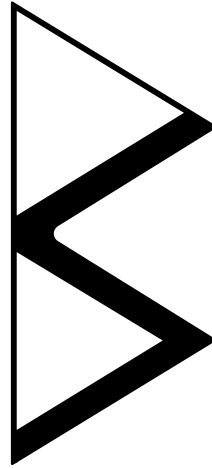


BELGIAN
SPIRIT



Brussels Flanders Wallonia

DETOUR 2011
HONG KONG
www.belgianspirit.be

Press file

Summary

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Introduction

Brussels Invest & Export, Design Vlaanderen, FIT (Flanders Investment & Trade), WBA (Wallonie-Bruxelles Architectures) and WBDM (Wallonie-Bruxelles Design/Mode) have joined hands in a project to promote the Belgian architecture, design and fashion sector. This project shall take place within the framework of the deTour programme, which is part of the Business of Design Week (BODW) in Hong Kong. The “Belgian Spirit” project presents 30 design studios or designers through a playful installation which is made up of t-shirts. This selection fits in with a more extensive presentation of the Belgian architecture, design and fashion sector via a website which is devoted to the most dynamic actors in these three sectors. Moreover the design studios and designers can join an economic mission to Hong Kong in order to develop their local business network.

BODW*

Since 2002 the Hong Kong Design Centre organizes the BODW (Business of Design Week). It constitutes the most important event for the Asian sectors of design, innovation and branding and each year it attracts the major players in this field to Hong Kong, the gateway to China. One of the ambitions of the BODW is to couple creativity to economic development. This yearly event includes expositions, a panel discussion, the presentation of the HKDC Annual Awards as well as a whole series of exchange programmes and networking opportunities for designers, executives and managers, teachers, other professionals and the broad public.

Thanks to the participation of international leading players - individual designers as well as companies - the BODW serves as a great source of inspiration, stimulating the exchange of ideas and experiences and offering great opportunities for economic development.

On the fringes of the fair taking place in the Hong Kong Convention and Exhibition Centre (HKCEC) from 28 November until 3 December, the local association The Ambassadors of Design presents a programme by artistic director Chris Ng with the theme Useless/ Eco/ Recycle. The events of the deTour programme all take place from 26 November until 11 December in the former police headquarters on Hollywood Road, in an area with many modern art galleries.

* (Business of Design Week) of Hong Kong

Belgian Spirit

“Belgian Spirit” as the project is named, refers to a common underlying theme which is present in the work of the Belgian designers. This theme is rooted in a fertile soil of creativity, it is based on the transmission of knowledge and knowhow and exchanges between older and newer generations and between various disciplines and different cultures. After all their work comes about in a multicultural nation which is constantly looking to find a balance between all kinds of differences. This balance characterizes both the typical Belgian singularity and its power. “Belgian Spirit” not only stands for a certain style or Belgian identity, it also reflects a state of mind which is very well understood in a country like China, since it has always had a tradition in which balance and harmony have an important role to play.

Concept

The three commission members Li Mei Tsien, Sébastien Cruyt and Marie Pok have opted for a non-classical exposition. In the old police headquarters they will put a playful and interactive installation on display with references to popular Hongkongese cultural practices. This installation is composed of basic ‘Made in China’ cotton t-shirts printed with designs from architects, designers and fashion designers. Each t-shirt shall be printed with a distinctive design, draft or sketch from one of the selected candidates, accompanied by a label which contains detailed information about the design studio or designer as well as their contact details. This concept is the Belgian answer to Ai Wei Wei’s and Rei Kawakubo’s installation in the shop-window of Dover Street Market for Comme des Garçons.

Totally in line with the Chinese shopping culture, the public will be invited to try on the t-shirts and to buy them if they like them. Consequently the installation is equipped with two fitting rooms and a supply of t-shirts for sale. Moreover the visitors will be offered the opportunity to have their picture taken dressed in the t-shirt of their choice. In that way they kind of become ambassadors for the Belgian design. The pictures can be viewed on the website and will be projected in Hong Kong and in Belgium.

On top of that the website shall contain a “landscape” which holds a presentation of the portfolios of various actors from the three sectors (architecture, design and mode), whether they have been selected to feature in the t-shirt installation or not.



The selection

On 1 September a call for projects was issued amongst professionals from the world of architecture, design and fashion. In order to present a broad and versatile overview of the outstanding quality of these sectors in Belgium, the selection contains twelve architects, twelve designers and six fashion designers. They have been selected on the basis of their experience, their ability to innovate, their inspiration and the originality of the image to be printed on the image.

