

DECOoh!



29.08 > 01.09.2010

Brussels  Expo

ZINE

THE VISITOR EDITION - WHAT CAN BE SEEN / FOUND / DISCOVERED at DECOoh! from 29/08 > 01/09/2010 Brussels  Expo



DECOoh!

DECOoh!'s Green Fingers

From hanging gardens to edible flowers: this edition of DECOoh! is all about flowers, plants, green, nature and culture. You can read all about what will be happening at the fair in this DECOoh!zine: the free magazine of this fair, with news from the sector, information about exhibitors and designers, a look at new trends and more.

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Pre-register and Win!

Brother and sister Slots, both managers of Slots Decoration from Spiere-Helkijn in West Flanders, were given the keys of a brand-new Vespa. You can also win one of the many wonderful prizes at the next edition of DECOoh!. How? It's easy: register for the next edition of DECOoh! now at www.decooh.eu.

Not only will you have a chance to win a lovely prize, you also make things a lot easier for yourself: registering in advance saves time at the cash desk – time you can spend at the fair discovering novelties. What are you waiting for?

Pre-register now on www.decooh.eu and win one of the **15 BONGOh!** gift vouchers

On www.decooh.eu you can find inspiration for interior and exterior decoration, new trends, designer tips, practical information about the DECOoh! fair and much more. The site is the purchasing and inspiration platform for decoration professionals in the BeNeFLux. You can also register online to take part in the fair as a visitor, giving you many advantages. Those who register now also have a chance of winning a Bongo gift voucher.



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Long live orange!

The relationship between the Netherlands and Belgium runs hot and cold. We can't live with or without each other. Emotions may flare in football, but solidarity revives as soon as we want to organise the 2018 world championships. The Benelux is ahead of the EC when it comes to cooperation.

The relationship between the Netherlands and Belgium runs hot and cold. We can't live with or without each other. Emotions may flare in football, but solidarity revives as soon as we want to organise the 2018 world championships. The Benelux is ahead of the EC when it comes to cooperation.

A good neighbour is worth more than a far friend, which is why we want to especially invite our northern neighbours and put them in the spotlight. There is of course a reason for this. DECOoh! is unique in the international trade fair landscape, which must be seen and tasted.

DECOoh! is a real trade fair; in a practical and surveyable format. Everything comes together here. It's a balanced package of trade to trendsetters. The international range, selected as a collection for the Benelux market. With regard to timing, DECOoh! is the platform for international firsts and the crème de la crème. There's no lack of foretastes!

DECOoh! can be visited from the Netherlands in just a day, although a night in Brussels is of course not to be sneezed at. DECOoh! takes place in the monumental exposition halls at the edge of Brussels, 5 km away from



the world famous Grand Place, in the centre of Brussels. Belgium is of course a synonym for 'enjoying oneself' - also when doing business. 'Mixing business with pleasure' is a saying that could have been thought up in Belgium. Our exuberant lifestyle and hospitality is simply our best export product! With all due respect, but we don't serve you a meatball or croquette sandwich, but a flower tasting session in the restaurant.

Those who have seen and tasted this trade fair, spontaneously think of DECOoh! Brussels when hearing the word 'Belgium'.

To DECOoh! by Bus or Train

You can visit DECOoh! from Paris by train or from Lille or the Netherlands by bus at a cheap rate! The enrolment form can be found on www.decooh.eu You can also call: +32(0)2 474 85 36 to obtain the form by fax.

PARIJS (Thalys)

Departure: Monday 30 August 2010 at 9:01 am, (check-in at 8:30 am)
Where: Gare du Nord
Return: Monday 30 August at 8 pm
Price: 90€ / pp
Extra: the number of seats is limited! The price includes: journey by Thalys, transport from the station to DECOoh!, the admission ticket for DECOoh! and the visitor map.

LILLE (Bus)

Departure: Monday 30 August 2010 at 8:30 am
Where: entrance of the M.I.N. de Lomme (Marché d'Intérêt National)
Return: Monday 30 August at 8 pm
Price: 20€ / pp (extra cheap price!)
Extra: The price includes: the trip by coach, the admission ticket for DECOoh! and the visitor map.

THE NETHERLANDS (Touringcar)

Departure: Sunday 29 August 2010 (arrival round 10:30 am)
Pick-up points:
- Amsterdam: 7:30 am
- Utrecht: 8:05 am
- Breda: 9:15 am
Return: Sunday 29 August at 6 pm
Price: 30€
Extra: The price includes: the journey, breakfast on the coach, the admission ticket for DECOoh! and the visitor map.

Not Customers but Fans!

Dutch exhibitors have also been coming to DECOoh! for years. During this edition, they will be spoilt a little more and we let them have their say in this DECOoh!zine. Who are they, where are they from and what do they have to say?



MARS & MORE AT DECOoh!
"This year we will be introducing the new Back2Nature: honest, natural and recycled materials that are reused to become beautiful and functional products. For example, bags and pillows made of old sackcloth with lovely prints from India or made using pieces of leather left over in the manufacturing process of furniture, with nice African prints like pythons or zebras. We will also present a collection that includes shed fallow deer and red deer antlers, as well as our trendsetting cocoon matting made of 100% natural fibres."
www.marsmore.com

Appletree

This home accessory and gift wholesaler in 'American Country' style has been taking part in DECOoh! frontrunner Europacado for years.

