

design
flanders

promotes modern design to people and companies

Introducing Design Flanders

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3 Design Flanders gives young talent the chance to grow

design
vlaanderen
promoot elgentijds design naar mensen en bedrijven

Summary

- I. Objectives
- II. Target Groups
- III. How to achieve the objectives

I. Objectives

1. To promote

- design as **added value** for economy
- **designers** in Flanders and abroad
- design as **management instrument** for companies

2. ... because

- **Design Flanders** is a **VLAO-unit** (VLAO=Flanders Enterprise)
- Under the authority of the Flemish Minister of Economy
- Synergy with Flanders Enterprise Account Managers
- More information on www.vlao.be

II. Target groups

1. Designers

- Industrial design
- Graphic design
- Multimedia (webdesign)
- Ceramics, jewelry, accessories, glass, textile, furniture

2. Design and product companies

3. Public at large

III. How to achieve the objectives

Talent scouting

- Twice a year
 - Spring selections
 - Autumn selections
- By a professional jury
- Advantages for selected designers :
 - Subsidised for exhibitions, fairs and promotional initiatives
 - Written about in Kwintessens,...
 - Given advise: economic
 - Put on show in exhibitions and fairs
 - E-zine Ossenbloedrood
 - Member of the Belgian Design Club

III. How to achieve the objectives

Exhibitions

- In the Design Flanders Gallery : 6 exhibitions a year
- Kanselarijstraat 19, 1000 Brussels
- Near the Central Station and the Saint-Michaels cathedral

