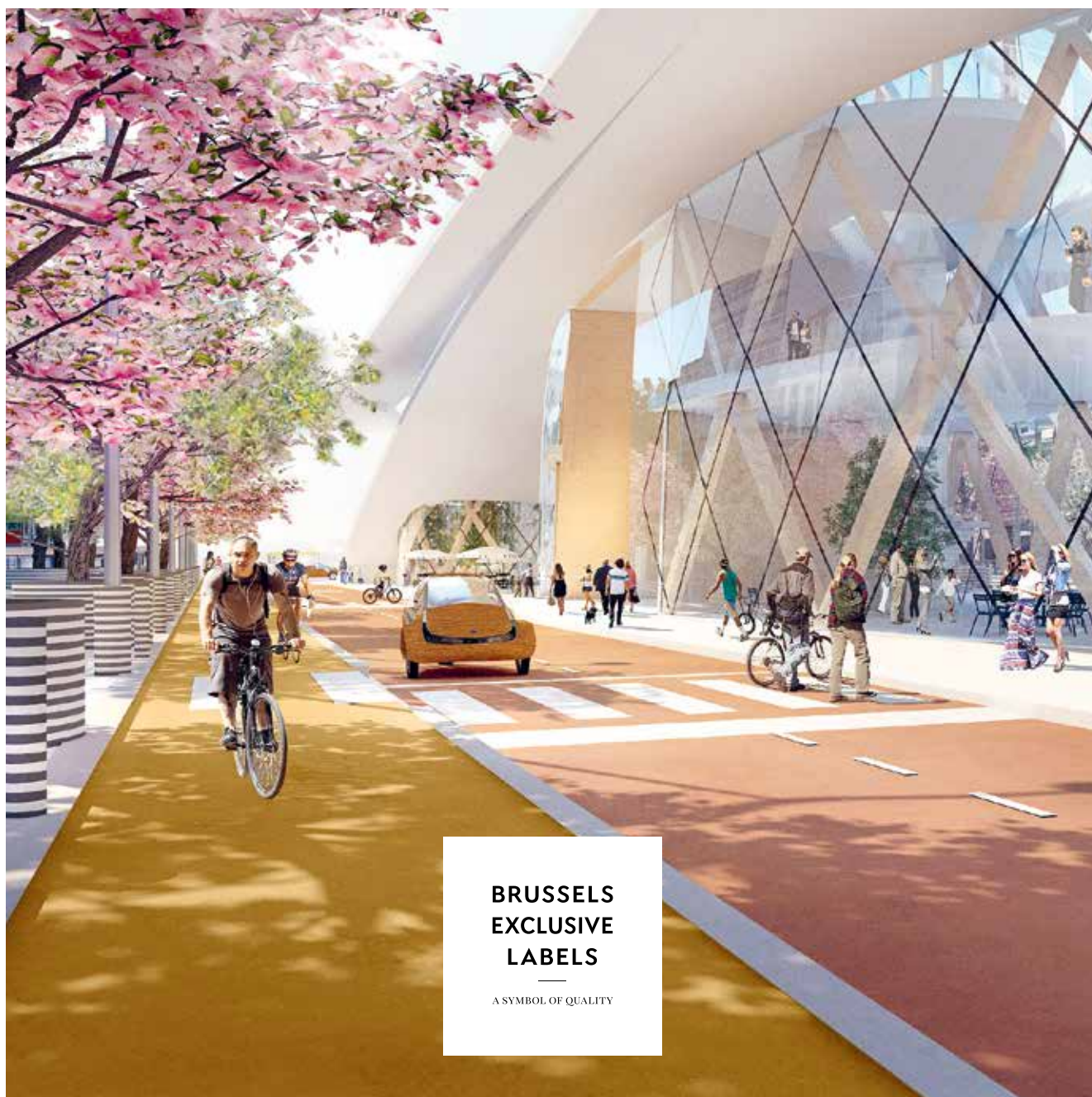


— N° 17 —

AUTUMN - WINTER 2019

BRUSSELS MAG



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—
A SYMBOL OF QUALITY

WHAT **HOTEL?**



The Hotel.
BRUSSELS



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by
Sophie Helsmoortel
for

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BRUSSELS OF TOMORROW

The world is changing ... and that is an understatement. Everything was written, it was all there in front of our eyes, and yet we are surprised by all these changes.

Nevertheless, we should not allow ourselves to be fatalistic for one second, rather let us stay positive! In order to live through these transformations the best way we can and not have the impression that we are being subjected to them; let us master the ins and outs of the issues and seize the opportunities that these changes offer, then let us show that we are resilient. All's for the best, we are told ...so, let's live in hope and join forces so that the beauty, art and savoir-faire that constitute the very soul of our town remain at the heart of our concerns. Leave the way open for exchange and trade, let's express our values loud and clear; our member stores depend on this.

Every day, thousands of men and women are busy using all their energy in order to offer products of irreproachable quality, provide perfect service and an unforgettable experience. We are so proud of them. Our member stores play an integral role in the life of our town; they are part of its radiance. They make all the difference; a difference that is acknowledged by visitors to our city.

Let us lift Brussels aloft to peak performance, let us not fall into the trap of doing what is easy, like other major cities who are then obliged to struggle to find their soul and personality. Let's roll up our sleeves, make ourselves heard and share our values. The best is yet to come!

SOPHIE HELSMOORTELT
President of Brussels Exclusive Labels

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Brussels Mag is published by
Brussels Exclusive Labels

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Cover: The Egmont Project, Boulevard de Waterloo - Tolson d'or.
© Lallemand & Partners, © Florentin Ciobanu

PUBLISHERS
Brussels Exclusive Labels
53 rue Franz Merjay, 1050 Brussels
brussels-exclusive-labels.be
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Also available in French and Dutch



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1937

Fundación de BEL

BEL成立于1937年

إنشاء جمعية علامات بروكسل المميزة

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عدد الشركات العضوة في
جمعية علامات بروكسل المميزة

Le nombre de maisons membres du Brussels Exclusive Labels

Las marcas adheridas a Brussels Exclusive Labels

Brussels Exclusive Labels 标志有 73 个家族品牌会员

1

座城市 -
布鲁塞尔

ل سركوب : قني دم

ville - Bruxelles

ciudad - Bruselas

3300

Le nombre d'emplois
générés par le BEL

Puestos de trabajo creados por BEL

BEL 创造了 3300 个就业岗位

عدد الوظائف التي توفرها

جمعية علامات بروكسل المميزة

13

Treize domaines
d'excellence pour
73 maisons : joaillerie,
mode, accessoires,
restaurants, hôtellerie,
bien-être, voyages,
services, enfant,
décoration, lunetiers,
immobilière, voiturier.

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الصحة، السفر
والسياحة، الخدمات، الديكور، النظارات،
العقارات، صناعة السيارات

N°1

الهدف المشترك: ترويج
علامات جودة متألقة في
بلجيكا وفي العالم

L'objectif commun : créer
un label de qualité pour rayonner
en Belgique et dans le monde.

Objetivo común: crear una etiqueta
de calidad para destacar en Bélgica
y en todo el mundo

1个共同目标: 创建一个在比利时
和全球闪耀的品质标志

8

BEL的8个价值观- 专有技术、品质、
优雅、激情、尊重、承诺、独家、传承。

قيم علامات بروكسل المميزة: المهارة،
الجودة، الأناقة، التحمس، الاحترام،
الالتزام، الحصرية، نقل المهارات

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Passion, Respect, Engagement,
Exclusivité, Transmission.

Los valores de BEL -
Saber hacer, Calidad, Elegancia,
Pasión, Respeto, Compromiso,
Exclusividad, Transmisión.

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DOSSIER

B
X
L
of tomorrow

What will Brussels become?

We have invited several leading players to give their views on the subject.

“Towns are recognised by their reasoning, just like people”, wrote Robert Musil in L’Homme sans qualités.

He was talking about Vienna (top of the list of capital cities where life is beautiful). Will Brussels be inspired by this example?

To enlighten us about what Brussels will be like in the future, some Brussels protagonists, sometimes severe, often benevolent, share their vision with us.

TEXT JOHAN-FRÉDÉRIK HEL GUEDJ



Simon Brunfaut

According to the youngest of these experts, **Simon Brunfaut**, philosophy professor at ESA St-Luc and lecturer at the École Supérieure des Arts, “Brussels is chaos, but it survives. The varied architecture has its charm, compared with the rigueur of the Haussmann style, a participle of damaged urban landscape and the prickly mobility that we experience, a result of thoughtless choices. What is born from this chaos does not exclude something new”. In his eyes, the ensemble of the European institutions, formless and not at all integrated with the city, is emblematic of these ‘choices made for lack of anything better’. The singer Arno lauds the disconnected Belgian surrealism, and Brussels is an illustration of this. Another singer, **Kris Dane**, born in Antwerp but living in Brussels since 1998, appreciates “the diversity of languages in this town which belongs to no one and everyone”. In Flanders, the majority group is Flemish; in Wallonia, Walloon; Brussels is apart. He views Brussels as if it were the New World, with its Irish, Norwegians, Italians ...

and its Belgians. He thinks it is essential to organise the 19 communes in an overall vision in order that the political families stop “arguing who is taking care of their infant, Brussels. The infant is an adult!” Simon Brunfaut agrees with him, “We need for Brussels to be run decisively, a long term vision of the whole which is sadly missing among the mayors of the 19 communes. Just remember the time when the Grand Place was just a car park; finally that came to an end, because people dared to make it so. Antwerp has a mayor who has real powers”. All the major capitals, London, Paris or Berlin, have a mayor. The present mayor seems to be there by default, after the Mayeur scandal. “Aside from the debates on the calamitous mobility or an imaginary looking backwards regarding the Marolles, I expect a vision and proposals.” The first person concerned, **Philippe Close**, recalls that the capital has 184 different nationalities and that 35% of Brussels inhabitants are not Belgian. Of 35%, 82% are Europeans. If Brussels wants to be ‘adult’, it must fully assume its status as the capital of Europe. He states that the European district is alive: as proof, there is the growth of cafés, terraces and, he smiles, demonstrations: more than a thousand per year, featuring European policy. He is not convinced that an institutional reform would resolve the Brussels equation. “The institutional complexity is the result of the difficulties of our communities to coexist. In this respect, Brussels is a binding agent. The effectiveness of our governance is linked to its proximity. We are closer to the German model than the Parisian model.” If a town is a body the circulation that irrigates it is vital. On the crucial subject of mobility, he reminds us, the region is the pilot for the major urban trunk roads, car parks, public transport and major town planning permits. It would be good to take inspiration from the Flemish STOP principle of the Vervoot III government, the Ghent model which establishes a hierarchy for modes of travel (pedestrians, cyclists, public transport and cars). The governmental agreement for the Brussels region 2019–2024 foresees for 2021, a generalised 30 km/h zone outside the major trunk roads.

Smart cities

Dominique Riquet, who is French, succeeded Jean-Louis Borloo as the mayor of Valenciennes, a town that both mayors have significantly modified. Member of the European Parliament, a parliamentary specialist for transport, he is astonished by the way Brussels manages its public space, particularly the road works and traffic. “A management committee brings together the underlings but not the executive. This division of the governance prevents the responsibilities from being clearly established. The result of this is a lack of maintenance. Let us take, for example, the famous tunnels: the intra-tunnel roads depend on one entity, the roads above the tunnel depend on another entity and the service lines depend on a third entity. Each entity has observed that as there is a lack of coordination, a tunnel can remain closed for several months before any real works are started. In addition, there is the lack of funds: contracts are drawn up with limited budgetary allocations, per phase, which slows down the completion. Ordinarily, a town restricts the impact on the flow of traffic by closing roads in one direction only, managing the inter-communal alternative routes and calls upon the police to regulate the traffic at sensitive points. The Brussels traffic system concentrates a mass of commuters in the European district. Aberration: the tramways are rarely in the right place, which makes them as slow as the cars. Finally, the delivery timetables are inadequately regulated and

controlled.” What will remedy this? “The federal, regional and communal entities must absolutely create a single management structure for the public highways that would be the single voice of the contractors.” This is the method of exemplary smart cities, such as Copenhagen or Stockholm, a centralised regulation and a transport inter-modality among underground, bus, bicycles, scooters, etc. Finally, if such a management structure had control over the pedestrianized areas, it would completely reverse the situation: “Boulevard Anspach has been pedestrianized, the adjacent streets continue to have traffic which blocks the whole area: conversely, towns that pedestrianize preserve the main road carrying traffic, in this case, Boulevard Anspach, and pedestrianize the adjacent streets”.

A town that is a crossroads

Another significant player with systemic thinking is **Roland Cracco**, CEO of Interparking, he points out that the density of the capital (7,430 inhabitants per km²) makes it close to London (5,550) and far less than Paris (21,000). This very tolerable density goes hand in hand with a strong geographical position (despite the fact that Brexit runs the risk of moving the centre of Europe towards the east) and a financial wealth that does not reflect the average standard of living (€13,000 per annum). As in a model American town, it is poorer in its centre than at the periphery, notably with a pedestrianized area and fewer car parking spaces, which encourages people to live in the city outskirts. According to him, activity in the town centre must absolutely be recreated by making it active. “A town only develops if it is a crossroads. It must be open to the Flemish people and to the Walloons who want to spend time there. Trains must run later. As for the car, we are moving in the direction of digitized vehicles, car-sharing, electric cars, and eventually,

If a town is a body the circulation that irrigates it is vital. On the crucial subject of mobility the region is the pilot for the major urban trunk roads, car parks, public transport and major town planning permits.

