

De Foyer / Overview

Client : Theaters Tilburg
Location : city theater Tilburg
Finished: 13 September 2007
Design: Sander Mulder & Dave Keune



De Foyer / Concept

In the summer of 2007 Sander Mulder was commissioned by the city theatre of Tilburg to design a new grand cafe and retail environment inside the existing building.

The assignment demanded the development and realisation of a unique concept in which the Grand Cafe function of a grand cafe and the retail function of an art store exists in symbiosis. Important side note was that the entire concept needed to be realised without any permanent constructions or altering of the existing building, not even a hole could be drilled, since the building is a monument.

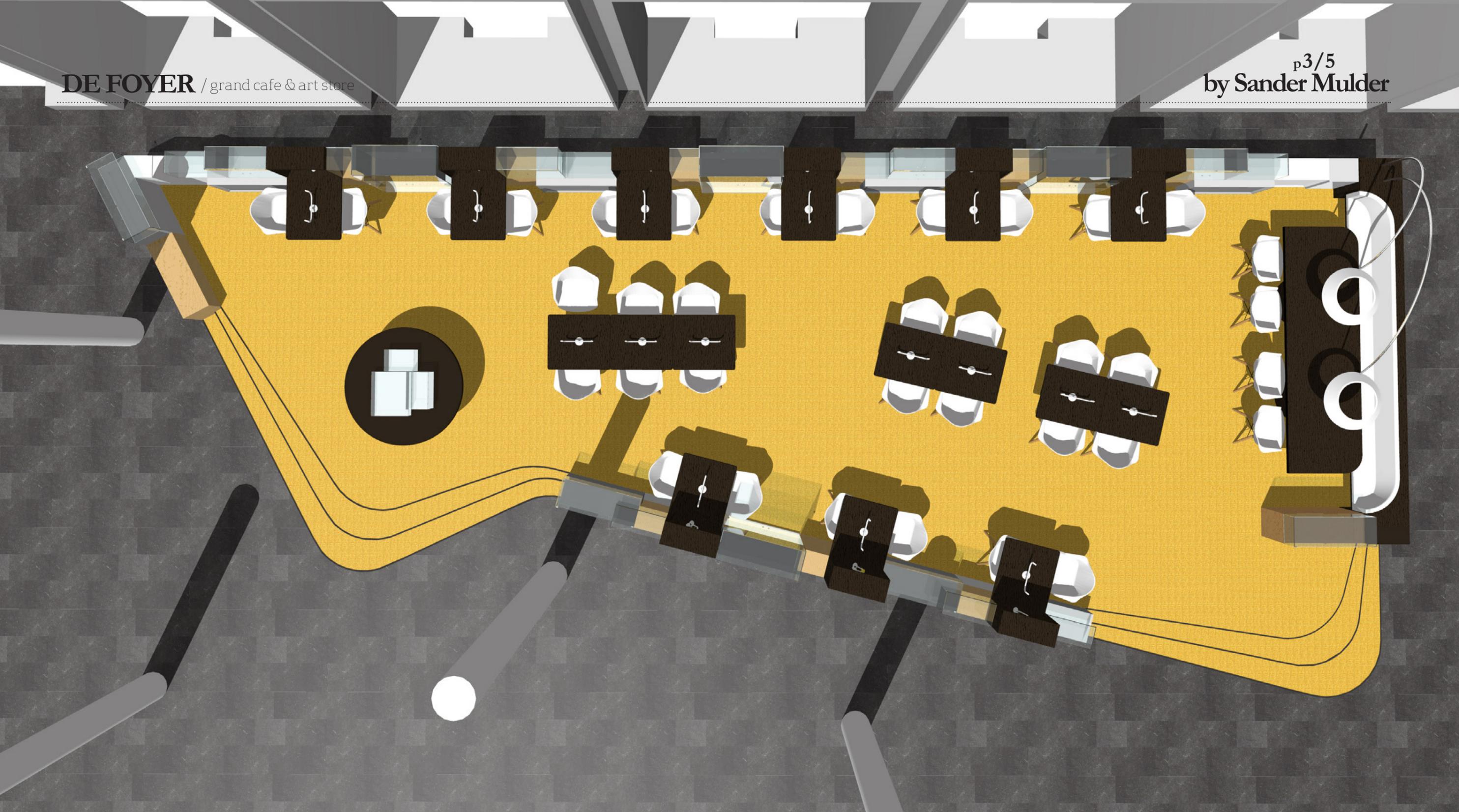
The other key point was that the end result should be suitable for, and appreciated by the current (older) clientele of the theatre, as well as pull in a new (and presumably younger) public.