Design Flanders Gallery



Design Flanders Gallery



Design Flanders Gallery



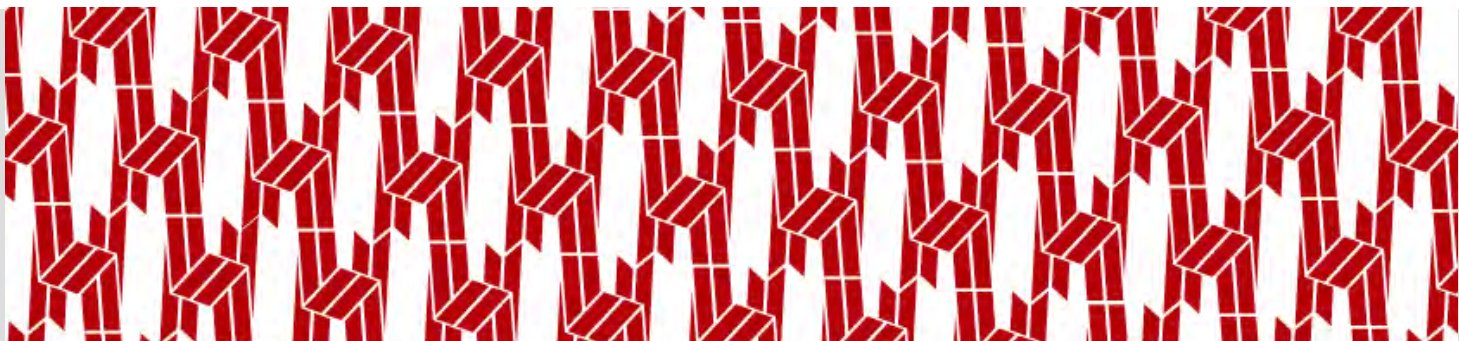
Expo BetterFood, 2007

III. How to achieve the objectives

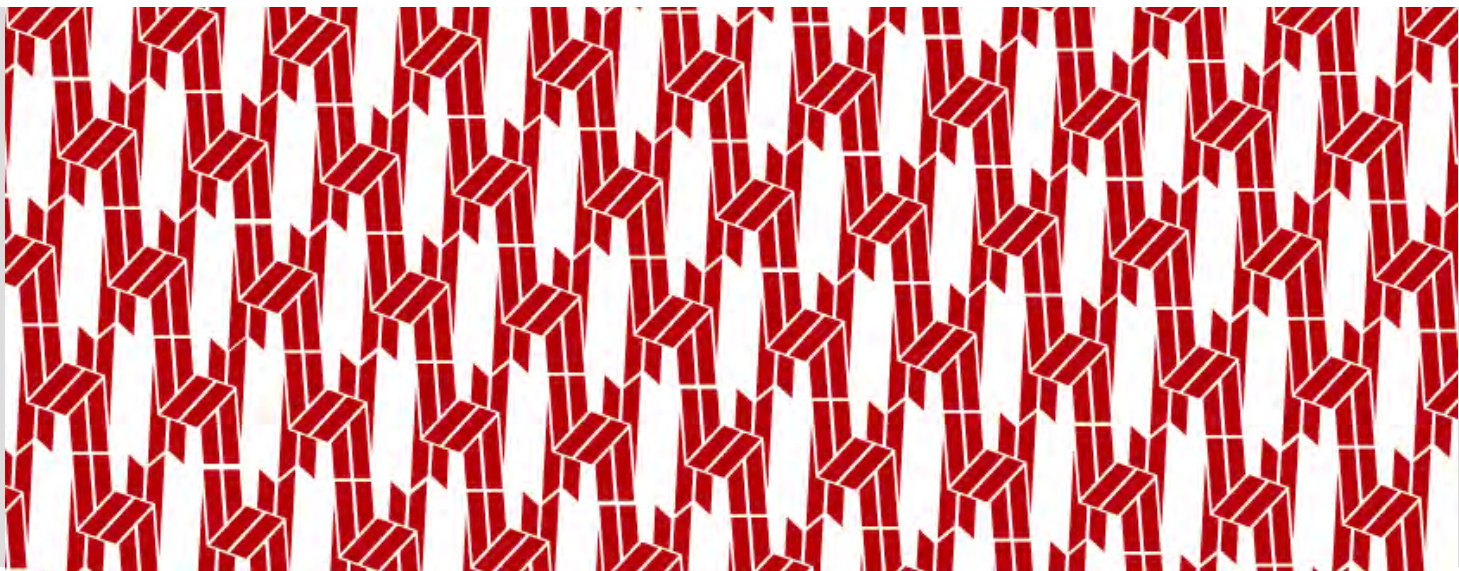
- Ad hoc exhibitions
 - On other locations than the Design Flanders Gallery
 - In Belgium
 - 5th Triennial for Design, Schoonheid: Enkelvoud ~ Meervoud, KMKG Brussels, 14/12/07 – 29/02/08
 - Abroad
 - The World Best Design Exchange, Design Korea, 29/11 – 8/12/07



Design de Flandre, Montréal 2006



- HENRY VAN DE VELDE AWARDS 2007 -



Henry van de Velde Awards

- The winners of the Henry van de Velde Awards receive
 - The trophy (David Huycke)
 - The certificate (Brody Neuenschwander)
 - € 2.500,00

