

BELGIAN SPIRIT

BRUSSELS - FLANDERS - WALLONIA



**THE BEST OF BELGIAN DESIGN,
FASHION AND ARCHITECTURE**

Belgian Spirit proudly presents...

BELGIUM

Our small triangular shaped country by the North Sea is known to the world for its art cities such as Bruges, Ghent, Liege, Mons, Brussels and Antwerp, but also for Rubens, Tintin, Victor Horta, Magritte, and Eddy Merckx. For its good food, beer, chocolates and "French" fries...

Economically, its central location in Europe, the high productivity of its labour force and the high quality of its production, are the main reasons why Belgium is a country in which many foreign companies set up their European headquarters, manage their Europe-wide logistics and build their plants.

BELGIAN DESIGN

For some time now design has been a key element of attraction to Belgium's traditional reputation as a hub of excellence. With its design-friendly environment Belgium has even become a hot spot for creation. In fact, judging by the number of architects, design and fashion creators who develop their talents in Belgium, supported as they are by many public and private organizations and initiatives, a new golden age has emerged at the beginning of the 21st century. The success is obvious: what was once a well-kept secret, Belgian design has now drawn everyone's attention, home and abroad. International design, fashion and lifestyle magazine Wallpaper recently included Belgium in its top 10 style and design nations.

Next to a design-friendly atmosphere, the relative lack of consumer goods industries or large scale projects also influences the nature of design in Belgium. Less confronted with a commercial "routine" than their foreign colleagues, the designers nourish an idealism that the design world desperately needs! Whether it involves an extra poetic or playful soul, a fundamental interest in sustainable development or the desire to meet society's most recent developments, humankind and the real benefits that they can provide it with, continue to be their main concern. Nevertheless, a constant pragmatism is conveyed in a love for the material, the finishing and detail, yet another characteristic trait of Belgian design.

Quite unlike what is observed in certain neighbouring regions, in Belgian design actual outcome is created rather than mere concepts on glossy paper! This perfect balance between innovation and realism is exactly what is appreciated by the domestic and international brands and clients. A growing number of Belgian companies are being pulled in by this boom. For economic reasons and mainly because of the threat of globalized production, businesses in Belgium nowadays embrace design as a factor of innovation and creativity. Its importance is by now widely recognized. This attitude allows design to enrich its mere existence by adding to its cultural value the importance of its economic impact. For example, companies in the field of furniture, ceramics, crystal making, cutlery works or the textile industry that used to rely on their venerable history, are renewing themselves with contemporary creation, while small and medium-sized businesses are resolutely betting on design to increase the value of their products.





Established in 2008, **TAMAWA** owes its clear identity to the Bakelite ball, used as the core material and component for all the products in its collection. Designer Hubert Verstraeten first started by self-producing two watches, followed by the design of a complete jewellery line, which inspired the name of the company - "TAMAWA", meaning in Japanese; "ball on steel ring". In order to open up to wider creative possibilities, TAMAWA quickly decided to call upon emerging design talents such as Big Game and Belgian designers Sylvain Willenz and Alain Berteau. By bringing its own understanding and by translating in its own way the concept of the "mono-form / mono-material" of the Bakelite ball, each designer has enriched the collection with unique items. With an impeccable technical quality (shine & durability), in a wide range of up-lifting colours (white, blue, yellow, purple, black, orange, red and pink, all official snooker colours), the playful nature of the products goes far beyond the snooker ball rooms, all being as much of a reference to the iconic "Hang It All" of Charles & Ray Eames than a playful approach to objects with its infinite colour combination.

www.tamawa.be



TRIBÙ

The art of leisure



TRIBÙ was one of the pioneers who, in the early 90s, saw the terrace and the garden as an extension of the house and engaged designers to give shape to the functional. Tribù has since grown to become an internationally recognized brand distributed in 54 countries worldwide. Discreet luxury and technical perfection are the trademark of Tribù. Only top quality durable materials are considered. The outdoor furniture can withstand all world climates and, thanks to their perfect finish and refined details, are also suitable for indoor use. Tribù stands for:

- a strong, uniform identity: discreet luxury;
- a passion for contemporary, discreet, timeless design;
- high-quality durable materials;
- exceptionally fine detail finish;
- ergonomic sitting comfort;
- innovation in the use of materials;
- a family business where respect and ethics are more than mere words.

www.tribu.com

BELGIAN KEYNOTE SPEAKERS AT BODW



Bart Van der Schueren

Vice President, Materialise

Bart Van der Schueren obtained a master degree in mechanical engineering at the Catholic University of Leuven (KU Leuven) Belgium in 1990. After his graduation he joined the University as a liaison for the newly founded Materialise and established the basic research activities for the company. Bart then went on to obtain a PhD in metal selective laser sintering. In 1995, he joined Materialise and ran their service bureau. Over the years, his dedication and expertise has grown the service bureau from a regional player to one of the most prominent additive manufacturing facilities in Europe. In 2011, Bart became an Executive Vice President of Materialise mainly focusing on production, engineering services and software development.

Company profile:

With its headquarters in Leuven, Belgium, and branches worldwide, Materialise has been

playing an active role in the field of Manufacturing since 1990. In addition to one of the world's largest capacities of Manufacturing equipment, Materialise also has a stellar reputation as a provider of software solutions. The advantages of Manufacturing have been used by Materialise to develop unique solutions that make a difference for its many customers, from prototyping, production, and medical. These customers range from large corporations in the automotive, consumer electronics, and consumables sectors; to famous research institutes, and clinicians; to consumers interested in bringing their own creations to life through i.materialise or to purchase a celebrated .MGX design.

www.materialise.com

Hubert Verstraeten

Founder and CEO, Tamawa

Hubert Verstraeten received his training in Pforzheim (Germany) and opened his workshop in Brussels in 1999. He distinguishes himself from jewellery designers by adopting the approach of applied art in order to come close to a formal language that uses techniques from serial production (3D, electro-erosion, injection moulding) and contemporary plastic materials such as polycarbonate and aramith. Founder of Tamawa, he never stops enriching the collection with his own creativity and his permanent search for emerging design talents. Established in 2008, Tamawa owes its clear identity to the Bakelite ball, used as the core

material and component for all the products in its collection. It all started when designer Hubert Verstraeten met with Belgian snooker ball manufacturer Saluc, set in the region of Tournai in Belgium.

In a very short time, Tamawa acquired a legitimate Producer status. Tamawa focuses on a method of production integrated to the company's infrastructure, stock capacities and manufacturing facilities, all allowing creative as well as logistical flexibility. Surprisingly, the sphere allows never-ending ideas. However, Tamawa's challenge is to make sure it always maintains a coherent collection.

www.tamawa.be

