

SIGN

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BOLD Dualities
The Belgian Design Map



Milan Design Week 2024

Belgium is Design Milan Design Week 2024 15—21.04

BELGIUM IS DESIGN

SALONE DEL MOBILE & FUORISALONE

THE BELGIANS IN MILAN

Belgium is Design promotes Belgian design talent internationally and connects design professionals at key events and B2B meetings, from Brussels to Milan, via Paris and New York.

In this respect, the Milan Design week is a key event for Belgium is Design. It was in the design capital that the first initiatives were launched by the following institutions: Flanders DC, MAD Brussels and Wallonie-Bruxelles Design Mode, which joined in 2011 to form the Belgium is Design project.

Since then, 10 exhibitions in the Fuorisalone, 15 years of presence at the SaloneSatellite, 1 short film and more than 160 designers and companies have been shown as part of the Design Week.

This year, Belgium is Design is concentrating its efforts on a major exhibition in the Fuorisalone within Baranzate Ateliers (in a new impressive location). Among more established names, <u>BOLD Dualities</u> also gives a focus on a prolific new generation, thus leaving aside for this edition, the SaloneSatellite. In addition, a highlight on all Belgian initiatives and novelties will be listed in the Belgian Design Map.

Practical info

Baranzate Ateliers Via Gaudenzio Fantoli, 16 20138 Milano

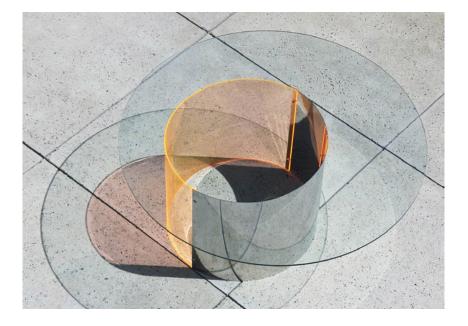
Mon. 15 (press day) – Sun. 21.04.2024 Open daily 10 AM – 7 PM

belgiumisdesign.be
info@belgiumisdesign.be
@belgiumisdesign
#belgiumisdesign #thenewbelgians

To reach the exhibition use our round shuttle service from 10.30 AM to 7 PM (5 minutes drive):

- → From Rogoredo metro station (line 3)
- → From Repetti metro station (line 4)









amgs studio

Atelier Leda

Bent Fierens

Chateau Resort

Cocono

Combo Toys

Duplex

Fractall

Home Studyo

Jules Vrijsen

KRUM

Lisa Berden

Lou van 't Riet

Maak & Transmettre

Maud Brunstein

Muller Van Severen

Nathalie Van der Massen

Nortstudio

Nuts&Bolts

Oskar De Roover

paulineplusluis

Sébastien Caporusso

Studio BISKT

Studio Matta

Studio Minimètre

studio MOTO

Studio Nas

Studio Plastique

Tenue de Ville

Venlettettelin



Exhibition BOLD Dualities

BELGIUM IS DESIGN

MILAN DESIGN WEEK 2024

BARANZATE ATELIERS

15 — 21.04.2024

For the first time in the history of *Belgium is Design*, the international design platform organized by Flanders DC, WBDM and MAD Brussels, over 30 designers and design studios are brought together for a joint exhibition during the Milan Design Week. Titled *BOLD Dualities*, the exhibition, curated by Baroness O., showcases local talent in a scenography by Karel Burssens. As the title suggests, it has become a bold, daring, and especially unconventional selection. The venue chosen is **Baranzate Ateliers**, an initiative by designer Lionel Jadot and Zaventem Ateliers, which this year will have a new impressive location.

Despite Belgium being a small country with a complex historical and political structure, its designers often exhibit humility, adaptability and ambiguity. These contradictions converge in the presentation of *BOLD Dualities*. The exhibition, featuring objects from over thirty Belgian designers, illustrates how designers adapt to the ambiguous identity of the country, navigate complex situations, and engage with their surroundings. Above all, it highlights how this translates into their designs, how they stimulate and question the design industry, push boundaries within existing norms, and never shy away from challenges. This unique approach often distinguishes them from similar international profiles, allowing them to focus on a distinctive style of design that makes Belgian design truly unique.

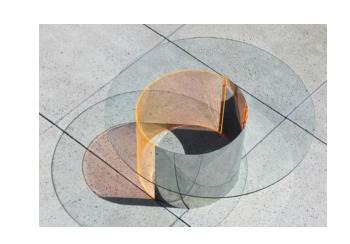
Curators Baroness O. emphasize the duality in the title by categorizing selected objects into two groups, placing them almost in opposition of each other. This creates an exciting dichotomy between objects and their designers, where contradiction strangely brings them together and also divides them. The result is a dynamic interplay between two groups telling a collective story, attracting and repelling, dividing and connecting. These groups engage in a dialogue within Karel Burssens' scenography.

BOLD

The curators at Baroness O. found it crucial to provide a broad perspective on Belgian design based on a coherent concept that brings together established figures and young talent. The 2024 selection notably emphasizes a greater presence of collectible design compared to industrial design, although the latter remains a significant Belgian characteristic.

