



# FUORISALONE DIGITAL

Covid-19, lockdowns and social distancing. For the first time in more than fifty years, the Milan Furniture Fair (Salone del Mobile) has been cancelled.

The space has been closed off, time is suspended. We have to face up to our fragility and our shortfalls, our fears, our grief, so uncertainty is inevitable. It is the time when we have to rethink our actions, observe our surroundings and listen intently: nature on the one side, on the other the silence which surrounds our cities. This slowing down offers another advantage: critical reflection which prevents active participation, between empathy and politics. This is what we can learn from design.

We are starting off from this pretext, our participation. The institutions which are involved in the promotion of Belgian design – Wallonie-Bruxelles Design Mode, Flanders DC for Design and MAD – Home of Creators – have in fact chosen to reconnect the designers and industry thanks to the site **BELGIUMISDESIGN.BE** and the platform **FUORISALONE.IT**, showing great solidarity to the profession, the economy, cohesion, and above all support for the values of ‘public service’, now more than ever.

As from June, the site **BELGIUMISDESIGN.BE** will be updated, welcoming and promoting all the companies and designers that would have participated in the Milan Design Week (Salone, Fuorisalone and SaloneSatellite).

Moreover, membership to the platform **FUORISALONE DIGITAL** which is now promoted thanks to the well-known Milanese platform **FUORISALONE.IT**, adds an extremely important meaning: Milan’s Design Week is not only about business and commissions, but it is also about sharing an experience, within context and a timeframe. The Design System needs to be protected. On the other hand, Design needs to become involved in redesigning the System.

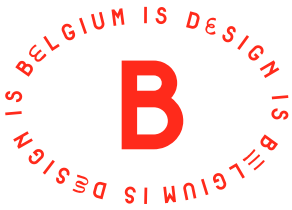
With regards to this theme, Belgium is Design will organise a talk on June 15th at 6 pm, which will be produced and shared on the platform of **FUORISALONE DIGITAL**. The roundtable discussion will welcome Belgian and international designers and entrepreneurs.

Belgium is Design is therefore inviting you to **A SPECIAL SHOWCASE OF PRODUCTS AND KEY PLAYERS FROM THE BELGIAN DESIGN WORLD**, starting from 15 June. **AND WE CANNOT FORGET THE YOUNG DESIGNERS WHO WERE CHOSEN FOR THE SALONESATELLITE 2020**, represented by Alice Emery, Chanel Kapitanj, Daan De Wit Design Studio, Alexander Marinus, Pierre de Valck, Amorce Studio, Studio Biskt, Olivier Vitry for Claisse Architectures and Gilles Werbrouck Studio.

## FUORISALONE.IT

From June 15th

**THE LIST OF DESIGNERS AND COMPANIES IS AVAILABLE ON BELGIUM IS DESIGN WEBSITE. FINAL VERSION: JUNE 15TH.**  
[www.belgiumisdesign.be](http://www.belgiumisdesign.be)



## BELGIUM IS DESIGN

Belgium is Design is a common label that unites the actions of the following regional organizations: Flanders DC, MAD – Home of Creators and Wallonie-Bruxelles Design Mode (WBDM). This joined-up approach has been active since 2011, stimulating and developing initiatives to showcase Belgium’s designers, manufacturers and producers in foreign markets.

[info@belgiumisdesign.be](mailto:info@belgiumisdesign.be)

[belgiumisdesign.be](http://belgiumisdesign.be)



Flanders District of Creativity, stimulates the Flemish creative industries to turn its skills into business by supporting, promoting and connecting them. Flanders DC works for the whole of the creative sector, with special focus on design, fashion and gaming. Flanders DC is the single point of contact for entrepreneurs in the creative industries. After the merger with Design Flanders and Flanders Fashion Institute, it is ideally placed to serve the entire sector’s needs.

As an independent non-profit organisation, it acts as the ‘front office’ of the government agency Flanders Innovation & Entrepreneurship, actively supporting creative entrepreneurs who want to build or grow their business. More Return on Creativity is what Flanders DC is after.

**FLANDERS DC**  
Diestsevest, 76  
3000 Leuven

Christian Oosterlinck  
Christian.oosterlinck@flandersdc.be  
T +32 (0)2 227 60 63  
M +32 (0)497 59 33 18

[flandersdc.be](http://flandersdc.be)



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.

Since 2006, WBDM has given its support to these creative industries, mainly achieved through collective stands at international trade fairs, exhibitions, B2B events, and meetings with the press and other international opinion makers. Through these activities and close supervision, WBDM continues to witness the flourishing of business in this sector.

**WALLONIE-BRUXELLES  
DESIGN MODE (WBDM)**  
Place Saintelette, 2  
1080 Brussels

Giorgia Morero  
giorgia.morero@wbdm.be  
T +32 (0)2 421 87 08

[wbdm.be](http://wbdm.be)

## MAD, HOME OF CREATORS

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.

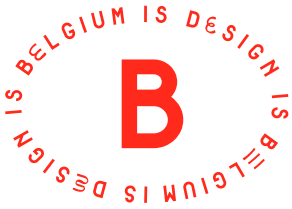
Both inside and outside Brussels, the Centre encourages new initiatives and supports those passionate about fashion and design in order to strengthen their development and growth in these fields.

MAD main partner for international activities is [hub.brussels](http://hub.brussels), the Brussels Business Support Agency

**MAD – HOME OF CREATORS**  
Place du Nouveau Marché aux Grains 10  
1000 Brussels

Anaïs Lambert  
anaïs.lambert@mad.brussels  
+32 (0)2 880 85 62

[mad.brussels](http://mad.brussels)



THE PRESS KIT AND HIGH-DEFINITION  
IMAGES ARE AVAILABLE ON  
THE BELGIUM IS DESIGN WEBSITE:  
[www.belgiumisdesign.be/press](http://www.belgiumisdesign.be/press)

THE LIST OF DESIGNERS AND COMPANIES  
IS AVAILABLE ON BELGIUM IS DESIGN WEBSITE.  
FINAL VERSION: JUNE 15TH.  
[www.belgiumisdesign.be](http://www.belgiumisdesign.be)

## PRESS CONTACTS

### INTERNATIONAL PRESS

Nicoletta Murialdo  
[nicoletta.murialdo@comu-nico.it](mailto:nicoletta.murialdo@comu-nico.it)  
M. +39 3395318579

### BELGIAN PRESS

Dominique Lefèbvre - WBDM  
[d.lefebvre@wbi.be](mailto:d.lefebvre@wbi.be)  
T +32 2 421 83 63  
[www.wbdm.be](http://www.wbdm.be)

Bie Luyssaert - Flanders DC  
[bie@flandersdc.be](mailto:bie@flandersdc.be)  
T +32 2 227 60 60  
[www.flandersdc.be](http://www.flandersdc.be)

Anais Lambert - MAD — Home of Creators  
[anais.lambert@mad.brussels](mailto:anais.lambert@mad.brussels)  
T +32 (0)2 880 85 62  
[www.mad.brussels](http://www.mad.brussels)

### COMMUNICATION

Giovanna Massoni - Designstreams  
[g.massoni@designstreams.net](mailto:g.massoni@designstreams.net)  
T +32 (0)476 349 594  
[www.designstreams.net](http://www.designstreams.net)

Visual Identity : Kidnap Your Designer  
Graphic design : Bureau Adriaan Tas

**BELGIUMISDESIGN.BE**

**FLAN  
DERS DC** FOR  
DESIGN

**WB  
DM** WALLONIE  
BRUXELLES  
DESIGN  
MODE.

**MAD, HOME OF  
CREATORS**