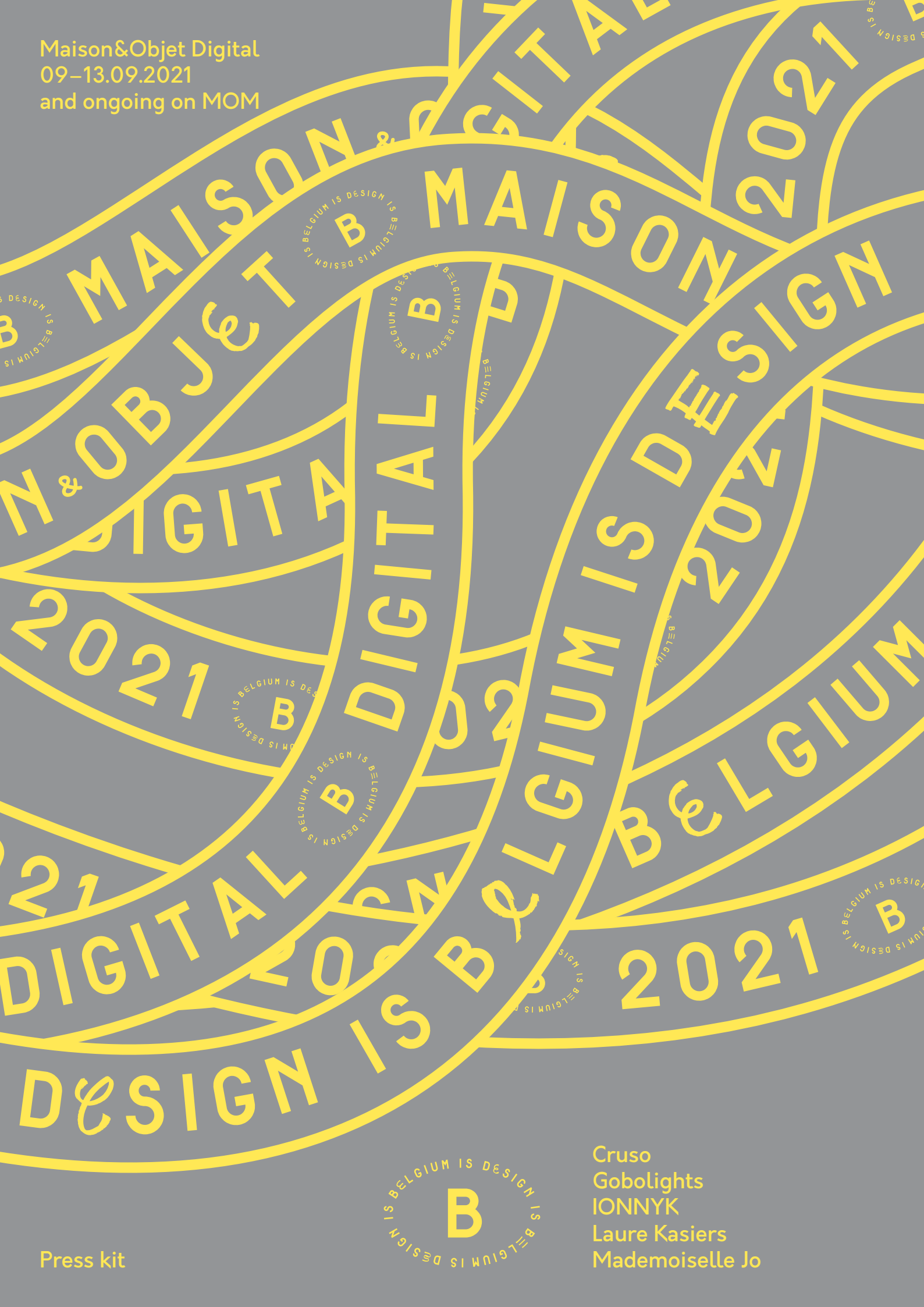


Maison&Objet Digital
09–13.09.2021
and ongoing on MOM



Press kit



Cruso
Gobolights
IONNYK
Laure Kasiers
Mademoiselle Jo



BRANDS AND
DESIGNERS

Cruso

cruso.com

Gobolights

nicolasbrevers.com

IONNYK

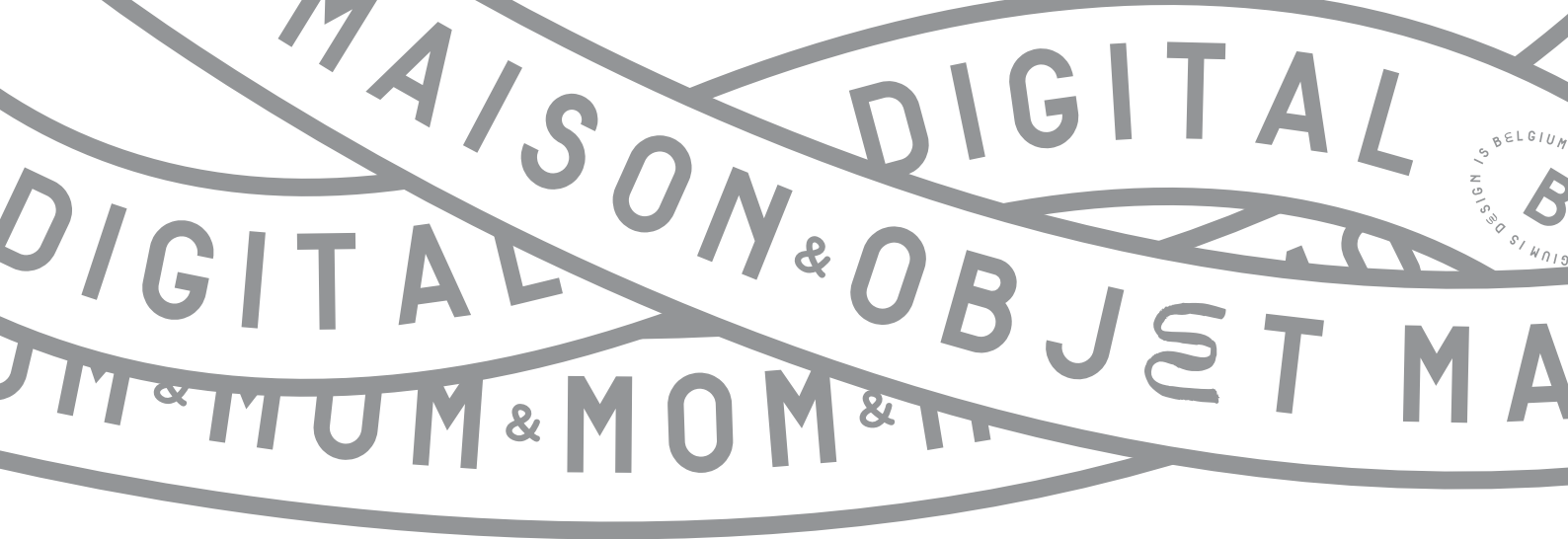
ionnyk.com

Laure Kasiers

laurekasiers.com

Mademoiselle Jo

mademoisellejo.com



2021 marks the 10th anniversary of BELGIUM IS DESIGN. The project, supported by the regional design promotion institutions (Flanders DC, MAD - Home of Creators and Wallonie-Bruxelles Design Mode) aims to promote Belgian design worldwide and to connect Belgian talents with professionals in the sector by participating in key events and organising B2B meetings.

Maison&Objet is thus a must for BELGIUM IS DESIGN. Wallonie-Bruxelles Design Mode has been supporting a selection of brands since 2009 with a collective presence and was joined by Flanders DC in 2012 to give it more scope. In total, more than 70 brands and designers have been supported by BELGIUM IS DESIGN at the Paris design show. In 2021, in the current difficult context for trade fairs, the presence of BELGIUM IS DESIGN will be exclusively digital via the MOM digital platform.

Since January, 8 brands have already been able to benefit from BELGIUM IS DESIGN support with an individual account on the platform: Ana María Gómez / amgs, Atelier Luxus, Christoph Broich, Enso by Mira, ERTZ, Havani, Pascale Risbourg and RVB. A sharp and varied selection of products, from furniture collections to textiles, from taps to high-end switches.