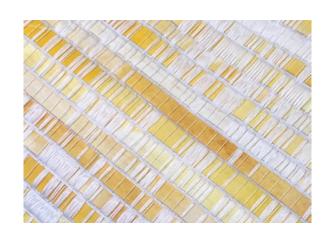
The BOLD selection, on one hand, showcases Belgian modesty in design and the use of materials. Objects in this selection appear simple, clean, and minimalistic. Unusual material applications, unconventional extrusions, and objects without apparent functions ensure that each item deviates from contemporary design norms in a structured way, offering a unique perspective. This first selection primarily includes larger pieces such as furniture, larger decorative objects, and mirrors. Cold and hard colors and materials like metal dominate this category such as the projects by Oskar de Roover, Studio MOTO, paulineplusluis, Nuts&Bolts, Duplex, Jules Vrijsen and Fractall. Reflective materials are seen in works by Lou van 't Riet, Venlettettelin, and Studio BISKT. Stone and ceramics are present in the works of Muller Van Severen for HAY, and plastics are featured in Lisa Berden's creations. The colder materials find contrast with the work of Bent Fierens, as well as in the wooden objects of Sébastien Caporusso and Studio Plastique, the textile objects of Nathalie Van der Massen, and, extending further, in the wallpaper collection of Tenue de Ville.



























Bent Fierens - Lisa Berden - Jules Vrijsen - Oskar De Roover

Tenue de Ville - Fractall - Lou van 't Riet - Nathalie Van der Massen

Sébastien Caporusso - Duplex - Studio MOTO - Nuts&Bolts

paulineplusluis - Muller Van Severen for HAY - Venlettettelin - Studio Plastique

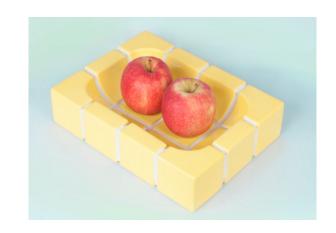


















On the other hand, the COLOURFUL selection is small but brave, much like the country

itself. These objects are daring, extroverted, and striking. Unlike the BOLD selec-

tion, these designs are smaller in scale, such as the vases from Studio BISKT, Studio

Matta, Home Studyo, and Studio Nas, as well as tableware items like KRUM's coffee

mugs, eggcups by Studio Minimètre and Muller Van Severen's cutlery for HAY. The

colors used are cheerful and playful, particularly evident in Combo Toys' toy kit and

Nortstudio collection of lamps. The materials, on the other hand, are warm, including

a selection of textile objects from Atelier Leda, Chateau Resort, amgs studio,

Maak & Transmettre, and the rugs from Cocono.





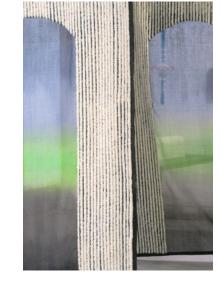














Additionally, the exhibition highlights a strong presence of objects focusing on personal well-being. Examples include Jules Vrijsen's contemplative object, Bent Fierens' huggable stool, Venlettettelin's mirror displaying multiple perspectives, and Lisa Berden's wall object exploring the relationship between body and space. Other designs contribute to personal well-being through their ultimate cheerfulness, such as the creations of Combo Toys, nortstudio, Home Studyo, KRUM, studio Nas, or the warm coziness found in Cocono, Atelier Leda, and amgs studio.

Finally, significant importance is placed on individual character and the ability to isolate oneself from the world through curtains, as seen in Chateau Resort, Maak & Transmettre, Maud Brunstein, or the screens by Nathalie Van der Massen.









From left to right:

Studio BISKT - Studio Nas - Combo Toys - Studio Minimetre

KRUM - Atelier Leda - Chateau Resort - Studio BISKT

Maud Brunstein - Home Studyo - Maak & Transmettre - Cocono

Muller Van Severen for HAY - amgs - Nortstudio - Studio Matta

Baranzate Ateliers

Baroness O.

BARANZATEATELIERS.COM @BARANZATE_ATELIERS BARONESSO.COM @_BARONESSO

This year Belgium is Design will be part of the Lionel Jadot's and Zaventem Atelier project. Baranzate Ateliers returns to Milan for a highly anticipated second edition, set to be even larger and more ambitious than its first iteration which launched to wide public acclaim during Milan Design Week in 2022. Taking up residence in a new location in Via Gaudenzio Fantoli 16/3, a monumental 1950s industrial building of 7,300 sqm, this year's unmissable programme, spanning art, collectible design and performances promises to be a major highlight of the design week.

Curators of the exhibition are Baroness O., a creative studio founded in 2011, based in Brussels, and led by Anne Van Assche and Kim Vandeloo. Baroness O. focuses on curating, scenography, organization, art direction, and design at the intersection of art and design. They consistently aim to foreground the story behind a design in a coherent manner. Over the years, they have worked on various projects for clients such as the Design Museum Gent, the Biënnale Interieur, Vitra, and Feeling Wonen. Additionally, they have conceived their concepts, including the exhibition Familiar Reflections and the design pop-up shop SUPERMARKET.



