

PRÉSS RELEASE – MARCH 2022

IGN B BELGIUM IS DESIGN B BELGIUM IS DESIGN B

B MILAN DESIGN WEEK

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B MILAN FROM 6 TO 12 JUNE 2022

DESIGN WEEK

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from 6 to 12 June 2022

## BELGIUM IS DESIGN IS BACK IN MILAN

Belgium is Design promotes Belgian design talent internationally and connects design professionals at key events and B2B meetings, from Brussels to Milan, via Paris and New York.

In this respect, the Milan International Furniture Fair, which celebrates its 60th anniversary this year, is a key event for Belgium is Design. It was in the design capital that the first initiatives were launched by the following institutions: Flanders DC, MAD - Home of Creators and Wallonie-Bruxelles Design Mode, which joined in 2011 to form the Belgium is Design project. Since then, 9 exhibitions in the Fuorisalone, 15 appearances at the Salone-Satellite, 1 short film and more than 130 designers and companies have been shown as part of the Design Week.

After 2 troubled editions, the highly anticipated Design Week will be held from 6 to 12 June. Belgium is Design will be supporting the dynamism of the Belgian scene with 3 projects: a collective booth at the **SaloneSatellite**, a collaboration with designer Lionel Jadot and **Baranzate Ateliers**, the ambitious replica of the Brussels based Zaventem Ateliers, and the **Belgian Design Map**, which, as in previous years, is intended to highlight the various Belgian presences during the Design Week.

With this annual appointment, Belgium is Design proudly pursues its objective: to generate new and lasting links between all design players - from designers and entrepreneurs to the press and the general public - and to report on the positive developments and changes in the field of industrial production that influence our society.

# SALONE SATELLITE: THE NEW BELGIANS

EMERGING DESIGN WITH A COMMITMENT  
TO A MORE SUSTAINABLE FUTURE

The SaloneSatellite is a real springboard in the career of a designer after his or her studies and beginnings in the profession. It takes place at the heart of the Salone del Mobile.Milano (7-12.06.2022). It is reserved for emerging designers under the age of 35.

This year, Belgium is Design brings together 13 studios that explore the alliance between science, technology and art, as well as industrial processes and crafts, through assembly methods that give new life to natural materials, for urban and nomadic spaces.

These 'New Belgians' offer their vision of design for a more sustainable future, echoing the official theme of the SaloneSatellite «Designing for our future selves/Progettare per i nostri domani».

Salone del Mobile.Milano / SaloneSatellite

7-12 June 2022

Booth Bo4/Co3

Rho Fiera Milano

salonemilano.it

@isaloniofficial #salonesatellite

*The designers:*

Alice Emery / Amorce Studio / Studio BISKT / Chanel Kapitanj / Daan De Wit Studio / De Angelis Design / Elias Van Orshaegen / Fractall (Arne Desmet) / Gilles Werbrouck x Hugues Loinard / Olivier Vitry – Claisse Architectures / Studio PART / Wouter Persyn / Studio Tim Somers



# BARANZATE ATELIERS

## THE 2022 MILANESÉ MUST-SEE

Belgium is Design has seized the opportunity to join forces with this renowned collective project to maximise the presence of Belgians at Milan Design Week.

Belgium is Design supports Baranzate Ateliers: 3,000 square metres dedicated to collectible design and experimental art to be discovered in the north of Milan during the Design Week.

In this former factory of the Necchi sewing machine company and icon of Italian industrial heritage, in the Baranzate area, happenings and evenings are programmed for the exchange and sharing of a new contemporary art of living, welcoming all design aficionados.

This monumental project is based on the success of the Brussels creative hub Zaventem Ateliers and was conceived by the Belgian artist, interior architect, designer and entrepreneur Lionel Jadot. This atypical hub brings together an eclectic community of 23 emerging and established creators, designers, artists and scenographers, united by their passion for producing and processing materials.

Zaventem Ateliers brings 16 resident studios and 7 special guests to Baranzate.

Baranzate Ateliers

6-12 June 2022

Via Milano, 251, 20021 Baranzate (MI)

[baranzatealiers.com](http://baranzatealiers.com)

[@baranzate\\_ateliers](https://www.instagram.com/baranzate_ateliers) [#baranzateateliers](https://www.instagram.com/baranzateateliers)



*Zaventem Ateliers :*

Lionel Jadot, Arno Declercq, Dim Atelier, Maison Armand Jonckers, Krjst Studio, Pierre Coddens, Studio Elémentaires, RSLT, Charles Schambourg, Adeline Halot, Grond Studio, Clem Vanhee, FutureWave, Lila Farget, Luna Lotta, Pierre-Emmanuel Vandeputte

