



nature,
WELCOME BACK

DEER





In an increasingly urbanised environment where the balance between concrete and nature has been disrupted, **creating green spaces** has become a priority. City parks, residential neighbourhoods and public infrastructure need a sustainable approach that both improves aesthetics and increases functionality. **Lily**, **Straight** and **Crosshatch**, the three patterns of the Organic line, bring natural shapes into the streetscape and give **water-permeable surfacing** a prominent place in contemporary design.

OUR VISION



Deer – founder
Jeroen Decock



Deer – designer
Benjamin Van Geem



Deer Organic

With 'Organic', Deer presents a line of permeable grass pavers with unique, organic forms. The various forms and patterns leave space for both imagination and innovation, and enable designers, architects and project owners to shape outdoor spaces sustainably and with unrivalled modularity.

Versatile at its core

Aesthetics and modularity as the starting points, versatility as the outcome. The organic forms are easy to combine, creating the right conditions for both greenery and creativity – and opening the way to endless concepts and design possibilities. Landscape designers can play with the positioning of the tiles, creating a form that

fits seamlessly with the architect's design or the project specifications – from public squares to private gardens, from paths to parking spaces. Unlimited diversity.

Practical aesthetics

Our cities are changing more than ever. The boundaries between living and working, inside and outside, and greenery and hard surfacing are being redefined. Deer is playing a pioneering role in giving shape to our new outdoor spaces. We believe that a tastefully designed open space contributes directly to the well-being of an environment. With 'Organic' we offer tomorrow's designers sustainable creative input with which to give a project environment a contemporary upgrade.





UNPRECEDENTED FREEDOM

The opportunity to redefine the urban landscape

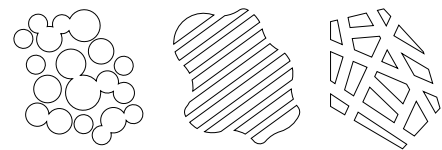
The organic forms are **easy to combine**, offering the right conditions for both greenery and creativity – and opening the way to endless concepts and design possibilities. Landscape designers can **play with the positioning** of the pavers, creating a form that fits seamlessly with the architect's design or the project specifications – from public squares to private gardens, from paths to parking spaces. Unlimited diversity.

NATURE IS EVOLVING

AND SO ARE WE



VERSATILE AT ITS CORE

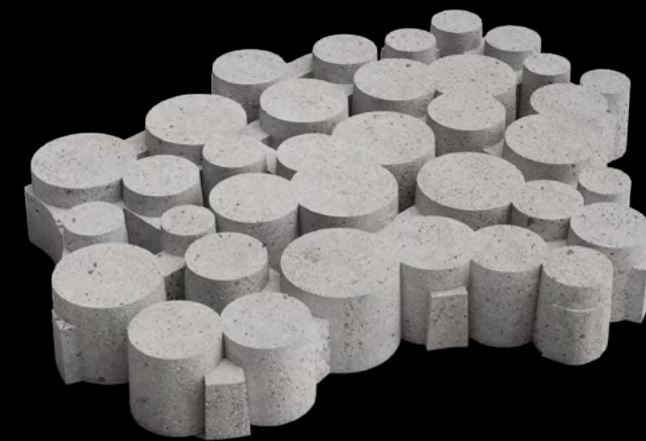


Choose your pattern

Architects and designers are today's visionaries, forever seeking new ways to shape the world around us. They are passionate about coming up with innovative designs that are **both functionally and aesthetically stunning** and that work. Organic's **dynamic patterns** allow you to **play** harmoniously **with the environment**, reconciling concrete with nature. Lily, Straight and Crosshatch each bring added value to your design in their own way, whatever the application.