New location

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Mon. 15 (press day) – Sun. 21.04.2024 Open daily 10 AM – 7 PM To reach the exhibition use our round shuttle service from 10.30 AM to 7 PM (5 minutes drive):

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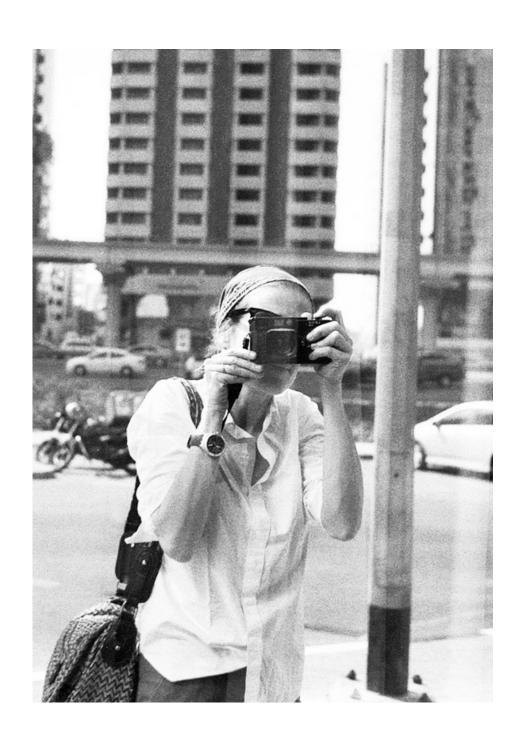
Lydie Nesvadba

dia Varal Duracana

@LYDIENESVADBA LYDIENESVADBA.COM KARELBURSSENS.COM

All the designer portraits were taken by photographer Lydie Nesvadba. She lives in Brussels, Belgum and divides her time between commission work and personal projects. Her interest in portraits and documentaries places the human being at the heart of her work. Favoring meetings, she makes us dive into the eyes of those who agree to give themselves up.

For this project, she worked on the concepts of geometry, contrasts, shadows and mirrors, drawing her inspiration from 3 books: the first on the body language of the sculptor Erwin Wurm, the second on the Yan Family (one of the styles of Tai Chi Chuan) and the third on a project by the photographer Christian Carrere. She invited the designers to interact with a series of cubes inside a white box, and they played along with a unique Belgian sense of derision and off-beatness.



Karel Burssens is a with a diverse range He develops internat converge.

For Belgium is Design A large structure of light and a soundsca the objects.

A semi-transparant dialogue between th space and objects.



@KAREL.BURSSENS
transdisciplinary artist, trained as an architect and engineer, of projects, including fashion shows for major fashion houses. tional projects where scenography, installation and architecture
gn he imagined an installation made up of different elements. aluminium tubes, clamps and wires stands in the space. Cold ape contribute to creating a brutal universe that contrasts with
reflective curtain complements the installation. It creates a ne objects. As it gently circles, it offers multiple perspectives on n this poetic landscape, each object presents its identity fully.

Ana Maria Gomez

ANAMARIAGOMEZ.ME

@ANAMGOMEZSUAREZ

Atelier Leda

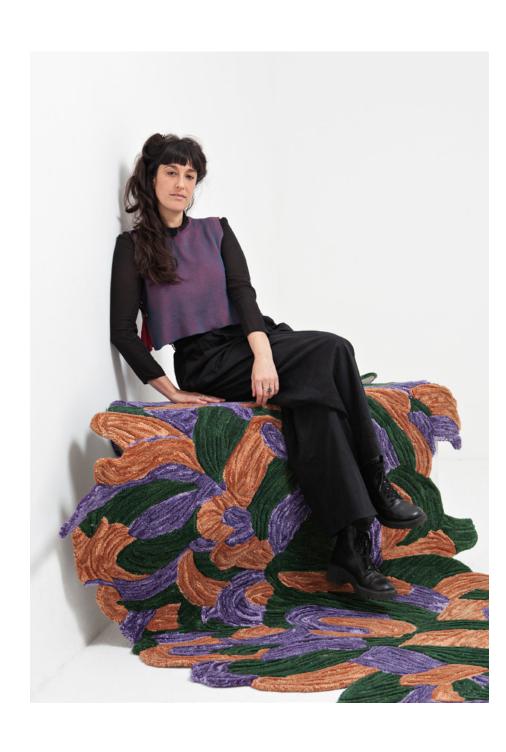
LEDADEVOLDERE.COM @ATELIERLEDA @BENTFIERENS

Ana Maria Gomez is a Colombian textile designer based in Brussels. She created amgs, a research studio, focusing on experimenting with the visual, tactile, and spatial dimensions of textiles. Her project, Cravo, challenges traditional tapestry boundaries with its organic shape, waves, and dynamic colour saturations achieved through tie-dye techniques. This tapestry was created in collaboration with Omarcity, a creative platform for small and sustainable brands based in Antwerp.

