



# WBDM FLANDERS DC THE 'CLUB DES 10' IS HAPPENING NOW.

For the first time, Flanders DC and Wallonie Bruxelles Design Mode are joining forces for the next Maison&Objet trade show in Paris. The 10 brands selected for the 2018 edition will be on display at a shared stand in the NOW section, this coming January.

In keeping with the philosophy of Belgium is Design, the label supporting this initiative, these 10 brands present an enticing cross-section of contemporary Belgian design. Far from an isolated initiative, this collective presence at the Maison&Objet trade show is very much in the spirit for Belgium is Design. For almost 10 years, the Belgium is Design label has been co-ordinating actions orchestrated by Belgian institutions responsible for promoting design.

The aim is to support Belgian creatives, offering them international showcases and promoting projects to export products produced by their companies. The brands on display have been chosen for their standing in a very competitive market, their innovation (as much in the choice of materials as production processes, including *handmade* products, which are very well represented in this selection), their participative approach to design, a commitment to the environment through recycled materials and products which are built to last, and production which favours *made in Belgium*.

The selected designers have been chosen to complement one another, offering a wide and diverse range of products: furniture, lamps, wallpaper, indoor and outdoor objects, etc. Apart from two brands, all the designers selected for this year are taking part in the trade show for the first time. For them, this represents a fantastic opportunity for growth and development.

# BELGIUM IS DESIGN PRESENTS:

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## BELGIUM IS DESIGN

Belgium is Design is a common label that unites the actions of regional organizations such as Flanders DC 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.

[belgiumisdesign.be](http://belgiumisdesign.be)



## FLANDERS DC

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.

Since 2016, Design Vlaanderen and Flanders Fashion Institute have been integrated into Flanders DC. The specific efforts related to design are organised by Flanders DC for Design. Two 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, and varied participation in design fairs across the world, which often take place in collaboration with other Belgian partners.

Ultimately Flanders DC aims to inspire creatives and those passionate about their work. Those engaged in the industry can increase their professionalism by using its guide to entrepreneurship, participating in labs on specific topics or in individual consultancy sessions.

Flanders DC is the coordinator of the international Districts of Creativity Network ([www.districtsofcreativity.org](http://www.districtsofcreativity.org)), which unites 12 of the most creative and innovative regions of the world.

[flandersdc.be](http://flandersdc.be)

FLANDERS  
INVESTMENT &  
TRADE



FLANDERS DC FOR  
DESIGN

## WALLONIE-BRUXELLES DESIGN MODE

Representing 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.

[wbdm.be](http://wbdm.be)



Hall 7—Stand A169

# ars fabricandi

Launched in 2017, ars fabricandi is a furniture and interior design studio where creativity, design thinking and craftsmanship meet. ars fabricandi creates a new cosmopolitan design language, linking innovation to craftsmanship and tradition, exploring different design solutions, prototyping and testing new products with a hands-on approach. By collaborating with international designers, experiences are shared beyond borders and create connections in the designs with each product telling a life story. The products translate a real curiosity for materials by crafting and mixing noble and everyday materials. Enthusiasm and commitment drive ars fabricandi as well as a passion for artisans and makers, craftsmen are an integral part of the philosophy of the brand.

The collection genesis encompasses a series of designs (furniture, objects, lighting) with a common vision of change in time and space: a cosmopolitan dimension where everything is constantly shifting. The collection has a strong emotional impact and magnetism: the shape and the materials of the designs change as you interact with the space around, leaving the viewer fascinated by the game of lights, colors and structures.

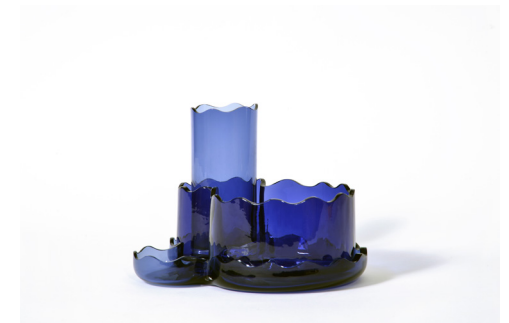
[arsfabricandi.design](http://arsfabricandi.design)



