

# *belgium design*

*brussels  
flanders  
wallonia*

## PRESS FILE

MILAN DESIGN WEEK  
14 - 19 APRIL 2015

design  
flanders



The Designer of the Year Award is an initiative of



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## INTRODUCTION

'Belgium is Design' is a declaration of passion for design, highlighting the unique characteristics of Belgium's creative production. A joint declaration between the three different regions in the country, it recognizes that Brussels, Flanders and Wallonia are host to various talented designers that transcend cultural, linguistic and sociological differences to form a unique style. It is an approach that qualifies the statement 'Belgium is Design'.

'Belgium is Design' is a common label for the collective actions organized in Belgium and abroad by the following institutions: Wallonie-Bruxelles Design Mode, Design Flanders and MAD Brussels - Mode and Design Centre. And it is also enthusiastically supported by the Flemish, Walloon and Brussels export promoting organizations: Brussels Invest & Export and Wallonia Foreign Trade and Investment Agency.

Each year many Belgian firms attend Milan Design Week, largely at Salone del Mobile's fairground site. The fair and its expansive off-programme in the city is the most important design event in the world, where producers, buyers, the press, and all those associated with the industry assemble annually. As such, Belgian governmental initiatives support their presence and try to stimulate new talent to connect to an international audience in this setting.

In the Belgian federal system, promotion of export is predominantly a regional concern. Each region, Brussels, Flanders and Wallonia, attends the Milan Design Week through its own initiative and has done so for many years. In this crowded event, however, it is vital to find a way to stand out and get maximum exposure. Since the whole is more than the sum of its parts, the regional agencies for the promotion of design came together with those for international entrepreneurship. In the beginning, this resulted in joint communication on the Belgian presence in Milan to give an overview of the different public and private initiatives, but since 2011 a common approach has evolved further. The various government initiatives have now been integrated into a single presentation, always under the auspices, of course, of 'Belgium is Design'.

This year, the design of Belgium has chosen the historically location of Accademia di Belle Arti di Brera, in Milano, to showcase its talents. While the SaloneSatellite, the international platform for emerging design promoted by Cosmit at the fairground continues to be an effective springboard for many Belgian designers that has been supported by the regional institutions for nearly a decade.

## BELGIUM IS DESIGN AT MILAN DESIGN WEEK 2015

This year Belgium is Design will be playing an important role yet again during the Milan Design Week that will take place from 14 – 19 April 2015. Belgian creativity will be given place of honour throughout the exhibition 'Confronting the Masters' in the Sala Napoleonica of the Accademia di Brera and on a collective stand at the SaloneSatellite shared by six promising Belgian designers and design studios.

The Designer of the Year Award will be celebrating its tenth anniversary this year. The perfect occasion to team up with Belgium is Design and to organise 'Confronting the Masters'. This exhibition brings together the 10 designers to win the Designer of the Year Award since its creation in 2006, namely Alain Berteau, Sylvain Willenz, Nathalie Dewez, Alain Gilles, stefan schöning, Bram Boo, Nedda El-Asmar, Jean-François d'Or, Marina Bautier and Muller Van Severen, the 2015 winners. A surprising exhibition that encourages originality and highlights the specific characteristics of Belgian design as seen through the unique eyes of ten designers whose reputation has spread far and wide beyond our borders. From furniture to lighting and decorative objects, each of the designers will reveal their own identity, their signature, their expertise.

The exhibition will take place in the prestigious Accademia di Belle Arti di Brera art school.

The young talented designers will also profit from maximum visibility in the SaloneSatellite, frequented by an audience of private international visitors as well as companies looking for innovations that they can manufacture.

These collective actions are the result of a dynamic joint venture between different design support organisations (Design Flanders, Wallonie-Bruxelles Design Mode, Design Flanders, and MAD Brussels) and export promoting agencies (Wallonia Invest & Export and Brussels Invest & Export) and demonstrate the scope of the reputation that Belgian culture has achieved both on a local scale as well as around the globe.

# CONFRONTING THE MASTERS

## 10 Belgian Designers of the Year

Alain Berteau (2006), Sylvain Willenz (2007), stefan schöning (2008), Nedda El-Asmar (2009), Bram Boo (2010), Nathalie Dewez (2011), Alain Gilles (2012), Jean-François d'Or (2013), Marina Bautier (2014) and Muller Van Severen (2015).

By Dieter Van den Storm

Belgium is Design brings together the latest work by the 10 Belgian designers who earned the title Designer of the Year at a time when they were still young promising talent.

The Designer of the Year was conceived ten years ago when Interieur Foundation was looking for a way to put home-grown talent and young Belgian designers into the limelight and to promote them to national and international audiences. Different partners who were willing to provide their support for the award all joined the group (Bozar in Brussel, CID/Centre d'Innovation et de Design in Le Grand-Hornu, Design Museum Ghent) and in 2006, in cooperation with the publishing company Roularta, Alain Berteau was chosen as the first Designer of the Year. At the time he was still relatively new and unknown in the world of design. His approach appealed to the jury. He had convinced a few interesting companies to work with his creations. And above all he was at an interesting point in his career. The point between having acquired sufficient background and experience and the moment just before a great breakthrough.

