

# Press kit

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# 01. Designing impactful spaces. Creating ambitious brands.

WeWantMore is an independent design studio with expertise in two domains. We create ambitious brands and design impactful interiors at the intersection of design, art and entertainment. A unique combination of two disciplines that complement and strengthen one another.

Our mission? Challenging the status quo. Setting the tone. Striving for valuable, sustainable contributions that shape the world. We believe in the power of design to convey emotions and make people feel (happiness, preferably). Or goosebumps. Excitement! An experience that brings—and keeps—people together. This conviction has propelled us for 15 years. We continue to push ourselves and our clients to think about a brand's relevance and responsibility in a rapidly changing society.

Since 2006, our work has grown considerably. In scale, creativity, and sustainability. Resulting in remarkable and inspiring projects for a host of companies such as Accor Live Limitless, Neuhaus, Alken-Maes, Campari Group, Cargill, CMB, Manhattan's, Samsonite, Telenet, Sportpaleis Group, and more.

The only thing that hasn't changed? Our thirst for more. More creativity. More innovation. More impact.



02. One studio,  
two domains

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a. Interior Design

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b. Branding

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## 02.a. Interior Design

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A space is more than shapes and materials. They are visual stories that have an impact on how people feel, behave, and interact.

WeWantMore Interior focuses on crafting a strong experience. An experience shaped by the interplay of spatial layout, interior design, the selected materials and techniques.

The designers of WeWantMore Interior combine their diverse areas of expertise to design hospitality, retail, and office environments that stands up to the future.

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### Expertise

- Planning & organisation
- Concept creation
- General space design
- Furniture design
- Lighting design
- Signage & wayfinding
- Styling & scenography
- Technical detailing



## 02.a. Interior design Clarify & Define

We speak with our clients to pinpoint their goals and challenges, define their target audience expectations, and map out the competition.

By working closely together, we come up with unexpected insights that serve as a springboard to the design process.



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## 02.a. Interior design

# Concept & Design

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A distinctive design relies on a strong idea. A clear, compelling concept that tells the story of a space through its interior.

We use sample boards and detailed 3D visualisations to create an open dialogue with our clients throughout the design phase.



## 02.a. Interior design Realisation

Once the 3D visualisation is approved, it is meticulously prepared for production. A flawless realisation only succeeds, however, with excellent project management.

We have the necessary people and knowledge in-house to lead the project and supervise the planning, budget, and quality of the execution.





## 02.a. Interior design | Cases le Grand Café

Le Grand Café in Brussels has a rich history that dates back to the 19th century. The building not only looked eclectic on the outside, but also had an extravagant vibe thanks to the infamous drag queen shows that were held there.

The theatricality and freedom to express yourself inspired us to highlight the legacy of Le Grand Café in the eatery's interior design.



## 02.a. Interior design | Cases

# Timmermans

Timmermans is a Belgian family business. After 145 years in the shoe and leather sector, a turning point arose: the next generation took the reins and opened a 400 m<sup>2</sup> shop designed around a customised multi-sensory shopping experience.

Together with Timmermans, we translated their vision into an innovative shop design based on the four elements of nature.



## 02.a. Interior design | Cases

# Samsonite

Samsonite, the global leader in luggage, switched from a product-centric to a retail-centric vision. The company now needed a new hotspot to bring together their retail managers from all over the world and inspire them with new shop concepts.

We transformed one of their warehouses, at the European headquarters in Oudenaarde, into an inspiring hub.



## 02.a. Interior design | Cases

# Château de Vignée

Château de Vignée is located in the deeply wooded Lesse Valley and transcends the traditional hotel concept. For this project, we were inspired by the beautiful green surroundings and how hunters live in harmony with nature.

To make this destination a luxury retreat for modern travellers, we combined natural light, sumptuous interiors and artistic taxidermy. The result: a magical retreat with a flamboyant feel.



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## 02.b. Branding

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A brand's impact is determined by how people experience it, both visually and emotionally. This happens through many different touchpoints: from a brand's voice and visual identity to the physical packaging and digital experience.

WeWantMore Branding creates strong, distinctive brands for ambitious companies who want to make a difference.

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### Expertise

- Brand strategy
- Concept development
- Naming
- Copywriting
- Identity design & systems
- Packaging
- Interior design
- Digital & motion design
- Art direction & photography



## 02.b. Branding

# Brand Strategy

To create a brand with impact, understanding context is key. That is why we look at the brand and the company inside out.

We ask critical questions, explore the market and get to know the target group to define what a brand stands for and what it should express.



## 02.b. Branding

# Concept & Story

Brand design starts with a strong idea: a simple, powerful and convincing concept that brings a brand to life.

From that foundation, we delineate a visual territory and create an emotional story that people can recognise and connect with.



## 02.b. Branding

# Brand Identity

To design a brand identity is to deliberately convey feelings or emotions. That is why our work goes beyond logos, colours and fonts.

We define the voice of a brand and design a visual language that brings it to life. We give companies the tools to be successful in all physical and digital touchpoints.

