

BELGIUM IS DESIGN

PARIS,
16-20.01.2025

MAISON & OBJET



Every year, Maison&Objet showcases, alongside the established names, young designers and brands whose projects and international development strategy deserve a place at the fair. This new edition, scheduled from 16 to 20 January 2025, is yet another opportunity for WBDM and Flanders DC to work together and, under the label Belgium is Design, to give a chance to Belgian talents for whom their own participation is still a step too far.

As always, the Belgian selection is very diverse with products in various materials and techniques, starting from different approaches, but also the shared desire of the 11 selected projects to be part of a new and sustainable approach to design. A stand at the Today section will be selected. Today showcases the full range of contemporary lifestyle products. Iconic and emerging design brands combine originality and innovation in creative decoration and furniture that perfectly fit the urban way of life.

The theme of M&O 2025 is Sur/Reality, following the centenary of the publication of the Surrealist Manifesto in Paris. M&O looks for the fertile vitality of a new surrealism. At the fair, this trend takes shape in unexpected objects and dreamlike environments that invite us to let go and respond to consumers' new hunger for the strange and surprising. And when looking for the typicality of Belgian design, let surrealism be the most frequently mentioned feature.

We certainly find this surrealism at **Home Studyo**. Their *Blow Up* Collection, consisting of a vase, a jug, a flower pot and a mirror look like blown-up plastic shapes, but are made in ceramics. **Terre Promise**, in turn, invites people to daydream through a connection with the vibrant minerals of their hand-made lighting in stoneware.

A similar craftsmanship can be found at **Atelier Contour**. They work with the residual flow of wooden beams. By 'carving' and 'burning' the surface of the furniture, the cubes, typical of the gluing process, are visually pushed into the background. **Liz Tables** also starts from a single technique. The tables are made from a thin-layer high-quality polymer-terrazzo on a lightweight stable core, which reduces weight and is superior to other terrazzo

Gobolights was featured on our stand a few years back. The studio specializes in high-quality contemporary lighting fixtures in brass and mouth-blown glass, manufactured in small series and customized for unique interiors. It is a playful kinetic art focused on aesthetics, harmony and balance. Switches and sockets know the public will also be with us this year. **Visible V** designs and develops switches and sockets out of a passion for aesthetics. The innovative products are distinguished by a high-quality finish.

In recent years, we have always had a wallpaper collection on our stand. **Olala by Pupa** is a bold and vibrant collection inspired by Pupa's moments and emotions. The *Drôles d'oiseaux* collection honours Pupa's grandfather with distinctive bird illustrations she could observe in her childhood garden.

Well never seen with us, nor somewhere else at the fair, is **Levita**, founded by two magicians who developed the world's only fully controlled levitation technology. This unique technology is able to show each product from all angles to highlight the craftsmanship and intricate details, and bring some magic to the customer experience and visual merchandising without the use of digital tools.

Finally, there are some already familiar participants such as **Stack by Studio Moto**, **Natalia Brilli** and **Blinds Designers & Manufacturers**. Belgium is Design once again presents a diverse range of products: from craft to technology, from sleek to playful, suitable for retail or for the project market. Something for everyone.

ATELIER CONTOUR

ATELIERCONTOUR.BE

BLINDS DESIGNERS & MANUFACTURERS

BLINDSDESIGNERS.BE

GOBOLIGHTS

NICOLASBREVERS.COM

HOMESTUDYO

HOMESTUDYO.BE

LEVITA

LEVITA-MAGIC.COM

LIZ TABLES

LIZTABLES.BE

NATALIA BRILLI

NATALIABRILLI.EU

OLALA BY PUPA

OLALABYPUPA.COM

STACK BY STUDIO MOTO

STACK-FURNITURE.COM

TERRE PROMISE

TERREPROMISE.BE

VISIBLE V

VISIBLEV.BE

Practical information

Paris, 16-20.01.2025
Belgium is Design
Hall 6 TODAY
Stand L76
Parc des expositions – Villepinte
& on MOM platform

SUR / REALITY

A dreamlike natural world where shapes and materials draw their inspiration from the elements to transform and enchant everyday objects.

TERRA

Like an imaginary forest, earth, wood and plants are sublimated in their pure essence or revisited for a sensory escape.