Choosing designers at this particular point in their careers was to become the guiding principle of this award. No prize for a successful career or as a means of encouragement, but a well-conceived award presented to designers with sufficient originality to ensure that their name would be on everyone's lips for a long time to come. After Alain Berteau it was the turn of designers Sylvain Willenz, stefan schöning, Nedda El-Asmar, Bram Boo, Nathalie Dewez, Alain Gilles, Jean-François d'Or and Marina Bautier to walk off with the title. And in 2015 the award went to Muller Van Severen. The award has grown in stature and now, ten Designers of the Year later, we can see a modest history of exhibitions in Belgium as well as articles in leading national and international magazines that have contributed to promoting the names of the designers among the general public at home and to generating a greater awareness of them abroad.

The Ten have since conquered the world and the partners that make up Belgium is Design (Design Flanders, Wallonie-Bruxelles Design Mode, Brussels Invest & Export and MAD Brussels) had no hesitation about offering them a joint platform at the international furniture fair in Milan, where they will be showcased in the fittingly prestigious setting of the Sala Napoleonica in the Accademia di Belle Arti di Brera, right in the creative heart of Milan.

It is here in this historic setting that their most recent work will be presented and where, surrounded by academic studies by the great classic masters, they will fearlessly present their work side by side with centuries of cultural heritage. The international design scene is familiar with The Ten and thanks to their unbridled creativity and serious professionalism; they enjoy tremendous acclaim among international design companies. In the exhibition "The Power of Object(s). Design bestsellers in Belgium" that was on show until recently in the Brussels exhibition area of the ING Bank, they were present with their bestsellers. The German company Freecom for instance, sold millions of copies of the widely acclaimed hard disc xxs Mobile Drive (2012) by Sylvain Willenz and the Big Table (2009) by Alain Gilles became the design icon of the Italian furniture company Bonaldo.

What makes them so special? They each have their own identity and signature, their own way of working in their own domain. From furniture design to lighting design, from product development to total interior design. Some are further along their career paths; others are more eccentric in their design language. Their designs have seduced. Some are ingenious, some are pure poetry. They are often characterised by a clear line. A group of ten individuals whose work says something about Belgian design. Not something that can be condensed into one single name or one single category. But that is represented by at least ten names.

Looks like we have much to get excited about in Milan.

# CONFRONTING THE MASTERS

## PARTICIPANTS & PRACTICAL INFORMATION

MULLER VAN SEVEREN  
MARINA BAUTIER  
JEAN-FRANÇOIS D'OR  
ALAIN GILLES  
NATHALIE DEWEZ  
BRAM BOO  
NEDDA EL-ASMAR  
STEFAN SCHÖNING  
SYLVAIN WILLENZ  
ALAIN BERTEAU

### LOCATION

Accademie di Belle Arti di Brera  
Sala Napoleonica  
Via Brera, 28 Milano

### OPEN

14 - 19 April 2015 - 10:30 a.m. to 8:30 p.m.

### ORGANISATION

Belgium is Design — [www.belgiumisdesign.be](http://www.belgiumisdesign.be)

### COMMISSIONER

Inge Vranken – Design Vlaanderen  
Dieter Van der Storm

### SCENOGRAPHY

Danny Venlet – Mad Brussels

### COMMUNICATION

Vanessa Gohy - [www.rca.be](http://www.rca.be)

### COORDINATION

Giorgia Morero – Wallonie-Bruxelles Design Mode

### WEBSITE

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programmation INDIANEN — [www.indianen.be](http://www.indianen.be)



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## MULLER VAN SEVEREN

### BIOGRAPHY

The visual artists Fien Muller (1978) and Hannes Van Severen (1979) started off their careers as a design duo at the Valérie Traan Gallery in Antwerp three years ago. At first, one might view their work as a line created by two artists wavering between art and design. However, it was not long before it was perceived quite differently. Their joint furniture project was rapidly adopted in international circles and at the 2012 Design Interieur Biennale in Kortrijk, they were invited as international guests. Their sculptures and furniture have appeared in some of the most important museums and galleries of London, Berlin, Milan, Copenhagen and will soon be exhibited in Paris and New York. Fien Muller and Hannes Van Severen always retain a keen focus on the visual and sculptural qualities of their objects. It's simply second nature to them. As a result their furniture has additional dimensions and spatial qualities among others. The most important advantage they offer is the poetry that exudes from their projects. The perfect match between the functional innovation and the added value of design.

### AWARDS

2013 Designs of the year 2013 – London, UK  
 2013 Henri Van de Velde Label  
 2013 Nominated for the Icon magazine awards  
 2014 Designer of the year –Le Vif Weekend & Biennale Interieur  
 2014 Laureate Flemish Culture Award for Design  
 2014 Nominated for the wallpaper\*magazine awards, Designer of the year  
 2014 Selected by Wallpaper\* Designes top 100 of the global design elite (nr 84)  
 2014 Winner of the AD & MONOQI readers award 2014.  
 2015 Belgian Designer of the Year

### EXHIBITIONS

2015 Solo show Muller Van Severen @ Matter, New York, USA.  
 2014 Solo show Muller Van Severen @ The apartment, Copenhagen.  
 2014 Every colour is divine, daybed for Kvadrat, Milan, Italy.  
 2014 Solo show Muller Van Severen @ Andreas Murkidis, Berlin.  
 2014 Le Labo des héritiers, Grand Hornu, Hornu.  
 2014 25 years Viaduct, London, UK  
 2014 Solo show NEW YORK @ Valerie Traan, Antwerp.  
 2014 Show 82, groupshow @ Galerie Kreo, Paris.  
 2014 Van Severen Muller Van Severen, workshop of wonders, Utrecht.  
 2014 Design in full colour (curated by Scholten & Baijings), Dutch Design Week, Eindhoven.