History & Heraldry Benelux
This redistributor of high quality 'impulse buying products' like fragrant candles, mugs and photo frames have been taking part in DECOoh! since 2003.

"Before taking part for the first time, we asked our customers which fairs they visit and this fair was number one. We find DECOoh! a great opportunity for a chat and to show our latest collections. The atmosphere is very relaxed and trendsetting companies offering quality can be found at this fair. We also make many new contacts here, who invariably become part of our regular customers. We also see more Dutch people every year."

H&H AT DECOoh!

"H&H Benelux will be presenting new articles at the fair, ideal for impulse buys. For instance, we will be presenting the Victorian Gifts display, high quality resin articles such as photo frames, mugs and tea-warmer holders, inspired by the classic beauty of Victorian

gardens. Our new children's series based on dinosaurs will also be highlighted. We will of course also be offering our Fizzy Moon items."
www.history-heraldry.nl

Mars & More

This independently importing and exporting wholesaler focuses on gift and interior decoration shops, kitchenware shops and garden centres.

"In 2002 we decided to become more international and to take part in leading trade fairs in our neighbouring countries. This is how we ended up at the fair in Brussels. Sales have always been good here, we meet new customers and those have already ordered still visit us. We also feel that we don't have customers in Belgium but fans, which we're very proud of. DECOoh! distinguishes itself from other European fairs because of its smaller scale, which makes it more pleasant. The busyness and the stress at other international fairs do not provide the right atmosphere to make inspiring purchases."

"We started getting interest from Belgium a few years ago, so DECOoh! continues to be an interesting fair for us. Our customers are always enthusiastic about this fair, so we are also very pleased about taking part. DECOoh! is rather small compared to other fairs, but exceptionally creative and atmospheric. Customers always get lots of inspiration here. You also see that most exhibitors pay a lot of attention to the styling and decoration of their stand. Appletree has full play in such an environment, as we also pay a lot of attention to unique, self-designed collections."

APPLE TREE AT DECOoh!

"We will be presenting our complete new collection at DECOoh!
www.appletreebv.com

Hendriks Deco

Specialising in home decoration, Hendriks Deco also has a strong connection to flowers and plants, as the company originated from a Maastricht flower shop.

"DECOoh! gives us access to a market with a perfect geographical location. Over 85% of our DECOoh! customers are situated in a 200 km radius around our company, whom we can efficiently serve with our own trucks. What strikes us is the strongly increasing number of customers in France, and their feedback is always the same: 'the prices are a lot lower at DECOoh! than at the fair in Paris'. DECOoh! attracts a wide audience, because it combines the strengths of three former fairs (Florex, Decoforce and Europacado). This combination offers visitors a broader scope than a traditional florist fair. In addition, Brussels is a great city with plenty of appeal, giving DECOoh! a strong international flavour."

HENDRIKS AT DECOoh!

"Our shop articles generate impulse purchases, because they are new and therefore surprising. This is why our assortment at DECOoh! mainly consists of new items that can easily be combined with flowers
www.hendriksdeco.com

Intensive Plant Care

DENIS-PLANTS: TRENDSETTING AND INNOVATIVE
"I actually wanted to be a brewer, but this didn't happen because I love beer too much...", laughs René Denis, who runs Denis-Plants in Beervelde with his wife. His father sowed the seeds of the company, which is now the European market leader of Calathea houseplants. They have now succeeded in giving the plant a flower. This led to a new variety, the Bicajoux®, which will be presented at DECOoh!

"The Calathea is the nicest foliage plant around, with its many varieties and colours. Unfortunately, it didn't have a flower, which we thought was a shame. It took ten years of research to create the flower, give it a graceful shape and to ensure that it would bloom for 18 to 20 weeks. The result is an elegant pastel shade flower. We will be presenting our first 15,000 Bicajoux®."



ROMANTIC WOMEN

"Trend watcher Sandra Könings already said it men usually upgrade and choose bright reds, but women buy the plants. They are more romantic and tend to go for softer pastels. I was glad to hear this, because our Bicajoux® is spot on with the pastel trend. However, one should

not follow trends blindly, as they may be hot in Europe but Asians, for instance, prefer strong, bright colours. This is why we are now also taking things a step further by finding out what the market wants ourselves. Because

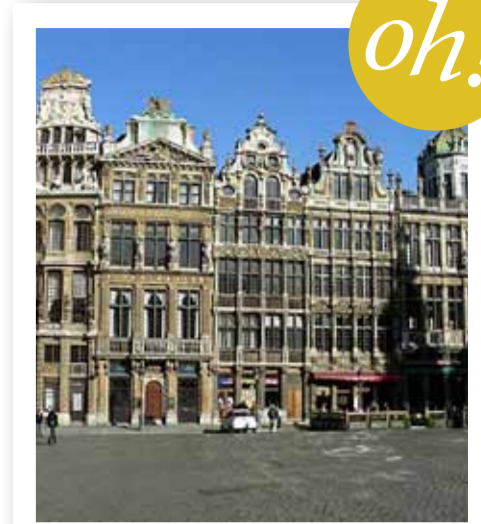


we want to know where our plants end up, we sign contracts with the nursery to let us know. This teaches us that you shouldn't supply plants to Sweden that require a large pot, because people live in such small houses that they have no room for voluminous plants."

