



Project Title: Beyond Billy

Hosted By: The Substitute

Project Introduction:

Every 5 seconds a Billy bookcase rolls off the production line. Low-grade chipboard with plastic veneer. Not recyclable and back (as waste) on the street in no time. Beyond Billy is a showcase of The Substitute, a community focussing on the sustainable alternative for our interior.

About Organisation:

The Substitute community was founded in 2020 and emerged from the 'Duurzame Woonbeurs' (2019). Machteld Rijnten and Marieke Kamphuis, founders and community leaders, created a solid foundation with an online platform, social channels and offline events from which they boost the sustainability transition in the interior sector.

Images

The pictures are to be found in the images folder.

File Name: beyondbilly_1663154748.png
Picture Caption: Experience a sustainable livingroom
Picture Credits: TheSubstitute

File Name: foto-en-styling-heidi-willems-producten-the-substitute-c_1663142311.jpg
Picture Caption: All sustainable alternatives
Picture Credits: Photography and Styling: Heidi Willems

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