Atelier Leda founded by Leda Devoldere is a design studio with a focus on textiles with a vibrant, playful, and simultaneously geometric universe. *Blocks* is a series of industrial round-knitted fabrics consisting exclusively of lines, specially designed for various applications in space and interiors.

Bent Fierens is a young product designer. Thriving on solving world or personal issues, his designs balance practicality and artistic expression, reflecting his intricate internal dialogues. *Loops* represents a liberating journey, an escape from self-imposed limitations, and the discovery of new creative dimensions.

Bent Fierens







OMARCITY.WORLD

Chateau Resort

Cocono

Combo Toys

CHATEAU-RESORT.COM @COCONO_DECO COMBO.TOYS @COMBO.TOYS

Chateau Resort is a brand specialised in bespoke, visually impactful elements such as landscape curtains, textiles, and scenography, collaboratively crafted for both professionals and individuals. *Sea, Swallow me* is a custom-designed, coloured curtain featuring a broad spectrum of colours dyed into the fabric, handcrafted with a whipstitch technique.

Cocono is a new Belgian interior design brand that focuses on slow objects for home decoration. The brand works with young designers and it encourages them to show-case their creativity. All products are 100% designed and manufactured in Belgium. With a committed approach towards a more sustainable future, Cocono's rugs are one-of-a-kind because they are made from out-of-production yarns from the local textile company Limited Edition. The brand is taking a circular approach, focused on eliminating waste, by creating products that are better for the planet.

Combo Toys is art to play with. Building kits crafted by artists for children and grown-ups alike. A collection of fascinating shapes in recycled plastic with jazzy colours. The *Universe* line is a playful introduction to art designed especially for educational departments of museums, schools or any initiative that develops projects around artistic education.







Fractall

Home Studyo

@HOMESTUDYO.BE

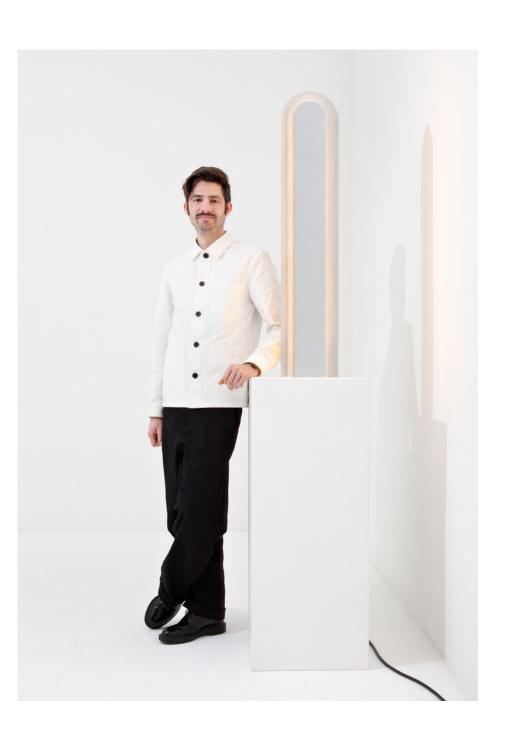
DUPLEXSTUDIO.BE @FRACTALL_ HOMESTUDYO.BE

Duplex is a furniture brand creating circular collections designed from surplus, waste and industrial by-products. The studio designs and produces furniture through materials upcycling. They aim to redefine the production process by incorporating sustainable principles and perspectives such as: eco-design, local production, durability, functionality, and versatility. The project, *Stone o1*, focuses on the revalorization of industrial stone offcuts from the Belgium Blue Stone quarry, La Carrière du Hainaut. Based on these elements, Duplex produces a range of day-to-day accessories that promote circularity, elegance, and functionality.

Fractall, a design studio founded by Arne Desmet, blends natural inspiration with industrial aesthetics designs. The *Spire* lamp, inspired by the New York Chrysler Building, distils its iconic spire into a minimal and textured form, highlighting materials and production processes.

Home Studyo is a brand creating unique homeware items with creative and captivating designs through the partnership of Mathieu Van Damme (Case Studyo) and Esther Noben (Toykyo). They present the *Blow Up* Collection, composed of a vase, a jug, a planter and a mirror created to bring joy and significance to everyday life.







Object on the exhibition:

→ STONE 01, 2024

Lighting and accessories.