Wallonie-Bruxelles Design Mode is taking advantage of the September edition of the fair to give visibility to 5 additional brands. Among them, Laure Kasiers for her collection of handmade carpets and the Gobolights lighting fixtures that have already seduced visitors in the TODAY section of the show. Their collections are enhanced by new products, including a collaboration between Gobolights and Enso by Mira. Cruso, a regular exhibitor at the fair, offers a range of sustainably designed furniture by renowned international designers.

For the first time, BELGIUM IS DESIGN presents Mademoiselle Jo and IONNYK. The young furniture brand Mademoiselle Jo presents a poetic collection on the borderline between design and goldsmithing. It offers different objects mixing heritage and technology by honouring a sometimes forgotten know-how.

With an innovative product in the decoration sector, IONNYK is the first art photography platform. Thanks to cutting-edge technology, digital paper offers a pure rendering and allows you to adapt the work to your desires.

Discover it on MOM!





Olivier Stévenart
& Lionel Slusny

cruso.com
[@crusodesign](https://www.instagram.com/crusodesign)

Hall 6 / Today
Booth H92



CRUSO is a Belgian furniture manufacturer, offering warm and playful furniture created by internationally renowned designers. The company has adopted an eco-friendly production process, using local and sustainable raw materials, manufacturing in Europe and employing land transportation as well as compact packaging solutions. Cruso products are simple and welcoming. They have been designed for demanding everyday use and are perfect for cosy homes or professional environments.

With a concept based around a steel structure design allowing an efficient transportation process, the **SPRINGBACK** products combine aesthetic, comfort, and concern about ecological issues. Designer Keijii Takeuchi used bent rods of flat steel to create simple designs that have the personality of classics. The collection is a good illustration of Takeuchi's focus on the user and its experience with the object. The general gentleness felt in his work shows again through this project.

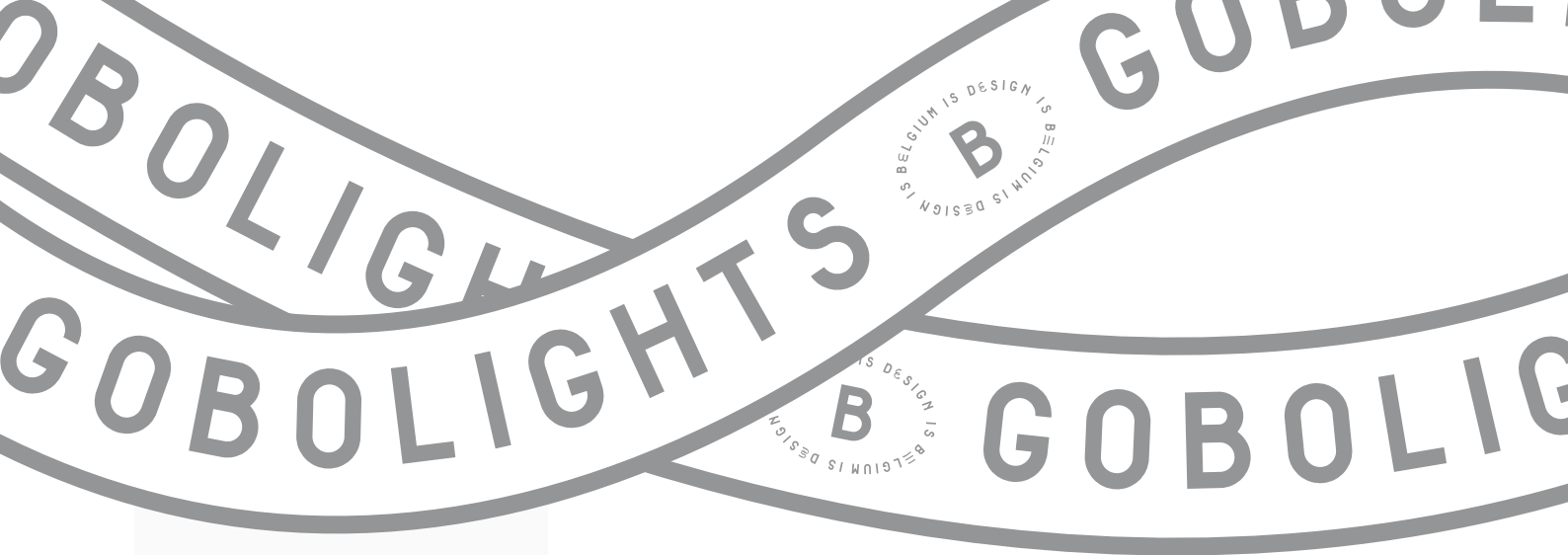
The **SPRINGBACK** lounge chair is now available with upholstery for added comfort and style options. Last product of the collection, **SPRINGBACK** coat stand is all about simplicity and seamlessly integrating in any interior. The tray offers the perfect spot to empty one's pockets.