AWAY WITH ARTIFICIAL FLOWERS

"I only got to know DECOoh! last year thanks to Daniël Ost, who presented his new Aico Azalea here. Shame on me, as this is an interesting fair for flower binders and related professions. There is still much more potential for the flower sector at DECOoh! because I still see too few living plants. Forgive me, but I'm absolutely opposed to artificial flowers! I would therefore ask each exhibitor with 'dead' material to do something with 'living' material: plants and flowers. The organisers could give exhibitors the impulse to incorporate a flower arrangement in their stand. Now that would be quite something!"

www.denis-plants.be, www.Bicajoux.com



Do you 'Brussel' too?

Of course you go to DECOoh! to discover all novelties and to be inspired for the next season, but why not continue this voyage of discovery in the capital of Europe? The Atomium is still a retro-design gem and the centre of Brussels offers the hippest interior and decoration shops at walking distance from each other.

Themed walk Brussels – Fashion & Design of the Brussels Tourist Bureau (BITC) guides you along 23 not to be missed locations that are bursting with creativity: the shop windows of young designers and established international brands, concept stores and museums and the most atmospheric places to have a bite and a drink. If you have genuine shopping fever, then book a personal shopper on the website www.brusselinternational.be, who will take you to the most exciting boutiques Brussels has to offer for three whole hours.

Flower Power

Brothers Maarten and Jeroen made an alcoholic drink with herbs and living blossoms based on their grandma's elderberry blossom lemonade: RoomeR. At DECOoh! you can visit the brothers for a taste, but you can also order a glass of RoomeR in the restaurant.

"The internet provides many recipes for elderberry-based drinks, but we did years of research before creating RoomeR. Mémé's recipe makes a tasty drink, but we found it too sweet and too strong, so we examined how to reduce the amount of sugar and give the drink more flavour. All these experiments – especially the failed ones! – cost us time

and money. We call what we do 'traditionally modern': a mix of nostalgia and the urge for innovation."

SAVOIR VIVRE

"Making a profit isn't our only objective – people, environment and craftsmanship come first. For instance, we have been awarded the

Environment Charter twice for our efforts to work as ecologically as possible with regard to wastewater, electricity, heat recuperation, solar panels, sound isolation, etc. We are a company that believes that the economy should serve people and not the other way round, which is why we cooperate with –among others– sheltered workshop Ryhove. We also emphasise craftsmanship: we don't add any artificial flavourings but opt for authenticity and quality. We believe that our customers set great store by savoir vivre – just



like it is a statement to buy organic vegetables for your children, so is ordering a bottle of RoomeR in a café instead of a Cuba Libre or house wine of which you don't know which additives they have."

URBAN FARMERS

"We are urban farmers: our blossoms bloom in nature, which we bring to the city after the harvest to be processed there. We could also build a villa on our rural estate, but we believe we should let it remain the countryside, especially in a country like Belgium where nature is no more than a strip of green in between two city centres. DECOoh! visitors can taste and buy our elderberry blossom drink."

www.roomeer.be



Alice in the Christmas tree forest

Christmas will be one of the main themes at the autumn edition of DECOoh! No Christmas is complete without a tree. Many trees, preferably an entire forest full of them. This is why we will be planting a real Christmas tree forest at the fair, through which visitors can parade and stroll, like a curious Alice in Wonderland. The exhibitors will each 'decorate' their own Christmas tree with their most innovative, special and beautiful products. From soft soaps to gift labels and New Year's calendars: all products that can be found as 'decorations' in the Christmas tree forest at DECOoh!. It's an original way of being inspired for the coming Christmas period!

With thanks to ACT for providing the Christmas trees



DECOoh! Designer's Zone

When exhibitors cooperate with designers, this results in special and surprising designs that are innovative, beautiful and inspiring. DECOoh! selected five remarkable designs for the Designer Zone.

