

PRESS KIT

Milano Design Week . Generous Nature
9 — 14.04.2019



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In the Anthropocene geological age, linked by science to the start of the Industrial Revolution, even design, which would be its legitimate offspring, is forced to responsibly confront the impact of industry, the runaway and often legitimated exploitation of resources, unrestrained consumerism and anything but degrowth.

The forest and its ecosystem, wood, sustainable use of ancient and new materials and nature in general will be the main topics that Belgium is Design will look at this year for the Milan Design Week.

Ethical by necessity, Belgian design also adheres to the theme of the XXII Triennale di Milano - Broken Nature, showing itself more than ever united in championing nature, its preservation and its promotion, thanks to a creative, responsible and innovative use of non-renewable resources.

Generous Nature is a unique opportunity to show how the creative and production sector in Belgium is committed to the Milan event not only for the promotion of innovative products or for creating synergies between designers and business, but also and above all to take a strong stance towards preservation of the ecosystem and sustainable development.

ALAIN BERTEAU / A+Z DESIGN BY GENEVIÈVE LEVIVIER
ALAIN GILLES FOR GREENMOOD
EMMA RIBBENS
FILIP JANSSENS
GILLES LENOBLE
HELEEN SINTOBIN
LEVISARHA / ATMOSPHERE & BOIS
LOUISE CHARLIER AND JUDICAËL CORNU / HEWY
PHILIPPE MARTENS
PIERRE-EMMANUEL VANDEPUTTE / MATHY BY BOLS
RENAUD MEUNIER
ROEL VANDEBEEK
SEP VERBOOM
STUDIO PLASTIQUE
STUDIO PLASTIQUE / ARDENNES TOYS