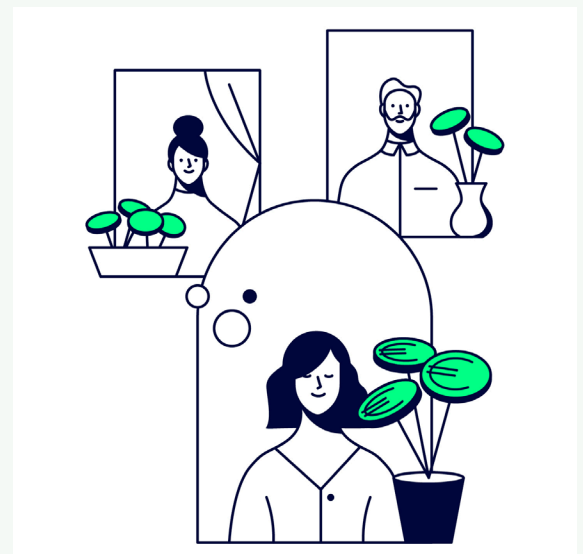
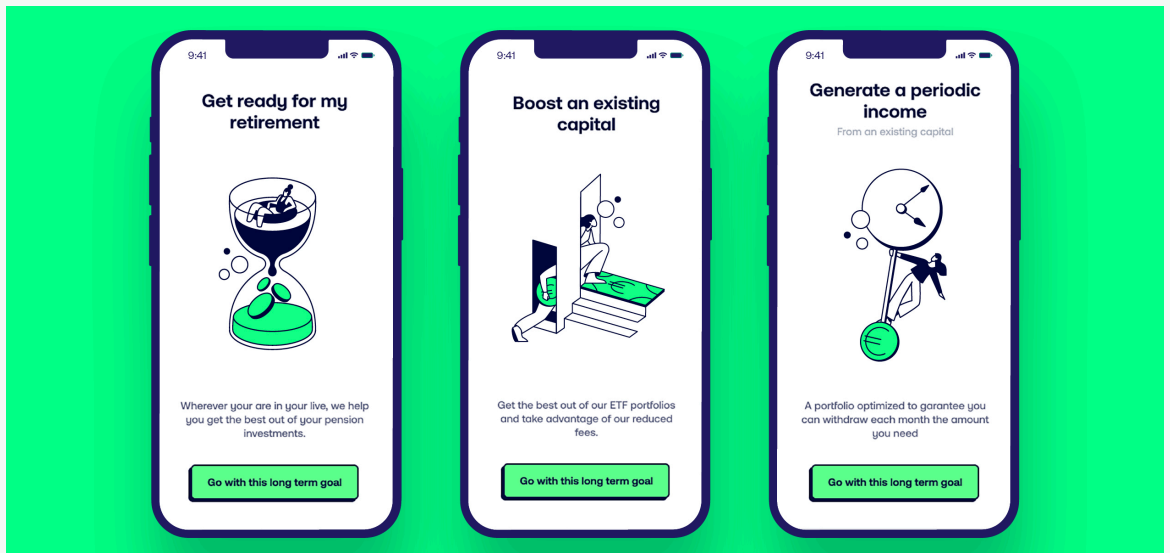




# 02.b. Branding | Cases easyvest

Fast-growing fintech company easyvest takes the complexity and uncertainty out of pension planning with an accessible digital platform that helps Belgians secure and grow wealth through their pension.

In order to stand out in a market which is not immediately known for its fresh imagery, easyvest chose WeWantMore for the creation of a new visual identity and a unique digital universe.



# 02.b. Branding | Cases Neuhaus

Neuhaus is a true Belgian icon with a beautiful product and a rich heritage. But along the way, the brand had lost some of its shine and forgot what it stood for. We helped Neuhaus regain its essence and rebuilt the brand from scratch.

The result is a premium, forward-looking style combined with a deep respect for their craftsmanship and heritage.



## 02.b. Branding | Cases

# Cristal

Cristal is the first 'Made in Belgium' lager. A truly unique position, which the brand decided to play to the full. We helped Cristal regain its rightful place at the top of the Belgian lager landscape with a rebranding. How, exactly?

By staying close to its modest roots and by expressing the passion of the people behind the beer.



## 02.b. Branding | Cases

# Vilarte

Vilarte was founded in 2020 by Veerle Claerhout and Pieter De Vylder, two commercial engineers with a weakness for design. The minimalist pavilion of this Belgian design brand encourages people to escape from the everyday hustle and bustle and reconnect with themselves and their surroundings.

We went in search of a pared-down, stylish aesthetic and minimalist brand identity for this oasis of calm.



# 02.b. Branding | Cases Duvel

This year Duvel Moortgat Brewery celebrates its 150th anniversary. To kick off the jubilee year WeWantMore designed a limited edition Duvel Distilled bottle in the iconic shape of the Duvel glass.

All the well-known visual Duvel elements such as the white full head of foam and the typical curve of the Duvel glass are a part of the design.



