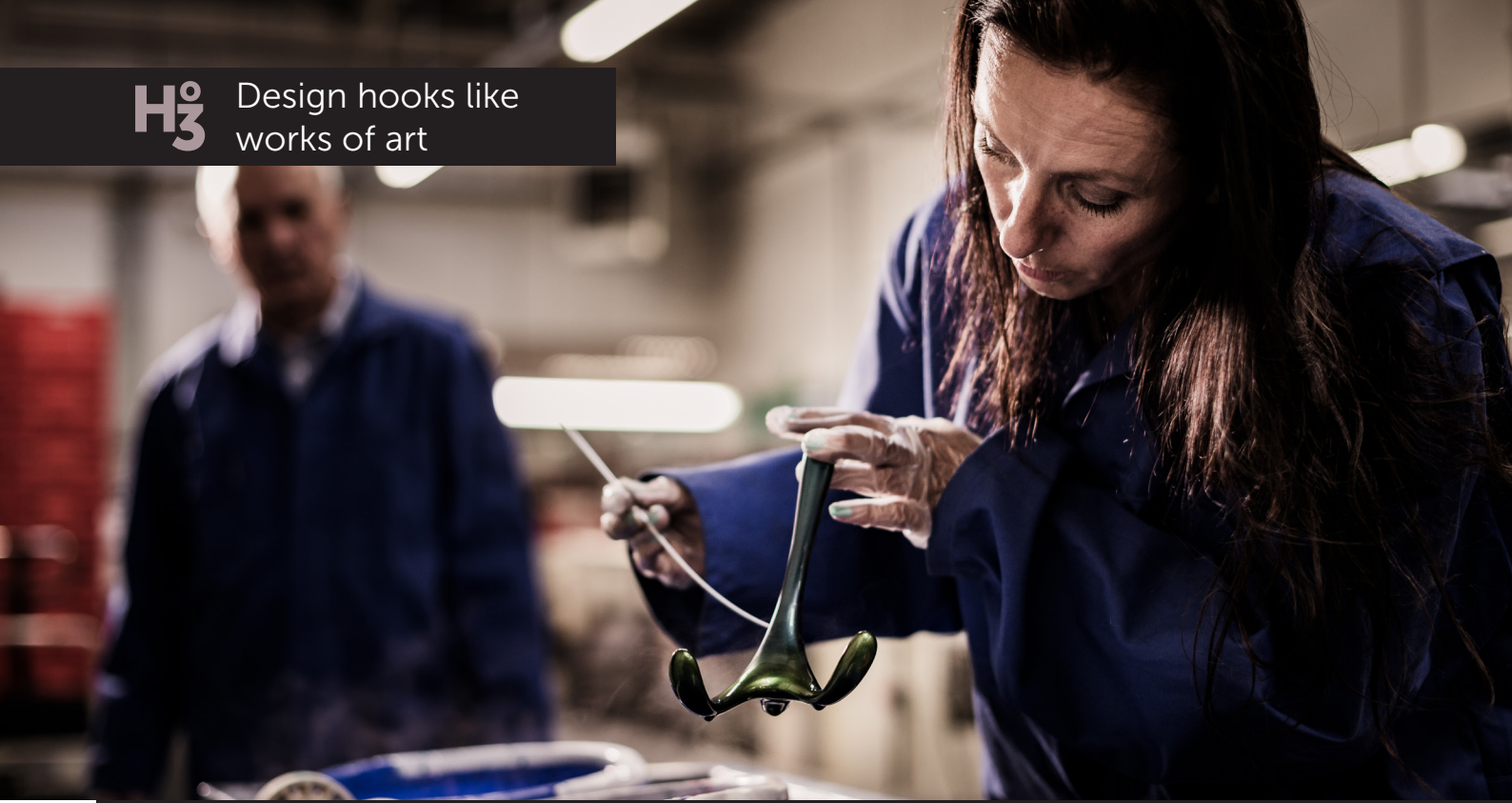




Design hooks like
works of art



Hooks are sometimes just like radiators and sockets: unobtrusive in form and colour, functional and simply white or made of anodized aluminium. The Dutch family business Hermeta, specialized in metalware, which we know from the almost archetypically aluminium hooks, started in 2015 an innovative designbrand: House of Hermeta Holland.

Art Director Carina Riezebos offers with her new collections a completely different look on functional products with this new design brand. In her hands chic, exclusive and beautifully shaped design hooks become little works of art. With these distinct collections she captures the design lover who recognizes and acknowledges the value of workmanship and lasting, qualitative luxury products.

House of Hermeta Holland exists as yet with three collections.

Crude consists of pretty sculpturally modelled hooks. The transparent, pink or smoke grey hand-blown glass rosette in combination with a rougher knob of cast anodized aluminium, provide a sparkling light effect.

Gala is inspired by Salvador Dalí's dripping and melting shapes. The elegant aluminium 'jewels' are made of high-grade material from Hermeta. In accordance with the self-developed secret recipes, Gala is manually dyed with love and care. This results in the glowing ton-sur-ton colours: green-blue and champagne-gold.

Gala Bronze, Gala Superieur Bronze, are limited editions of the Gala, the elegant design hook inspired by Salvador Dalí's dripping and melting shapes. The sturdy designhook made of massive bronze has a scalloped finish.

Tulipa is named after the archetypal Dutch Tulip. It combines an elegant stem and a refined leaf of shining anodized aluminium with a hand-blown sparkling flower in bright red, deep black and transparent glass.

Tulipa Bronze combines a warm bronze stem and leaf with a sparkling glass flower in the special blended colour heliotrope.

Each design hook in the collection of House of Hermeta Holland can moreover be provided with our self-developed unique colour 'New Amsterdam.' A chic and warm pink-champagne colour.

HOUSE OF HERMETA

HOLLAND



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Carina Riezebos knows how to add something unique and subtle to the industrial production process of the hooks because of her unprecedented artisan touch.

Each product, made of high-grade material, is manually dyed with great care. This personal touch confers extra value to the products; not a single hook is the same, each object has its own story, different shade of colour and unique finish.

About House of Hermeta Holland

The new design brand is manufactured by Hermeta, the leading aluminium processing family company in Asperen, the Netherlands, that since the beginning of last century has been focused on characteristically and qualitatively high grade aluminium products. The almost archetypical hooks, made of anodized aluminium, have been produced for many years and can be found in almost every home. With House of Hermeta Holland it adds a new design brand for an exclusive part of the market.

House of Hermeta Holland aims at conquering both the Dutch and the international markets with its exclusive collections and does not only focus on design lovers, but also on architects, stylists, artists and interior designers. The collection is for sale in museum shops, interior design shops, and in our webstore.

HOUSE OF HERMETA
HOLLAND