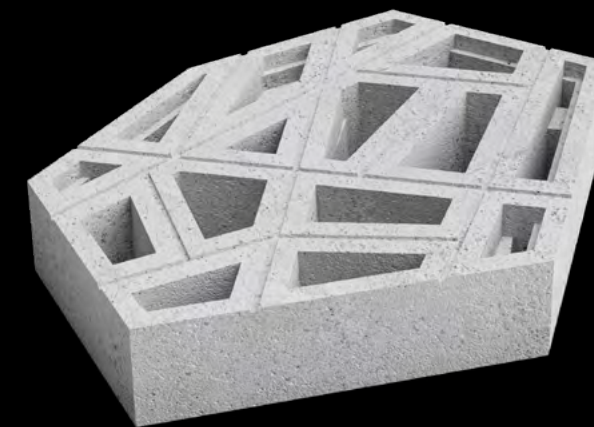
reddot winner 2024



lily



straight



crosshatch

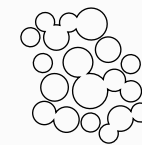


NATURE DOESN'T GROW IN STRAIGHT LINES

Every project is a challenge. What is it being developed for? For whom? What are the requirements? How do you make it both functional and visually attractive? Lily combines the two and adds **natural elegance** to your design. With their unique shape, these grass pavers provide **excellent stability**, while at the same time creating a **visually attractive and inviting environment**. An instant upgrade.



LILY



Inspiration

Lily's pattern, which is unique in the world of grass pavers, takes its inspiration from the plant. Deer was guided by its shape and natural beauty to create a refined pattern that adds **a touch of elegance and harmony to any outdoor space.**

BY DEER



LILY



Architecture

By bringing the delicate and graceful outlines of the lily leaf into contemporary design, we have integrated the plant's essence into a rough concrete surface. Lily's **timeless elegance** is perfect for a **wide range of design applications**.



