

Future Designing

How Schiphol uses terminal ambience to create confidence, clarity and connection

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The logo for AMS Schiphol, featuring the letters 'AMS' in a bold, white, sans-serif font, enclosed within a thin orange circle. To the right of the circle, the word 'Schiphol' is written in the same white, bold, sans-serif font.

AMS Schiphol

An aerial, top-down view of a busy city intersection. The scene shows multiple lanes of traffic, including cars and a bus, moving through the intersection. A large, white, stylized number '10' is overlaid in the center of the image. The surrounding area includes a pedestrian crossing with white stripes, a green glass-enclosed structure, and various urban elements like trees, streetlights, and a 'STOP' sign. The overall color palette is muted, with greys, greens, and the red of a dedicated bus lane.

10



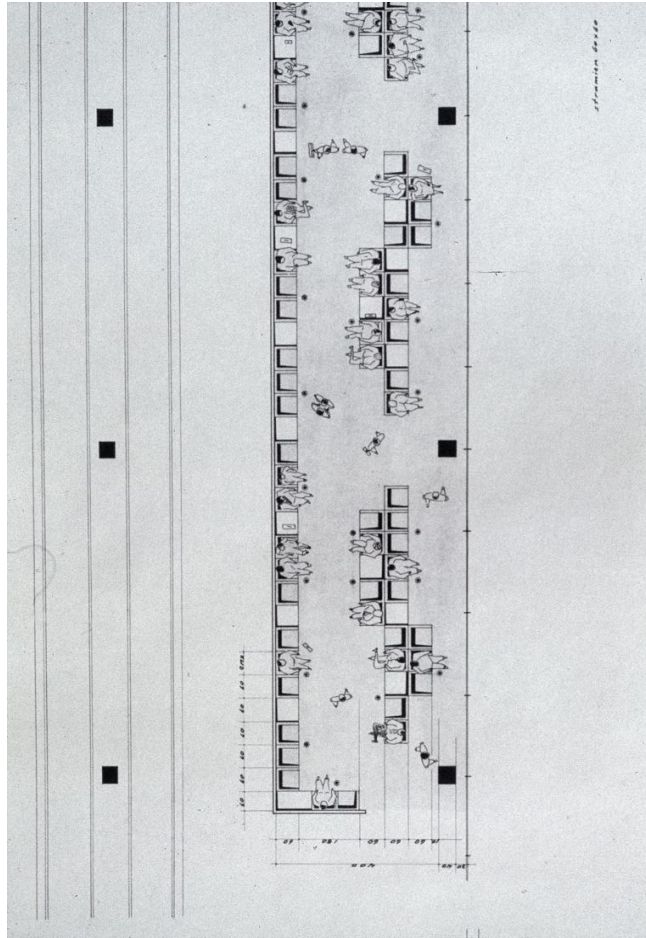
Ambiance is not what passengers see, it is what they feel

