

BELGIUM IS DESIGN

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ALAIN BERTEAU  
AMORCE STUDIO  
BENOIT DENEUFBOURG  
CHARLOTTE LANCELOT  
JAMES VAN VOSSEL  
JULIEN RENAULT  
JUN GOBRON  
MAISON TRICOT – ILIA ECKARDT  
NATHALIE VAN DER MASSEN  
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RENAUD MEUNIER  
ROEL VANDEBEEK  
STEFAN SCHÖNING  
STUDIO PLASTIQUE  
THIEN VO

## ALAIN BERTEAU

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Since 2002, architect designer Alain Berteau and his team develops products, buildings and creative strategies. Designing tools, stationary, textiles, tableware, glassware, lighting, indoor and outdoor furniture collections for both residential and contract markets.

Furniture design professor at La Cambre (2003-2013) and CAD (2014-), working with Bulo, Montis, Gispén, Lensvelt, Delvaux, Smart- Daimler, Wildspirit, Magazin, Objekten Systems, Othr, TossB, Modular, XLBoom and many other leading brands, his Brussels-based agency won various awards such as Red Dots, IF or «Designer of the Year», several designs being part of international design museums collections.

Happy creator of a few successful products collection and always looking for lasting relevance, his work is recognized for its simple but decisive functional innovation, smart eco-friendly solutions and versatile convenience.



© Alain Berteau

## AMORCE STUDIO

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AMORCE is a design studio created by Vincent Long & William Fournié in 2015. Located in Brussels, AMORCE Studio designs and produces objects, as well as urban and interior design.

By mixing contemporary materials, crafting techniques and modern know-how, we are committed to develop everyday items and public spaces with a strong social and societal dimension.

While using crafted and traditional techniques, AMORCE's output is a modern, contemporary and functional design. Thanks to their different yet complementary sets of skills and background, Vincent and William's production is pure and straightforward.



© Amorce Studio

## BENOIT DENEUFBOURG

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After graduating as interior designer, Benoit Deneufbourg worked several years with Xavier Lust. Since the launch of his studio in 2004 he gained his experience working for a wide range of customers (B2B and B2C)

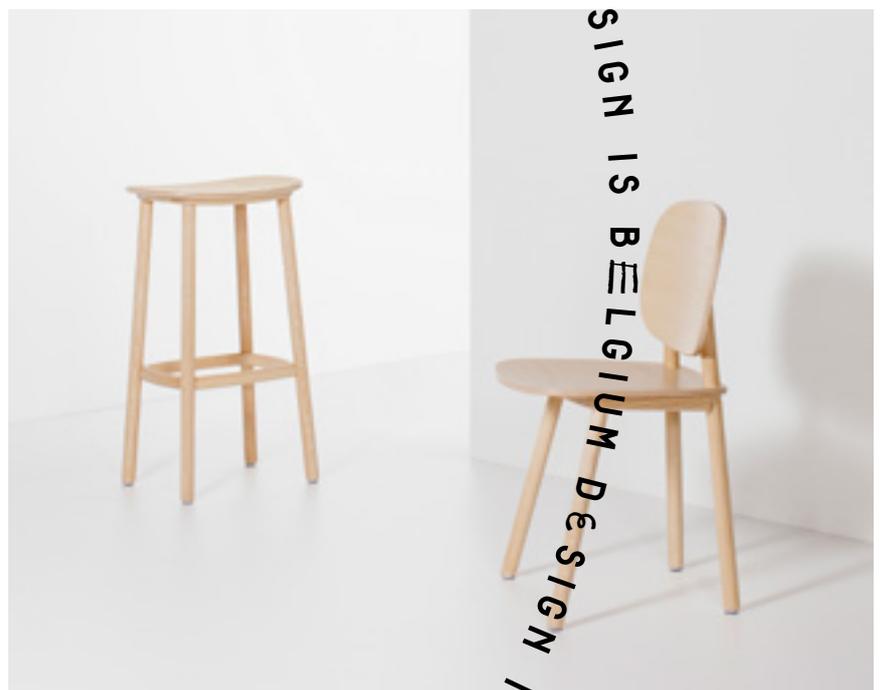
Benoit Deneufbourg design studio operates in product design, scenography and interior design. Next to operating in the 3 main areas Benoit Deneufbourg also shares his knowledge as a teacher and as a design consultant.

