

## PRESS RELEASE 14 October 2010

### Exhibition 'Ecodesign' of REcentre shows the design of the future. *Sustainable design in the Meuse-Rhine Euregion.*

The deputies Paul-Émile Mottard, Gilbert Van Baelen and Odile Wolfs of the provinces Liège, Belgian and Dutch Limburg today have opened the exhibition 'Ecodesign, *an asset for our companies*' together. Sustainability, socially responsible entrepreneurship and ecology often are mentioned as assets for the economic growth in the Meuse-Rhine Euregion. According to REcentre design can play an important role here. With this exhibition REcentre shows how sustainable design already proves its benefits in the region.

REcentre is a knowledge and promotion centre for sustainable design in the Meuse-Rhine Euregion. REcentre makes its network and know-how available to companies, designers and schools. On the other hand the organisation also organises projects with a social agenda itself to attract attention to sustainable design. REcentre aims to expand the Meuse-Rhine Euregion to a reference region on the interface between ecology and economy.

"But we don't have to start from scratch", explains Natascha Rommens, director of REcentre. "Our region already is quite active at environment and sustainability level. And our companies really have a pioneer's role here. We thought it was important to show those good examples. That's why we highlighted a number of companies in our region." The exhibition has become a case example of what happens at economical level around environment and ecology. From cleaning products to hybrid cars, they have one thing in common: their sustainable nature.

The essence of the message is often very technical. But the exhibition knows how to deal with that: icons indicate in which parts of the life cycle of a specific product special attention was paid to sustainability aspects. From sustainable raw materials via environmentally friendly transport to re-use possibilities.

## Good and beautiful

With the 'Ecodesign' exhibition REcentre also wishes to demonstrate that sustainable products do not have to be boring or ugly. And actually, besides their ecological nature, the exhibited products are also very pleasant and examples of good design: going from a fabulous hybrid sportscar to stylish garden furniture. And even in the smallest room you can 'think' sustainably with the cradle to cradle toilet paper.

These companies all are pioneers at sustainability level. And we must remember the shared observation from our pioneers in particular that sustainable design not only is good for the environment, but also for the economy. Economy and ecology go hand in hand.

REcentre also wishes to incite other companies to choose the sustainability path by showing these products. The sustainable success stories behind these (and many more) products will also be immortalised in a publication by REcentre which will be launched in late November!

The exhibition is held at the Ancienne Halle aux Viandes, Rue de la Boucherie 4, 4000 Liège. The exhibition opened on 10 October and is accessible free to the public until 24 October (1pm-6pm (Tue-Sat) ; 10am-3pm (Sun)). A visit outside the opening hours can be arranged on request.

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## More info and images:

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## Press contact:

Veerle Verbakel

Press & Communication officer

[veerle.verbakel@recentre.org](mailto:veerle.verbakel@recentre.org)

0032(0)479 46 94 31

