

FUORISALONE DIGITAL

Covid-19, lockdowns and social distancing. For the first time in more than fifty years, the Milan Furniture Fair (Salone del Mobile) has been cancelled.

The space has been closed off, time is suspended. We have to face up to our fragility and our shortfalls, our fears, our grief, so uncertainty is inevitable. It is the time when we have to rethink our actions, observe our surroundings and listen intently: nature on the one side, on the other the silence which surrounds our cities. This slowing down offers another advantage: critical reflection which prevents active participation, between empathy and politics. This is what we can learn from design.

We are starting off from this pretext, our participation. The institutions which are involved in the promotion of Belgian design – Wallonie-Bruxelles Design Mode, Flanders DC for Design and MAD – Home of Creators – have in fact chosen to reconnect the designers and industry thanks to the site **BELGIUMISDESIGN.BE** and the platform **FUORISALONE.IT**, showing great solidarity to the profession, the economy, cohesion, and above all support for the values of ‘public service’, now more than ever.

As from June, the site **BELGIUMISDESIGN.BE** will be updated, welcoming and promoting all the companies and designers that would have participated in the Milan Design Week (Salone, Fuorisalone and SaloneSatellite).

Moreover, membership to the platform **FUORISALONE DIGITAL** which is now promoted thanks to the well-known Milanese platform **FUORISALONE.IT**, adds an extremely important meaning: Milan’s Design Week is not only about business and commissions, but it is also about sharing an experience, within context and a timeframe. The Design System needs to be protected. On the other hand, Design needs to become involved in redesigning the System.

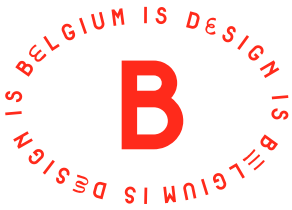
With regards to this theme, Belgium is Design will organise a talk on June 15th at 6 pm, which will be produced and shared on the platform of **FUORISALONE DIGITAL**. The roundtable discussion will welcome Belgian and international designers and entrepreneurs.

Belgium is Design is therefore inviting you to **A SPECIAL SHOWCASE OF PRODUCTS AND KEY PLAYERS FROM THE BELGIAN DESIGN WORLD**, starting from 15 June. **AND WE CANNOT FORGET THE YOUNG DESIGNERS WHO WERE CHOSEN FOR THE SALONESATELLITE 2020**, represented by Alice Emery, Chanel Kapitanj, Daan De Wit Design Studio, Alexander Marinus, Pierre de Valck, Amorce Studio, Studio Biskt, Olivier Vitry for Claisse Architectures and Gilles Werbrouck Studio.

FUORISALONE.IT

From June 15th

THE LIST OF DESIGNERS AND COMPANIES IS AVAILABLE ON BELGIUM IS DESIGN WEBSITE. FINAL VERSION: JUNE 15TH.
www.belgiumisdesign.be



BELGIUM IS DESIGN

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.

info@belgiumisdesign.be

belgiumisdesign.be



Flanders District of Creativity, stimulates the Flemish creative industries to turn its skills into business by supporting, promoting and connecting them. Flanders DC works for the whole of the creative sector, with special focus on design, fashion and gaming. Flanders DC is the single point of contact for entrepreneurs in the creative industries. After the merger with Design Flanders and Flanders Fashion Institute, it is ideally placed to serve the entire sector’s needs.

As an independent non-profit organisation, it acts as the ‘front office’ of the government agency Flanders Innovation & Entrepreneurship, actively supporting creative entrepreneurs who want to build or grow their business. More Return on Creativity is what Flanders DC is after.

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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.

**WALLONIE-BRUXELLES
DESIGN MODE (WBDM)**
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MAD, HOME OF CREATORS

MAD – Brussels Fashion and Design Platform is a platform for expertise in the fashion and design sectors. It is a unique shop window in which the values of Brussels fashion and design are showcased. Looking towards the future and with innovation at its heart, its mission is to promote (young) entrepreneurs.

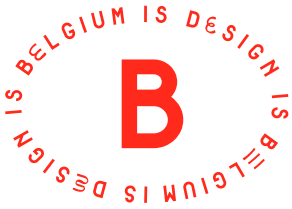
Both inside and outside Brussels, the Centre encourages new initiatives and supports those passionate about fashion and design in order to strengthen their development and growth in these fields.