Philippe Close



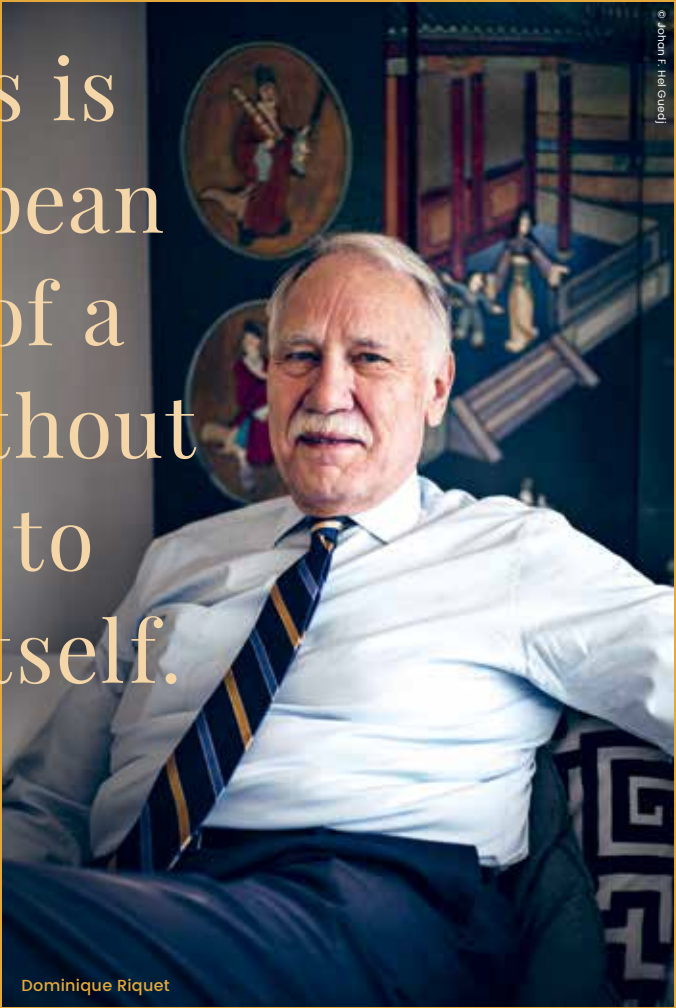
Philippe Close



Roland Cracco

DOSSIER

Brussels is the European capital of a power without a place to express itself.



Dominique Riquet

self-drive cars. New technologies will soon optimize parking and traffic flow. This presupposes intelligent infrastructures and a regulation of the 'air traffic controllers' model. We are working on more compact parking projects, where the car will be parked automatically: people will no longer have to enter the car park which will be a huge saving in space. In Namur, there is already a filter system which allows us to have air in the car park that is purer than on the outside. This will soon be the case for the car parks located at Deux Portes and the Grand Place."

Dimitri Jeurissen, associate founder of the Base Design agency has studied the town in relation to the redefinition of the Bourse, which will go hand in hand with the refitting of Actiris, located opposite. "The purpose is to maintain the residential, commercial, cul-

tural and educational balance. The idea is to turn it into a public area around an experience centre devoted to beer and the history of beer, with a restaurant on the roof, all planned for the beginning of 2022." The goal is that Brussels inhabitants will go to the Bourse as they visit the Galerie de la Reine. From the Bourse, the main road that leads to the canal forms a "T" with the MIMA on the left branch and the future centre for digital and technological art, the iMAL, on the right branch. Another important project is the development of the Tour et Taxis district. "It is also important to maintain the balance among the activities of the town and tourism, having a foothold and passing through." It is the very essence of a capital city to have several centres, without this originality leading to asphyxiation.

The federal, regional and communal entities must absolutely create a single management structure for the public highways that would be the single voice of the contractors.

Dominique Riquet



NATAN

Couture Collection
Eleven Steens Exhibition Space - Brussels, 4th of June
Nathalie Gabay



© Jonathan F. Heij Groot

Kris Dane

It's essential to organise the 19 communes in an overall vision in order that the political families stop arguing who is taking care of their infant, Brussels. The infant is an adult!

Kris Dane

gentle flow of traffic. The project being studied by the Parliament will offer a pedestrian flow between Belliard and Loi (another renowned architect, Philippe Samyn, qualifies this as a 'sewer filled with cars'). Let us go down on the north of Parc Léopold and the garden of the Wiertz Museum, the Maison de l'Histoire de l'Europe, and the Bibliothèque Solvay. Another area is being formed on the north ring that is permeat-

ing into Flanders around the port and the Midi station, Place de l'Yser and Tour & Taxis. Major real estate firms are investing here; the site of the UP tower is an indication of this. This ring area is now welcoming a new population: individualists, childless couples, the Boho set (Bohemian and Bourgeois) and ecologists. In contrast to other capitals, Constantin Chariot thinks as Roland Cracco that Brussels will remain a town with different districts and without a hyper-centre. "Brussels was formed by contiguity, increasing by adding one parish after another in the 19th century. This pedigree favours more of a family life than in Paris or New York." The Palais de Justice will no doubt change its purpose, and the entrance to the Mont des Arts will be a town-planning issue. Finally, in his eyes, there are four typical Brussels tropisms: the cinema, comics, public sculptures and the arts, which will bring about a festival of cinema of international stature, a museum of press cartoons and comic strips, an enhancement of craftsmen's expertise (featuring the Van der Kelen school) and open air sculptures. Finally, there is the question of what will become of the Abbaye de la Cambre after the departure of the IGN (National Geographical Institute). Chariot sees a lesson in this catalogue, in the style of the French poet Prévert: Brussels does not think of itself as a whole, but as fragments. This is its limitation, and its charm.



© Jonathan F. Heij Groot

Dimitri Jeurissen

A gentle traffic flow

The architect Pierre Lallemand (see the article featuring him in this issue), points out that no capital in the world receives more heads of state, and yet it does not possess a meeting point between the public space, the administration and the citizen. "It is the European capital of a power without a place to express itself. Without the European Union", he states, "Brussels would be a dead city. And yet, the European district is sorely in need of a face-lift, which would demand a double burst of energy, Federal and European." At the summit, the headquarters of major multinationals have succeeded the great families of the epoch of King Leopold. For the rest, Brussels reflects the image of Europe, a continent where the minorities have a power without equal, where so many Europeans contribute their part of the town's identity. For a long time, the city was made up of business areas (Nord and Léopold), entertainment areas (Kinopolis) and residential areas (Uccle and Woluwe); it is now benefitting from a prosperous immigration which is rendering the town 'bourgeois'. The market at Place du Châtelain has become polyglot, but is there an exchange between the Brussels ketje and the bourgeois immigrants?

Constantin Chariot, director of the Patinoire Royale, shares this multipolar vision, "Before Léopold II, Brussels was a provincial town confined within its pentagon. Afterwards, it became structured around two cultural areas: the Mont des Arts and Cinquantenaire. One of the future elements for the capital will be to connect these two areas via a

Brussels does not think of itself as a whole, but as fragments. This is its limitation, and its charm.

Constantin Chariot, director of the Patinoire Royale, shares this multipolar vision. "Before Léopold II, Brussels was a provincial town confined within its pentagon. Afterwards, it became structured around two cultural areas: the Mont des Arts and Cinquantenaire. One of the future elements for the capital will be to connect these two areas via a gentle flow of traffic."



© Jonathan F. Heij Groot

Small indiscretions



After starting a career as a notary, Xavier Bouckaert joined the Roularta group and rapidly rose in the company, becoming their CEO in 2016. The group currently has 1,287 employees and calls on a network of more than 1,300 freelancers. It has a turnover of €277 million. We developed a very targeted questionnaire in an attempt to pierce the hidden secrets of this media man.

TEXT MARIE HOCEPIED

Coffee or tea? Coffee, especially Italian coffee.

Keyboard or pen? Keyboard, my handwriting is not glorious!

Your HQ? My offices in Roeselare or Brussels.

Your defects? Impatience.

Your good points? My laugh, apparently it is unique and can be recognised from a distance.

An admission? I am a great lover of cheese and speciality beers.

Your favourite cocktail? Gin and tonic.

Gastronomy or informal cuisine? Fuss-free meals! It's much more fun and often just as good as starred restaurants, and the meals do not go on forever.

A song? "Someone like you" by Adèle. She has an extraordinary voice.

Your favourite season? Summer with its long, sunny days which are so energizing.

Are you sporty or a thinker? Sporty, especially cycling.

A magazine that you like outside Roularta? The Good Life, published by Laurent Blanc who is a veritable artist!

A book? The series of seven thrillers by Nicci French, a couple of British writers who are very nice and so talented.

Something to do for relaxation? A bicycle ride of at least 100 km, with some good slopes.

Your favourite restaurant? Carcasse in Koksijde for the

different kinds of top quality côte à l'os and the relaxed atmosphere in the restaurant.

Your favourite type of holiday? The Costa del Sol in Spain because of its beautiful towns, pleasant climate and great cuisine.

Your favourite museum? The Vatican museum.

An artist who inspires you? Picasso, the combination of an exceptional artist and a brilliant businessman.

A leader who inspires you? Winston Churchill for his courageous and original leadership in extremely difficult circumstances.

roularta.be



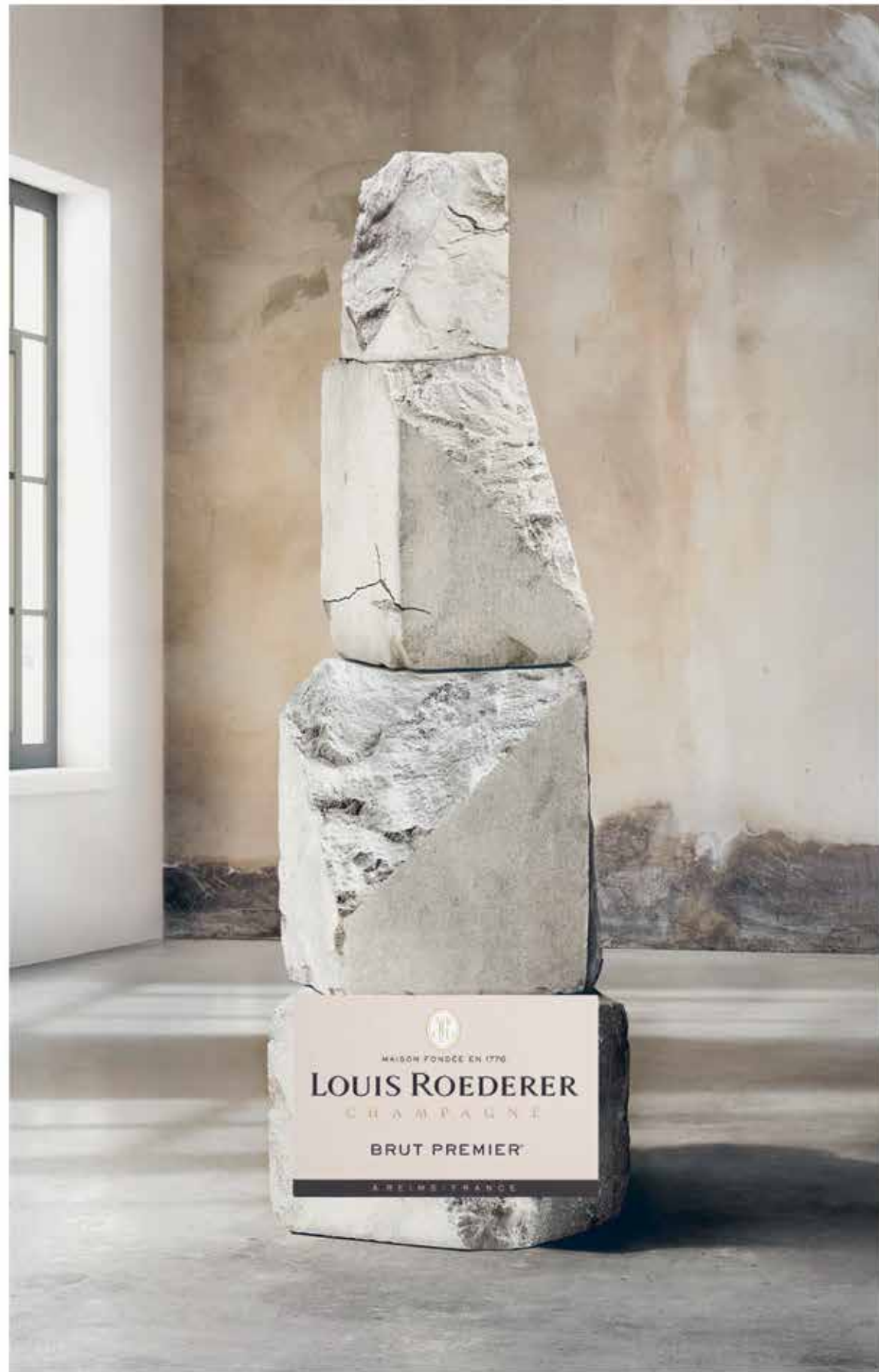
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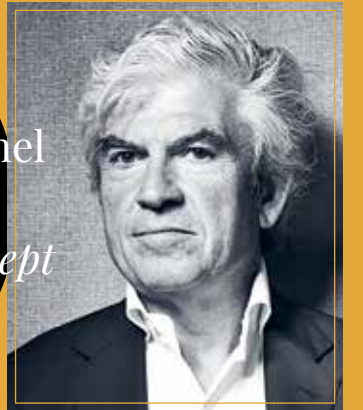
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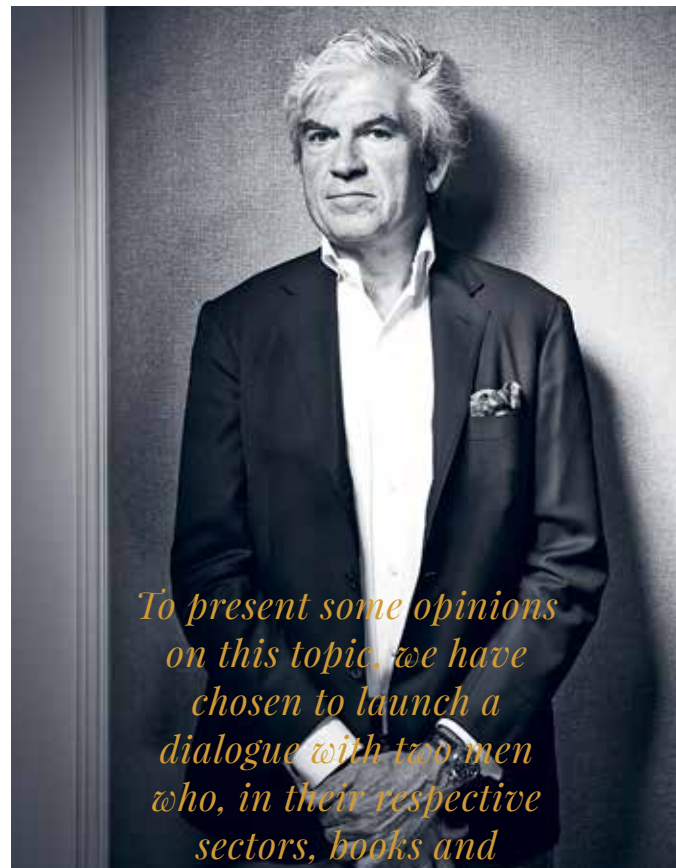
Marc Filipson
*Librairies
Filigranes*



Jean-Michel
Lories
JML Concept

What will the Brussels of tomorrow look like?

