



Flower, a new smell-installation made for the Creativity World Forum

**On show November 16th & 17th, 2011**  
**Ethias Arena, Hasselt - Belgium**

**About Flower:**

Flower is a smell-installation and is 9 m high.

Visitors can smell the strange and lovely smells the flower creates when they touch the bulb of the flower.

More than 1000 thorns look like strawberries and smell like strawberries.

The green bulb smells fresh and powerfull while the roots of the flower have a more psychedelic smell and unconscious memories

CREATIVITY WORLD FORUM:

[www.creativityworldforum.be](http://www.creativityworldforum.be)

We aim to get you to **startacreative spring** in your organisation. We'll kick off with **inspiring speakers and workshops**

. Hear the birds sing, smell the blossoms, feel the creative wind and **blow your mind**

.

{gallery}exhibitions/2011/creativityworldforum/gallery1{/gallery}

### General Event Information

Ethias Arena Hasselt  
Gouverneur Verwilghensingel 70  
B-3500 Hasselt  
BELGIUM

Contact Nora Weytjens with all your questions about the expo and sponsorships.

[Nora.Weytjens@flandersdc.be](mailto:Nora.Weytjens@flandersdc.be)

+32 16 24 29 07

**ABOUT THE ORGANISATION:**

Inspiration. Creativity. Innovation. By Flanders District of Creativity, the Flemish organization for entrepreneurial creativity. For companies, researchers, policy makers, teachers, students. And everyone with a healthy interest in creativity.