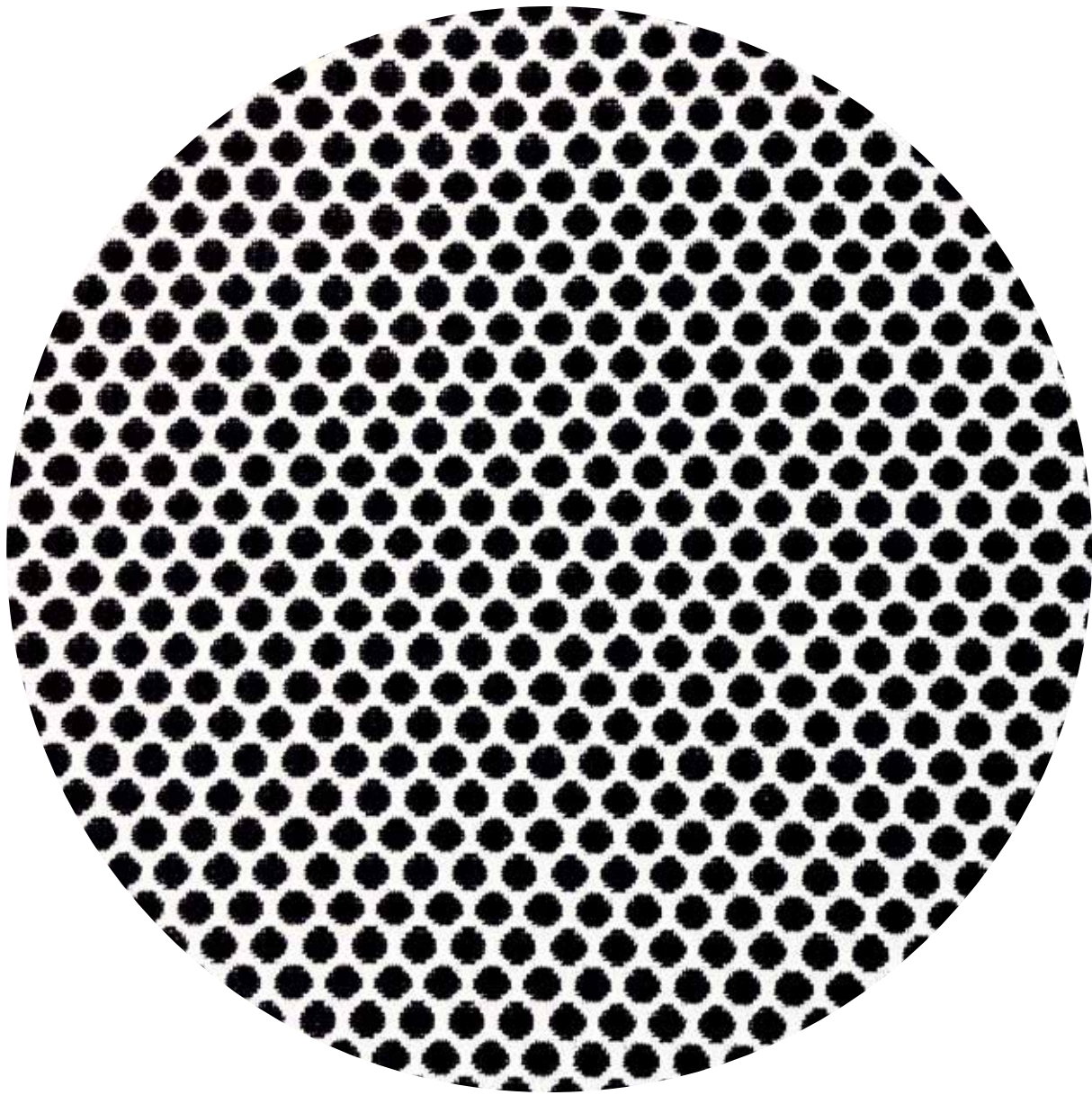






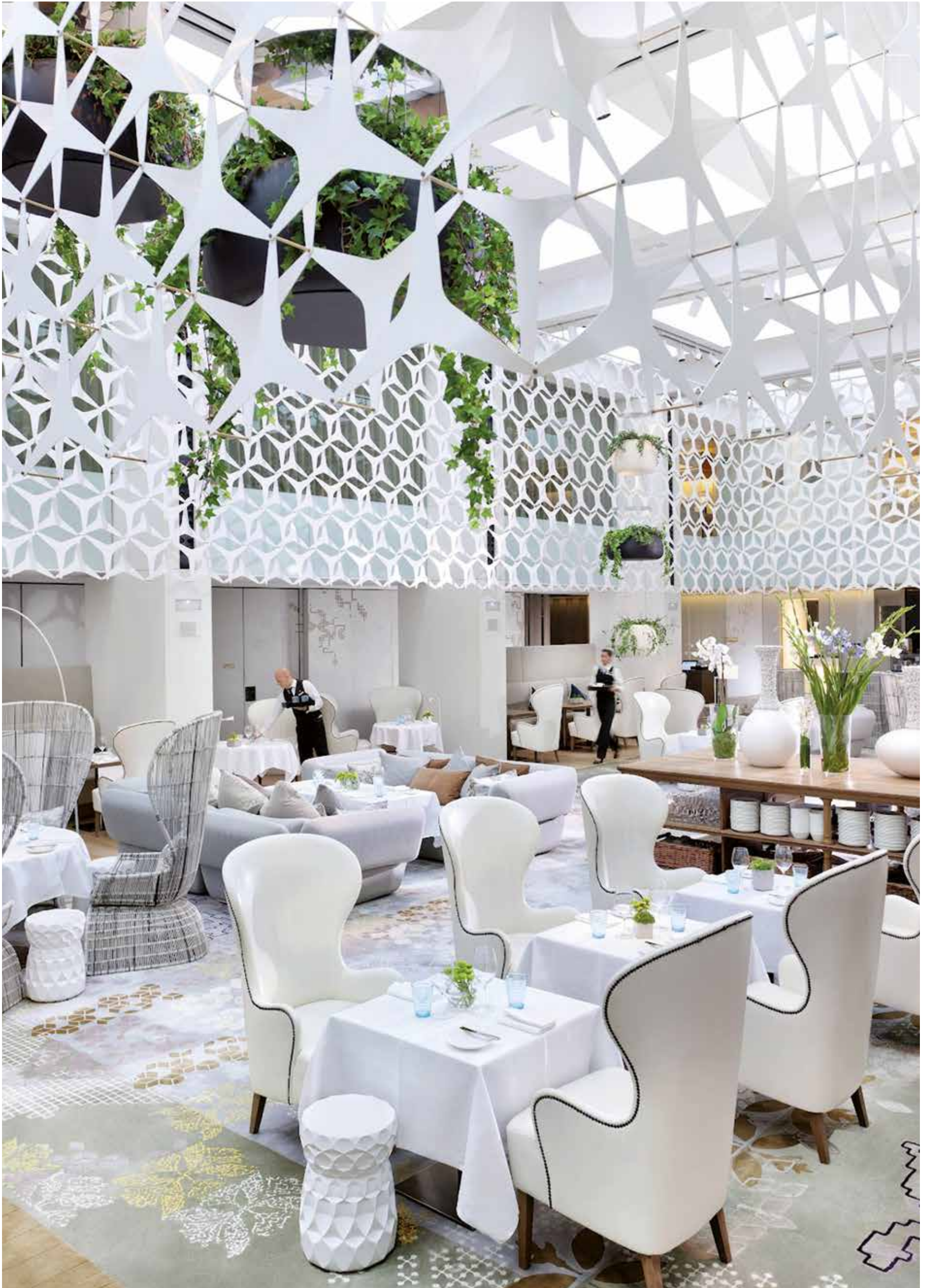
MICRO-JACQUARDS

three-dimensional effect



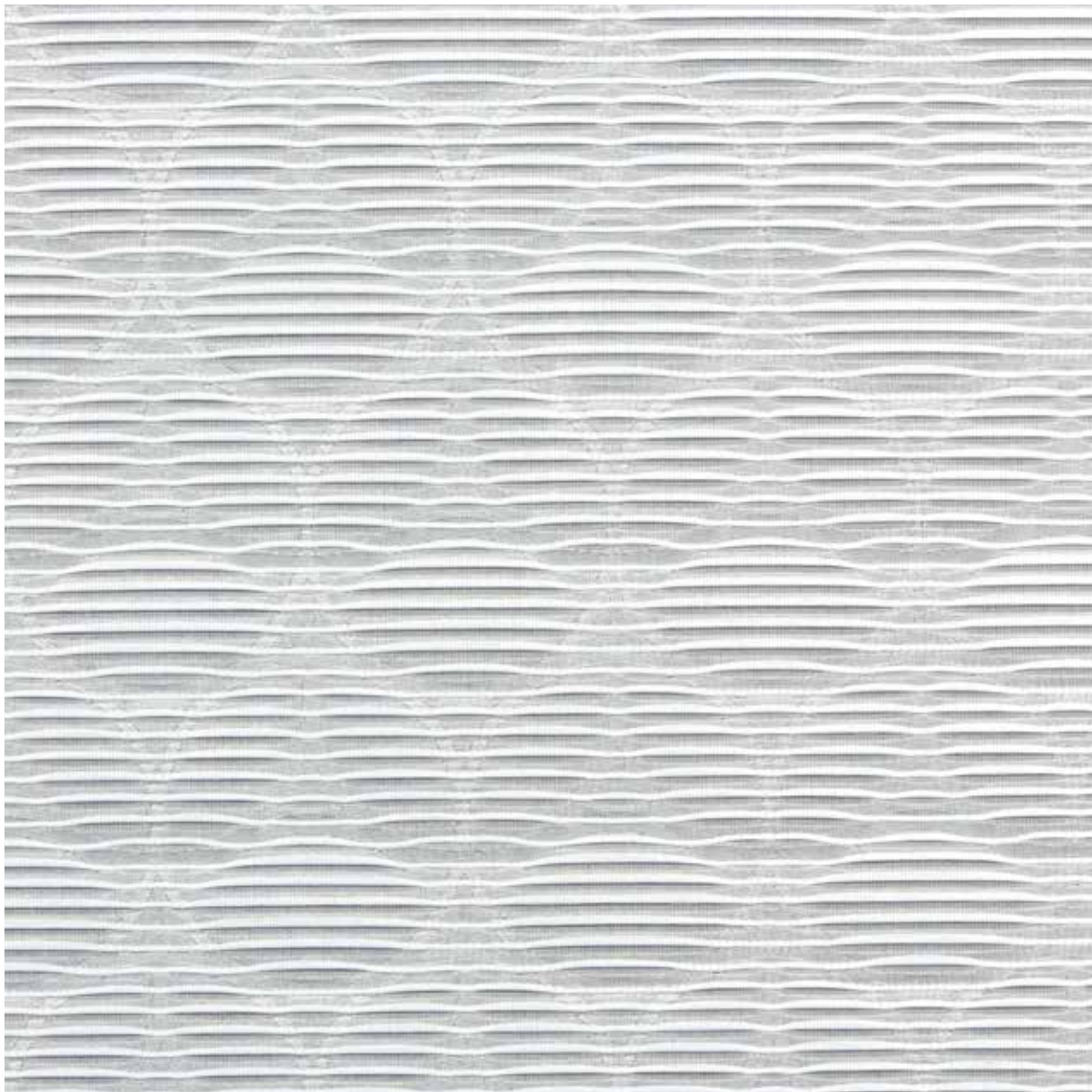
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Following the success of our Micro Jacquard Collection, Coulisse designed a new collection of micro-jacquard designs suitable for larger windows with a width of 280 cm. This luxurious collection of micro-jacquards includes a wide variety of exceptional fabrics. From fashionable micro-patterns to renewed classical designs with a great optical look. The unique structures, shapes and modest colors create balance and an stylish atmosphere in every interior. This collection with a sophisticated three-dimensional effect is suitable for roller blinds and panel blinds.



