

Press information dd 24.10.2013

Belgium, partner country of the Business of Design Week
Hong Kong 2013, presents “Belgian Spirit”

This year Belgium is partner country to the Business of Design Week (BoDW) 2013, which will take place from 2 to 7 December at the Hong Kong Convention & Exhibition Centre. The world’s spotlights will be shining on the BoDW stage as Belgium will present its amazing “Belgian Spirit” this December, bringing the country’s creativity, design and innovation to a higher level of internationalization. Belgium’s selection as BoDW partner country is a clear acknowledgement by BODW’s organizers of Belgium’s importance in the global world of creativity.

With the strong support of the 3 regional governments, Belgium has made remarkable achievements in the design and creative industries, resulting in a great number of innovative projects and a distinguished pool of creative talents. With Belgium as partner country, some of Belgium’s most influential design and business people will be keynote speakers at the BODW Forum and concurrent events.

The week-long BoDW programme features the BoDW Forum, an authoritative pointer for global design trends, and around 12 concurrent events covering brands, design, technology, culture and the city, design management and education, business of intellectual property etc.

The BoDW Forum will host around 20 Belgian keynote speakers such as Jean-Pierre Lutgen (CEO Ice-Watch), Elvis Pompilio (designer), Xavier Lust (founder of Xavier Lust Design Studio), Julien De Smedt (architect and managing director JDS architects), etc.

A Belgian pavilion called, “The House of the Belgian Spirit”, will be set up at the InnoDesign Tech Expo from 5 to 7 December. In this “House of the Belgian Spirit” Belgium’s forefront design concepts, products and services will be showcased by over 20 exhibitors. Moreover, Belgian Spirit will also present the exhibition “Tales of Heroes” curated by Inge Vrancken featuring around 45 design objects that were created by Belgian designers based on a contemporary vision but combined with a sense of nostalgia. Today’s designers are asked to creatively rekindle the past. In addition to the many technological innovations there is once again a place for craftsmanship and the material experience. In “Tales of heroes” the design objects are each attributed a hero’s role in various narratives above and alongside one another in a broader cultural context.

Visitors to the House of the Belgian Spirit will be able to meet Belgian companies and brands such as Extremis, Artglas, Llinell, Natan, Xavier Coenen, Pollen Design or Tamawa.

Belgian fashion will be showcased at the Hong Kong Design Institute (HKDI) in a four-month long exhibition Dress Code curated by Charles Kaisin. A selection of 50 designers’ personal collections will be distributed into three themes: Casual, Black Tie and Uniform. Design in Motion is another exhibition that will take place in parallel at HKDI presenting all the work and research of Charles Kaisin from 1999 until 2013 around motion and



recycling. Each subject is generously presented by explaining the process of conception, the way of developing the objects and their production process.

Belgian architecture will be presented at 2013 the Shenzhen - Hong Kong Biennale from December 2013 until February 2014, where *XX Models*, young Belgian architecture, curated by Marie-Cécile Guyaux and Iwan Strauven for BOZAR will be exhibited. It will show the work of twenty young Belgian architect firms in the last ten years, among which V+, Office Kersten Van Severen, B612 Associates, JDS, URA ... The location of most of the projects is Belgium, which forms an endless conurbation as one of Europe's most densely populated countries. In this context of continuous urban sprawl, political, cultural, social and linguistic borders serve in place of vanishing urban boundaries. Each project bears witness in its own way to this specific urban condition. The exhibition also explores the idea of the model as architectural project in its own right. Finally, the results of a collaboration between Belgian and Hong Kong based faculties of architecture, called *9394.06km – Twin Design Research Studios* will be exposed in the Inspiration Hall.

As part of the Belgian Spirit project, local VIP's will be invited to a very special dinner occasion. Designer Charles Kaisin has been appointed as scenographer and organizer for this very special experience on which he has been working for over 6 months. A 30 m long table will transport invitees to a unique experience between Alice in Wonderland and Belgian Surrealism. Inspired by the paintings of René Magritte and James Ensor, we will offer a culinary journey through Belgian cuisine, with Chef Pascal Devalkeneer (2 Michelin Star-chef at Le Chalet de la Forêt in Brussels) leading the kitchen team. This Surreal dinner, designed like a daydream, will challenge all senses of each individual guest: each dish will be staged separately with Belgian designs as part of the scenery.

Other Belgian Spirit initiatives such as seminars, workshops and master classes will also take place throughout the week. Last but not least, a large economic delegation of Belgian designers in fashion, architecture and design will meet with their Asian counterparts at BoDW to network, exchange views and explore business opportunities. Minister-President Peeters and Minister Marcourt will jointly lead the economic delegation.