MAD main partner for international activities is hub.brussels, the Brussels Business Support Agency

MAD – HOME OF CREATORS
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THE PRESS KIT AND HIGH-DEFINITION
IMAGES ARE AVAILABLE ON
THE BELGIUM IS DESIGN WEBSITE:
www.belgiumisdesign.be/press

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BELGIUMISDESIGN.BE

**FLAN
DERS DC** FOR
DESIGN

**WB
DM** WALLONIE
BRUXELLES
DESIGN
MODE.

**MAD, HOME OF
CREATORS**



ALEXANDER MARINUS

www.alexandermarinus.com
@hhheyjute

Alexander Marinus (°1992) is a multi-disciplinary designer with a strong interest in the relationship between culture, society and nature. He strives to bring them together in his body of work, which encompasses material research, textile design, photography, film and writing. Marinus graduated from Design Academy Eindhoven in 2017 and is currently based in his hometown Brussels.

His project 'Hey Jute', showcases the benefits of the raw fibre. Jute is the second most cultivated textile fibre in the world. Yet, we do not make use of its full potential, as industrial processing and application destroy its natural qualities. Alexander Marinus creates interior textiles to showcase the benefits of the raw fibre: length (between two to five metres), strength and lustre. When the raw material has so much to offer, it's time more people wake up to its value.

A fine carpet is constructed by stitching raw jute fibre together, conserving the length of the plant material and highlighting its natural lustre.

Upholstered stools and a non-woven carpet incorporate felted jute – an alternative treatment that keeps the strength and length intact, and for which the designer developed his own tools and working process.

AWARDS AND COMPETITIONS

- Finalist New Material Award 2018
- Winner Henry Van De Velde Gold Award for Crafts by Bokrijk 2020



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1 SOFT CARPET, 2019
raw jute, wool, linen yarn
150 x 90cm

2 RAW CARPET, 2019
raw jute, silk yarn, linen backing
300 x 100cm

3 ALVAR, 2018
stool
raw jute, wood, metal staples
40 x 40 x 45cm



ALICE EMERY

www.emeryalice.com

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For Alice Emery, it's impossible to stay confined to one discipline. With her, everything overlaps. Her creations combine craft and industrial processes. Meticulous about the quality of the materials that become part of her pieces and attentive to each detail, she designs timeless furniture that is created to last. Alice Emery is close to the material and how it feels, approaching objects with the idea of a dialogue with space.

Orion is a hanging office that allows you to nestle into your work space. The texture of Macassar ebony, as well as the fiber optic light points add an intimate dimension to the object.

Polo is a portable chair. You carry it with you like a cane or umbrella; it folds and unfolds elegantly, whenever you want. Each material is used for its specific properties: leather for its impermeability and suppleness, beech for its strength.



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1 ORION, 2019
hanging office
multiplex blackened pear and
Macassar ebony veneer, brass
handle, and inlaid optical fiber.
165 x 60 x 90cm

2 POLO, 2019
portable seat
turned beech, with coated leather
height: 90 cm, cylinder: 2 cm
width: 4 cm (closed) / 60 cm (open)



AMORCE STUDIO

www.amorcestudio.com
@amorcestudio

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.

Bene is a shelving unit made of bent steel and water based stained plywood. It is inspired by art deco style; while presenting an asymmetry, it may occupy a wall on its own or with other units.

The shape of the *Idle* chair is due to its curved steel tubes running over one line on which a veil comes on it. It is the result of a research of balance between the form, the materials' resistance and their flexibility.



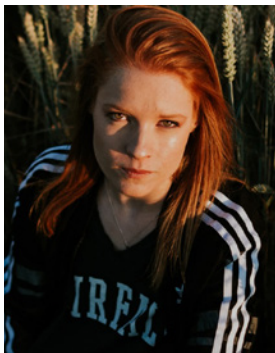
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1 BENE, 2019
shelving unit
steel & plywood
100 x 25 x 15 cm

2 IDLE, 2019
lounge chair
steel & Batilyne
120 x 70 x 75 cm



CHANEL KAPITANJ

@chanelkapitanj

Founded by a young woman from Liège with a degree in industrial design, who then trained as an industrial metalworker, this new studio specialises in ironwork techniques for restaurants, shops and event venues. She also designs interior doors made from steel, stainless steel, brass and copper. The studio has already won several awards.

Purity is a minimalist couch made of a structure and a soft and cosy shell. A couch and a coffee table at the same time. Available in one- or two-seater.

Another flagship piece of the studio: the *Doll* shelf, a two-part shelving system – a cone completed by a thin, airy shelf – that seems to float on the wall.



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- 1 PURITY, 2019
sofa
powdercoated steel and fabric
160 x 93 x 85 cm
- 2 DOLL, 2019
shelving system
polished brass
small: 20 x 5 x 25 cm
large: 50 x 10 x 25 cm



DAAN DE WIT DESIGN STUDIO

www.daandewit.com
@daandewitstudio

Daan De Wit (1995) graduated as an interior designer and later also as a furniture designer; he started his own design studio in 2019. Now, he focuses on a collection linked to research that he carried out during his postgraduate furniture design. His work has been awarded several times and has been internationally presented.