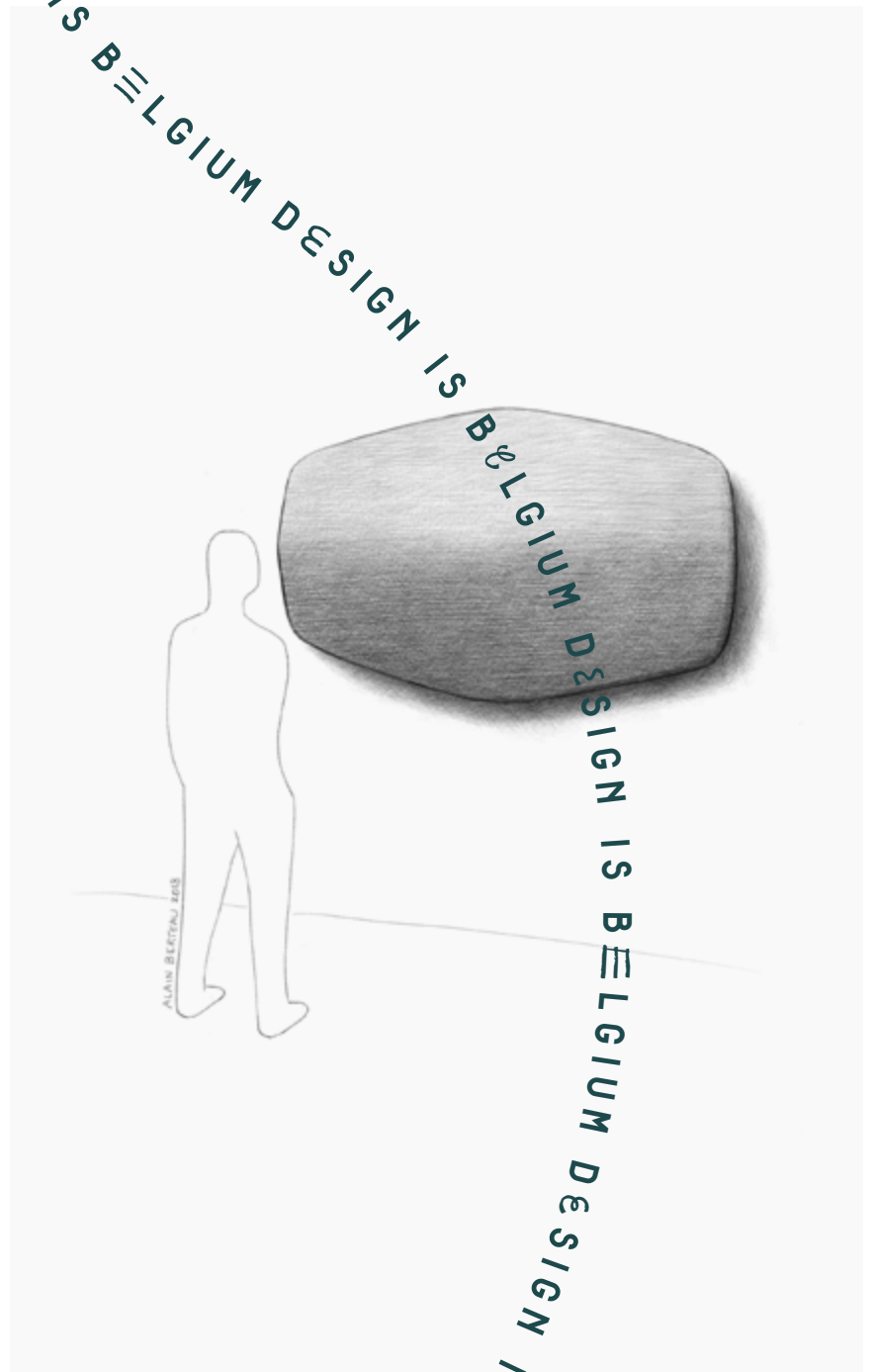
Indoor gingerbread detailing

Wood turned into lace: a surface preserving the soft and natural touch of the material but made translucent thanks to a laser micro-perforation technique. A textile artist and designer passionate about natural methods, Geneviève Levivier has taken the necessary research and development time to materialise this innovative vision. "The idea was to transform the wood in a noble way, to enhance it without touching its own qualities", she explains. She then teamed up with designer Alain Berteau to give shape to this new technique. This has produced this duo of objects: a lamp and an acoustic wall panel. A useful object on the one hand and an abstract and geometric work on the other. Two objects whose appearance changes and evolves depending on the observer's perspective and that bring out the best in one another.

SHIELDS
WOOD LACE, SOLID WOOD STRUCTURE
2018
LEDs, acoustic moss.
180 x 115 x 15 cm + 90 x 58 x 7,5 cm

© Alain Berteau

ALAIN BERTEAU
A+Z DESIGN BY
GENEVIÈVE LEVIVIER
www.alain-berteau.squarespace.com
www.apluszdesign.eu



Design & plant harvesting

Moss, lichens and branches invite themselves into your interiors, providing a calm, soothing sensation but also greater acoustic comfort. This is what Greenmood proposes with its green walls, panels and objects. "The fascinating thing is", designer Alain Gilles who has already created various objects for the brand, highlights, "that the plants are carefully collected in the forest. Like in hunter-gatherer times, except here there is just the gathering part going on...". These plants are stabilised straight away with a natural glycerine (preserving their freshness) and fixed on a support by hand. Here, Alain Gilles offers hanging mobiles creating a dialogue between the simple delicacy of metal framework and the proliferation of plants. "It's letting the uncontrollable side of nature into the clean-cut side of design", he concludes.

G-TAIL . SUSPENSION . 2019

Aluminium, moss, lichens or stabilized foliage
(naturally preserved plants)
L53 x I140 x P7 cm
Price : 519,00 euros