Designing calm in a complex airport

AMS Schiphol

The original ambition

1967: designing confidence for a new generation of travelers



One terminal, one journey

Clarity through continuity



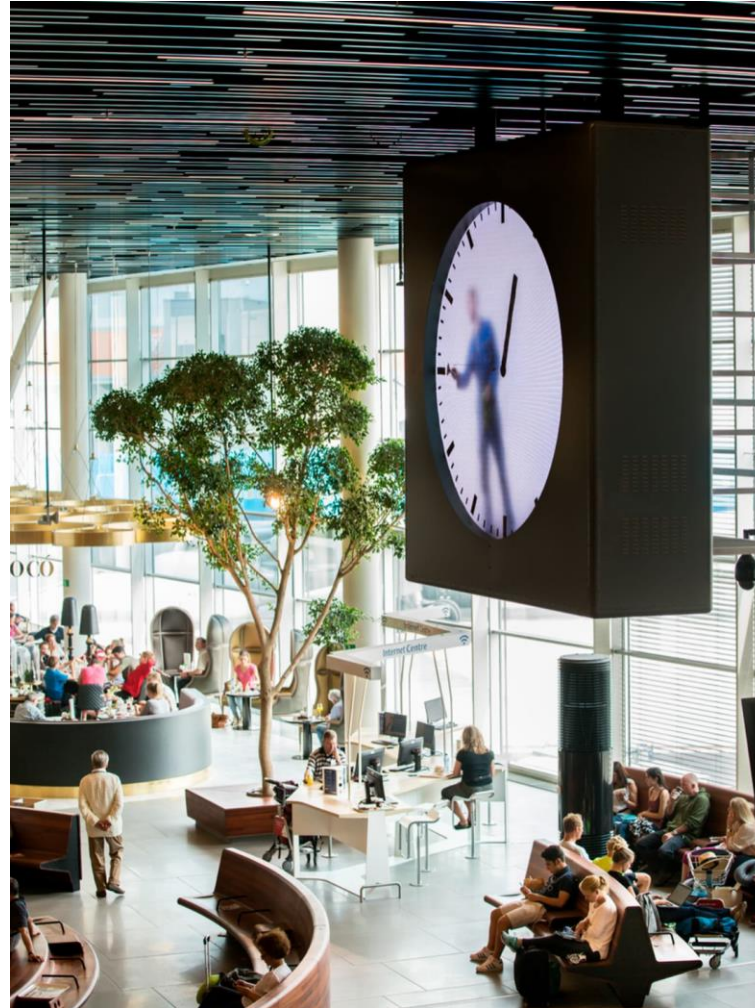
Dutch design DNA

A Dutch design attitude: order, simplicity and detail



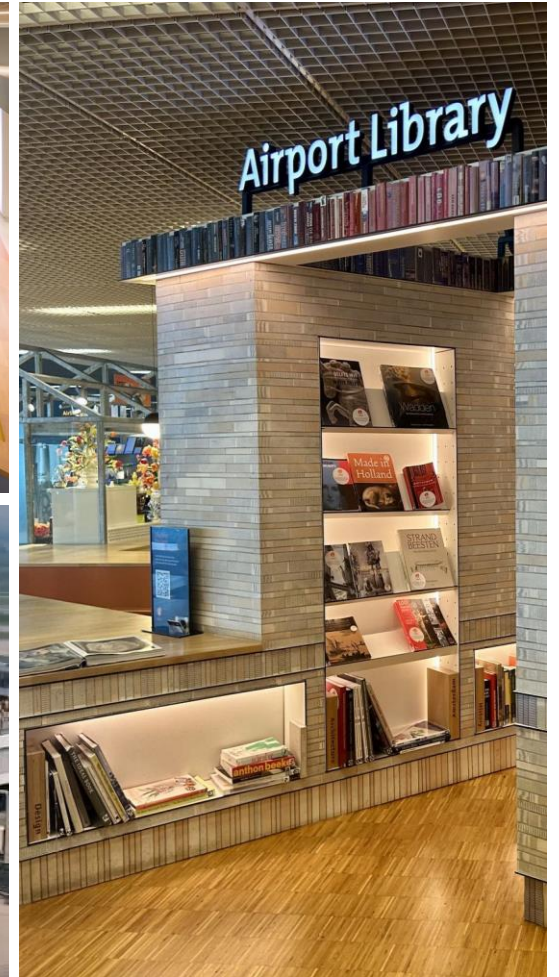
Art as part of the journey

Art as orientation, not as an ornament



Expanding the experience

From moving people to hosting people



Lounge 1 redevelopment

Creating choice within one coherent space



The honest diagnosis

Growth added complexity and had impact on coherence

Lack of an overarching design vision and identity resulted in visual clutter and a poor experience



