



TOP 1000 INTERIOR DESIGNERS

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DUTCH EAST DESIGN

"It's always satisfying when our work is positively received by guests, when we know that the venue is operating smoothly, and even when we see unforeseen positive outcomes. The whole process from initial conception to opening night is extremely rewarding." - Dutch East Design Team



Dutch East Design is a very well-established interior design firm with the goal of creating the most incredible settings, by being concerned with every aesthetic, cultural, social and operational aspects of their projects, creating complete experiences. The company also shares a philosophy of collaboration, working with owners and operators to bring to bear extensive experience. We unveil the amazing conversation with the firm's principals, Dieter Cartwright, Larah Moravek and William Oberlin.

The New York-based interior design company specializes in stunning interiors and branding for the hospitality industry. They aim to create tailor-made hospitality, retail and residential spaces with an artistic hand and technical precision. They are a united front that is "passionate about the entire design process—from project conception through completion". "While the early stage of a project is where we really get excited about big design gestures, the later stages provide an opportunity to focus on the details and construction. We love using drawing as a design tool. Putting pen to paper to create the initial sketches is immensely rewarding and crucial to our creative process, especially when you look back at them upon project completion to revisit the genesis of all the finished work". This means that they enjoy the whole process, paying attention to every detail.

As a team, their goal is to create a long-lasting, beautiful design with functional spaces by listening carefully to the client's needs and thoughtfully evaluating the nature of each space. Their devotion to high-quality details and materials enriches projects with custom furniture, art and lighting made by skilled craftspeople. They commit 100% to achieve that goal in completion, so there's nothing more fulfilling to them than "seeing guests experience our projects, whether for the first time or as a frequently returning customer, and having them be just as excited as we are about all of the design details and unique aspects of the project". Through that experience with the client, they get to establish a tight and close relationship, where the firm focuses all their attention on the project they're involved.

Credits by: Dutch East Design

Website <http://www.dewr.studio/>

Address - 231 W 29th St #804, New York, NY 10001, USA





Throughout the years, the company established itself as one of the leading design studios in the country by keeping a large amount of experience, several contacts and several resources on a national and international level. Within that experience, they have commitments with many specific people from their audience, where they invest on “social dynamics within a space, and really take into consideration our audience during the design process. We’re constantly learning from the end-user and are always looking for ways to better understand how they’re going to use and interact with the space”. Through that dynamic with their audience and bespoke relationship, they’re able to grasp a particular concept of clients, that are “entrepreneurial and adventurous. They’re willing to be innovative. As hospitality business people they love the energy of the venues they create. They truly enjoy helping shape the guests experience”.

They share a multi-disciplinary approach to all projects, having developed into a unique set of tools. When looking for the perfect design company, you’ll find that Dutch East Design contains an extensive list of important elements. Those are unique finishes, custom furniture, operational efficiency, bespoke projects, social dynamics, unique art programs, industry know-how and custom lighting. Considering every factor, the firm’s concept sits on a “design style that is clean and contextual. We use

strong graphic elements with a rich narrative. We find balance in our designs by juxtaposing warm and cool features. We like the blending of refined and clean items with slightly industrial elements. Our work is driven by research and developing a brand narrative, weaving thoughtful concepts throughout all aspects of the design. “We’re critical thinkers, and make it a priority to

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approach every project with a well-considered, authentic design strategy. As a result, our designs are highly responsive to context—time, place, and program”.

Right now, Dutch East Design is focusing on producing new and exciting things. They’re also completely involved in an exciting project that sits on the creation of interior projects such as the

“upcoming Wave Resort at Pier Village in Long Branch, New Jersey. Projects like these offer an opportunity for growth and development which are specific goals for our company”.

For the future, Dutch East Design is anticipating a major change on the hospitality area, within the interior design. They have realized that people are looking for experiences, what makes them feel good, both physically and mentally. “We’re seeing the realities of the transitional economy and a change in how individuals are spending their money. Today, people want to spend their money on experiences, and lately the notion of wellness has pushed through all markets. People are much more passionate about that which will enrich their wellbeing— physically, spiritually, socially. We’re seeing this especially within the hospitality industry. Furthermore, there obviously has to be a huge paradigm shift in design— and property development— to establish a sustainable future”.

This firm, that believes that the hottest trends sit on “softer forms, lighter color palettes, and layering”, it’s constantly evolving. With every principal in mind, Dutch East Design is creating a much bigger space for them within the industry of the interior design, specially on the hospitality area!



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