05



01



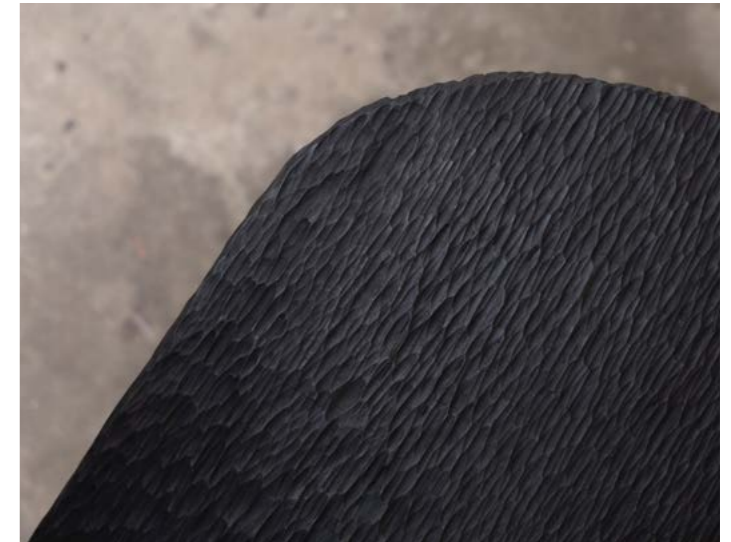
02



03



04



06



07

01 Blinds Designers & Manufacturers
Made-to-measure blinds
Price upon request

02 Natalia Brilli
Sorrento basket
Price upon request

03 Visible V
Light switch
From 125 €

04 Liz Tables
Sofarockers
2.300 € each

05 Terre Promise
Pure lamp
1.314 € to 2.650 €

06 Atelier Contour
Kuro Monorisu Bench 001 (detail)
3.762 €

07 Home Studyo
Lisa bowl
45 €
and Pierre planter
90 €

AQUA

A reflection on the surface of water. Drops falling like a divine evocation. A plunge into a fabulous marine bestiary...



01



03



02



04

- 01 Natalia Brilli
Paguro, Marea, Aragosta baskets
Price upon request
- 02 Liz Tables
Sofarocker
2,300 €
- 03 Studio Moto
Stack shelving system
Price upon request
- 04 Home Studyo
Emily jug
90 €
Oscar vase
125 €
- 05 Gobolights
Ondine and *Thetis* hanging lamps
Price upon request



05

AER

A surreal vision of objects, suspended in the air like birds. Poetic or playful, Belgian design is aerial.



02



01



03

- 01 Levita
Vitrine Dior, Paris
Tailor-made project
- 02 Levita
Gravity Displays for Cartier,
Hong Kong
Available for hire or purchase
Prices on request
- 03 Olala by Pupa
Drôles d'Oiseaux wallpaper
249 € per sheet
- 04 Home Studyo
Joyce mirror
230 €
and *Pierre* planter
90 €



