

ARTICLE MAISON VOTRE BEAUTÉ, Greece

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Iris Heneka's home in Amsterdam entertains in perfect harmony and unique style, both her professional and private life.

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DESIGN ON STAGE

Iris Heneka's home in Amsterdam entertains in perfect harmony and unique style, both her professional and private life.

Near Vondelpark, in the centre of Amsterdam, Iris Heneka uses her unusually dark and spacious flat as the ideal stage to show the work of Romeo Sozzi, designer of the Italian furniture company Promemoria. Iris had a mania for interior design from a very young age and always advised her friends and relatives what furniture to buy and how to decorate their homes. Slowly, but surely, she realized that this passion of hers could become the interest of her professional life "and found myself in Italy and Spain looking to discover lighting and furniture companies that I could represent in Holland" she explains.

When the agreement was made that she was going to represent Promemoria "Romeo Sozzi came from Italy to advise me what colour to use on my flat's walls as an ideal back drop to his furniture" she remembers and continues "When he saw the large and well lit sitting room he exhaled "marrone, marrone, marrone" as if he already saw the brown walls that would become the ideal stage for his furniture but also for my personal objects". And of course we did not use any old brown, but the "marrone" of the English paint company Farrow & Ball that arrived from London and was not only used for the decoration of the walls but the woodwork, doors and frames. "And he was right" Iris confirms. When her personal belongings and well-chosen pieces of Promemoria furniture were put in place the space was transformed into a warm and inviting environment, exactly as she wanted and imagined it to be.

"I redecorate my flat quite often" explains Iris. "I change the placing of the furniture, I add objects that I buy on the many trips I enjoy, I throw things away that no longer represent me and every two years I renovate the whole apartment changing not only the colour of the walls but all the furniture too".

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The comfortable sitting room, with its many windows on both sides of the room, includes two separate areas, the dining and the sitting areas, all furnished with Promemoria pieces, whilst the lighting is mainly from the Spanish company BD Ediciones from Barcelona. The saffron kitchen with eau-de-Nil tiles (that continues on to an internal sun terrace) and the mulberry bathroom are the only two spaces that are not painted brown. "I wanted to add some brighter colours because the winter light in Amsterdam is very dull and depressing" she explains. "When I repaint my flat and generally renovate, I intend to use white, white for the walls, the floors..." not surprising after all the brown...

Except her bedroom there are two further rooms, the one an office for her work and the other a storeroom for her files, work booklets and extra clothes and shoes (she has a passion for the work of well known designers like Prada, Marni, Viktor & Rolf, Vivienne Westwood and Dior) as well as samples of materials she uses to cover the various Promemoria furniture.

Recently Iris has decided she is ready for a new challenge. "I always need something new to keep me interested and creative" she admits and adds with her wonderful sense of humour "I challenge in my world of interiors or perhaps in my interior world". Her world of interiors and her interior world seem in any case to be perfectly connected.

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