

PlaceMakers

VÉRONIQUE VANDERNÓOT



a DESTINATION GUIDE
'St. Barth'

BY ROSEWOOD HOTELS & RESORTS

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WHAT *is* PLACE MAKING?

Creativity and culture is the lifeblood of a city. It inspires the stories born from adventure. It speaks to the very soul of the explorer.

PlaceMakers are the embodiment of Rosewood's commitment towards elevating culture and community.

By partnering with PlaceMakers, we together explore the stories of local destinations – with the intention of crafting inspired Rosewood journeys that promote immersive property experiences, meaningful connections, and individual well-being.

Our ecosystem stems from our PlaceMakers – We invite you to explore the world with Rosewood through a local lens. To uncover the traditions, to both learn and create alongside the innovators of art, style, food, family, sustainability and health.

This approach pairs seamlessly with Rosewood's core philosophy, that A Sense of Place® exists beyond the physical form and is also discovered in the intangible essence of community.

Let Rosewood be your cultural concierge. Discover our curated experiences and in-depth destination guides, enriching your global exploration.

VÉRONIQUE VANDERNOOT

words by
SAMANTHA BROOKS

photos by
HUGO ALLARD

the SPIRIT of
NATURE





03 VÉRONIQUE IN GUSTAVIA

introducing
**PLACEMAKER,
VÉRONIQUE
VANDERNOOT**

*You don't need to visit a museum
to view the work of local artist
Véronique Vandernoot.*

Born and raised in Belgium and based in St. Barth for more than 25 years, she has become the island's most recognized artist, as her painted-ceramic tiles don the entrances to the island's many beaches.

Charming, artisanal, and in line with the island's effortlessly chic character, the signs have become as much of a recognized landmark as the beaches themselves. Here, she shares an artist's perspective on exploring and enjoying the island.

What brought you to St. Barth?

VÉRONIQUE: I first came to St. Barth in the early '80s, when I was working for various resorts in the Caribbean, and I had the opportunity to come here for the day—I fell in love with it instantly. I eventually went back to Belgium, where I'm from, and got married and had children, but I always missed the Caribbean. Around 1995, we had the opportunity to come back and move here full time.



04 VÉRONIQUE AT ROSEWOOD LE GUANAHANI ST. BARTH



05 VÉRONIQUE SKETCHING IN HER ATELIER

How did you get into the arts?

VÉRONIQUE : I wouldn't say that I've had formal training, but art has been a part of my life for a long time and in various ways—from painting to studying in advertising school. I always wanted to be an artist when I was young, but my parents wouldn't let me go to art school. In 1998 I saw a ceramic arts studio in Montreal and decided to bring that concept to St. Barth in 2000. People would come into the studio and pick a piece of pottery and paint it—then, we'd fire it in the kiln, and they'd pick it up before they left town. It was great for people who were here on vacation but also popular with locals.



06 LES PETITS CARREAUX - BOUTIQUE



07 BAIE DE ST JEAN

How did you come to design the tiles that mark the island's beaches?

VÉRONIQUE : Through my work in the ceramics studio, I had this idea to paint on tiles around 2006. I had made a gift for my husband that was a large ceramic-tile sign with a castle and wine motif, reminiscent of our hometown in Belgium. I thought I could do the same concept here for the beaches, and I started doing one of St. Jean that included a pelican and the name of the beach. I presented it to the Collectivity of St Barthélemy who liked it and asked

me to do ones for all of the beaches. In all, I created 18 of the tile signs, which took an entire year. People started asking for similar ones but personalized for their own homes. In 2015, I sold my ceramics studio to focus just on the custom work and personalized signs. I also opened a shop that sells the local island motifs I've created on things like keychains, mugs, coasters... along with a lot of other souvenirs.

What makes St. Barth stand out to you?

VÉRONIQUE : When I was 18 and living in Brussels, I painted a canvas with the view from an island with palm tree and a sailing boat. I didn't know it at the time, but it was St. Barth. I've always loved the islands, sun, palm trees, every shade of green and blue. Those are the colors and the landscape you see here, and that is what I paint and inspires me.

It's different from other Caribbean islands because it's very small and very safe and very clean. You can drive from one side of the island to the other in 20 minutes, but you never run out of things to do—especially with children.

08 VÉRONIQUE WORKING ON HER ART IN HER ATELIER



a LOCAL ARTIST'S GUIDE *to* ST. BARTH

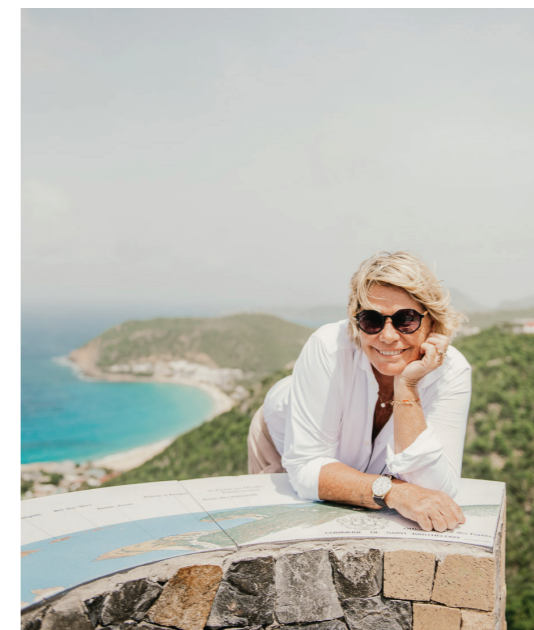
Véronique shares her most inspiring natural wonders and under-the-radar artisanal finds.



