



Ar. Kees Spanjers

in amsterdam: WORLD INTERIORS EVENT 2013

a whole year of celebrating interiors
and design !



Inamsterdam is a composite event centered around the historic, cultural, artistic and economic importance of interior architecture and design, with the theme 'Past, Present and Future of Interiors', aimed at professionals as well as the public at large.

The core of the event is a congress, the World Interiors Meeting 2013 (5 - 7 September 2013) in the monumental Beurs van Berlage, located in the heart of the historic city center of Amsterdam and an exposition the World Interiors Salon 2013.

The Meeting is the first international congress specifically aimed at interior design and will bring together 1,000-1,200 professionals from over 45 countries. The 3 day meeting will cover 20 different themes related to interiors, ranging from heritage and re-use to trends and future, all in the context of the past, present and future of interior design. The Salon is a curated showcase where top Dutch and international designers, in a special collaboration concept with industry, show what the impact of interior design was, is and could be. Groups of complementary producers and furnishers together with designers build experimental environments that showcase their vision, telling the story of interiors in a tangible form, by experience.

The program includes expositions, fairs, events, projects, congresses, lectures, seminars and presentations around the theme interiors. The World Interiors Event 2013 is aimed at interior professionals (interior architects, designers, architects, heritage stewards, art- and culture historians, sociologists and anthropologists) as well as the interiors industry (furniture, materials, equipment, building supplies, financing, facility management, media and fashion) and the public at large.

All information, including themes and speakers can be found on the dedicated website: www.inamsterdam.org and meeting.inamsterdam.org



ifj : proud to be official design publication partner of **inamsterdam**
www.inamsterdam.org



IFJ caught up with Ar. Kees Spanjers, a member of the advisory board of the inamsterdam initiative and Director, BV Zaanen Spanjers Architects, Amsterdam, to get to the core ideals of the project.

ifj : Kees, we see that inamsterdam is a wonderful initiative, what are your dreams for this event? What does the organizing board hope to achieve?

KS : Interior design as an independent profession, is fairly young. With the World Interiors Meeting & Event we provide a global platform for debate and exchange of knowledge in the discipline. By organizing a dedicated interiors conference we aim to further the development of the profession, to encourage research and discourse, to challenge academia and practice to engage in a meaningful encounter and to foster interior architecture and design as a valuable contribution to a sustainable, comfortable and beautiful society for all. World Interiors Meeting & Event is not an association, not an institute, not a showcase, not a competition, not a trade event; it is a platform for all interiors professionals who have something meaningful to say and for all who want to make a significant contribution to the interiors professions.

ifj : How is this initiative different? Or special?

KS : The World Interiors Meeting will be an inspiring festival. It's the international pop-festival for interior designers! But unlike most design events here it's not about presentation but about content. Meet and connect, learn and discuss, share new visions and be inspired! World Interiors Meeting 2013 is the interactive market for knowledge and debate offering lectures, workshops, interviews, master classes and exhibitions: the program will be interactive instead of receptive. The keynote speakers, who will be invited to pose provocative and challenging statements, will set the tone and even the most experienced professionals will be inspired.



ifj : Given the European economic situation, what is the impact on the event and on design itself?

KS : We see design is a catalyst. In an economic downturn as we experience here we need to rethink, revalue and redefine, which is what designers basically do. The creative industries are an emerging economic force, and the congress theme 'Past, Present and Future' places interior design in a broader context and highlights the historic, cultural, artistic and economic importance of interiors. Interiors are innovative and foresightful, based on a long standing tradition. Interiors reflect the identity of its users (lifestyle), are accommodating and social (care), are sustainable (re-use), responsible (health, safety), represent a considerable economic value (construction, furnishing, financing) and are a significant bearer of culture (heritage, multiculturalism).

ifj : Where do you see design heading? Is it seen as indulgence? Or essential?

KS : Although Interior design is of all ages, still it is seen by some as an exponent of our craving for style and luxury. Luckily this misconception is rebutted by the developing attention for health, safety and well being, which causes us to work and live in well considered yet comfortable environments that enhance productivity, a sense of security and in general social comfort and welfare. We see this attention in all sections of the population and in all building types, which has changed the scope of work of the professional Interior Designer. In a coordinated collaboration with other consultants Interior Architects work on complex assignments, such as hospitals and various care and cure environments, airports and transportation hubs, schools and learning environments, public buildings and leisure environments and of course offices and workplaces. The inamsterdam World Interiors Meeting will showcase the state of the art in new developments, and offer the profession a place for debate and self-reflection on the new roles and challenges. And we will continuously ask ourselves questions like "What do these new challenges mean for us?" and "What more can we do?" ifj