The *Stratum* collection is based on a material conscious technique that allows the designer to create objects with as little material as possible and an almost waste-less result. By cutting sheet material into concentric layers and assembling them by hand, he obtains hollow, conical and organically shaped objects. They are produced in small scale and mostly on demand. This way, there will never be an overproduction.



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NOMINATIONS AND AWARDS

- Contemporary Design Market Prize by UPR
- nominee "Pure Talents Contest" of Imm Cologne 2019

1 STRATUM TEMPUS, 2019
collection of 16 pieces
vase
100% recycled acrylic and bamboo
small: 50 x 150 mm
medium: 65 x 210 mm
large: 75 x 270 mm
extra large: 150 x 650 mm

2 STRATUM BASIM, 2019
side table
titanium Travertine
30 x 30 x 40 cm



2



GILLES WERBROUCK STUDIO

www.gilleswerbrouck.com
[@studiogilleswerbrouck](https://www.instagram.com/studiogilleswerbrouck)

Studio Gilles Werbrouck is a high end textile studio creating unique handmade pieces focusing on innovative ways to present knitted textiles in the interior – whether it's through lamps, murals or other experiments.

The choice of yarn has been a concern regarding sustainability since the brand's inception. Knitting allows to create with minimal waste, therefore Werbrouck decided to work with unconventional material (such as video tape) or dead stock collected from fashion designers. The creative process, production and finishing of each piece is done by the designer himself in Brussels.

The studio presents a range of innovative lamps made entirely by hand, another trademark of the studio. Made of a burnt wooden base, a metal tube bent at 90° and a lampshade made from a hooked magnetic strip, this light, both technical and artisanal, creates a circular projected shadow with poetic accents.



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1 MEMORIES ON VIDEOTAPE, 2019
lighting
wood, brass, magnetic strip



OLIVIER VITRY

FOR CLAISSE ARCHITECTURES

www.claisse-architectures.be

@claissearchitectures

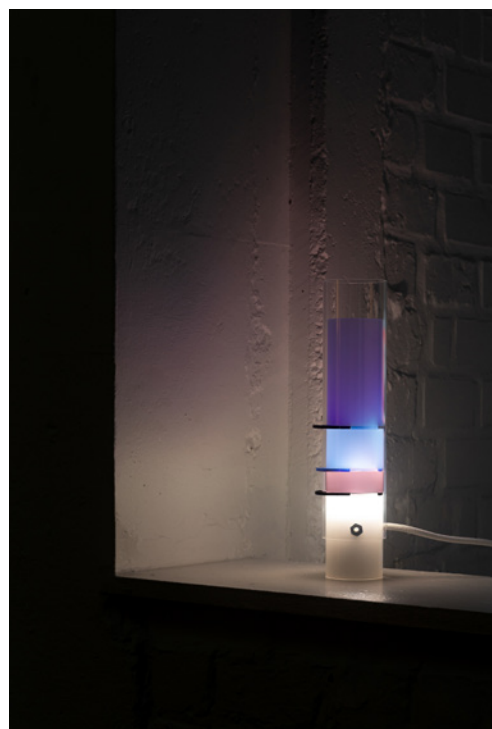
Olivier Vitry is an architect and administrator at Claisse Architectures. In collaboration with his partners, he passionately develops architectural projects, with particular attention to the details that create or recreate unique spaces. These spaces become timeless thanks to their plain, elegant, simple and subtle design. Moreover, Olivier Vitry personally develops furniture based on that same approach, both in terms of the materials used and their assembly.

Adaptable Sofa is a range of ottomans, armchairs and sofas that is completely modular. The seat has a cushion inserted in a tubular basket-shaped frame in which you can easily insert or remove seat backs, arm rests and tables, as often as you like. The cushions are finished with comfortable, luxury velvet to contrast with the black galvanised steel finish of the metal frame.

The *Filtered Lighting* project stems from this fascination for the colorful and ephemeral light of a rainbow. This system allows you to create colored light effects from the white light of a bulb by placing one or more glass filters. The luminaire is composed of 2 glass tubes inserted one into the other and offset to be able to fit several and thus multiply the colored effects by overlays and reflections.