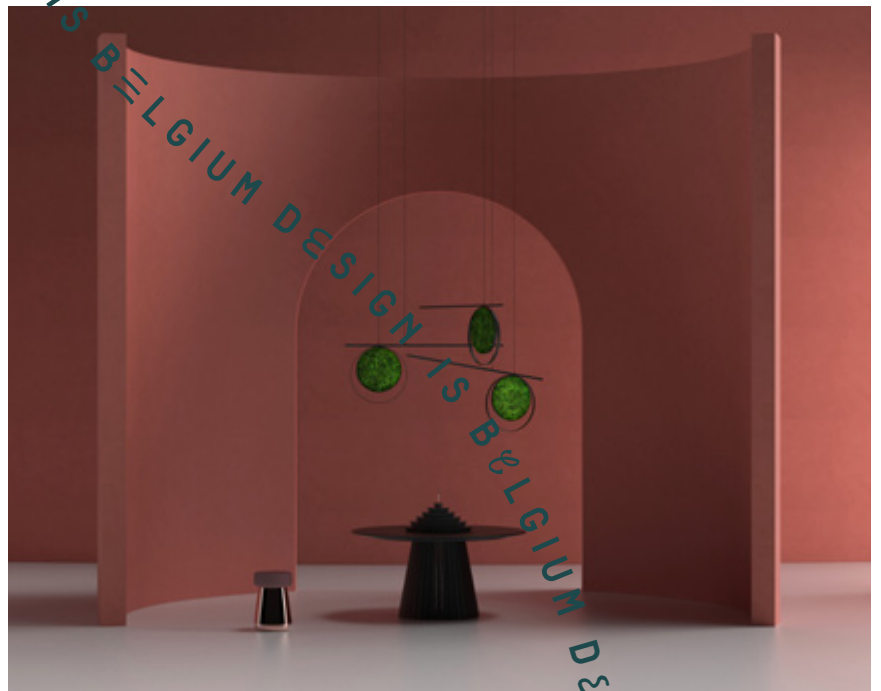
G-RING . SUSPENSION . 2019

Aluminium, moss, lichens or stabilized foliage
(naturally preserved plants)
Small D50 x P7 cm
Large : D82 x P7 cm
Price: 489,00 euros e 699,00 euros

ALAIN GILLES
GREENMOOD

www.alaingilles.com

www.greenmood.be



Allowing refugee children to play

A project of an entirely different nature...

As part of her studies in social design, Emma Ribbens has carried out lengthy field work in refugee camps and centres in France, the Netherlands, Greece, Turkey and Lebanon. At the heart of her project is her observation that nothing is put in place for children to play. However, playing is essential to their well-being and development.

In collaboration with charities, she has sought to understand the barriers that prevent playing... in order to contribute a "design solution". This gave way to a mobile cart that can go to play with children wherever they live. The object can house all sorts of devices that can stimulate creativity and interaction. Children can adapt it and gather around it. Designed as open source, the cart can be made easily (in a fablab or workshop) by any person or field organisation also wishing to use it.

NOMADPLAY
MODULAR PLAY CART
2017-2018
Multiplex
60 X 160 X 60 cm

EMMA RIBBENS
NOMAD LAB

www.nomadlab.be



© Emma Ribbens - Maakbaar

Radiant imperfection

This wood was destined for firewood... Filip Janssens makes a luxury object out of it! The story is very local and begins in a sawmill at the end of the designer's street. To add to the anecdote, this all takes place in Essene – a village whose name stems from, “es” the Dutch word for ash tree – and the sawmill in question cuts mainly ash from the region... This is where Filip Janssens discovered scrap wood, in theory unusable and destined to be burned on the shop floor. Touched by the patterns and lumps and bumps in the planks, he took them home and imagined this lamp. “What was beautiful was the material, its imperfections. I had to bring them to light.” The LED strip embedded in the wood acts like a lamp over a painting. “Or like the sun that lights the moon”, adds Filip Janssens, who has gone on to experiment the same principle with scrap travertine and other natural stones.

LUNAIR
LIGHTING
2018

Version 1: recycled ash (picture)

Version 2: residual waste natural stone

(Travertino Rosso Coral)

Hight between 120 and 180 cm, width between
12 and 20 cm

FILIP JANSSENS

www.filipjanssens.be



© Filip Janssens

An architectural kind of Lego ?

Office workspace, commercial stand, garden shed, children's bedroom, pop-up bar... the structure devised by Gilles Lenoble allows all kinds of usage. "We're something between furniture and property", he says. "I wanted to create a standard structure offering an independent space that can be adapted with ease. The idea is not to have to throw a structure away once we no longer need it, as it can still be useful." Each cube is made up of 12 absolutely identical beams that are easy to assemble. A logical design that reduces production and makes it more sustainable (the choice of wood, in this respect, was also obvious). Then we can slip in all sorts of decorative, functional or technical ingredients: lamps, flooring, acoustic panels... "When we bought Lego Technics as children, there was always a plan. Then, we improvised. It's the same principal here."

KITCUBE
2018
Wood and felt
256 x 256 x 256 cm

GILLES LENOBLE

www.kitcube.be



© Gilles Lenoble

Leather containers between digital innovation and craft tradition

Heleen Sintobin is fascinated by craftsmanship and its future in the digital age. Her leather vases, mugs and bottles combine ancient skill and technical innovation, such as CNC engraving that can bind leather to these surprising organic shapes. The project is also the result of lengthy research into natural ways of treating the material. From the outset, she collaborated with the Radermecker tannery that still treats skins the old-fashioned way with plant-based tannins made mainly from bark and leaves. She then carried out research on forgotten colouring techniques, rediscovering and experimenting with vinegaroon, a blend of vinegar and steel that reacts with the leather tannins to give it a deep black hue. The finishing touch: artisan sewing handiwork and waterproofing also achieved with natural products.

