

# DISCOVER

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*Belgium, the Netherlands, Luxembourg & France*



**HOLLYSIZ**  
*FROM SILVER SCREEN TO STUDIO*

**DUTCH FASHION AND DESIGN SPECIAL**  
**125 YEARS OF VAN GOGH**  
**BUSINESS: FUNDS AND FINANCE**  
**PLUS: DESIGN, CULTURE AND TOURISM**

PROMOTING BELGIUM, THE NETHERLANDS, LUXEMBOURG & FRANCE



## An instantly green, healthy and beautiful environment

Plants improve the aesthetic qualities of our surroundings and help create a more pleasant living environment. This concept is fully embraced by Mobilane. The internationally operating Dutch company specialises in eco-friendly ready-made living systems such as fencing, roofs, room dividers and even stunning artworks made of foliage.

TEXT: PAOLA WESTBEEK | PHOTOS: MOBILANE

The company, which started in 2001, has branches in Europe, North America, Asia and Africa and aims to create a sustainable and greener urban environment with the use of innovative and easy-to-install systems. A perfect example of this is the Green Screen, one of their best-selling products worldwide. Available in different types of foliage, the hedges are woven into a high-quality frame and pre-cultivated in greenhouses for a period of one-and-a-half years. The result is an instantly green border that can be erected in just a few hours, thus beautifying and partitioning any outdoor environment in a considerably short amount of time.

One of the company's missions is to modernise greener living. "In the past, green liv-

ing was seen as somewhat dated. Through our contemporary designs, we try to do away with that image," says Alexander IJssink, commercial director at Mobilane.

The LivePicture is proof of Mobilane's ongoing conceptual evolution. A living work of art consisting of a frame fitted with a cassette holding a variety of plants, the arrangement immediately brings life to any interior. Because it is equipped with an internal irrigation system and only requires watering every six weeks, maintenance is extremely easy.

But the effects of Mobilane's products go beyond the aesthetic and convenient. According to IJssink, a greener environment leads to increased health and well-being:

"Research has shown that more green improves concentration levels and feelings of happiness. People feel better when surrounded by nature."

Recently, the company was contracted by the Nike production headquarters in Belgium to install a LivePanel system, a product which is currently under high demand. Suitable for indoor and outdoor use, this so-called 'living wall' can be mounted onto any type of building and requires minimal use of water. Just like all Mobilane products, it is a low maintenance, eco-friendly and ingenious way to contribute toward a cleaner, greener and more beautiful environment.

[www.mobilane.eu](http://www.mobilane.eu)