



**EUROVELO AND CYCLE TOURISM  
CONFERENCE 2018**  
LIMBURG BELGIUM, 26 - 28 SEPTEMBER  
EXPERIENCE THE UNIQUE



## Dries Henau & Yuri Vandenbogaerde



The least you can say of Dries & Yuri, the inventors of the WASBAR & Chez Claire concepts, is that they have a non-conformist way of viewing things. They're always on the hunt for new trends and flows in retail. In this inspirational keynote they will show you how they managed to add uniqueness to two rather mainstream products. Disruption is only one step away. The only thing you'll have to do is to step out of your box.

Dries (30) and Yuri (26) studied in Ghent, met in that city and continued to stick together after their studies. They combined a job in media and marketing with their own creative agency and were living in 40m2. This experience made them discover by themselves the need for order and cleanliness if you live in a small space. They learned how to cook and sought a solution to do their own laundry in a fun way. That's how they came up with WASBAR, the solution for people without a washing machine. In "Take your plan in 50 steps" they continued looking for solutions to everyday problems when you live alone. With "Love your ways", they tried to remind everyone that life is so much more fun when everyone does his best.

**Dries & Yuri will give the second morning plenary session with an 'out of the box' presentation! (9:20-10:45). Find out more about them [in this article](#).**

