



**N. VROUYR**  
ANNO 1917



**Jaap Gidding (Rotterdam 10/05/1887 - Hillegerberg 23/04/1955)**

### **Rug in the Tuschinski style**

The Amsterdamse School deeply influenced the revival of the Dutch textile industry on the eve of WWI. Creativity and craftsmanship explored new possibilities and launched refreshing trends.

The projects were closely inspired by nature and often produced stylized floral designs. Although one cannot deny there is an obvious link with the other European schools, the Dutch style is very easy to recognize.

This design '5012' by Jaap Gidding was produced in the workshops of KVT (Koninklijke Vereenigde Tapijtfabrieken Rotterdam, Amsterdam, Deventer, Moordrecht). KVT opened in 1797. One of their aims was to create new jobs in a rather poor neighborhood and very quickly prospered into an important industry. The factory closed down in 1978.

### **Artist description:**

Jaap Gidding was a Dutch designer. He was active as a draughtsman, painter, glass painter, wall painter, decoration painter (of interiors), ceramicist, goldsmith, jewelry designer, interior designer, monumental artist, textile artist, and maker of mosaic. Gidding is best known for designing wall decorations for cinemas and ships. For example, he designed the large rug in the central hall of the Tuschinski theatre in Amsterdam, but also the decoration of the Trianon cinema in Leiden.