INTERVIEW MARIE HONNAY · PHOTOS KAREL DUERINCKX



To present some opinions on this topic, we have chosen to launch a dialogue with two men who, in their respective sectors, books and gastronomy, have been active for several decades in creating an emotional response. Face to Face with Marc Filipson, the founder of the Filigranes chain of bookshops and the chef Jean-Michel Lories, the guiding light of the caterers JML Concept.

MEETING PLACE

The dining room of suite #207, one of the 42 suites of Wiltcher's Hotel, a five-star hotel located in the heart of Brussels on the prestigious Avenue Louise. Taken over by the Steigenberger Group in 2013, the hotel has been completely renovated with the concept of satisfying the desires of an international clientele as well as their Brussels clients who drop in for brunch, an after-work meal or to listen to jazz music.
steigenberger.com

If I say to you “the Brussels of tomorrow”, what comes to mind?

MARC FILIPSON The words ‘pedestrianized streets’. The issue of mobility in the capital continues to be very complex. If we want to anticipate the future, we need to adapt to a city that takes into account the desire of tourists and those inhabitants who prefer to travel around Brussels on foot, as well allowing for the needs of people who live outside Brussels and have to come into the city to work, do their shopping or go to restaurants. We need to find the right balance between the conviviality of a pedestrianized town and the realities that this engenders. Bicycles or scooters also need to have their place in this changing urban context.

JEAN-MICHEL LORIES Philosophically, a city without cars would obviously be better. However, for certain professions, including mine, the lengthening of distances travelled obviously has financial repercussions. The very essence of our profession is to reach out to people. We need our city to be organised in such a way, both for the present and the future, that we are able to do this.

You cite the essence of your profession: reaching out to people. Do you think that this particular aspect will be increasingly more important?

MF From the moment I launched my bookshop, I had to anticipate the future, positioning myself fully as a go-to destination. I chose a location in an area of office buildings, thus not in an area of pedestrian frequentation. My idea has always been to bring people together around my project, through inviting writers, for example. On occasions when we receive several hundred people in one single evening at the book shop, this proves that we understand our clients’ expectations. Nothing can ever replace human contact. When I organise a meet-the-author event chez Natan, it is an attempt to bring together two different worlds by inviting the book into the universe of fashion.

Jean-Michel Lories

Prestigious wedding celebrations, events that are an absolute must, sumptuous meals... By Appointment to the Royal Court of Belgium, Jean-Michel Lories is the conductor of the most beautiful festivities

in the capital. Passionately interested in cuisine, but also in modern art, the Brussels caterer owes his fame to his talents for staging events. Attentive to the smallest detail – both for the cuisine as well as the ambiance reigning over

his dinners and buffets – he is equally at ease in a château or at the events held in the Kanal Centre Pompidou Museum. Together with his team, he creates an ambiance that reflects his elegant good taste.
jml.be



Marc Filipson

He is the founder and owner of the Filigranes chain (three locations in the capital and a pop-up shop in Knokke during the summer season); the brand has already celebrated its 30th anniversary. This native of Brussels who lives and works

in the town is passionate about the capital. A man with well defined ideas who has understood the significance of opening his stores on Sundays, as well attracting crowds on a daily basis through various activities: getting together with writers and story-telling time

and face-painting for children. This post-holiday season has also coincided with the award of the Filigranes Prize 2019, the fourth edition of this award attributed by a jury made up of the bookshops’ readers.

filigranes.be



JML In order to continue to make a difference in the long term, you have to be able to anticipate trends, to know precisely what will be happening tomorrow; and this is not possible. As far as I am concerned, I continue to focus on the quality of the products that I offer my clients, but also on the concept of service. A waiter who recognises you and who anticipates your preferences adds a human and convivial dimension to all kinds of evenings. This is a key element of our approach, and it will still be so tomorrow. Two years ago, Alexis and Julien, my sons,

founded Rocket, a more casual, accessible concept which corresponds to a new way of envisaging a festive event in our capital city.

The future has to be prepared. When you think of tomorrow, what plans do you have?

JML I have recently moved premises to provide a more pleasant working environment for my team. Preparing for tomorrow begins with that: continuing to offer the very best

for the 900 events that we organise every year. I am also thinking of setting up premises in Brussels. People have less and less time to cook and this trend will become more pronounced.

MF I believe that preparing for the future is also reaching out to people where they live. In the bookshop, we offer some 18,000 items, but I am considering creating book trucks in parallel: a convivial way of reaching out to readers in markets; and this will be available in the various districts of Brussels.

Both of you are in contact with many foreigners. What do they think of Brussels?

MF When I meet French writers, I have the feeling that they simply adore coming to Brussels. One of their first questions is ‘where are we going for dinner this evening?’ I have even had the experience of improvising a mini-literary get together in a restaurant! The people who were dining in the restaurant on that particular evening, seated next to an author, were absolutely thrilled. Yet again, it was an opportunity to forge contacts. Today, just as tomorrow, this has to be our leitmotif.

JML We are working on a daily basis with a foreign clientele who are very enthusiastic about the quality of our receptions. The characteristic Belgian welcome and our conviviality really make a difference. Moreover, this aspect of our profession opens doors for us to an international activity giving us the opportunity to organise sumptuous events in every corner of the world. Having said that, I must add that the future is also digital. As far as I am concerned, I have a solid address book and my children know all the communication codes of the future: communication which will go via social networks, among others.

When you envisage the future of Brussels, are some foreign cities trendsetters?

MF Rome could be one, in certain aspects. To reinforce the impression of conviviality in the city, the authorities decided to close off three main roads in the centre of town to road traffic; and it has worked well. However, in order that a capital city plans for the future, security and cleanliness policies have to follow through. These are two other major challenges for the Brussels of tomorrow.

Is the artistic life in Brussels sufficiently dynamic to build this future?

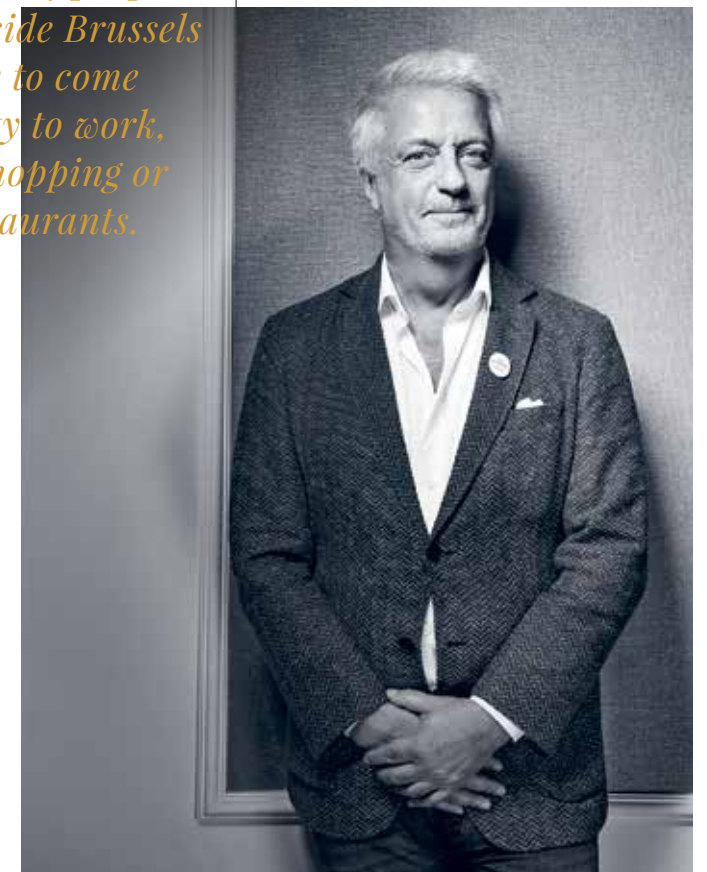
MF Absolutely. Brussels hosts one exhibition after another. On preview Thursdays,

it is difficult to see them all. The art fairs are becoming ever more numerous: the very symbol of a city facing the future.

JML Belgians are great collectors of modern art. Art Brussels is a key moment for us and for Brussels in general. At this time of the year, the entire world has its eyes focussed on our capital. This is an example that we should continue to emulate in the coming years.

MF All the more so given that we have all the trump cards to achieve success. Belgium’s foothold is increasingly outstanding. People are proud of their heritage and wish to share it with others. There is also a desire among young people to reinvest in their city. It is they who are giving a breath of fresh air to Brussels and are contributing to shaping its future.

If we want to anticipate the future, we need to adapt to a city that takes into account the desire of tourists and those inhabitants who prefer to travel around Brussels on foot, as well as allowing for the needs of people who live outside Brussels and have to come into the city to work, do their shopping or go to restaurants.





Pierre Lallemand is more than an architect, he has developed an audacious project so that the Boulevard de Waterloo can breathe again.

TEXT AND PHOTO JOHAN-FRÉDÉRIK HEL GUEJ



Pierre Lallemand

more than an architect



Avenue des Courses, at a short distance from the Solvay School (one of his designs), we find the Pierre Lallemand & Partners' loft, white, bare, luminous and punctuated with half-columns topped by his scale models beneath Plexiglas, exhibited at the Musée d'Ixelles, in Milan and at the MOMA in San Francisco. *"This is the spectrum of my work"*, he murmurs in his husky voice within the body of a baritone. *"I am not only an architect."* He also works with his hands and is highly interested in technology; at the age of 12, he was already making bronze sculptures. Judging it impossible to master all the aspects of this art: administrative, legal, financial and commercial, he admits, *"sprinter or long distance runner, I have always been a sprinter"*. This freedom allows him to be an 'anti-engineer', *"I like my buildings to float, to set aside the weight of the elements"*.

Generous lungs

Our towns are in a state of change, *"a place of freedom for their citizens; there are more agreements concluded between towns than between states."* And yet, everything is governed by norms and big data, cities are among the places subjected to the most surveillance on the planet. *"The freedom of the past no longer exists. The major changing point has been the internet and our virtual journeys. The world is finished and closed. Google Earth posts on screen all our local districts."* The world of commerce is changing: large trading companies have become mega-distribution groups such as

Amazon. In a world of services where production and transformation are on the decline, the economy redefines work and urban life and transforms public action. Pierre Lallemand defines the concept of smart cities as *"an interactive ecosystem of data across local government, citizens, associations, multinational and regional enterprises, universities, research centres, and international institutions, all engaged in a sustainable development strategy"*. This 'generous thought' enhances urban performance and logistics, and all flows are possible and imaginable. *"The town, the lungs, that reject, transform and breathe in permanence. It is less an issue of planning new boulevards than influencing a way of thinking. In France, Nice, Marseilles and Bordeaux are involved in this process."*

In this context, the 'Egmont project', Boulevard de Waterloo and Avenue de la Toison d'Or, *"creates an area of pleasure and serenity, a meeting point for a botanical garden in the middle of a boulevard. A simple pedestrian area without cars would be deserted. We prefer an urban concept proposing a crucible for commercial activity"*. The first motivation was *"to create an identity with a resonance and an appeal beyond the limits of the town, areas that have been abandoned becoming attractive again"*. In Brussels, the inner ring – a former military zone – has remained inert for a long time, successively a chain of boulevards, then urban motorways and tunnels since Expo 58, Brussels' World Fair. And yet this focus on the car has become a problem. Lallemand is responding to this by focus-

sing more on what is possible rather than on the constraints, reducing car use and encouraging bicycles, without being negative. He is engaging in a kind of 'city marketing' (*"a frightful expression"*, he adds).

"A rare circumstance, the local economic players, notably the major stores along the Boulevard and adjacent streets, can now take charge of their environment." The success of the project depends as much on the quality of the infrastructure as on its long term management and its adaptability over time. Thus, Egmont proposes to disassociate itself from the public highways by offering what they call a *"scanning of the promenade"*. Between Place Louise and the Porte de Namur, the traffic will be 'slow and poetic' along a 500 metre stretch, with short term parking as well as underground car parks, a light coloured ground surface and attractive urban furniture. Valet parking and a scheduled electric shuttle bus, travelling in a loop, will facilitate access. A central covered area will be available for holding events. Apart from its longitudinal dimension, the project will encompass a transversal flow to Galeries Louise and Toison d'Or and Jardins du Mont des Arts and Sablon, connecting up-town and downtown. All the parties involved are very enthusiastic about the project.

The Egmont Project, which embraces the Waterloo-Toison d'Or trunk road will become a garden-boulevard that breathes.
 © Lallemand & Partners



[THE RESTAURANT]

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OBJECTS OF DESIRE



Those little extras for her and for him are what makes the difference.
Sometimes, just for the pleasure of seeing them.

TEXT MARIE HOCEPIED . PHOTOS OSKAR



The bracelet
WOLFERS

The dragonfly is the emblematic symbol of the Wolfers Fine Jewellery store and here, we see plenty of them adorned with diamonds on this red and white gold bracelet. It is, of course, a unique piece.

*Dragonfly braclet, Wolfers, €9590
1 boulevard de Waterloo, 1000 Brussels
wolfers.be*



Sunglasses
GUCCI

For an Indian summer, when the sun stretches to the very first days of winter, the right glasses to wear are these sunglasses which truly impress. Swarovski studs set by hand to make sure that everyone notices you.

*Gucci Model GG0214s, €456
Bodart Opticiens, 33 rue Royale, 1000 Brussels
bodartopticiens.be*

The shoe
CROSSWORD

More than 50 hours are needed for the craftsmen of the house of Santoni to make this little marvel by hand. A limited edition is made exclusively for Brussels Crossword boutique.

Limited Edition for Crossword, Santoni, €1350
79 avenue Louise, 1050 Brussels
crossword-brussels.be



Teddy Bears
THÉOPHILE & PATACHOU

For more than 25 years, the brand's emblem is present in every collection, but each time it appears in a different material. Here, it is in Jouy print which will delight our little monkeys or cherubs (depending on which description fits!).

Sweet Pink Teddy Bear collection,
Théophile & Patachou, €115
132A avenue Louise, 1050 Brussels
theophile-patachou.com



WOMEN



TALKING

Reflections on Brussels now and in the future with regard to mobility, the urban landscape and new initiatives. Below are the opinions of three women who are involved with the Brussels landscape.

INTERVIEW MARIE HOCEPIED



BELGIAN WONDERFOOD PLACE
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Rue du Fossé aux Loups 32 . 1000 Brussels
T +32 2 217 21 87 . info@belgaqueen.be
www.belgaqueen.be



I'm dreaming of
a more attractive
Brussels without
glossing over
its imperfections
that give the city
its personality.