Henry van de Velde Awards



Trophy Henry van de Velde Award by David Huycke

Henry van de Velde Awards



Henry van de Velde Awards



Henry van de Velde Awards – Young Talent



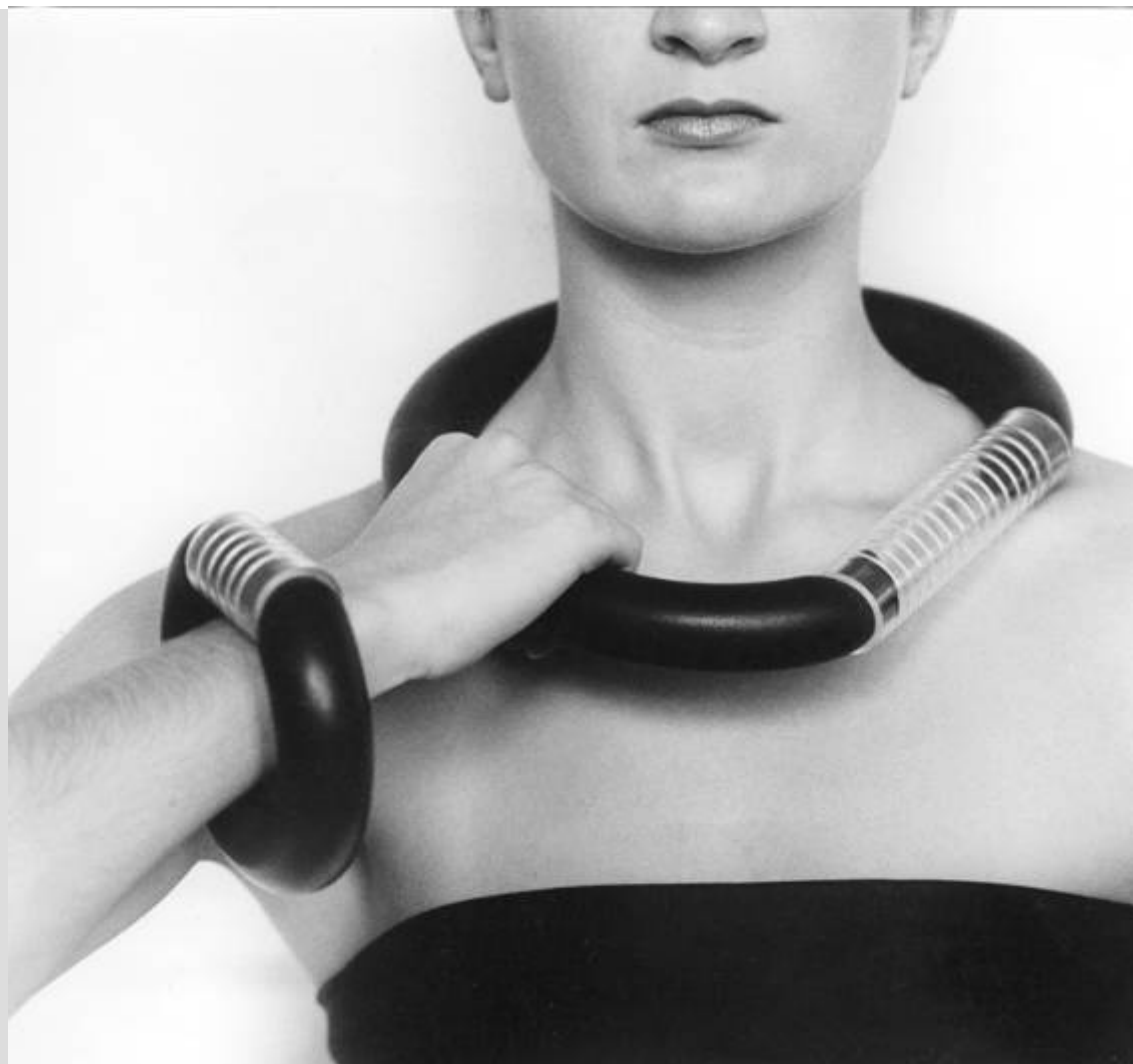
Linde Hermans – Bonne Bavette for Rode Schoentjes