BELGOFLOR: Jeannine Vrins

Ceramist Jeannine Vrins left her mark in the wet clay of the LEAVES collection of pots: you can see how she kneaded the clay, shaped and topped the pot. She was inspired by the shape of leaves. "This shape enhances the elegance of pot and plant. They come in vibrant colours – natural green and cloudy beige – that look good in every interior. The pots Jeannine designed for us are original and emphasise the beauty and the simplicity of the plant presented in them."

www.belgoflor.be, www.atelier-okker.com



D&M DEPOT: Tinne Debruijne

In a previous life, ceramist Tinne Debruijne was an interior designer and a web designer, but she will be designing a collection for D&M Depot for the fourth time: 'Squeezed (Ridge)'. "Her designs are timeless, pure but also slightly different due to the use of specific material or the shapes", says D&M Depot, where they also strongly focus on 'EcoDeco': from efficient use of paper in the offices to thorough waste processing.

www.dmdpot.be, www.tinnedebrijne.be

1. LEAVES by Jeannine Vrins for Belgoflor
2. SQUEEZED by Tinne Debruijne for D&M Depot
3. DAVID by Bas van Beek (ex-guest designer DECOoh!) for Gutz
4. SIDE TABLES by Antonino Sciortino for Serax
5. PHB LAMP LED TROTTER by Rudiger Puylaert for Puylaert Home Basics



GUTZ DESIGN: Bas van Beek

The 'David' by Dutch designer Bas Van Beek is made according to an age-old technique. "It is now only used for large sculptures like those you see in Chinese restaurants, where the porcelain is pressed into the mould by hand; a mould consisting of 25 parts that fit into each other exactly. By mixing the classical statue with vases, Bas van Beek created two in one: a unique vase and classic kitsch. The result is a super chic porcelain statue that fits in perfectly in a restaurant, hotel lobby and spa or on the piano of a luxurious apartment."

www.gutz.com, www.basvanbeek.com



Rate my Product

The DECOoh! site is there especially for you. Even more interesting than before, now that a real poll has been added: visitors can vote for one of the items submitted by exhibitors. These votes are also registered in a weekly list of rankings and RSS feed software ensures that interested visitors can be informed about the new products they can vote for.

This novelty on www.decooh.eu offers many extra free options for smooth and direct communication between exhibitors and visitors:

- 1) Exhibitors can inform other exhibitors of their new products, including photos.
- 2) Visitors are the first to find out what's new on www.decooh.eu, so they can immediately form an idea of it.
- 3) The trade press also visits the site to find out news from the sector all year round and to discover what is innovative and inspiring.
- 4) Exhibitors that sent in photos of their items get feedback with geotags.
- 5) Exhibitors and visitors get regular round-ups with exclusive commentary from style experts.

PUYLAERT HOME BASICS: Rudiger Puylaert

Rudiger Puylaert, designer and grandson of the founder of this family business, combined low energy with a timeless design to create the 'Lamp Led Trotter'. "People can opt for the typical white LED light or, through the hood, go for softer amber light. What is extra interesting is that the lamp can serve as emergency lighting in the event of a power cut: it lights up automatically. This portable lamp is ideal for indoors and outdoors. Also for the side of the pool, as the Lamp Led Trotter is splash resistant."

www.puylaerthomebasics.be

Inspirations Square

One of the eye-catchers at DECOoh!, the surprising trade fair for interior and exterior decoration, will undoubtedly be the Inspiration Square. An area that lives up to its name: visitors will be inspired by the remarkable uses of trees, plants and flowers during the edition of Sunday 29 August up to and including Wednesday 1 September 2010.



Two striking examples of how specific plants can be integrated in an interior or garden will be highlighted at the Inspiration Square. They are the result of successful cooperation between several partners, each of them among the top of their domain.

INSPIRING GARDEN CONCEPTS

Daniël Ost and Jan Maenhout cooperated for the design of this section of Inspiration Square. The first sensational element here is the Bicajoux®, a new plant variety belonging to the shade-loving Calathea family and a development of Denis-Plants, ornamental plant cultivators with international allure from Lochristi. Bicajoux®, "gems" that combine a ravishing inflorescence with a striking marking, can be enjoyed in abundance in a unique creation for DECOoh!

Another inspiring garden concept will be an interpretation of vertical gardening, a trend



on the rise. It is the ideal solution for people with little space and the desire for a garden. This concept does require the necessary professional knowledge about flora and planting methods. There will be no lack of this at DECOoh! with Daniël Ost and Jan Maenhout.

One thing is certain, the Inspiration Square at DECOoh! is the place to be for that unsurpassed 'wow' feeling!

New exhibitors at DECOoh!

Ritzenhoff Design & Co

Ritzenhoff Design asks well-known designers and artists from across the world to provide one of the many Ritzenhoff producers with their own design, ranging from champagne and beer glasses to piggybanks and espresso cups. Ritzenhoff's Cas Janssen calls it "ideal gifts and unique collectors items".

"Even if we choose to visit customers more instead of them having to visit us, we still want to be present at DECOoh!: we present new designs and products several times a year that our customers want to see and hold. We were on the lookout for a popular trade fair where we can show our novelties twice a year and DECOoh! offers the ideal possibility. Ritzenhoff Design, but also our two other brands Maxwell and Williams and Brutus Kookt are intended for an extremely wide audience. DECOoh! fits in with our varied range of customers."

ALSO FOR DUTCHMEN

"We are noticing that the Dutch and Belgian markets are gradually being pulled towards each other. Many trends overlap and consumers, shopkeepers and suppliers are watching each other. Many suppliers in the Netherlands are also active on the Belgian market and visa versa. DECOoh! also offers the possibility of seeing new trends in a surveyable setting – larger fairs are too massive for many shopkeepers."