LUXURY JACQUARDS

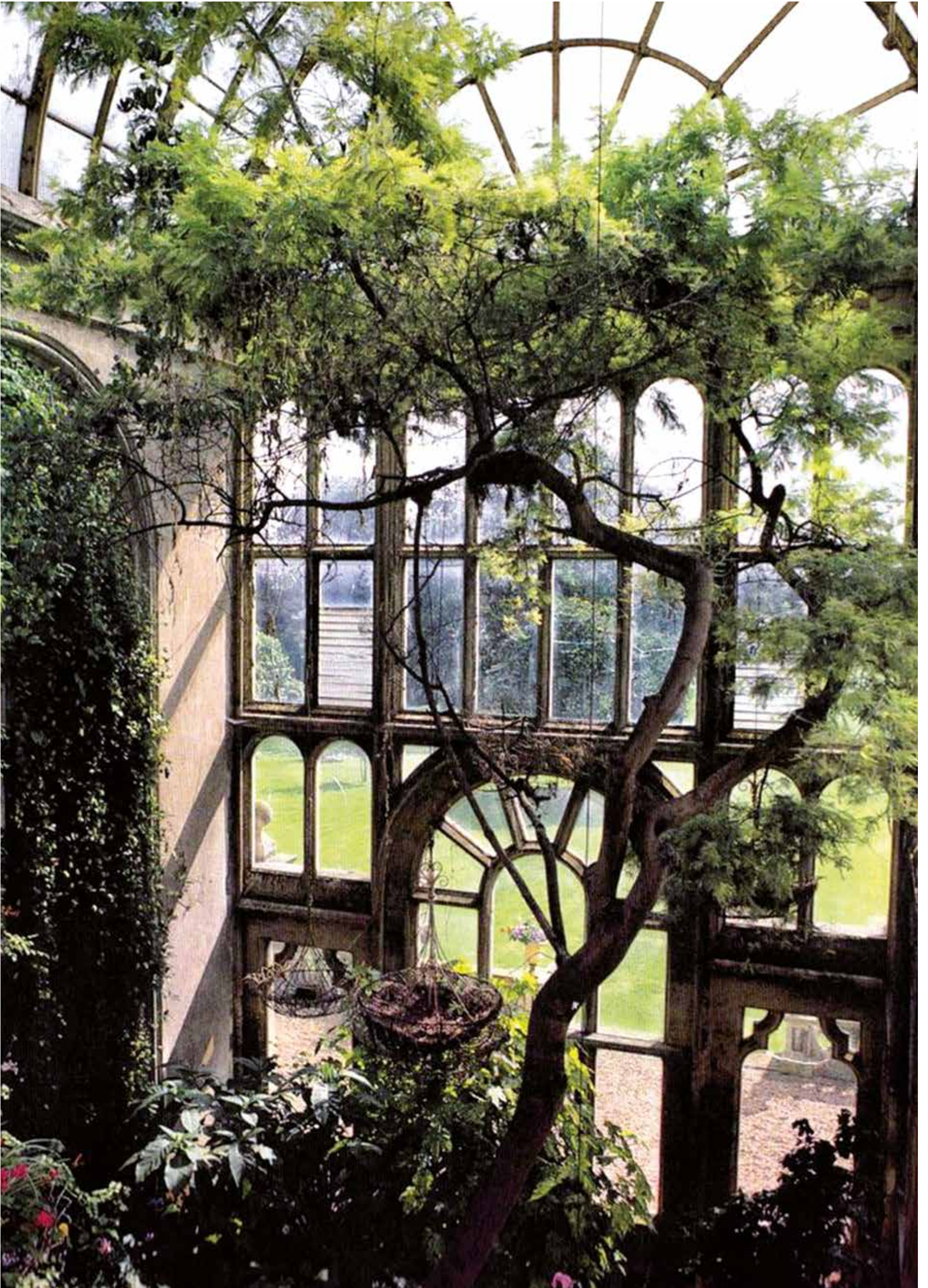
ultimate collection



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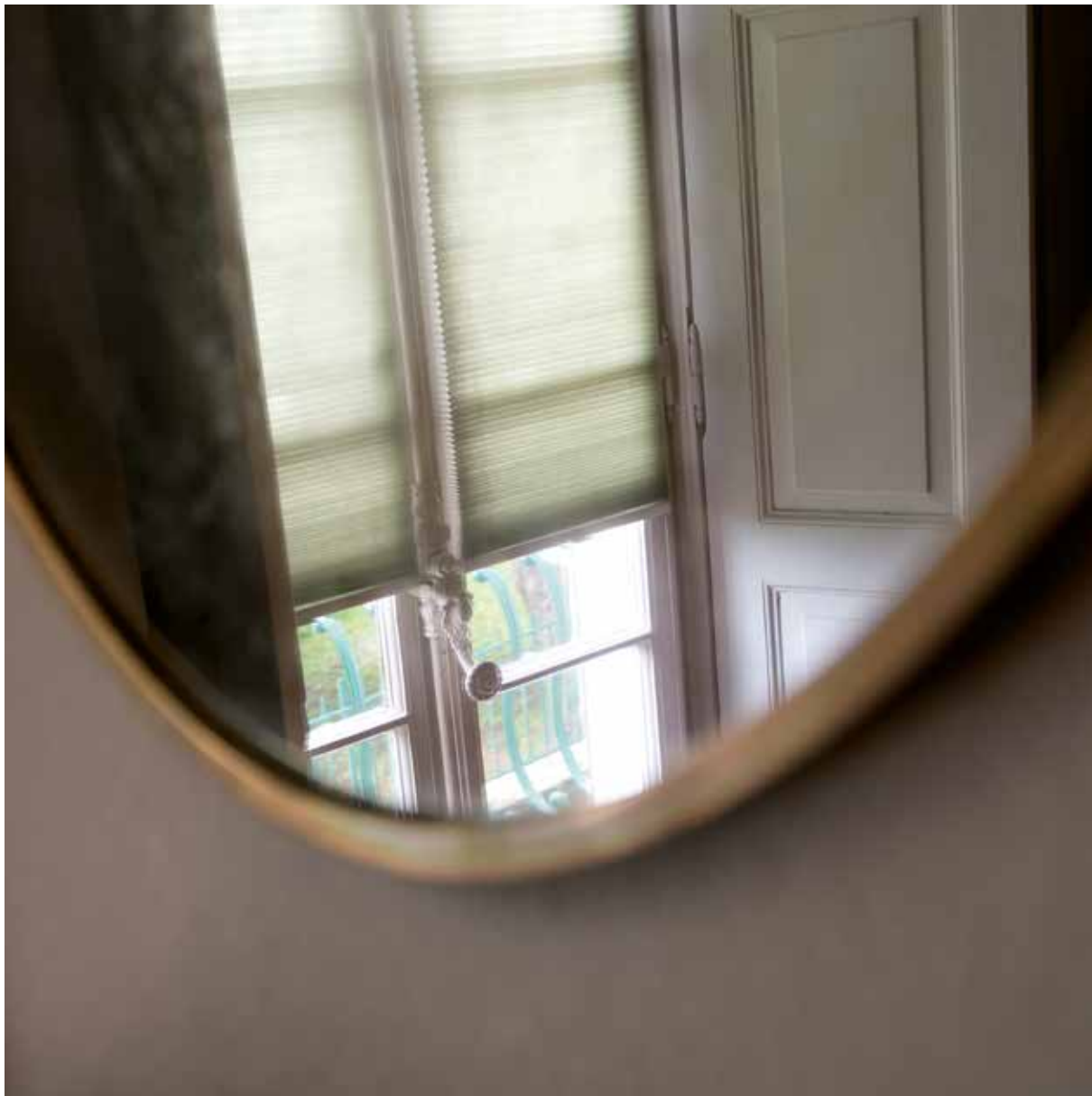
Inspired by architectural designs, Coulisse created four Ultimate Jacquard designs. This exclusive collection is worked out in high-quality fabrics with elegant colors and the repetitive patterns almost emerge from the surface of the fabric. The woven fabrics with stylish designs and a beautiful interplay of lines have a luxurious appearance that add a special touch to the interior. The collection is suitable for roller and panel blinds.

RF-JA21001-003 light grey



GREEN LIVING

bring nature home



49

Energize the interior with textures, materials and colors borrowed from the outdoors. Windows are a home's obvious connection to nature. Bring a touch of green inside with endless green tints like; lime, olive, mint, avocado and moss. This lively, radiant and lush color enhances our sense of well-being, balance and harmony. A color inspired by the latest fashion trends and the exotic patterns we have seen on the catwalk at high-fashion brands. At Coulisse we see this source of inspiration from the jungle and nature patterns, back in different fabric qualities and designs. This gorgeous fresh tone gives every home an intimate charm.















HONEYCELL

preserving energy



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With its cellular structure the Honeycell collection creates a modern and comfortable atmosphere. This unique collection, with over 300 different varieties, is one of the most extensive cellular fabric collections in the world. Their exceptional honeycomb structure in combination with an aluminum coating on this insides, enables perfect isolation and creates a refined look. The perfect combination of regulating home temperature, green thinking, preserving energy without concessions on the decorative appearance.