*& Guests:*

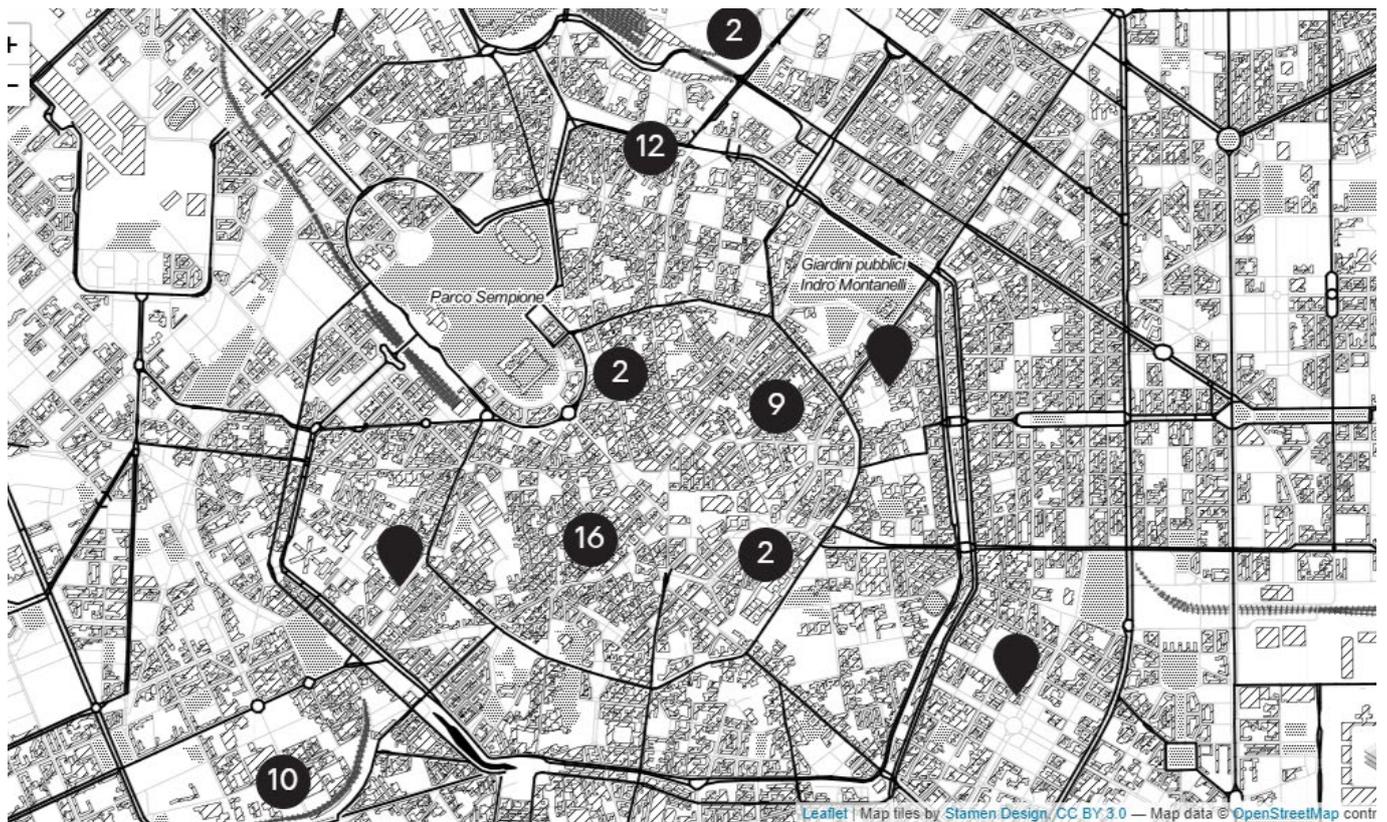
Galerie Philia, Everyday Gallery, Modern Shapes, Ben Storms, Bela Silva, Atelier Serruys et Mircea Anghel



# BELGIAN DESIGN MAP THE DIGITAL GUIDE TO THE BELGIANS IN MILAN

Every year, more than a hundred Belgian brands and designers present their new products in Milan. The Belgian Design Map lists all these initiatives at the Salone del Mobile.Milano as well as in the off course (Fuorisalone).

The 2022 events will be listed in the coming weeks.



belgiumisdesign.be  
info@belgiumisdesign.be  
@belgiumisdesign #belgiumisdesign

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# BELGIUM IS DESIGN IS AN INITIATIVE OF

*Wallonie  
Bruxelles  
Design  
Mode*

**FLANDERS DC** FOR  
DESIGN

**MAD, HOME OF  
CREATORS**

Embodying 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.

FLANDERS DISTRICT OF CREATIVITY (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.

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.

#### WALLONIE-BRUXELLES DESIGN MODE (WBDM)

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#### MAD, HOME OF CREATORS

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# CONTACTS

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The press kit and high definition images are available on:  
belgiumisdesign.be/press

For more information and interviews with the organisers and participants,  
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