04



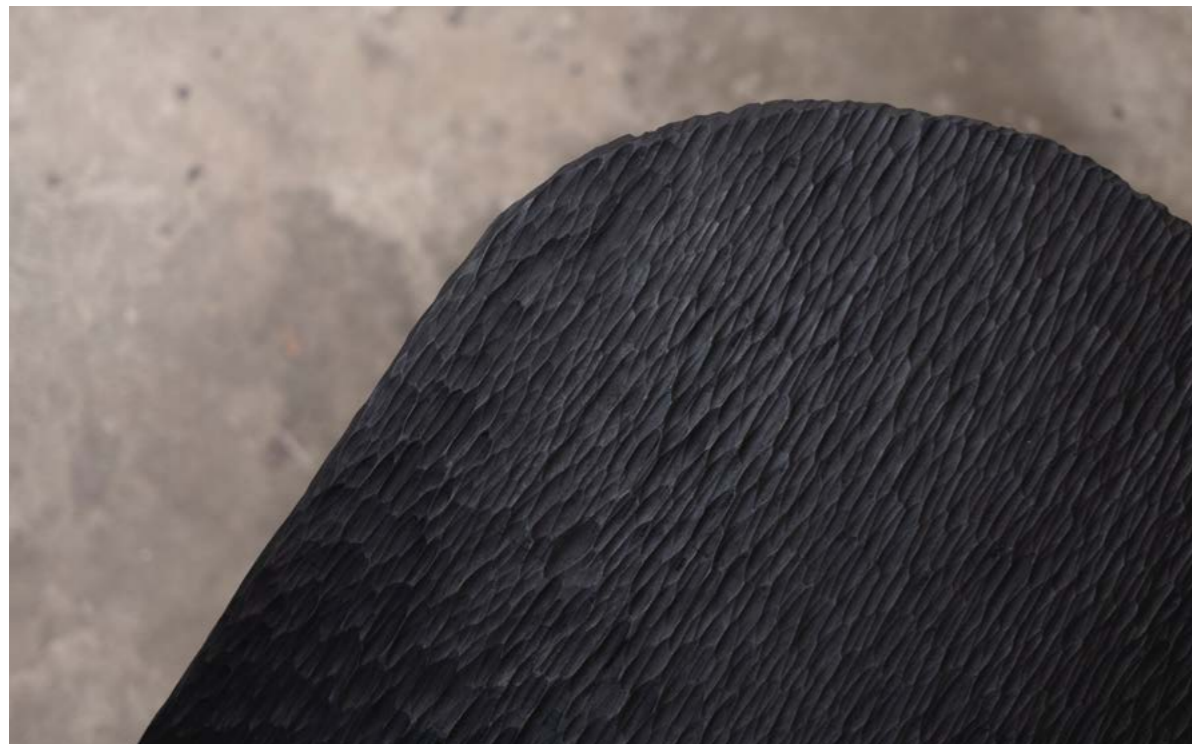
Atelier Contour designs and creates interiors, furniture and objects. In the design process, the studio always looks for new starting points, approaches or perspectives in order to achieve a diversity of design solutions. Craftsmanship and the honest use of materials always come first.



With a pared-down design Atelier Contour extends the life of the furniture and minimizes the impact on the environment by working with residual materials. The studio's further research will consist of looking for new waste streams that could be the starting point for the further development of this furniture collection.

THE COLLECTION

The furniture collection *Kuro Monorisu / Black Monolith* is the result of an investigation into adding textures and surface treatments to wood species considered inferior. The furniture is made of a residual stream of wooden beams, once used in drying ovens. By "carving" and "burning" the surface of the furniture, the cubes, typical of the gluing process, are visually pushed into the background. An asymmetrical composition and a play between rough and smooth surfaces were chosen.



KURO MONORISU / BLACK MONOLITH, 2024

Design Filip Pacquee × Jorne Wellens

Burned mixed wood (residual stream of wooden beams)

Bench L – H 43 × 37 × 370 cm

Bench – H 43 × 37 × 205 cm

Stool – H 45 × 40 × 40 cm



BLINDS DESIGNERS & MANUFACTURERS

WWW.BLINDSDESIGNERS.BE

BDMA.VDW@SKYNET.BE

FB @BLINDSDESIGNERS

Blinds Designers & Manufacturers has over 30 years experience in the design and manufacture of quality made-to-measure blinds.



BDMA initially concentrated on the manufacture of wooden Venetian blinds. Today, BDMA offers a wider range of woods and a vast choice of colors and finishes such as natural fibers, Bois Tissé®, thin rods of woven wood or bamboo under different mechanisms and blind options. The latest product in the collection is a patented roller blind system: Lock n'Roll. All the production takes place in the company's own workshops in Belgium.

MADE-TO-MEASURE BLINDS

Each blind is handmade

Material: woven wood, natural materials, aluminium,..

Slat finish and trim: leather, gold/silver/copper leaf,..

Motorisation compatible with domotics

GOBOLIGHTS

WWW.NICOLASBREVERS.COM

INFO@GOBOLIGHTS.BE

@GOBOLIGHTS.BE

Through Gobolights, Belgian artisan designer Nicolas Brevers presents his vision of design: a playful kinetic art focused on aesthetics, harmony, and balance.



The studio, founded in 2015 in Brussels brings a touch of exception to every interior it illuminates, thanks to the light and refined lines of its collections. Its luminaires, made of brass and blown glass, are custom-made, making bespoke design the norm, whether for adapting standard dimensions or for new creations inspired by ongoing projects and collaborations.

