

PRESS RELEASE Arnhem 4 July 2016

Dutchtub New Colors: update of a design icon

The Weltevreë Dutchtub - designed by Floris Schoonderbeek - is an international success, for almost 15 years. The icon is a great example of Dutch Design: down-to-earth but surprising, beautiful and functional. The wood burning, mobile outdoor bath won numerous awards and its clever design is still relevant.

Weltevreë proudly presents an update of this design classic: four new colors for the Dutchtub! Apart from the famous Orange, the Dutchtub is now available in Pebble Grey, Olive Green, Pigeon Blue and Terra Red. Statement colors based on a natural environment. Modern but timeless and suitable for a contemporary *landscape* - a rugged forest or secluded meadow -, *softscape* - that beautiful garden or park - or *hardscape* - an urban (roof) terrace or balcony.

"Statement colors from a natural environment" Floris Schoonderbeek, designer

Go and explore with the Dutchtub

With the Dutchtub you enjoy the essence of outdoor bathing. The award-winning design of the hot tub feels like a luxury and works surprisingly simple: the Dutchtub is wood-fired and only uses natural circulation. With the clever design and the strong, durable materials you can use the Dutchtub anytime and anywhere. Gather some wood, fill the Dutchtub with tap-, ground- or seawater and you can enjoy a comfortable hot bath. Go and explore the middle of nowhere or just your own backyard...

The Dutchtub is available as Dutchtub Original (4 person), Dutchtub Loveseat (2 person) and Dutchtub Wood (4 person).

"The Dutchtub is a way to rediscover your surroundings"

Floris Schoonderbeek, designer

Stadsboer

Floris Schoonderbeek designed the Dutchtub in 2003 as a graduation project. As a designer, he views his surroundings with an open mind, searching for new needs. His products dare people to find a sense of freedom in familiar surroundings. To view and experience your own environment in a different manner, as a way to find happiness closer to home. Schoonderbeek looks for practical solutions for a creative life and a better world. His philosophy for these solutions is about experience, functionality and durability - which resulted in the nickname 'Stadsboer' (urban farmer).

From his studio Schoonderbeek develops concepts, products and (art) projects. He is the founder and art director of Weltevreë.

Weltevreë

Weltevreë is a Dutch design label, founded in 2007. Weltevreë would like to contribute to a sustainable, social and inspiring community by providing products and services that enrich your environment. We have a mission; we want to inspire you to look differently at your surroundings, to explore and use them in new ways. Because the requirements and needs in our lives are changing. We want to know where our food comes from and how we can smartly deal with our energy. We want to become more independent without giving up our modern comforts. Playing with these ideas and responding to the issues of this day and age, we are working continuously to develop our product label. With our collection, we pursue a new idea of quality and comfort. It's not about welfare, it's about well-being.

- End Press release-

Note for editors:

HR images can be downloaded from www.weltevree.nl/presskit

For questions or comments contact Kathlijn the Booij through kathlijn@weltevree.nl.

When publishing, please mention Weltevree, designer (Floris Schoonderbeek) website (www.weltevree.nl) and/or webshop (www.weltevreeshop.nl).

Design: Floris Schoonderbeek

Models: Dutchtub Original, Dutchtub Wood and Dutchtub Loveseat

Material: Glass fiber polyester, stainless steel

Colors: Dutchtub Orange, Pebble Grey, Olive Green, Pigeon Blue and Terra Red