Photo Tijs Hermans

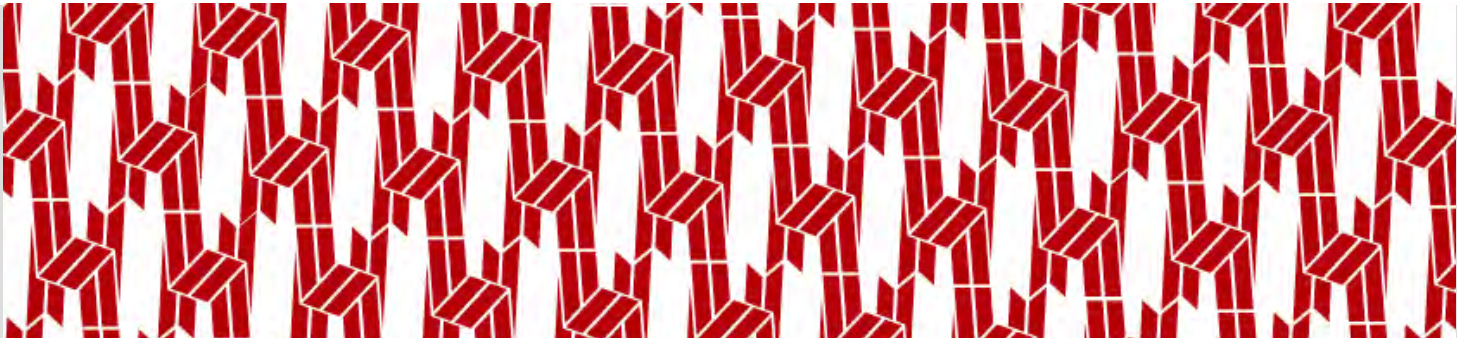
Henry van de Velde Awards – Company



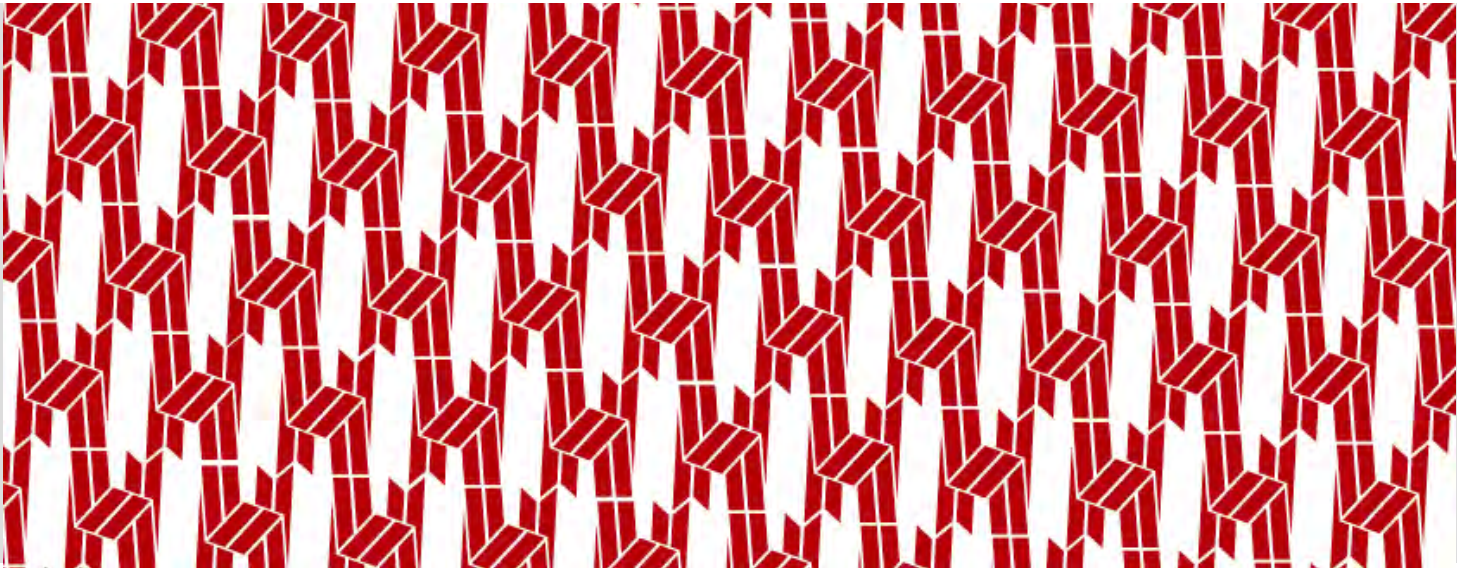
Henry van de Velde Awards – Career

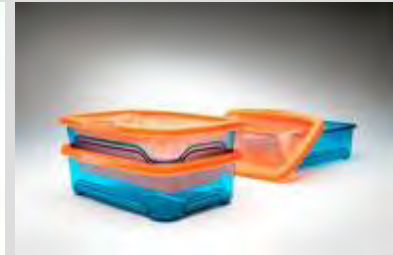
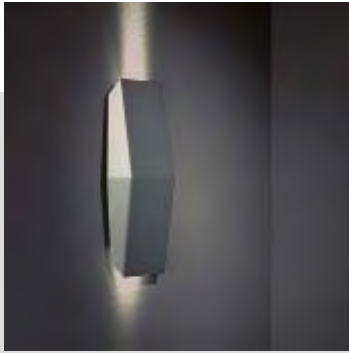


V. Henry van de Velde Labels



- HENRY VAN DE VELDE LABELS 2007 -





III. How to achieve the objectives

Fairs

- In Belgium
 - Sfeer 2008, Ghent, 8/3 – 16/3/08
 - Design Brussels, Brussels, 17/11 – 25/11/07
 - Interieur 2008, Kortrijk, 17/10 – 26/10/08
- Abroad
 - International Furniture Fair, Zona Tortona, Milano, 16/4 – 21/4/08
 - 100 % Design Tokyo, 31/10 – 4/11/07