Lily



green





Lily



anthracite



Lily



urban grey



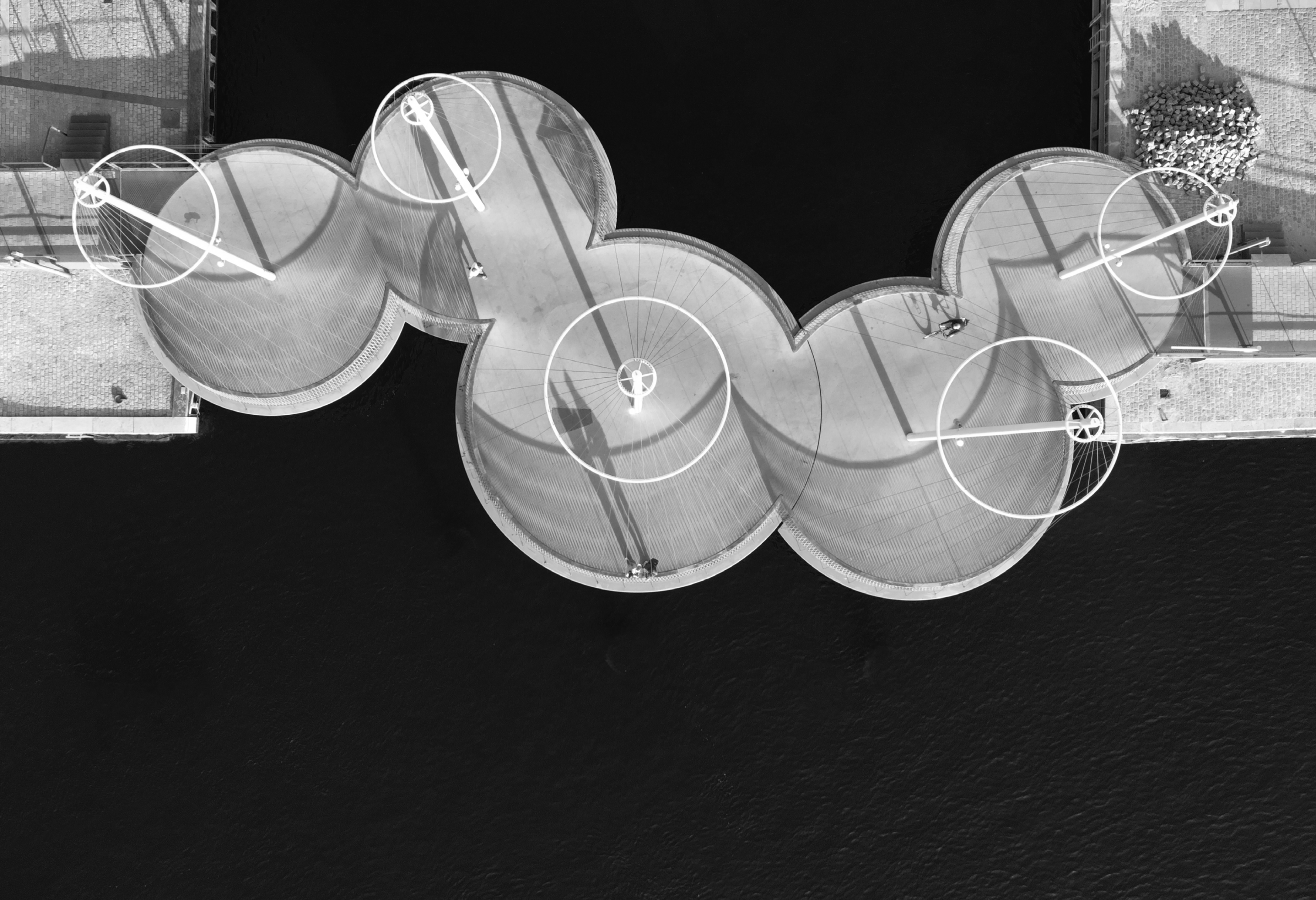


Lily



terracotta







WHERE EVERY LINE MATTERS

Crosshatch is an ode to the vibrant, whimsical shapes that we find in nature. With its circular patterns, it lends a feeling of **movement and dynamism** to any outdoor space. Inspired by the organic forms and textures that we see around us, Crosshatch adds a sense of life and energy to landscape architecture.





CROSSHATCH



Inspiration

With its **bold design**, the Crosshatch pattern adds an unmistakable element of style and sophistication to any outdoor setting, making it a popular choice for architects and designers seeking a unique and contemporary aesthetic. A source of inspiration for those who like to think **outside the box**.

BY DEER

CROSSHATCH



Architecture

The Crosshatch pattern is a bold and contemporary choice for grass pavers, designed to bring a **dynamic and up-to-the-minute aesthetic** to any landscape. With its interplay of **geometric forms**, Crosshatch creates an intriguing sense of volume resulting in a vibrant environment. Its alternation of large and small angular forms allows you to impart **an extra dimension to outdoor spaces**, to unique and eye-catching effect.



Crosshatch



anthracite





Crosshatch



green



Crosshatch



terracotta





Crosshatch



urban grey



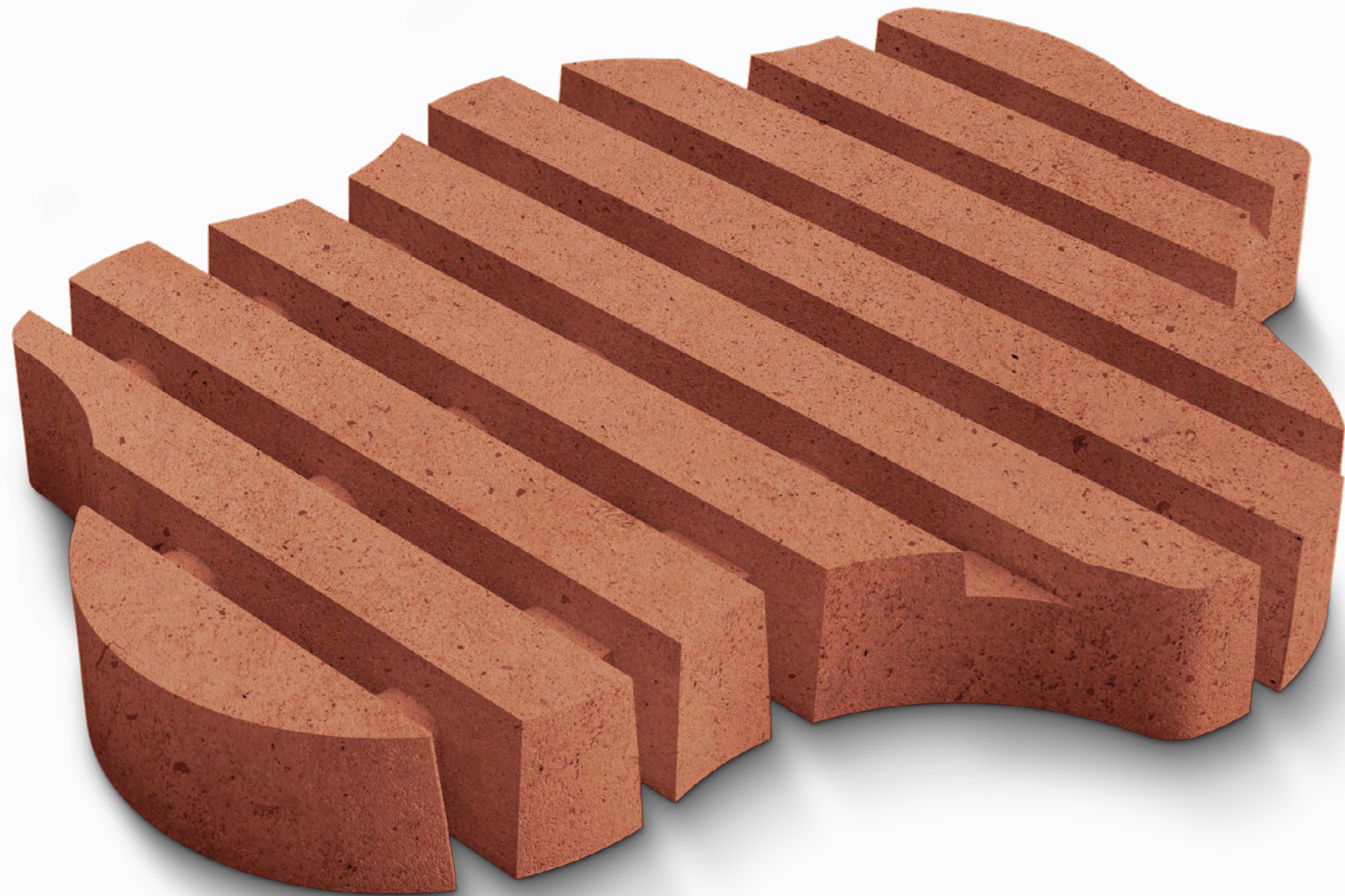
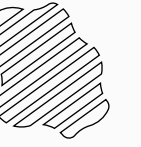