Waste bluestone, dead inventory of metal tubes

→ SPIRE, 2023Lamp - Brushed aluminum

→ OSCAR, 2022 Vase - Ceramics

 $\rightarrow \underline{\text{EMILY}}, 2023$ Jug – Ceramics

Jules Vrijsen

KRUM

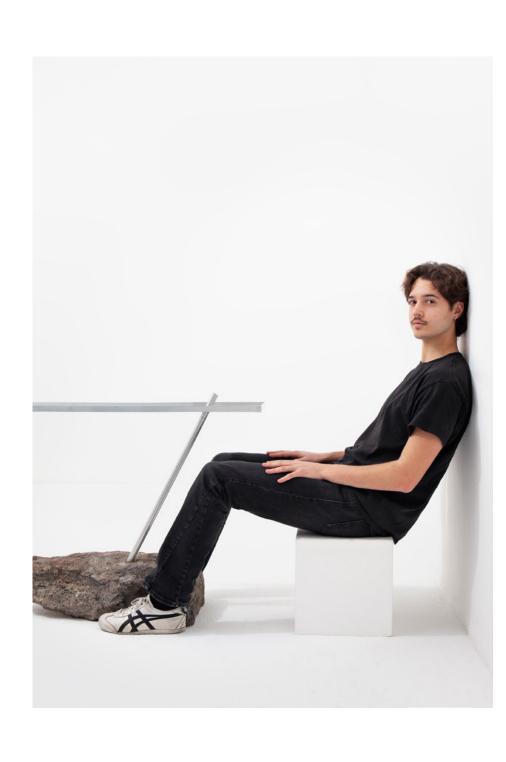
Lisa Berden

JULESVRIJSEN.COM @J_VRIJSEN KRUM.BE @MICHAELKRUIJNE LISABERDEN.COM @LISABERDEN

Jules Vrijsen is a designer who explores the boundaries between design and art, exploring a pure visual language influenced by nature. His first design piece, *Undine*, is a freestanding object that integrates nature into living spaces, focusing on the connection between humans, objects and space through the interplay of tension and balance, presenting a horizontal water surface supported by a diagonal tube.

KRUM is a design studio founded by architect and product developer Michaël Kruijne, which prioritises efficiency, sustainability, and playfulness in both architectural and furniture design. The *Hothothot* cup is an exploration of ceramic formal boundaries that enhances functionality by incorporating fins to reduce heat contact during the holding of hot beverages.

Lisa Berden is a Brussels-based designer with a background in interior and jewellery design. Her project merges these disciplines to create visually impactful objects that move away from adorning the body to instead enhance spaces. Through the exploration of reflections, angles, materials, and light, she creates mesmerising auras that transform their surroundings.







Lou van 't Riet

Maak & Transmettre

Maud Brunstein

LOUVANTRIET.COM @LOU.VANTRIET

Lou van 't Riet is a designer and architect based in Brussels. She's known for her mirrors that invite viewers to become active participants in the creation of different visual compositions by manipulating them. May the mirrors be closed, completely or partially opened; they are an invitation to contemplation.

Maak & Transmettre is a creative studio and a hub for the exchange of knowledge founded by Alice Emery, Mathilde Pecqueur and Salomé Corvalan, textile and industrial designers. Blurring the lines between art and design, they utilise tufting techniques beyond traditional carpets, creating theatrical objects that invite interaction within architectural installations. Their tufted double-curtain, *Arches* inspired by Italian architecture, combines the transparency and lightness of tinted canvas with the weightiness of tufted lines in thick wool, transforming the carpet-making technique into a sensual space-dividing curtain.

@MAUDBRUNSTEIN

@MAAKANDTRANSMETTRE

Maud Brunstein is a textile designer specialising in knits and experimental materials, employing an ethical and circular approach. Her project Aura explores perceptions through a range of artisanal and industrial techniques, creating knitted materials designed for different uses with dynamic colours and vibrational effects.







MAAKTRANSMETTRE.COM

Muller Van Severen

Nathalie Van der Massen

@NVANDERMASSEN

NORTSTUDIO.BE

Nortstudio

@NORTSTUDIO.BE

MULLERVANSEVEREN.BE @MULLERVANSEVEREN

After winning countless awards and collaborating with prestigious museums (such as Vitra Museum, Centre Pompidou and Musée des Arts Décoratifs Paris) and galleries worldwide, Muller Van Severen is considered to be one of the most image-defining European design teams of today. Founded by Fien Muller and Hannes Van Severen, this duo is known for sculpturally interesting objects blending design and art. Their new collection for HAY features cutlery and ceramic tables.

Textile designer Nathalie Van der Massen is known for her tactile and minimalistic style. Through collaboration with (interior) architects, creative companies and galleries in Belgium and abroad, she creates textile design, art direction and product design for private and public spaces. Her project Ren is a limited edition collection of three room dividers, showcasing a sensory exploration of rhythm, transparency, and tactile richness through meticulously crafted designs using natural materials.

Nortstudio, founded in Antwerp in 2016 by Jef De Brabander and Kathleen Opdenacker, creates and crafts furniture and accessories with colourful, graphic volumes, blurring the line between dimensions. Their *Fold* project introduces lamps crafted from cut and folded steel, with each lamp reflecting different coloured light based on placement, translating a two-dimensional graphic composition into a three-dimensional object.





Objects on the exhibition:

→ CERAMIC TABLE FOR HAY, 2024
Solid porcelain tabletop with high-gloss glaze on top and edge, steel tube with outdoor powder coating, water-based lacquered concrete base with exposed aggregate finish.