2014 Lightopia, groupshow designmuseum, Gent.  
2014 Bienale Interieur Kortrijk  
2013 Muller Van Severen's Landscape, soloshow at EXITS, Milano, Italy  
2013 Muller Van Severen, soloshow at Rosana Orlandi, Milano, Italy  
2013 Belgium is Design: The toolbox, La Triennale di Milano,  
2013 LAP (Lambretto Art Project) Solo show with Valerie Traan Gallery at Ventura Lambrate, design week Milano Italy  
2013 Groupshow in MAO, muzej za arhitekturo in Oblikovanje, Ljubljana.  
2013 Groupshow , designs of the year 2013, design museum London. (nominated in the design section)  
2013 soloshow@ Frozen Fountain, Amsterdam, Nederland.  
2013 Design september 2013: Aimer, Penser, Créer, groupshow at Ampersand House, Brussels, Belgium.  
2013 Gelinkt', de collectie netwerkt, Design museum Gent, Gent.  
2012 Object Rotterdam 2012, Rotterdam, Nederland.  
2012 Muller Van Severen, soloshow at N°33, Deurle.  
2012 Tales of Heroes, groupshow, , Design Vlaanderen.  
2012 Interieur Kortrijk, international guests 2012, Kortrijk, Belgium.  
2011 Muller Van Severen 03., solo show at Valerie Traan, Antwerp.  
2011 -05. Plates for soulmates, groupshow at Valerie Traan, Antwerp.

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## MARINA BAUTIER

### BIOGRAPHY

Marina Bautier was born in Brussels in 1980, where she lives and works. After studying at Buckinghamshire Chilterns University College, she opened her own studio in Brussels in 2003. Marina worked for ten years in the furniture industry for several international brands, including Ligne Roset, Swedese, Idée, and Case Furniture, before launching her own label : “MA”

### AWARDS

- 2014 – Belgian Designer of the Year
- 2009 – Wallpaper\* Design Awards. Best Use of Materials, Wood
- 2008 – Winner of the Young Artists prize, Parliament of the French Community
- 2007 – Design Report Award of the German magazine Design Report, Salone Satellite, Milan
- 2005 – Montreal, Certificate of Excellence for the ‘Keyplug’ project

### EXHIBITIONS

- 2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center
- 2014 – Belgium is Design: Reflections, Triennale di Milano
- 2010 – Belgium is Design: Design for Mankind, Grand-Hornu Images, Mons
- 2010 – Fighting the Box. Twenty Belgian Designers, Centrale Electrique, Brussels
- 2010 – Home Sweet Home, Grand-Hornu Images, Mons
- 2009 – Atelier A1, Galleria Bonaparte, Milan
- 2007 – Entity-Indentity, Stedelijk Museum 's Hertogenbosch (NL)
- 2007 – Sons and Daughters of Life. Design Tide Tokyo, at the shop Idée Ecartée, Tokyo
- 2005 – Label-Design. Design in Belgium after 2000, Grand-Hornu Images Mons

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## JEAN-FRANÇOIS D'OR

### BIOGRAPHY

Jean François D'Or was born in 1974. Originally from Liège, he qualified in industrial design from La Cambre School of Visual Arts in 1998, before beginning his career at the lighting company Light, where he worked alongside Maarten Van Severen and Hans De Pelsmacker. He has been living and working in Brussels since 2003.

### AWARDS

- 2013 – Belgian Designer of the Year
- 2013 – Design Plus Award
- 2012 – Reciprocity 2012 Award
- 2010 – Balthazar 2010 Award
- 2010 – Orticola d'Esterni, Outdoor Design 15 International Designers

### EXHIBITIONS

- 2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center
- 2014 – Belgium is Design: Reflections, Triennale di Milano
- 2013 – Belgium is Design: The Toolbox, Triennale di Milano
- 2013 – Moodboards. Jean François D'Or, Grand-Hornu Images, Mons
- 2012 – Belgium is Design: Perspective, Triennale di Milano
- 2012 – Playing Senses, Hong Kong
- 2011 – Belgium is Design, Triennale, Grand-Hornu Images, Mons
- 2011 – Multiple Plan, Redhot Design Museum, Essen (DE)
- 2010 – Design Korea, Seoul
- 2010 – Fighting the Box. Ten Belgian Designers, Saint-Etienne Design Biennale

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## ALAIN GILLES

### BIOGRAPHY

Born in 1970, Alain Gilles is a Belgian designer who lives and works in Brussels. After studying Political Sciences and Marketing Management, he chose a career in finance. Later, he left the financial world to resume his studies, training in industrial design in France. In 2007, he opened his own studio in Brussels. He has collaborated with numerous design brands, including BuzziSpace, Qui est Paul ?, O'Sun, Casamania and Bonaldo.

