



A structural solution
for exhibitions

The Beurs van Berlage building is a lively meeting place in the heart of Amsterdam. As well as restaurants, shops, offices and escape rooms, various rooms for events and exhibitions can also be found in the historic building. We speak to Marc de Winter, operations manager at the Beurs van Berlage, who is responsible for all operational matters in relation to events, food establishments and exhibitions.

► Accessible to the public

Beurs van Berlage is a beautiful listed building in the historic centre of Amsterdam, with a total floor area of 16,000m². Around twelve years ago, the Beurs changed from a foundation into a commercial institution. Marc: “Our main goal is to make the historic building accessible to the public. We do that by offering space to food establishments and by renting out office space. But also by hosting various events and exhibitions.”



A few years ago, the basement of the Beurs van Berlage building underwent a full renovation. Two beautiful exhibition rooms were then built: Expo Zuid and Expo Noord. Marc: “We can use the two rooms individually for separate exhibitions. But we can also link the two rooms to form one large space for larger exhibitions.”

► High-quality exhibitions

Until early 2020, the Beurs mainly focussed on corporate events and conferences. But during the Corona crisis, that demand more or less vanished. “As a result of the Covid pandemic, like many other companies, Beurs van Berlage remained closed for a long time. Once it was allowed, we gave serious thought to the best way of opening up the building for the private market. We then came into contact with various parties who were also able to hold high-quality exhibitions in our exhibition rooms during Corona times.”



► Assembling an exhibition quickly & efficiently

To be able to assemble these exhibitions quickly and efficiently and then disassemble them without damaging the walls, Marc went in search of a specialist in hanging systems: “We had to deal with a lot of uncertainty. We didn’t know when we would be allowed to open nor when we could start assembling exhibitions. When that opportunity finally presented itself, we soon linked up with Artiteq. We had pleasant contact with the account manager and received a competitive quote. Fortunately Artiteq was also able to change course quickly.”

Within just two weeks, the Click Rail Pro system was installed in both exhibition rooms. Marc: “The installation took place as planned. To be able to hang the rails, holes do have to be drilled of course, which causes noise nuisance. We have to make sure that our schedules allow for that. Artiteq was flexible with this. The installers worked for two days, avoiding our planned events.”

► Plug & play

The Click Rail Pro system has been installed in both exhibition rooms; the system has a maximum carrying capacity of 50 kilos per metre. Heavier works of art can also be hung safely on this system. Marc: “We opted for this system because of its robustness and the speed at which an exhibition can then be assembled. It is very simple, it really is plug & play. The rails are white and have a lovely finish. This look therefore fits in nicely with the walls in our exhibition rooms and with the image we want to project.”

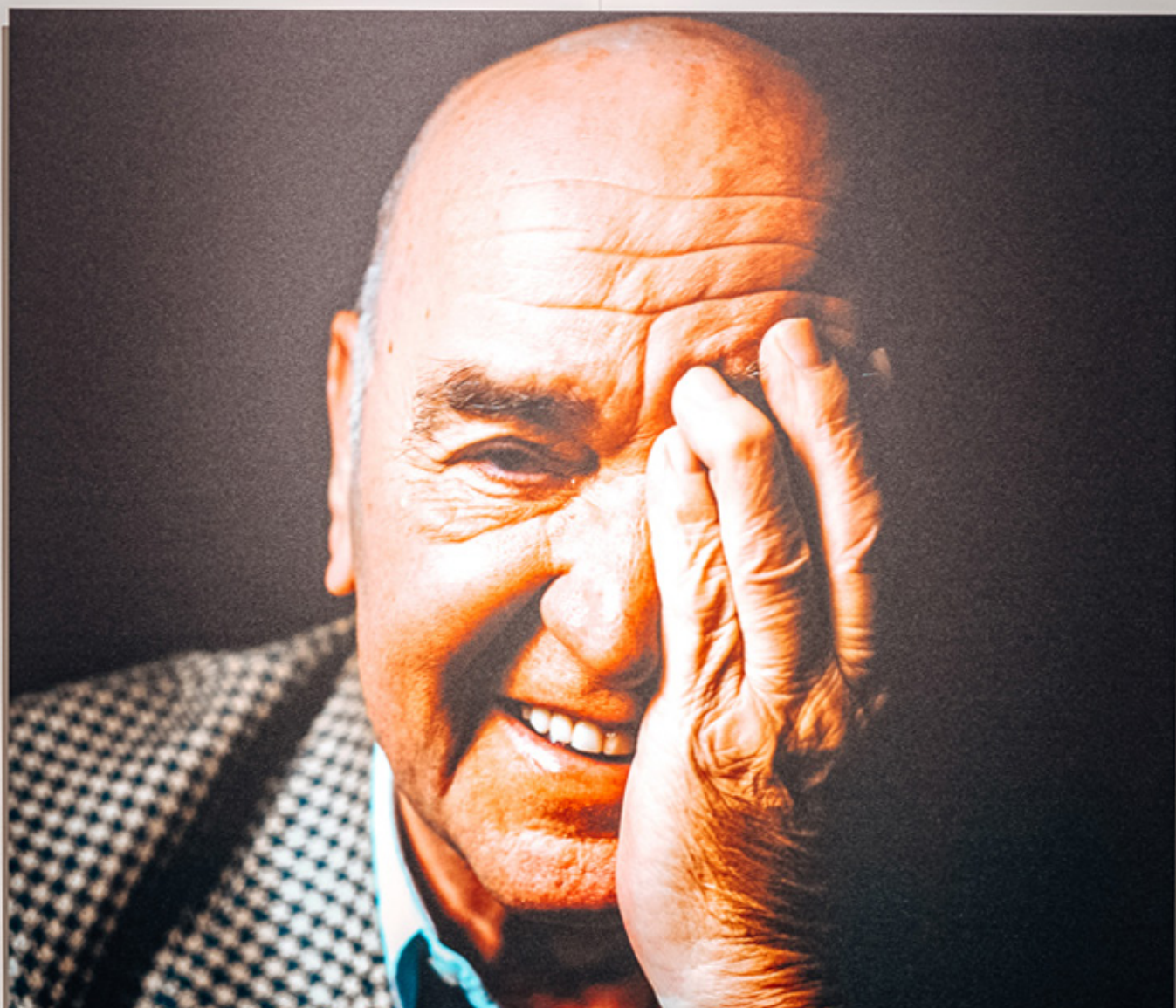


► Structural and sustainable solution

The first exhibitions using the new hanging system are now behind us. Marc: “We are extremely satisfied and the exhibitors were also very happy with the system. Very soon we will be hosting one large exhibition instead of the current two smaller exhibitions. We will then have five days to disassemble the old exhibitions and assemble the new one.

“In the past, we would have to repair the holes in the walls, then paint the walls and drill new holes. Not only did that all take a lot of time, it caused inconvenience. Now changing from one exhibition to another is much simpler. And ultimately, that is also why we have opted for a more structural and sustainable solution: we are now able to change course much faster and more efficiently.”





► **The Artiteq Click Rail Pro hanging system**

Would you like to know more about our [Click Rail Pro](#) system or other systems ideal for a [gallery, museum or exhibition](#)? 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
www.artiteq.com/en



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 Sytem](#)? 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
www.artiteq.com/en