Our portfolio covers a broad spectrum of topics and typologies. Amongst our clients are: Another Country, Normann Copenhagen, Cruso, Interni Edition, Keramis, Macrolux, Mmood, Mintjens, ...

CID - Grand-Hornu Museum dedicated a solo exhibition about Benoit Deneufbourg's work in 2018.

Benoit Deneufbourg design studio aims to inspire, impact and improve people's everyday lives by providing simple and effective solutions. Benoit Deneufbourg design studio challenges perfection and the boundaries of industrial and artisanal manufacturing, premium materials, technology, science and art. With a strong believe in focus and dedication to details and high quality, Benoit Deneufbourg design studio is driven to challenging complexity.

Benoit Deneufbourg design studio is based in Brussels but has a global mindset. Its customers are quality-conscious and seek for a shared brand vision. Benoit Deneufbourg's work is characterised as humble, pure and efficient.



© Benoit Deneufbourg

## CHARLOTTE LANCELOT

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Trained as an industrial designer, for the last 15 years Charlotte Lancelot has been creating accessories and furniture collections. She gradually specialised in the creation of ranges of colours, textiles, and textures on different media while being aware of usage and spatial impact. She practices design as research in partnership with the client, ensuring a balance between human requirements, the viability of the products, and social and environmental issues. Mainly using natural or recycled materials, she looks for harmony and refines her design in order to convey the essence of the project.

Since 2012, she has collaborated with Gan Rugs, which has released three of her collections of oversized embroidery, highlighting the traditional manual work while modernising it. The Silaï collection received several international prizes, such as the Red Dot Design Award 2016 for the most innovative collection. In 2019, she has designed for Gan a new collection made of recycled polypropylene named Diamond. Since 2008, she has been teaching as designer at the National School of Arts ESA St Luc Brussels (Interior architecture) and since 2019 in the new Master of design for social innovation.



© Gan

## JAMES VAN VOSSEL

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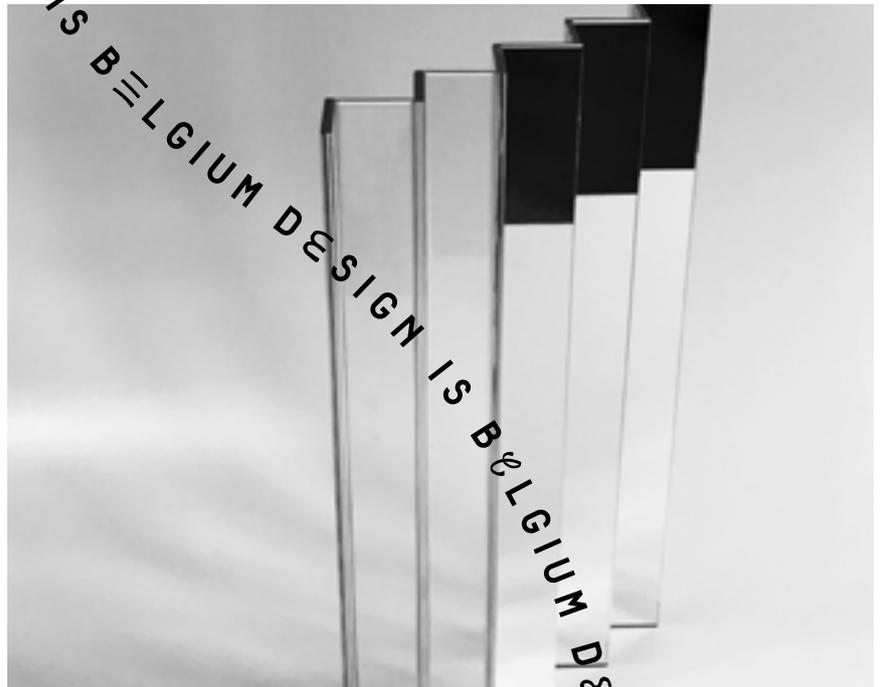
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After graduating Interior Architecture and Architecture Assistant, James graduated with distinction as furniture designer at Thomas More University (BE). In 2006 he start up his own label JAMES. In 2009 he met Tom De Vrieze and together they started the creative cooperation Fox & Freeze, [www.foxandfreeze.com](http://www.foxandfreeze.com), as an exercise on how is it to work as two independent designers. The tandem worked. FF1, a chair from one sheet of synthetic felt with no waste, was born to be sold, made, packed and shipped all by themselves. To this day the chair is made and transported worldwide.

