“While the main thread throughout is our Dutch heritage and culture, we chose individual concepts to express the inspiration that has come from generations of designers and allowed us to continue giving creative gifts to the world.”

Marcel Wanders designed the interiors of the VIP center at Schiphol Airport, Amsterdam.
Celebrating Dutch history with the world, the VIP center at Amsterdam Airport Schiphol offer travellers an exclusive journey through time. They can experience the iconic, historic and contemporary pieces of Dutch art and design.

Created to offer a more exclusive and personal check-in experience, places to meet for business or just to relax, the space was recently conceptualised of several rooms that each offers a theme and mood, from Delft Blue Dining to XVII century knowledge; all motifs that capture a different facet of the creative Dutch culture.

The new interior design concept by Marcel Wanders studio focused on selected areas and works in balance with existing areas, designed by Concrete Architects in 2010 and which now also see an update by Marcel Wanders.

Upon entering, travellers are welcomed into a space that feels like walking into the Rijksmuseum Gallery with masterpieces of 17th Century Dutch painters. The modern digital gallery places the works on digital screens and carved wooden frames, allowing for interchanging content of different themes and images throughout the year.

From there, the journey continues to several distinctive spaces, such as a lounge with its digital art installations, such as the now famous Rijks Masters book by Marcel Wanders studio, as well as contemporary design pieces and custom printed carpet. The backlit curved glass walls have remained and were created 10 years earlier by Concrete Architects.

A multi-functional pressroom and conference room have familiar design with smart features and Trompe l’Oeil Boiserie on the walls and decorative wallpaper above. A private library was designed with colors to relax the mind and allow for solitary reading or personal reflection. The Dutch Heritage & Portrait Gallery is a space celebrates Dutch culture’s innovative and entrepreneurial eras with digital screens and prints of historical key figures in Dutch history.

The Delft Blue Salon is a newly created private space solely focused on the Delft Blue technique. A smoking room captures the essence of the early Dutch explorers and the origins of tobacco, while its vintage furniture and elements.

The Oasis of Silence fulfills need for peace, silence and rest. Designed with soft materials to absorb the days long travel stress, these two rooms provide tranquility far away.

The VIP center at Amsterdam Airport Schiphol showcase sculptures and design accessories by Dutch Designers Maarten Baas, Studio Dift, Kiwi van Eijk, Studio UMI, Pepo Hoyrup, Floes House, Peter van der Jagt, Daphne Laurens, Herman Tenman, Sjoerd Vroonland and Marcel Wanders. It further includes lighting design pieces by Ontwerp Duo, Kiwi van Eijk, Studio Job, Atelier van Lieshout, Bertjan Pot, Nick Tager, and Marcel Wanders. Graphics and photographs by Irma Boom, Hendrik Kerstens and Marcel Wanders.

Project in cooperation with Lensvelt Amsterdam, preferred supplier of Amsterdam Airport Schiphol.
“This whole experience of the Schiphol VIP center is made to allow people to feel, although they have lived within Dutch culture. With a better understanding of Dutch culture’s love of beauty and our design sensibilities, visitors leave different from when they arrived. It’s another souvenir on their journey.”

Creative Director
Ambroise Chauvin.