

designing the new mediterranean
the shape of a vision

issue one



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Ibiza Interiors — a name that felt natural, almost inevitable. *“It was simple, clear. I didn’t know exactly what it would become, but I needed to start somewhere. I didn’t want something extravagant or pretentious. Just something honest.”*

In the early days, there was nothing tangible — no office, no projects, no team — only an idea. *“I told myself, this is my goal, this is what I want to do. I asked my brother to design a logo, and he sent it a week later. It’s still the same one we use today.”*

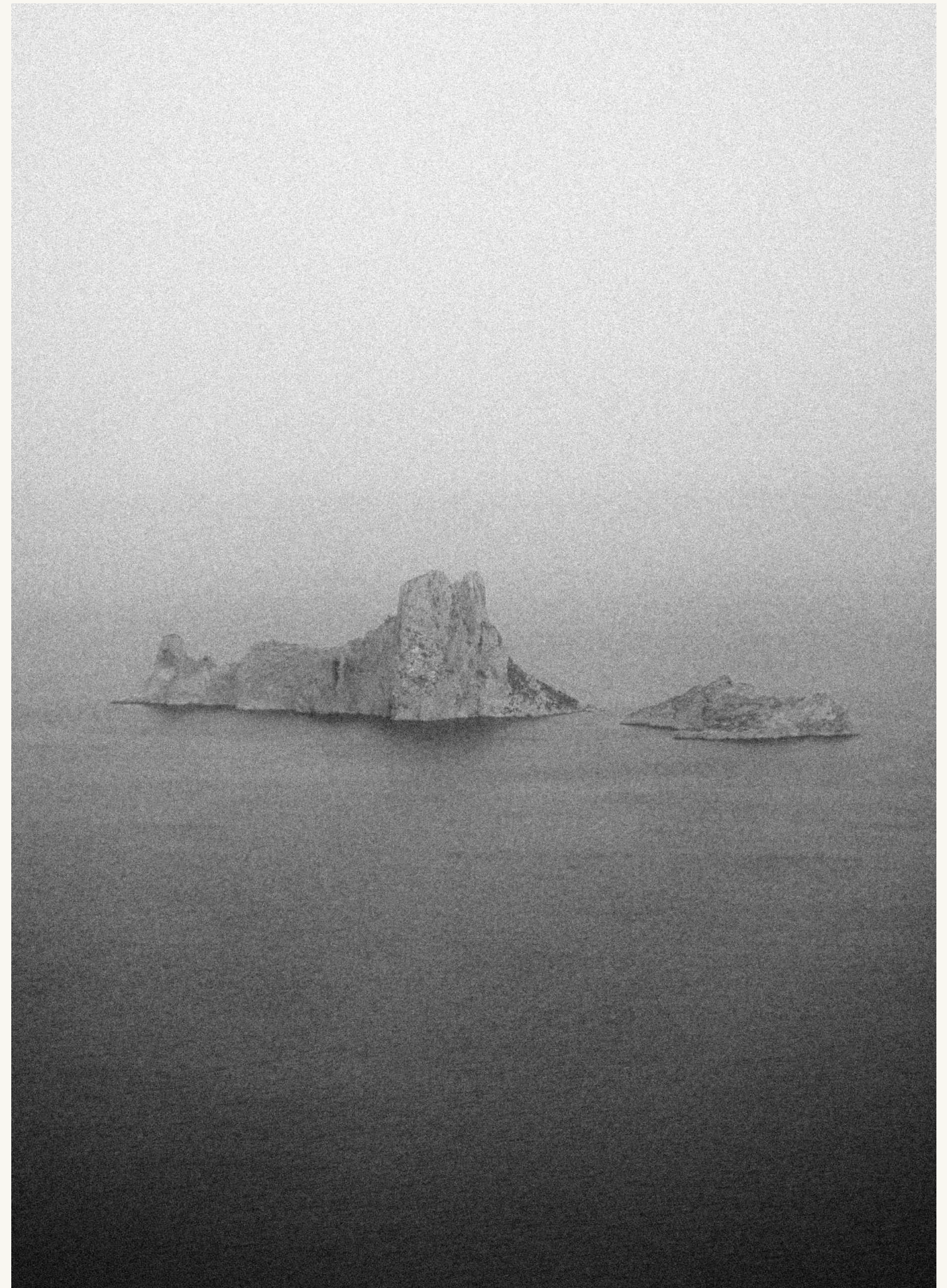
When people think of Ibiza, most picture the island’s vibrant nightlife. But for him, it was always the other side — the serene landscapes, the Mediterranean light, the balance between architecture and nature. *“Of course, with small children, we also dreamed of a slower life. To be outside, surrounded by nature and good weather. It was that ideal — the dream of living like a thinker in the countryside.”*