DIGI-VAS COLLECTION

VASES

2019

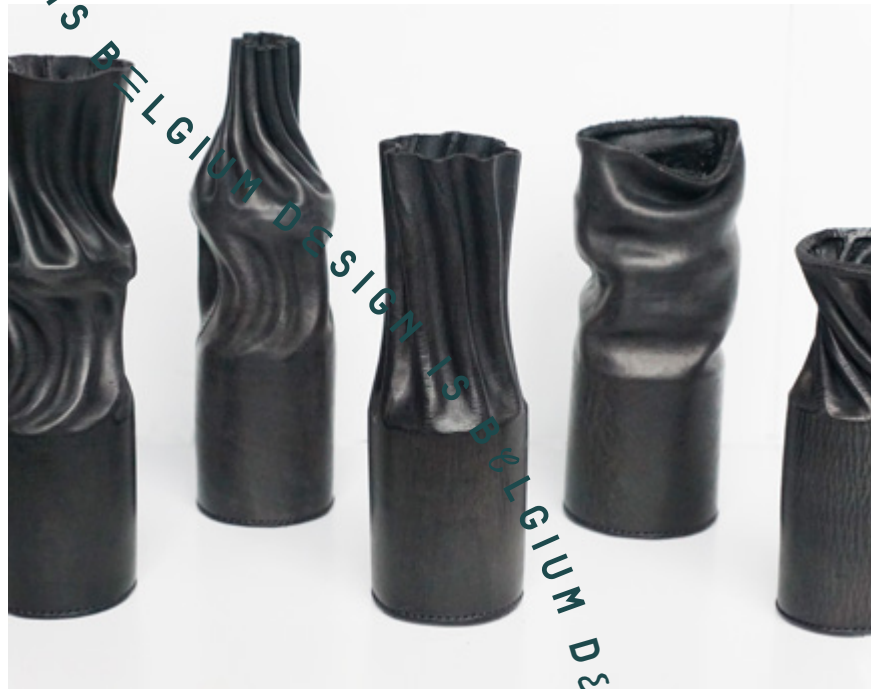
Vegetal tanned leather

Different height: 25-30cm, diameter: 8-10 cm

Different cups height: 9-12 cm, diameter: 8cm

HELEEN SINTOBIN

www.heleensintobin.be



© Heleen Sintobin

Contrasts between mirror and salvaged wood

Wood can have many lives. Atmosphère & Bois prove it with their furniture made from wood sourced from old wagon floors or barns. Wanting to go beyond salvage, the company has asked the duo LeviSarha to design accessories to give unused scrap a new life, giving way to this mirror: “the smooth and almost cold edge of the mirror comes into contrast with the veins and the patina of the wood that has a history and brings the object to life”, they explain. “Working with remnants, being non-standard elements requires rather a lot of labour. Hence the interest in designing a relatively large and precious object, emphasizing the value of this particular material.” Alongside the aesthetic effect, the designers have added a functional touch with shelves. Providing us, on the whole, with a simple, useful and sincere object