JAMES™ is a growing company with focus on materials research, design studies and prototyping as freelance designer for his clients: 37graden(BE), Baloq(NL), Cow By NSR(AU), Dark(BE), Drisag(BE), Jongform(BE), Kidslab(BE), Kwantum(NL), Modular Lighting Instruments(BE), Montis(NL), Pintoys(TH) Theo eyewear(BE) and Thonet(DE) of all people first and only Belgian. All works are made by transferring his sketchbook directly into his workplace, through material intervention towards solutions. «Back and forth» to test on real prototypes & explain live to achieve satisfaction on every side.

The work is approved by important awards: Interior innovation award IMM cologne '02 (DE) working award INTERIEUR biennale '08 (BE) Young professional for Europe award '09 (IT) Silver v.award '13 (HK)



© Alain Six

## JULIEN RENAULT

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© Julien Renault

With a fascination for industrial standards, Julien Renault is inspired by the beauty found in everyday objects and the traces of manufacturing processes.

Julien set up his studio in September 2015, when his first products for Hem and ABV was launched. His design practice is characterized by a clear approach focused on production process, materiality and a research for a recognizable and strong aesthetic.

Based in Brussels, the studio develops furniture and objects for various design brands. Additionally, the studio engages in creative direction and photography for design companies and designers.

Julien Renault's quality standards and sensibility have been moulded through his formation. Julien was trained as an industrial designer in ESAD Design & Art School. He worked at studio Bouroullec in Paris and graduated in Product Design at ECAL in Lausanne (2009). He soon after moved to Brussels and work for Sylvain Willenz and Alain Berteau.



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## JUN GOBRON

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Jun Gobron is a Belgian Japanese Interior & Furniture Designer. Born in Namibia, he spent his childhood in Belgium and received a mixed education in French and Japanese. After graduating in Economics from Brussels's University he first worked in this business field. Then he decided to pursue his passion for design and took up studies in Interior Architecture at St-Luc Brussels. He works now as an Interior Designer and in parallel he creates products on his own. His design is meant to be simple and functional. Constantly in research for the perfect proportion and detail, he offers subtle and timeless objects that could fit into any living environment.



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## MAISON TRICOT (ILIA ECKARDT)

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Hilde Frunt and Ilia Eckardt, mother and son, are known for their innovative knit realizations. As experts in knitwear, they have been working with international world-renowned names as Dries Van Noten, Raf Simons and Ann Demeulemeester.

With the launch of their breathtaking lighting collection Monsieur Tricot, they have had an extraordinary introduction in the world of product design. Since their recent collaboration with Tribù, the collection has gained big success worldwide.

Today the design duo is launching 'Maison Tricot'; design studio specializing in premium knitwear for fashion and product design. The Antwerp based family business offers 45 years of expertise in pure craftsmanship.

### Design Approach

Our design approach is based on 'The Contemporary Renaissance of Craftsmanship.' It is about creating a world where modern knit and crochet structures are adding poetry to your life, it is about making the user feel embraced. Our designs offer a sophisticated look that touches the hearts and the minds of people.



© Maison Tricot

# NATHALIE VAN DER MASSEN

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Nathalie Van der Massen (°88) is an Antwerp based designer working in the fields of textile, graphic design, architecture and interior design. After finishing her Master degree in Graphic Design at Sint Lucas Antwerp, Nathalie Van der Massen went to LUCA Gent to specialize in Textile Design. During this period she was selected for a residency in the Textile Museum in Tilburg and did an internship at GdA, a renowned textile company in Como (It) and later at Christian Wijnants.

In 2016 Van der Massen is commissioned by the Flemish Architecture Institute to research the archive of Belgian interior architects Bataille-ibens and to develop materials to showcase during 'Ensembles', an exhibition on architecture and craftsmanship. This assignment is a huge inspiration and influence on Van der Massen's work. Textiles have a huge potential as autonomous, spatial and acoustic elements within an architectural or living environment. Because of her love for architecture and spatial design Van der Massen is focused primarily on interior textiles and autonomous pieces.