NEW AT DECOoh!

"Ritzenhoff is a well-known brand in Belgium, but we now also have a beautiful collection of high-quality services we would like to present

at DECOoh!. Visitors will also get to see the Maxwell and Williams originally shaped and decorated service, which is of a high quality and at an excellent price. Brutus Kookt will be presenting innovative kitchenware and gadgets based on existing products, like an egg timer that is boiled along in the pan, knife blocks that keep your knife sharp when you put it in it and a flexible barbecue skewer that can be put into the marinade and is heat-resistant."

www.ritzenhoff.nl

Lee&Lewis

Furniture wholesalers Lee&Lewis from Tesenderlo is specialised in furniture for living



rooms and bathrooms, but also furnishes lounge bars, restaurants, bistros and hotel rooms. Manager Patrick Degens explains why Lee&Lewis will be taking part in DECOoh! for the first time:

"DECOoh! is a well-organised and versatile fair, which is important, because a company needs to be very flexible nowadays. After all, everything is temporary and people live from hype to hype, like our unsteady economy. Trendwatching provides a different result every year, so entrepreneurs need to pursue an accurate policy. You need to be constantly alert and diversification is the message. This is why we chose DECOoh! This fair is also a perfect operating base for Belgian companies: we like to play a home match with trusted Belgian manufacturers. DECOoh! offers us this context."

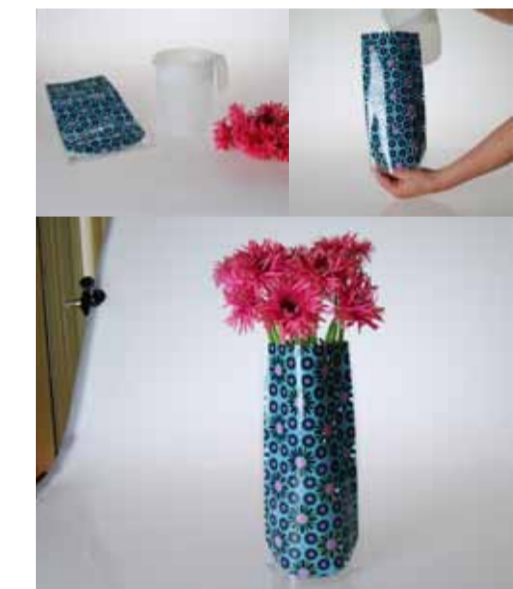
BACK TO BASICS

"At DECOoh! we will be presenting our garden collection: no minimal design but back to basics. It is a very rural collection we will be presenting in a great setting, which is also very kind to our wallets!"

www.lee-lewis.be

Styleset

The Norwegian StyleSet enjoys 'fun and functional products'. At DECOoh! the designers will be introducing their novelty: the Smart-Vase, a plastic vase that takes shape when filled with water and can be folded up and stored away afterwards. StyleSet will be exhibiting at DECOoh! for the first time. Ole Johnsen explains:



"We found information about DECOoh! online and this fair appealed to us immediately due to its efficient communication. We also noticed how service-minded the organisers are on the telephone. So we will be at DECOoh! for the first time. We are curious! I must admit that we're a bit in love with Belgium – the high quality food, the atmosphere and the lifestyle attracted us to do business here."

CHEERY BESTSELLER

"StyleSet is based in Oslo, but because we've lived all over the place and travelled a lot, you can notice influences from many areas. You can see it in the patterns and colours, and we hope our products brighten up the buyer and arouse a cheerful summer feeling. Apart from our bestseller SmartVase (costing just 9 euro and a huge success in Scandinavia), we will also be presenting our 'bendable Vasebrus', 'Silly-con flowerpot' and our 'Textile vase cover' at DECOoh!." www.smartvase.com

Trendstyles at DECOoh!

“In order to survive the changes the world is currently going through, we will have to come up with ‘radical’, ‘autonomous’ and ‘streamlined’ solutions”, says art director Siegrid Demyttenaere, who will be presenting these three trends in a clear way at the Inspirations Square at DECOoh! “All companies and brands that adapt to changes will survive. Survival of the fittest...”

RADICAL SOLUTIONS (1)

“We will have to start thinking more radically, where we also use fantasy, dreams, playing and imagination to devise creative solutions. While something used to be not done in the past, it is now in fact necessary: dreamstorming instead of brainstorming! You will even notice that brands and companies will work as much with storytellers as with statistics to tap suc-

vironment and on what we create ourselves such as providing for our basic needs at home (water, electricity, food and fresh air), intelligent automated gardens, using our home as a holistic place to live. Such an autonomous system per person or family that will be linked to that of other people and families, pre-eminently through the latest technology, will lead to the exchange of sustainable ideas. Our so-



waves of consumption are coming and going, we sometimes wish we could ‘reset’ our overloaded brains. We therefore want filtered information that meets our needs. Consumers are asking their favourite brands to make a choice for them; less rather than more – especially during a time of wastage, pollution, recession and increased awareness. The new business model is about interaction, dialogue, cooperation and creation, and the consumer who plays a major role in the entire process. Brands need to learn to behave like people... They prefer essence, genuine fun to glitter and glamour. We enjoy luxury, but not the hype created around it: the consumer is choosing honest and clear communication about what a product is and can do, instead of falling for a hip style of communication. You will also

notice Smart Phones offering streamlined information and new software will allow us to avoid meaningless chats so that end users will be able to communicate with brands 24/7.”

