

Rock-'n-Roll interiors

Rock-'n-Roll INTERIORS

The eccentric world of Casper Reinders

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6 INTERIORS

Rock-'n-Roll

CONTENTS

INTRODUCTION	15
Casper Reinders	
I Bo-Nam	16
Nieuwe Doelenstraat 26, 1012 CP	
II NACIONAL	28
Nieuwe Doelenstraat 26, 1012 CP	
III BUMBU	44
IV JOYA	58
Nieuwe Doelenstraat 26, 1012 CP	
IV LION NOIR	74
Nieuwe Doelenstraat 26, 1012 CP	
VI LIBERTINE CAFE CAFE	86
Nieuwe Doelenstraat 26, 1012 CP	
VII CLUB NL	100
Nieuwe Doelenstraat 26, 1012 CP	
8 home	118
Nieuwe Doelenstraat 26, 1012 CP	
IX CHICAGO SOCIAL CLUB	136
Nieuwe Doelenstraat 26, 1012 CP	
X LIBERTINE PETIT CAFE	156
Nieuwe Doelenstraat 26, 1012 CP	
XI JIMMY WOO	166
Nieuwe Doelenstraat 26, 1012 CP	
XII LIBERTINE COMPTOIR de	
Nieuwe Doelenstraat 26, 1012 CP	
CUISINE	208



8

ROCK & ROLL INTERIORS

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I DON'T
I DON'T

I DON'T
LIKE THAT

LIKETHAT

LIKE THAT

FUCKING
FU
FUCKING

NAME
NAME
NAME

NAME
NAME

How many twenty-first-century entrepreneurs without email do you know? And how many successful entrepreneurs without email do you know? It's likely a rare phenomenon. Meet Casper Reinders: definitely a rare phenomenon.

No computer, no office, no plans—just a venue and an idea.

Casper Reinders

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11

It all started in Haarlem, found its inspiration in New York, and established its definitive base in Amsterdam. After running a couple of successful restaurants, Casper started an illustrious club called Jimmy Woo in 2003. For over fifteen years, “the Jimmy” has been a game-changer in Amsterdam's night-life through its programming, its door policies, and, of course, by the way it looks.

Because, if you ask Casper what he has changed in “that game”, the answer will be his interiors. Through rare collections of colors, curiosities, and creativity, Casper knows how to create an atmosphere you'll rarely find anywhere else. He's an avid collector of pretty much everything. His collection consists of, what you would probably call exotic and luxurious antique—although maybe it's just an extreme amount of junk, shipped to his home or any of his (we never know how many) restaurants, bars, and clubs in Amsterdam. The thing is, Casper knows exactly what kind of junk he's buying, and he certainly knows how to make it feel like a luxury.

Most of the time, he does it without a plan. And if you think about it, that's actually quite logical. Why would you design something before you know what the building is going to look like? Casper enters a venue, and within the first fifteen minutes he decides what it's going to be. An antique model plane on the ceiling, a taxidermy peacock on the wall, and perhaps a Chinese opium bed in the corner. Casper imagines it, thinks of a concept, and starts calling his friends. (He has quite a lot.)

Casper has a distinctive style, but none of his interiors look alike. Well, maybe his Libertine cafés and restaurant catch a similar vibe, but even those places all have distinctive characteristics. Each restaurant, club, or bar has its own peculiar collection of antique curiosa, exotic decorations, and pieces of furniture that are sometimes older than the building itself. Casper doesn't work with a mood board, nor with a drawn-out floor plan, but somehow he manages to put a successful new place in business every time.

He actually knows jack shit (his own words) about food—but what he

INTRODUCTION

does know is that he shouldn't interfere with stuff he has no knowledge about. His businesses are always an extensive collaboration between him and his partners, each pitching in different qualities and expertise. Let the people who know about what's hot do the programming, let the people who know about food do the menu, and let the DJs who know about music do the playlist. Casper sticks to his craft, which



is making sure it looks extraordinary, and he leaves everything else to the people he works with.

In Casper's life, more is more. This means his body is covered in tattoos, he opens a new restaurant practically twice a year, and he can hang a full-size canoe on the ceiling of a fancy restaurant like Lion Noir. He doesn't like to think too much about anything, which might not make him the easiest person to work with. However, the people around him know exactly what to expect, which makes working with him extremely efficient.

While other people get older, Casper seems to become younger.

Other people work a few years on a new restaurant; Casper opens multiple new places every year. Other people plan; Casper just does it. Regardless of budgets, and perhaps even responsibilities, Casper and his team work fast and based on feeling rather than rationale.

It shows in his interiors. Some might not even be instantly recognizable as Casper's. They do, however, have a distinctive atmosphere. “I don't want everyone to like it. If everyone liked it, I would have done a bad job.” For over two decades, Casper has managed to attract the tastemakers and “it” people of the world to his venues. His places appeal to the cool and fend the fool, making nearly every spot he owns a place to be. It's the funk that hangs around him and his places. Again, something others don't have.

Plenty have tried to mimic it; copies of his interiors pop up all over the world. But what these copycats seem to forget is the only blueprint Casper uses in his work: Amsterdam. The city has become his playground. He walks the canals from one café to another restaurant every day. It's the basis of his inspiration.

This book is your chance to get inspired through great photography and surprising elements that perfectly fit Casper's Rock 'n' Roll Interiors. “I don't fucking like that name,” he says. That's because he doesn't consider himself rock 'n' roll. And perhaps it's best if no one does.

But the title is actually pretty spot-on. Rock 'n' roll is a way of living—a youthful, rebellious culture that can't be confined by categories or subjected to stigmas. Casper does exactly what he wants. This results in an eclectic style of interiors and a lifestyle that takes him all over the world. You could say that Casper is a pretty weird guy, although he might argue that the world is weird, and he's completely normal. There's no way you could put him or his style in a box; there's no way of containing him at all. So yeah, it is rock 'n' roll. It is Casper Reinders; definitely a rare phenomenon.



13

Well?
Nothing.
Show me.
There's nothing to show.
Try and put it on again.



Bo

Bo Nam is what happened when Bo Cinq was cut in half. After the successful formula of Bo Cinq had reached its max, the venue was rejuvenated and transformed into a Vietnamese bar-restaurant with an urban twist.

Owned by Casper and four friends, Bo Nam is considered by Casper as one of his most personal projects. “Bo and Nghia have worked in my company for years, so to work together with them this way is very special to me.”

The idea behind Bo Nam was to create a Vietnamese street food restaurant with a Western urban twist. “If you’re a cool dude in Vietnam, do you want it to look like 1980s Vietnam or like something that’s now? That was the question we started with, and the result, I think, is something that appeals to everyone who is young and streetwise.”

Nam

To work with Bo and Nghia puts me very much in a special place



ROCK-'N-ROLL INTERIORS

This vibe was captured by implementing Asian details in an urban interior. Skulljan’s tiger camo paint on the walls hits both the street style and Asiatique culture, while contemporary art created by San Ming, and simplistic furniture pieces create a clean whole with the nonchalant stucco.

With a cocktail lounge, private dining area, bistro, and

forty square meters of outdoor terrace on the Lange Leidsedwarsstraat, Bo Nam has become one of the many hotspots around the infamous Leidse square (where Jimmy Woo and Chicago Social Club are also situated). A go-to place for Vietnamese (street)food, infused with international allure.





18

ROCK-'N-ROLL INTERIORS



Refined yet informal



19

BO NAM



20

Lange Leidsedwarsstraat 57, 1017 NH Amsterdam

BO NAM

20

21

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