In 2018, she opened her own studio/showroom in Antwerp with a broad range of activities. Next to her own work, collabs and interior projects NVDM also works as a freelance art director for companies. She believes strongly in 'connectivity' as way to create. By connecting the right dots and people she develops concepts, collections, shoots for various clients.

Van der Massen's work is characterized by a fascination and sensitivity for (natural) materials, surface and technicality. She explores the possibilities of weaving and tries to find a balance between industrial techniques and production on the one hand and craftsmanship.



© Nathalie Van Der Massen

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# PAULINEPLUSLUIS

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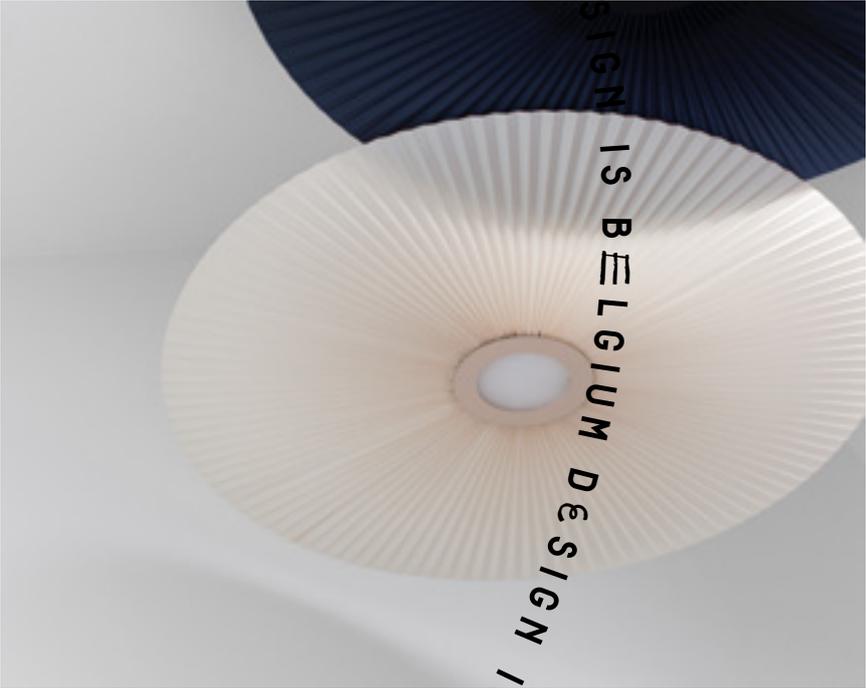
PaulinePlusLuis is a design studio based in Brussels, created by Pauline Capdo and Luis Bellenger in 2015.

They both studied product design in Saint-Luc Tournai and Industrial design at La Cambre in Brussels, after Luis did cabinet making studies.

Their eclectic background, artisanal, artistic and then industrial, built their design approach that combines experiment, craft and industry.

Their work is based on the observation of objects, phenomena, moments, that they interpret and transform.

They are inspired by the shapes already belonging to our environment, that they put together and transcribe to their objects. Through this approach, their products give a sense of déjà vu, refer to stories and moments, and can bring a poetic dimension to serial production.



© Paulineplusluis

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## PIERRE VANO

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© Pierre Vano

Pierre Vano is a design studio created in 2017 by Pierre Vanobbergen. After a few years in architecture, he decided to redirect his career path towards furniture design. One year later, Eloïse Ngangura joined the studio.

We form a couple at work, but also in everyday life. We built our relationship around, among others, our love for applied arts. As a couple, we trust each other as well as we can be critical to one another. From the moment Pierre imagine the object to the end-product, there is a constant dialogue between us. At the same time Eloïse works at making the project grow.

Pierre Vano stands out through its modern and industrial aesthetics. The objects are meant to evolve with their owners, who are free to use them the way they like. For the moment, we focus on metals such as steel and aluminum. These materials are manageable but strong and durable. They give a unique and industrial look to the furniture and objects.



