

Girl with a Pearl Earring recreated in flowers

At an event on Thursday night, AVIV "Harmonie" revealed the #Flowerpower campaign "Surprise".



In the presence of Royal Floraholland CEO Mr Lucas Vos and the Israeli ambassador to the Netherlands, Mr Moshe Perez, Aviv CEO invited his guests to hang the earring at the floral recreation of Vermeer's "Girl with a Pearl Earring".



The recreation of Vermeer's work of art during the #Flowerpower campaign symbolizes the timeless and classical status of the flower in our culture and daily life. #Flowerpower campaign is promoting the use of flowers in all of life's important events.

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