THE COLLECTION

LIQUID, the last Gobolights collection in brass and mouthblow opalines is inspired by figures of Greek mythology : Thetis is a marine nymph who has the power to metamorphose and Ondine, freshwater nymph credited with supplying fountains with water.

01 THÉTIS

Brass and mouthblow Opaline
Composition 3 Thétis XL100, finishing gun metal
3 x 22 opalines (Ø 9 cm), flexibles tubes LED 100 cm, dimmable
4 available sizes: S 5 opalines to XL 22 opalines
3 available finishes possibles : brass, bronze, gun metal

02 THÉTIS

Brass and mouthblow Opaline
Composition 4 Thétis L150, finishing brass
4 x 16 opalines (Ø 9 cm), flexibles tubes LED 150 cm

03 ONDINE I

Brass and mouthblow Opaline
S - H 109 cm x Ø 9 cm, flexible tube LED 50 cm
M - H 160 cm x Ø 9 cm, flexible tube LED 100 cm
5 to 11 opalines, dimmable



01



02



03

Home Studyo creates handmade, affordable and everyday objects with a twist, inspiring everyone to curate their own space of happiness.



Launched in 2024 by Mathieu Van Damme (founder of multi-disciplinary studio Toykyo), Home Studyo aims to fill the gap between the high-end exclusive collectible design and the impersonal mass production. The objects are joyful and colourful, making them happy eye-catchers in every home.

THE COLLECTION

The *Blow Up* Collection is a vibrant and playful nod to childhood memories and summer fun, reimagined in ceramic instead of plastic. From inflated vases to carafes and planters, each piece in the collection is handmade in Portugal and crafted to bring joy and infuse everyday life with happiness. Shape-wise, the objects are instantly recognisable as archetypes of vases, flower pots, carafes, bowls, . But thanks to the vivid colours and the playful, cheerful, tromp-l'oeil-like approach of the blow-up, a new, tactile dimension is added, making the pieces real eye-catchers. Home Studyo's *Blow Up* Collection is more than just homeware; it's an exploration of unexpected beauty that transforms summer vibes into happy pieces for every home.



01



02

01 EMILY

Ceramics – jug
22 × 22 × 13 cm
Finish Sky light blue gloss
Handmade in Portugal

02 JOYCE

Ceramics – mirror
Ø 47 cm
Finish Blue Indigo
Handmade in Portugal

03 PIERRE

Ceramics – planter
Ø 25 cm x H 18 cm
Finish white Bone mat
Indoor/outdoor use
Handmade in Portugal



03



O1

SEE LEVITA IN MOTION (video) →

O1 LOUIS VUITTON – NEW YORK, 2022

Display commissioned by Studio Drift for the Louis Vuitton exhibition « 200 Trunks, 200 Visionaries: The Exhibition » in New-York. The installation consisted of multiple concrete blocks floating in the air in an endless motion that caught everyone’s eyes at Barneys to celebrate the 200th anniversary of Louis Vuitton.

O2 CARTIER – HONG KONG

The Gravity Displays (the tube) have been used to present iconic watches of the luxury brand for the TIME UNLIMITED exhibition, an immersive installation inviting visitors into a new discovery of watchmaking.



O2

LEVITA

LEVITA-MAGIC.COM

GAELE@LEVITA-MAGIC.COM

@LEVITA.MAGIC

Founded in 2018 by two magicians, Clément and Philippe, Levita aims to help its partners tell their story through movement. Based on a unique levitation technology, Levita’s work is characterized by a poetic paradox : the imaginary made tangible.



Winner of the retail category of the LVMH innovation award in 2021, Levita spent the last four years creating unforgettable experiences that enhance brand awareness or boost audience engagement in store and during events or exhibitions. Always pursuing the objective of helping its partners to tell their story in a more tangible and impactful way, Levita has contributed to the birth of numerous projects and brought many magical ideas to life, notably in the fields of fine jewelry and watches, luxury ready-to-wear, leather goods, beauty and art.

THE COLLECTION

Levita has developed the world's only fully controlled levitation technology. Available as compact, ready-to-use “gravity displays” (tube or box), or adapted to small or large-scale bespoke projects, Levita's technology can levitate any type of product, from 1 to 4kg in weight. The movement of objects in the air can be planned in advance according to the movements available, namely up-down, left-right, and 360° spin. This technology, whether Plug&Play or custom-built, is available for rental or purchase worldwide.

