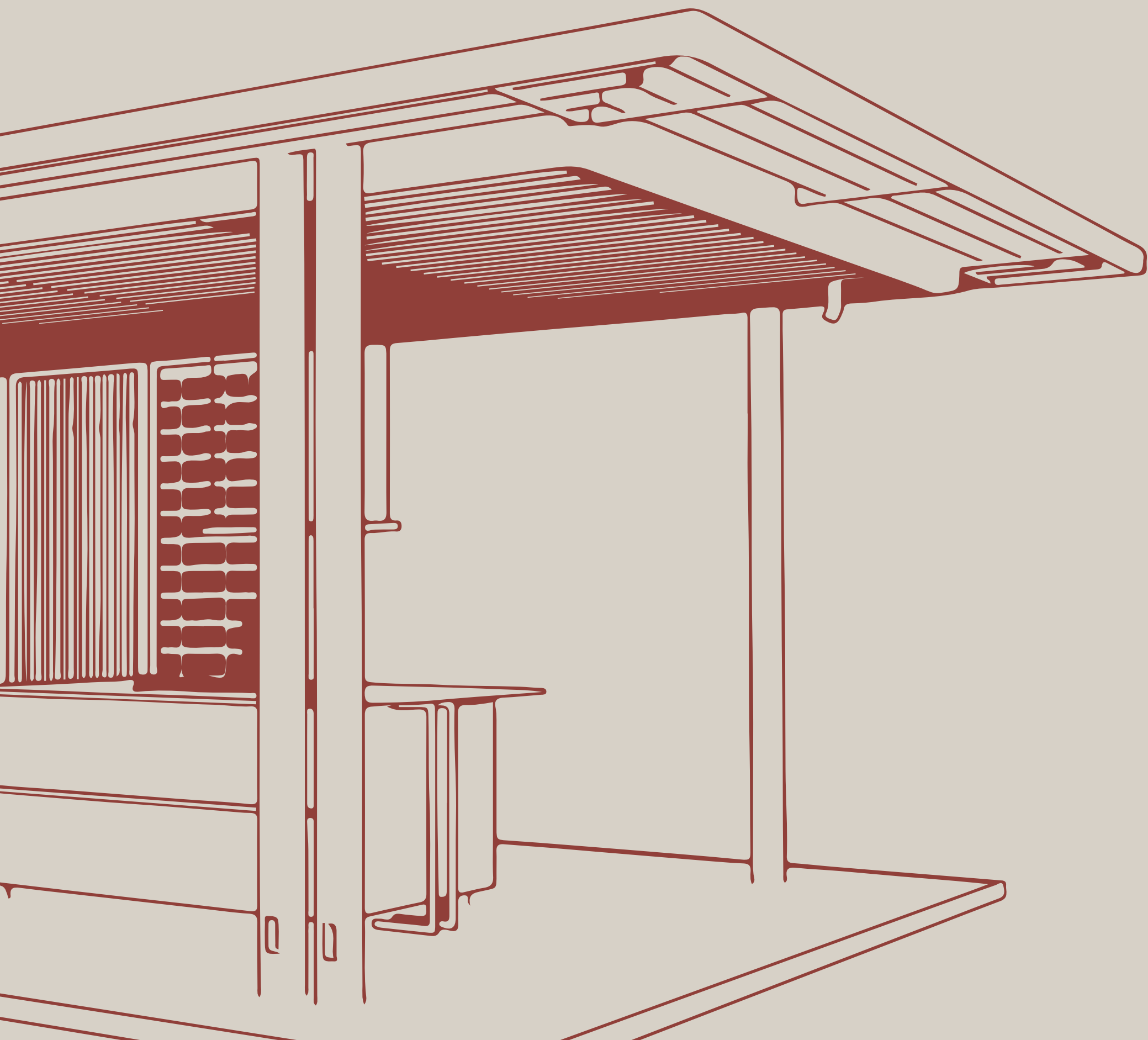


# Lookbook

FALWA. BY COOXs & VAN VAN EE





Falwa. Proud of our roots. With a shared vision, Van van Ee and COOXs present themselves during Milan Design Week. Two innovative brands with high-quality solutions for outdoor living. And two brands with a shared vision: to make outdoor living as comfortable as possible. In an ambiance of pure nature and exceptional design. In this lookbook, we'll delve deeper into this narrative.



Proud  
of our roots

# Table of Contents

Falwa Story	8
COOXs Introduction	12
COOXs Designer	20
Van van Ee Introduction	30
Van van Ee Designer	38
Contact us	48



# The story of Falwa



Welcome to Falwa, where the creativity of outdoor designers Van van Ee and COOXs merges into one. Falwa embodies innovation and an unbounded passion for outdoor living, rooted in the authenticity that characterizes both brands.

