

# THE MATERIAL JOURNAL

November, 2019

## STORY OF THE MONTH

### An Insider's Guide to Christmas



#### MATERIAL

This month we experiment with a new material in our sustainable material library: Coco-Rub. The material itself is composed solely of coconut fibres and natural latex, making it fully renewable and biodegradable. [Click to see more.](#)



#### ARCHITECTURE

If architecture is the act of dressing spaces, and fashion is the act of dressing the body, then the act of the body moving through spaces is the primary meeting of the two. Iris Van Herpen imagined her fluid fabrics in stone for Naturalis Biodiversity Center.

## Featured Materials



#### GLITTER REGULAR

Process family: Coated / Projected  
Composition: PVC / Cotton  
Format: Roll  
Size: 147 cm width  
Thickness: 0,70 mm  
Color: Blue

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#### MIRROR PVC GOLD

Process family: Applied / Laminated  
Composition: PVC  
Format: Roll  
Size: 140 cm width  
Thickness: 0,20 mm  
Color: Gold / Silver

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# THE MATERIAL JOURNAL

November, 2019

Page 2

## An Insider's Guide to Christmas



### STORY OF THE MONTH

Luxury stores make grand gestures when they unveil their Christmas windows, taking us on fairytale-like fantastic journeys, but something we may take for granted is the wondrous interior touches they apply that fill us full of Christmas spirit once we are inside their stores. We took a trip around the department stores in Paris, to check out this years holiday interiors.



Top to Bottom :  
Galeries Lafayette, Le BHV, Printemps & Eataly

# THE MATERIAL JOURNAL

November, 2019

Page 3

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**MATERIAL**

## Sustainable Transformations



This month we experiment with a new material in our sustainable material library: CocoRub. The material itself is composed solely of coconut fibres and natural latex, making it fully renewable and biodegradable. We transformed it in a number of ways using eco-friendly methods: heat bonding it with recyclable PU making it impermeable, colouring it with water-based eco-paint application, and finally, cutting it into strips and weaving it for a three dimensional feel.



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**DESIGN**

## Architectural Dressing



*Iris Van Herpen Spring 2012 Couture referenced European Gothic Cathedrals*

*“Fashion is architecture: it is a matter of proportions.” Coco Chanel*

If architecture is the act of dressing spaces, and fashion is the act of dressing the body, then the act of the body moving through spaces is the primary meeting of the two. An ephemeral moment, where fashion invades architecture and architecture envelopes the body cocooning it. There are countless examples of fashion designers being inspired by architecture, and there are many celebrated fashion designers who first studied architecture, before focussing on fashion, than you may realise, including such luminaries as Pierre Balmain, Tom Ford, Gianni Versace, and Pierre Cardin.

# THE MATERIAL JOURNAL

November, 2019

Page 4



*Dior Haute Couture fall 2014 and Esterhazy Palace, Austria*

It is, however, rare to find such a sensitive example of fashion meeting architecture as the recent collaboration between fashion designer Iris Van Herpen and Rotterdam's Neutelings Riedijk Architects for the Naturalis Biodiversity Center in Leiden, Netherlands. Neutelings Riedijk Architects won the open call in 2013 to renovate the original museum, including the development of a 400,000 square foot extension, and they immediately thought of collaborating with fashion designer Iris Van Herpen.

“We wanted to evoke nature in all its elements — biodiversity, geology, tectonics — and not do so in a straightforward 19th-century manner. Hence, Iris.” Michiel Riedijk, the project's lead architect in *The New York Times*, October 2019



*Iris Van Herpen's panels at Naturalis, photographed for Dezeen*

The forms emulated undulating wave forms in pleated silk, or the water erosion that occurs over thousands of years, making the building look like it is in perpetual movement, whilst feeling both ancient and brand-new at the same time.

“The intention really was not to go away from my couture process too much, but instead to still it, and to disembody it” Iris Van Herpen, speaking to *Dezeen* in August 2019.

