



# From the inside out

The tactile world  
of Thomas Haarmann.

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Little did Thomas Haarmann know ten years ago, that his modest shop called Magazyn would grow into ever more expansive interiors business. Initially, the German-born owner and self-taught interior designer focused on home accessories. 'Before I settled in Antwerp, I had been working in Amsterdam as an art director and stylist for a furniture store with its own furniture line,' explains Haarmann. 'After choosing the big pieces, clients would also ask about how to dress their interiors. The carefully curated selection of homewares at Magazyn is an answer to that question.'

More recently, Thomas's business has grown from homewares to designing complete interiors, even, creating his own furniture line, which has in turn, led to invitations to collaborate with other brands on designing furniture and scenography. (For example, he is currently working with the Dutch label Van Rossum to create a series of oak cupboards for them.) Whilst it's challenging for Thomas to combine Magazyn with all the other projects he's involved in, its physical presence remains very relevant to him. 'It is like stepping into a giant mood board,' offers Haarman, 'that immediately sets the tone for my design work.' Magazyn means so much more to him than just selling things, it has proven to be the seed for some of Haarmann's larger commissions. 'A sizeable interior design project that I am currently working on, initially started with a client who was consulting me in the shop about buying a new sofa,' he explains. 'Subsequently we moved into the interior design of his whole house and now are busy with a complete overhaul of the facade and roof. It is literally working inside out. We started with the details, and we've ended up shaping the envelope around it.'





‘Today, creatives are no longer limited to the strict boundaries of their field. The scope has broadened and that is liberating. My job goes beyond selling or designing or consulting, I share a philosophy with my clients, which translates itself in a myriad of things.’





The world of Thomas Haarmann is a world of quiet luxury. He is quick to explain his interpretation of luxury, persistently steering away from a world of bling and name-dropping: 'Luxury to me is a very intimate thing. It has to do with a connection with products or with an atmosphere all together. You know and feel it is right without having to use words or labels. I can very much enjoy the quiet quality and authenticity of things, especially surfaces and materials, while someone else might just walk past it. And that is fine too. For me, it is about a personal click, not about showing off to others.'

Materials and tactility take centre stage in the work of Thomas Haarmann, whatever the scale of the project: 'In my projects I prefer to use a restrained materials and colour palette. I try to give depth through variety of hues, details and the many ways in which one material can be treated and finished.'





‘The reactions at the launch of the Magazyn furniture line during Milan Design Week were very intriguing. I felt that people really understood the aesthetics and the tactility of the pieces. I did not have to explain it in words.’







‘Sometimes something rather mundane can be lifted to another level. In a recent interior design project, I chose Muschelkalk or ‘mussel chalk’ for the kitchen and bathroom surfaces. It is a quite classic stone that you might find in a lot of facades of buildings in cities like Berlin. Being in close contact with a material that might normally be seen from a distance and using it in monolithic slabs, puts the material and its intrinsic qualities in the spotlight. Rather than having fancy kitchen and bathroom features, the creation of a distinct atmosphere through considered material use, is what interests me.’