WHERE CHAOS FINDS ITS ELEGANT RHYTHM

Straight pays tribute to the splendour of simplicity and symmetry in nature. With its sleek, unswerving lines, Straight brings a **sense of order** to any outdoor space, no matter how unruly. A **versatile and aesthetically refined solution** that creates an organic yet restrained green setting.



STRAIGHT

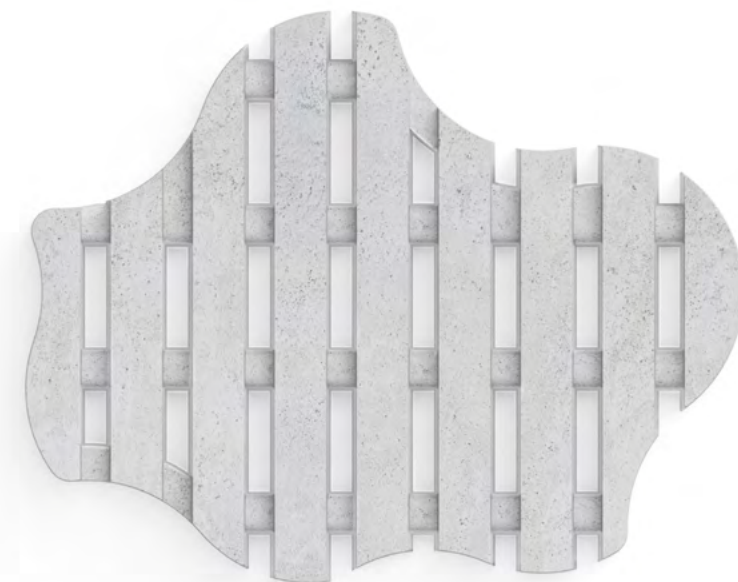


Inspiration

Straight combines the best of nature with the **powerful and taut lines** of the everyday streetscape. Subtle, simple – and therefore **versatile**. The Straight pattern is an all-rounder suitable for leisure projects, residential areas, car parks and other public infrastructure.

BY DEER

STRAIGHT



Architecture

Straight grass pavers have a **timeless, inviting vibe** that takes the simplicity of an **outdoor space** – whether in a contemporary residential district or a lush garden in a business complex – **to the next level**.



