

## BELGIAN SPIRIT: ARCHITECTURE - DESIGN - FASHION IN HONG KONG & SHENZHEN



Wallonie-Bruxelles Architectures co-organizes an event at Hong Kong and Shenzhen in the frame of the Business of Design Week (03-08 december 2012).

### BELGIAN SPIRIT

¿Belgian Spirit? was set up in 2011 by the three Belgian regions of Brussels, Flanders and Wallonia to jointly promote Belgium's strong tradition of creativity, innovation, design, technology and innate talent. It is a collaborative effort of Wallonia Foreign Trade and Investment Agency (AWEX), Brussels Invest & Export (BIE), Flanders Investment & Trade (FIT), Design Flanders, Design Platform Flanders, Flanders DC, Flanders Fashion Institute, Flemish Architecture Institute, MAD Brussels (Centre for Fashion and Design), Wallonie-Bruxelles Design/Mode and Wallonie-Bruxelles Architectures.

Belgian Spirit aspires to internationalize Belgian creativity even more than it already is, and it is focused on creating and developing a long-term collaboration platform with Business of Design Week in Hong Kong. The aim is to re-inforce the creative, cultural and economic ties between the professionals in the Architecture, Design and Fashion sectors of both countries.

### PROGRAM 2012

In 2012, Belgian Spirit is organising a series of activities within the framework of BoDW.

For Belgian companies seeking to have a taste of the BoDW, BIE, FIT and AWEX organise a joint business trip from 3 to 8 December 2012.

The Belgian program includes:

- an ¿Architectural Tour? forum focusing on ¿Creating Breathing Spaces?
- a ¿Private Showing? of unique pieces of selected Belgian Fashion Designers

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- and a "Design Dinner Experience" focusing on culinary & related decorative design.

Belgian Spirit also organises several master classes on Design, as well as various networking events.

IN 2013

Belgian Spirit will organize more events and, for the architectural field, will take part of the Hong Kong and Shenzhen Bi-city Biennial of architecture and urbanism.

For more information, write to this address.

Date	03/12/2012 > 08/12/2012
Publication	29/11/12
Website	<a href="http://www.belgianspirit.be/">http://www.belgianspirit.be/</a>