

PRESS RELEASE

Brussels – Berlin...
A romance

October | 9th, 2017 |

6 – 8 |

A show & tell |

@ The Belgian Embassy |

BRUSSELS-BERLIN... A ROMANCE

A SHOW & TELL

October 9, 2017 | 6–8 pm

Embassy of Belgium | Jägerstraße 52–53 | 10117 Berlin

In conjunction with *Brussels Days*, **MAD – Brussels Fashion and Design Platform** is curating an evening of fashion and design. An open discussion about Brussels' creative scene is followed by a unique food-design experience.

Sharing their insights on Brussels' creative industries are:

Alexandra Lambert, Director of MAD – Brussels Fashion and Design Platform

Dimitri Jurissen, CEO & Founding Partner, Base Design

Fabian Jean Villanueva, Business Developer, Base Design

Jonathan Wieme, Co-founder, Niyona

Amaryllis Jacobs, Co-founder, Maniera

Moderated by **Dr. Jeni Fulton**, Editor-in-Chief, Sleek Magazine

Scenography by Richard Venlet | **Structures** by Maniera | **Food** by Studio La Bouche

IN ATTENDANCE ARE

HE Cecile Jodogne,

Secretary of State for Foreign Trade and Investment for

the Brussels-Capital Region and Minister of the French Community Commission
in charge of Civil Service and Health Policy

HE Rudi Vervoort

Minister-President of the Government of the Brussels-Capital Region responsible
for Local Authorities, Spatial Development, Urban Policy, Monuments and Sites,
Student Affairs, Tourism and Port of Brussels

ABOUT BRUSSELS DAYS

After being hosted in New York, Paris, Tokyo, London, Milan, and Beijing, *Brussels Days* is taking place in Berlin for its twelfth year. This celebration marks 25 years of diplomatic relations between Brussels and Berlin. Established in 2006 as a collaboration between Visit Brussels, Brussels International, and Brussels Invest & Export, *Brussels Days* presents the unique cultural, touristic, and economic features of the Belgian capital in an international context.

ABOUT MAD – BRUSSELS FASHION & DESIGN PLATFORM

MAD is a platform that provides support and expertise in the fields of fashion and design. Its mission is to contribute actively to economic growth and employment in Brussels and to foster the city's image as a place of innovation, excellence, and participation. Funded by the public sector, MAD also has the mandate to promote Brussels regionally and globally as a creative hub, making "created in Brussels" known as a label of innovative and conscious design.
www.mad.brussels

THE SPEAKERS

Base Design (represented by Dimitri Jeurissen and Fabian Jean Villanueva), Maniera (represented by Amaryllis Jacobs), Niyona (represented by Jonathan Wieme), Studio La Bouche, and MAD (represented by Alexandra Lambert) are key players in Brussels' creative scene.

Using their ideas, imagination, and know-how, they have set up intelligent collaborations and are revitalizing their brands' image as well as institutions and museums. They create and tell stories, sometimes together, at the service of Belgian or foreign actors. This is a panel of internationally renowned, eclectic talents who represent different disciplines: creative studios, galleries, communications, graphic and culinary design and artisanship. With the curiosity and open-mindedness characteristic of Brussels' innovators, they are constantly looking for opportunities for exchange and new collaborations.

COMPANIES

BASE DESIGN is a branding studio with offices in New York, Brussels, and Geneva, which focuses on design, strategy, digital culture, and environments. www.basedesign.com | **NIYONA** is a product and design studio specialized in fine leather goods that was created in 2010 by Nina Bodenhorst and Jonathan Wieme. www.niyona.be | **MANIERA** commissions architects and artists to develop limited edition furniture series. As architects often have a close relationship with the visual arts and artists are often inspired by the spatial environment, MANIERA helps crystalize these proximities into new designs. www.maniera.be | **STUDIO LA BOUCHE** is a multi-disciplinary studio focusing on food. They develop experiences, settings and concepts around that element as well as translate and rewrite a whole universe into tastes, textures, smells, lights and sounds. studiolabouche.com

PRESS CONTACT

ARTPRESS — Ute Weingarten
Danziger Str. 2, 10435 Berlin
Victoria Trunova
+49 (0) 176 386 73 444
trunova.artpress@uteweingarten.de
www.artpress-uteweingarten.de

GUEST MANAGEMENT

Tatjana Sprick
Schwaebische Str 17 A, 10781 Berlin
+49 172 7636648
tatjana.sprick@me.com

BRUSSELS
FASHION AND DESIGN
PLATFORMinvest-export.brussels
building new perspectives

La Région et l'Europe investissent dans votre avenir ! - Het Gewest en Europa investeren in uw toekomst!

RÉGION DE BRUXELLES-CAPITALE
BRUSSELS HOOFDSTEDELIJK GEWESTUnion Européenne
Fonds Européen de Développement Régional
Europese Unie
Europees Fonds voor Regionale Ontwikkeling**ARTPRESS**
UTE WEINGARTEN