

The concept behind Klip: Soul-centered design for interiors



Design philosophy

Klip is a holistic interior brand offering floating wall shelves and ledges. It is built on a self-developed philosophy inspired by finding meaning in life through time spent in natural landscapes — translating that inspiration to home design and engaging in creative activities within the designed home.

Klip is the first brand to translate a self-developed soul-centered philosophy into design features — shape, color, texture, and configuration. Each product is not only practical and aesthetic but also a nudge: a gentle reminder to reconnect with nature and, through it, with one's true essence.

In landscapes, "souls" such as plants, flowers, and trees grow through the interaction of elemental forces — water, fire (sunlight), air, and earth — into unique forms. Likewise, we can grow into our true shape by spending time in nature, as these same elements exist within us:

- water (thoughts)
- fire/sunlight (emotions)
- air (life force energy)
- earth (physical/physiological reactions)

By observing nature's colors and forms with an open mind — expressions of harmony — we can reconnect with a source of true meaning often lost in modern life. In these moments of harmony, hidden desires — our true self — may surface, offering insights often obscured by society's pre-defined structures.

Bringing that personal feeling of harmony into your home allows us to design spaces that act as sanctuaries, reflecting our individuality and nurturing creativity. As a result, these spaces give hidden desires room to unfold, guiding you to explore their meaning, discover how to fulfill them, and bring them to life through your creations. Our shelves support this engagement, holding items that inspire you — books, vinyl, or art — helping you express your unique essence.

As we evolve, our homes can evolve with us, shifting with new inspirations drawn from nature. Within them, our shelves can become living displays, changing as we grow and create, filled with the items that inspire us to create. Through this ongoing process, we can experience a quiet form of rebirth, breaking free from societal expectations and reconnecting with our true self.

Shape

The connection between humans and the potential of landscapes for inner harmony is expressed by linking the four elements within landscapes and ourselves. The shelves take the shapes of seven essential human organs — heart, kidneys, liver, stomach, lungs, brain, and intestines — vital to existence and thus experiencing those elements within us. Each shape represents both an organ and a landscape, uniting body and nature in a soul-centered design.

Each organ is linked to a virtue inspired by its function — representing what it means to find one's true self and live from it:

- Love (Heart): Emotional connection, empathy, and compassion.
- Wisdom (Brain): Clarity, mindfulness, and self-awareness.
- Vitality (Lungs): Energy, enthusiasm, and meaningful engagement.
- Courage (Liver): Strength to face challenges and grow.
- Strength (Stomach): Grounding, persistence, and stability.
- Balance (Kidneys): Harmony of mind, body, and emotion.
- Growth (Intestines): Evolution, transformation, and progress.

Traditionally, people enter nature for food and movement — both essential for physical and mental health. The products highlight that while this is true, sustained self-care can have a deeper motivation: a connection with one's true essence, discovered through soul-centered creation inspired by nature rather than society.

To express this, each organ-shaped shelf takes inspiration from a food known to particularly benefit that organ — foods whose forms also naturally resemble them: a tomato for the heart, a bean for the kidney, garlic for the liver, ginger for the stomach, broccoli for the lungs, a walnut for the brain, and a sweet potato for the intestines. To express physical exercise, the lines evoke movement and rhythm, symbolizing the body's energy in motion.

Each design embodies a holistic journey — aligning inner harmony, soulful expression, healthy nourishment, and movement. Each shelf is designed with the intention of guiding us toward a deeper understanding of life's meaning, inviting users to create spaces that reflect their true essence, and let it inspire creative activities within those spaces.

Configuration, material & texture

Through configuration, material, and texture, the shelves also embody soul-centered design:

- Configuration: Invisible brackets make the shelves appear to float — mirroring how landscapes uplift the Soul's hidden desires into awareness.
- Material: Made from lightweight yet durable aluminum, representing the Soul's resilience and delicacy. Its strength and minimalism symbolize endurance and continuity, even through life's challenges.
- Texture: A fine-grained coating reflects the Soul's evolving nature — each nuance a new desire or aspect of potential revealed.

Through these qualities, each piece serves as a reminder to discover and act upon your Soul's desires, guiding users through a 7-step Soul-alignment process which involves steps from integrating Klip pieces into the home to engaging in creative activities within those spaces.

About the brand name

Klip refers to a hill in the Dutch coastal town of Wassenaar, gateway to the natural areas of Berkheide, Meijendel, and the beach — the very landscapes that inspired the designs. The name symbolizes a gateway for others to connect with the hidden desires of their own Soul.

In Dutch, klip also means sea stack — rock formations sculpted by the 4 elements. Once part of cliffs, they fall, submerge, and rise again in new, sculptural forms. This mirrors our own process: hidden desires (the rocks beneath) rising into consciousness (above the surface) through the harmony of natural elements — forming a unique Soul shaped by balance of mind, heart, spirit, and body.

Our logo reflects this: a sea stack rising above the water, subtly forming the number 7 — a symbol of completeness. The 4 rocks represent the 4 elements, the feeling of inner harmony that is its foundation. On our website, the 7-step process embodies this journey toward wholeness — combining inspiration from Scandinavian Design, Biophilic Design, Ayurveda, Gaston Bachelard's *The Poetics of Space*, Edvard Munch's *The Scream*, Georgia O'Keeffe's *Ghost Ranch*, and the psychology of color and shape.

On a more concrete level, the name Klip also refers to the brand's four core values: knowledge-based, long-lasting, inspiring, and practical.

Bringing Klip into your home is an invitation to self-discovery and transformation — to design your space inspired by nature, engage creatively within it, and in doing so, connect with your true self.