

IMM PRESS CONTENT

THE MAD OFFICE – Imm Cologne

MAD Brussels – Fashion and Design centre – is proud to host 11 Brussels-based designers in its MAD OFFICE in Cologne during the International Interior Show IMM in January. To promote Brussels thriving design scene even more, MAD Brussels creative co-working space will welcome anyone to come in, join a brainstorm, (co-)work on a project, or just to share ideas and inspiration.

MAD Brussels is a platform of expertise in the fashion and design sectors. It is a unique shop window in which the values of Brussels fashion and design are shown off. With innovation at heart and oriented towards the future, MAD's mission is to promote (young) entrepreneurs, to encourage new initiatives and to support all passionates of fashion and design in order to strengthen their development and growth in these fields, inside and outside of Brussels.

In preparation of the grand opening of MAD Brussels' new building located in the heart of Brussels this spring, MAD wished to showcase its talents that have carefully furnished MAD's future headquarters. The MAD OFFICE is excited to offer you a sneak peek of what to expect next spring in its new home. Inside MAD's new home, it is white all the way in order to create an eclectic white cube thus highlighting current Belgian design.

THE MAD OFFICE designers include Alain Berteau, Alain Gilles, Benoît Deneufbourg, Beavershausen, Coralie Miessen, Hors Piste, Jean-François D'or, Julien Renault, Nathalie Dewez, PJ Mares, Sylvain Willenz.

The booth in Cologne offers as well a chance to win a two-night stay in Brussels to visit the new Mode And Design centre. Visit.brussels – the Official Belgian Tourist Office made it possible to win a total of 3 weekends during the International Interior Show!

MAD Brussels – Mode and Design Centre is a platform of expertise as well as a unique shop window in which to show-off the value of Brussels fashion and design. With innovation at heart and oriented towards the future, its mission is to promote the professions, encourage initiatives, and support all the players in these two sectors in order to strengthen their development and growth inside and outside of Brussels.

THE MAD OFFICE

IMM COLOGNE
16- 22 January 2017
Hall 2.2 Pure Plateformes
O-015 / N-016

TIMETABLE

Mon: 9am – 9pm
Tue - Sat: 9am – 6pm
Sun: 9am – 5pm

Press moment
Mon: 3-6pm

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OUR DESIGNERS



Photo © Miles Fischer

Alain Berteau

The first "Designer of the year" in 2006 at the Biennale Interieur, ALAIN BERTEAU DESIGNWORKS is an award-winning office for product design, architecture and creative direction; working with leading brands such as Bulo, Daimler, AGC, Montis, RVB, Delvaux, ABV, Wildspirit, Objekten Systems (which he co-founded), among many others.

alainberteau.com

The MAD Office: concept by DAMNation Ltd

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KEYPAD sofa

With a single movement, the new versatile seating system KEYPAD turns a bench into a day-bed, an armchair, or a very comfortable sofa. Strong, simple and affordable, it is available in 3 sizes and numerous finishes for limitless possibilities.

Dimensions: 45H x 94W x 90/160/230L cm

Materials: Structure: steel, plain wood and wood panels. Back, seat and facing fillings: multiple densities polyether foam.

Upholstery: different materials & colours possible

Produced and edited by OBJEKTEN SYSTEMS

objekten.com





Photo © Miles Fischer

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alainberteau.com

The MAD Office: concept by DAMNation Ltd

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KEYBOARD desk

KEYBOARD sets a new standard. The evolutive system introduces the idea of soft desking and soft storage with affordable units produced in high quality laminate panels, flat-packed, offering fast and effortless assembly. Each unit can be equipped with gorgeous noise-absorbing upholstered.

Dimensions: 45H x 90W x 160L cm

Materials: laminate wood panels with foam and fabric additions

Various sizes and colours

Produced and edited by OBJEKTEN SYSTEMS

objekten.com





Alain Gilles

After studying Political Sciences and Marketing Management, Alain Gilles started to work in the financial sector, but eventually went back to study Industrial Design in France. He opened his own studio in 2007 and was named “Designer of the year” in 2012 by the Interieur Kortrijk Fair (BE).

alaingilles.com

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BUZZIFLOAT chair

The construction logic of the chair is based on ‘New Simplicity’; a specific part of Gilles’s work where a minimum amount of material is used to create a piece with a strong personality. The chair is assembled as a foam-board mock-up would be. The back’s flexibility adds extra comfort. Buzzifloat is a plywood chair with a floating effect.