Fairs



III. How to achieve the objectives

Subsidies

- Purpose
 - To support projects for design promotion
- Strictly for
 - Selected designers
 - Organizations working with selected designers
 - Companies working with selected designers

III. How to achieve the objectives

Website

www.designvlaanderen.be

www.designflanders.be

Design Vlaanderen

- Over Design Vlaanderen
- Design Vlaanderen Gallery
- Talentscouting
- Kommissaris
- Subsidies
- Henry Van de Velde Prijs
- Tijdschrift over Vormgeving
- Design Management
- Internationale Mededelingen
- Boeken, Tijdschriften & Catalogi
- Journal & Advies
- Documentatiecentrum en RMO & Design Bibliotheek
- Contacteer Ons

Design Database

James - Stefan Schoring - JONIFORM nv

Loos, nog een uitbreuking object.

Reageren in Design Database

Nieuws

- 21 feb : Meubelontwerper Maarten Van Severen overleden
- 8 feb : Françoise Van Der Bieft wint Tweejaarlijkse prijs voor Vormgeving Provincie Antwerpen
- 8 feb : Frens Van Praet wint "In Wonen" Designprijs 2005
- 21 jan : Workshop 8 - Design maakt het verschil

Meer nieuws

Design Agenda

Charles Har - Edward Lebovitz
Tentoonstelling - tot 25 Feb 2005
Belgischer Generalkonsulat

Karin Elsch & Michel Huys
Tentoonstelling - tot 25 Feb 2005
Galerie du Collège Marcel Duchamp

Pierre Biederick - Glazen Horizon
Glas
Tentoonstelling - tot 28 Feb 2005
Mbaner

Benoit Ponsioen
Tentoonstelling - tot 28 Feb 2005
Galerie S & H De Bock

Jok Dessauveze
Tentoonstelling - tot 28 Feb 2005
Tea Kalamiak

Pau Van Gompel - Jacarisscuplures
Tentoonstelling - tot 28 Feb 2005
Gulp-Art Gallery

Nick Evynck - Instelglas
Tentoonstelling - tot 28 Feb 2005
Kunsten Centrum Nene

Wim Devoove - Outisme B1
Tentoonstelling - tot 27 Feb 2005
Crac Abaco

Telo-Telto
Tentoonstelling - tot 27 Feb 2005
Koninglijk Museum voor Kunst en Geschiedenis

Chick Vansemer - Leo Jacobs: sonderjan
Tentoonstelling - tot 27 Feb 2005
Art Depot

Maarten Van Severen - Overstapelingtentoonstelling
Tentoonstelling - tot 27 Feb 2005
Design Museum Gent

Meer evenementen

Design Discussies

In Design Discussies kan je discussiëren over design in Vlaanderen.

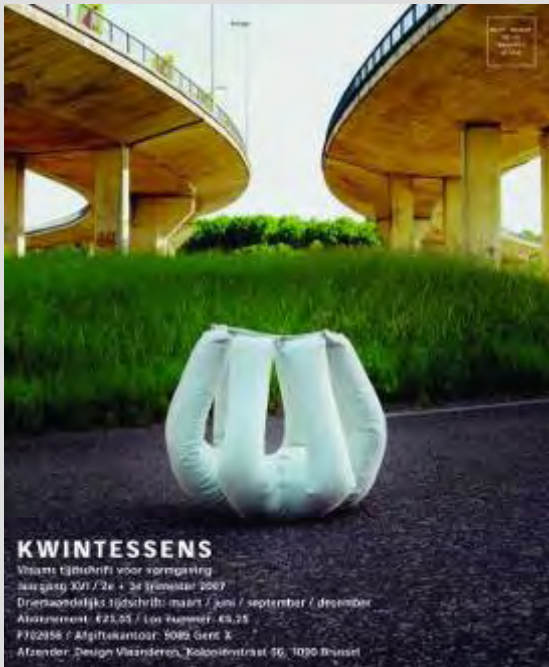
Discussieer

III. How to achieve the objectives

Kwintessens

- Three-monthly magazine
- In Dutch and in English
- Each issue is designed by different graphic designer
- Special issues on design and fashion (from 2008 on) in Flanders
- Only available by subscription

