



Amsterdam School

Circa: circa 1930

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.

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.