BOLÉIA lounge chair by Rafael Chvaicer (Brazil)  
Dimensions: 60 x 60 x 80 cm  
Materials: beach wood, full-grain leather, brass  
Photo credit: Daniel Osorio



TOTUM cocktail table by Anne-Claire Hostequin (France)  
Dimensions: 80 x 54 x 54 cm  
Materials: Carrara marble or travertine, iron, leather  
Photo credit: Ivone Martinez



HAI glass set by Jo-Chieh Huang (Taiwan)  
Dimensions: 15 x 21 x 15 cm  
Material: glass  
Photo credit: Michelangelo Princiotta

# Atelier Belge

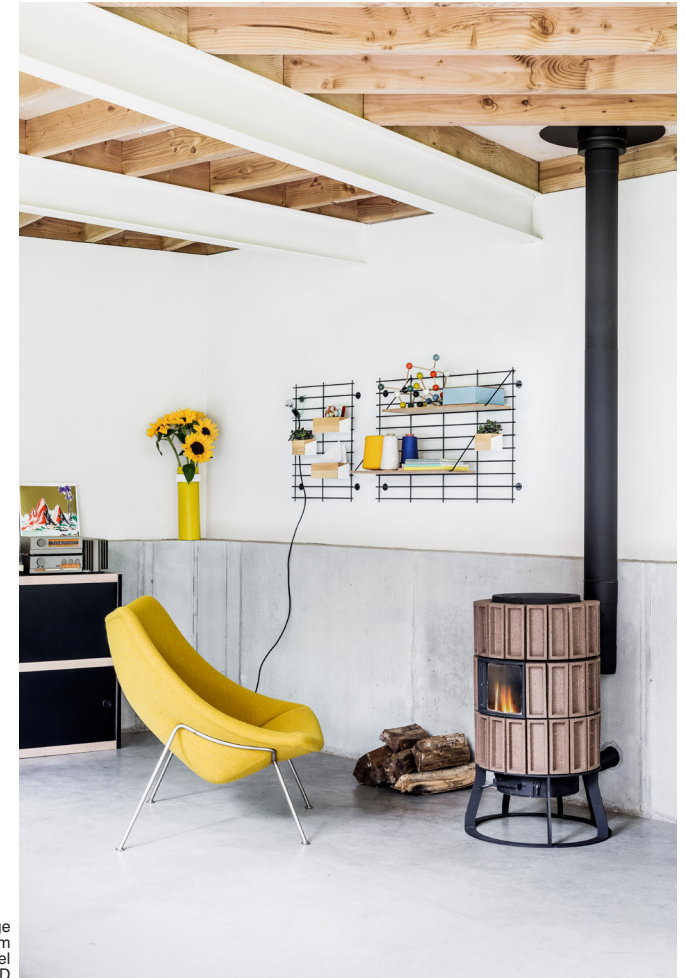


Loopholes, Atelier Belge  
Dimensions: 45 x 60 cm / 86 x 60 cm  
Materials: powder coated steel  
Photo credits: LUCIDLUCID

What's in a name: Atelier Belge is a Belgian based design studio and the brainchild of Deevie Vermetten and Oskar Vermeylen. They're specialised in quirky interior items and stand for sophisticated design, functionality and personalisation.

The modular unit 'Loopholes' is their pièce de resistance and the quintessence of their three beliefs... Its minimal design excels in simplicity; the different setups are unlimited and the constant stream of new applications encourage you to completely customize that grid! And when you're completely over a certain look or utilization, you can start all-over – how cool is that? To choose is to lose doesn't apply on Atelier Belge's Loopholes, that's for sure... Atelier Belge's 'Loopholes' isn't bound by trends, styles or functions and therefore the perfect all-round interior item that fits into every corner of your home.

Every Loopholes unit is created by layering different items on one another, but the core item is their grid of power-coated steel. Atelier Belge's tagline could very well sound like 'grid first, accessories second', as there's simply no Loopholes without the grid. The .01 grid measures 86 to 60 cm and comes in two colours: black and white.



Loopholes, Atelier Belge  
Dimensions: 45 x 60 cm / 86 x 60 cm  
Materials: powder coated steel  
Photo credits: LUCIDLUCID



# Calla Garden



Calla is a smart, automated, indoor garden that takes care of your herbs. This innovative product is equipped with horticultural LED technology and a self-watering system to provide herbs with everything they need for up to several months. Consumers can also choose between the instant freshness of herbs they have bought and growing their own plants from seed. The automated system means the garden only requires a few minutes' worth of maintenance every two to three weeks. Two years of horticultural research and development have culminated in a beautifully-designed, user-friendly product that will fit perfectly into your home. Enjoy fresh herbs all year round!

