

The “Belgian Spirit” comes to Business of Design Week

Annual conference BODW partners with influential and innovative Belgium

(4 October 2013, Hong Kong) Asia’s leading annual design event returns for its 11th edition from the 2nd to 7th December, 2013, at the Hong Kong Convention & Exhibition Centre. This year, the conference will feature the “**Belgian Spirit**” focusing on Belgium’s international importance at the highest level of design and creativity. In selecting Belgium as this year’s BODW’s partner country, the forum aims to showcase the highly influential Belgian and Flemish perspective in exhibitions, forums and programmes, as well as its key role in the growing business of design, innovation and branding.

Key Belgian designers and guests attending include influential graphic conceptualist **Thierry Brunfaut**, unique furniture designer **Xavier Lust**, Flemish automobile legend **Lowie Vermeersch**, Brussels’ award winning designer **Alain Gilles** and **Anne Chapelle**, CEO of fashion brands Ann Demeulemeester and Haider Ackermann.

Also arriving are Poland’s intriguing editorial and typography artists **Artur Frankowski** and **Magdalena Frankowska**, ‘King of Mida design’ **Stefano Giovannoni**, multi-discipline artist and innovator **Daan Roosegaarde**, and three time Compasso d Oro Award winner **Matteo Thun** from Italy.

Other prominent international speakers include **Larry Keeley**, an innovation strategist, the President and Co-founder of the Chicago Consultancy Doblin, interior designer **William Paley** from Tonychi and Associates, and **Deyan Sudjic**, the Director of Design Museum from London.

Organised by the Hong Kong Design Centre (HKDC) since 2002, the week long conference brings the global design community’s best minds to Hong Kong, offering industry experts and executives a chance to network and share innovation and ideas. The gathering also encourages artists and businesses to unleash the power of design by focusing on their vital relationship and complex interplay.

In addition to the three day forum, special events around the week include the popular Detour public exhibits and displays, the BrandAsia Forum, the DesignEd Asia Conference, the Technology For Design seminar, as well as the annual Hong Kong Design Centre (HKDC) Awards Gala Dinner.

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Select list of BODW 2013 speakers

Alain Gilles, a Brussels born designer whom is also a several international award winner such as Henry Van De Velde Label, the Design for Asia Golden Award, the Good Design award for the Big Table.

Lowie Vermeersch is a Flemish automotive designer. He is the Founder & Creative Director of Granstudio. He was the Design Director of Pininfarina with notable design works including Pininfarina Sintesi, Alfa Romeo 2uettottanta, Pininfarina B0 and Pininfarina Nido. His works in emerging markets such as the Chinese JAC B18 and the Brilliance Splendor SW, both presented at Beijing Auto Show in 2008.

Artur Frankowski and **Magdalena Frankowska**, the Founding Partner of Fontarte. They deliver intriguing art and design projects from Poland including art direction, editorial design and custom typography for arts, such as “poster from the future” for MoMA in Warsaw.

Anne Chapelle, enlisted bvba32 within the United Nations Global Compact program and the CEO and owner of the companies of the fashion brands Ann Demeulemeester and Haider Ackermann.

Stefano Giovannoni, he was awarded as “Champion of Super and Popular of the years 2000” (Alberto Alessi), “King Mida of design” (Cristina Morozzi) and “Most bankabke designer” (Eugenio Perazza, Magis). His design comes across industrial products, furniture, kitchen, bathroom ware, domestic appliance, electronics products and automotive.

Daan Roosegaarde, an artist and innovator with projects ranging from fashion to architecture. He is also a winner of renowned awards such as Most Innovative Leader of TIM Award, China’s Most Successful Design Award, Charlotte Kohler Award and Media Architecture Award.

Xavier Lust, a Belgian designer who is famous in his curved lines in his architectural and furniture designs that emphasis simply but original lines. He is well known in generating a unique technique enabling to fold and curve steel without using a mould.

Matteo Thun, he obtained ADI Compasso d Oro Award for design excellence three times. In 2001, the 'Side Hotel' he designed in Hamburg was selected as *Hotel of the Year*. In 2004, the 'Vigilius Mountain Resort' won theWallpaper Design Awards while in 2005 the 'Radisson SAS' in Frankfurt became the 'best hotel opened in the year' in the Worldwide Hospitality Awards.

Thierry Brunfaut, a graphic conceptualist. In addition to being cofounding the influential firm Base Design, he authored the book "Work For Money, Design For Love" outlining his creative philosophy.