# 03. Awards

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<b>2021</b>		
Le Grand Café, AB-Inbev	Commerce Design Brussels Awards	Winner
<b>2020</b>		
Neuhaus Rebranding	Effie Belgium Awards Brand campaign	Bronze winner
Château de Vignée	Muse Design Awards Interior Design - Hotels Ahead Awards Europe Hotel Renovation & Restoration Ahead Awards Europe Visual Identity Ahead Awards Global The Regeneration Award Restaurant & Bar Design Awards Luxury Architizer A+ Awards Concept Plus - Architecture + Branding	Gold winner Winner Shortlist Shortlist Shortlist Special Mention
Anonymous Six	Design Week Award Exhibition Design Dezeen Awards Exhibition design	Winner Longlist
One Hundred Restrooms	iF Design Awards Interior Architecture	Winner
<b>2019</b>		
Gatsu Gatsu	Architizer A+ Awards Concept Plus - Architecture + Branding	Jury Winner
One Hundred Restrooms	Muse Design Award Interior Design A'design Award Interior Space and Exhibition Design	Platinum Winner Silver winner
Jungle Society	A'design Award Graphics and Visual Communication Design	Gold winner
Mooy	A'design Award Interior Space and Exhibition Design	Silver winner
IVC - Beyond flooring	A'design Award Sustainable Products, Projects and Green Design	Silver winner
Chez Claire, que d'éclairs	CCB Awards Design, Spatial Design, Savoury & sweet foods, snacks	Bronze winner
HNST Jeans	Henry van de Velde Award	Gold Winner
Hoeked Doughnuts	CCB Award Design, Branding, Savoury & sweet foods, snacks	Silver Winner
Gatsu Gatsu	CCB Awards Design, Spatial Design, Retail stores, restaurants & fast food World Interior News Awards Interiors & Design: Commercial Branding Concept	Shortlist Gold winner

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# 04. Clients on WeWantMore



## Nathalie Chen

**Marketing Manager at Neuhaus**

“WeWantMore has been the main partner in our brand image rebranding and has been a true partner from the start. Together we still continue to create magical seasonal collections and strong new concepts. What I especially appreciate in our collaboration is working with a team that is always up for a challenge, can think with you, and help push your brand or collection to the next level.”



## Helene Dufermont

**General Manager at Château de Vignée**

“WeWantMore was engaged by our management team to create a full atmosphere and new concept for our Château de Vignée. It was great working with such an open-minded team with a clear vision and a creativity that knows no bounds. It is a pleasure to have them around and feel their support during the full project.”



## Matthieu Remy

**Founder & CEO at easyvest**

“Before going into creative mode, WWM talked extensively with our team to extract the true essence and personality of the easyvest brand. Developing that intimate understanding first helped their creatives to be on point when presenting various concepts until we found the logo, colors, font, and visual universe that felt right to us.”

# 05. Team

In 2006, we launched our story as Pinkeye. Since our rebranding in 2018, we are now known as WeWantMore, a name that clearly articulates our ambitions.

In 2021, we celebrated our 15th anniversary and moved our team of 32 into brand new offices in Antwerp.





# 05. Team

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## Ruud Belmans

### Creative Director Interior Design

Ruud is one of WeWantMore's co-founders and Creative Director Interior Design. He strongly believes in the power of space to convey emotion. Under his creative direction, WeWantMore Interior Design takes root at the intersection of design, art and entertainment, and the team designs award-winning projects in hospitality, retail and office design.



## Tom Vanhemelrijck

### Client Service Director

Tom built a strong foundation as a marketer at Coca-Cola and Douwe Egberts before becoming a partner at WeWantMore. As Client Service Director, he charts the commercial course from a position of empathy—a legacy of his professional past—for WeWantMore's client brands. Tom's team focuses on clients and assignments that WeWantMore can challenge and optimally support in the field of branding or interior design in Belgium and beyond.



## Sébastien Greffe

### Creative Director

Sébastien Greffe took in 2020 the position of Creative Director at WeWantMore, incidentally the place where started his career as a graphic designer. Gaining over ten years of experience at advertising and branding agencies, including Wunderman Thompson, he honed his knowledge in advertising and digital design as a design director. That background, combined with Sébastien's hands-on mentality and craftsmanship, continues to result in successful brand identities for top Belgian and international brands.



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# 06. Media & Schedule

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 website  
[//wewantmore.studio](https://wewantmore.studio)

 opinion  
[//wewantmore.studio/stories/we-are-the-real-influencers](https://wewantmore.studio/stories/we-are-the-real-influencers)


 blog  
[//wewantmore.studio/blog](https://wewantmore.studio/blog)

 cases / interior design  
[//wewantmore.studio/spaces/projects](https://wewantmore.studio/spaces/projects)

 cases / branding  
[//wewantmore.studio/branding/work](https://wewantmore.studio/branding/work)

 facebook  
[/wewantmore.studio](https://wewantmore.studio)

 linked-in  
[/company/wewantmore](https://company/wewantmore)

 instagram  
[/wewantmore.studio](https://wewantmore.studio)

 vimeo  
[/wewantmore](https://wewantmore)

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## Schedule 2021-2022

- 09 to 13 September 2021

Maison&Objet Parijs

- 28 October 2021

Official opening Food Market Gare Maritime

- 18 to 19 November 2021

HIX London

- 05 to 10 April 2022

Salone del Mobile (Milan Design Week)



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# 07. Press contacts

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