That dream soon intertwined with opportunity. He saw the island’s architectural potential — its large

villas, its cosmopolitan clients, the creative energy flowing in from all corners of the world. *“Ibiza has this magnetic quality,”* he says. *“It’s a small island, but somehow it opens doors to everywhere.”*

Now, years later, Ibiza Interiors stands as the embodiment of that first vision: a studio rooted in calm and authenticity, yet connected to a global aesthetic. *“Where we are now,”* he reflects, *“is exactly what I was dreaming of back then.”*

*“I already had the name
before I even moved here”*



photography @anaelandreani

jurjen van hulzen

the voice of the founder

To better understand the origin of Ibiza Interiors, founder Jurjen van Hulzen shares how it all began.



Jurjen van Hulzen grew up in Friesland, the northern province of the Netherlands — a quiet, rural landscape shaped by open skies and farmland. His father was a veterinarian, and many of his early memories come from accompanying him on visits to local farms. *“That was my upbringing,”* he says. *“Very hands-on, very down to earth.”*

Later, he moved to Groningen, the largest city in the north, to study at the School of Arts, where he earned a Bachelor’s degree in Spatial Design — a program that bridged interior design and architecture, graduating cum laude.

During his studies, life moved quickly. He became a father at a young age and soon after decided to start his own business. *“It all began as a hobby,”* he recalls. *“I was collecting Eames chairs — those old fiberglass ones — because I loved their design. I didn’t have money, so I’d buy one, restore it, take good pictures, sell it online, and buy two more. It grew naturally.”*

Before long, his apartment was filled with mid-century furniture, and when space ran out, he rented a small garage in central Amsterdam. That garage became The Modern, a furniture shop specializing in original design pieces. *“At some point, I was earning more from the shop than from my job at the architecture office,”* he says. *“So I decided to go all in.”*

He founded his own design studio soon after, working on commercial interiors and architectural projects. Within just a few years, the studio grew to a team of twelve — the same scale that Ibiza Interiors has today. But those early years were intense: two small children, a growing business, and long hours managing both a studio and a retail space.

“It was a big challenge,” he admits. *“But it also shaped me. I was young, learning everything by doing. We had very little at the time, but a lot of drive.”*



Un viaje

“What began as an idea during a weekend in London had become a real, growing studio on the island.”

why and when?

It started almost by chance — a quiet weekend in London, a conversation about life, change, and the search for something different. I’d always loved traveling, and the thought of living somewhere else had been in the back of my mind for years. One night, the idea surfaced clearly for the first time:

*What if we go to Ibiza?
I had never been.*

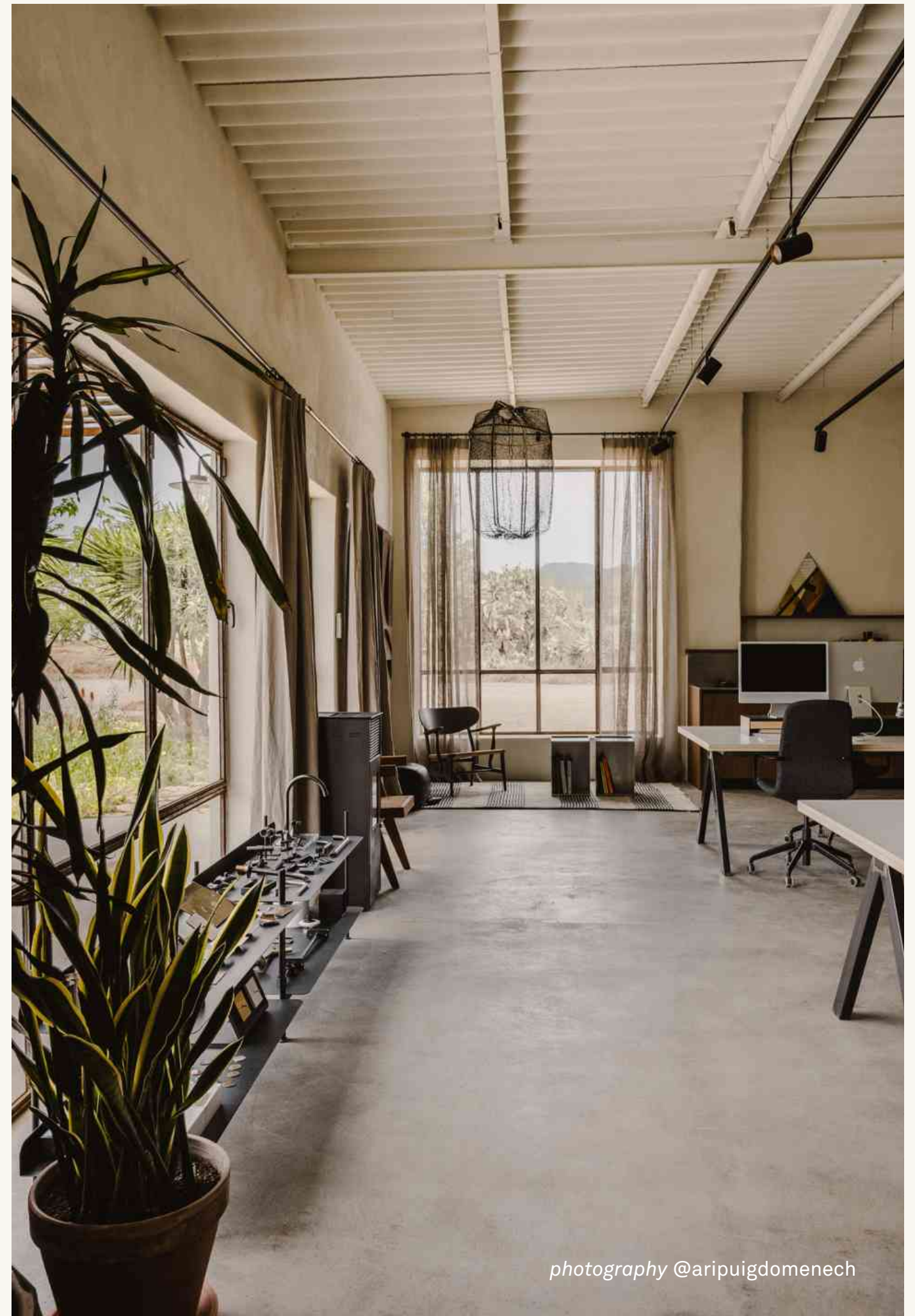
A few months later, I planned a trip and stayed for a month at a friend’s place in the countryside. From the beginning, I could see and feel the potential of the island — the light, the atmosphere, the lifestyle. I also knew it wouldn’t be easy to build something here, but the idea started to take shape.

That was about ten years ago.

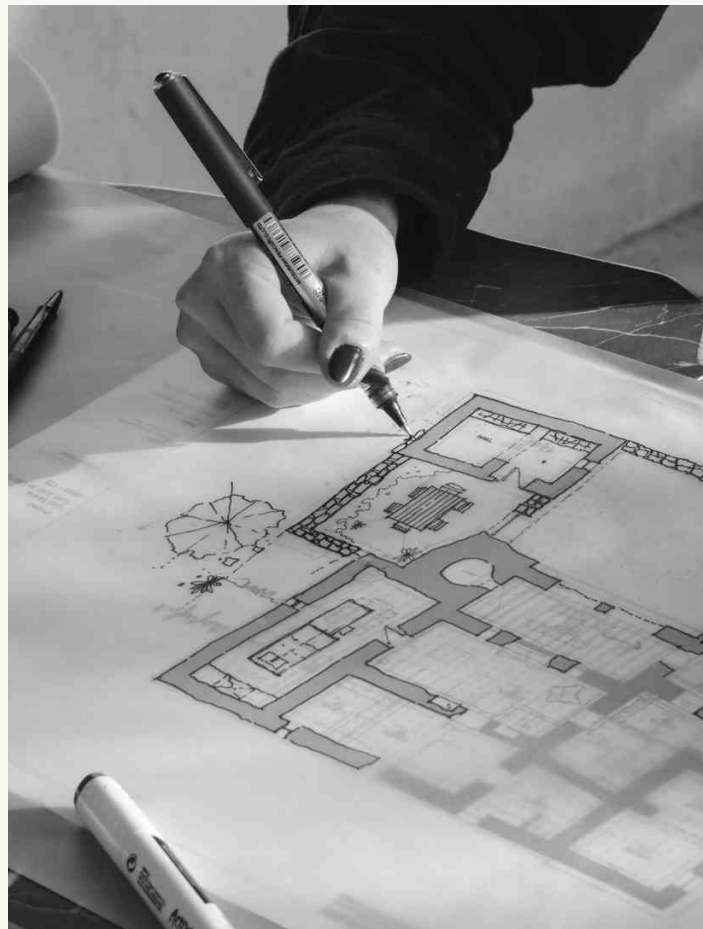
I came back in winter to see what the island was really like off-season, and I liked it even more. Soon after, I found a small house, rented it for a few years, and eventually bought it. That house became Ibiza Campo.