The **PADDLE** collection is focused on a design language around curved shapes and generous volumes. The family of chairs, stools, and tables reflects Benoit Deneufbourg's approach of design. A simple and understated design that fits a wide variety of interiors. Designed in 2016, the **PADDLE** chair plays an important role in Cruso's design language with its soft shapes, and a research of a general innocence and playfulness. From September 2021, it is available in new colors: Nord blue, Forest green and Pearl grey.

1 PADDLE collection
 Design Benoît Deneufbourg
 Chair
 Oak or ash
 Available in 4 colours



2 SPRINGBACK collection
 Design Keijii Takeuchi
 Lounge chair
 Oak, steel, textile Kvadrat
 Hallingdal 65
 &
 Coatrack
 Oak, steel



nicolasbrevers.com
[@lightmygobo](https://www.instagram.com/lightmygobo)



Self-taught and coming from the world of chemistry, **NICOLAS BREVERS**, Belgian craftsman/designer, designs his pieces with as much meticulousness as in a laboratory. A lover of numbers and perfect proportions, he plays with the timeless laws of sacred geometry to dress up space with his atomic shapes. Forms with pure, light and contemporary lines that evoke the very essence of natural elements. Always in search of balance, Nicolas Brevers creates objects where lightness rhymes with precision, purity with architecture and art with design.

Founded in 2015 in Brussels, the Gobolights design studio specialises in the creation and production of high-end contemporary lighting in small series and made-to-measure. Constantly evolving, the studio combines traditional methods and new technologies.

Recently, it has been developing a series of collaborative lighting fixtures (Les Pieds de Biche, Marie Brisart, Tamawa). The latest is the Törö collection, born of the encounter with Mira (Enso by Mira) with the triptych Törö I and the wall lamp Törö II. These pieces, with their organic colours and shapes, are a cross between art and design and are produced in small series in Belgium.

Inspired by Art Deco, the Brass and Opalines collection is an ode to simplicity. Luminaries with pure lines where geometric shapes and curves are given pride of place. Brass and glass are the only two materials used in this collection.

1 JUPITER
Brass, mouthblow Opaline, LED
Ø 12 cm, 3 unique sizes



2 AMPELOS
Brass, mouthblow Opaline, LED
Ø 12 cm, 3 unique sizes



3 VENUS

Brass, mouthblow Opaline, LED
 Ø 20 cm, variable dimensions
 depending on the number
 of modules chosen

4 TÖRÖ

Design Gobolights x Mira Visuals
 Sublimation printing on
 aluminium, brass and mouthblow
 opaline, LED
 Ø 12 cm, unique size





ionnyk.com
[@ionnyk](https://www.instagram.com/ionnyk)

IONNYK

IONNYK is the world's first digital art frame based on e-paper technology, completely cordless and composed of millions of tiny ink capsules, for an argentic paper illusion rendering.

IONNYK is a new art medium intended for digital art. IONNYK is neither a screen nor paper and is composed of millions of micro ink capsules piloted in space. IONNYK values the integrity of art photography. All of the art photos have the crispness and high-resolution quality of the paper ink photography. The only difference is that IONNYK does not use paper ink but e-paper technology that mimic the appearance of ordinary ink on paper. The digital frame reflects light from its surroundings, just like with traditional paper. It only consumes energy when its artwork changes.

The magic wall is a set of IONNYK frames assembled according to a configuration decided with the customer. The frames are cordless and are hanging the same way as traditional art frames.