VALÉRIE PAQUOT

Director of Neuhaus and the Compagnie du Bois Sauvage holding company

Uptown or downtown?

Uptown.

Your favourite museum?

The Magritte museum, of course

And if Brussels were a smell?

The aroma of hot waffles in the city centre.

And a song?

"Bruxelles" by Jacques Brel.

What would you bring back from Brussels?

Chocolate and Gueuze beer.

What do you miss when you leave the city?

The nearness of everything and the possibility of doing everything on foot.

What city is a good alternative to Brussels?

London, New York or Paris.

Your latest discovery in the city?

It's been a long time since I last explored Brussels but my latest discovery is what used to be the leather workers' district and the rue Haute for a great Sunday walk!

Your favourite place to eat?

"Chez Lou", a friendly restaurant in the Châtelain district.

What is your favourite season?

Summer, with its sun-drenched terraces.

And if Brussels were a colour?

Grey or blue depending on the weather that day!

The most beautiful historical building?

The Saint-Michel-and Saint-Gudule Cathedral.

What does Brussels have that other cities do not have?

The Brussels inhabitants. They are unique!

ANNE VIERSTRAETE

Director of Art Brussels – the contemporary art fair.

What comes to mind when envisaging Brussels of today?

AV When you ask foreign tourists what they think of Brussels, the city does not conjure up an immediate attraction as is the case for cities such as Paris, London, New York and many others. Despite its human scale, which might give the impression that one can quickly tour the city, it remains inscrutable and secretive. The city does not reveal itself at first glance. It takes time to appreciate its diversity: time to roam through the city according to one's mood and interests of the moment, time to divest oneself of one's preconceptions, time to look in detail at the complex patchwork that makes Brussels so fragmented and enigmatic. Under the surface of a first impression, Brussels has many assets and an unusual charm. This is far from the image of a city which could be seen as grey and full of 'Eurocrats'. Apart from the magnificent Grand Place, the city's architecture is a mosaic in which it is rare to find two buildings in a similar style. The population of Brussels offers the same diversity and the city vibrates and lives according to the rhythms and sounds of the second most cosmopolitan community in the world. The question is – community or absence of community? Perhaps that is the identity of Brussels – the fact of being pluralistic, elusive on the whole and fertile ground for individualism. The marvels of the city are hidden. The image of Brussels – the capital of Europe – is imbued with a typical Belgian style of modesty. Following the example of the traffic in the city centre, everything regarding development, transformation and renovation proceeds at a snail's pace an example of this is the Palais de Justice. Many Brussels inhabitants wonder if the day will ever come when they will see the building free of scaffolding, given that the restoration project is as immense as the very construction of this vast building which seems to mark an invisible border between the city's uptown

and downtown areas. And all this is also Brussels: an abundance of eclecticism, a touch of surrealism, a certain bonhomie, the slow pace that marks the landscape hiding a multitude of passions and varied initiatives in sectors that are the hallmark of a unique art de vivre, gastronomy, art in many guises and commerce. In Brussels, one finds veritable signatures, many people passionate about their desire to share their savoir-faire in all sectors where the inhabitants are proud to be on the lookout for the genuine article, authenticity, a beautiful work of art or a special product, a bold approach to life. In brief, all these precious nuggets contribute to making Brussels unique and will not let go of you once it has captivated you!

And what about the future of Brussels?

AV My dream would be that Brussels becomes more attractive without glossing over its imperfections, because they give the city its personality and its charm. The key concept would be to avoid homogenisation, to highlight the special nature of its districts by cultivating its natural treasures, a result of its extremely cosmopolitan nature, while encouraging a more harmonious and more open living side-by-side with others. In my dream, Brussels would become easier to get around, by creating real cycle paths, protected pavements and an efficient public transport system. In my dream, road works would be completed in less time, before any inconvenience was caused. An integrated system would regulate the flow of traffic in real time. In my dream, the distinction between uptown and downtown would be merely geographical. The institutions, businesses and restaurants, theatres, art galleries, everything that contributes to the atmosphere of a city, would be spread out harmoniously with an emphasis on increasing the unique ambiance of the specific districts. High quality stores should be established locally and craft professions encouraged. In my dream, art would become an integral purposeful element of street life, the number of green zones and children's playgrounds would be increased. The Brussels Canal Zone would become an asset, a place for pleasure and entertainment. Diversity would be incorporated even more than it is today in the range of performances on offer in theatres, concerts and museums. Brussels would have a contemporary art museum of international renown and Brussels' institutions would be given the means to put on large-scale exhibitions and, for some of them, even the possibility of acquiring works by modern artists. In my dream, the city would become accessible to young people who wish to rent or buy in every district. Residences and artists workshops would be even more numerous than today, which would distinguish Brussels from other European capitals. My dream is even more diverse... I would be seated in a lively Brussels café in the Flagey district, busily writing a text on my computer; at the next table, a group of young students would be enjoying themselves drinking different kinds of Belgian beers, brown beer and lager – as varied as the many languages they are speaking! But I am not dreaming and it's back to reality! It is now time to consult my favourite app and calculate how long it will take to get to my next appointment. No more dreaming, it's rush hour in Brussels!

No more
dreaming,
it's rush hour
in Brussels!

ISABELLE HAMBURGER

President of Maison Vervloet, creator of Ferrures d'art (ornamental ironwork)

Uptown or downtown?

Both, actually. I work in the downtown area and cannot stand that access has become increasingly difficult. I persist in doing my shopping in the uptown area in order to support all the beautiful boutiques, specialist shops and those offering expertise.

What is your favourite museum?

Just one? There's the Wiels, the Boghossian Foundation and I am looking forward impatiently to the reopening of the Kanal Centre Pompidou. Without forgetting all the private initiatives in the art world.

And if Brussels were a smell?

Whelks! The famous periwinkles! Especially in autumn!

A song?

Bruxelles, Ma Belle, and of course, Brel's Bruxelles.

What would you bring back from Brussels?

Chocolates, biscuits, etc.

What do you miss when you leave the city?

Nothing, but I am always happy to return to Brussels.

Do you have a favourite alternative to Brussels?

I adore Paris, Rome and Beirut.

The latest attraction discovered in town?

Brussels is full of small delights, stylish boutiques and surprising places. Typographe is a delightful and magnificent store, as is the absolute 'go-to' boutique Cachemire Coton Soie.

Your favourite place to eat?

Without a doubt, Vini Divini. You really feel at home there, it's like dining at home with friends. It's delicious and has a lovely, warm atmosphere!

What is your favourite season?

Definitely spring. It's just magical, seeing nature waking up. Every time, it's a new marvel.

And if Brussels were a colour?

Green! It is full of beautiful parks and streets lined with trees and flowers; and the Soignes Forest which borders part of the city.

The most beautiful historical building?

The houses designed by the architect Victor Horta!

What does Brussels have that other cities do not have?

The self-mockery of its inhabitants!

INTERVIEW
MARIE HOCEPIED
PHOTOS
JUSTIN PAQUAY



ONE HOUSE, THREE TRADES

three trades

Every capital city has its own mythical hotel. Brussels has the Métropole. It is a house beyond time, with several classified elements, in which every detail counts.



AHMED ANNABI

Director of Accommodation,
for the last 7 years at the Hotel Métropole.

What is your job description?

AA I ensure that every guest is looked after, from the time they arrive at the hotel until their departure. They should have an unforgettable experience and I am the person who puts everything in place to make this happen. I am the link between reception and the rooms and must ensure a good communication between these two departments.

What has been your career path in the establishment?

AA I began as a supervisor in housekeeping which consists of organising the planning for the chambermaids and also checking the rooms. Five years ago, I also became

responsible for the reception area where the porters, doormen, receptionists and concierge work. I have been working in the hotel industry for 23 years now and it is a world that I love! I began as a valet responsible for linens, and then went from being floor housekeeper to being in charge of general housekeeping, and I am now director of accommodation. I am self-taught; I climbed the career ladder step by step. I have worked in several grand hotels including a 5-star boutique hotel in Paris.

What three key words would you use to describe the Métropole?

AA Iconic, romantic, prestigious.

What is your favourite place in the building?

AA The lobby. I have been and still am always impressed by its presence. I particularly like the view from the balcony which we have named Romeo and Juliette; it offers a beautiful perspective of the lobby. Of course, there are other luxury hotels in Brussels, but in my opinion, the Métropole is unique. It has its own style, its own identity that it cherishes and cultivates.

Is there a hotel in the world that makes you dream?

AA There are two: the Crillon and the Ritz. In my view, Paris is still the benchmark city for the luxury hotels and grand palaces.

MARINE DEROO

Sales Director, for the last 18 months
at the Hotel Métropole

What is your job description?

MD I am responsible for developing the international and local MICE segment (Meetings, Incentives, Conferences, Exhibitions). The Métropole has 11 different salons that can receive up to 450 people. I am responsible for encouraging client loyalty among the hotel's historical clientele and encourage companies and events agencies to organise their events of all types at our hotel. I travel between one to two weeks per month: I participate in specialised exhibitions during which I have the opportunity to meet buyers. I work in close collaboration with my colleagues in the Conferences & Events department so that we can propose unforgettable customized events to clients.

What has been your career path in the establishment?

MD I joined the sales team of the Métropole in May 2018, which is relatively recent but I feel that I am really going to grow here. Previously, I worked for big hotel chains in Lille, Paris and Bangkok. The approach to the sector is completely different there. I feel really comfortable in this hotel. Its historical aspect immediately attracted me. The fact that it has been an independent hotel for more than a century is a real strength, strategic and operational decisions can be taken without having to go through multiple intermediaries.

What three key words would you use to describe the Métropole?

MD Historical, emblematic and savoir-faire.

What is your favourite place in the building?

MD The Alban Chambon salon which is unique in its style and the noble materials used in the décor! Its natural light and configuration means that the room is suitable for meetings, press conferences, gala dinners, etc.

Is there a hotel in the world that makes you dream?

MD The Plaza Athénée in Paris where they continually strive for excellence.

LUIS MELIM

Assistant Maître d'Hôtel,
for one year at the Hotel Métropole

What is your job description?

LM I am Assistant Maître d'Hôtel. My job is to ensure that every client has a perfect experience in our establishment, and more particularly in our brasserie. They must be comfortably seated, their dishes must arrive at the table hot, the bill must be correct, and the ice cubes and lemon slices must not be forgotten ... In short, everything should go smoothly!

What has been your career path in the establishment?

LM I have been working at the hotel since October 2018. My wish was to work in a beautiful hotel, calm, elegant and high class. The Métropole was an obvious choice. I had never worked in a hotel in Belgium previously. I am originally from Portugal, from the island of Madeira to be exact. In the region where I was born, there are no hotels with a history like the Métropole. In my opinion, the Métropole is the last hotel in Brussels that is both chic and authentic. Some of our clients have been coming regularly for lunch for the last 30 years. There is no better testimony to show that the cuisine and the personnel have maintained the same high level of professionalism year after year.

What part of your job do you prefer?

LM Speaking to clients, exchanging views: I find it really enriching to meet people from different backgrounds. You have to be very calm and patient to do this job, you must be able to satisfy the demands of the clientele and find solutions when a problem arises.

What three key words would you use to describe the Métropole?

LM Class, marvellous, elegant.

What is your favourite cocktail?

LM Gin Tonic. Classic, not too sweet, with all the extras.



HOTEL MÉTROPOLE

The Hotel Métropole suites plunge visitors in the universe of Jacques Brel, or that of Annie Cordy... Her suite is located on the 5th floor of the hotel. It is dedicated to the famous Belgian actress to thank her for her loyalty to the hotel. She has her own dressing table there and she alone has the key!

hotelmétropole.com

This is not ...

Since 2017, Renaud Mazière, the most Belgian of French chocolate professionals, has been orchestrating the financial score of Marcolini.

Going from ready-to-wear to mass retailing and then from haute couture to chocolate, this is the first luxury goods company that he is directing. What difference does that make? *"The relationship to time of a company in the long term: the time of manufacturing, building an image, client relations, sourcing raw materials, and sampling. In our societies, this time is rare and it has become a luxury. In addition, it is thrilling to enter into a world of the emotions and the senses; cuisine and wine have always been at the very heart of my life. And finally, Brussels is one of the cities that I appreciate the most, for the charm of its heterogeneous architecture, its art de vivre and its ability to view situations with hindsight."* This capital city welcomes diverse cultures, nationalities and languages; it possesses a social mix comparable to Hong Kong, Paris or London. *"And it is a city that beats to the rhythm of a province. When going from Paris to Brussels, the cardiac rhythm of the city goes from 140 to 80, relationships are calmer. The famous Belgian sense of compromise facilitates the negotiation of obstacles."* And this foreign country where people speak French *"does not use language as the first requirement of integration"*; (impressed by how well Belgians speak English, he admits that he has progressed more in English than in the Flemish language). He has no pride in a feeling of belonging (*"I am not an expat in the strict sense of the word because I was not appointed here"*), he appreciates not being labelled with a religious, national or cultural model. *"I have changed countries virtually without realising it. I do not feel French in Belgium since the Belgians are kind enough not to remind me that I come from France."*

Chocolate as a protection

How was he selected? The majority shareholder of Marcolini, Neo Capital Fund of London, led by a Frenchman, was looking for a manager possessing four qualities: a manager with experience in large companies (GoSport) and SMEs, who was interested in gastronomy and capable of working in a two-person team with the company's founder, Pierre Marcolini. *"It was necessary to respect the past while contributing an organisational dimension, integrating the presence of the*

founder without sliding into a joint management mode, and resisting all power logic or ego." Does he give his opinion on the creations produced? *"The opinion of an enthusiast, not a chocolate-maker"*, he said smiling.

