

STUDIO
PIETBOON

40 by Studio Piet Boon

Foreword

Piet Boon



I am happy to write this introduction to the *40 by Studio Piet Boon* book. This book is a celebration of Studio Piet Boon's 40th anniversary. It celebrates the result of our journey from a small design studio to a global luxury brand. I am very proud of the 40 ideas showcased in this special book. You can expect to find stunning photography of our most iconic projects and products, each the result of a successful collaboration between our clients and our talented team. It is our signature way of working; they are the building blocks of Studio Piet Boon. The book also includes insights into our design philosophy, our preference for timelessness, and our vision for the future. Overall, it's a beautiful and inspiring book that captures the essence of Studio Piet Boon's unique design aesthetic. I am delighted that Studio Piet Boon has become a brand and that it is no longer dependent on the name of the founder and name bearer. My name. I hope this book will give you lots of new ideas and inspiration.

Introduction

The Value of an Idea

Ideas are the origin of almost everything worthwhile in the world. Ideas transcend fashion, ideas transcend taste. Taste changes over time. Ideas stay strong.

Frida Kahlo had the idea to introduce the colors of the Mexican village into design, and that launched a Mexican Style.

Yves Klein had the idea to make one color... art.

Picasso had the idea to copy the abstract simplicity of African tribal art and, in the process, invented what we now know as Cubism.

Ideas last. That's why ideas are so valuable. They are an investment in the quality of our lives, but more than that, they ensure the continuity of us. Ideas are our strongest survival mechanism. The best ideas are eternal.

Ideas provide knowledge and inspiration. We learn from them and that's why ideas belong in a book.

This book is about ideas. Simple ideas with extraordinary impact.

Ideas that will enhance and beautify your life.

40 Years

40 years of success is admirable. 40 years of success in the world of design is more than admirable. It's astonishing.

The world of creativity is not known for longevity. The "one hit wonder" is the norm for the music business and many writers are known only for one or two of their best books. Design is no different. How many famous cars did Ferdinand Porsche design? Just one.

To stay relevant, to continue to impress, you have to raise the bar. A willingness to improve, to be better, and to get even better still, is not just important; it's essential.

The most famous artists in history were not driven by their success but rather by a conviction that their work was – not yet – good enough.

That's the ethos that drives Studio Piet Boon. It's a big team, always wanting to do better. And as is almost always the case, the drive, the passion, the desire, and the work ethic are passed down from the top.

Piet Boon didn't start as a designer. He started as a builder. This is fundamental to the success of the studio, because if you're a student of design history then you will know that this was the idea of the Bauhaus, the most famous and most important design school, ever.

The Bauhaus was founded on the principle that to truly comprehend design, one needs to be a builder, a carpenter, a weaver, a metalworker, etcetera. You need to "make something" to understand how to design it.

When you understand the process of making something, you understand the possibilities.

And therein lies the scope and purpose of Studio Piet Boon. The ability to surprise and delight while remaining true to core values of consistency, quality, and timelessness, will keep this 40-year-old design studio forever young.

Table of Contents

Chapter 1 Home	Chapter 2 Escape	Chapter 3 Monument	Chapter 4 City	Chapter 5 Laboratory	Chapter 6 Work in Progress				
Idea 1 <hr/> One Secret One Sanctuary 16	Idea 6 <hr/> One New York One Townhouse 64	Idea 11 <hr/> One Verbier One Chalet 132	Idea 16 <hr/> One Stool One Style 198	Idea 21 <hr/> One Pristine One Space 262	Idea 26 <hr/> One Maestro One Monument 324	Idea 31 <hr/> One Outdoor One Loveseat 368	Idea 36 <hr/> One Micro One Macro 412	<hr/> Search for Synchronicity 460	<hr/> The Pursuit of Perfection 482
Idea 2 <hr/> One Basin One Tap 36	Idea 7 <hr/> One Inside One Outside 74	Idea 12 <hr/> One Disc One Warmth 152	Idea 17 <hr/> One Bungalow One Beach 202	Idea 22 <hr/> One Rug One Floor 266	Idea 27 <hr/> One Canvas One Cuisine 334	Idea 32 <hr/> One Golden One Age 372	Idea 37 <hr/> One Handle One Icon 420	<hr/> A Preference for Collaboration 462	
Idea 3 <hr/> One Urban One Mansion 42	Idea 8 <hr/> One Tradition One Modern 80	Idea 13 <hr/> One Andalusia One Hacienda 156	Idea 18 <hr/> One Med One Island 214	Idea 23 <hr/> One Rockies One View 270	Idea 28 <hr/> One Jane One Chair 338	Idea 33 <hr/> One Glass One Shape 390	Idea 38 <hr/> One Rotterdam One Pentagram 424	<hr/> Drawing is the Beginning 466	
Idea 4 <hr/> One Table One Bronze 56	Idea 9 <hr/> One Modern One Family 98	Idea 14 <hr/> One Tabouret One Ceramic 182	Idea 19 <hr/> One Style One Sofa 244	Idea 24 <hr/> One Caribbean One Blue 292	Idea 29 <hr/> One Gangnam One Style 342	Idea 34 <hr/> One Kitchen One Lifestyle 394	Idea 39 <hr/> One White One Wabi 436	<hr/> Studio at Work 470	
Idea 5 <hr/> One Paint One Palette 60	Idea 10 <hr/> One Chair One Shape 126	Idea 15 <hr/> One Bonaire One Beach 186	Idea 20 <hr/> One Boat One House 248	Idea 25 <hr/> One Eau One Yacht 312	Idea 30 <hr/> One Barn One Office 350	Idea 35 <hr/> One Frites One Atelier 402	Idea 40 <hr/> One Art One Apartment 446	<hr/> Team with a Mission 476	

I have the simplest of tastes.
I am always satisfied with the best.