SALVADOR

rediscover the shantung fabric



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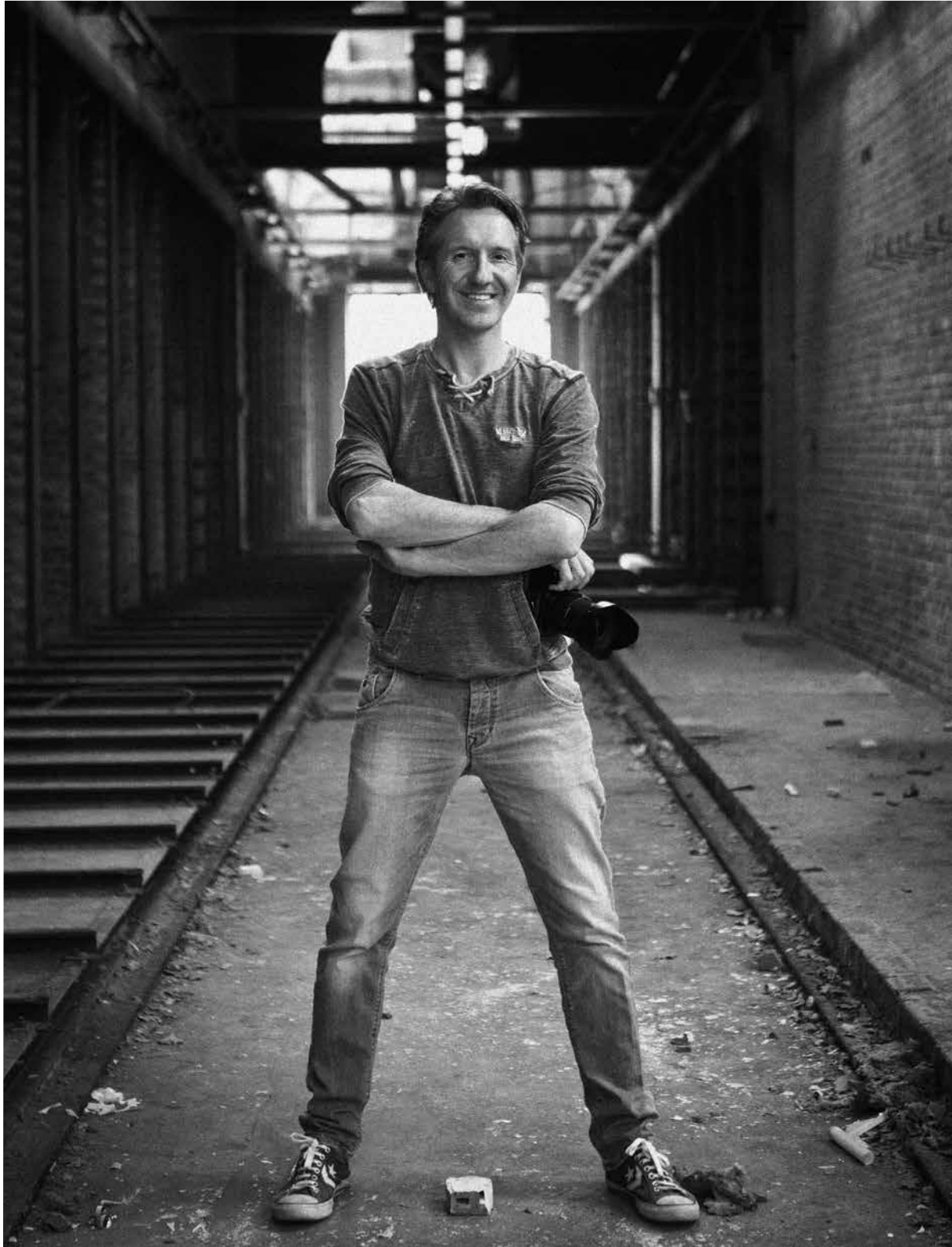
The moderately heavy fabric, Shantung finds its way back into our Salvador fabric for vertical blinds. In this issue we like to highlight the Salvador because of its rough but pleasant touch. The Coulisse Salvador fabrics offers a more sophisticated look with a Shantung effect, thanks to the unique weaving technique and modern colors like, grays, browns and sands. The flame-retardant characteristic of this fabric makes it also suitable for the contract market.





INTERVIEW

rob nijhuis urban photographer



In this journal we have captured some fascinating photography. Rob Nijhuis is the man behind those pictures. All over the world, he photographs ruins or not usually seen components of the man-made environment that have been abandoned for years and existed without the presence of people, also called Urban Exploration. His pictures tell a story with a beautiful combination of silence, abandonment and architecture.

Can you tell something about yourself? I am Rob Nijhuis, 48 years old and for 8 years now I have been a photographer by profession. From the age of 16, I was already very much interested in photography and had my own dark room. However, I did not start as a professional from the beginning. 8 Years ago I got accepted into the Photo Academy in Amsterdam. The start of my career in photography.

And before you started as a photographer? I had my own insurance company for 15 years, a legacy of my father-in-law. It was a great company, but when the opportunity occurred to sell it, I did. I took one year off to figure out what I wanted to do with my life and followed my passion and picked up my camera.

What is urban photography? Urban Exploration is the exploration of man-made structures, usually abandoned ruins or not usually seen components of the man-made environment. Urban Exploration is also commonly referred to as infiltration, although some people consider infiltration to be more closely associated with the exploration of active or inhabited sites. Photography and historical interest/documentation are heavily featured in the hobby and, although it may sometimes involve trespassing onto private property, this is not always the case and is of innocent intention.

Sounds dangerous The nature of this activity presents various risks, including both physical danger and the possibility of arrest and punishment. Many, but not all, of the activities associated with Urban Exploration could violate local or regional laws and certain broadly-interpreted anti-terrorism laws or be considered trespassing or invasion of privacy.

Why do you choose Urban Exploration as your specialty? The thrill of finding a new location where no one ever took pictures before. The excitement of selecting a new location. The adrenaline in our system when we are standing in front of an abandoned building. Will we be able to get in, is there security? What will we find there, complete chaos or the beauty of a forgotten past?

And when you're in? I love the absolute silence and the smell of dust! And then, the sounds that interrupt the absolute silence in the old building: the sounds of our footsteps on the concrete floors or the raindrops falling through the ceiling,

of pigeons unexpectedly flying away. The smell of oil, dust, dew, steel and wood. The play of old colors caused by years of neglect and age.

How important are emotions in your work? Emotions, smell, sounds and the view work like an addiction. When you're in a building I only hear the sounds of the building itself or the animals that are around. It is beautiful to hear no human-made sounds, I'm alone with the building and the environment.

A photographer who inspires you? Erwin Olaf, a famous Dutch photographer. Olaf is most famous for his commercial and personal work. Never one to shy away from controversy, Olaf's work is often daring and provocative. Humorously however, one of his early photographs was once expelled from a show on the basis of not containing nudity.

If you could be invisible for one day with your camera, where would you go?