KEYWORDS, MATERIALS, STRUCTURES AND COLOURS

network / cross-culture / simplicity / lightness / ordering chaos / mobile technology / commitment / the essential / clarity / communication platforms / out of tune / break / less / geometric shapes / mosaic / pale surfaces / surveyable structures / skeletal structures / metal structures / bronze / wooden structures / black and white graphics / simple typography / metals / non-colours / whites and gray / mat brown & black / untones / choosing one colour



cessful new markets. Design and science will also cooperate to develop radical ideas – for example, home printers that allow us to print prototypes in 3D.”

KEYWORDS, MATERIALS, STRUCTURES AND COLOURS

Science & technology / fantasy & imagination / laboratory / playing / childlike typography & graphics / chequered shapes / fake amateurism / deformation / chaotic & creative / collages, absurd combinations / handmade special effects / magical realism + surrealism / simple graphic elements / deconstruction / black woven structures / confusion / unrest / provocation / reflections of light / liveliness / playful bright colours + monochrome colours / blues and greens / clear pinks and purples with lime green / light bright yellow / black

SELF-SUFFICIENT SOLUTIONS (2)

“We want to take care of ourselves in this time of imbalance and recession: autonomously, not dependent on something or someone. The consequence is that we are increasingly turning to what is available in our local en-

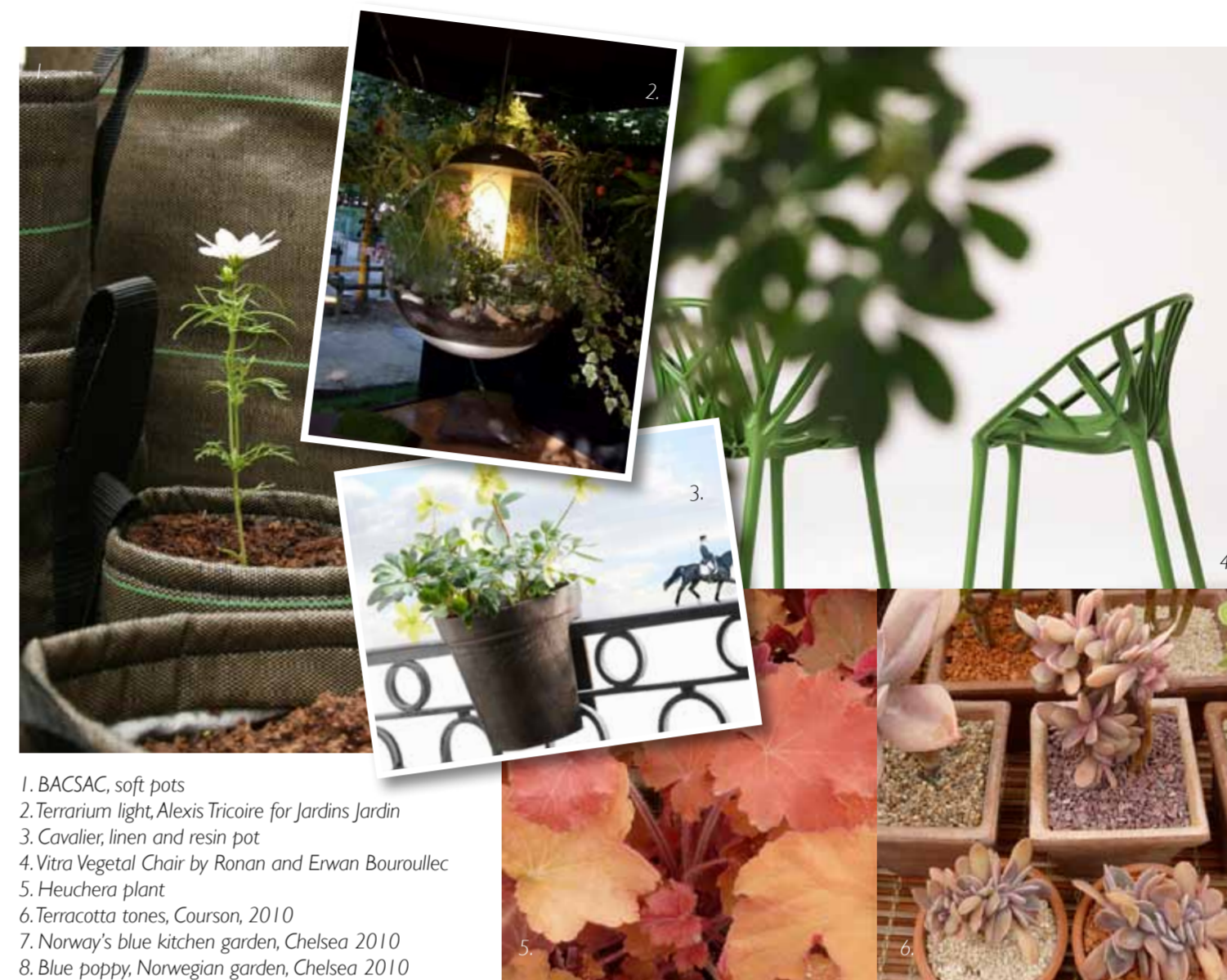
vironment and on what we create ourselves such as providing for our basic needs at home (water, electricity, food and fresh air), intelligent automated gardens, using our home as a holistic place to live. Such an autonomous system per person or family that will be linked to that of other people and families, pre-eminently through the latest technology, will lead to the exchange of sustainable ideas. Our so-