Belgian landscape

Architects

adn architectures
Atelier d'Architecture Galand
AWAA for cwarchitects sprl
Bureau d'Architectes Emmanuel Bouffieux sprl
Bureau d'architecture Vers Plus de Bien Être, V+
BOB361
BURO II & ARCHI+I
Clerbaux-Pinon
Conix Architects
corbacreative sprl
Crepain Binst Architecture
D44 architecture
Delices Architects
DETHIER ARCHITECTURES SA
FREDERIC HAESEVOETS ARCHITECTURE
helium3 architectures
I-D Identity Designers (Ensemble + DAD)
IN BETWEEN ARCHITECTURE SPRL
Laboratory for Explorative Architecture & Design Ltd.
LOW architecten
L.O.A.D. architecture MADe alchimie créative s.p.r.l.
Martine De Maeseneer Architects (MDMA)
MSA
NFA (Nicolas Firket Architects)
NG ARCHITECTE/DESIGN
Philippe Samyn and partners architects & engineers
SID Studio Architects
SPECIMEN ARCHITECTS
Town Planning Design & Architecture - Witkowski
V.O.
Vanden Eeckhoudt-Creyf architectes
WHY
wollaert architecten bvba

Designers

.rad product
Achilles Associates (Achilles Engineering Services)
ATELIER 4/5
Atelier Blink
awardt by wies&els
BIHAIN furniture & interior design
Caroline Dobbs
deFact studio
Elisa Lee
GIOVANNI BIASIOLO
HAUTRE COUTURE
hugo meert ceramics vof
Knifeforging
La Baronne Python
Laboratorium 4337 bvba
LOUDOR DESIGN
Maarten De Ceulaer Design Studio
Marleen Mertens
Mathias van de Walle
MAXIMALdesign
NathalieDewez
nicolas bovesse design studio
Nora De Rudder Design
NOX DESIGN
OBLIQUE
Pauline Gorelov
Peter Ceursters
PIECEOFCHIC
Quentin de Coster
Raphaël Charles Studio
Ria Lins
Rondelez Katrien
Siegfried De Buck
Signum
STRATEGIE DESIGN
Studio Peter Van Riet
Tamawa
Twodesigners
V2W Architectes
Van de Velde Willy
Krizalid Studio
Venlet Interior Architecture bvba

Stylists

Annemie Verbeke
Assia Kara
BEAULOYE FLORENCE
Carine Gilson Lingerie Couture
Esther Fourez
Fashion designer
HJ
Isabelle Azaïs contemporain jewelery
JEROME RUGGIERO (JEROME DESS SPRL)
Lady Violette
Les Bijoux de Marie France
mei lee
Michael Guérisse O'Leary
Petite Chérie - Obéron
Sehubabe
The Cookie Therapy - Belgian Fine Accessories
The Idealists
Valérie Berckmans
Vanessa Cao
www.kristofbuntinx.com
Vanden Eeckhoudt-Creyf architectes
WHY
wollaert architecten bvba

T-Shirts Selection

Architects

BOB 361
Conix Architects
Crepain-Binst
DETHIER ARCHITECTURES
Laboratory for Explorative
Architecture & Design
LOW
Martine De Maeseneer
Architects (MDMA)
NFA (Nicolas Firket
Architects)
Philippe Samyn
SPECIMEN ARCHITECTS
Vanden Eeckhoudt - Creyf
V+ (Vers plus de bien-être)

Designers

Achilles
Nathalie Dewez
Michaël Bihain
Raphaël Charles
Marko Galovic
Knifeforging
LOUDOR DESIGN
Maximal Design
Hugo Meert
Peter Van Riet
Piece of Chic
Danny Venlet

Stylists

Kristof Buntinx
Cookie Therapy
Carine Gilson
Jean-Paul Knott
The Idealists
Annemie Verbeke

**All individual presentations of these design studios can be
downloaded on the website www.belgianspirit.be**

Scenic design

The scenic design represents the idea of the “Belgian Spirit” through a three-dimensional installation which reflects the specificity and the power of Belgian creativity on the international scene. It mirrors a culture of dialogue and a long-standing practice of looking for the right balance.

The exposition’s scenic design consists of a free-standing structure which represents the search for balance thanks to the Tensegrity principle, an architectural term which is said to have been coined in 1949 by Richard Buckminster Fuller. This structure is built up from aluminum tubes and cables which keeps in balance through a combined action of tension and compression forces. The term “tensegrity”

refers to the ability of structures to maintain an upright position thanks to the interaction between these two opposed forces. Each individual element in the structure is partly responsible for the balance of the structure as a whole and all changes in one of the powers present requires an immediate need for the other parameters to adjust in order to keep the whole of the structure in balance. This scenic design as such constitutes a poetic metaphor for the “Belgian Spirit”.

Every single printed t-shirt in this structure is presented to the visitors as an example of the many facets of the Belgian creative landscape.

In the long-term

Next to being a market on its own, Hong Kong also forms the gateway to China. The ultimate goal of the Belgian Spirit 2011 project is to provide architects, designers and fashion designers with interesting commercial and economic opportunities. That is why this first participation of the three Belgian regions in the BODW Off-programme shall coincide with an economic mission which is open to all actors of the three aforementioned sectors. Moreover, as from the end of the year, the three regions will submit their application to become a guest of honor at the BODW 2013. That would imply a very important Belgian presence at both the fair as in the forum. It would also carry with it various exchanges and all kinds of concerted actions, especially with regard to schools and universities.

In that prospect Belgian Spirit aims at leaving a lasting mark, in particular via the website and the contacts that are made in Hong Kong.

**For more information, please send an e-mail to: info@belgianspirit.be
Images can be downloaded at www.belgianspirit.be and can be obtained by simple request via info@belgianspirit.be**