Dimensions: 58L x 53W x 79H cm, seat height: 46 cm

Materials: plywood, base in solid wood or metal

Extra padding: plywood, foam, fabric or leather upholstery

Produced and edited by BUZZISPACE

buzzispace.com





Beaverhausen

Beaverhausen is a Brussels based design studio founded by Mimy A. Diar and Ad Luijten. Both of which have a background in communication. They create visual stories that manifest in furniture, accessories, lighting and interiors. Their projects have in common a strong story telling appeal, always simple and engaging.

beaverhausen.be

The MAD Office; concept by DAMNation Ltd

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ELEMENTS bookends

Inspired by bold architectural shapes, the Elements bookends create stunning graphical patterns whenever combined with both fiction and non-fiction. So whether they're in front of Nicci French or Nietzsche, they will always feel right at home.

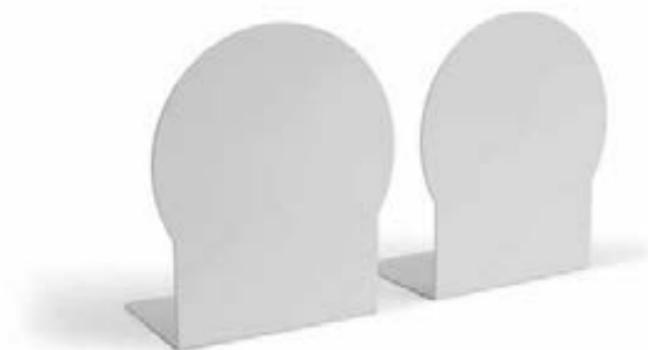
Dimensions: 14W x 16,5H x 9D cm

Material: lacquered metal

Colour: papyrus white

Produced and edited by HAUSMERK

hausmerk.com





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beaverhausen.be

The MAD Office; concept by DAMNation Ltd

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ELEMENTS letter holder

Like all parts of the Elements family of desk accessories, graphic architectural shapes inspired the making of this letter holder. Besides letters, it's also perfect for holding napkins, papers and business cards.

Dimensions: 21W x 10H x 5D cm
Material: lacquered metal
Colours: papyrus white, black llue

Produced and edited by HAUSMERK
hausmerk.com





Benoît Deneufbourg

Born in 1977, Benoît studied architecture and interior design. He launched his studio in 2004. With an approach to design characterised by an interest in materials and manufacturing processes, Benoît Deneufbourg's work covers a wide range of disciplines from designing furniture, lighting and accessories to interior design and installations.

benoitdeneufbourg.com

The MAD Office; concept by DAMNATION Ltd

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PADDLE chair

The Paddle chair designed for Cruso is inspired by the soft and round shapes of paddle blades. Entirely composed of solid ash wood, its structure is carefully imbricated to compose a solid structure with simple and elegant lines. Its fabrication and finishes are entirely made by hand by Cruso's craftsmen.

Dimensions: 45.6 x 42 x 79.8H cm, seat height: 45 cm

Material: plain ash wood

Colours: natural, black, white

Produced and edited by CRUSO

cruso.com





Coralie Miessen

Graduated from the ENSAV la Cambre as a textile designer, Coralie Miessen just launched a first collection which includes the 'Tiles' project. Limits between a piece of textile are sometimes blurry and that's what interests her when using materials and objects in interiors. Coralie's work is about a minimum but sophisticated comfort.

coralie-miessen.be

The MAD Office; concept by DAMNation Ltd

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TILES

Tiles is a modular floor and wall covering using felt waste from industrial production. This covering is a warm alternative to tiling and offers different advantages: light product with insulating properties, articulated surface, easy to cut material that can be used as a noticeboard.