KEYWORDS, MATERIALS, STRUCTURES AND COLOURS

Natural production method / cottage industry / handmade and homemade fibres / fragile / rough / organic / natural ingredients / robust / useful / adaptable and portable / honest / emotional / handicraft / useful design: combines form with usefulness / light wood / grass, moss and other green / solid materials like brick, cement and clay / leather / handmade shapes / heavy and imperfect / simple shapes / roughness / infinite finiteness / excessive details / powder-coated metals and industrial belts / light shades of wood / kaki green & soft dusty pink and grey / post-war colours / brown and beige watercolours / natural greens with a touch of bright yellow and orange

STREAMLINED SOLUTIONS (3)

“We are being bombarded with information,



1. BACSAC, soft pots
2. Terrarium light, Alexis Tricoire for Jardins Jardin
3. Cavalier, linen and resin pot
4. Vira Vegetal Chair by Ronan and Erwan Bouroullec
5. Heuchera plant
6. Terracotta tones, Courson, 2010
7. Norway's blue kitchen garden, Chelsea 2010
8. Blue poppy, Norwegian garden, Chelsea 2010



Agora Special Roses

Agora, flower, plant and requirements wholesaler and market leader in Belgium, has been cooperating with rose nursery Wim Van Kampen for several months.

This company mainly grows nostalgic types of rose, exclusively for the Agora Group in Belgium and France. This cooperation was initially stimulated by the need for special types of roses as a result of the decrease of the assortment during the past few years. This grower also produces new varieties for Agora, including fragrant roses.

Become acquainted with Agora Special Roses at the Inspirations Square!

Extra rose information:
www.agoragroup.com

In search of the Inner Flower



LISA WHITE'S NEWEST TRENDS IN HORTICULTURE

“There is a flower or plant for every brand”, says horticulturalist Lisa White who is working on a ‘green identity’ for brands and products. “I examine the brand’s history and then look for the plant or flower that fits in with it. Whether it concerns a perfume or products made of steel or leather, I always find their inner flower.” Lisa White informs -for example- florists what is going on in the world of design, art and fashion, so they can be inspired by it. At DECOoh! she will be talking about trends in horticulture.

“In these times we are extremely attracted to sunny, warm colours such as yellow, coral and orange, and warm natural materials like terracotta and brick. This in a broad context: from terracotta pots to gravel ground covers to terracotta-coloured plants like the Heuchera, Osteospermum blossom, succulents and Japanese maple. We are also noticing a tendency towards blue: Ipomoea (Common Morning Glory), Delphiniums, Salvia, Centaurea (Cornflower). With regard to container products, rather than plastic, we are choosing more natural materials: terracotta, linen and resin mixtures, stone, shells, concrete – but also softer containers in unwoven materials: a plant in a designer handbag, for instance.”

In the 21st century, most of us are living in cities, where there is little ‘real’ nature. Do you, as a horticulturalist, design for the city? “Part of my job consists of bringing culture to the countryside and horticulture to cities, and bridging the two. We should not forget that we are part of nature. Due to our human presence on the planet, nature has become part of culture and vice versa. They are inextricably bound and they should work together! I examine how we can turn design into a contemporary hybrid of nature and

culture for the city. We have such a need for nature in our lives that nature should be part of just about every concept. From sustainable entrepreneurship to bringing nature indoors, for example with terrariums, hydrophone systems and vertical gardens. You could say that we are currently making a landscape of our interior: I like the fact that people are mixing: combing cut flowers in vases with trees and installations in pots, with herb gardens in small containers in the kitchen, the living room or the balcony.”

DECOoh! offers a trend laboratory where design is combined with horticulture and where young Brussels designers interact with Lisa White: at the Patio. Their work shows how design trends and horticultural trends influence each other.

You can find out more about the work of Lisa White on her personal blog www.thehorticulturalist.com and on her site www.lisa-white.com





Tasty: free Java coffee

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OPENING HOURS

Sunday	29 August 2010	from 10.00 - 19.00
Monday	30 August 2010	from 10.00 - 18.00
Tuesday	31 August 2010	from 10.00 - 18.00
Wednesday	1 September 2010	from 10.00 - 17.00

VENUE

BRUSSELS EXPO
Belgiëplein 1, BE-1020 Brussels, Belgium
Hall 3, 4, 8, 9 & Patio

ADMISSION

Trade only for professionals from the decoration
Price: € 10 at the entrance, € 5 registration
Free for children under 12 years old

ENTRANCE

Via Hall 3 and Hall 9 (via Hall Princess Astrid)

ACCESSIBILITÉ & PARKING

Brussels Expo is, from everywhere, easily accessible by car. On the ring around Brussels (RO) take the exit 7a Expo and follow the EXPO signs. This exit leads directly to **Parking C** (chaussée de Romaine) with 10 000 parking places. From there the exhibition halls are accessible by foot.