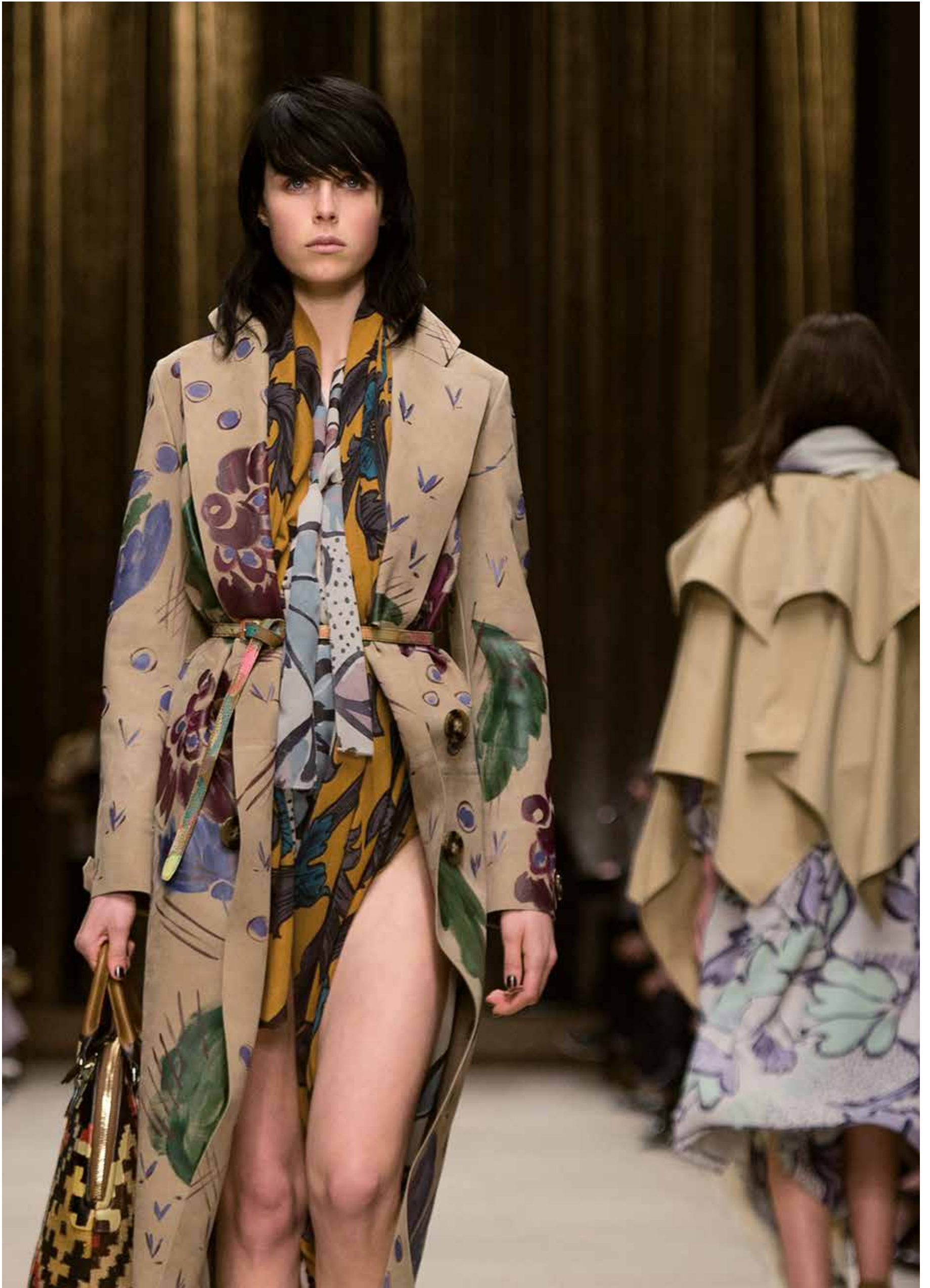
Prypjat, Ukraine. On April 26th 1986, the nuclear disaster at the Chernobyl power station took place here. Large quantities of radioactive material was released, Prypjat was evacuated. 50,000 People packed their belongings for three days but never returned. For me as a professional urban photographer that would be an inspiring atmosphere, where you will find topped tables and complete lives that have been abruptly left behind.

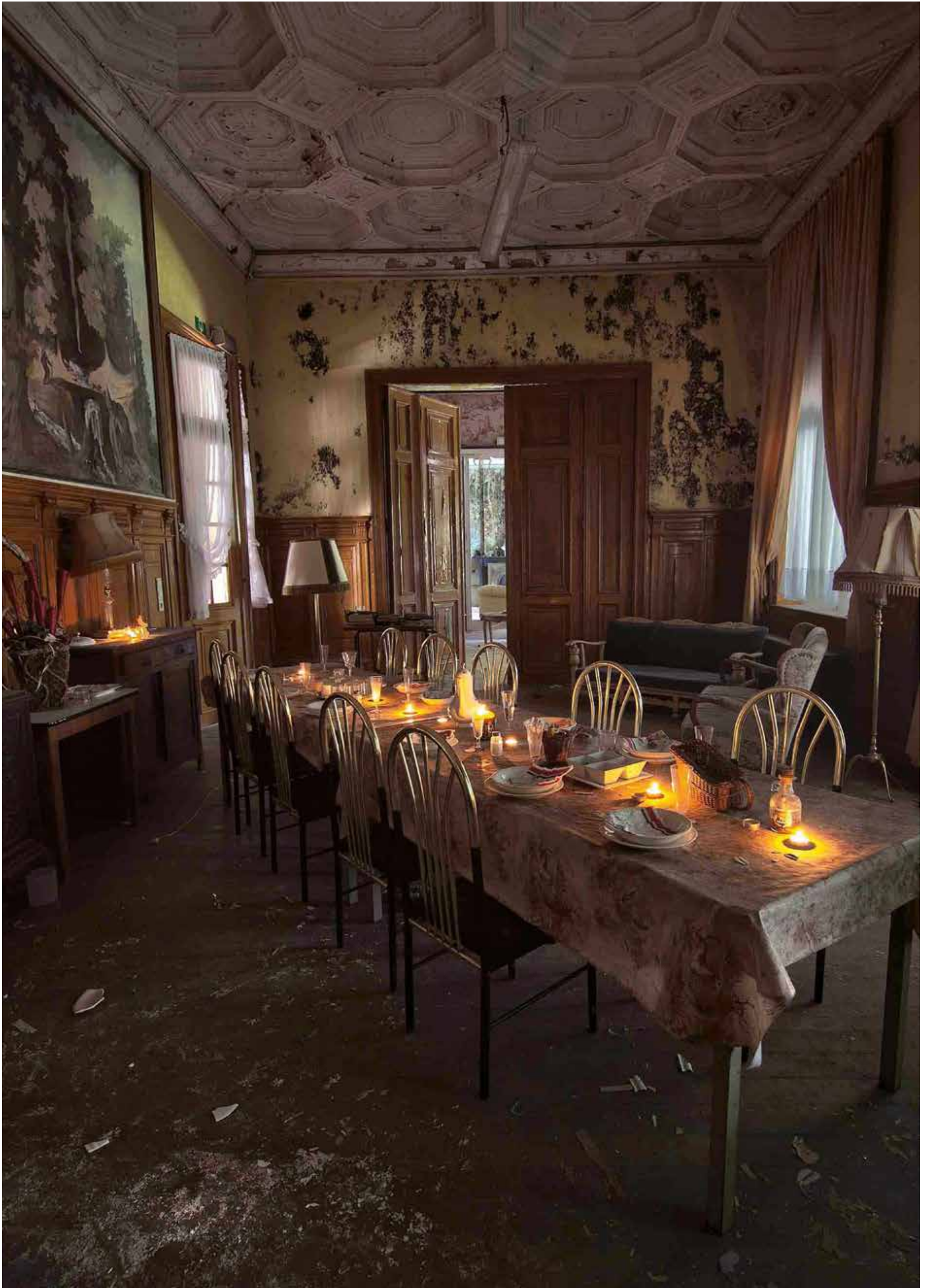
How is your work related to the theme of this journal, Revive? My pictures are the complete opposite of revival. I try to capture a glimpse of a building that has already been abandoned by people for many years. I picture an image that goes back to former days. Time stood still but you see the slope due to the years of abounding.