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# PIERRE-EMMANUEL VANDEPUTTE

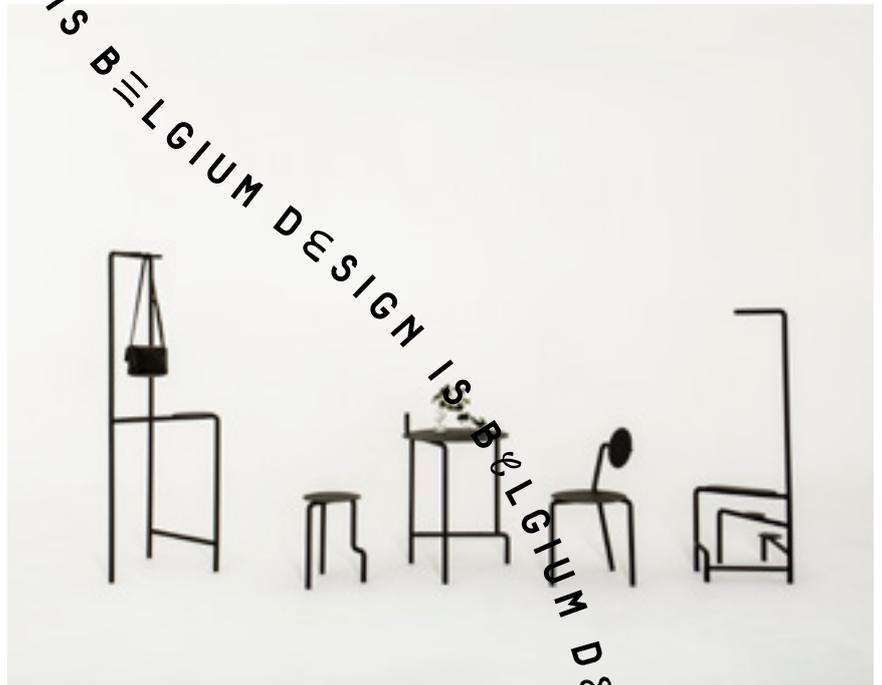
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Born in 1991, Belgian designer Pierre-Emmanuel Vandeputte received his master's degree in industrial design from the ENSAV La Cambre in 2014. Following his graduation, he opened his design studio in the Brussels city center. Since the beginning of his professional career, Pierre-Emmanuel has been invited to exhibit annually in cities such as Copenhagen, Paris, and Milano.

From conception to production, Pierre-Emmanuel imbues his designs with a sense of the surreal and a respect for craftsmanship. Each piece has a unique voice, and emotional power. Together, they speak to our more playful and curious nature, inviting us to live experiences unlimited by everyday expectations. His work is enigmatic, challenging what we consider to be evident in order to change habits and perceptions. His designs are indeed symbolic of an urge to break free from the mundane, to chase originality, while staying within the framework of the most noble materials.



© Mikomikostudio

## RENAUD MEUNIER

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Renaud Meunier is a Belgian designer based in Brussels. He obtained his bachelor in industrial design at the ENSAV-La Cambre (BE). He graduated with a Master of Advanced Studies in Design for Luxury & Craftsmanship at ECAL (CH).

Originally from the Belgian Ardennes, Renaud Meunier grew up in the middle of nature and the forest to which he remains very attached. With these origins, he developed a particular sensitivity to the respect of the environment which led him to think his design in an eco-responsible way. He wants to produce ethics and respect the world in which we live.

He wants to place the know-how of the craftsman at the heart of his research, which seems to him essential in a world of increasingly technological. It is for him a way to conceive sustainable: give birth to objects that will be passed down from generation to generation, which we will take care of because they have an added value, that of the work of man.

In parallel, Renaud Meunier is interested in new materials and the search for innovative solutions with the ambition to bridge tradition and modernity. He has always been interested in technology and has even worked and studied in more "technical" areas such as automotive, industrial engineering or mechanics, before moving towards design. This atypical career gives him a particular vision of things which is today a daily asset.

Renaud Meunier worked for Eliumstudio in Paris as assistant of Marc Berthier. Renaud is also passionate about leather work, discovered through collaborations with the Belgian brand Charles Schambourg by Nacarat (BE), as well as with Petit h (FR). His

work includes partnerships with prestigious historic houses such as Vacheron Constantin (CH), Hermès (FR), Manviel1830 (FR) or Reuge (CH).

He launched his own studio in 2017 at MAD Lab of MAD Home of Creators where he is in residence. He is currently working on a wide range of projects as freelance designer. Among his latest is a series of 60 unique frames for the famous Belgian fashion photographer and filmmaker Pierre Debusschere.