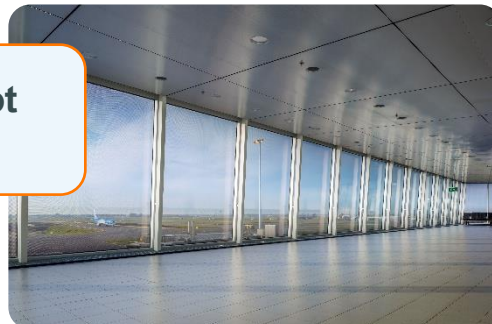
Too many architects (25+) were active at once, creating inconsistent standards



Fragmentation weakens asset quality, operational performance, and hinders modular building



Today's contractual approach with architects is **not** compliant with EU procurement law

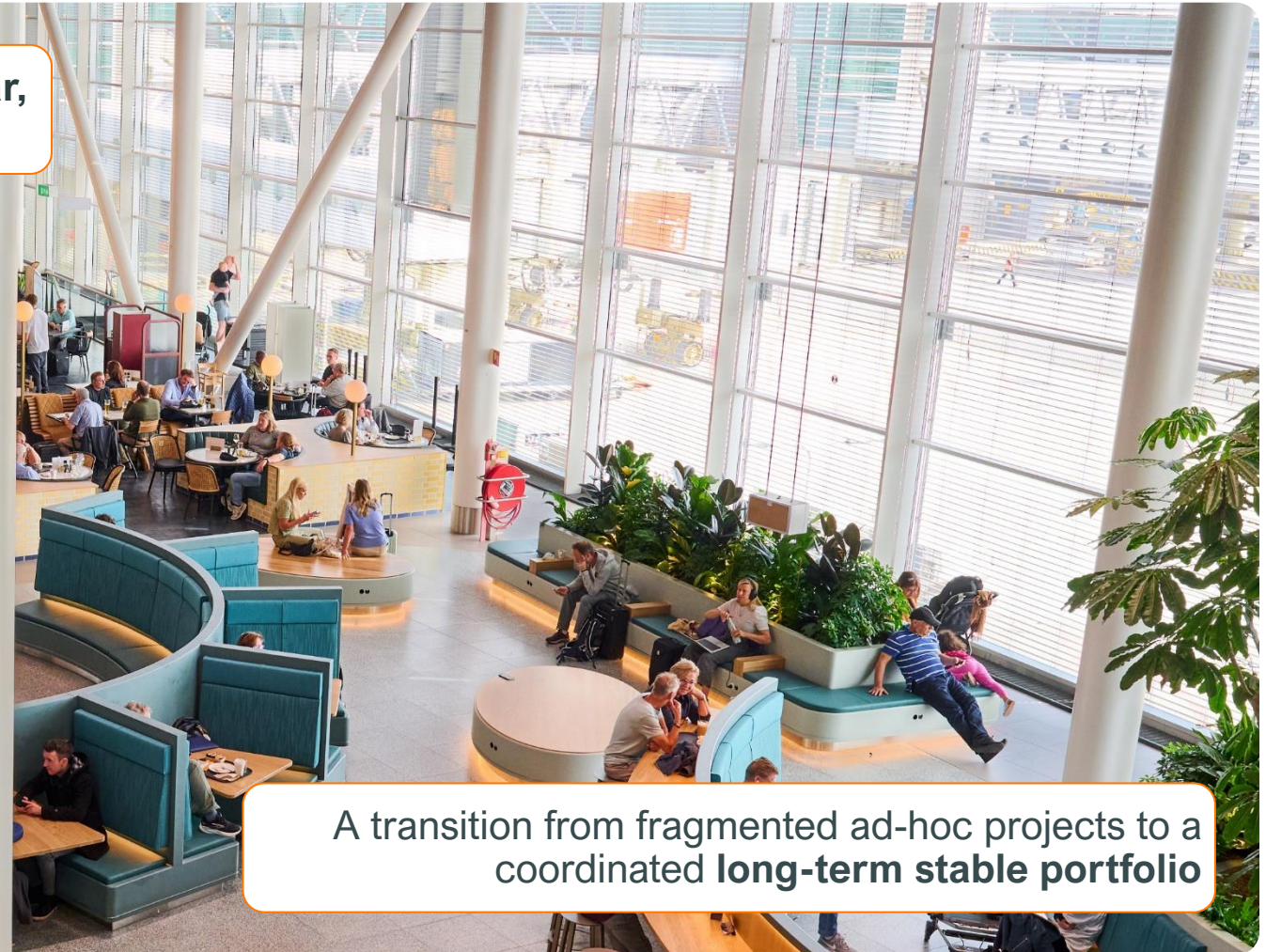
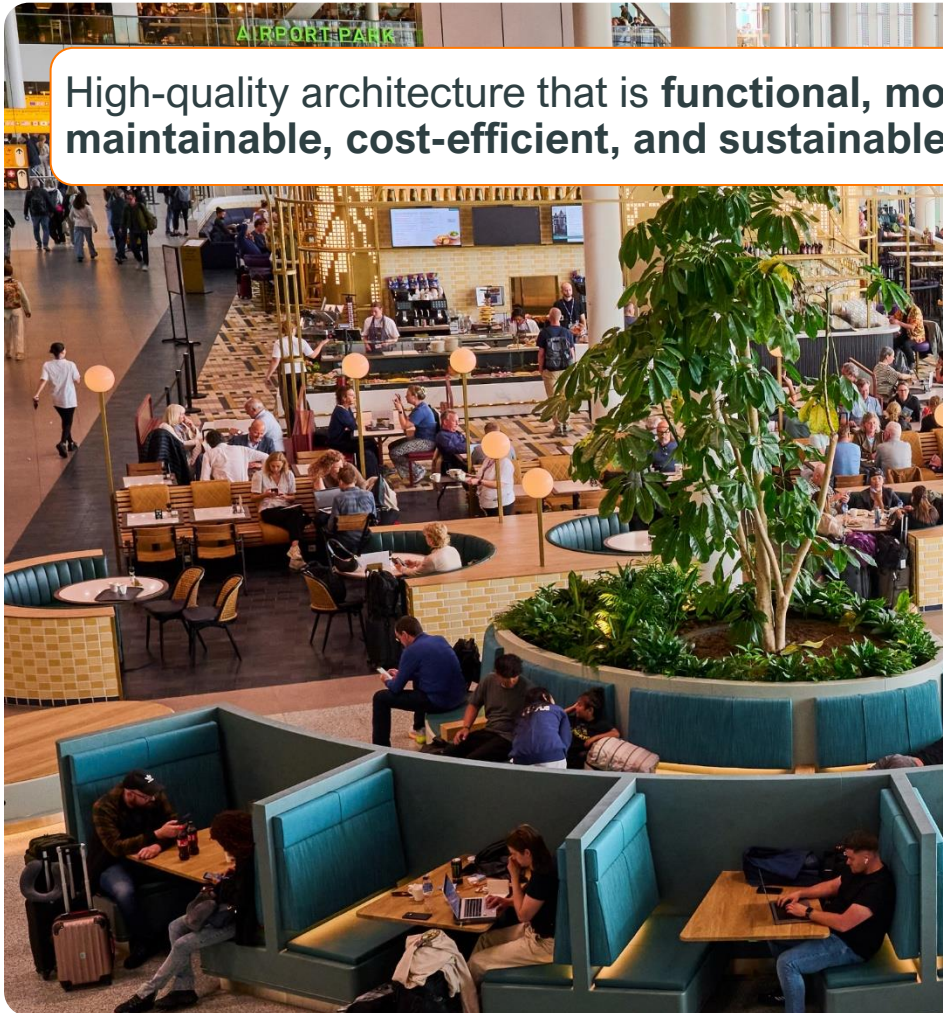


Implementation of our masterplan touches every passenger-facing area in the next fifteen years...