VIP Visitor's parking: Parking A (avenue Impératrice Charlotte), next to Hall 3

Train: There is a direct connection with the metro (subway) at Gare du Midi (Brussels-South)

Public transport: stop 'Heysel'

Metro: The metrostation (line 6, direction Roi Baudouin) is situated in front of the access gates of the fair.

Tramway: 23 / 51

Bus: 84 / 88

Special group prices: form on demand or on www.decooh.eu

Bus from the Netherlands (via Amsterdam / Utrecht / Breda)

Train from Paris

Bus from Lille

HOTELS

Hotelexpo: T +32 (0)2 474 82 79 / F +32 (0)2 474 83 93

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KINDEROPVANG: Inspirations Square (Patio)

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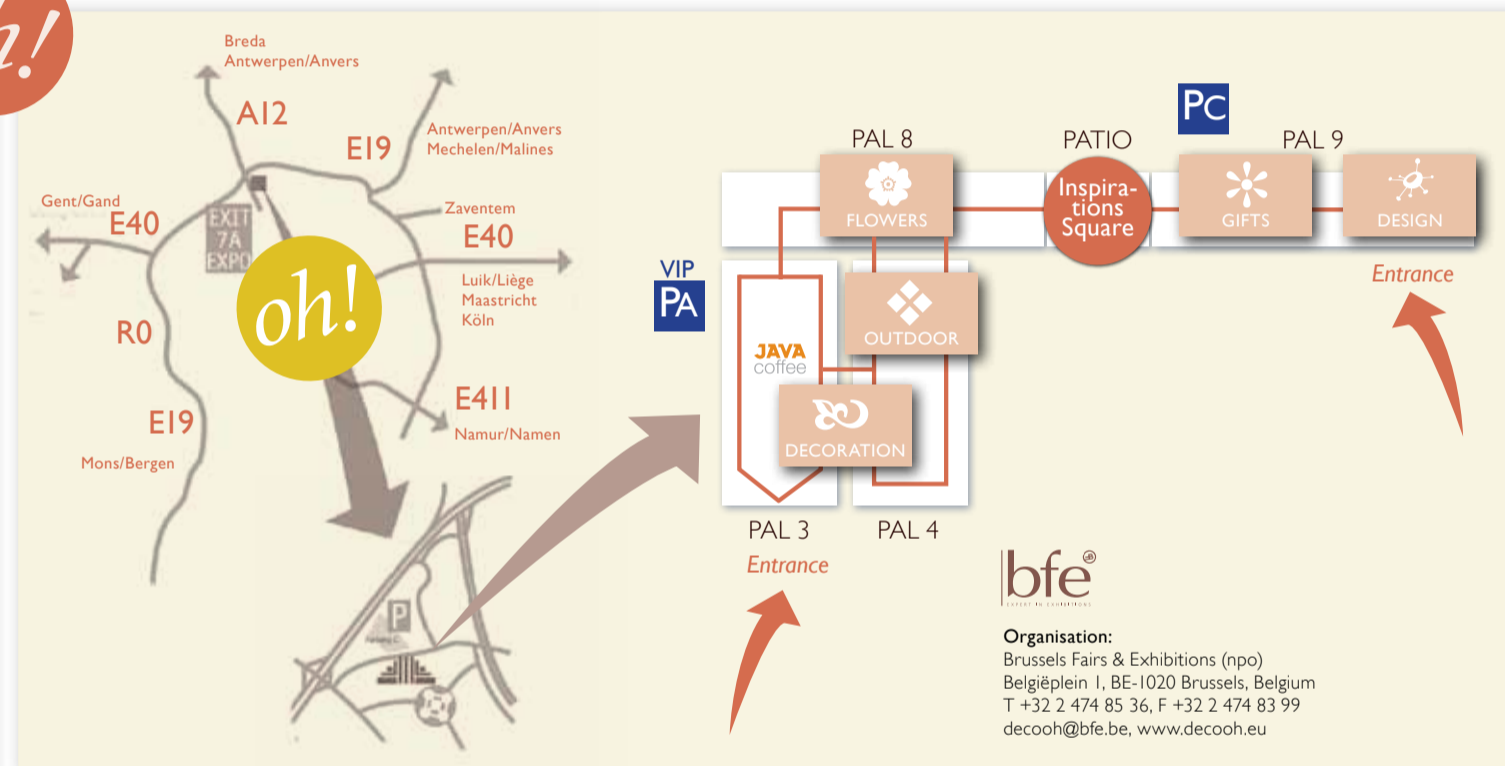
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