1 MAGIC WALL

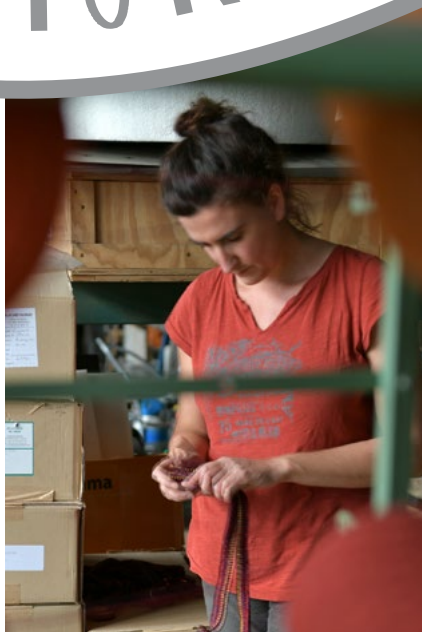
Set of IONNYK frameworks

Products available:
 JANE Medium – small format
 Digital ink / Black and white
 Frame 50 x 40 x 2,7 cm /
 Photo 4:3
 Black aluminum / Museum
 quality glass

LINN Medium – Large format
 Digital ink / Black and white
 Frame 70 x 100 x 2,7 cm /
 Photo 16:9
 Black aluminum / Museum
 quality glass

Cordless – Up to 1 year on
 a single battery charge

LAURE KASIER LAURE KASIER



laurekasiers.com
[@laurekasiers](https://www.instagram.com/laurekasiers)

LAURE KASIER

Textile designer, Laure Kasiers creates and manufactures rugs and other textile objects in her workshop in Brussels. Thanks to her technique, both traditional and unconventional, forms and motifs are often organic, as if they came from nature, from a microscope or from an aerial view, opening up our imagination. Laure Kasiers offers a collection constantly enriched with models, always unique and available to measure for private buyers or professionals. Eco-responsible and local, the production is made in Belgium from yarn spun in Europe.

Solstice are small cushions that can be spread everywhere. Designed with care in Brussels, they are mainly made of wool spun in France. They are always unique because of the random wave pattern. Graphic and colourful, they are easy to match with each other and can be put on the floor, a chair, a bench...

The Slow rug, whose pattern evokes a gentle movement, like a wave is available in several colourful atmospheres and is custom-made in a round or square/rectangular shape. It adapts to all desires.



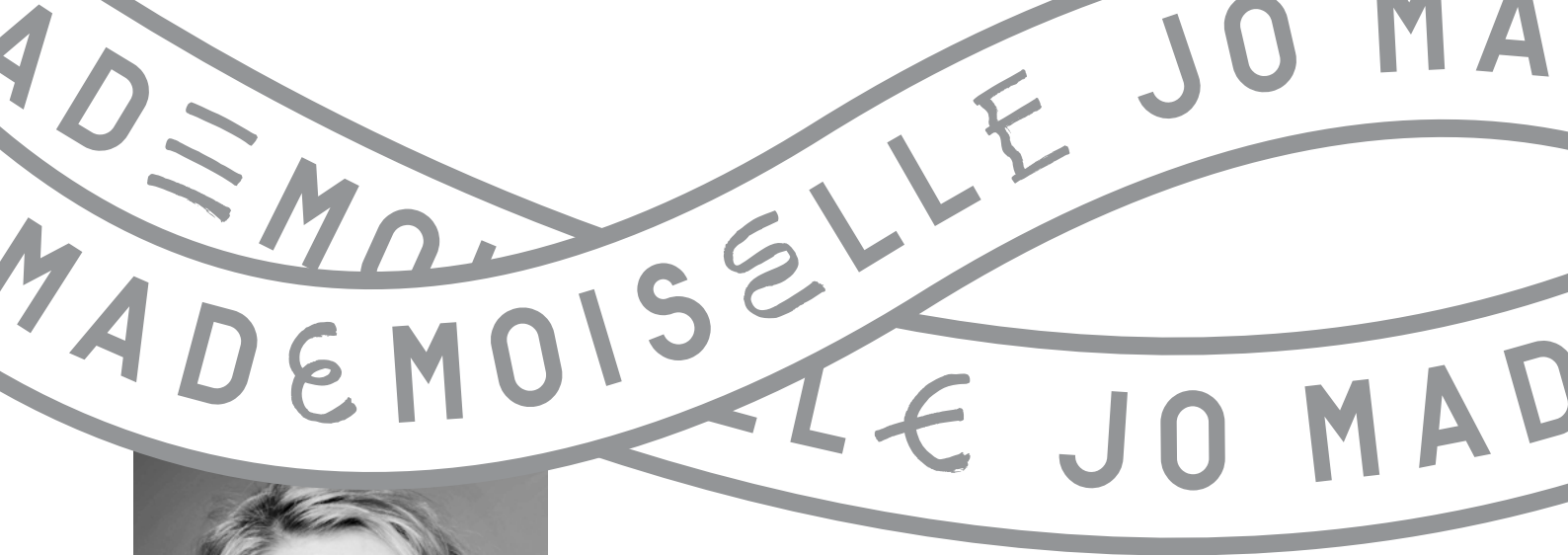
1 SLOW
Rug
Wool, other fibers
Made-to-measure dimensions