## The Meaning of Falwa

Falwa is more than just a name; it's a story steeped in the splendor of the Veluwe, one of Europe's most breathtaking areas. Here, you discover the essence of Falwa, inspired by the natural beauty and culture of the Veluwe. Falwa represents the down-to-earth mentality, innovative spirit, and can-do attitude that define the Veluwe.



## The power of collaboration

Van van Ee (garden rooms and patio coverings) and COOXs (outdoor kitchens), both trailblazers in their respective fields, craft products inspired by the values of the Veluwe that command international attention. Minimalistic design enriched with the essence of nature; Falwa brings comfortable outdoor living to life.



# Four unique Falwa innovations

Falwa is brimming with innovations for an exceptional outdoor lifestyle. Innovations that enrich outdoor living, seamlessly combining design and comfort. Explore below four highlighted innovations.



VAN VAN EE

## Innovative Lighting Concepts

Tailored to the smallest detail, you can see this in Van van Ee's innovative lighting concepts. By precisely coordinating the lighting in terms of dimensions, position, and color to match the pavilion, a unique overall picture is created.



VAN VAN EE

## Transparency and security united

One of the strengths of the Falwa pavilion, and a novelty in outdoor living, is the combination of a glass roof with a thermally treated wooden ceiling. Global openness merges with the coziness of the Veluwe, enhancing the sleek design of the pavilion with its interplay of line.



COOXS

## Reinventing rounded shapes

Clean lines, a calm foundational form paired with subtle rounded shapes. In the Falwa outdoor kitchen, COOXS embraces a new approach to curves. Subtlety prevails, featuring rounded plinths and curved corners on the kitchen's countertop.



COOXS

## Sleek forms and elongated lines

The serene foundational form of the outdoor kitchen is further enhanced by elongated lines with minimal interruptions. These lines are made possible by an innovative new drawer system with a linked front. This results in drawers as wide as 1.8 meters, adding to the kitchen's seamless aesthetic.

# Exceptional outdoor kitchens

*COOX'S originated from a passion for outdoor living. We believe that life is more beautiful outdoors. And that it's easier than you think to spend more time outside. That's why we bring the heart of the home outdoors. With breathtaking outdoor kitchens that can always remain outside. Exceptional outdoor kitchens that translate the comfort of indoors to outdoor living.*



← Gerard en Christiaan, passionate founders of COOX'S.

Outdoor living has become an increasingly important part of society in recent years. Whenever the sun makes an appearance, we tend to stay outside as long as possible. To cook, dine, socialize, or simply relax. At the kitchen table. But outdoors!

**Outdoor living without compromises**

With years of experience in outdoor living, an unwavering love for outdoor life, and an ambition to elevate this outdoor experience,



Christiaan and Gerard embarked on the dream of COOX'S. Believing that outdoor living deserves a high-level kitchen - one with plenty of comfort and an exceptional appearance - the principle of COOX'S was born and further developed. Exceptional outdoor kitchens that translate the comfort of indoors to outdoor living. We create to stimulate the senses and give every detail the attention it deserves. Everything we do, we do wholeheartedly. We believe that

excellence demands attention to every detail and dedication at every moment, even when no one is watching.

**Connection**

A COOX'S outdoor kitchen is the gathering place of your garden. Together, we create spaces that invite connection. Outdoor kitchens that form the beating heart of your garden. Where busy days transition into gentle summer evenings.

↑ COOX'S outdoor kitchens effortlessly blend into an environment where design and architecture take center stage.

















Gerard, COOXS:

*"It is easy to make something difficult. True mastery reveals itself in simplicity. In the subtle restraint, the elimination of everything that does not contribute fundamentally. That's why we strive for simplicity in what we design, what we create, and how we collaborate."*

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**Gerard Jansen**

*Striving for perfection is inherent to Gerard. To consistently realize exceptional outdoor kitchens, co-founder and director Gerard ensures a well-oiled operation within COOXS.*