Liz tables collections are pure Belgian handcrafted products. Rafael and his team manage to create unique combinations using familiar materials, both in recycled and new, in rich designs.



In doing so, they craft pieces filled with a passion for materialization and functional art. Each item has a distinctive character, and every piece is one of a kind, designed for carefree use. A luxurious object without the hassle of delicate surfaces.

THE COLLECTIONS

Liz has 3 general collections :

Callisto, well known for its mineral, plaster finish.

Saikoro, a Japanese inspired collection mainly existing of benches and side tables, an exclusive collection where Liz Tables uses limited available materials in some objects.

The Signature Edition is a collection existing mainly out of three groups of materials: terrazzo stones (a combination from recycled products combined with exclusive restproducts of semi-precious stones and marbles), metals (mainly brass and copper) and exclusive wood veneer. The tables stand out with their brass ring, a signature detail. A table design is complete when also the technical factors and the way it is made fall in line and make the usability more comfortable. All models can be customized and most of them also available for an outdoor use.

01 BOULDER SHAPE, CALLISTO COLLECTION

Terracotta colour, Mediterraneo with brass patine 100%

H 37 × 70 × 60 cm

Shade light Terrazzo and terracotta

H 22,5 × 75 × 85

Mediterrano with coccoipesto

H 25 × 90 × 110 cm

02 SOFA ROCKER

Brass with semi-previous stones lapis lazuli and glass

H 48 × 35 × 25 cm

03 TERRA, CALLISTO COLLECTION

Natural brass, semi-precious stones – red Jaspis and Onyx

H 29 × 140 × 156 cm

04 CYLLENE

Natural brass and walnut, semi-precious stones – Onyx

H 76 × Ø 160 cm



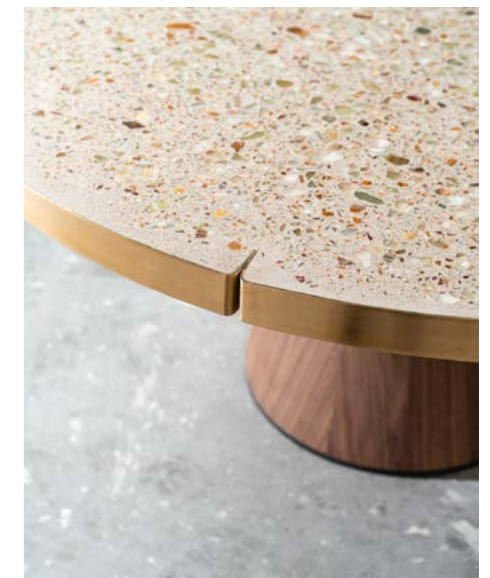
01



02



03



04

From the beginning, Natalia Brilli's approach has been consistent: blending surrealist and symbolic influences, the designer collects objects daily, which she describes as talismans or fetishes, creating a kind of cabinet of curiosities.



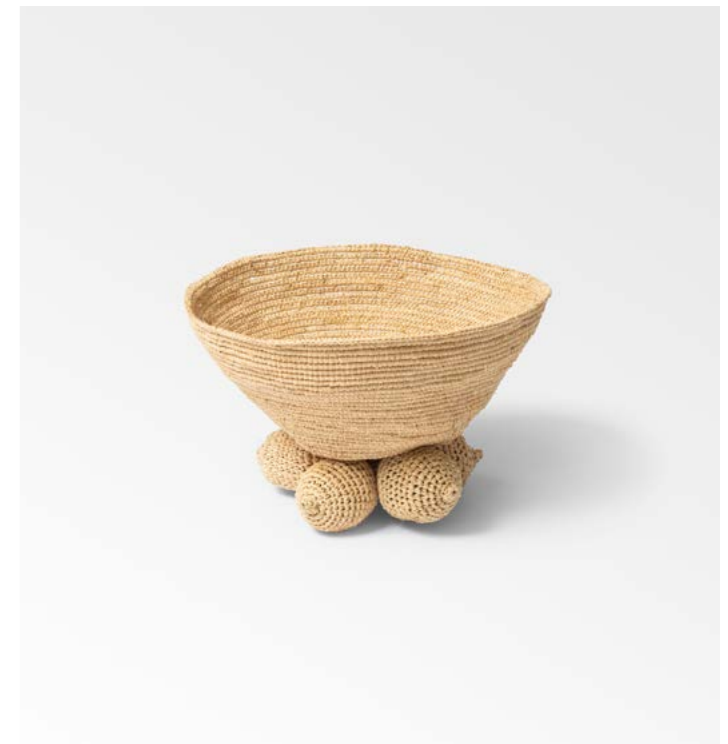
Natalia Brilli has worked for over 20 years in the fashion world with her own brand, while also serving as a set designer for theater and film. Based between Brussels and Paris, since 2021 she has embarked on a new chapter for her brand, creating objects clad in recycled leather, tapestries, raffia pieces, ceramics, and furniture. Her approach aligns with her commitment to quality and craftsmanship; she strives to bring nobility to the simplest things, transforming everyday objects into rare, luxurious items that merge craftsmanship, sculpture, and installation.