LEVELS

MIRROR - SHELF

2019

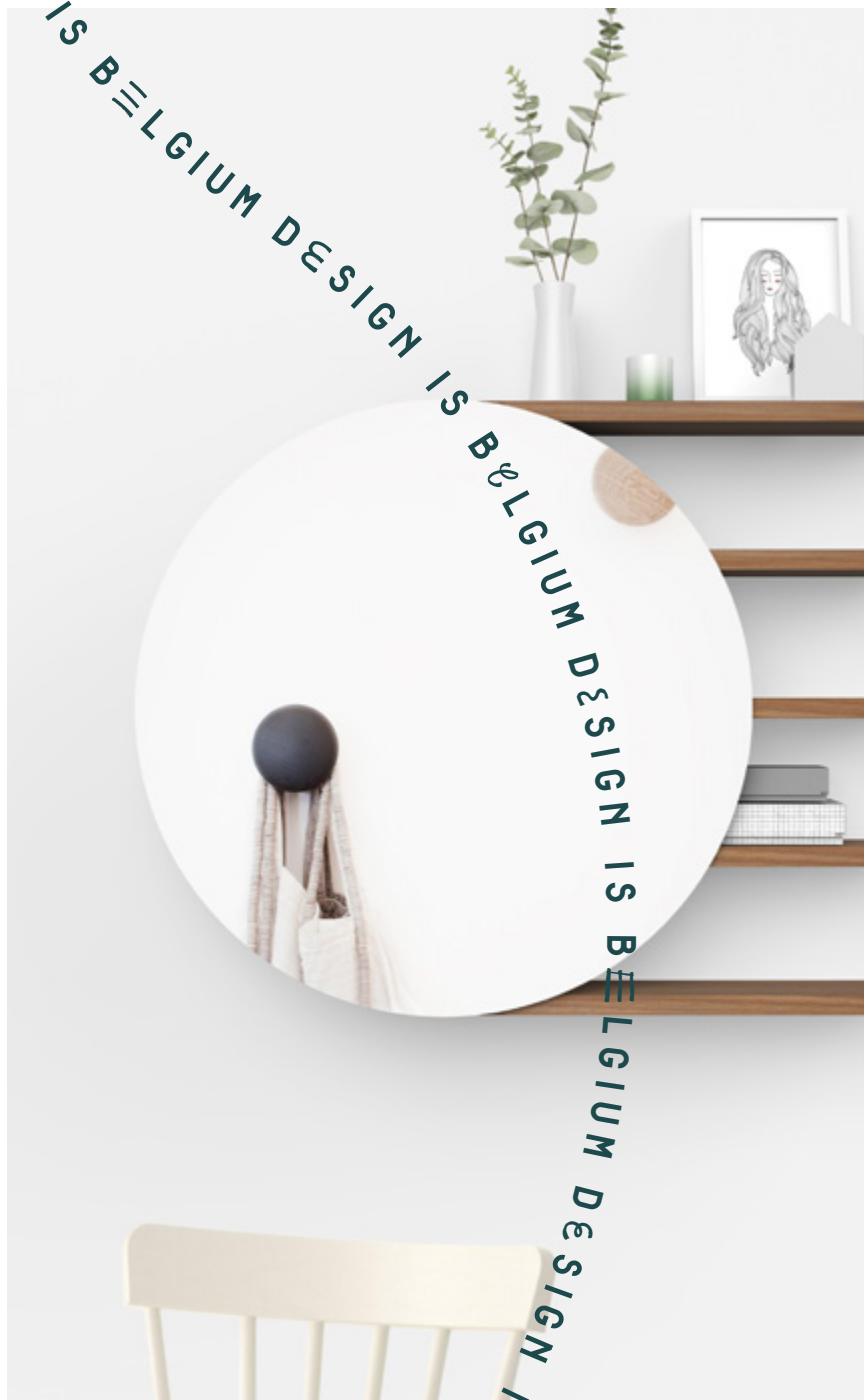
Ancient oak from old wagon

diameter mirror 60 cm - 75 x 60 x 6 cm

LEVISARHA ATMOSPHÈRE & BOIS

www.levisarha.com

www.atmosphere-bois-home.com



A light and sculptural habitat

Based in the heart of the Ardennes, the companies Scidus and Mobic have developed a range of integrated activities: forest management, sawmills, timber frame houses, roasted wood... One of their latest innovations, Robotmob 2, brings a sculptural approach to woodwork. This is the technique that Louise Charlier and Judicaël Cornu have explored with a cabin in organic shapes. Designed to offer a solid and sustainable housing solution for summer festivals and other such events, the object is built around two monohulls cut out at once.

"We have sought to develop a new typology experimenting with a technique on the scale of habitat that brings a completely new formal freedom to woodwork", Judicaël Cornu explains. Inspired by the sculptures of Richard Serra, among others, the cabin has been designed to cause a minimal impact on the terrain where it is placed.

SHELTER FOR 2 PEOPLE

2018

Solid wood – canvas – glas

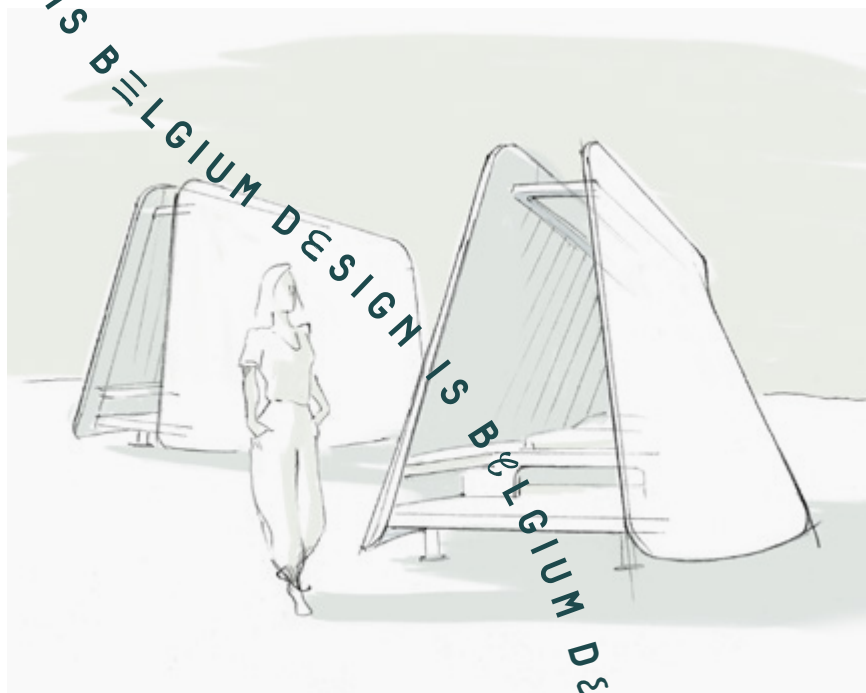
4m(L) x 3.15m(l) x 2.80m(H)