Calla has been entirely developed and assembled in Belgium, in accordance with the wishes of its two founders. Romain Trigaux and Florian Paquay aim to offer creative and innovate solutions for growing your own food. The product will be presented for the first time at M&O in 2018.

[calla-garden.com](http://calla-garden.com)

Dimensions: 33 cm x 33 cm x 42 cm for a complete Calla set  
Weight: 2.5 kg Light: 12 W LED lamp, 3W pump  
Material: PS Plastic with UV protection and soft touch

# Gobo Lights

With a fascination for patterns found in nature, Nicolas Brevers plays with the timeless laws of sacred geometry to adorn spaces with his elemental forms. These forms, with their clear, effortless, and contemporary lines evoke the quintessence of natural elements. They develop a new language in which rationality and functionality enter into a conversation with emotion to create a hypnotic and soothing world unique to the designer. Through his work, Nicolas Brevers expresses his vision of design: a kinetic, playful art born of the study of aesthetics, harmony, and balance.

He launched Gobo Lights in 2014. In a spirit of harmony and balance, this collection of lamps in geometric and crystalline structures, dress up and brighten the spaces where they're set, playing with shade and light. These exclusive models are produced in Belgium, in limited series, and custom-made in Brussels. Every Gobo Light lamp guarantees a homemade piece with extensive thought put into the finishes and details for a sustainable, ethical, and responsible purchase.

As part of this first exhibition at Maison&Objet, Gobo Lights is presenting Snowdrop. Like a flower, this piece seems to blossom, radiating warm light through its natural stone petals. The designer will also have Golden cuboids on show, in a large-scale, brass version.

[gobolights.be](http://gobolights.be)



#### Nested Cuboids

2014-2015 Bronze "A" Design Award" in the category Lighting Products and Lighting Projects Design  
Dimensions: 180 cm L X 90 cm I X 90 cm H deployed / 120 cm L X 120 cm I X 120 cm H closed  
Material: brass, counterweight concrete Cotton electric cable, E40 XXL LED Light bulb (with dimmer)  
Photo © Christian Jimenez



#### Snowdrop

2016-2017 Silver "A" Design Award" in the category Lighting Products and Lighting Projects Design  
Dimensions: 120 cm L X 100 cm I X 100 cm H deployed / 150 cm L X 50 cm I X 50 cm H closed  
Material: brass, translucent stone sheet  
Counterweight: stone, modular white opaline Cotton electric cable (LED with dimmer)  
Photo © Christian Jimenez

# Kabinet Van Look

Kabinet Van Look is the brainchild of self-taught designer / maker Jan Van Look. Initially, he worked exclusively in command. The focus was mainly on carrying out small-scale interior projects. But this did not satisfy the urge to design.

In 2010, Jan Van Look opened his first showroom where he presented his own furniture designs. Meanwhile, the showroom was relocated to the Nationalestraat 152 in Antwerp, where it became a familiar part of the street scene. The Antwerp design studio mainly uses wood and geometrical shapes, creating pieces that play with the perception of space and depth. After attending this year both the Milan fair and Berlins State Of Design, Kabinet Van Look will show his Nebula collection at M&O Paris for the first time.

A piece of furniture with strong character, a massive-minimal eye-catching design that makes noise in harmony. You will hardly find two surfaces at the same height or with the same length, welcoming a heterogeneous mix of objects on the composition. Besides the neat design, Nebula not only catches the attention with its graphic composition, but also with its massive dimensions, spanning 2.5 meters wide and 2.8 meters high. Obviously, the Nebula collection also consists of smaller models. The contrast is strong: hard geometrical shapes that naturally interact and overlap, expanding on the wall like an exploding star. Each closed cube is a smooth push-to-open cabinet or drawer, encouraging to explore and interact with the piece.

