

Netherlands Broadcasting Music Centre

Location/ Hilversum, the Netherlands Area: 800m² Client/ Netherlands Broadcasting Music Centre COEN! design agency



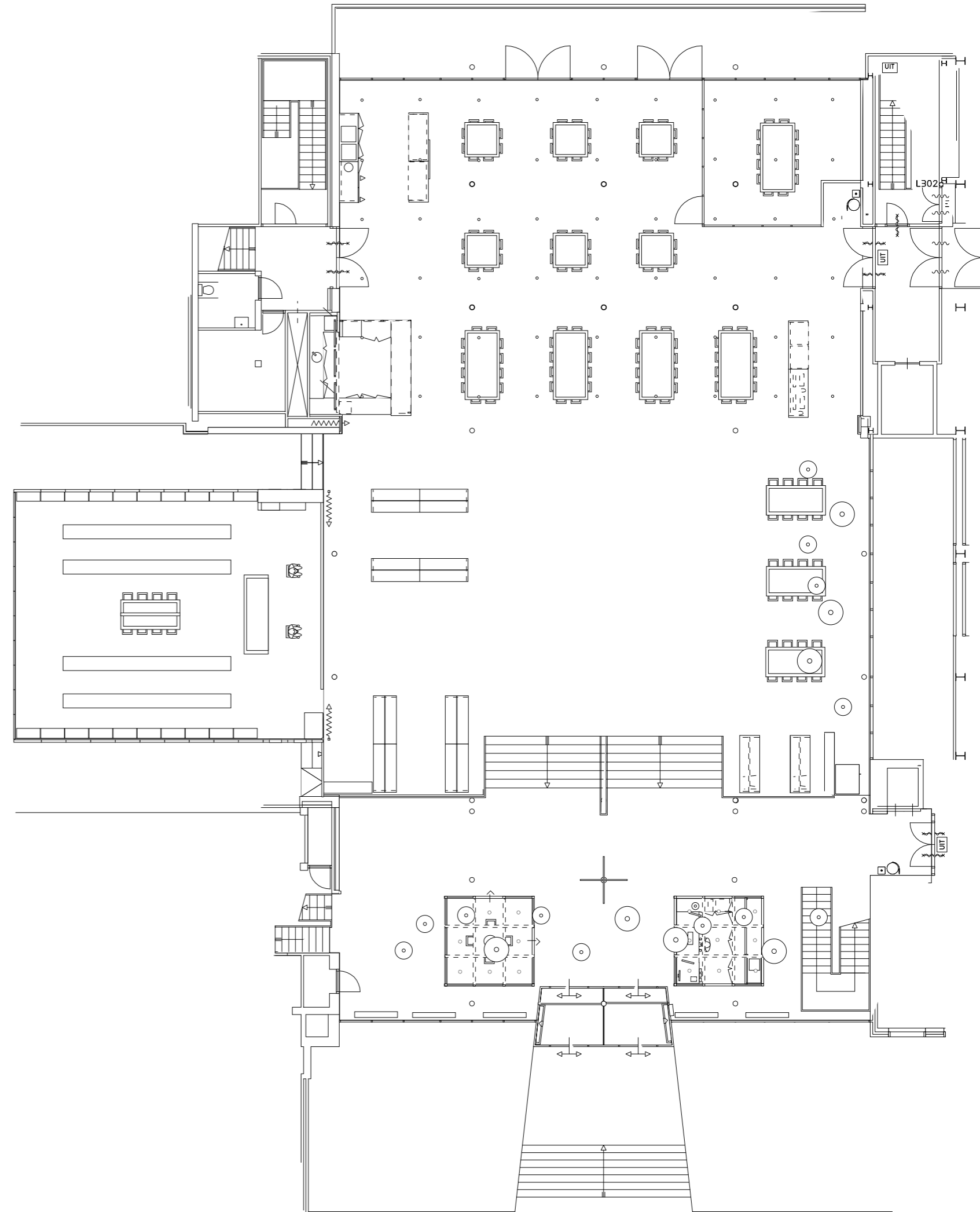
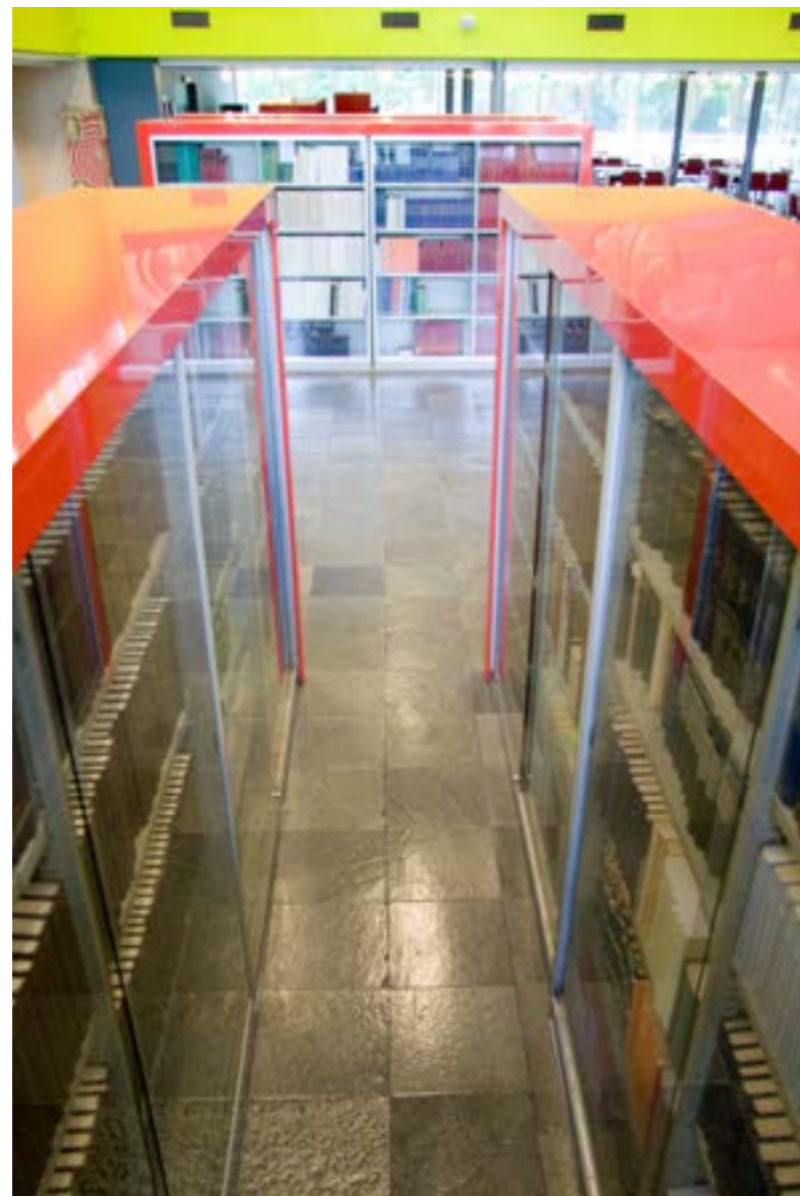
The monumental entrance hall of the Netherlands Broadcasting Music Centre, originally designed by architect Elling and afterwards restyled by 'Architects Cie' is metamorphosed into a fresh and spacious whole. The new reception and waiting room have been transformed into two large kiosks. All in harmony with the existing building but definitely bearing the Coen van Ham signature. The brightly coloured new furniture give the library and large entrance hall a sparkling, musical red blaze.