...providing the best opportunity to bring back clarity, direction and coherence across the airport

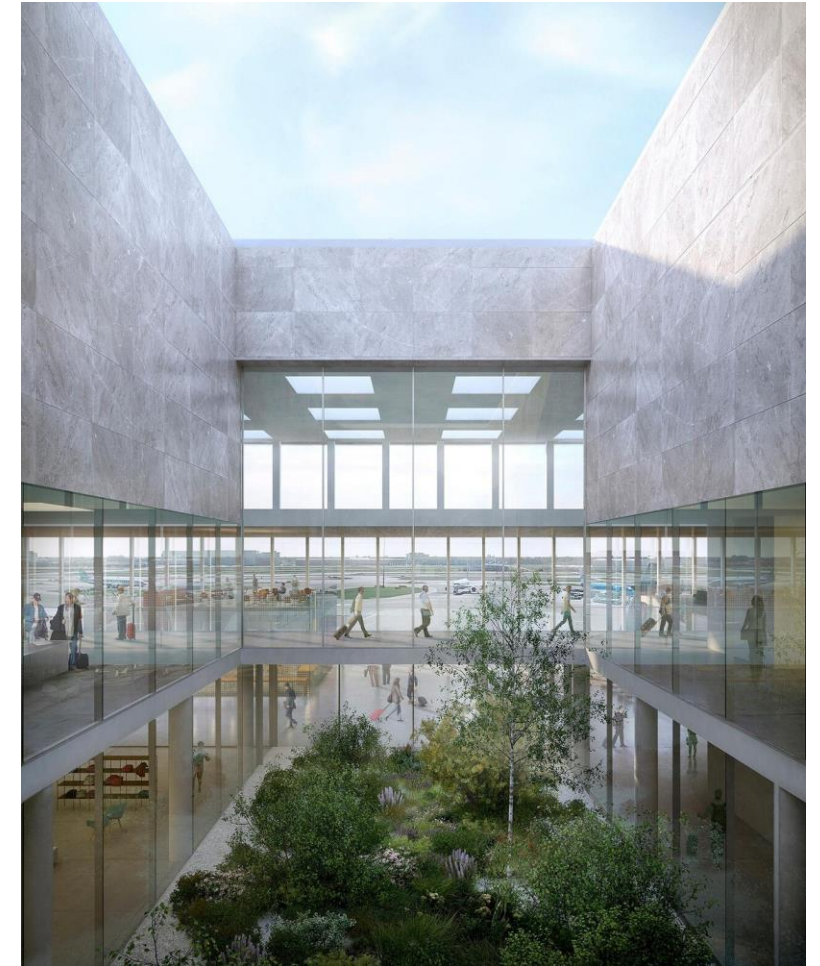
High-quality architecture that is **functional, modular, maintainable, cost-efficient, and sustainable**



A transition from fragmented ad-hoc projects to a coordinated **long-term stable portfolio**

The new design system

One design vision for the entire passenger journey



Past and future

Back to simplicity, not back in time



A young child with dark hair, wearing a colorful patterned sweater and a backpack, stands in a busy airport terminal. The child is looking down at their hands, which are holding a small stuffed animal. The background is a blurred view of the airport interior with other passengers and bright lights.

From processing passengers to hosting people

A great terminal gives people clarity,
confidence and connection

AMS Schiphol

A young child with dark hair, wearing a colorful patterned sweater and a backpack, stands in a busy airport terminal. The child is looking down at their hands, which are holding a small stuffed animal. The background is blurred, showing other people and airport infrastructure. A dark grey rectangular box with an orange border is overlaid on the left side of the image, containing the text "Thank you".

Thank you

The logo for AMS Schiphol, featuring the letters "AMS" in white inside an orange circle, followed by the word "Schiphol" in white text.

AMS Schiphol