The production of Pierre Marcolini takes place in Belgium: 80 experts are at their post every morning at 6.00 a.m. The network extends to France, England, China, Dubai and Japan. The worldwide turnover of the seven stores is made mostly in Europe and Japan. Future development will especially be in the USA. He travels a lot: every week, he is in Asia, Europe and the Arab countries. With margins growing over the last two years, it is important to associate the quality of craftsmanship, ethical sources of supply chains, the skill of the craftsmen and modern production methods. *"Maintaining the spirit of a luxury item craftsman beyond the frontier is not easy. There is a risk of preferring volume over quality and short term over long term."* And yet, Pierre Marcolini wants to manufacture in Brussels. Producing food responsibly is not a trend, it is a necessity which goes hand in hand with defiance towards massive organisations and an increased awareness of the importance of the truthfulness of products. A mammoth company such as Carrefour, France's biggest employer (€88 billion) is recording 100% of its growth in organic products. *"Taking advantage of this movement would ring false"*, he added, *"Sincerity replaces advertising"*. This responsibility is incumbent upon brands. Pierre Marcolini has understood this with his demand for 'bean to bar', the bean for which he pays €4,000 per tonne (compared with €900 paid for the ordinary varieties). The reasons for his demand are multiple: he refuses suppliers who use child labour, cacao trees that have been treated with glyphosate, the hybrid cacao CCN51, a cause of deforestation, which has a standardised flavour, or a cadmium rate four times lower than the regulated threshold. For Renaud Mazière, *"faced with the transformation policy and the deconstruction of values and models, an individual needs good sense"*, a need that impacts on taste and an informed choice of what he or she is eating".

eu.marcolini.com

TEXT JOHAN-FRÉDÉRIK HEL GUEJ . PHOTO ANNE COMBAZ

Renaud Mazière joined the Marcolini group in 2017 as their CEO. He began his career at Go Sport. He then joined the Vivarte group in 2001 as Operations Director of La Halle; he was promoted to CEO of Beryl and finally CEO of La Halle (€400 million turnover) between 2012 and 2014.

Going ‘back stage’, we discovered Hoet Optiek, a family business located in the Dansaert district for more than 20 years. It is a Belgian company that cultivates an anti-conformist approach to the business of being an optician.

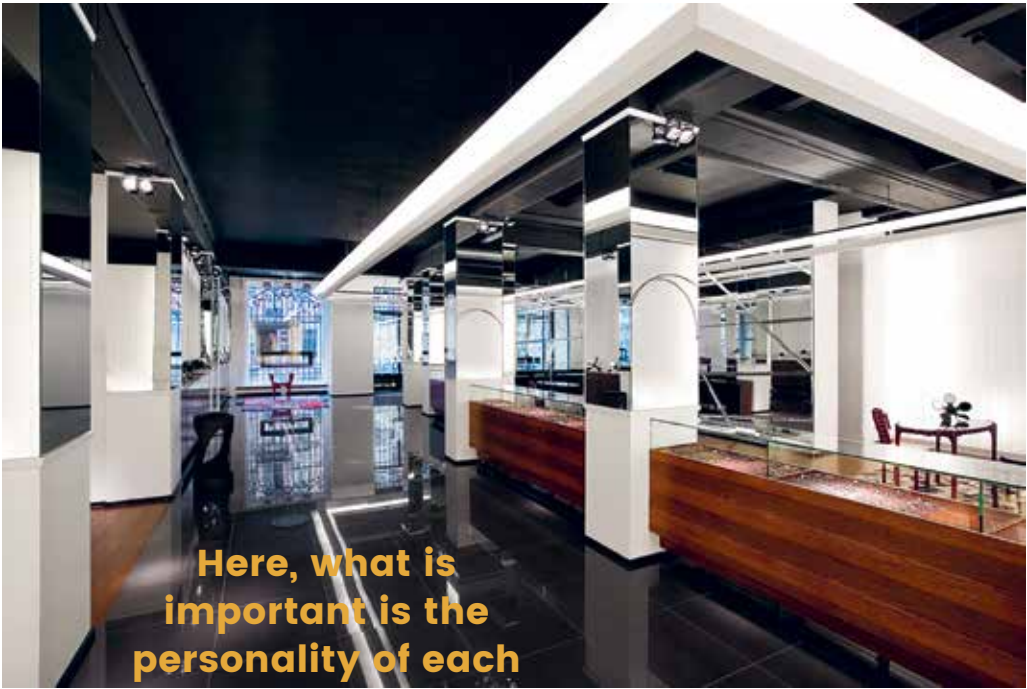
TEXT MARIE HONNAY



When you enter into the Hoet boutique on Rue Dansaert, you almost have the impression that you have been invited into a family home. The Hoet family have been working as opticians for six generations. Firstly, as an itinerant business, and then via a shop founded in Bruges in 1945. Some 20 years ago, enthused by the success of their first store, Hoet set up a shop in Brussels in the creative artists' district. The vast area was designed entirely by Bieke, the eldest of the sixth generation of the Hoet family.

She is an interior designer and designed all the furniture – the carpets with their stylized floral motifs, the lacquered chairs, the lights, the large counters, each element harking back to a reinvented past – culminating in an environment that it is not a boutique in the classic meaning of the word, nor a showroom as such. To the left of the entrance, an immense mirror sets the tone. Here, what is important is the personality of each client: and if it means that when getting closer to their client's personality,





Here, what is important is the personality of each client. And if it means that when getting closer to our client's personality, we have to discard trendy brands and models, then so much the better.

they have to discard trendy brands and models, then so much the better! Some 30 years ago, Patrick Hoet, Bieke's father, and his associate Wim Somers decided to launch into design. This was a way of establishing even more affirmatively their singularity and their affinity with the designers' models that Hoet is still distributing today, in addition to the firm's own labels. Theo, the name of their brand, is an anagram of Hoet. Orchestrated by Frederik Ghesquière and his wife Lieselotte, the second of Patrick's three daughters, the large space at the Rue Dansaert serves as a showcase for the Theo collection, as well as for its cousins: Hoet Couture, a range entirely designed by Patrick and Cabrio which is Bieke's collection.

Belgian counters

You simply have to glance at what is inside the large glass counters to understand that everything presented is the fruit of a long development project inspired by innovation. Being both an optician and a designer, Patrick Hoet is not a follower of trends. His goal is rather to extend the limits of what is technologically achievable. Proof of this is the Hoet Couture collection, an exclusive line in titanium with 3D laser printing: a worldwide exclusivity launched in 2013 which was 4 years in the making.



"Each frame – a total of 12 models exists – is available in two tones: natural and anthracite and they are made-to-measure. Clients who wish can have them encrusted with gold or diamonds. The name of the owner can also be added on the interior surface of one of the arms just next to our logo", added Frederik Ghesquière, showing us two small recipients: the first one full of titanium powder and the second, nylon powder, the material included in the composition of the models in the Cabrio collection made in polyamide, a material particularly adapted to 3D printing.

Multi-faceted collaboration

So saying, Hoet rejects current trends, and also the idea of mass production. Just like the image of the frames in honeycomb style in the Hoet Couture collection, the brand's watchwords remain elegance and exclusivity. However, they do call upon talent from the outside to enhance the collections, for example, Tim Van Steenberghe. What they have in common is a sense of restraint but this does not detract from the excitement of their designs. To cite an example, when Georges Michael wore a Theo Eyewear model designed by the Belgian creator on the cover of the single True Faith, the Hoet family did not go on and on about this kind of anecdote. The family's goal is to advance; by imagining, for example, frames that would be half marble and half carbon fibre for the Italian brand Mora Busoli. The result: unique pieces which are the natural consequence of the Hoet family's DNA. Hidden at the back of the store, one last machine intrigues us. This machine is born from the partnership with Materialise, a pioneer in 3D printing and Hoya Vision Care, a producer of optical lenses. The idea of the Yuniku software is to scan the face of each client, then digitalize the image in order to create a frame and glasses that correspond to the client 100%. This is another step forward in this approach of made-to-measure optical products which, to a certain extent, finds its origin in part at least at number 97 Rue Dansaert.

Hoet-optiek.be

10 UNUSUAL SITES
IN BRUSSELS



René Magritte made it surreal, and the city's many talented artists have rendered it out of the ordinary. Those special places that are out of sync and original make Brussels irresistible. Here is our other Brussels.

TEXT MB CASPERS . PHOTOS KAREL DUERINCKX



01

AVIASIM



In full flight

Have you ever had the desire to take off while remaining firmly fixed to the ground in Brussels? Well, now AviaSim is launching in Brussels the first virtual flight simulator with as a destination 24,000 cities. After a 10-minute briefing from a professional pilot, you can take off to one of the 24,000 destinations on the list, with a 180° angle series of dials in front of you! Once you have selected your flight, with your right hand on the throttle lever for the fuel and the other hand on the controls, the plane will accelerate and take flight. The landing under real conditions indicates the end of the experience: the plane will slow down, the landing gear and flaps will come out, and the plane will descend towards the runway, with an announcement of the landing to the passengers.

Discovery pack from €99,
a smile from the steward and the air hostess is included.
aviasim.com

02

THE THIERRY BOUTEMY BOUTIQUE

A phantasmagorical universe

Known for his delicate wild flowers, the celebrity florist (despite himself) Thierry Boutemy has designed a boutique in his own image, brutal and different. A tunnel covered in cob leads you into his vegetation universe, peopled with American-Indian objects, small tableaux, poetic ceramics and other curiosities. It is simply a must to plunge into the universe of this naturalistic artist.

375 rue Vanderkindere, 1180 Uccle
thierryboutemy.com

03

BRUSSELS BEER BUS

Special beers

Go back in time in a 1940 ambulance, entirely transformed into a travelling museum of unusual Brussels. Let yourself be led by a Brussels guide through the streets and around the capital's emblematic monuments, while sampling Brussels' different beers.

Welcome aboard!
brusselsbeerbus.com

04

THE NEW CHATTOUILLE

A hairy café

Far from Tokyo, which has no fewer than 60 cat bars, Saint-Gilles has its 'New Chattouille'. Here, you can enjoy the scientifically proven benefits of purring therapy and spend several hours in contact with these feline creatures, on leaving, you will feel calmer and happier. When you visit the New Chatouille, you will have the opportunity to drink your coffee surrounded by a group of six cats. They are rescued cats that have been checked and are in good sanitary and veterinary order. It is perfectly permissible to fall for these creatures as these little balls of fluff can be adopted (under certain conditions) !

11 rue Tasson, 1060 Saint-Gilles
lenewchattouille.be

05

THE DIEWEG CEMETERY



Visiting the beyond

Obviously, there are more pleasant places to choose for a stroll, but with regard to cemeteries, the Dieweg cemetery – almost a secret – is not without charm. Closed down in 1938, it has become the most unusual place to take a stroll in the entire capital. It has a great botanical diversity; attracting insects, birds and rodents. The fruit of a successful marriage between architecture and nature, the stone and the vegetation endow it with the most romantic atmosphere. Certain corners of the cemetery give the illusion that you are walking in the heart of a forest that has covered the vestiges of an ancient civilisation. Moreover, this cemetery is the last resting place of the several illustrious celebrities such as the cartoonist Hergé, the violinist Philippe Hirschorn and Paul Hankar, the architect. To crown your visit, you can admire some of the monuments designed by the architect Victor Horta.

95 Dieweg, 1180 Uccle



06

THE BELLONE

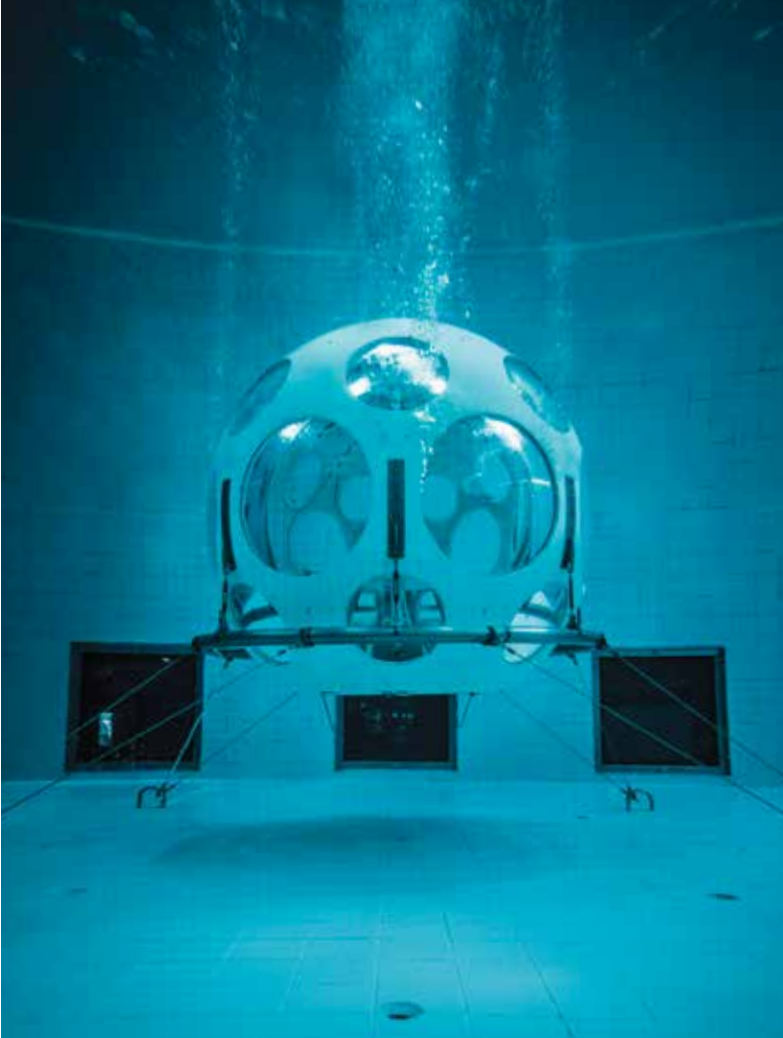


A hidden secret

A stone's throw from Place Sainte Catherine, you need to have a curious nature to dare to cross this interior courtyard where you will find a remarkable house with classic architecture and Flemish decoration. Miraculously saved from the countless dangers that threatened it, Bellone was converted into a performance hall at the initiative of the artist and stage designer Serge Creuz, it has an imposing 17th century façade attributed to the artist Jean Cosyn. In order to protect it from pollution and acid rain, the architect Olivier Notterman, in collaboration with the engineer René Greisch, imagined a veritable veil in glass and stainless material of 300 m² covering the courtyard so that events can be organised, symposia, dinners and other events dedicated to theatre arts. It is also possible to rent the premises via Choux de Bruxelles.

46 rue de Flandres, 1000 Brussels
bellone.be . chouxdebruxelles.be





07

BRUSSELS ON WHEELS

Let's take the car, Simone!

Are you sentimental about old cars? Climb aboard a mythical 2CV with the roof down and be guided through the town by an experienced driver who will show you the secrets of Brussels, in your own language. Let's go with Brussels on Wheels!

brussels-on-wheels.be

08

HÔTEL DES GALERIES

Amaze the circle

Would you like to sleep with a view over the Galeries Royales Saint-Hubert and watch how lively it is from the window of your hotel room? Then, make a reservation for one of the rooms in the Hôtel des Galeries with a direct view of its impressive glass roof. And reserve a table at the Comptoir (in the Galeries, obviously) to have dinner while you're at it!