### AWARDS

2014 - IMM innovation award (Cologne, DE), for the multifunctional BuzziPicnic table designed for Buzzispace (BE), 2014.  
2014 - Good design award (USA) for the multifunctional BuzziPicnic table designed for Buzzispace (BE), 2014.  
2014 - Good design award (USA) for the extendable Tracks table designed for Bonaldo (IT), 2014.  
2014 – Honoring Industry People (HIP) Award (USA)  
2013 - Green dot award 2013 (Los Angeles, USA ) for the “NOMAD” solar portable lamp designed for O’SUN  
2013 – Red Dot Design Award, “Best of the Best” (DE)  
2012 – Belgian Designer of the Year  
2012 – Design For Asia. Golden Award, Hong Kong Design Center  
2012 – Henry Van de Velde Prix du Public, Belgium  
2011 – Henry Van de Velde Award , Belgium  
2009 - Good design award” for the Big Table designed for Bonaldo, 2009. (USA)  
2008 - HENRY VAN DE VELDE LABEL 2008” for the “Tectonic” tables designed for Bonaldo, Belgium

### EXHIBITIONS

2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center  
2013 – Belgium is Design: The Toolbox, Triennale di Milano  
2011 – Belgium is Design: Lightness, Pinacoteca di Brera  
2010 – Fighting the Box. Centrale électrique, Bruxelles

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## NATHALIE DEWEZ

### BIOGRAPHY

Born in Brussels in 1974, Nathalie Dewez still lives and works in the city. After completing her studies at La Cambre School of Visual Arts in Brussels in 2001, Nathalie quickly found her niche in the creation of light fittings. Through appearing at numerous salons and exhibitions, she was able to establish partnerships with architectural agencies such as 51N4E and Archi2000, and labels like Ligne Roset and Hermès.

### AWARDS

2011 – Belgian Designer of the Year

2011 – Prix Pierre Bergé

2010 – Blueprint Award

2004 – Winner of the ‘Young Artists Prize’, Parliament of the French Community

### EXHIBITIONS

2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center

2014 – Belgium is Design: Reflections, Triennale di Milano

2013 – Belgium is Design: The Toolbox, Triennale di Milano

2012 – Belgium is Design: Perspective, Triennale di Milano

2012 – Customised products for 25 years of the Conran

Shop, Michelin Building, London Design Festival

2011 – Less and More. The Design Ethos of Dieter Rams, San Francisco

2011 – Prix Pierre Bergé, solo exhibition, Brussels

2010 – 100% Design, Earl's Court, London

2010 – Tools Galerie, Metals Exhibition, Paris

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## BRAM BOO

### BIOGRAPHY

Bram Boo is a self-taught designer who was born in Brussels in 1971. He works independently and has founded his own studio in 2001, with locations in Brussels and Sint-Truiden. Bram uses the creative concept to speak a new design language all of his own. The work of a designer allows him the freedom to question the function, aesthetic quality and identity of an object, which is why he finds design particularly exciting. Bram Boo has notable working relationships with Bulo, Indera, Serax, Drisag, Vanerum as well as private clients.

### AWARD

2010 – Belgian Designer of the Year

### EXHIBITIONS

2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center

2014 – Henry Van de Velde, Museum Fur Gestaltung, Zurich

2013 – A poesia das formas, MADE event, São Paulo

2012 – Belgium si Design: Perspective, , Triennale di Milano

2010 – Le Fabuleux Destin du Quotidien, Grand-Hornu Images, Mons

2008 – Furniture designs for the Brussels Parliament Conference Centre

2008 – New & Norwegian. A World of Folk, Stavanger, Norway

2008 – Galerie Sofie Lachaert, Tielrode (BE)

2007 – Furniture designs, Z33, Hasselt

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## NEDDA EL-ASMAR

### BIOGRAPHY

Nedda El-Asmar is a Belgian designer with Palestinian roots, who was born in Aalst in 1968. Now living and working in Antwerp, she studied jewellery design and silversmithing at the Royal Academy of Fine Art in Antwerp, and at London's Royal College of Art. She won Henry Van de Velde awards from Design Flanders in 1997, 2004, 2006, 2007 and 2008.

### AWARDS

2008 – Vlaamse Cultuurprijzen 2008, Vormgeving, Flemish Government culture prize  
2008, 2007, 2006, 2004, 1997 – Henry Van de Velde Award  
2007 – Designer of the Year  
2006 – Formidable Award  
1999 – Young Designer Award

### EXHIBITIONS

2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center  
2014 – Belgium is Design: Reflections. Triennale di Milan  
2013 – The Toolbox, Design Flanders gallery, Bussels  
2012 – Tales of Heroes, International Design House, Helsinki  
2011 – The Passion of Simplicity, The Mosaic Rooms, London  
2010 – Bollart Special Editions, World Expo, Shanghai  
2009 – Design Moment at Abu Dhabi Art, Emirates Palace, Abu Dhabi  
2008 – Verleidelijke Eenvoud ('Bare Essence'). Clairobscur, Design Museum, Ghent  
2007 – La Passion des Evidences ('Bare Essence'). Clair-obscur, Grand-Hornu Images, Mons  
2005 – Les Designers days racontent : La petite Princesse d'Argent, Puiforcat, Paris

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## STEFAN SCHÖNING

### BIOGRAPHY

stefan schöning was born in 1968 in Antwerp, where he still lives and works. He studied Product Development at the city's Henry Van de Velde Institute. In 1994 he set up an industrial design agency and currently works for customers in Belgium, the Netherlands, Italy, Germany and the US.