LES COLLECTION

For the 2025 edition of Maison et Objet, Natalia Brilli continues to develop her *ÚTILÉ* line by expanding her collection of raffia pieces dedicated to the home. Around twenty new creations, entirely hand-crocheted in a family workshop in Madagascar, will enrich the collection. These unique pieces, blending surrealist influences and Belgian and Italian folk traditions close to her roots, will complement her collection.

ÚTILÉ COLLECTION, 2024

Baskets and objects collection
Hand-crocheted raffia



OLALA BY PUPA

WWW.OLALABYPUPA.COM

HELLO@OLALABYPUPA.COM

@OLALABYPUPA



01

An artist since childhood, Pupa has always seen and drawn things on a grand scale, due to her unique vision. Starting by painting on street walls, she later offered her art to professionals as end-consumers.



Two years ago, an architect requested wallpaper, which became a revelation for her. In 2023, her crowdfunding campaign reached 310%, allowing her to create her first samples. In 2024, her e-shop is launched, offering objects and wallpaper based on her unique illustrations, designed to bring joy.

THE COLLECTION

Drôles d'oiseaux includes a series of objects (posters, iron-on patches, jewellery) and wallpaper: "Jean is a tribute to my grandfather, who passed on his love for drawing and encouraged me to pursue this path. Thanks to him, I now create environments that beautify interiors. This wallpaper represents the garden of my childhood, where I used to play at his house. It is an ode to the poetry, love, and gentleness of those moments spent exploring this peaceful haven. Each pattern tells the story of the birds that filled this garden and accompanied my childhood."



02

01 JEAN - DRÔLES D'OISEAUX COLLECTION

Wallpaper
Non-woven 190gr
H 275 cm × L 340 cm

02 MILLA

Wallpaper
Non-woven 195 gr
H 250/275/300 cm × L 510 cm
Colour : Céladon

STACK

14 components: connectors, circles, square, shelves (S, M, L)
Aluminum sheets – 5 mm thick
6 finishes: raw + 5 colors
Stackable, endless compositions



STACK BY STUDIO MOTO

WWW.STACK-FURNITURE.COM

INFO@STACK-FURNITURE.COM

@STACK_FURNITURE / @STUDIO.MOTO

Founded by Mo Vanderberghe and Thomas Hick, the Ghent-based architecture studio MOTO develops, among other things, residential housing projects, cultural spaces, urban or scenographic developments.



The duo has, among others, designed the Wunderkammer residence for the Dhondt Dhaenens museum in Deurle, the mirrored ship shops in Brussels, the redevelopment of the Meise botanical garden and the new Westerpunt observation tower in De Panne.

THE COLLECTION

STACK is a playful family of stackable furniture, constructed from a limited number of aluminum components that can be used to create cabinets, shelves, totems and coffee tables. It is a system that clicks together, requiring no screws or other mechanical fastenings. The result is an extremely simple yet versatile, durable, and flexible furniture system that offers countless combinations and possibilities, suitable for home interiors, offices, shops, and other environments.

A timeless and practical industrial material, aluminum is light, strong, pliable, recyclable and acquires a beautiful patina through use. It satisfies the tension between playful and austere, elegant, and robust, every day and adventurous.



