



## Project Title: BELOW THE SURFACE

**Hosted By: Baars & Bloemhoff, IVC Beyond Flooring, Barrisol**

### ***Project Introduction:***

Transitions and trends are not always visible at first sight. You notice things are about to change as soon as the first signs of a new world appear. Broeinek and Studio IOIA created eight thematic worlds, in which materials and the stories behind it are leading.

### ***About Organisation:***

Baars & Bloemhoff, with its range of over 2500 different decorative materials, is a valuable partner for many (interior) architects, designers and interior decorators. Baars & Bloemhoff is a nationally operating organization. The company scans international markets in search of new materials and brands that can make Dutch interiors more attractive.

## Images

*The pictures are to be found in the images folder.*

File Name: 03\_1571219668.jpg  
Picture Caption: BELOW THE SURFACE  
Picture Credits: IOIA x Floor Knaapen

File Name: ddw2\_1566294430.jpg  
Picture Caption: BELOW THE SURFACE  
Picture Credits: IOIA x Studio Aandacht x Quooker

File Name: 01\_1571219668.jpg  
Picture Caption: BELOW THE SURFACE  
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File Name: 02\_1571219668.jpg  
Picture Caption: IOIA x Floor Knaapen  
Picture Credits: -

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