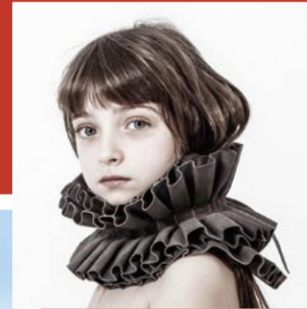
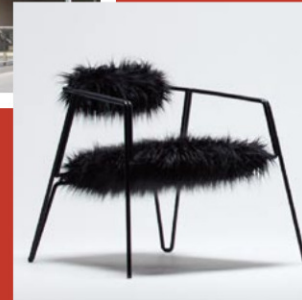


DEDICATION TO STYLE



Architecture Design Fashion



Would you like to find out more about the wealth of inventiveness

FASHION

Carine Gilson
Delvaux
Elvis Pompilio
Filles à papa
Isabelle Lenfant
Johanne Riss
Just So
Lespagnard
Olivia Hainaut
St Paul

DESIGN

Alain Gilles
Base Design
Charles Kaisin
Divine Marquise
Kidnap your designers
Liparus-Philippe Swimberghe
Loudordesign:Jean-François D'Or
NAOSdesign
Tamawa
Twodesigners
Venlet
Xavier Lust

ARCHITECTURE

AAVO
AGWA
Archinterior
B612 Associates -ATOL
JDS
MDMA
Office KGDVS
Urban Platform

Editor: The Belgian Economic Journal
thej@skynet.be



**Please get in touch with the designers and architects. Their Websites speak for themselves.
Or contact the institutions responsible for promoting them.**

AWEX Export and Foreign Investment Agency
www.awex.be

BIE Brussels Invest & Export
www.invest-export.irisnet.be

Special agencies representing Brussels and Wallonia are in charge of the international promotion of fashion and design WBDM www.wbdm.be of architecture WBA www.wbarchitectures.be

Wallonia has launched a huge campaign to boost creation with the label Creative Wallonia www.creativewallonia.be

Brussels has set up an agency to coach, support and promote all kinds of creative people and professions MAD www.madbrussels.be

Wallonia has open a special China Welcome Office dedicated to Chinese businessmen. They are advised in Chinese language and introduced at all levels for the implementation of their activity in Wallonia. www.investinwallonia.be

Wallonia and Brussels enjoy a network of trade commissioners in HK and mainland China

In Hong Kong
for Brussels: Siegfried Verheijke
for Wallonia : Xavier Schreiber

Key Websites to discover:

Wallonia www.wallonia.be

Brussels-Capital Region www.brussels.irisnet.be

Hong Kong is a Springboard

To be visible

there is to take an exciting leap into the connected world! Belgium, selected as the partner country for BODW 2013 under the Belgian Spirit label, is grateful to Hong Kong.

Belgian events, presentations and exhibitions are happening everywhere. A great opportunity to bring 30 creative people from Brussels and Wallonia together in one book.. Making the selection was not easy task.

Belgium is a melting-pot of inspirations and innovations, where multicultural influences enrich an already fertile ground. Hong Kong will experience this more than ever before.

A whole host of Belgian names sign Parisian Haute Couture, and editors go shopping at design fairs to discover the latest wave of inspiring Belgian designers. Our architects enhance the landscapes with sustainable and user-friendly buildings. Creative talent is strongly supported by the institutions in Belgium which are very conscious of their power to brighten everyone's life.



As a friend and as one who participated in the creative industries for 30 years, I am proud to introduce you to the creative mind from Belgium. I have close contact with Belgium architects and designers since my visit to Milan Design Weeks six years ago. I was impressed by the way they addressed design, esthetics, form and their goal in society.

By deeper understanding of their people and works through studio visits, I can confirm with you that their beauty are not just on the skin of the works but in the heart of their creator and expressed on their creation. Belgians are very much enthusiastic with their works, and always carrying a glimpse of happiness on their faces. Their works are full of joy, sensual emotion, love and passion to being.

Their design is tasteful. It is not just about how they work functionally but as well how they make you happier by creating seductive products that work with you and fit into the place that you are living in. I wish you will be able to enjoy it in person in the BODW 2013 in Hong Kong. Don't forget to come to our Institute to experience the two excellent exhibitions, "THE DESIGN in Motion" and the "DRESS Code". Touch it, feel it, and get hold of this Belgium Spirit by live.

Vivian Cheng, International Liaison Manager,
Hong Kong Design Institute



The Borders of Identity



A mathematician from Singapore living in Brussels, Jasbir Sandhu decided to study goldsmith and silversmith techniques at the Institute of Arts et Metiers in Brussels. In collaboration with Axia, a design and architecture agency, she created JustSo and developed a unique line of jewellery, "Wearable Art Maps", focusing on the universal theme of identity. A great traveller, she has always been fascinated by the geographical borders of countries. Frontiers, when cut in metal with high precision laser technology, give a pure, lace-like effect. These outlines become a contemporary art jewel: necklaces, brooches, bracelets and pins enhanced with a diamond marking a birth place. A refined way of wearing an identity creating a fusion with the body and mind. JustSo collections is launching across Asia and is looking for distribution partners in Hong Kong and mainland China.

www.jsjustso.com