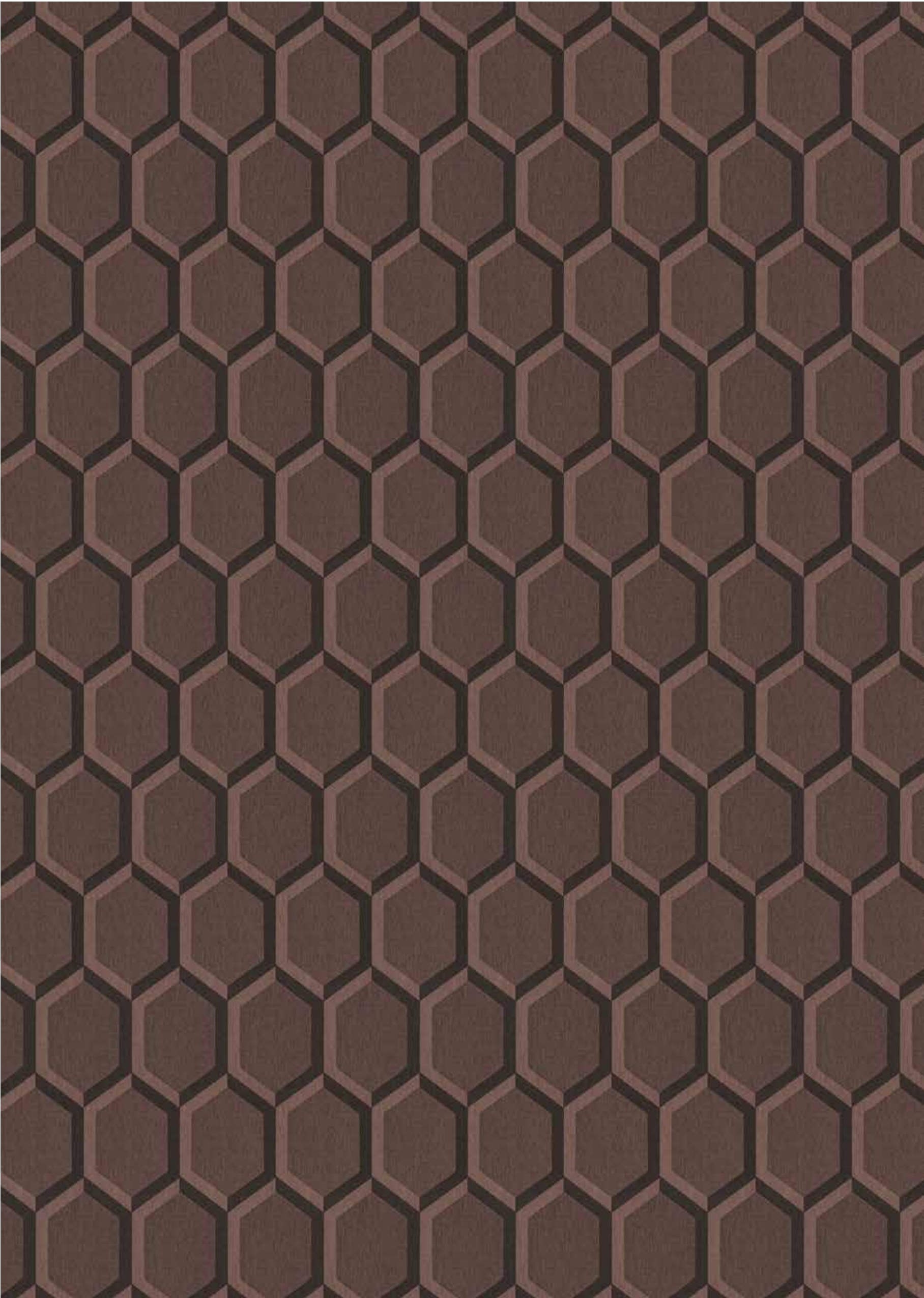
In this journal we also describe living green. Most of the time the strong influence of nature is evident in my pictures. If you don't touch a place, nature takes over. Ivy and other plants start growing inside the building, nature comes in from the outside. It is beautiful to see that nature is always stronger than the building human hands have build.

Can you let us in on your fundamental drive? My aim for imaging eternally in the best possible way. The beauty of a ruined building without human life. In my pictures I try to share the feeling I experienced at that place. When people stand still in front of my picture, they need to see something new every time they look. Sometimes people ask me if I created a setting for a picture, because it looks so bizarre, but I don't touch anything. I only take pictures and leave footprints. That's the challenge, searching for special places and capture pictures with a story.











DOUBLE ROLLER

silk-look samos highlighted

The beautiful new fabric, named Samos, will be available this summer. A sensational chic fabric with a satin shine for adding a rich appeal to the interior. With the broad spectrum of black-out qualities and 24 colors in transparent quality. In addition, the new double-roller collections Skyros, Paros and Naxos will also be available. A combination of amazing fabrics with a different style & feel for creating an individual and luxury look.