09 SALINE BEACH

SALINE BEACH

The nicest beaches on the island are protected by the government so that you can't build on them. This is one of them. The landscape is wild, and back in 1820, it was a salt mine. There are still 12 large rectangles that change from brown to orange to gold where they collected the salt from, even though that stopped in 1970. This is also a popular spot for where the turtles come to lay their eggs. There's no shade or umbrellas here, and it can get windy, so it's not my favorite for eating lunch at, but I love to come here in the morning when it's empty. It's a big beach great for swimming or walking along.



10 ANSE DE COLOMBIER



11 OVERLOOKING ANSE DE COLOMBIER

POINTE COLOMBIER

Like Saline, Colombier is wild, but it's a bit harder to get to. You can either go to the end of Flamands beach and then walk for 20 minutes around the rock formations, or you can park at the peak, and walk down on foot. If you go that way, there's a gorgeous view from above, and on the walk down, you might see turtles, peacocks, goats, and beautiful birds. The walk is also about 20 minutes, but it's doable in beach shoes, and because it's harder to get to, there are fewer people there.

This is a great beach for snorkeling—you'll see sea turtles and stingrays—and

it's where John D. Rockefeller built his house, the only one ever to be built there. He was the first businessman who built a luxury home on the island, back in the late 1950s, and he had his office at the end of the beach, overlooking the sea. Unfortunately, the office was destroyed in hurricane Irma, but you can still see why he chose this as the best spot. It's also a lovely place for a picnic lunch, since you can find shade there. During the day, you'll see boats dock in the cove—being on a boat is also a great way to experience Colombier.

THE ROCK *at* POINT MILOU

This is a very personal spot for me. When I came to the island for the first time, I stood out on the big rocks and took in the view to the airport and St. Jean beach, Corossol, and Pointe Milou. On the other side, you see the turtle island in front of Rosewood Le Guanahani. I've enjoyed coming here over the years with my children and grandchildren, standing on the rocks with the wind in our faces, watching the sun go down.



12 VÉRONIQUE AT POINTE MILOU

LES PETITS CARREAUX

My shop is about 50 square meters and attached to my studio, where I create and people can come see me paint. I actually love it when people come in and ask what I'm working on. In the shop, we sell souvenirs with my designs printed on them including beach signs, mugs, key chains, and other items. We also have Mokes nearby, and I designed a T-shirt with the Moke on it and a plane flying just over it—it's sort of become a signature for the island.

Our tiles are the big sellers though. We have eight sizes that people can choose from, and then I do a design on a single tile or put as many as 50 together, but the typical order is for a pattern across 8 or 15 tiles, like the beach signs.

a VIEW *of* THE ISLAND

I absolutely recommend renting a boat for the day. You can start in the morning around 9am and then return for sunset. When you're on the sea, you discover new places and can see some of the island's most amazing houses that you wouldn't be able to see from the shore. You also see the beaches from a totally different angle, including some completely inaccessible by land. It's also amazing to see how one side of the island is lush and green and the other is dry and rugged. If you come from February to April, you might spot whales migrating as well as dolphins.

Shell Beach is a great place to visit on a boat. Near the water, there's a rope you can climb up and then jump into the ocean from at an elevation of 5, 8, or 10 meters. It's hard to do, but fun.



13 SUNSET AT SHELL BEACH



14 ANSE DE GOUVERNEUR



15 PISCINES NATURELLES - GRAND FOND



16 VIEW OF BEACH MARECHAL



17 TABLEAU AT ROSEWOOD
LE GUANAHANI ST. BARTH
GUEST ROOM

SWIMMING POOLS

There are two spectacular natural swimming pools here: one in Petit Cul de Sac and one at Grand Fond beach. The latter is a bit of a challenge to get to, as you have to hike for 2–4 hours at the top of the island first. But it's a long, beautiful walk to get there and picture perfect once you arrive.

LOCAL ARTISANS

There are a lot of great artists on the island, but it's often hard for them to show their art because the rent for a gallery is too expensive. However, there's a local on the island named Emanuelle Leprince who created an association called The Artists to exhibit their work two or three times a year at different locations on the island. There are so many great people here working in a range of mediums from painting to sculpture to photography. For jewelry, there's a great designer named Fabienne Miot who has a shop in Gustavia and does lovely work with pearls.

BEACH DINING

There are several high-end restaurants located directly on the sand, but I love this new one called Ti Corail which is very relaxed. It was opened by a chef who worked at a luxury hotel on the island for 15 years and has now opened this spot out of a food truck on Grand Cul de Sac. It's just 25 seats and you have a ticket where you check off what you want to eat. It's then served on paper plates or out of a disposable box, but everything is made from environmentally sensitive packaging and recyclable. It's so simple and so lovely.

ROSEWOOD CONNECTION:

Véronique shares some of her favorite ways to enjoy the Rosewood Le Guanahani St. Barth.



18 THE BRIGHT COLORS OF GUSTAVIA

1. There are great views from all over the property, but my favorite is looking out to Turtle Island from Marechal Beach during sunset.
2. I love a good massage. The spa at the Rosewood Le Guanahani is unparalleled for the island, and the Sense Signature Massage is the ultimate way to unwind.
3. There are so many simple pleasures to have here with children. You can snorkel and see wonderful sea life in the lagoon right on the resort's beach, or even just take a stroll on the sand. The Rosewood Explorer's Kid's Club is also a fantastic way for children to meet people their own ages, as well as give their parents some time alone.

CRAFTING CULTURE THROUGH COMMUNITY



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