LOUISE CHARLIER
JUDICAËL CORNU
HEWY BY SCIDUS

www.louischarlier.com

www.judicaelcornu.com

www.hewy.be



Surfing on flax !

"This surfboard is stronger and lighter than a traditional surfboard and its price is similar, but... it's sustainable! This is Philippe Martens' message to the surfing community. A surfer himself, this industrial designer has long since been working on natural alternatives to conventional boards. On a parallel to his handcrafted production of wooden boards, here he experiments with flax fibre surfaces: a material that is both more environmentally friendly and efficient than fibreglass, as is usually used, but also a traditional material from his native West Flanders... now becoming an innovative material! This ultra-resistant fibre, developed alongside the company Verilin, comes to warm a reclaimed and recycled surfing heart. The whole thing is treated with an organic epoxy resin. "Nature is our playground. Standing on a surfboard that doesn't respect it makes no sense at all", he says.

5'9 / 6'2 FLAX ECO SURFBOARD

SINUM SURFBOARDS

2018

Flax Cloth, Bio Epoxy Resin, Recycled EPS Foam

L 5'9" W 18' 1/2 T 2' 3/16

volume (litres): 24,3L (in inch)

L 6'2" W 19' 3/4 T 2' 11/16

volume (litres): 34L (in inch)

Price: 975€ - 1275 € (depending the finition)

PHILIPPE MARTENS

www.sinumsurfboards.com



A cabin bed that impulses freedom

A child's bed like a tree house, offering several paths to get into it. A bed that can be modified by the child and that will evolve with them. This is what Pierre-Emmanuel Vandeputte had in mind when Jean-Marie Bols, manufacturer of sustainable wooden furniture for children, invited him to take inspiration from Montessori teaching:

"The idea is to offer the child a free choice, to generate their independence", the designer explains. This has brought about this impressive "living object", destined to become the central element of the room. Symmetrical on its axis, it can be modular and scalable. The lower part can be a space for playing, for resting, for storage or an office. On the top, the bed can face any direction and can be made double. "A non-conventional bed, that appeals to the child, because they are naturally open to the difference", adds Vandeputte.

ALTEZZA
BED
2019
Pine, Batyline
240 x 195 x 240 cm

PIERRE-EMMANUEL VANDEPUTTE AND MATHY BY BOLS

www.pevdp.com
www.mathy-by-bols.be



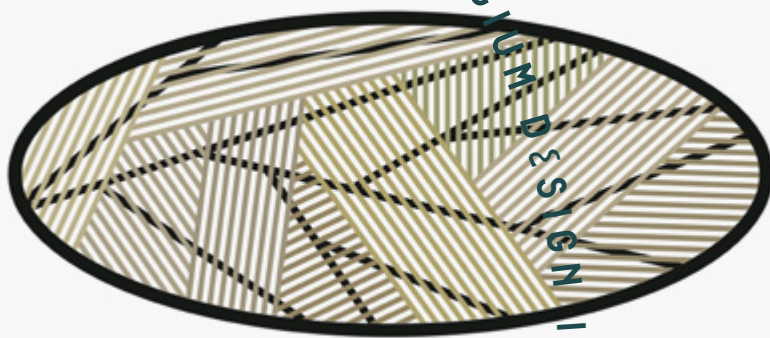
A tree of common sense

“Wood is a material too wonderful to be wasted. Even if it is damaged it can be reused” remarks Renaud Meunier. A motto put into practice with this table. After having created a series of frames from salvaged wood for an exhibition, the designer wondered what to do with the remnants that were left over. This was when he imagined these tree-like patterns allowing these small scraps of wood in very different sizes to be reused. “Of course, it’s a question of not giving the impression that they are recycled. That takes true craftsmanship. But I think that’s precisely the kind of approach that gives us objects that we’re going to want to keep for a very long time.” As for the patterns designed by Renaud Meunier, they are both a reference to Paul Hankar’s Art nouveau and the canopies of his native Ardennes region. And the unique interplay of shadows they evoke.

