

Brussels artists from Hell'O Collective bring colour to The Louise office building on Avenue Louise

The local duo will create a mural in the newly renovated iconic building



Brussels, July 2024 – Hell'O Collective, a Brussels-based artistic duo, is currently creating a mural in the recently renovated office building, The Louise. These artists were selected by a jury of 8 experts for their local roots and their unique artistic approach to bringing communities together and promoting diversity and social cohesion.

The Louise is an iconic 1960s building in Brussels. It has been renovated by real estate asset manager PATRIZIA over the last two years. Based on core pillars such as technology, wellbeing and sustainability, The Louise aims to create a 'village in the sky', offering grade A+ quality offices. The project aims to respect the tower's heritage while integrating into the city's diversity.

Art in the service of diversity, accessibility and social cohesion

It was with the specific aim of reflecting the city and its diversity that The Louise commissioned local artists Hell'O Collective to create a mural in the building. Murals and installations are an integral part of The Louise's experience, designed to evoke tangible emotions and be accessible to visitors. Art in general is essential to PATRIZIA.

The art project developed for The Louise is implemented in collaboration with PAT Art Lab, PATRIZIA's experimental work and research site for contemporary art, society and a sustainable future. It highlights local artists in order to promote their art and strengthen social cohesion.

Selection via a jury of experts

For this project, the jury's mission was to find local artists who understood the evolving aspect of the iconic building, while interacting with and connecting with visitors through their design. The Louise Art Competition began with a long list of Belgian artists, from which a shortlist was drawn up by a core jury, led by PAT Art Lab curator Tania Di Brita. Six finalists were then selected to present their creations to the jury, which consisted of local experts in the fields of art, design, architecture, the corporate sector and tenants of The Louise.

The jury was composed of Diego Carrion (architect at A2RC), Suzy Denys (Country Manager Belux at PATRIZIA), Lounia Czupper (Partner at Clifford Chance), Paul Stasse (Partner and architect at ACMG), Damien Grad (CEO and artistic director at Macadam Gallery), Vincenzo Pezzella (artistic coordinator at ArBA-EsA), Tania Di Brita (curator for PAT Art Lab) and Emma Servenay (Senior Campaign Executive at TEAM LEWIS).

Based on various criteria focusing on how public spaces and structures can be transformed into unique experiences through art, Hell'O Collective won the competition, impressing the jury with its unique and inclusive vision for the venue.

“In line with the visions of PATRIZIA and PAT Art Lab, the collaboration with The Louise focuses on the responsibility to improve the quality of life of future generations by making cities livable and sustainable. The collaboration with local artists is driven by visual expressiveness, accessibility, societal impact and unique creativity. Hell'O Collective clearly distinguished itself on these criteria and we are delighted to see their work come to life at The Louise,” comments **Suzy Denys, Country Manager BeLux at PATRIZIA.**

A design that brings communities together

Hell'O Collective's winning mural celebrates diversity and enriches The Louise Tower by creating a welcoming atmosphere and connecting tenants, employees, visitors and the wider community. Their design, which includes geometric characters, symbolises the diversity of individuals in the building, encouraging inclusion and celebrating different genders, ages and cultures.

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For more information: www.thelouise.be

About

Hell'O

Collective

Hell'O Collective is a Brussels-based artistic duo composed of Jérôme Meynen and Antoine Detaille. They have moved from graffiti to a diverse range of media, including paper, ink drawings, painting, sculpture and installations. Their unique graphic universe combines the iconography of fairy tales, fables, mythology and surrealism, addressing themes such as death, hope and the flaws of human beings with humor and reflection.

About PATRIZIA

Active worldwide, PATRIZIA has been providing investment opportunities in real estate and infrastructure to institutional, semi-professional and private investors for 40 years. PATRIZIA manages over EUR 58 billion in assets and employs over 1,000 professionals in 28 locations worldwide. Through its foundation, PATRIZIA is also committed to social responsibility. Over the past 24 years, the PATRIZIA Foundation has helped nearly 280,000 children in need by providing them with access to education, giving them the opportunity for a better life. More information can be found at: www.patrizia.ag