TERRE

PROMIS

WWW.TERREPROMISE.BE

HELLO@TERREPROMISE.BE

@TERREPROMISECREATIONS

TERRE PROMISE designs and creates exceptional ceramic lights by hand. The in-house stoneware blends awaken the senses and enhance natural beauty to create vibrant and fascinating ambiances.



The result of an innovative research into materials, to create pieces with extraordinary textures and nuances, evocative of faraway lands. Produced in Brussels, our small numbered series and one-off signed pieces, inspire reverie and invite for moments of pause by connecting our souls to nature, through the vibrations of minerals and their soothing light.

THE COLLECTION

Embodying elegant simplicity, the *Pure* lamp is both contemporary and timeless. Its sleek silhouette transcends trends, captures the beauty of a curve, celebrates the magic of hand-crafted ceramics and highlights its natural beauty to create a soft, fascinating ambience. Its subtle curves invite contemplation and create a soothing balance in any space. Its materials awaken the senses and invite us to connect with nature through light and matter.

PURE, 2023

Lamp

Ceramic, brass, leather

S 25 × 18 cm / M 40 × 28 cm / L 55 × 38 cm

Colours Namibia Trip / Atacama Ride





VISIBLE V

WWW.VISIBLEV.BE

HELLO@VISIBLEV.BE

@STUDIO_VISIBLEV

Visible V stands for durable and timeless design. Its sober designs are suitable for use in both classic and contemporary interiors. Visible V combines quality with the use of high-end materials.



The collection is made of solid brass in various colors, treated with a solid matt coating. The flat installation with a thin shadow line at the joint creates a luxurious look. Ideal for creative projects Visible V is a beautiful interaction between aesthetics and functionality. 100% Belgian, developed and assembled in their workplace.

THE COLLECTION

SWITCH, is a quality switch of small size (39 × 62mm) built flush with the wall with a thin shadow line at the joint. Made in solid brushed brass and available in 3 different colors each finished with a solid matt 2-component coating. The switch is equipped from 1 to 8 push buttons using potential-free contacts. Its mounting is magnetical and removable. Installations are possible in plasterwork, plasterboard, wood, natural stone and furniture.

SWITCH, 2020

Wall-mounted flush switch

Solid brushed brass

1 to 8 push buttons

39 × 62 mm

Available in 3 colours:

Brushed Brass, Steel Blue, Old Brass



BELGIUM IS DESIGN promotes Belgian design on the international scene. The platform has been in existence for over 10 years and is an initiative of several design promotion institutions such as Flanders DC, MAD, Home of Creators and Wallonie-Bruxelles Design Mode (WBDM).

info@belgiumisdesign.be
belgiumisdesign.be
@belgiumisdesign

The collective Belgium is Design presence at Maison&Objet is organized by Flanders DC and Wallonie-Bruxelles Design Mode (WBDM).



Flanders DC for Design 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.



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. Since 2006, WBDM has given its support to these creative industries, mainly achieved through collective stands at international trade fairs, exhibitions, B2B events, and meetings with the press and other international opinion makers. Through these activities and close supervision, WBDM continues to witness the flourishing of business in this sector.

FLANDERS DC

Diestsevest, 76
3000 Leuven (Belgium)

LAUREN FONTEYN
lauren.fonteyn@flandersdc.be
T +32 3 746 09 56
flandersdc.be
@flandersdcfordesign

CHRISTIAN OOSTERLINCK
christian.oosterlinck@flandersdc.be
T +32 497 59 33 18

WALLONIE-BRUXELLES DESIGN MODE (WBDM)

Place Sainctelette, 2
1080 Bruxelles (Belgium)

LESLIE LOMBARD
leslie.lombard@wbdm.be
T +32 (0) 2 421 84 61
wbdm.be
@wbdesignmode

IMAGES DOWNLOAD

The press kit and high definition images can be downloaded through Belgium is Design website :

belgiumisdesign.be/press

DOMINIQUE LEFÈBVRE
Wallonie-Bruxelles Design Mode (WBDM)
d.lefebvre@wbi.be
M +32 (0) 477 40 05 37
T +32 (0) 2 421 83 63

STEFAN CEUNEN
Flanders DC
stefan.ceunen@flandersdc.be
M +32 477 77 13 84

Graphic design: Stoëmp