Straight



anthracite

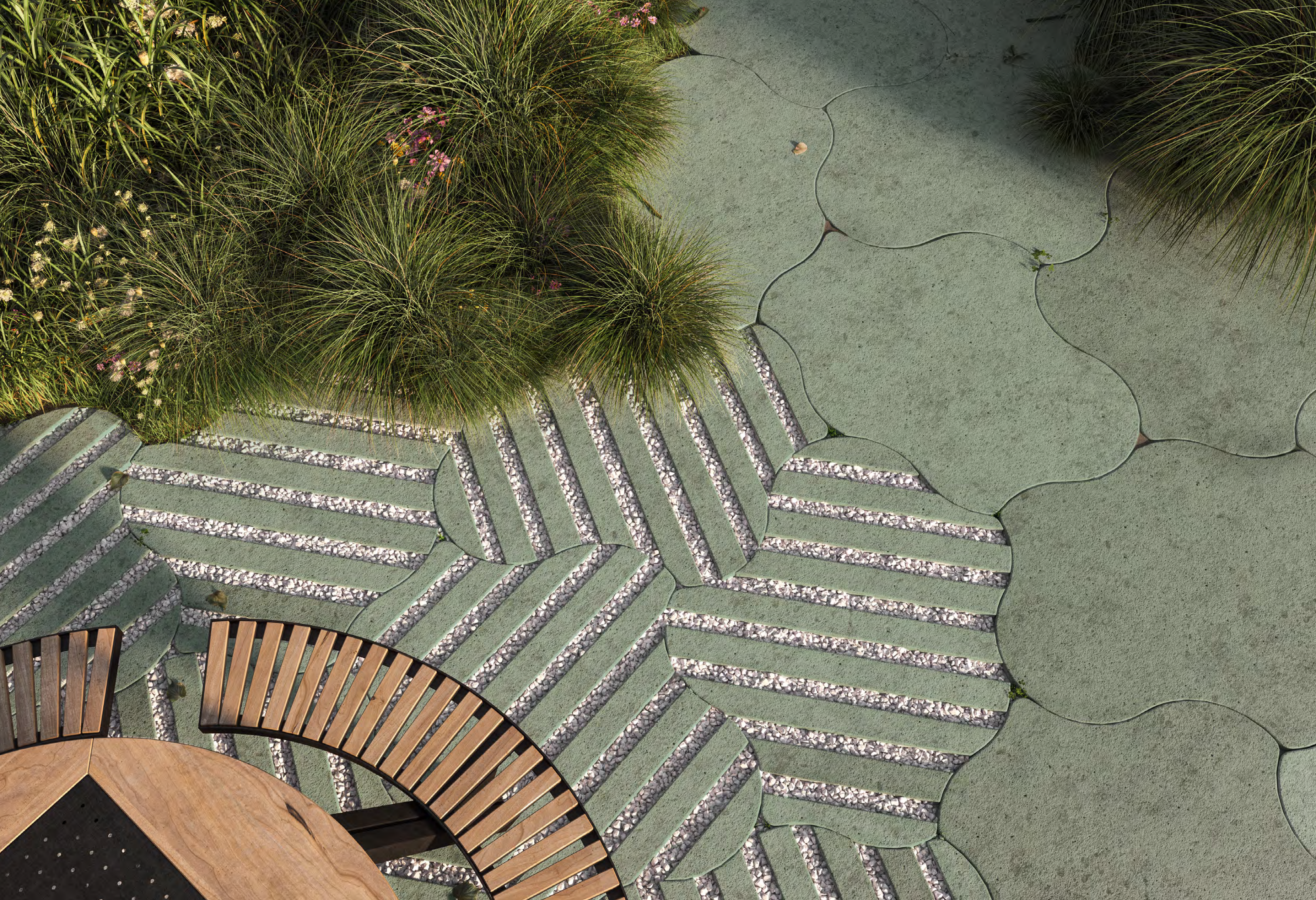




Straight



green



Straight



terracotta





Straight



urban grey







WHERE EVERY LINE MATTERS

Are you up for the challenge of taking your designs to the next level? Experiment with our diverse range of grass pavers patterns. From sleek and minimalist shapes to natural elements: effortlessly create innovative concepts for every project.

Feel free to request more information or a non-binding quote via **+32 (0)56/55 48 53** or through the contact form on **deerconcrete.com**.