Dimensions: 45 x 45 cm per piece

Material: synthetic felt

Colour: the grey color may vary depending on the production batches

Prototype



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Hors Pistes

Created in 2013, Hors Pistes initiates creative encounters. Through a series of workshops, Hors Pistes enable young designers to discover foreign traditional techniques, and gives artisans the chance to develop their know-how by diversifying their field of application. During one month, craftsmen and designers share their knowledges, their cultures, in order to make a project together. These workshops encourage the transmission of skills, but also poses the question of the heritage and future of traditional techniques.

horspistesproject.com

The MAD Office, concept by DAMNation Ltd

HORS SÉRIE

Hors Série was created during the Hors Pistes Ouagadougou workshop, Studio Monsieur, a french design studio created in 2012 by Manon Leblanc and Romain Giroux collaborate with Emmanuel Ilbdoudo, burkinabé aluminium caster, and his team. Inspired by the little wood piece of furniture used in every courtyard of Ouagadougou, this side table keeps the sand printed texture of the hand-made casted process that makes every sample unique.

Dimensions: 41L x 25W x 21/24H cm

Materials: cast aluminium

Produced and edited by HORS PISTES

horspistesproject.com



Photos © Fabrice Schneider

Studio Monsieur

Emmanuel Ilbdoudo



Jean-François D'Or

In 2003, Jean-François D'Or opened his industrial design agency: LOUDORDESIGN studio. His pieces attracted prestigious companies in Belgium and internationally. He develops lighting, furniture and objects using different material such as glass and ceramics. His designs are calm and logical but stand out by their intrinsic poetry. He was voted Belgian designer of the year in 2013.

loudordesign.be

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AUDREY handle & hook

Audrey is a doorhandle and hook collection based on the high quality of Maison Vervloet's knowhow and finishing. Artworks you can touch. Over and over again.

Dimensions: handle 30 x 125 x 60H mm, hook 18 x 30 x 195H mm

Material: black anodized aluminium

Other materials and finishes on request

Produced and edited by MAISON VERVLOET

vervloet.com





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loudordesign.be

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ALEXANDRE tray

Alexandre is a tray-plate collection made in black anodized aluminium. Once turned over, this tray is transformed into a table top placemat napperon on a textile bedside table of the Magnitude Alexandre bed collection.

Dimensions: 46 x 26 x 3H cm

Material: black anodized aluminium

Other materials and finishes on request

Produced and edited by MAISON VERVLOET

vervloet.com





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loudordesign.be

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JUNE table and JULY trays

June is a collection of tables built of straight, graphic lines with Cruso's high quality finishing and materials. The assembled construction of the base brings a wide storage space under the top panel. A collection of stackable wooden trays fits within that storage gap perfectly.

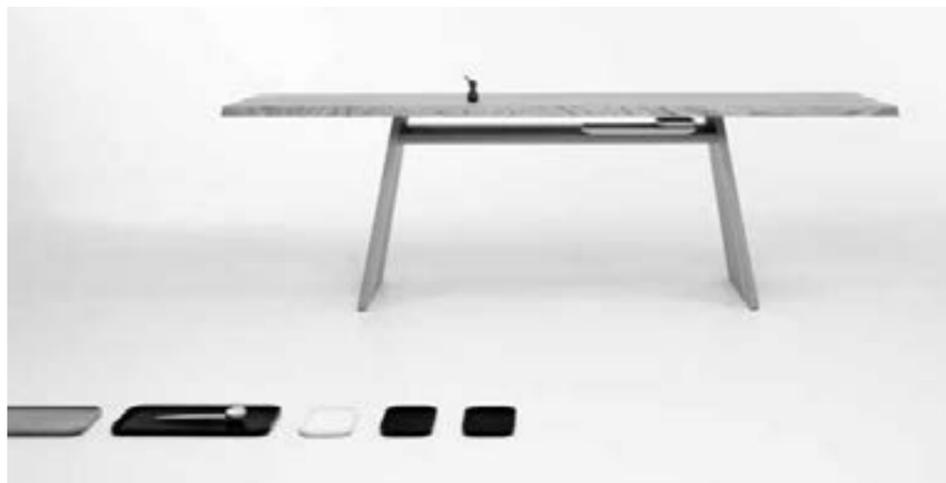
Dimensions: June 240/300 x 80/90/100 x 75H cm
July 14/24 x 24/42 cm

