



Sustainable wall management  
in luxurious 'care' hotels

As part of the renovation of various listed buildings on country estates in Zeist and Oirschot, interior design studio DMD Amsterdam chose Artiteq's picture hanging system. We talk to founder Dick Mulders.

### ► Timeless interiors

Interior designer Dick Mulders lived abroad for many years. Dick: "I lived in London, Shanghai and Sydney, to name but a few places. Three years ago, I returned to the Netherlands and founded DMD Amsterdam. All of our designs reflect international influences."

"We create timeless interiors with guts. High-quality materials form the basis of my designs. In addition, every interior has a signature piece. Something that has been designed specifically for that space. That may be, for example, a large staircase or chandelier. But also a unique kitchen, or a wall with unusual wallpaper."



### ► Housing projects for the elderly

DMD Amsterdam was responsible for the interior design of two large housing projects for the elderly. "At the Groot Bijsterveld country estate in Oirschot, the former convent and coach house have been fully renovated. The convent now houses 25 apartments in the higher segment, especially for the elderly. The coach house accommodates 35 luxury care hotel rooms for people who, for example, have to rehabilitate elsewhere following their discharge from hospital."

### ► Social sustainability

The second project is located in Zeist, on the Wulperhorst estate. Here, the coach house and former manor have been renovated, now offering 25 luxury apartments and a care hotel with around 20 rooms. Dick: "These renovations are a form of social sustainability. After all, the buildings on these public country estates are no longer used as homes, convents or coach houses. They have been restored, given a new purpose and returned to society."



► **Aesthetic preservation of the walls**

For both projects, Dick Mulders chose Artiteq picture hanging systems. “We thought it was important for residents to easily hang their own artwork without damaging the walls. The content is also frequently changed. Some people stay in the hotel rooms or apartments for a month, other people for a number of years. New residents bring along their own art to hang on the walls.”

“These are also listed buildings with mostly high ceilings. As no further drilling is required after the initial installation of the Click Rail, we are ensuring that these walls are preserved both sustainably and aesthetically. Another great thing about Artiteq’s rails is that they are minimalist and almost invisible.”

► **Click Rail and Smart Pocket Rail**

The Click Rail is mounted flush against the ceiling and hangs in the hotel rooms, apartments and in the public areas. The Click Rail has a maximum carrying capacity of 30 kilos per metre. In total, more than 300 metres of rails were used for the two projects. Dick: "In the public areas of these residential centres, it is also important to be able to hang pictures and photos in an attractive way, with the ability to easily change the content."

Finally, the Artiteq Smart Pocket Rail was installed at the entrances to all homes. This is a small piece of rail which is mounted to the wall with a Plexiglass display. This enables information to be displayed about the current residents in a stylish manner.



► **Personal service**

Dick Mulders was happy with the collaboration with Artiteq: "They are very flexible, fast and they always have products in stock. I really like that. They have even come to deliver materials themselves in an emergency situation. I really value that personal service." The Click Rail and the Smart Pocket Rail are also working satisfactorily. "Changing pictures and information about residents is simple; the system works as it is meant to. I would definitely recommend these systems for future projects."



► **About the Artiteq Click Rail and Smart Pocket Rail system**

Would you like to know more about our [Click Rail](#) or our [Smart Pocket Rail](#) System? Check our [website](#) or request more information.

ARTITEQ  
Herastraat 39  
5047 TX Tilburg  
The Netherlands  
T +31 (0)13 572 90 70  
[info@artiteq.com](mailto:info@artiteq.com)  
[www.artiteq.com/en](http://www.artiteq.com/en)