

PRESS RELEASE

By Marie Ferran-Wabbes

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GENERAL DECORATION (GEDE) FOUNDED BY JULES WABBES IN 1959 CELEBRATES ITS 50th ANNIVERSARY

General Decoration the manufacturing company of Jules Wabbes's designs, celebrates its 50th anniversary this year. Busy from the start, GEDE, expanded its catalog and develops each year new objects, lamps, accessories, furniture.

General Decoration (GEDE), has been directed since the death of its creator in 1974 by the latter's wife, Marie Wabbes, who has always believed in the interest of these products, but who had no time to deal with it alone.

Reinvigorated in 2014 by the arrival of Vincent and Caroline Colet to its head, in close contact with the Wabbes family. The company is now a reference to the production of Wabbes's metal designs created in the '50s and '60s.

WHO WAS JULES WABBES? Jules Wabbes (Brussels 1919 - 1974) is a Belgian designer whose work was internationally appraising: For instance, he won a Silver Medal at the XI Triennale of Milan in 1957 for his "slatted" furniture and also for a bronze floor lamp. In 1960, a Gold Medal at the XII Triennale for school furniture designed in curved wood. He received throughout his career awards abroad as in Belgium (Cologne 1959, Munich 1961, Brussels, Prix du Bois, 1963). Wabbes would have turned 100 years old in March this year.

See biographical information on Wikipedia: https://en.wikipedia.org/wiki/Jules_Wabbes.

WHY GD? Very demanding on the choice and quality of materials for his models, — his polished bronze wall sconces are like jewels for architecture—, Jules Wabbes had to work with the best craftsmen and the best suppliers. The foundation of GEDE, after that of the *Mobilier Universel* in 1958, was

imposed to maintain a semi-artisanal production of the best quality. Indeed, metal objects once cast at the foundry are assembled and finished by hand. Objects published by GEDE require highly technical skills. Everything is done in Belgium. See photo reports on the site, craftsmanship section: <https://www.jules-wabbes.com/craftmanship>.

ABOUT GEDE'S MANAGEMENT: Like Jules Wabbes, Vincent COLET was an antique dealer. He has a thorough knowledge of ancient objects. They have in common the desire to produce modern objects that are sustainable and will cross generations. Caroline Bossuyt-Colet is a decorator in the film industry.

NEWS: New website (Jules-Wabbes.com), summer 2018. Show at the *International Design Exhibition Interior exhibition* in Brussels, Tour & Taxis, Nov. 2018.

New product 2019: a lamp made of marble, limited edition

GEDE becomes the leader of the editions of Wabbes's design.

The catalog is composed of 14 pieces including a trestle table in wenge and brass.

GEDE is based in Brabant Wallon. Everything is made in Belgium.

Direct sales to individuals and professionals

LEARN MORE / CONTACTS:

Vincent COLET: tel +32475531914

Mail: info@jules-wabbes.com

Website: www.jules-wabbes.com