Materials: wooden oak

Colours: natural oak, white coated oak, black coated oak

Produced and edited by CRUSO

cruso.com





Julien Renault

Julien Renault has started working in the design sector after graduating in Product Design at ECAL in Lausanne - 2009. In 2011, photographer and product developer for the brand Objekten (BE), founded by Alain Berteau, he has since then become Berteau's assistant for product development and art direction at ABV (BE).

julienrenaultobjects.com

The MAD Office; concept by DAMNation Ltd

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POWER table

The project was born from the union of Renault and Van Den Weghe. The collection is a system of round and rectangular side tables which can be used in different combinations. They are enhanced with 'Lap®is' technology, a socket milled into the stone which allows to charge any electronic device. Hand-made in Van Den Weghe's workshop.

Dimensions: 42W x 30D x 49/59H cm

Materials: marble

Produced and edited by ITEMS / VAN DEN WEGHE

vandenweghe.be





Nathalie Dewez

The work of Nathalie Dewez extends from small objects to monumental installations, from the unique piece to the industrial product. Whether designing light fixtures, objects, furnishings or large-scale sculptures, she also works as consultant in lighting for several architecture offices. Established in 2002, Nathalie Dewez Design studio is based in Brussels where Nathalie trained as an interior architect. In 2011 she was nominated Belgian Designer of the Year.

nathaliedewez.com

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ELLIPSE light

Inspired by the work of American artist Ellsworth Kelly, the Ellipse pendant lamp was developed to illuminate a table, a desk, or any surface. The resulting balanced mixture of focused downward light and diffuse sideward light, is easy on the eye, and makes this centerpiece applicable in many different settings.

Dimensions: 134/164W x 28/40H x 43/60D cm

Suspension cable: 40 – 250 cm adjustable at installation

Materials: powder coated aluminium sheet

Colours: white, bicolor white/red or white/blue, polished & brushed messing canopy in same color as lamp

Light source: 230 V – Osram TL5 (included) - Warm white – 3000K – CRI > 90

Produced and distributed by NDLIGHTING

ndlighting.be





PJMARES

The design duo behind PJ MARES are Tom Mares and Peter-Jan (PJ) Scherpereel. PJ MARES creates their own collection of discerning, timeless design and interiors. They are inspired by natural and warm materials such as wood, steel, marble and leather, that are meant to age beautifully. All the pieces that PJ MARES creates only become more beautiful over time. This 'design for use' philosophy ensures timeless and iconic products, while still feeling very contemporary.

pjmares.com

The MAD Office; concept by DAMNation Ltd

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SANBA table

Through their work, PJ MARES tries to find a new synthesis between functionality, heritage and design, "The logic of the Scandinavians and the sexiness of the Italians" as Tom would describe it. With their simplicity, vision, feeling for materials and composition, PJ MARES creates stunning pieces.

Dimensions: 60W x 75L x 73H cm

Material: plain ash wood

Colours: feet 5 colours / tabletop 5 colours

Produced and distributed by SERAX

www.serax.com





Sylvain Willenz

SYLVAIN WILLEENZ DESIGN OFFICE is an international multi-disciplinary design office based in Brussels, Belgium. Focus is given to product and furniture, as well as installation and exhibition design and creative direction. SWDO collaborates internationally with clients such as Ligne Roset (FR), Hay (DK), Menu (DK), Stattmann Neue Moebel (DE), Karimoku New Standard (JP), Hem (SE), amongst others.

www.sylvainwillenz.com

The MAD Office: concept by DAMNATION Ltd

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RADAR chair

Minimum - Maximum are the characteristics of the RADAR chair. Pure lines coloured in a distinctive black offers unique character and typology, it allows additional comfort and a generous sense of shelter. RADAR is available in various finishes, from residential to contract suited versions, star-base, with/without wheels or 4 wooden legs.

Dimensions: 52L x 45W x 80H cm

Material: light oak plywood seat / black aluminium base on wheels

Colours: on request

Produced and edited by OBJEKTEN SYSTEMS

www.objekten.com





