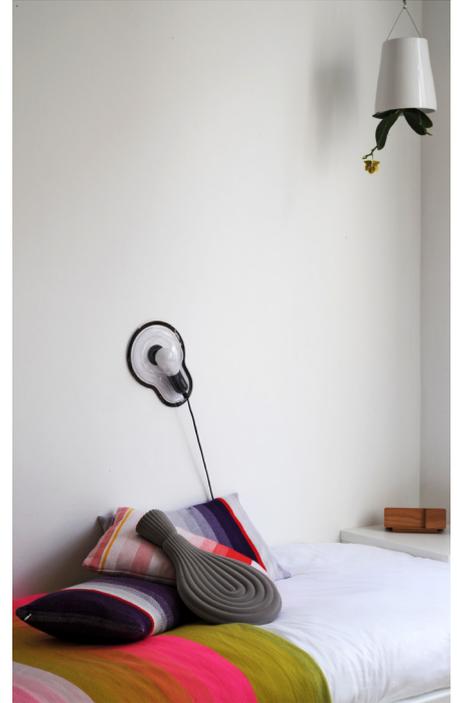


Droog for Rent: try before you buy



In the historical centre of Ghent Droog and Sofie Lachaert have recently launched Droog for Rent. Upstairs from the Sofie Lachaert Gallery, Droog re-designed a studio and a flat for 2 in which you can find a “restaurant”, “lobby”, “gym” and a “library” all fully equipped with Droog products. Droog for Rent offers you a unique opportunity to try and buy not only brand new products but it also gives you the chance to experience the Droog top design pieces – icons of the 21st Century - as long as you wish for.

What Droog products can do for your home

Droog created a place to stay that shows what Droog products can do for your home. Small additions and adjustments turned a studio and a flat both into extraordinary economic and luxurious homes. By the intrinsic value of well-designed objects, a tiny flat becomes functional with a deluxe feel.

For breakfast you can serve yourself tea from a designers’ teapot while getting intrigued by the shadow pattern on the lobby ceiling created by Rody Graumans’ 85 Lamps. After a day exploring the romantic city of Ghent you can make use of the “gym”, which consists of “Calorie steps”, a concept that turns ordinary stairs into a gym. Relax, have a good Belgian beer from the fridge and read a book in the “library” on Tejo Remy’s iconic Rag Chair before dreaming away in a bed made up with super soft bed linen.

Try before you buy

Within the flats there is an iPad provided on which you can visit the Droog Webshop and learn about the products around you. If during your stay you begin to like a product it can be ordered in one click. Your Droog item will be delivered to your home address the next day, so it might be home just before you are.

Gallery Sofie Lachaert

Sofie Lachaert and Luc d'Hanis have been working together for almost 20 years. Both their jewellery and objects, and their installations and furniture interrogate the boundaries between design and the visual arts. In their former gallery they recently started a brand new concept: "House of Lachaert for Rent". The space where they ran the gallery is now available for rent. All the events are always in connection with design, art and culture. The renovated house, full of art and design, is situated in a charming quarter in the historic centre of Ghent. The neighbourhood has an artistic atmosphere and is highly appreciated by artists and culture loving people. The street is quiet, but trendy cafes, high class restaurants and shops are just around the corner.
<http://www.lachaert.com>

About Droog

Co-founded and directed by curator and author Renny Ramakers, Droog creates products, projects and events around the world in collaboration with designers, clients and partners. Droog has offices in Amsterdam and New York, a store in Amsterdam, and retail partners worldwide. Droog pioneers new design directions, new collaborations, creative tools and business models for design, business and consumer culture. Driven by its unique perspective, Droog offers a selection of accessories, lighting, furniture and studio work that change your experience of daily life.
www.droog.com

Fact sheet

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Note to press

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