© Renaud Meunier



Eugenia Sierko-Rouchon ©Hermès 2017

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## ROEL VANDEBEEK

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© Roel Vandebek

Roel is an all-round designer who is active in various fields of design. He founded his own agency at the end of '96 and has since worked for various national and international companies in very different sectors.

His designs always start from identity. They are original, surprising products, objects and installations with a touch of humor. He also works on a project base with architects on interior projects and public spaces.

Roel Vandebek, Belgian designer who lives in Maasmechelen.



© Kristof Vrancken

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## STEFAN SCHÖNING

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### 'Diversity feeds creativity'

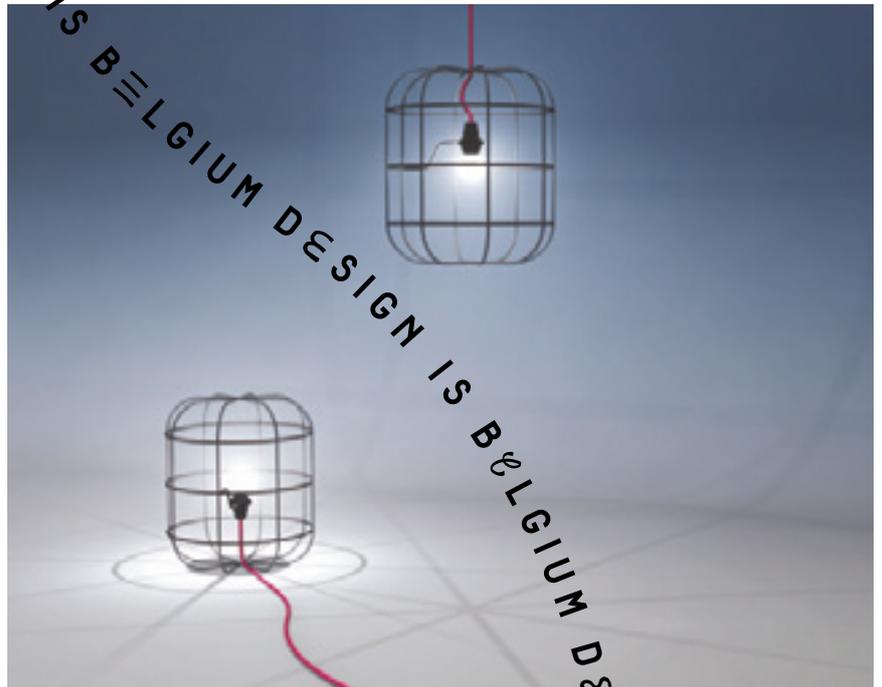
In search of developing his identity, Stefan Schöning has worked in a lot of different fields with a variety of products and materials. toys, lighting, furniture, consumer products, public design, all of these industries require a different approach and gather a knowledge which is exchangeable. This approach has led to creating designs which go further than standard production.

Every design case can lead to applying new technologies and materials in order to sharpen the appearance of the design's identity. Elimination is an important guide during this design process.

stefan.schöning.studio excels in a multidisciplinary approach and consequently accomplishes a broad range of assignments. By exchanging knowledge between different fields and projects, a rich cross-fertilisation comes into existence.

Typical for every assignment is the global approach, with a made to measure plan which offers every step of the product development process. this can range from the initial concept phase to the complete production if requested. Moreover, three principal credo's are being achieved for each project: subtlety, perfection and attention to detail.

Up until now the studio has been active in furniture and product design, public & urban design, corporate identity, scenography and one-offs. More recently, the cooperation with other offices allows for a complete approach of projects, including architecture, urban planning and interior design.



© Stefan Schöning

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## STUDIO PLASTIQUE

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© studioplastique

Studio Plastique is a collaboration between designers Archibald Godts and Theresa Bastek. They founded the studio after their studies at the Design Academy Eindhoven in 2017.

The studio is driven by an investigative mindset to reflect upon existing systems and structures. Their work results in explorations striving to reset relationships towards nature, production methods, material cycles or economic potentials. It is an approach driven by curiosity resulting in environments and objects conceived for human life to bloom, as well as critical reactions on contemporary phenomena and envisions of future scenarios.