– Oscar Wilde

The background features a grid of rectangular panels in muted colors: light beige, grey, and olive green. A thin, curved line is visible in the middle-left section.

Chapter 1

Home

A house is not a home



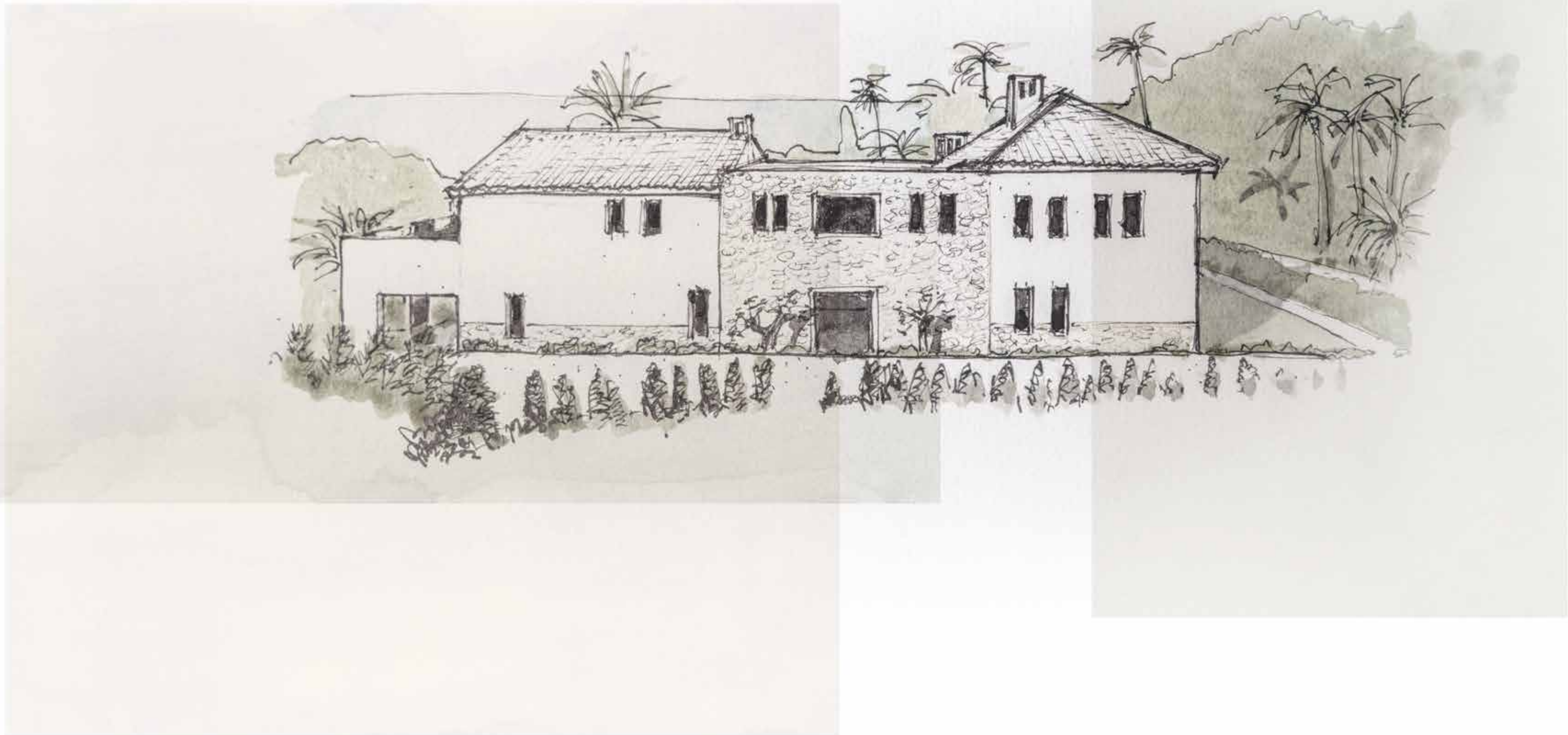
Idea 1

Using design to
create surprise

One Secret One Sanctuary











Idea 14

The subtle style of an
outdoor ceramic stool

One Tabouret One Ceramic





Years ago, an acclaimed architect, the late Sir Richard Rogers, was reflecting on his own house in London. "Most people," he said, "buy a barn and turn it into a house. I took a house and turned it into a barn."

Similarly, Studio Piet Boon took a barn in the Dutch countryside and turned it into an office. And what an office it is! To work in such a piece of design perfection would surely never be a chore. The perfection comes from the fact that, for this project, Studio Piet Boon did everything: the architecture, the interior, the furniture, the kitchens, the bathrooms, the lighting and the landscaping. All of it is "new build", so there was never a barn, but the architecture is heavily inspired by the shape of farmhouses and barns in the surrounding area. Studio Piet Boon took the shape of a barn, modernized it, modified it, "luxurified" it, and turned it into an award-winning office.