38 rue des Bouchers, 1000 Brussels
hoteldesgaleries.be



09



DINNER IN THE DEEP AT NEMO 33

Beneath the water

Nemo 33 is the deepest diving pool in the entire world. Since a little while ago, it is now possible to drink a glass of champagne there in a sphere located at 5 meters depth! Guests can don their mermaid suit or apprentice deep sea diver outfit and enjoy dinner underwater, served by diver-waiters. A simple formality for those who hold a diving licence; for neophytes, they have to follow one hour of diving training before going to the table for dinner.

333 rue de Stalle, 1180 Brussels, nemo-33m.com

10

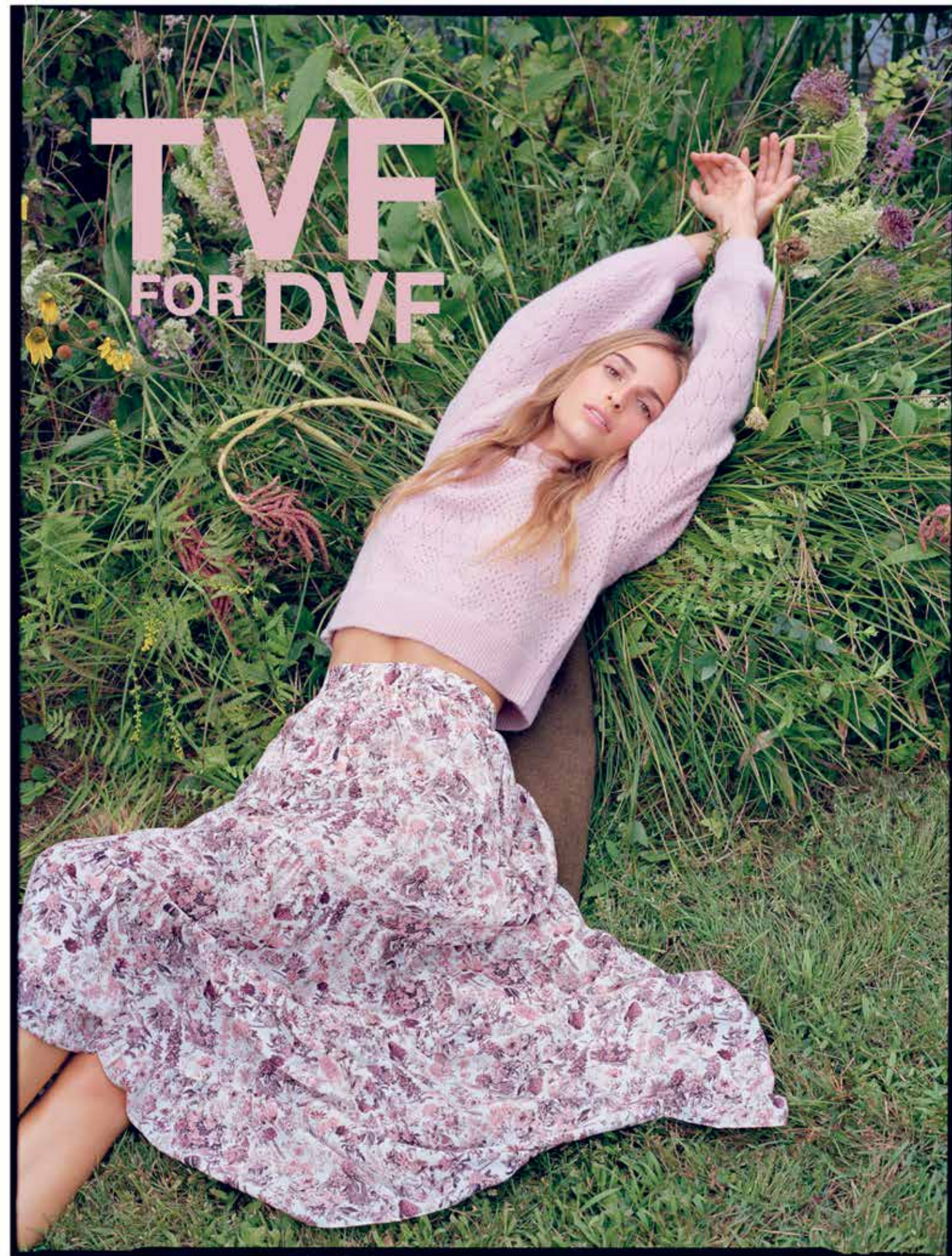
THE GARDENS OF CARRÉ TILLENS



The city is green

Carré Tillens is a small green zone hidden between two streets, Roosendaal and Joseph Bens, astride the communes of Uccle and Forest. Sheltered from view, this district's green zone consists of allotments for vegetable gardens, an area for small fruit trees, beehives, a composting site, meadows that can be reaped, a public standpipe, and areas to relax and to walk. It is a convivial and socially dynamic area; locals have been cultivating their vegetable plots here since the 1980s.

9 rue Joseph Bens, 1180 Uccle



RUE DU GRAND CŒUR 11 - 1000 BRUSSELS #DVFsalon



The printer's hand

Paperland has been built up with the most beautiful papers in the world. The portrait of its founder makes a very strong impression.

TEXT JOHAN-FRÉDÉRIK HEL GUEDJ

Guy-Philippe de Ribaucourt is made from a flexible yet sold paper. He likes to quote André Gide: *"It is good to follow one's natural inclination, provided that it moves in a forwards direction"*. The founder of Paperland is an optimist who, since 1976 (when he was 22), has moved resolutely forwards. After his initial steps in typography in his parents' basement in Uccle, the acquisition of the Clémenceau printing works in 1978, then the establishment of the premises in Place Saint-Job accelerated the movement. *"I worked with experienced self-employed craftsmen who almost slept alongside their machines and they taught me everything about typography."* After the acquisition of the De Potter offset printing company, and later Blondiaux, then the Flamand linotype works, and, in 2001, the works moved to Chaussée d'Alsemberg. A tree with cut-outs adorned with models of cards and invitations holds the place of honour in the reception area for private clients. *"Greetings cards are gradually disappearing. When my children received an invitation in the form of a card, I knew that they would be served a good wine."* In the not so distant past, the names of the paper appeared as a watermark. The formats (references in accordance with ISO standards) were known as *Colombier*, *Double raisin* or *Quadruple Jésus*.

From film to plate

We progress through a series of rooms, firstly the pre-press studio where the files are received, mainly from advertising agencies (who are also responsible for the creativity aspects) and production offices. There is a total of some thirty major clients and just as many medium-sized clients (plus a myriad of small ones, notably private individuals), from luxury brands to business banks, from L'Oréal (through the intermediary of the Altavia production office) to AG Assurance.

The Heidelberg machines, which are as long as a bus and the ultimate in high-tech, produce cinema posters or art books. The main technological development of this computer-controlled printer is the disappearance of film which has not been used for some 20 years: *"The Mac sends the files to the machine and the plates emerge bearing the*

information". Several distant overseas addresses appear on the order sheets, e.g. St. Barts (Antilles). *"Without doubt, we are the only company in Brussels working with these printing machines for light-weight grammage (paper weight) in ten colours recto-verso."* Printing works are numerous in Flanders, rare in Brussels and virtually non-existent in Wallonia, which means that Paperland is a unique brand serving a significant number of production offices in the capital. Guy-Philippe de Ribaucourt summarizes his art: *"Offset is a question of nuances between water and ink, in order to respect the colours perfectly"*. The finish of the cardboard is not done with varnish, but on a printing machine designed to handle high density grammage; it uses lacquer with immediate drying. Paperland also provides relief finishes and hot gold foil stamping. In addition, the raw materials are recycled. *"In view of shorter and shorter deadlines, we are fortunate in being able to print very quickly. We receive files at the last minute and have to make up the time taken by the prior creating process"*. On the day of my visit, each day 35 orders were completed in the previous 72 hours. This shows that Paperland can work (very) quickly: in 2016, the brochure made for the cocktail party celebrating the company's 40th anniversary, with photographs of the guests, was made during the event and distributed at the end of the evening.

In the vast rooms where paper is swallowed by machines operating at a devilish pace, Mr de Ribaucourt drew my attention to the humidifiers fixed to metallic scaffolding releasing puffs of steam. *"A humidity of 50-55% is needed to cancel out the static electricity and ensure the perfect passage of the sheets of paper in the machine."* Beneath one of these puffs of steam is Jean-Louis, a former trimmer, who is controlling the placement of the pages one by one. He is deaf and dumb, and his bubble of silence demonstrates his exceptional degree of concentration. *"We talk to him quietly, articulating clearly, and he reads our lips. Whatever the situation, in our firm, everything is written down, nothing is oral."* To do otherwise could lead to errors, and Paperland applies a cardinal principle: *"The verification of a task is never entrusted to the person who has carried out the task"*. To operate correctly, two people at least are needed for verification.

paperland.be



On 14-15 December : The BEL Experience Days 2019
are offering a voyage of discovery highlighting the savoir-faire of
the exceptional companies that are members of Brussels Exclusive Labels.

TEXT JOHAN FREDERIC HEL GUEDJ

The 2nd edition of the Experience Days, an initiative of Brussels Exclusive Labels (BEL), is again renewing the enjoyment of a beauty event, thereby responding to the needs of today's clients who not only want to make a purchase, but also to discover the origins of these objects and how they are made, in short, a client who is seeking two unique elements: the savoir-faire and a story.

Events during these two days will present a unique excursion to discover how these purveyors of excellence carry out their work. This invitation to a voyage of discovery will enable the visitor, the curious and the (future) client to see how expert craftsmen do their work, by entering their workshops and studios, the very cradle where such beautiful objects are created. This is a 'first'

for Brussels, viewing the 'back stage' of these crafted objects created by the hands of experts, the fruits of Belgian tradition that has often existed throughout many ages. Sophie Helsmoortel, President of BEL, "Sometimes, people do not dare to enter the portals of a luxury goods store. We are inviting them to do so, leading them by the hand and offering them the chance to enjoy the experience of emotions inspired by the eye, the hand, the sense of touch and perfumes. Our craftsmen will take pleasure in letting the visitors know some secrets of their savoir-faire. Last year, some forty companies participated in the event." Shuttle buses are available, courtesy of D'Ieteren, to take the visitors from store to store. An attractive route map will be available. BEL's Instagram, Twitter and Facebook accounts will highlight the event, and the monthly magazine GAEL will also be participating.

What they are saying

"To attract clients, you have to stand out from the crowd. The Experience Days allow us to do that."

"The Experience Days bring together the members of BEL in order to attract both the Belgian and foreign public. BEL is an ambassador which brings together our companies and offers us visibility through BEL so that we can make ourselves known to a greater number of people."

"The Experience Days is an excellent way of promoting our savoir-faire."

The Experience Days have a quantifiable effect, "it is a spark of curiosity and discovery!"

Join the party!

beldays.be

Multimodality in focus

“



You can't discuss the future of the capital without discussing mobility. Didier Fenix, director of D'Ieteren Car Centers, tells us of his vision for a city that allows cars while remaining open and forward-looking.

TEXT MARIE HONNAY

If there's one topic sure to provoke opinions in Brussels, it's mobility. As director of D'Ieteren Car Centers, is this something that also concerns you?

DIDIER FENIX Yes, particularly as I'm in charge of the retail department for Brussels. Since the last elections and the installation of the new Brussels government, some relatively radical ideas have been put forward in terms of mobility in the capital – in particular a significant reduction in the number of parking places. The public infrastructure doesn't fit with the reality on the ground and the needs of the population. As a key player in this picture, of course we are working on concrete solutions, and our priority is multimodality. The total suppression of cars in a city like Brussels is a fantasy. It's not about rejecting one mode of transport in favour of another, but about extending the mobility options to respond to users' needs – and the car will continue to play an important role in these multimodal models.

How can the city and cars live side by side in the capital of Europe?

DF At D'Ieteren we took the lead three years ago, when we created the Lab Box, a laboratory tasked with studying innovative solutions related to multimodality. This is how we came up with Poppy, a shared mobility service, first in Antwerp and then in Brussels, which is the only service in Europe to offer electric cars, mopeds and scooters via one single app. Usage is billed by the minute. We mustn't forget the people who work in the city who have chosen to live outside Brussels, or the families who must drive their children to different schools each day and cannot give up their cars. The offer has to be adapted to every situation, including these. We have also responded to the growing demand for rechargeable electric and hybrid vehicles. The problem is that in the city, there is not yet adequate charging infrastructure. Today, the debate has moved on from the question of whether or not people should own a car; it's the organisation of traffic flow that we must consider. At times when traffic is particularly heavy, for example

“

At D'Ieteren, we're building tomorrow's mobility today, by offering diverse modes of transport as sustainably as possible.



“

We offer
multimodal
solutions through
just one app,
Skipr.

”



during a European summit, homeworking is the most obvious solution. At D'Ieteren, our staff policy is moving clearly in this direction and we allow staff to work from home.

In concrete terms, what strategies and solutions are you putting in place at D'Ieteren ?

DF First of all, we have taken responsibility in relation to the subject of cars and the urban environment. We have invested in promoting electric cars and have even created EDI, our own subsidiary for the distribution and installation of electric charging stations. The second point concerns mobility credit. We want to create a multimodal offer that allows, for example, a driver to opt for a smaller car and to carry out some of their journeys by public transport, by scooter or even in a chauffeured car, which can all be arranged by a single app we have developed, called Skipr.

How do you see the future of mobility in Brussels?

DF The willingness of the authorities to return the capital to the people is of course a good thing, provided they do it in an organic and intelligent way. If we are not careful, we risk driving consumers out of the city centre. In Brussels, a city that welcomes the staff of international institutions as well as many tourists, it's crucial to envisage spaces that are connected and accessible. If we do not, we jeopardise quality commerce. The shops in the centre of Brussels contribute to the city's reputation and influence abroad – that's why it's so important to make it easy for tourists to visit them.

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L'antichambre

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45 YEARS
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Dominique Rigo



THREE COURSES THREE CHEFS



& WINE!

WINE SELECTION

by Alexandre Cantoni of De Coninck Vanderkindere
deconinckwine.com

TEXT MARIE HOCEPIED . PHOTOS PAULINE MIKO



STARTER

By Damien Audusseau,
Choux de Bruxelles

Salmon confit, poached egg, gazpacho with pot herbs

"The salmon confit at a low temperature in olive oil marries well with the warmth of the poached egg and the freshness of the herb vinaigrette. With this starter, I wanted to reproduce the classic salmon Bellevue with sauce Vincent, thus a cold fish starter that is not a tartare, nor a ceviche, nor a smoked fish."