When I first moved, I was working remotely for a company in Amsterdam, traveling back every few weeks for meetings and projects. Over time, I started getting small design projects on the island — simple renovations and collaborations at first. Gradually, my focus shifted completely to Ibiza.

That’s when I decided to officially start Ibiza Interiors.







photography @runesoneville

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un estilo

“WE CONTINUALLY
EMBRACE ADVENTURING
INTO NEW TERRITORIES,
DETERMINED TO
EXPLORE CREATIVE FIELDS
‘ON THE SIDE.’

No two projects are ever the same. That’s intentional. At Ibiza Interiors, each space begins with curiosity — about the building, the people who inhabit it, and the way they want to live. “We never take the easy route,” says Jurjen Van Hulzen. “Every project is a chance to go deeper, to understand the material, the structure, and the story behind it.”

This approach defines the studio’s design philosophy — one rooted in sensitivity, not repetition. Ibiza Interiors works as a celebration of harmony and continuity, where architecture and nature coexist rather than compete. Inspired by the island’s raw textures, its wild shapes, and the palette of greens and blues that surround it, every project reflects a dialogue between past and present.

For decades, Ibiza’s traditional architecture has relied on accessible natural materials — stone, lime, wood — chosen not only for beauty but for permanence. The studio’s work pays homage to those enduring forms, preserving historic character while adapting it to modern life.

The result is a clear, functional structure that seamlessly blends contemporary, classical, and traditional elements. Each project becomes an individual expression of place, shaped by the landscape, the client, and a constant pursuit of balance.

HOW
WOULD
YOU DEFINE
IBIZA
INTERIORS?

Ibiza Interiors is, in essence, a full-service design studio — a single point of contact for everything from concept to completion. “We can take care of the entire process,” explains founder Jurjen Van Hulzen. “From the first sketch to the final styling, we manage every stage — design, technical drawings, FF&E specification, custom furniture proposals, and decoration.”

This integrated approach allows for total coherence between architecture, interior design, and execution. Every detail — from spatial planning to material selection — is handled in-house or under direct supervision, ensuring that creative vision and technical precision evolve together.

“What makes it special,” Jurjen notes, “is that clients don’t need to coordinate multiple teams or firms. We act as one contact throughout the whole journey.”

In an island context where craftsmanship, logistics, and timing can easily complicate projects, this holistic structure is not just convenient — it’s essential. It allows Ibiza Interiors to deliver spaces that feel effortless, timeless, and deeply connected to the local environment.

Every project at Ibiza Interiors begins with a concept. The team doesn’t design simply to meet a brief or follow a preference; each idea is built around a story that connects the client, the property, and its surroundings.