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- 1 ADAPTABLE SOFA, 2019
couch
black zinc-plated steel, blue cotton velvet
seats: 80 x 80 x 38.5 cm
long backrests: 80 x 14 x 40 cm
short backrests: 40 x 14 x 40 cm
long armrests: 80 x 14 x 18 cm
short armrests: 40 x 14 x 18 cm
side table: Ø20 x 10.3 cm
- 2 FILTERED LIGHTING, 2019
lamp
transparent, sandblasted and colored
glass, white lacquered steel
Ø65 x 300 mm

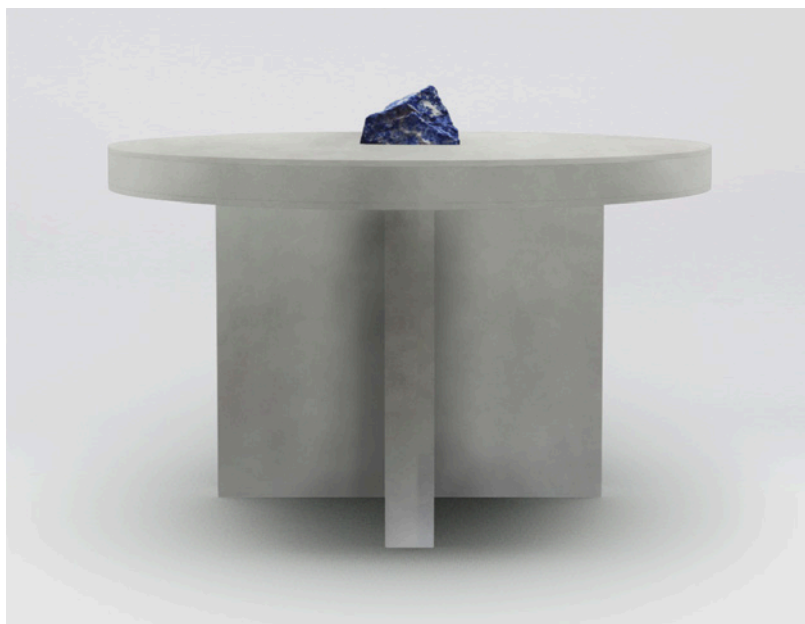


PIERRE DE VALCK

www.pierredevalck.be
@pierredevalck

Pierre De Valck stands for authentic, handmade furniture with a unique natural historical signature. The great Belgian designers such as Jules Wabbes, Ado Chale and Maarten Van Severen are his source of inspiration. Pierre De Valck builds on an age-old tradition of Belgian craftsmanship. Each piece of furniture expresses in a unique way pure materials in their most honest appearance. The result is durable character pieces that stir – real “collectibles” to fall in love with, cherish and leave with pride to the next generation. Pierre De Valck furniture is manufactured entirely in Belgium.

This project represents a series of objects incrustated with (semi)precious stones of exceptional historical importance. From the North Sea to the hills of the Ardens – discover Belgium through the unique stories told by its raw jewels.



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1 TABLE WITH STONE
(LAPIS LAZULI / JASPIS) , 2020
casted aluminium, Jasper Stone
125 x 125 x 76 cm

2 FLEMISH CABINET WITH STONE, 2020
waxed aluminum, Congoles malachite
140 x 120 x 70 cm



STUDIO BISKT

www.studiobiskt.com
@studio_biskt

Charlotte Gigan (ceramist) and Martin Duchêne (designer) form the creative Studio Biskt. At the crossroads of art and design, their collaboration is characterized by their duality and the contrast that gather them together. A dual universe where ideas arise from hybridizations between industrial processes and manual skills. Charlotte and Martin pay particular attention to the way the object is created. The many experiments involved in the appearance of new forms and functions that draw their inspiration in the architectural and industrial field.

By its nomadic looks, and the materials that compose it, *Balik* is in essence both fragile and robust. In this reinterpretation of the seat, Studio Biskt realizes a metal base that, like two river banks, that would be linked by a extruded clay junction. Glazed in different shades of colours, *Balik* aspires to the outdoors and evokes, in its composition and possibility of assembly, multiple variations.

With *Tulumba*, Studio Biskt adapts atypically this everyday object that is the vase. Terracotta soliflores enclosed in an elastic ribbon, the multiple combinations give the object a sculptural and unprecedented silhouette. The tapered lines that can freely interlock with each other to compose a set of infinite variable, that creates, with a touch of humor, the charm of this vase.

Soudjouk makes fun of everyday life. These pegs with strangely familiar hooks subtly recall pipes and other conduits that run along walls. Studio Biskt is not inventing a new world. It starts from the existing world, adding a few new touches and moving elements to create new shapes: playful. What if we made knots in a pipe to hang coats on?



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1 BALIK, 2019
furniture
sandstone, tubular steel, rubber

2 TULUMBA, 2019
vase
sandstone, rubber
15 x 15 x 30 cm