→ CUTLERY FOR HAY

Brushed stainless steel and painted handles

→ REN COLLECTION, 2024

Room dividers

NATHALIEVANDERMASSEN.COM

→ DAN - Paper, solid oak, brass
 SAI - Linen, silk, wool, paper, solid oak, brass



→ FOLD (MINI, MID, MAX), 2023
Lamps – lacquered steel

Nuts&Bolts

Oskar De Roover

@OSKARDEROOVER

PAULINEPLUSLUIS.COM

paulineplusluis

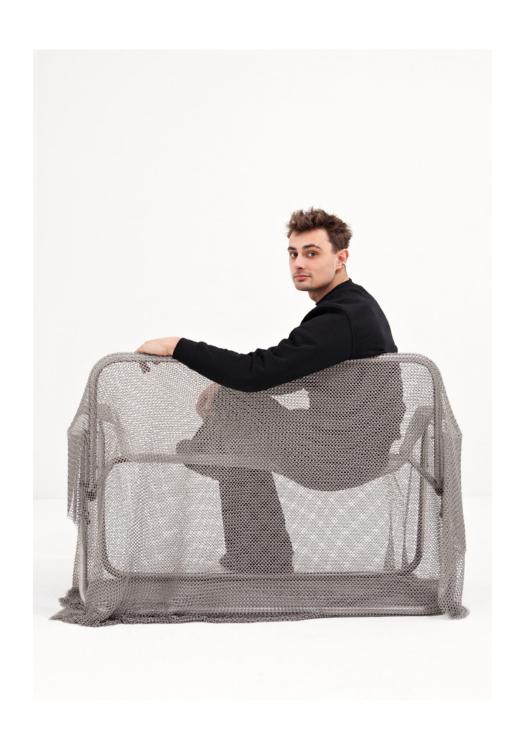
@PAULINEPLUSLUIS

@NUTSANDBOLTS.STUDIOS OSKARDEROOVER.COM

Niels Raoul Boone is a Belgian designer and craftsman based in Ghent, known for his diverse works characterised by a playful and industrially inspired aesthetic. The *Chain mail camp chair* is a brutal assembly of materials wrapped in a chain mail blanket. The two parts are completely separate and share no fixed connection. Stainless steel tubes held together by a mechanical fixation forms the rudimentary structure of the chair.

Oskar De Roover is a furniture designer and interior architect known for his playful and simple designs inspired by sustainable principles. His project *Table 154* is crafted from salvaged blue quartzite, emphasising circular principles and easy disassembly for part replacement, making the table 100% recyclable with a design that plays with the contrast between lightness and heaviness.

paulineplusluis, a design studio led by Pauline Capdo and Luis Bellenger, creates functional and narrative lighting, objects, and furniture. Their *Neon* pendant lamps, originally designed for the Wallonie-Bruxelles Cultural Center in Paris, repurpose cable trays into lamps made from the assembly of standard components and made-to-measure parts.







Sébastien Caporusso

@CAPORUSSO_SEBASTIEN

STUDIOBISKT.COM

Studio BISKT

@STUDIO_BISKT

STUDIOMATTA.BE

Sébastien Caporusso is an interior architect and designer known for his dreamlike interpretation of materials, creating eclectic and unique objects from stones, Murano glass, wood, marbles, brass, and minerals. He showcases a wood and marble side table as part of his bold and spontaneous work that combines simple and noble materials.

Studio BISKT, co-founded by Charlotte and Martin, merges industrial processes and manual skills exploring the intersection of industry and craftsmanship. Their project *Tulumba* is a vase born from an industrial process, coming to life under the hand's intervention. *Ayna*, presents the mirror under a new shine with its extruded ceramic frame. This work combines the modernity of the technique with the timeless elegance of the old mouldings.

Matta studio is the design agency of Eva and Jan, who aim to celebrate life through interior architecture. By combining materials, objects, and art, they create their own universe of tactility. *Wunderobjects* are tangible traces from their design process as interior architects. These functional clay models go beyond the quest for form and proportion; they are sustainable materializations of a forward-looking vision. They allow the clients to dream of the renovated house, add colour to their current interior, and serve for Matta studio as a lasting reminder of each unique project.

Studio Matta

@ STUDIOMATTA







SEBASTIENCAPORUSSO.COM

Studio Minimètre

studio MOTO

Studio Nas

MINIMETRE.SHOP @STUDIO.MINIMETRE STACK-FURNITURE.COM @STACK_FURNITURE STUDIO-NAS.COM @STUDIO-NAS.COM

Studio Minimètre is a Brussels-based 3D printing studio specialising in bio-sourced materials and waste recycling. The studio redesigns its machines for eco-friendly 3D printing, exemplified by projects like *Foti*, a zero-waste lamp, and *Trapezi*, a collection blending tradition and innovation in 3D-printed ceramics.