While developing the concept Sander Mulder used innovative ways and techniques to tackle certain restrictions/problems. To be able to incorporate all the products of the art store into the Grand Cafe environment for instance, without getting it cluttered, custom glass displays were used. Combined with cubical storage cabinets, these from the building blocks for the walls of the 'de Foyer'. By cleverly combining the altering shapes, colours and materials, the walls form an aesthetically pleasing and open structure, yet allow for exciting see through that span the entire space. While the luxury sized dinner tables signify the Grand Cafe function the art store concept is enhanced by the round gift table at the entrance of the island in combination with the displays.

The result is an inspirational location in the city centre of Tilburg, which provides a soothing oasis to escape the busy life on the street, or simply a place to talk about the performance which you just enjoyed in one of the wards.

While tickling your oral senses with the special design foods on the menu, one can also enjoy the eyes with a variety of design and art on display, from various up-and-coming designers and artists. And if you simply wish to enjoy a cup of fresh coffee or tea, the reading table is the perfect place to mingle while enjoying the literature on display.

When the experience has aroused the interest in a specific piece of art, design or literature at display, you can purchase it, and take it home the same day.



De Foyer / Technical details

"De Foyer" is constructed on a custom island (yellow surface) measuring 17.5 by 8 meters with:

- 16 comfortable dinner tables (2 persons per table) 9 with bays (for privacy, with mood lighting)
- 1 reading table (8-10 persons) with oversized lounge couch and 2 arced lamps
- 1 round display table (to display books and jewellery)
- 8 large displays, 13 small displays, 4 horizontal displays
- 36 cabinets for storage.

Materials:

Oak (in natural and stained finish), brushed stainless steel, aluminium.
Vinyl Taralay compact metallic, leather, safety glass.

Colours:

RAL 9016 (traffic white), Natural and Stained Oak, Yellow marble (flooring).

By literally integrating the works on display in the walls, a warm and diverse environment is created, in which retail and Grand Cafe function seamlessly integrate into each other.

All furniture on the island is easily removable for special events.

Since the building is an architectural monument, there were no possibilities to attach items to the ceilings. As a result these two custom designed arced lamps came into life.

The cabinets used for storage are playfully combined with glass displays. The result is a flexible wall, with exciting see-throughs, allowing for both an unobstructed view through the entire space, as well as creating a comfortable border between occupants of the island and passers-by.

The bays ensure a private space in the transparent and public environment.