### AWARDS

2014 – first price housestyle wo1 route westtoer  
2013 – if product design award – etap lighting k9  
2013 – first price housestyle park biesbosch (nl)  
2012 – first price housestyle flandriens biking route  
2012 – first price cycling and walking routes middelkerke  
2011 – first price housestyle coastal walking park  
2008 – premier prix du concours visant à restaurer la “salle des guichets” au parlement flamand  
2008 – belgian designer of the year  
2007 - red dot product design award nmbs housestyle  
2007, 2006 – awards & labels henry van de velde  
2007 – lauréat du provincial prize for design, anvers  
2007 – if product design award nmbs housestyle  
2005 – first price traffic lights flemish government  
2004 – first price housestyle nmbs  
2005 – premier prix du concours housestyle for project gent-sint-pieters

### EXHIBITIONS

2014 –bosq - interieur - kortrijk  
2014 –belgium is design - reflections – milan  
2014 –the power of object - brussels  
2013 –belgium is design - toolbox – milan  
2013 –triennale – conflict & design - genk  
2012 –belgium is design - perspectives - milan  
2012 – president of the jury – design the studio - antwerpen

2012 – president of the jury – 50x designregio - kortrijk  
2011 – exhibition – je suis dada – madrid  
2011 – table ronde - l'espace public comme 'salon commun'- paris  
2011 – seminarie design & economie - madrid  
2010 – exhibition & auction – second hand second life  
2010 – exhibition delvaux handmade for wallpaper – brioni gallery - milan  
2010 – exhibition triennale - belgium is design - design for mankind - grand hornu  
2010 – actions. le design en mouvement, arcade in sainte-colombe en auxois, france  
2010 – fighting the box. 20 belgian designers, centrale électrique, bruxelles  
2010 – wallpaper\* handmade, brioni palazzo, salone del mobile, milan  
2010 – ouverture de la "salle des guichets" et du "barreau" au parlement flamand, bruxelles  
2009 – enchères & exposition second hand second life, les petits riens, bruxelles  
2009 – présentation whitegold collection, domani, paris  
2009 – window exhibition. vitrine colors, gand  
2009 – design stories, palermo design week  
2009 – je suis dada, design flanders gallery, bruxelles

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## **SYLVAIN WILLENZ**

### **BIOGRAPHY**

Born in Brussels in 1978, Sylvain Willenz has lived successively in the United States, Belgium and the UK. In 2003, he received his MA in Design Products from the Royal College of Art in London. The following year, he opened his own industrial design office in Brussels, SWDO. Here, he draws furnitures, lights, and industrial products for his world-famous clients, who include Cappellini, Established & Sons, Freecom, Hay, Tamawa (Belgium), and Karimoku New Standard.

### **AWARDS**

2015 – Interior Innovation Award  
2013 – Wallpaper\* Award for Best Accessory  
2011 – Red Dot Best of the Best Product Design Award  
2011 – iF Product Design Award  
2010, 2009 – Henry Van de Velde Label  
2009 – Designer of the Year  
2009 – UK Grand Designs Award Product of the Year

### **EXHIBITIONS**

2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center  
2014 – Threadworks, Gyselinck, Courtrai  
2012 – Glassworks, Victor Hunt Design Art Gallery, Brussel  
2009 – Opengrounds, Grand-Hornu Images, Hornu

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## ALAIN BERTEAU

### BIOGRAPHY

Born in Germany in 1971, the Brussels-based architect and designer Alain Berteau has been designing products, spaces and/or creative strategies for some of the industry's leading businesses since 2002. Bulo, ABV, Montis, RVB, Wildspirit, AGC and, more recently, Objekten (of which he is co-founder) are among his clients. His design stands out for its functional inventiveness and eco-friendly innovation. Alain Berteau is professor of Design at La Cambre since 2003 and was the renovator and curator of Isola Comacina (Lake Como 2010–13). His work has attracted significant international recognition and now features in the permanent collection of the Design Museum in Ghent.

### AWARD

2006 – Belgian Designer of the Year

### EXHIBITIONS

2014 – The Power of Objects: Design best sellers in Belgium, ING Art Center

2013 – Belgium is Design: The Toolbox, Triennale di Milano

2012 – Belgium si Design: Perspective, Triennale di Milano

2010 – Alain Berteau. Designworks Brussels, Galeries Royales Saint-Hubert, Brussels

### DESIGNWORKS

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## SALONESATELLITE 2015

A date not to be missed for tomorrow's designers

Bringing an international melting pot of emerging designers together under one roof is something that SaloneSatellite has been doing in Milan since 1998. With 700 exhibitors every year, it has become one of the hot spots for design talent.

Organised as part of the Salone del Mobile during Milan's Design Week, it gives creators under 35 the chance to cross paths with the biggest names in contemporary design, and perhaps the people they will be working for.

As part of the Belgium is Design project, six of our most promising designers and design studios will be going to Milan this year to present their best projects, prototypes and creations. They all have been chosen by a prestigious selection committee, made up of international professionals from the world of design, architecture and the media. It is a unique opportunity for these designers to benefit from international visibility: following past editions, many exhibitors have been lucky enough to see their prototypes put into production.

