

Hotel Gooiland



Grand Hotel Gooiland (1936) is household word in Hilversum. Gooiland has been the bustling heart of the city for decades; progressive and modern. Architect Jan Duiker was commissioned to design the building by a rich family from Amsterdam named Buurke. The family settled in the village last century, together with other elitist families, but they missed the entertainment of city life. A novelty like a hotel with a bar and theater had to change that. Duiker, a representative of modern architecture along with Dudok - the other famous Hilversum architect - designed a modern complex unprecedented at the time. Clean and businesslike, without unnecessary ornaments, the design was still luxurious. The many steel window frames and large windows created lots of light and air, making the atmosphere sophisticated, cosmopolitan and welcoming. Gooiland became the place to be: a location with grandeur.

Commissioned by	Hotel Gooiland
Installation by	Maxima, Haarlem
Photographer	Erik Poffers
Location	Hilversum

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