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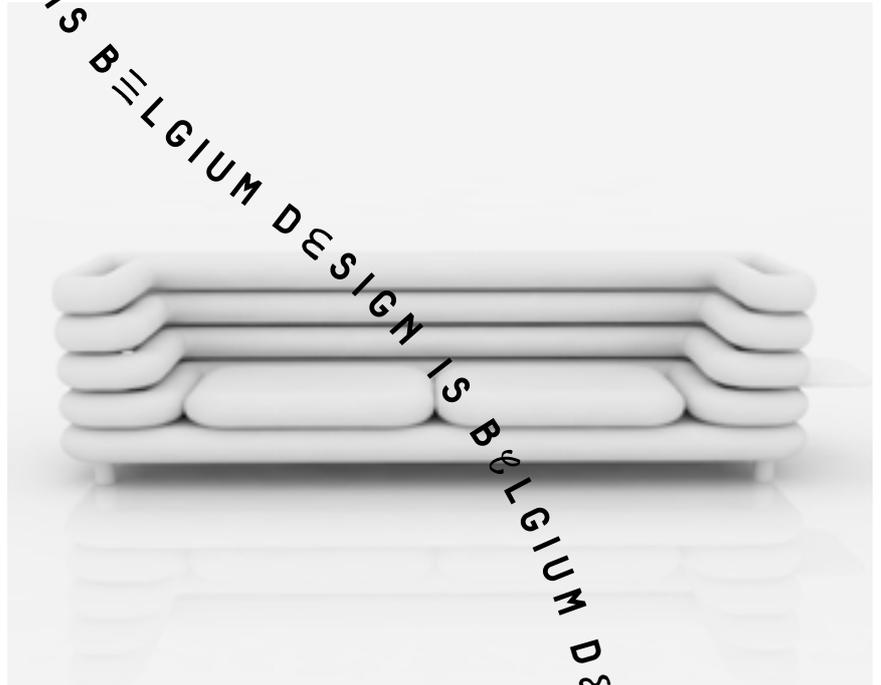
© VO

VO | Between organic rationalism and poetry visual

VO is the Belgian designer's name and the hallmark of Vo Thien. Born in 1989 in Belgium, he has been always passionate about design and architecture. Graduated in interior design at Saint Luc Liège, he focuses his interests towards furniture design.

Vietnamese and Belgian, this dual origin allows him to achieve a quite atypical and personal vision of design: pure lines, visual lightness and simplicity, these are the codes that mainly characterize his projects. Following a number of collaborations with design studios, in particular at ORA-ÏTO in Paris, the designer creates his own studio where he starts to develop innovative daily objects and furniture.

In 2012, KAMIKY draws inspiration from organic forms. This floating sculpture- like shape- is characterized by smooth curves that allude to its primary function: cooking. LITE TABLE is another tribute to daily objects: an origami folding and void space, allow a peculiar lightness to the whole. The coffee table LITE-T has been launched during the Milan Design Week in 2013. BENDER, a coat rack made of interplaying lines, has been awarded with a RED DOT DESIGN and a Label OBSERVEUR 2014



**BELGIUM IS  
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INITIATIVE BY:**

Belgium is design is a common label that unites the actions of the following regional organizations: Flanders DC, MAD - Home of Creators and Wallonie-Bruxelles Design Mode (WBDM). This joined-up approach has been active since 2011, stimulating and developing initiatives to showcase Belgium's designers, manufacturers and producers in foreign markets.

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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.

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**MAD, HOME OF  
CREATORS**

MAD is more than a building. It's the home of creators. A place where people share their network, knowledge and cookies with those in need. It's a destination for the creatives. MAD is more than fashion and design. It's about innovation and participation. About collaboration and engagement. It's about you. MAD is more than a person. As a team, we believe in the power of innovation and creativity as much as we believe in the power of a good conversation. So whether you're in it for business or pleasure, looking for support or a challenge, care about economics or ecologies, desperate to change the world or yourself: MAD is there for you. Come play, create, talk, eat and dance with us.

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Flanders DC stimulates the creative sector to turn its skills into business. It aspires to increase stronger and more future-oriented creative entrepreneurship in the whole of Flanders. Flanders DC reaches this goal by strengthening, connecting and promoting the Flemish creative economy. Flanders DC works for the whole of the creative sector, with special focus on design, fashion and gaming. One of its most significant actions are the Henry van de Velde Awards, the Flemish design prize that has acknowledged the achievements of design and designers since 1994.

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