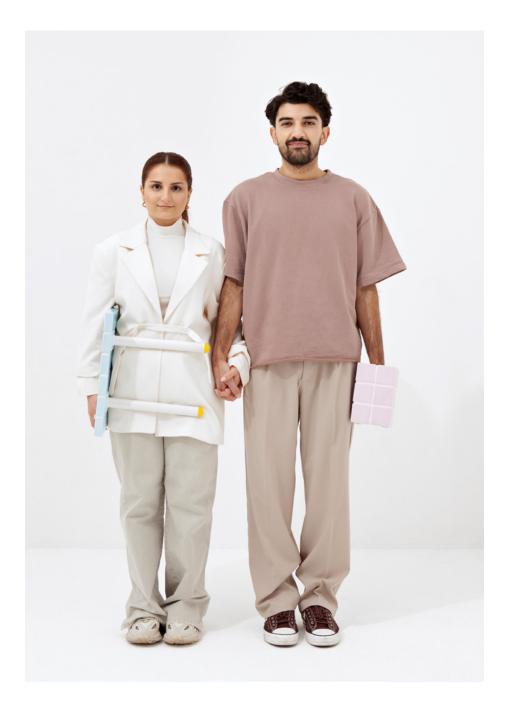
Studio MOTO, an architectural firm, founded by Mo Vandenberghe and Thomas Hick, is known for balancing the ordinary and adventurous in their designs as well as the archetypes and surprising forms. Their project Stack is a playful family of stackable furniture, made from a few aluminium components, offering a simple yet versatile and durable system for various environments.

Studio Nas is a dynamic duo that transforms joy into objects and interiors. Their main focus is to create playful designs with vibrant colours.

The *TL* collection consists of 3 spatial tiles with which you can create various objects. These objects can range from functional to sculptural. The idea is to foster creativity during a conversation by adding, turning, and flipping the tiles. The possibilities and combinations are endless. The end product should create a personal connection through its form and color.







Studio Plastique

Tenue de Ville

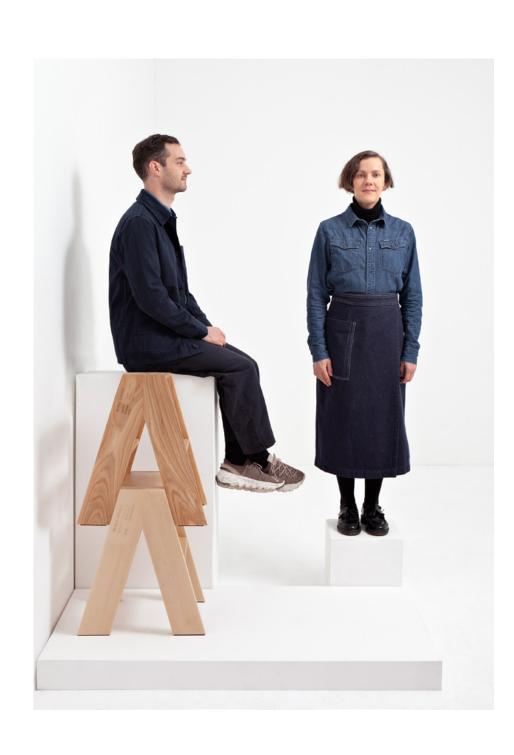
Venlettettelin

STUDIOPLASTIQUE.COM @TENUEDEVILLE VENLETTETTELIN.COM @VENLETTETTELIN

Studio Plastique is a research and design studio that collaborates on projects addressing contemporary societal themes, strategically positioning design in the realms of environment, industry, culture, and human experience. +52, is a wooden step stool designed to challenge the use of overexploited wood types by proposing more sustainable choices, both aesthetically, economically and ecologically.

Tenue de Ville is a brand specialising in wallpaper pattern design, founded in 2011 by Alexia de Ville. Its products focus on eco-responsibility, producing locally with water-based inks on FSC-certified substrates. Since 2023, the designer transforms production waste into high-quality materials for interior decoration and fashion, with an emphasis on upcycling and sustainability. The dyes employed to colour the wall-paper strips are all-natural, including ingredients like turmeric, tea, coffee, cochineal, and cabbage.

Astrid Venlet and Iona Tettelin, Antwerp and Brussels-based interior architects, collaborate in a decade-long partnership, specializing in diverse projects from interiors to installations and product design. Their *Points de Vue* mirror screen, made of polished stainless steel and varnished oak, creatively offers multiple perspectives, embodying their minimalist design philosophy.