The SaloneSatellite, which is expecting over 50,000 visitors, will run from 14 to 19 April 2015 at Fiera Rho, Milan

## BELGIUM IS DESIGN - SALONE SATELLITE

### PARTICIPANTS & PRACTICAL INFORMATION

ATELIERS J&J

.RAD PRODUCT BY LAURENT CHABRIER

FRÉDÉRIQUE FICHEROULLE

PIERRE-EMMANUEL VANDEPUTTE

KAJU DESIGN

TWODESIGNERS

#### LOCATION

## SaloneSatellite

Quartiere Fiera Milano Rho  
Pav. 22-24 stand B15

#### OPEN

14 - 19 April 2015 - 10:30 a.m. to 6:30 p.m.

#### ORGANISATION

Belgium is Design — [www.belgiumisdesign.be](http://www.belgiumisdesign.be)

#### COMMUNICATION

Vanessa Gohy - [www.rca.be](http://www.rca.be)

#### WEBSITE

design LOFI STUDIO — [www.lofi-studio.com](http://www.lofi-studio.com)  
programmation INDIANEN — [www.indianen.be](http://www.indianen.be)



© Christophe Coelon

## ATELIERS J&J

Created in 2012 by two self-taught craftsmen, Jean Angelats and Jonathan Renou, Ateliers J & J are a design and furniture-making workshop. Conceived as a single production unit, the workshop comprises a carpentry section and an ironwork section. Ateliers J & J were born from a self-financing, craftsmanlike approach. The aim of Ateliers J & J is to create furniture which is aesthetically pleasing, long lasting, and affordable. The workshop is based in the outskirts of Brussels, and all raw materials are sourced locally, from Belgian suppliers. Ateliers J & J are designers and makers of limited edition furniture, all of which is entirely made on their premises. In their first collection, Ateliers J & J present a range of furniture which combines wood and metal. All furniture structures are made of bent tubular steel, painted and furnished with solid wood or wood panels (multiplex).

### CHAIR 01

Bent and welded tubular steel - Oak veneered wood panel - Rivets. 43 x 39 x 81,5cm

### CHAIR 02

Bent and welded tubular steel - Oak veneered wood panel - Rivets. 43,5 x 43,5 x 83cm

### SUSPENDED DESK

Bent and welded tubular steel - Oak veneered wood panel. 45 x 80 x 180cm

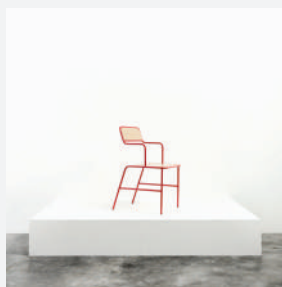
### ARMCHAIR

Bent and welded tubular steel - Folded steel sheet - Oak veneered wood panel and solid oak slats - Designers Guild's Eton fabric. 60 x 82,5 x 79cm



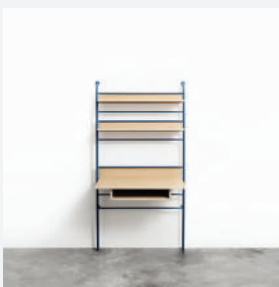
CHAISE 01

© Christophe Coelon



CHAISE 02

© Christophe Coelon



BUREAU SUSPENDU © Christophe Coelon



FAUTEUIL 01

© Christophe Coelon

## ATELIERS J&J

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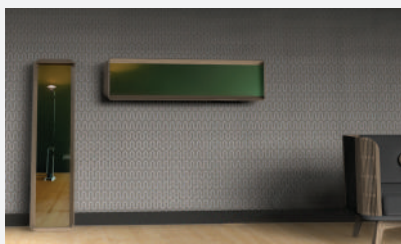


© Laurent Chabrier

## **.RAD PRODUCT BY LAURENT CHABRIER**

.RAD Product, founded in 2011, is a space and object design agency represented by Laurent Chabrier. The agency's work is influenced as much by architecture and design as by science or fiction. It centres primarily on the question of the memory that one has of the "object". This reflection, which serves as a basis for the projects, is embodied in the duality between "a subject and an object", between the seen and the thought.

In this way .RAD Product offer the user several levels of reading. The projects which the agency develops allow a more personal dimension to be added to the function of the object to improve integration into the living space.



SPIEGEL © Laurent Chabrier

**MIRROR – PASODOBLE** - "PasoDoble" is a mirror which is both horizontal and vertical, two sides of the same coin. The wooden frame twists and turns all around the mirror, in reference to the famous tango step, where the bodies brush together without ever touching. Thus, the PasoDoble mirror leaves room for the imaginary in a play of sensuality and relationship. 180 x 55 x 11 cm - Oak



BANK © Laurent Chabrier

**SOFA - DUKE** - With its broad hand-stitched cushion seat, the Duke sofa comfortably seat three people. Its clean lines allow it to fit into every type of interior, regardless of its orientation within the room. The line of the lacquered back and armrests contrasts with the rounded solid oak of the curves which connect them. These curves, with the linear and point cut-outs in the wood, filter the light. Simultaneously opened up by the cut-outs and protected from outside eyes, the sofa shelters embraces or simply offers a space to let time go by. 200 x 78 x 80 cm or 200 x 88 x 74 cm. Oak – Lacquer - Suedine



D-FORM © Laurent Chabrier

**DESK – D-FORM** - D-Form is a ribbon of wood softened by the play of points and lines. This play grants the material, above and beyond the aesthetic aspect, the ability to follow a line that could have been drawn freehand.