[kabinetvanlook.com](http://kabinetvanlook.com)



Nebula Small, Kabinet Van Look  
Dimensions: 69 x 69 x 32 cm  
Materials: high quality beech plywood finished with white laminate and teak veneer

Nebula Large, Kabinet Van Look  
Dimensions: Main element: 142,5 x 172 x 32 cm,  
Cube left: 25 x 25 x 25 cm,  
Cube middle: 40 x 40 x 40 cm,  
Cube right: 35 x 35 x 25 cm  
Materials: high quality beech plywood finished with white laminate and teak veneer



Nebula Medium, Kabinet Van Look / Materials: high quality beech plywood finished with white laminate and teak veneer

# Monsieur Tricot

Ilia Sigi Eckardt grew up in Antwerp, in a very creative family, where knitting was essential to the household. For more than forty years, his mother Hilde Frunt worked for Belgian fashion designers, experimenting with knitwear. Sigi got to know designers like Raf Simons, Dries Van Noten, Ann Demeulemeester and Walter Van Beirendonck from an early age on and got fascinated by their world. Ever since, he's been working on several knitwear projects, the biggest to date being Monsieur Tricot, a collection of light objects.

Monsieur Tricot is the first knitted weatherproof lighting that merges modern structures and subtle reflections, resulting in a sophisticated appearance, which creates a warm and stylish atmosphere.

The expertise in innovative knitting acquired through years on the top of the field is clearly reflected in the collection, which combines different shapes, textures and colors that can be creatively mixed to create a striking look for terraces, living room and bedroom where everyone can give their personal touch.

The concept behind the new collection is to bring the outer and inner feelings together, increasing your living space. These strong and timeless designs are characterized by their maintenance friendliness: the materials used are high resistance weatherproof and the fabric is easy to remove and clean, meeting the requirements for outdoor lighting.

All the designs are handmade in the Antwerp studio.

[monsieurtricot.be](http://monsieurtricot.be)



Monsieur Tricot Hanging



Monsieur Tricot Standing



# Objekten Systems

OBJEKTEN SYSTEMS believes in design as a tool for simplifying the day-to-day. Since its beginning 5 years ago, the brand has challenged the best designers on problem-solving ideas to create versatile systems of products. Affordable quality, functional improvement and integrated ecology lay at the core of the business strategy. The products are the result of a right mix of high-quality materials, advanced manufacturing processes and local know-how.

This year the brand introduces several important new products, including the FABRIC chair collection designed by Alain Berteau, an ultra comfortable foam-free chair produced with the latest 3d knitted technologies, and the new RADAR seating system designed by Sylvain Willenz. RADAR is an elegant modular seating solution characterized by its enveloping screen-like curved back. Reconfigurable and connectable in any direction, the RADAR modules freely compose distinctive and comfortable sofas, benches and seating areas for both public and residential markets.

Wood structure from harvested forests, high-resilience variable density foams, public areas compliant compostable fabrics. Made in Europe, assembled in Belgium.

[objekten.com](http://objekten.com)



Fabric chair, design Alain Berteau Cover in recyclable polyester knitted in 3D, steel structure.

# Redo- papers

Redopapers is a young, sustainable company in Antwerp founded by Tille Lingier and Linde Luyten, two twenty-something graphic designers. Redopapers goes in search of ways to combat the waste flow of excess paper from printing businesses and turn it into unique, handmade products.

Impassioned by traditional paper crafting, typography, and beautiful, tangible design, they research methods for transforming this paper into designer products. This translates into their own product line, which includes diaries, perforated notepads, and weekly planners.

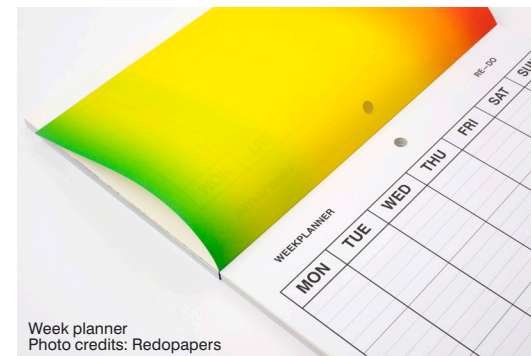
Redopapers hires people with a disability to sort and parcel out the excess paper that has been collected from the printing businesses. All products are local and handmade.

In addition to this, Redopapers also partners with companies and organisations to help them create an innovative, personalised product using their excess paper. This is how Redopapers makes taking the step towards ecological thought processes more accessible.