As is often the case in today's climate, design agencies are asked to come up with a spectacular interior design on a low budget. As was the case with the entrance hall of the Netherlands Broadcasting Music Centre located in Hilversum. The centre is equipped to accommodate three orchestras and is used by various radio stations, but is under threat of closure thanks to budget cuts in the cultural sector, which meant COEN! design agency really had its work cut out.

"We used colour to create the overall theme and used the bulk of the budget for eye-catchers such as the two kiosks and specially design tables," says Coen van Ham of COEN! Without changing the entrance architecturally, the space has been divided into separate areas in the form of kiosks. One houses the reception area, while another functions as the waiting room. The Dutch music library is also housed on the ground floor; "we kept existing bookcases but added magnetic, red frames which function as notice boards for posters and other information."

The overall concept of the large, open-plan space aims to translate the identity of the organization: "we wanted to translate the music into colour, patterns and a clear lay-out." High-gloss materials in contrasting colours make for a vibrant feel supplemented by specially designed tables by COEN! itself, bright-red chairs by Allemuir and pendant lighting by Bertjan Pot for Moooi which creates a "virtual note bar high in the sky". "The reactions to the new design have been above expectations. Even though it's a large, open-plan space, people perceive the interior as cosy and harmonious," Van Ham says, for a long while to come.





groundfloor

project
ontwerp
version
schaal

Muziekcentrum van de omroep, Hilversum, The Netherlands
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