Kwintessens



III. How the achieve the objectives

Ossenbloedrood

- Weekly e-zine
- News on Design Flanders' activities, activities organised by partners and interesting facts on design
- For members of the Belgian Design Club
 - Selected designers
 - Design companies

III. How to achieve the objectives

Studies

- 2003
 - Benchmark of EU Design Centres Study
 - A study on the impact of design implementation on business performance in Flanders
- 2006
 - Design in figures
 - Beauty and design
 - A study on the impact of design implementation on business performance in Flanders

III. How to achieve the objectives

Workshops

- Design Management
 - Design implementation in producing companies
 - consumer goods
 - investment goods
 - Design makes the difference : success stories
 - 160 companies in 12 workshops
 - 60% implements design
 - 30% considers implementation
 - networking
- ECO-Design tool with OVAM
 - Ovam=Public Waste Agency for Flanders
 - For designers
 - Ecolizer

Workshops



Design gives a head start

Info sessions

- 16 October 2007, 9500 Geraardsbergen (Oost-Vlaanderen)
- 23 October 2007, 3545 Zelem-Halen (Limburg)
- 30 October 2007, 8760 Meulebeke (West-Vlaanderen)
- 6 November 2007, 1702 Groot-Bijgaarden (Vlaams-Brabant)
- 8 November 2007, 2390 Malle (Antwerpen)



III. How to achieve the objectives

Advice

- In cooperation with and with the support of Flanders Enterprise (VLAO) Accounts Managers
- Economic
 - Designers
 - Companies
 - Public at large
- Mediation between
 - Companies and designers
 - Distributors and designers
- Contracts
 - In cooperation with Design Center Antwerp

III. How to achieve the objectives

Documentation centre

- Files of designers and companies
- Multimedia library
 - Flying library: leaflets, cuttings, press releases, etc.
 - Visual documentation: pictures, slides, videos, cd-roms, etc.
 - Books on contemporary design
 - Magazines on contemporary design

III. How to achieve the objectives

BELGIAN DESIGN CLUB

Participants

- Companies = the base
- Focus on designers
- Open network

Belgian Design Club

What?

- New strategies to companies
- Focus on good design and high-quality design management
- Network reinforcing and well thought activities
- 10 godfathers – core group

Belgian Design Club

Higher mission

Design makes happy: it pleases everybody

Model for the future

- 'Masters in Creativity'
- Creative industries
- Ethical entrepreneurship
- Responsible, durable, creative design

Belgian Design Club

Objectives

Sharing – networking – cross pollination – trust

Branding – an international label
Belgium on a global scale
with a specific entrepreneurship

No copy – authenticity

Belgian Design Club

Activities

- A strong program on design and design management
 - Juridical topics, protection, contracts
 - Top design studios, new designtrends
 - Company visits
 - Governemental funding and loans, financing banks

III. How to achieve the objectives

International cooperations

- ICSID
- BEDA (Johan Valcke is board member)
- WCC Europe
- Korean Institute for Design Promotion
- the Design Management Institute
- Icograda

- Flanders Fashion Institute
- Flanders Investment and Trade
- Toerisme Vlaanderen

III. How to achieve the objectives

European Projects

Concreas

- European Social Fund Project
- Centre for Entrepreneurship in Creative Sectors
- Collaboration with :
 - Business High School
 - Design Centre Antwerp
 - Others
- Workshops for design management
- Workshops for creative enterprises

European projects



ESF: to contribute to the development of employment by promoting availability, entrepreneurship, adaptability and equal opportunities by investing in human resources.

European Projects

Composites-on-tour 2

- To inform designers and companies about the possibilities of composite materials
- Competition
- Travelling exhibition
- Workshops



European Projects

ADMIRE

- To Define Design Management together with the partners, to bring case studies in workshops, and to compare in the competition:
- THE EUROPEAN DESIGN MANAGEMENT AWARD
 - CEREMONY: 22/11/2007

European Projects

SEE-design

- Different design centres compare notes on the way they support design in companies
- They make equal measuring instruments regarding the support
- They check to see which kind of support is functioning and what its impact is.



Design Flanders likes to thank you for your interest.



DESIGN VLAANDEREN 2007