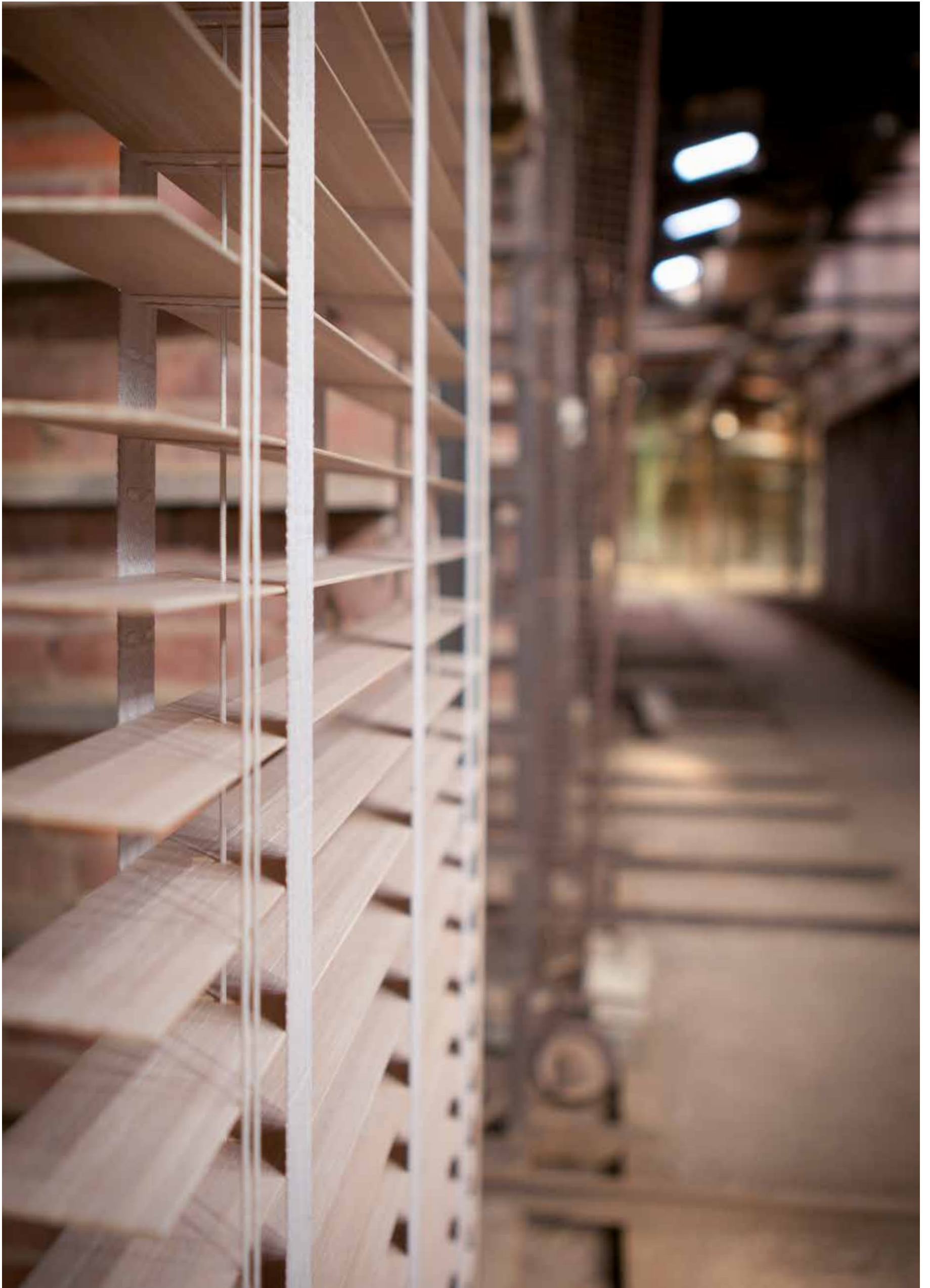


WASHED WOOD

beauty of crafting

We used new wood and stained it in varying shades to create a crafted-looking collection, called washed wood. This summer our washed woods for venetians blinds will be available for stock. The collection is worked out in seven elegant and contemporary colors from white, neutral, grey, brown, to black. Thanks to the fantastic washing modification all colors have their own identity and look. With this, Coulissee offers refreshing new ideas for a natural atmosphere. The warm, timeless and stylish feel of a venetian blind become even more powerful with head rail, bottom rail and ladder tape or accessories to match. The wide range of extraordinary cord weights in different materials and varieties, creating a unique combination. Including this, a venetian blind becomes a real statement of personal style and taste.

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INTERVIEW

office shanghai – daniel hsiao



What is your role at Coulisse? I am the office manager of the Shanghai office and coordinate all supplier contacts in China. I am responsible for creating an optimal connection between the suppliers and Coulisse in terms of delivery, communication, quality and price. In order to achieve this, our office works closely with the Head Office in Enter to make sure we achieve the goals.

What is the function of your office in Shanghai? We are responsible for the quality and delivery of all orders placed in the Far East by Coulisse. In addition, we search for new suppliers, to be sure Coulisse retains their strong market position and excellent quality. Our office and team are the eyes and ears in the Far East for all contacts with our suppliers. Together with nine dedicated team members, we are responsible for the daily communication with our suppliers and in charge of the inspection of all Coulisse products. We visit suppliers to check the quality and make agreements or advise to work more proactively on quality issues. Thanks to this close contact we are able to prevent problems and reach or even surpass the goals of Coulisse and our customers.

Why did the Coulisse choose to open an office in Shanghai? Shanghai is the biggest business center in China, where you can find the most suitable employees. In addition, it is very convenient to travel from Shanghai to any city in the Far East. This way we are able to visit our suppliers frequently and efficiently, thus optimizing our purchase processes.

Why is Coulisse Shanghai office situated in this special area? Together with Christiaan Roetgering, we searched for the perfect location and found this sculpture park area. A creative and inspiring environment which fits the Coulisse identity. In our office we also have created a Coulisse showroom. In order to be able to spread the Coulisse-philosophy and to have customers from Asia and Australia experience the Coulisse-feeling, the showroom has been designed as a Coulisse Concept Store.

The showroom can be visited on appointment and serves as a central meeting point in Asia for customers and employees of Coulisse from all over the world.

Can you tell more about the special location and building you are situated?

This location is a re-innovated old steel factory which became a sculpture park and office area. The place also provides space for companies who would like to hold their business launching ceremony, like the introduction of new cars, fashion shops or sportswear etc. Most of the companies located in this area are advertising or interior designing companies and photographers. Thanks to the inspiring ambiance it is a perfect place for creative companies. Coulisse is actually the only window decoration company in this area.

How different is your work compared to sales functions, do you need an other capacity for the work you do? It is difficult to answer this question in a few words.

In short, the main function of our work is to operate as a bridge between Coulisse and the suppliers. Most of the time we have to make sure needs, requirements and expectations are met on both sides. This communication and the quality checks take a lot of time, because Coulisse strives for the highest performance. So in that way we are always communicating and balancing between Coulisse Head office and the suppliers to create perfect synergy in the whole process.

What is your ambition in what you do? Creating the optimal procedure for all suppliers to deliver in time with no quality problems. This gives Coulisse the possibility to push forward the continuous growth.

You work closely together with head designer Catharina Idema. How does the process with the suppliers work? Catharina brings over the ideas of trends, designs and materials to suppliers and together they exchange ideas to get the end product she demands. When the final versions are determined, the factory makes samples for approval. Then we come in to make sure that the production, quality and delivery meet our requirements and standards.