**.RAD PRODUCT® BY LAURENT CHABRIER**

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© Véronique Hoet

## FRÉDÉRIQUE FICHEROULLE

Through her studies of Interior Architecture & Design at the College of Advertising & Design in Brussels, Frédérique Ficheroulle (1988) discovers the conception of objects and with it the exploration of materials and their possibilities. After different collaborations with Jean-François D'Or and Nathalie Dewez, she starts as a freelance product designer in 2014. Surrounded by a family working in architecture, graphism and art, her approach is human and poetic while keeping a good eye on function. Her curiosity brought her also to study gemmology, fascinated by the beauty of the infinite small and the nature phenomenons.

### TWIRL

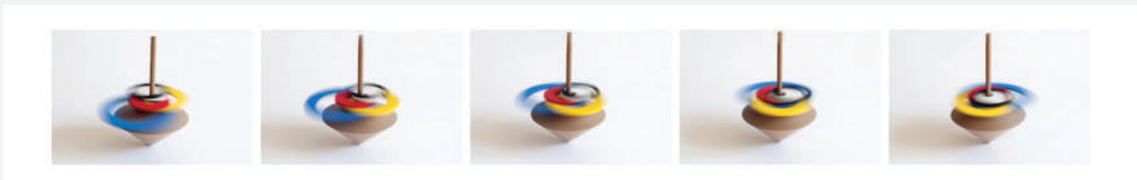
A spinning top for kids and grown-ups. With its colored circles, Twirl is a game of balance, movement and colors. The game is to add the circles on the spinning top in movement to discover the mixing colors and shapes while it changes speed to surprisingly accelerate when it finds the balance. Material: Beechwood - Spinning top - Light wooden colored circles. Diameter: 10 cm Height: 15 cm



© Frédérique Ficheroulle



© Frédérique Ficheroulle



© Frédérique Ficheroulle

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© MikoMiko Studio

## PIERRE-EMMANUEL VANDEPUTTE

Born in 1991, Pierre-Emmanuel Vandeputte graduated from La Cambre in 2014. His approach of creation is inspired by realism and situations or objects whose meaning is immediately apparent. Interested in the capacity and behavior of materials, his design expresses their intelligence.

### BELVEDERE

Belvedere is a collection of ladders to get high, while inventing a new perspective. In a slump, in a routine or bored of the daily-life, Belvedere ascends one out of reality.



© Delphine Mathy



© Delphine Mathy

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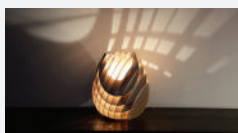


© Kaju Design

## KAJU DESIGN

The Kaju design universe is defined by cultural cross-fertilisation and contrasts between geometric rigour and organic forms. The dialogue between these different sources of inspiration generates objects with certain overtones of poetry. Kaju's creations are strongly influenced by traditional Japanese culture and by the senses of balance, harmony and serenity so evident in their objects, their Zen gardens and their architecture.

Leen D'Hondt, the founding designer of Kaju design, attaches great importance to the emotional link that can be created between user and object. She favours the use of natural materials, particularly wood, to create items that last, while keeping a strong identity.



© Kaju Design

**TABLE LAMP – IREKO** - Created from nested wooden elements, Ireko fits together a table and a lamp like a puzzle, without glue or screws. Its egg-like shape carries the idea of unity, which contrasts with its construction from separate pieces, each one different from the other. Oiled birch plywood - 24 x 24 x 30 cm



© Kaju Design

**STOOL - SEKI** - The flexibility of thin plywood is the basis of the design of this simple object: a narrow board held by elastic cables bows under the user's weight to provide greater comfort, and returns to its rectilinear shape when the seat is empty. Stratified birch ply and oiled birch ply, elastic cord - 60 x 30 x 45 cm



© Kaju Design

**TABLE - MUDI** - This low table can be transformed into a dining table in a very fluid way. Its special feature is that this transformation involves an increase in the table surface. Thus, it can go from a very compact, crouched, position, to the outgoing, deployed position, in one movement. Stratified birch ply and oiled birch ply - 88 x 88 x 29 cm or 109 x 109 x 72 cm

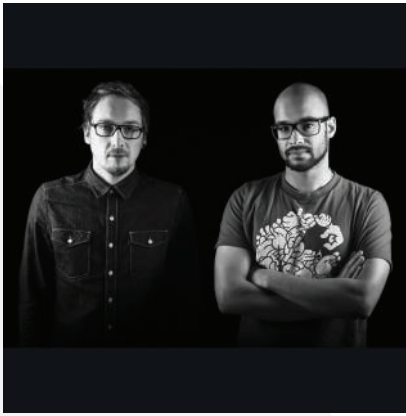


© Kaju Design

**BOOKCASE - EDA** - The Eda bookcase is formed by stacked modules. The unusual form of its feet, reminiscence of the branch of a tree, allows easy, stable stacking. It can be used as a room divider since its two sides are identical, and each module can be used separately as a bench, table or desk.