€12 à la carte, chouxdebruxelles.be

And in the glass?

"Blanc Fumé" - Pouilly Fumé 2015
by Louis-Benjamin Dagueneau 2015, €54

MAIN COURSE



By Alain Bergen, Rob Brussels

Sole stuffed with clams and crab

"We are in right in the midst of the shellfish season. I particularly like this original and transformed preparation of shellfish. It is a very different and interesting way of preparing clams,"

rob-brussels.be

And in the glass?

"Le Chevalier de Stérimberg" - Hermitage
blanc 2015 by Paul Jaboulet Aîné, €63

DESSERT



By Giovanni Malecot, Villa Lorraine

Chocolate, praliné, vanilla and pecan nuts

"I absolutely wanted a real chocolate dessert, comforting, with a well defined chocolate taste. There is the completely addictive nature of caramelised pecan nuts, which are slightly salted, and the praliné of Piémont hazelnuts. There are no unnecessary extras on the plate. We simply stay with the elements of the dessert: grated chocolate, whole pecan nuts and the hazelnut praliné. An intense flavour of chocolate and dried fruit and no sugar overload!"

€19 à la carte, lavillalorraine.be

And in the glass?

Porto Ramos Pinto, 20 year vintage
"Quinta do Bom Retiro", €53.70





Observe, discover, comment, examine, admire, stroll...
a selection of events that drive 'Bruxelles la culturelle'

TEXT MB CASPERS

01

Hello Romania

The guest of honour of the latest edition of arts festival Europalia is Romania, which unveils the richness of its history and the incredible dynamism of its cultural scene. Among the numerous events in this biennial are the exhibition dedicated to Constantin Brancusi, the most influential sculptor of the 20th century, at Bozar until 12 January 2020. The festival may be centred on the visual arts, but music and performance are also celebrated. All told, there are more than 200 events taking place in Brussels and across Belgium.

Europalia Romania
From 2 October 2019 to 2 February 2020.
Galerie Ravenstein 4, 1000 Brussels
europalia.eu

02

Six times

Passion, the central theme of this edition of Klarafestival, is the source of a series of concerts under the banner of emotion, including one inspiring event in six parts by the Spanish collective Cuarteto Casals. On the menu: six evenings, one string quartet (violins, viola and cello) performing Beethoven.

Klara Festival,
from 12 to 27 March 2020 at Flagey
flagey.be

03

It is written

This autumn, the Boghossian Foundation thinks outside the box as it presents the work and texts of 40 visual artists who chose writing rather than images as their means of expression. Ekphrasis: Writing in Art offers an overview from the 1960s until today, all in the sublime setting of the Villa Empain.

Ekphrasis: Writing in Art
From 24 October to 9 February 2020
Boghossian Foundation, Villa Empain
Avenue Franklin Roosevelt 67, 1050 Brussels
villaempain.com

04

Ceci n'est pas un musée

The Delvaux headquarters at the former Etterbeek barracks, where the Belgian brand's leather artisans have carried out their craft since its birth, is also now the home of the eagerly awaited Musée Delvaux. A contemporary and interactive showcase staged by Bob Verhelst allows visitors to slip behind the scenes of the brand's most iconic objects. A journey through time, at once surreal and educational, that remains resolutely anchored in the present.

Delvaux Museum
L'Arsenal, bld Louis Schmidt 7, 1040 Brussels
delvaux.com



03



04

05

Trilogy

La Monnaie is taking a chance on presenting the three operas of Wolfgang Amadeus Mozart and librettist Lorenzo Da Ponte in a single season. It's the ideal chance to re-discover *Le nozze di Figaro*, *Così fan tutte* and *Don Giovanni* as though they were one and the same story. An original and inspiring idea, staged by Clarac-Delœuil > le lab and orchestra leader Antonello Manacorda, who question, among other issues, our place in society and male-female relationships.

Trilogia Mozart Da Ponte
From 18 February 2020 at La Monnaie
 Rue Léopold 23, 1000 Brussels
lamonnaie.be

05



08

Fever pitch

On 14 March, for the 13th time, this nocturne will gather dozens of museums including the Museum of Natural Science, Bozar and ADAM, Brussels Design Museum, with a programme of events that will keep you up all night. Between the exhibitions, performances and concerts, you won't want to miss a moment of this unique all-nighter.

museumnightfever.be

09

Let's talk about art

Since 1956, the year of its creation, and above all since its move to the Tour & Taxis site, Brafa has helped the capital shine on the international arts scene. The globally renowned arts and antiques fair brings together 135 galleries from 16 countries for an unmissable encounter punctuated with numerous inspiring side events attended last year by 66,000 people.

Brafa, from 26 January-2 February 2020
brafa.art

10

450

Alongside the various exhibitions commemorating the 450th anniversary of the death of painter Pieter Bruegel (the main one of which is at the Royal Museums of Fine Arts until 31 December), the Atomium presents a different view – an accessible and interactive dive into the colourful and illustrated universe of this genius, an icon of Belgian excellence.

450, until 15 September 2020
Atomium, Place de Belgique, 1020 Brussels
atomium.be

11

Back to the eighties

Drawings, outsized paintings, videos, collages, posters, painted objects, frescoes... The brief but influential career of New York artist Keith Haring is the subject of an exceptional exhibition at the Palais des Beaux-Arts. The retrospective in collaboration with Tate Liverpool and Essen's Museum Folkwang is a dive into the universe of a man who was close to Warhol and Basquiat, and who was as brilliant as he was committed.

Back to the eighties
From 6 December to 19 April 2020
Bozar, Rue Ravenstein 23, 1000 Brussels
bozar.be

10

12

Painting Belgium

Until 18 December, gallerist Valérie Bach dedicates her sublime setting to Belgian painting, in a pointed and engaging homage. For those who do not yet know la Patinoire, this is the time to discover this gem of architecture transformed into a place of constant wonderment.

prvbgallery.com

13

The story of a woman

And what a woman! Sylvia Plath, an unwitting heroine, the symbol of women's struggle to escape the shackles of their culture, their age and their social environment; or, how this perfect wife and perfect mother dreamed of writing and freedom in 1950s and 60s America. To pay tribute, Fabrice Murgia has imagined a spectacle in her image: powerful, flamboyant and full of energy, somewhere between theatre and cinema with, as a teaser, the sublime music of An Pierlé.

Sylvia, from 5-9 November 2019
at Théâtre National
Bld Emile Jacqmain 111-115, 1000 Brussels
theatrenational.be

14

I am the other

Encouraging Bruxellois to question their identity is the objective of the new exhibition at the city's Jewish Museum. In the heart of the capital, this place of memory, exchange and reflection is the setting for a highly symbolic encounter orchestrated by the Centre de la Culture Judéo-Marocaine.

I am the other, until 3 March 2021
Jewish Museum of Belgium,
Rue des Minimes 21, 1000 Brussels
mjb-jmb.org

08



06

10 days

Concerts, films, ateliers, DJ sets... For more than a week, the Brussels Jazz Festival celebrates the magic of jazz in all its forms. This captivating sixth edition is one for aficionados but also for families thanks to its dedicated kids' programme.

Brussels Jazz festival
From 10 to 17 January 2020 at Flagey,
flagey.be

07

The dancing woman

For Seule en Scène, the sublime Marie-Claude Pietragalla pays tribute to the dance profession, a passion made all the more magical for being both demanding and cruel. A moment of grace to the music of Tchaikovsky, Stravinsky, Olafur Arnalds, Ravel, Debussy, Mozart, Bach, Max Richter and Arvo Pärt.

21 March 2020 at Cirque Royal
cirque-royal-bruxelles.be

14





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www.festi.be | rent@festi.be | 02.640.41.40



VIBRATIONS

VIBRATIONS

There are stores whose hearts beat to the rhythm of the seasons, rather than fashion. When the best addresses in the capital vibrate in unison – this is what we have ...

TEXT JASPER LACOSTE

MADELEINE

Maison Dandoy was missing a moist chocolate cake, and we had to wait for seven generations before the "Madeleine" appeared; made from good, fresh, local ingredients and tenderly sweetened with honey. How to choose between the 'natural' flavour with its slightly lemony glazed topping with original zest, or 'coconut' glazed with lime and orange zest and a topping with diapason.

maisondandoy.com

AN EXCEPTIONAL RING

It looks just like a basket of delicious fruit worn on a dainty finger. This creation by Wolfers inspires gaiety, modernity and character. It is a ring that you will not forget.

wolfers.be

01



03



BAOBAB

The Baobab Collection first saw the light of day in 2002 in the enchanting landscapes of Tanzania, a country with intense colours and bewitching perfumes. Although the collection is inspired by distant spaces and wild landscapes, it is in Belgium that the new creations are created. Baobab Collection is inspired by the rhythm of travel, and the richness of nature. Each collection tells a new story. Winter will be colourful and joyful for the new limited editions of perfumed candles and Nirvana diffusers. Make way for hallucination with a theme developed in Buddhism which has almost become an everyday word: Nirvana. Three exceptional candles have evocative names: Bliss, Holy and Spirit.

baobabcollection.com

02





05

VIBRATIONS



06

#BUTFIRSTCOFFEE

Phlegmatic or no time to move? To replace the advice of a perfect connoisseur, Corica has integrated on its site a series of cursors that enable you to make the precise selection of the coffee you want, according to your taste. A coffee that is strong, mild or medium with a note of cacao or spices? Click and then taste!

corica.be

TEMPS IS SUSPENDED

Approach autumn with elegance wearing earrings in pink gold and diamonds from the Manhattan collection, a gentle art deco look from Maison Leysen. They illuminate the silhouette and can be worn during the day or in the evening, while sipping a cosmo.

leysen.eu



04

SIMPLY ELEGANT

This boutique is an absolute must for the precision of its cut, it is one of the principle representatives of Brussels' 'sartorial art': Crossword has managed to attract a new generation of men who love well made items, who seek discretion and what is natural. "When you pay attention to every detail, having high expectations becomes an art" is one of the founding principles of this elegant boutique.

crossword-brussels.be



08

GREEN, I HOPE

Regarding interior decoration, the trend this winter will be green, or will not! Green will be seen in all its nuances and it is an imperative for furniture, textiles, walls and lamps. As though it were a design cult object, the Pipistrello lamp permanently renews itself, adopting new finishes, such as this superb version enhanced by its Agave green foot.

dominiquerigo.be

WHAT IT MEANS TO BE A WOMAN

Since 1972, Diane Van Furstenberg has been designing for women who are free. This autumn, her collection, entitled "Boss Lady" has caused much noise as it reflects her deepest values. A collection designed by women for independent, curious women who take their destiny into their own hands, whether that be in New York, Paris, London or Brussels.

dvf.com



09

GLASSES WITH FACETS

The facets are what make a diamond really sparkle. The polishing and creation of flat facets laid out symmetrically is what highlights the hidden beauty of the diamond in a spectacular way. This is exactly what Théo has done: a titanium frame with a fantastic design in one single colour palette which totally changes aspect when the light hits its different facets. The play of light on the brilliant and matte surfaces gives the design depth and relief, revealing the natural brilliance of the frame.

hoet-optiek.be



10

BALL IN THE CENTRE!

Ligne has the honour of presenting in exclusivity in its Galerie du Roi showroom a new collection: Giorgetti. The Giorgetti tradition dates back more than 100 years, when the company launched its activity in Brianza, in the heart of Lombardy. Its domain of predilection was fitments and finishings for large yachts, using only the most precious woods and the finest leather. Still today, the company continues to innovate and maintain the heritage of its experience in cabinetmaking. In the Ligne boutique, there are obviously no yachts, but there is a kicker 90° Minuto (table football)! Take note, the whistle is an extra!

ligne.be

07

VIBRATIONS





VIBRATIONS

11

BARBER SHOP DELIGHT

Located on the Sablon in the very heart of Brussels, the BAYER & BAYER salon is a precursor of a trend that is gradually growing in northern Europe, a new generation of barber shops. The idea came from Nicolas Bayer who wanted to return to the old tradition of clients having their beard or moustache shaved by an old school expert barber.

bayerbayer.be

A PASSION FOR MEETINGS

As from the month of September, Steigenberger Wiltcher's, the famous hotel on the Avenue Louise, will be welcoming its clients in brand new meeting rooms. The seven conference rooms, as well as the emblematic Ballroom, have all been entirely renovated from the floor to the ceiling. The style is now more contemporary and luminous with natural colours and the latest technology. The ideal place for your next meeting – check your schedules!

steigenberger.com



12



13

PERFECTION

This season, Delvaux, the world's oldest leather goods manufacturer, By Appointment to the Royal Court of Belgium, which, in 1908, registered the first patent for a handbag, is adapting the clothing world to the world of leather. The exclusive craftsman's techniques, traditional or innovative, are increasing their sophistication and modernity.

delvaux.com

LOOKING BELGIAN

Malt is an independent Belgian brand of glasses. Malt designs and manufactures long lasting, top quality frames. The collection is renowned for its design, the technical nature of its details, its ergonomics and its surprising association of different materials. Available exclusively at www.bodartopticiens.be

bodartopticiens.be

MAKING A GREAT IMPRESSION...

