



MASTERLY
THE DUTCH IN MILANO



House of Hermeta Holland, the exclusive design brand presents two eye catching new design-hooks at Masterly - the Dutch in Milano during the Salone del Mobile 2017. The limited edition of the scalloped Gala Bronze and Gala Superieur Bronze, and a sparkling Tulipa with a bronze stem and a flower of Bohemian glass.

Last year House of Hermeta Holland drew attention with the distinguished collection Crude, Gala and Tulipa. This year the design brand will again astonish the visitor in Palazzo Francesco Turati with the Tulipa Bronze. This handmade designhook is the beautiful successor of the elegant and aesthetically styled Tulipa, inspired on the Dutch archetype, the tulip. Tulipa Bronze combines a warm bronze stem and leaf with a sparkling glass flower in the special blended colour heliotrope. Also Tulipa Bronze gives eternal life to the Dutch tulip.

House of Hermeta Holland presents another remarkable designhook: Gala Bronze and Gala Superieur Bronze. Both limited editions of the Gala, the elegant design hook inspired by Salvador Dalí's dripping and melting shapes. The massive and sturdy designhook made of solid bronze has a scalloped finish by master Albert Seubring.

About House of Hermeta Holland

House of Hermeta Holland is a new design brand in an exclusive market segment. It is manufactured in the Netherlands by Hermeta, the trend-setting aluminium-processing family business in Asperen, which since the beginning of last century is oriented towards qualitatively advanced aluminium products. House of Hermeta Holland was successfully launched for the first time in 2015 at Meesterlijk in Amsterdam, and a year later at Masterly during the Salone del Mobile in Milan. The design brand finds it's way to high end design stores and museum shops like the Rijksmuseum in Amsterdam.

House of Hermeta Holland at Masterly, April 2-9 2017, Palazzo Francesco Turati, Via Meravigli 7, Milan.

HOUSE OF HERMETA
HOLLAND