Oiled birch ply and solid surface - 45 x 250 x 46 - 82 - 118 - 154 - 190 cm

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© Germain Ozer

## TWODESIGNERS

Jonathan Honvoh and Rodrigue Strouwen share a resolutely graphic vision of design. After qualifying from the Superior Art School of Liege, they worked together on various projects as part of the Mockä design collective. And in 2008, they set up their creative studio, TwoDesigners. Their work, with its own poetry – at once playful and offbeat – suggest the functions for which their objects are intended, rather than imposing it. Multifunctional and modular, their creations tell stories.

### MARIE HENRIETTE

Marie Henriette is a small mirror which revisits the concept of the hairdresser. Wood and anodised aluminium.

### ESKABELLA

Eskabella is a floor-standing mirror whose form is inspired by the image of the stepladder. Wood and lacquered steel.



© Twodesigners



© Twodesigners

### TWODESIGNERS

JONATHAN HONVOH & RODRIGUE STROUWEN

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## PRESENTATION OF THE ORGANIZERS

### design flanders

Design Flanders promotes contemporary, high-quality, innovative design from Flanders among companies, government bodies and the general public. It does so with a conviction that design is of great economical, social and cultural value. Design Flanders places designers and design agencies at the heart of its work. It exhibits Flemish design both in Brussels in the Design Flanders Gallery as well as elsewhere at triennials, other exhibitions and trade fairs.

Every year Design Flanders organises the Henry van de Velde Awards & Labels, the Flemish design awards and has done so since it was first inaugurated in 1994. Promising designers, role models and innovative design companies are rewarded with a Henry van de Velde Award and well-designed objects and services receive an additional boost and a quality label in the form of the Henry van de Velde Labels.

Design Flanders also provides additional substance to Flemish design by writing extensively about it in its publication *Kwintessens*, by exploring design in greater detail and being more closely involved with the triennials.

Design Flanders also ensures that Flemish design is given international exposure via its extensive international network. It also participates in different European projects.

Design Flanders is a member of the Enterprise Agency.

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Brussels Regional Public Service

Brussels Invest & Export is the foreign trade and investment agency of the Brussels-Capital Region. It aims to promote the internationalization of the Brussels economy.

Brussels Invest & Export assists Brussels companies operating in foreign markets. About ninety five economic and trade commissioners across all continents provide free guidance to SMEs, target potential local prospects and partners, organise matchmaking visits... Concrete initiatives in Brussels and abroad include trade missions, contact days, buyers' invitations and collective stands at international trade fairs.

Brussels exporters are listed in a database, [www.brussels-exporters.be](http://www.brussels-exporters.be), which can be accessed by all foreign companies searching for partners.

Another mission of Brussels Invest & Export is to attract foreign companies to Brussels and to provide them with support, should they decide to locate their business in the Region.

To enable investors to assess the benefits of establishing in the capital, Brussels Invest & Export offers them a « Welcome Package » which includes equipped office space at no cost for a three-month period.

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MAD BRUSSELS is a 4000-m2 centre located right in the heart of Brussels dedicated to fashion, design and the creative industries.

We promote our talents, creators and designers locally, nationally and internationally.

We organise exhibitions, seminars and events.

We set up career plans and help job seekers find employment as well as helping employers in their search for talent to match specific professions.

We offer practical and theory workshops for designers. We encourage cooperative ventures with the city and thus participate in urban revitalisation missions.

We encourage links and exchanges between the creative industries and the economic sector via specific programmes.

We target both professionals and the general public.

Our aim is to position Brussels as the capital of creative industries.

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Wallonia-Brussels Design/Mode (WBDM) is a governmental agency for the promotion of design and fashion, which aims to increase the international reputation of designers from Wallonia and Brussels.

Through a constant participation in major tradeshow, exhibitions and conferences, WBDM 's mission is to increase networking and business opportunities for Belgian design and fashion talent in the international market.

The agency concurrently emanates from Wallonia-Brussels International, the Wallonia Foreign Trade and Investment Agency (AWEX) and the Ministry of the French-speaking Community – Contemporary Arts Department.

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## PRESENTATION OF THE PARTNERS



The not-for-profit Biennale Interieur Foundation is active in the contemporary design sector as well as product development and innovation. It has organised Interieur Biennale since 1968. In 2016, the Biennale will hold its 25th edition. The internationally renowned design event that focuses on trends and avant-garde fashions that are the hallmarks of contemporary design, is an essential meeting place for both design professionals as well as the general public. Thanks to the innovative concept for the show with its policy of selecting only the best designs in terms of business and culture and thanks to its tailor-designed layout and decor, Interieur Biennale has succeeded in securing a unique place in the design landscape. It is one of the initiators of Designer of the Year that was first launched in 2006 and thus provides the ideal platform for discovering Belgian talent within an international framework.

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Ever since it was first founded more than 30 years ago, Le Vif Weekend as supported young Belgian creators from the world of fashion, photography, gastronomy and of course design – one of the fundamental cornerstones of the magazine. This showcasing of home-grown talent takes place throughout the year in the pages of the magazine and in particular in the four issues dedicated specifically to design. But the editors also place great importance on valorising the creators by offering them a showcase that extends beyond print and web formats in the form of the prestigious Designer of the Year award organised in cooperation with the key institutions of the sector.

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Download information and high-resolution images at  
[www.belgiumisdesign.be/press](http://www.belgiumisdesign.be/press)

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