Entrance

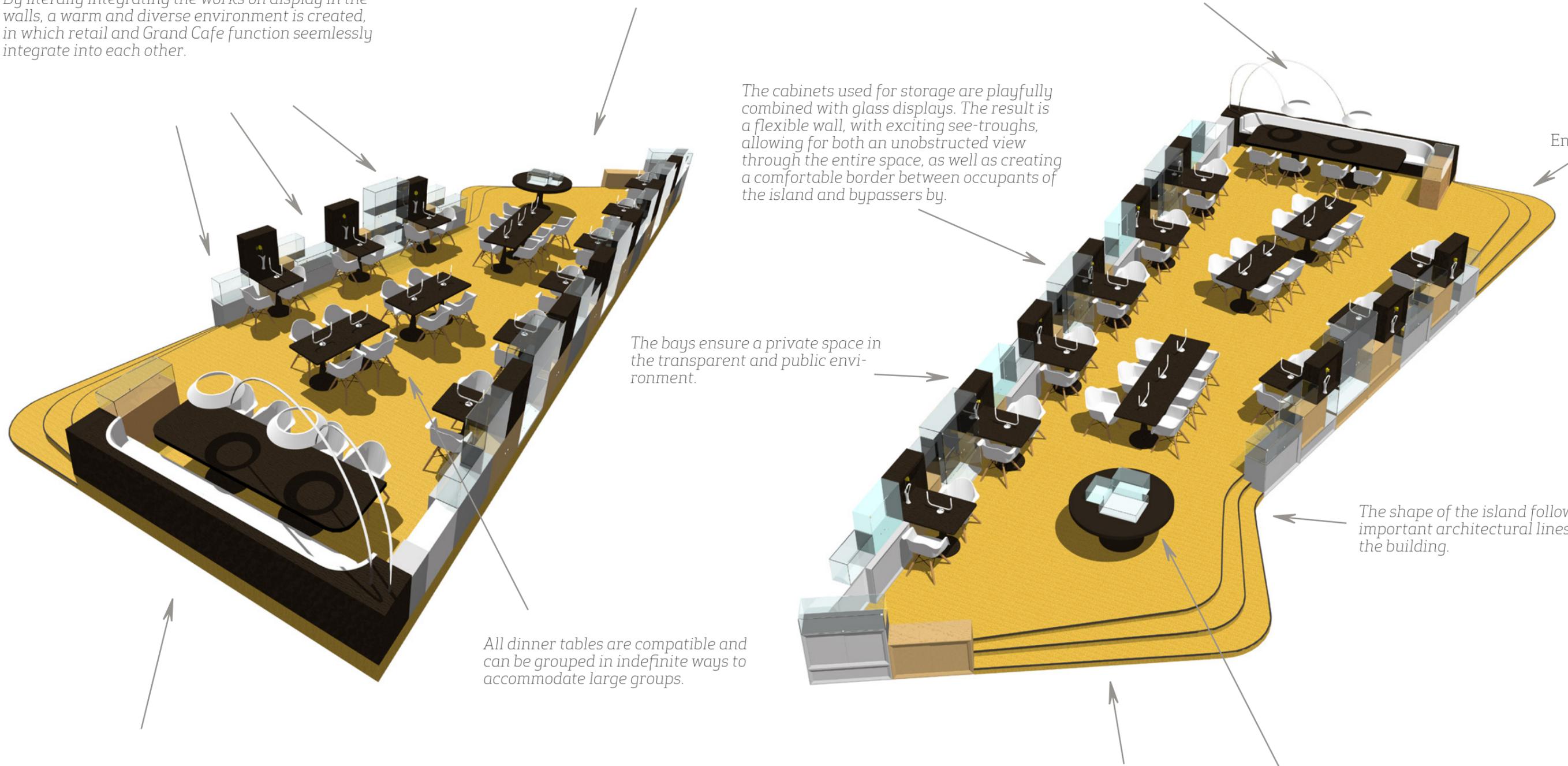
The shape of the island follows important architectural lines in the building.

All dinner tables are compatible and can be grouped in indefinite ways to accommodate large groups.

By combining or contrasting design, materials, and color with existing elements and influences in the building, this interior project dating 2007 integrates effortlessly with the existing interior design from the sixties.

The stairs are designed to reflect the geological lines found on rock formations and maps.

All products and art on display are packaged in glass displays both for safety and visual unity.





Detail overview of the island.

De Foyer / Design philosophy

The project 'De Foyer' resides in the city theatre of Tilburg in the Netherlands, an architectural monument designed by architects Holt and Bijvoet in the sixties.

On request of the client the design of 'de Foyer' by Sander Mulder consists entirely of custom designs. The only exclusion to this rule are the Eames DAW chairs.

Highlights of the wide selection of custom designs are the ultra wide lounge couch with accompanying oversized table and the innovative arc lamps. These arced lamps also feature a world premiere with it's invisible light source, which serves two goals: it allows for an unobstructed view to the huge wall hanging by Karel Appel, and it also supplies the necessary light on the reading table without giving an heavy visual impact.

All tables are constructed with massive turned oak legs which flirt with history. In contrast with the more minimal table-surfaces, it provides an interesting view throughout the island.

By combining or contrasting design, materials, and colour with existing elements and influences in the building, this interior project dating 2007 integrates effortlessly with the existing interior design from the sixties. There is a balance struck where "de Foyer" lives in symbiosis with the existing interior, without completely blending in to it, or being too obtrusive to the eye.

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