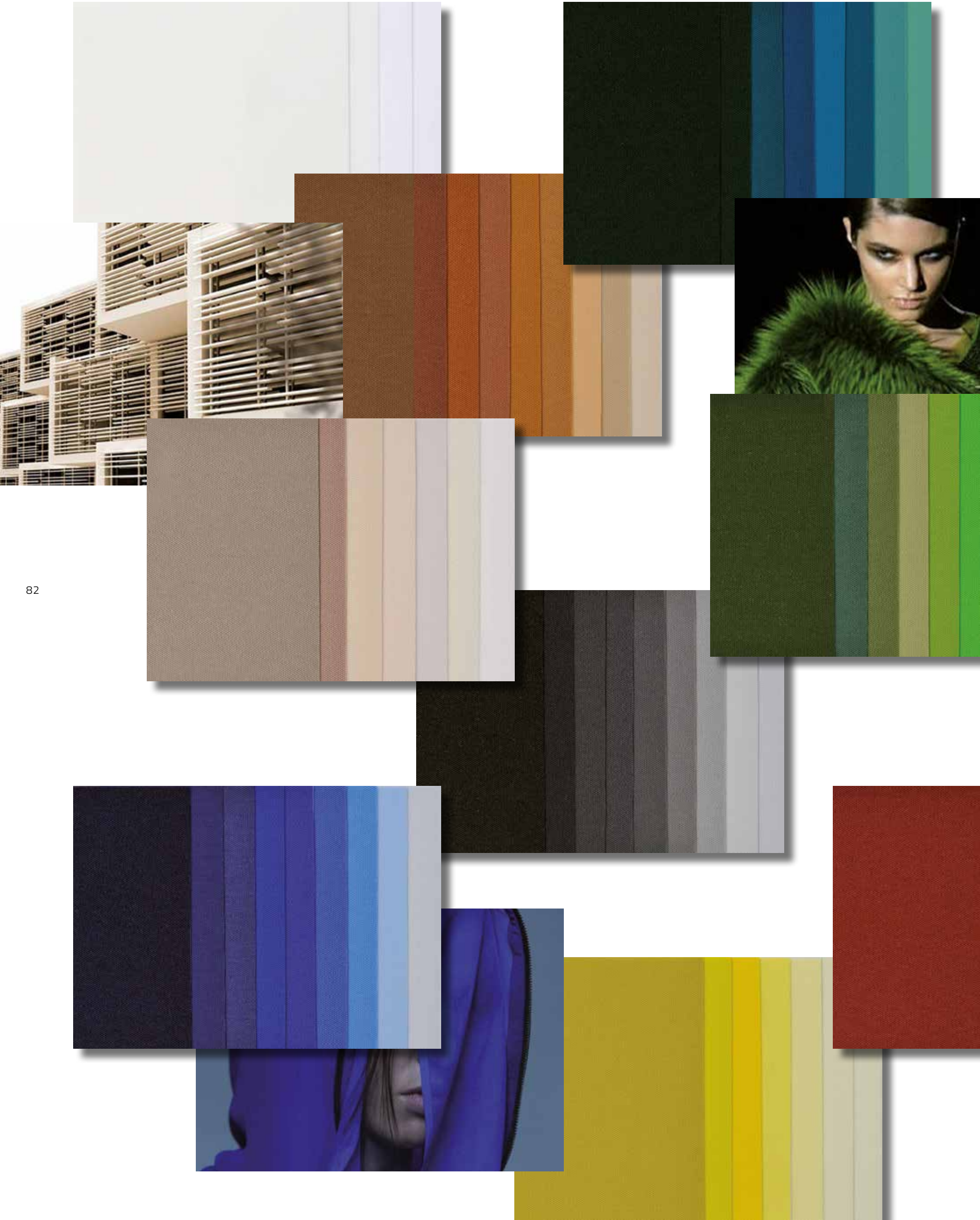
RF-Esvedra-2800 true blue

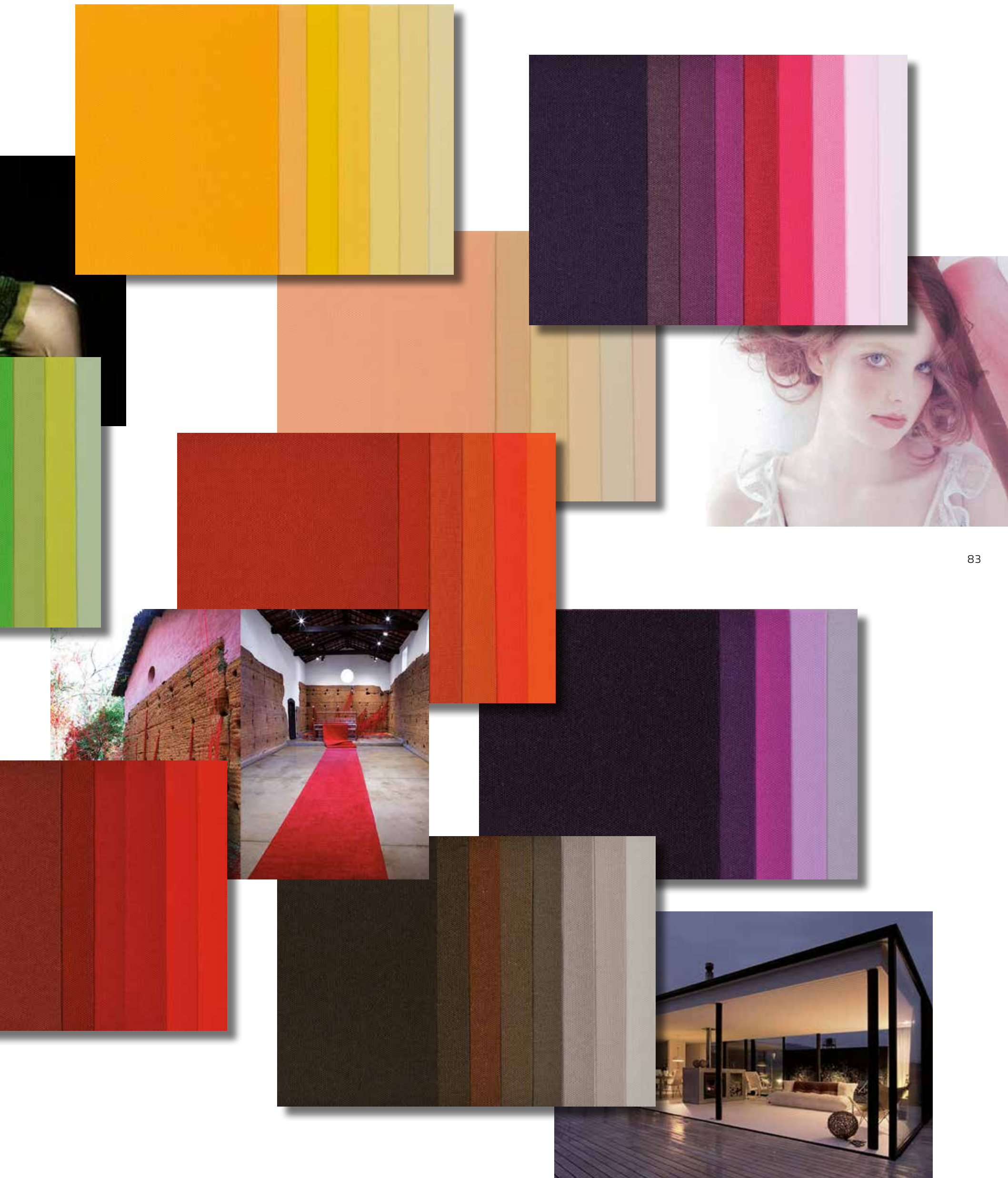
COLOR AWARENESS

explore bright tones

With over 100 color, we can divine our plain Berlin collection as one of the biggest within our fabrics range. Coulissee created a new presentations of the fabrics, a unique appearance of colors. We arranged the collection by color, like a pantone swatch and in a beautiful waterfall presentation. Every color theme is highlighted with fascinating images. This way Coulissee creates new window decoration ideas, from modern to classic, that go with every interior or color mood.

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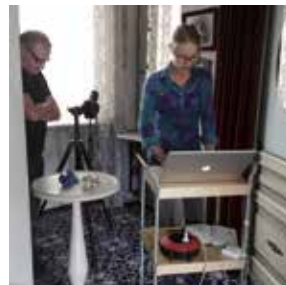






Thank you for your time and we appreciate your curiosity.
We hope we've inspired you! Moving on to the next issue,
keep your eye out for the journal with an explosion of
innovations and again a special touch.

colophon



Design Morskjeft Ontwerpers van Visuele Identiteit
Location Photography Paul Haverkort - Marjo Baas
Photography concept and production Annemarieke Spee
Collection and design Catharina Idema
Content Lynet Heerts
Print Graphic Improvements

FASHION IN WINDOW COVERINGS

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