[redopapers.com](http://redopapers.com)



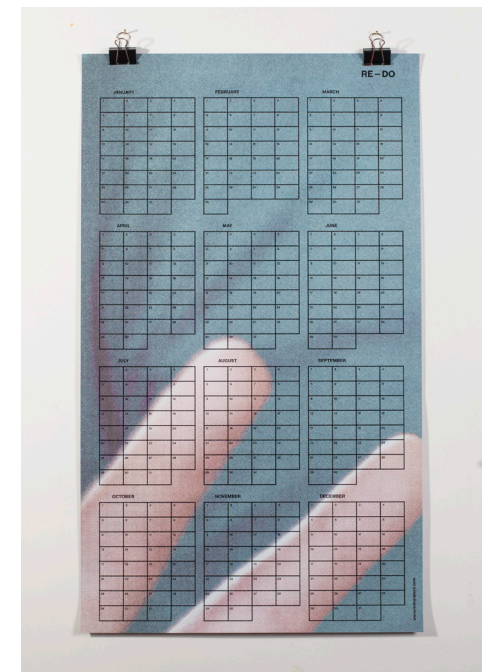
Redopapers  
Month planner, week planner and to do list  
Materials: paper surpluses from printing businesses  
Photo credits: Redopapers



Week planner  
Photo credits: Redopapers



Blocnote  
Photo credits: Redopapers



Birthday calendar  
Photo credits: Redopapers

# Tenue de Ville

Founded by Alexia de Ville in 2014, Tenue de Ville is a pattern design agency and a brand of high-end wallpaper. Curiosity and passion are watchwords at Tenue de Ville. With each new collection, the company aims to develop its processes and investigate new materials to grow its practice, leading it towards a mode of production closer to visual art, as if wallpaper was a work of art to be laid directly on the wall. Alexia de Ville is always inspired by her travels, real or imaginary. With her new 'Saudade' collection, she remains committed to seeking inspiration from unfamiliar geographies. The sleek, Asian-inspired lines are back, mixing with local art deco touches, fauna and flora, contemporary art, architecture, literature, and everyday life.

The collections are designed around motifs printed using traditional techniques (heliogravure / CMYK) and digital processes with panoramic motifs. Tenue de Ville is also committed to localism and environmentalism. Production takes place in Belgium, inks are water-based, and the paper is FSC-certified.

[tenuedeville.com](http://tenuedeville.com)



SUAVE Magnolia  
Wallpaper 130gr/m2 non-woven  
Roll = 53cm x 10,05m / 5,3m2  
Photo : Laetitia Bica

HANAMI Safran  
Wallpaper 130gr/m2 non-woven  
Roll = 53cm x 10,05m / 5,3m2  
Photo : Laetitia Bica



MADEIRA Sauge (outdoor)  
Wallpaper 130gr/m2 non-woven  
Roll = 53cm x 10,05m / 5,3m2  
Photo : Laetitia Bica

# Vonk



Fuse, table and benches  
Vonk (design: Jonas Willems)  
Materials: wood & steel



People live, work, and party with VONK. You never have to worry because our furniture collection can take a lot. No matter what your mood, you're always welcome at our table or on our couch. These are designer pieces that fit perfectly into the imperfection of life; beautiful things for people who want to enjoy life year in, year out. Right out there in front, if you want, or hidden away, if necessary. A continuous selection process is taking place in our studio. We select the wood, measuring quality and motif, so that each piece of furniture has a natural pattern. We like things that last for a long time, that prove their worth... and that keep their beauty.

[vonk.furniture](http://vonk.furniture)



Muse, bench  
Vonk (design: Jonas Willems)  
Materials: wood & steel

# INFO

## MAISON&OBJET

Parc des Expositions  
Paris Nord Villepinte  
Now! Design à vivre  
Belgium is Design  
Hall 7

## OPENING HOURS

From 19 to 23 January 2018  
Friday—Monday  
9:30 AM—7 PM  
Tuesday 9:30 AM —6 PM  
[maison-objet.com](http://maison-objet.com)

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## DOWNLOAD THE PRESS KIT AND HI-RES IMAGES ON:

[belgiumisdesign.be/press](http://belgiumisdesign.be/press)  
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