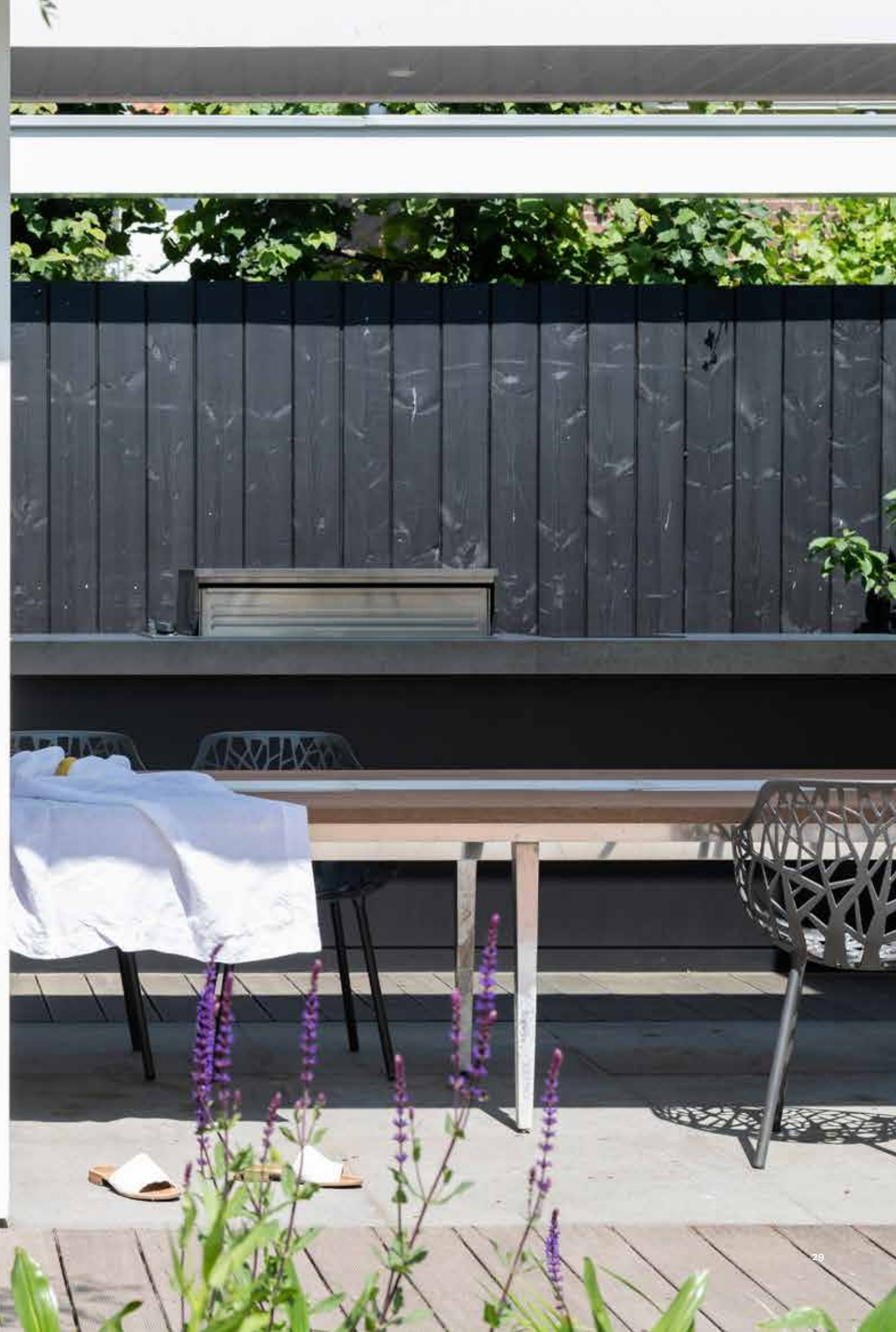














# Garden Rooms with Character

*A year unfolds with many faces, a sequence of seasons, each with its own character, look, and feel. Just as your social circle comprises individuals with their unique personalities. A patio cover is more than a practical extension of a home, much more than the space where indoors meets outdoors. It's the gathering spot where people come together, season after season. It's the backdrop for creating memories, where stories are born.*



Van van Ee is located in a distinctive building with a showroom in Ede.

Our luxury canopies and garden rooms are crafted with the positive energy, passion, and craftsmanship of our designers and developers. With a team of over 30 individuals, we collaborate with our clients to create magnificent works of art.

## Passion for Outdoor Living

At Van van Ee, we have a passion for crafting beautiful products from top-quality materials, designed for those who seek optimal comfort

in outdoor living. We believe that outstanding design revolves around balance. Achieving the perfect balance between aesthetics and functionality, luxury and comfort, and contrast and symmetry gives a product its character.

## The History of Van van Ee

Since 1984, Van van Ee has been building exceptional outdoor living spaces. Founder Gerrit van Ee started as a farmer on the Veluwe, producing

and selling awnings. Over the years, the business expanded, and in 2000, son Gerard van Ee joined the company. As the creative force with an unwavering passion for design, he expanded the business into what it is today. A company where, alongside a team of dedicated specialists, we work every day to fulfill our clients' dreams.



Every day, alongside a team of specialists, we work tirelessly to bring dreams to life.



















Gerard, Van van Ee:

*"At Van van Ee, we have a passion for crafting beautiful products from top-quality materials, designed for those who seek optimal comfort in outdoor living. Outdoor enthusiasts with a sense of style, a passion for design, and a love for outdoor living. We believe that outstanding design is all about balance."*

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**Gerard van Ee**

*The creative mind behind Van van Ee, designs, develops, and brings to life exclusive garden rooms alongside his team, while simultaneously building the family business at a rapid pace.*





















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