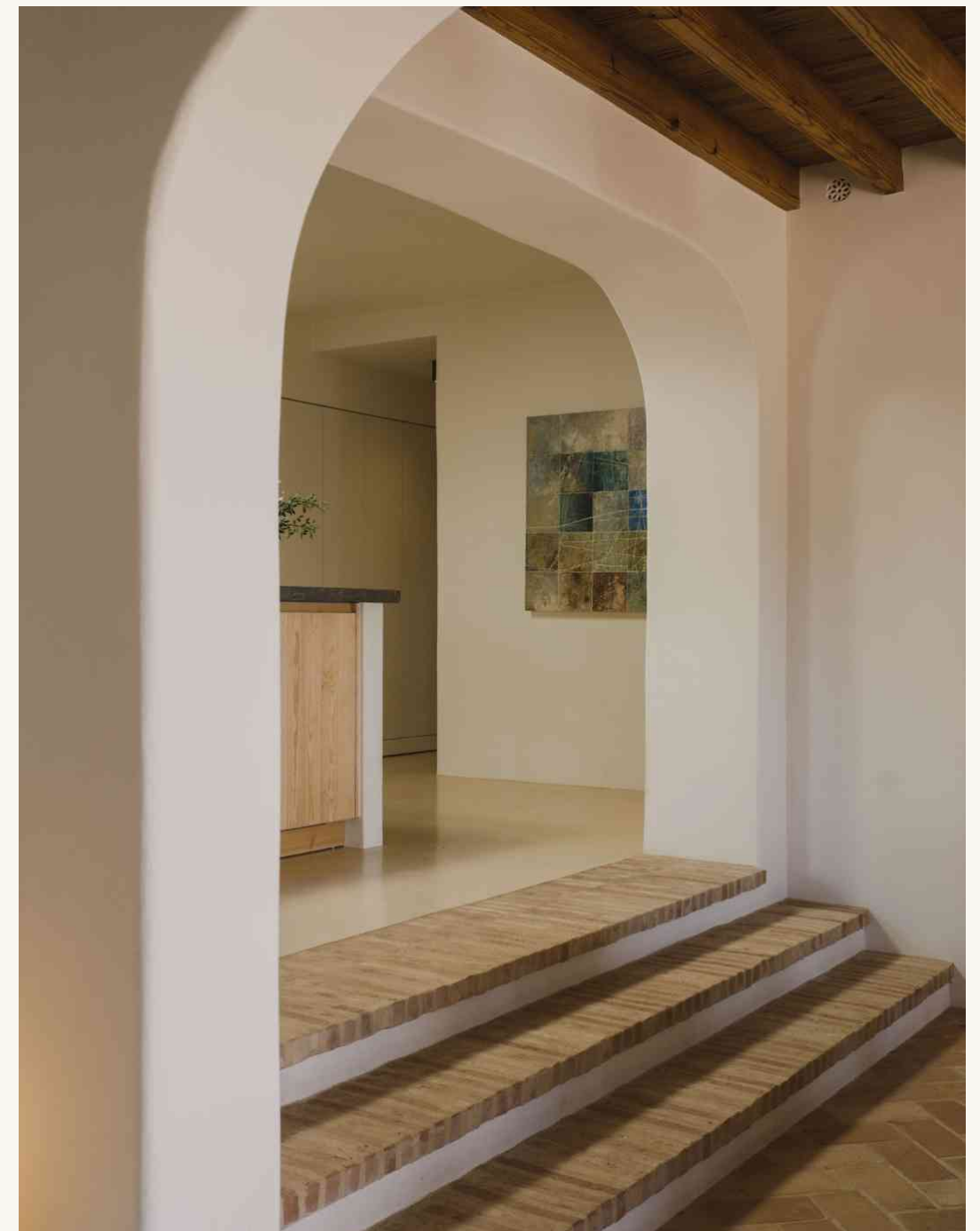
This narrative framework becomes a guide through every phase of design — from the first sketch to the smallest material choice. It helps ensure that each decision supports a clear direction, resulting in spaces that feel intentional and coherent.

Working this way is rarely the easiest path. It demands research, reflection, and constant dialogue between vision and reality. But that challenge is what keeps the process alive — and ultimately, what makes every Ibiza Interiors project unique.