SOPHIA
2018
Coffee table
Oak
L 190cm / W 81,5cm / H 34cm

RENAUD MEUNIER

www.renaudmeunier.com



From traditional exotic to contemporary local

With his “Pique fleurs”, Roel Vandebek invites you to create floral arrangements according to your daily inspiration... The designer had his inspiration when he discovered the artisanal weaving of Shipibo-Conibo, a Peruvian native community. His “Pique fleur” is a contemporary and local translation. Its making has been given to a basket maker from Limburg who works with Belgian green wicker.

“The idea is to give a contemporary shape to a traditional object but also to see that sustainable and local materials exist worldwide to create it” the designer says. In short just the know—how has to travel! Other versions have been created in Peru and they could be imagined somewhere else in the world.

As for the “Pique-fleur” vase, the designer invites to buy it second hand to be as circular as possible.

PIQUE FLEURS
VASE WITH FLOWER STRUCTURE
2018
Glass, wood and willow
HxD 30 x 13 x 13cm

© Roel Vandebek

ROEL VANDEBEEK

www.itsaroel.com



Raising awareness to protect the Amazon

Jiwi means wood and forest in the native Shipibo-Conibo language. The project is fruit of Sep Verboom's stay in the Peruvian Amazon, where the designer collaborated with local agents and Flemish NGO Bos+ on the theme of protecting the forest. Raising awareness on sustainable wood is crucial concern, both in Peru and all around the world. For us, Sep Verboom has created a book in which he exposes the problematic and recounts his own experience. "But the table accessories collection is aimed directly at Peruvians", the designer explains. Made from certified local wood by craftsmen from Cite Indigena, these objects evoke both local skill and international design aesthetics, whose appeal among the Peruvian middle classes is growing rapidly. The idea is to prove to this new public fond of design that they can consume locally and responsibly. In order to strengthen awareness, the objects disseminate different facts on these issues in a fun way.

JIWI COLLECTION

TABLEWARE

2019

Certified Shihuahuaco wood

Collection:

30 x 30 x 30 cm

14 x 14 x 5 cm

9 x 9 x 9 cm

6 x 6 x 18 cm

Made with Arsenio Muñoz Blas

SEP VERBOOM

www.livable.world



Cultivating the forests' richness

Though wood is considered a sustainable material, the danger of seeing our forests turned into single-crop spaces is real. A practice that can eventually lead to the depletion of soil and the destruction of biodiversity. With 'Out of the woods', Studio Plastique invites us to develop, somewhat like our ancestors, a broader and more balanced relationship with these fragile ecosystems. To this end, the duo has explored various "recipes" based on bark, leaves, thorns or even colophony, (sourced from natural resin). This has brought about new and surprisingly resistant materials. And totally green! To give them an initial form, Teresa Bastek and Archibald Godts offer bricks... "building blocks that can form furniture, space dividers, all kinds of things... a way of reminding us that there are always possibilities we have not thought of."

OUT OF THE WOODS
RESEARCH MATERIAL AND EXAMPLES
2018
Bark, sawdust, wood resin

STUDIO PLASTIQUE

www.studioplastique.be



A fun and sustainable fantasy world

Ardenne Toys is born out of the desire to offer wooden, environmentally friendly, locally manufactured toys. Approached by the gouache paint manufacturer Pébéo to create “worlds to paint”, the company turned to the duo Studio Plastique. Archibald Godts and Teresa Bastek then imagined these grids in which you can slide in different shapes, evoking a farm, the seaside, or even the city... “The challenge was to stimulate children’s creativity. For this, we needed shapes that give clues but are not overly defined, as you have to leave the child the freedom to define their own universe”, the duo points out. The parts (made from pure, formaldehyde-free MDF) can be painted over several times and wear several faces. “At some point, no doubt, the children will consider them to be finished. Then they will really be “their toy”: objects they will build a personal and sustainable relationship with.”

SMALL WORLDS
TOYS
2019
pure MDF
20 x 20 x 5 - 30 cm

STUDIO PLASTIQUE ARDENNE TOYS

www.studioplastique.be

www.ardennestoy.com





Belgium is design is a common label that unites the actions of the following regional organizations: Flanders DC, MAD Brussels 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
www.belgiumisdesign.be



Flanders DC stimulates the creative sector to turn its skills into business. It aspires to increase stronger and more future-oriented creative entrepreneurship in the whole of Flanders. Flanders DC reaches this goal by strengthening, connecting and promoting the Flemish creative economy. Flanders DC works for the whole of the creative sector, with special focus on design, fashion and gaming. One of its most significant actions are the Henry van de Velde Awards, the Flemish design prize that has acknowledged the achievements of design and designers since 1994.