2 SOLSTICE
Cushions
Wool, other fibers
Ø 38 cm



Photos © Serge Brison



mademoisellejo.com
[@mademoisellejo.designstudio](https://www.instagram.com/mademoisellejo.designstudio)

Hall 6 / Signature
Booth O94

mille jo
design studio

MADÉMOISELLE JO presents poetic furniture on the border between design and goldsmith's art. Through the collections, the aim is to propose the essential of form and material in its purest expression. The designer, Joan Bebronne, wanted to offer something different by imagining objects that combine heritage and technology. Wood, leather, metal and stone are the brand's favourite materials. Produced with care in Belgium and Europe, the collections honour a sometimes forgotten know-how. The objects are versatile, designed to last and to be passed on.

The collection:

The ASSY stools or side tables combine the ancient techniques of marquetry and goldsmith's art with today's techniques. The YUMMY side tables are designed like origami folding that can be assembled and separated according to your desires and needs. The WALY floating shelves are made of ash wood, with a leather cord coloured with burnt orange aniline dye that emphasizes its curves. Available in turned wood or stone, the TOUPY is a futuristic shelf, born from the visual association between the functionality of a feed tray and the essential design of the top. The SOLIFLORE is a duo of two thin steel or brass tubes worked on a lathe and placed on a metal plate.

The POPYPLATE and POPYLIGHT are new additions to the range. They are small turned wooden trays with a small opaline globe diffusing a soft, subdued light in the lamp version.



1 YUMMY
Round table with 2 symmetrical
parts
White lacquered steel
Top Ø 34 cm, H 43 cm
&
SOLIFLORE
White powder-coated metal
with magnets
Cylinders H 15 cm and 10 cm,
Tray Ø 8,5 cm



2 POPYLIGHT
Lamp
Bleached ash, matt white globe
Tray Ø 23 cm, H 23.5 cm
&
TOUPY
Turned wood pocket tray
Bleached ash
Ø 35,5 cm
&
ASSY
Stool / side table
Bleached ash
Top Ø 35 cm, H 43 cm



3 POPYPLATE
Black stained ash
Tray Ø 23 cm, H 13 cm



BELGIUM IS DESIGN, promotes Belgian design on an international stage. In existence for more than 10 years, this platform is the initiative of several design promotion institutions, such as Flanders DC, MAD Home of Creators and Wallonia-Brussels Design Mode (WBDM).

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*Wallonie
Bruxelles
Design
Mode*



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. 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.

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FLANDERS DISTRICT OF CREATIVITY (Flanders DC), encourages the creative sector to transform its know-how into an entrepreneurial activity. The aim of the organization is to strengthen entrepreneurship and prepare it for the future throughout Flanders. Flanders DC achieves its goals by strengthening, connecting and promoting the Flemish creative economy. Flanders DC works for the entire creative sector with a particular focus on design, fashion and video games. Since 2016, Design Vlaanderen and the Flanders Fashion Institute have been integrated into Flanders DC.

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GRAPHIC DESIGN

Kidnap Your Designer



Next stop:
Maison&Objet
Paris, 21-25.01.2022