WHAT’S
YOUR
CREATIVE
PROCESS

What began as a personal challenge evolved into Designing the New Mediterranean. A single designer’s search for *balance* between architecture, craftsmanship, and lifestyle — has grown into a *multidisciplinary* studio shaping a new vision of Mediterranean living.

photography @aripuigdomenech





photography @aripuigdomenech





designing the **new**

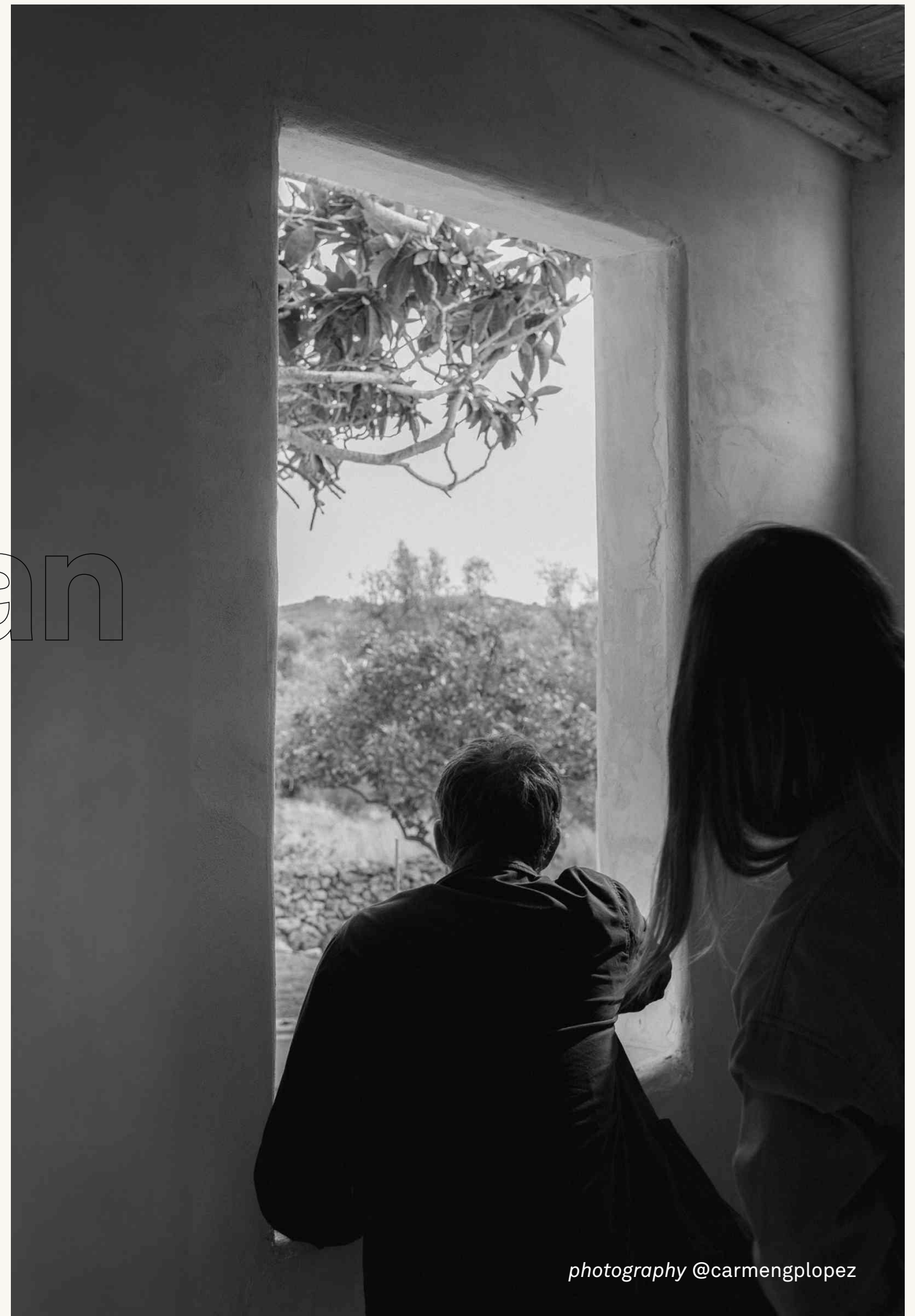
mediterranean

una empresa

What began as a personal challenge has evolved into a multidisciplinary design practice — shaping spaces that reflect a contemporary interpretation of Mediterranean living.

The studio continues to explore how tradition and modernity can coexist — crafting environments that feel as effortless as they are enduring.

Each project becomes a dialogue between tradition and innovation, simplicity and sophistication — a quiet evolution of what it means to live beautifully in the Mediterranean today.



photography @carmenglopez



photography @aripuigdomenech