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.



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

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Tuesday - Saturday 10am - 9pm
Sunday: 10am - 6pm

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The press kit and the high definition images will be available on the Belgium is Design website, from 15 February 2019 :

www.belgiumisdesign.be/press

For more information and for any interviews with the organisers and participants, please contact :

International press office

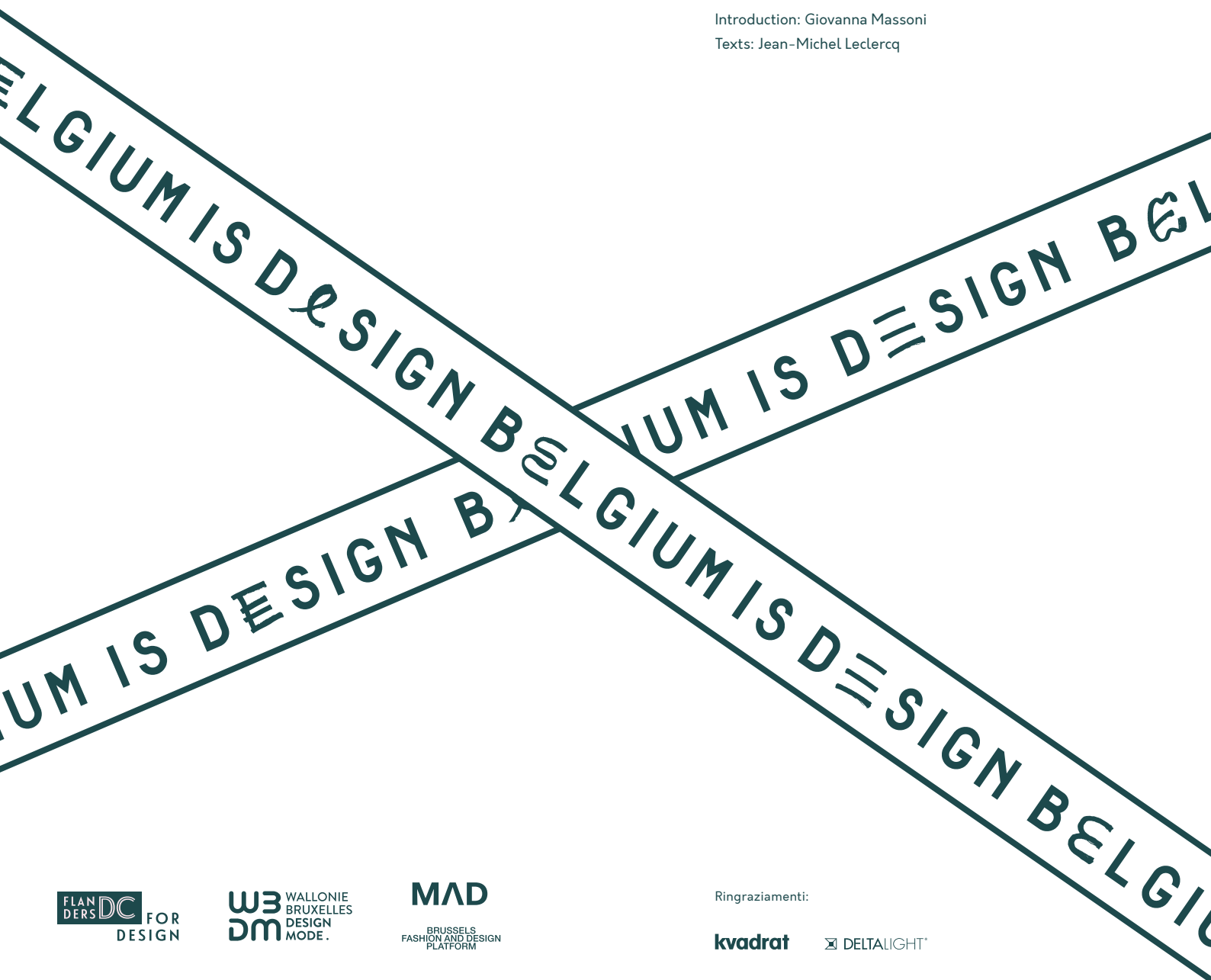
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