... a range of colours and volume. The silhouette imagined by Sophie Heslmoortel of the Cachemire Coton Soie boutique is strong, joyful and audacious while the sky overhead gradually becomes greyer and greyer. A round of applause well merited!

cachemirecotonsoie.com



14



e Nathalie Godey

15

BEAUTY TREATMENT FOR SHOES

The Maison Degand is offering an à la carte service at its specialist boutique to restore the beauty of your shoes; thereby ensuring hard wearing and long life. Are your shoes not the mirror of your personality?

degand.be



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VIBRATIONS

17



18

A BREATH OF FRESH AIR

The years go by and they are different! The famous Brussels brasserie will reopen its doors with a new *à la carte* menu and new set menus which of course include a good amount of food from our own *plat pays*, eating really Belgian style is a must! Zeeland mussels are on the menu, cooked in a variety of ways: in white wine with herbs, in Gueuze beer, or a lighter dish with lemon grass and coriander; the brasserie menu proposes artichoke hearts with crayfish accompanied by a *compotée* of fresh tomatoes with herbs. The *à la carte* menu still offers its classic dishes such as Tartare de *Charolais minute* with a generous garnish of caviar and a dash of Peket. Good food and a lively place!

belgaqueen.be

YOUR COMPANION FOR EVERY DAY

Inspired by an item from the archives, the Dinh Van bracelet reinvents itself and this winter it appears as an elegant snake chain. These new creations twist silver and pink gold, intertwining a flexible chain imitating reptilian scales with a gold chain in a mix-and-match that is innovative and very up-to-date. The bracelet embraces the curves, slinks around the neck and winds sensually around the wrist transcending this infallible symbol of attachment.

dinhvan.com



19

LATEST VINTAGE WINES 2018

This year, the De Coninck wine merchants have selected Bordeaux Primeurs 2018, an extraordinary vintage that will surely appeal to fine palates. Smooth wines with a very balanced structure ... a collection that is quasi-perfection. Attractive bottles that absolutely must be laid down in your cellar.

deconinckwine.com

20



NATAN

For their new couture season, Maison Natan, more modern than ever, is developing a sylphlike coloured collection, made of pieces which are put together impeccably, leaving the spirit open to all kinds of nonchalant elegance. Natan Couture is addressing elegant women who can envisage all the aspects of their day wearing silky, flared trousers, jackets with large checks, accessorized with a knotted scarf.

natan.be

THE SOUND OF TINKLING BELLS

Because Xmas time is just around the corner, Pierre Marcolini will be taking us to an imaginary village in Lapland to celebrate the end of year festivities. There will be vast snow-covered areas, marvellous pine forests, extraordinary animals dressed up in bells. The magic of Xmas echoes in this collection, so dear to Pierre Marcolini. With background notes of Cameroon chocolate, Piedmont hazelnuts, pistachios from Iran, and vanilla from Madagascar and Tahiti.

eu.marcolini.com



21

HATS OFF!

A work of art that will fill our eyes with hats ... The book traces the extraordinary career of Fabienne Delvigne, a Belgian businesswoman who possesses an expertise in luxury goods *savoir-faire* that has earned her recognition from the Belgian Royal Court and also that of several European royal families. In the book, Fabienne leads us into her creative world of encounters, relentless hard work, and inspirational walks in Belgium and abroad. The book is original and sparkling: it is not enough merely to retrace 30 years of creativity, it also reveals a woman of character, a woman who is both a guarantor of a creative heritage and also firmly rooted in her epoch.

fabienndelvigne.be

22



25

HERE YET ELSEWHERE

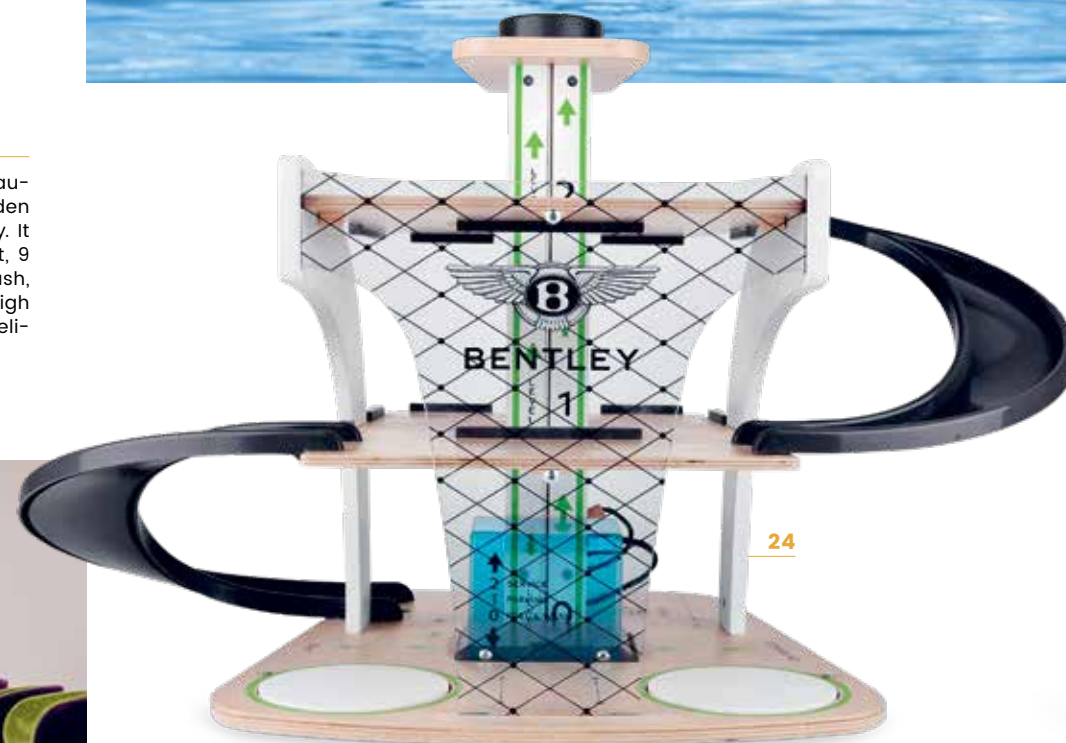
At the heart of the boutique located on Avenue Louise, teams from Ponant luxury cruises are proposing escape breaks to discover exceptional regions and local culture. This is the opportunity to discover in depth a given theme through meeting lecturers or specialists in the subject (captains, expedition leaders, nature guides, etc.). As from September 2019, the programme features: the Seychelles, India, Latin America, Asia and the Antarctic. Ship ahoy!

ponant.com

MOBILITY FOR EVERYONE

Designed in partnership with the Bentley automobile brand, this three-storey, wooden garage gives ample opportunity for play. It guarantees hours of pleasure with its lift, 9 parking places, petrol station and car-wash, as well as great downward slopes for high speed descents! You can even land a helicopter on the roof!

serneels.be



24

MOLTO BUONO

Would you like to have lunch looking out over the Grand Place? Take your seat in one of the private rooms of the ultra chic Amigo Hotel. From refined business lunches to a copious five-course meal to be enjoyed with your family or friends. Discover, or rediscover the irreproachable service of the BoCConi in the intimate atmosphere of one of its rooms on the first floor. It is just like being at home – only better!

roccofortehotels.com

23



StudioQuartier.com

2 X 30 CANDLES

On 12 November, on the occasion of their 30th anniversary, Filigranes will be launching the new volume of Petit Spirou from the Dupuis publishing house. This is an opportunity to celebrate a happy coincidence; Filigranes will be celebrating its 30th anniversary and Petit Spirou as well! *Après Tout le monde te regarde !*, the new Petit Spirou enters the scene and reveals at last ... *La Vérité sur Tout !* For the pleasure of keen enthusiasts of the little hero wearing shorts, Filigranes will welcome Tome and Janry who will be autographing their books at this exceptional preview.

filigranes.be





27

A TASTE REVOLUTION

How can you reconcile gourmandise and health when proposing 'guilt-free' pastries made from a maximum of fresh products and without unnecessary calories? Aided by Othmane Jaber, the pastry chef at Saint-Aulaye has launched into a very stimulating style exercise: creating new cakes without adding any white sugar, honey or cane sugar, as well as not resorting to any synthetic sweeteners. Thus, he had to seek out those sugars naturally present in the ingredients: fruits, almonds and chocolate ... and a very small quantity of a natural, prebiotic sugar, inulin (not assimilated by the body and therefore it does not increase the glycemic index). And to make the challenge more difficult, wheat flour and butter are also excluded from the composition of the three new creations of Saint-Aulaye: Symphony, Caribbean and Fruit Salad. We must also not forget their irresistible, gluten-free, home-made biscuits either!

saintaulaye.com


29

THE RETURN

The iconic Bouvy rugby polo is back! And very much so; with its thick cotton, contrasting collar and three emblematic buttons! It has not aged a jot and the new generation is wearing it with pride.

bouvy.com

FLASH

For this autumn, the Maison De Greef is proposing morganite with green beryl. A magnificent pair of earrings in pink gold, set with brilliant-cut diamonds with the trendy colours – an absolute marvel.

degreef1848.com

SPORTILY YOURS!

A recent study revealed surprising results regarding the benefits of sport for people's health as they advance in age. An increase in physical activity in the forties or fifties is just as beneficial for health, in terms of life expectancy as living an active life when one is young. The activities proposed by the experts from Aspria are designed to take into account normal problems associated with age, such as the medical condition, life style and daily habits of each person.

aspria.com


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30

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www.beldays.be — #beldays

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02/332 07 32
acquadesigne.com


02  **ASPRIA LOUISE**
Miguel van Ackere
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Avenue Louise 71
1050 Bruxelles
02/508 08 80
aspria.com


03  **BADEN BADEN**
Françoise Orban, Vincent
Decoen & Luc Hauman
Made-to-measure Home
Rue Haute 80
1000 Bruxelles
02/548 96 96
badenconcept.com

04  **BAOBAB COLLECTION**
Alain Lahy
Perfumed candles
Rue des Sablons 15
1000 Bruxelles
02/513 80 64
baobabcollection.com

05  **BAYER@BAYER**
Nicolas Bayer
Barbershop
Rue Joseph Stevens 35
1000 Bruxelles
02/502 04 99
bayerbayer.be

06  **BELGA QUEEN**
Antoine Pinto
Chic brasserie
Rue Fossé aux Loups 32
1000 Bruxelles
02/217 21 87
belgaqueen.be

07  **BODART OPTICIENS**
Luigi Moioli
Opticians
Rue Royale 33
1000 Bruxelles
02/219 30 60
bodartopticiens.be

08  **BOUVY**
Philippe Abelew
Casual fashion
Av. de la Toison d'Or 52
1060 Bruxelles
02/513 63 91
bouvy.be

09  **CACHEMIRE COTON SOIE**
Sophie Helsmoortel
Chic boutique for women
Rue Franz Merjay 53
1050 Bruxelles
02/647 09 88
cachemirecotonsoie.com

10  **CHAI & BAR**
Frédéric Dufrasne
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Chaussée de Waterloo 1469
1180 Bruxelles
02/375 46 36
chai-bar.be

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Guergana Ivanova
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1000 Bruxelles
02/675 26 10
chanel.com

12  **CHRISTIAN LIAIGRE**
Nolwen Le Saux
Interiors and Decoration
Boulevard de Waterloo 57
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02/513 22 10
liaigre.com

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commechezsoi.be

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continents-insolites.com

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crossword-brussels.be

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maisondandoy.com

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deconinckwine.com

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degeestteinturie.be

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Avenue Louise 415
1050 Bruxelles
02/649 00 73
degand.be

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02/513 05 02
delvaux.com

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demeuldre.com

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dfv.com

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02/536 54 61 (EC)
dieterencarceners.be

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Place du Grand Sablon 14
1000 Bruxelles
02/511 83 53
dinhvan.com

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1000 Bruxelles
02/772 00 00
directway.be

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1180 Bruxelles
02/649 95 94
dominiquerigo.be

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02/735 90 41
fabiennedelvigne.com

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hermes.com

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hoet.eu

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immo-lelion.be

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intuition-events.be

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manalys.com
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ponant.com
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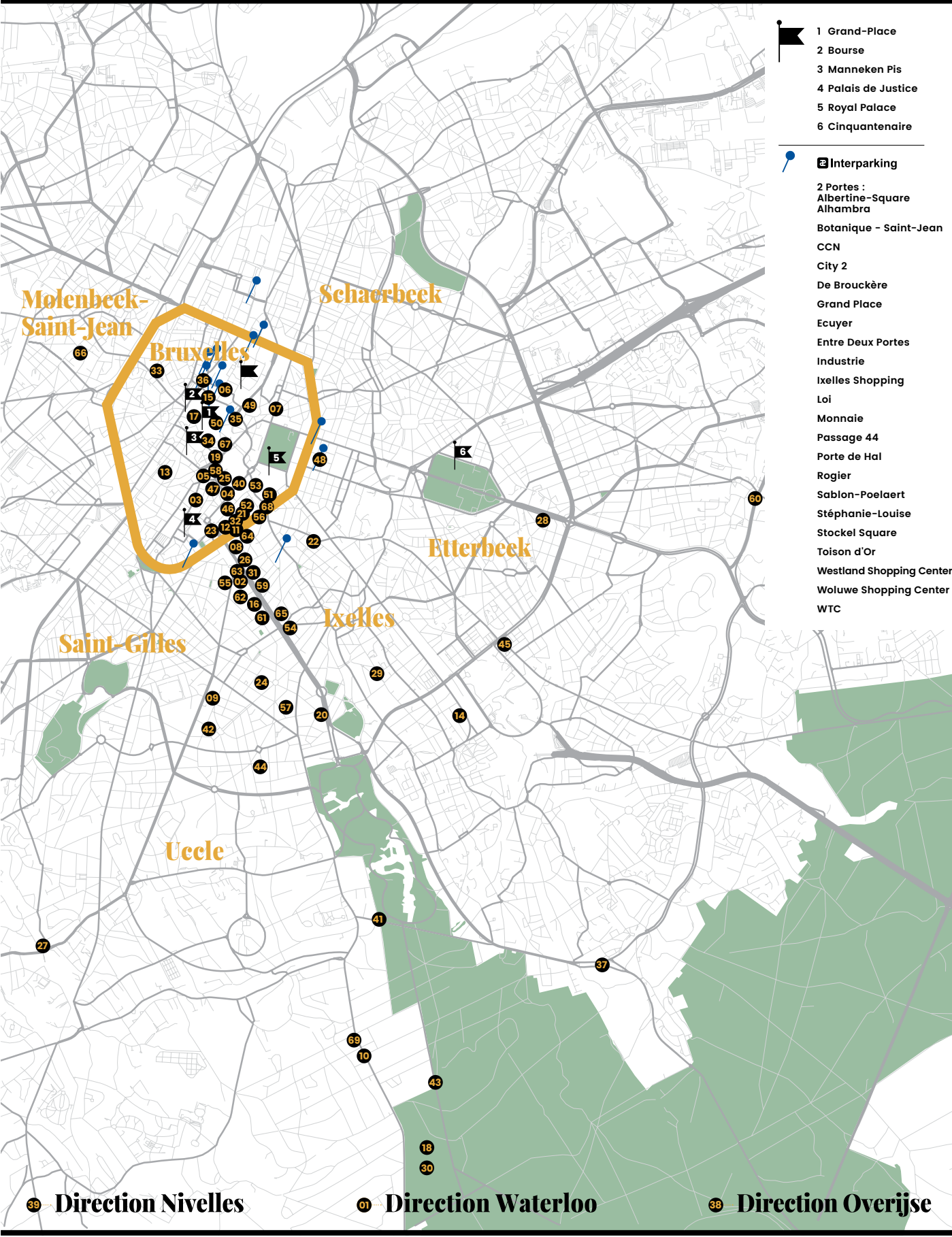
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