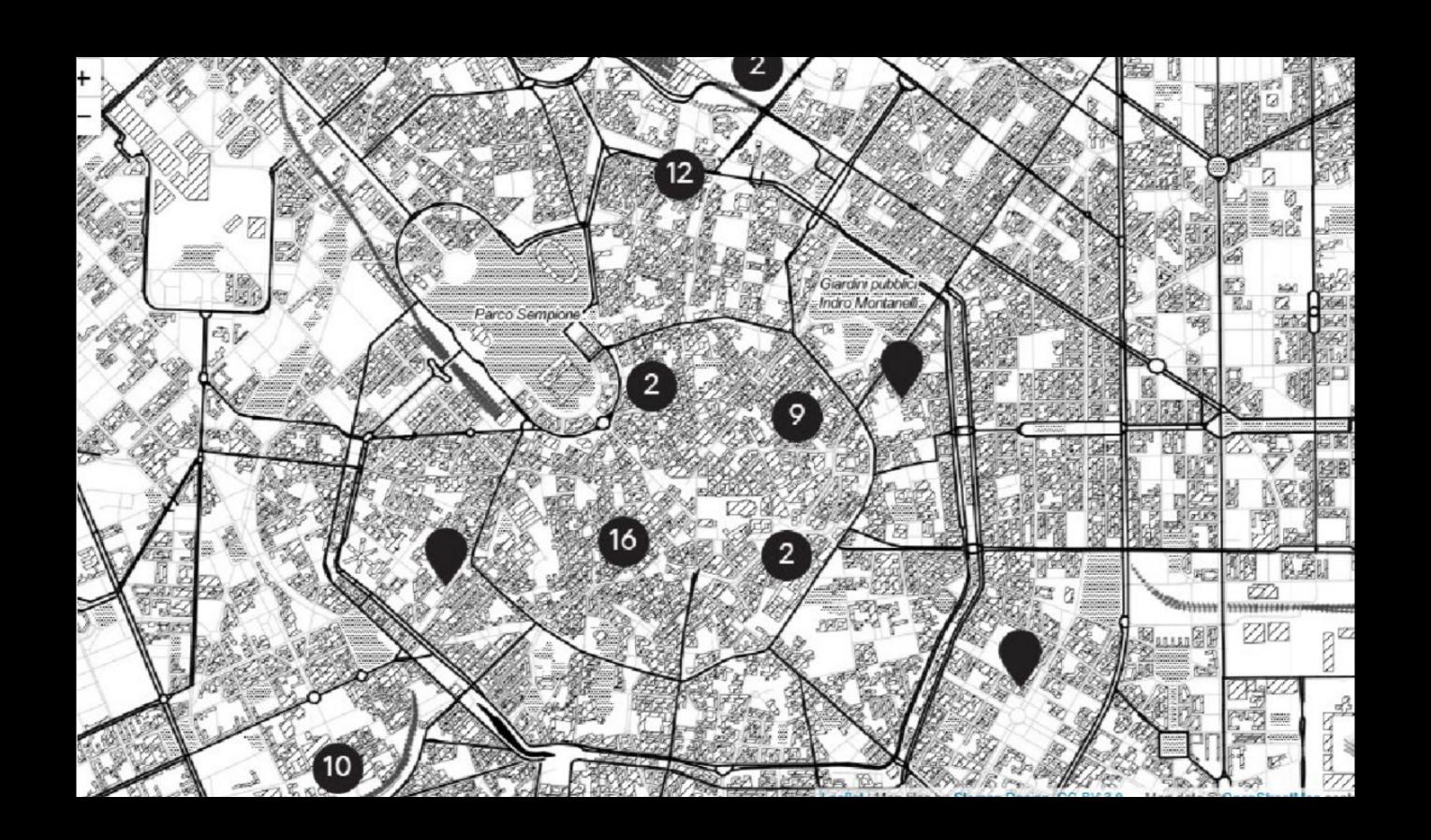
Mirror - Polished alu, oak varnished

Belgian Design Map The Digital Guide to the Belgians in Milan

Every year, more than a hundred Belgian brands and designers present their new products in Milan. The Belgian Design Map lists all these initiatives at the Salone del Mobile. Milano as well as in the off course (Fuorisalone).

The 2024 events will be listed in the coming weeks on:

BELGIUMISDESIGN.BE



Belgium is Design is an initiative of

Press contacts



FLANDC Supporting Design & Fashion

Flanders DC supports, promotes and connects Flemish entrepreneurs and companies from the design industry, both at the start, growth and professional expansion of their business.

Flanders DC provides advice and guidance, opens doors abroad through international actions, brings recognition with, among others, the Henry van de Velde Awards, and inspires and stimulates collaborations.

FLANDERS DC Christian Oosterlinck +32 (0) 497 59 33 18 christian.oosterlinck@flandersdc.be

flandersdc.be @flandersdcfordesign

> Wallonie Bruxelles Design Mode

Embodying Belgian creativity in the design sector and promoting dynamic young businesses that will be the key figures of the future: that is the mission of Wallonie-Bruxelles Design Mode (WBDM), the public agency for the promotion of design and fashion which seeks to improve the international visibility of designers from Wallonia and Brussels.

WALLONIE-BRUXELLES DESIGN MODE (WBDM) Giorgia Morero, Leslie Lombard +32 (0) 473 54 29 86

info@wbdm.be wbdm.be @wbdesignmode

MAD BRUSSELS

MAD Brussels stands as the vibrant nucleus of fashion and design in the heart of Belgium's capital. This dynamic center fosters innovation, collaboration, and creativity within the fashion and design industry, serving as a melting pot for emerging talent and established artists. MAD Brussels not only provides an extensive mentoring program to help starters thrive within their domain and expertise, it also offers a platform for designers to showcase their vision and push boundaries on an international level. The slogan is, therefore, "We inspire, connect & guide." With its avant-garde spirit and commitment to nurturing talent, MAD Brussels is a significant hub that encapsulates the essence of Brussels' creative pulse.

MAD, HOME OF CREATORS Baïlo Staumont +32 (0) 492 97 93 07

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The press kit and high definition images are available on: belgiumisdesign.be/press

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