All along BoDW, Belgian Spirit will organize and support side events such as the Detour community programme, a boutique hotel exhibition organized by buyMeDesign and an afternoon open studios at Chai Wan.

BODW 2013 will be an important milestone along the path of cooperation between Hong Kong and Belgium. Refreshed by its "Belgian Spirit", Belgium will surely sparkle in Hong Kong this December!

About Belgian Spirit

Belgian Spirit was set up in 2011 to promote Belgium's tradition of creativity, design, technology and innate talent.

It aspires to internationalize Belgian creativity even more than it already is, and it is focused on creating and developing a long-term collaboration platform with Business of Design Week in Hong Kong and partners throughout China. The aim is to re-enforce the



creative, cultural and economic ties between the professionals in the Architecture, Design and Fashion sectors of both countries.

The Belgian Spirit programme in a nutshell:

- **An economic mission led** by the three regions with the participation of two ministers (Minister Marcourt and Minister-President Peeters).
 - **“The House of the Belgian Spirit”**: a Belgian country pavilion in IDTE’s Inspiration Hall will bring a comprehensive overview of what Belgian Design has to offer in a spectacular exhibition “Tales of Heroes” from 5 to 7 December 2013. The House of the Belgian Spirit will also be the main meeting point where more than 20 Belgian leading designers and brands will showcase their work and interact with the public.
 - **DRESS CODE**: an exhibition on Belgian fashion in cooperation with and on the premises of Hong Kong Design Institute (HKDI), from 4 December 2013 to 31 March 2014.
 - **DESIGN IN MOTION**: an exhibition at HKDI presenting renowned Belgian designer Charles Kaisin’s work and research from 1999 to 2009, linking two themes: motion and recycling, from 4 December 2013 to 14 February 2014.
 - **SURREAL DINNER**: a VVIP dinner experience with a touch of Belgian surrealism. Belgium invites local guests to a taste of Belgian Haute Cuisine and Design.
 - **BI-CITY HK & SZ BIENNALE 2013**: an architecture exhibition in Shenzhen Biennale and architecture seminars and events in Shenzhen and Hong Kong.
 - **Presentations/seminars/workshops**: more than 20 Belgian keynote speakers will take part to the BoDW forums and will also organize seminars and master classes throughout the week.
 - Several networking receptions and social events will be organized during the week.
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Belgian Spirit PLATINUM sponsor: Ice Watch

The Ice-Watch brand was born in Hong Kong in October 2006, the brainchild of a Belgian entrepreneur with a thoroughly modern approach, Jean-Pierre Lutgen. At the time, he was running a company in Bastogne (Province of Luxembourg) that sold promotional items. Having travelled widely in Asia and with a network of reliable and responsible partners, Jean-Pierre Lutgen developed the Ice-Watch concept and spirit. He began marketing a watch, a real fashion accessory, stylish and affordable, available in a range of ten colors and presented in packaging with a particularly innovative design, with which the watch is associated. The name of the brand was chosen for the values conveyed by the word “ice”, namely transparency and purity. To top it off, Jean-Pierre Lutgen seasons the entire concept with a fine-tuned and daring marketing strategy.

In barely six years, the Ice-Watch brand has become a reference on the market, perfectly in line with the trend in consumption and the social phenomenon of change, which confirms the appeal of the fashion accessory, a small luxury accessible on a daily basis. The brand can now be found in all four corners of the world, in more than 110 countries.

Ice Watch is Platinum sponsor to Belgian Spirit 2013.



Ice Watch - ICE

PRESS CONTACTS

AWEX

In Belgium:

Arnaud Collette

a.collette@awex.be

+32 (0)476 570 130

In Hong Kong:

Xavier Schreiber

hongkong@awex-wallonia.com

+852.2537.5762

Brussels Invest & Export

In Belgium:

Florence Ortmans

fortmans@mrbc.irisnet.be

+32 (0)2 800 40 53

In Hong Kong:

Siegfried Verheijke

siegfried.verheijke@fitagency.com

+852.2523.2246

FIT

In Belgium:

Bart Matheï

bart.mathei@fitagency.be

+32 (0)2 504 88 79

+32 (0)473 366 975

In Hong Kong:

Siegfried Verheijke

siegfried.verheijke@fitagency.com

+852.2523.2246

Wallonie-Bruxelles International

Dominique Lefèbvre

d.lefebvre@wbi.be

+32 (0)477 400 537

GENERAL CONTACT

Myriam Cops

Belgian Spirit Coordinator

ROSCOP

International Project Management &
Consultancy

+32 479 261 470

Skype ID myriam.cops

myriam@roscop-consultancy.com

PR

Pamela So

WEBER SHANDWICK

+852.2533.9916

pso@webershandwick.com