

Actions

## BELGIAN SPIRIT HONG KONG

Address

Former Police Married Quarters, HK Hollywood road Central

Belgium is organising Belgian Spirit: a promotional campaign highlighting the very best that Belgian architecture, design and fashion have to offer at deTour and during the Business of Design Week (BoDW) set to be held in Hong Kong.

This campaign, in which the WBA is a partner, shall take on the form of an interactive installation, bolstered by an economic trade mission aimed at stepping up the presence of these three sectors on the Chinese market. The 'Belgian Spirit' project presents 30 design studios or designers through a playful installation which is made up of t-shirts. This selection fits in with a more extensive presentation of the Belgian architecture, design and fashion sector via a website which is devoted to the most dynamic actors in these three sectors. Moreover the design studios and designers can join an economic mission to Hong Kong in order to develop their local business network.

Architects from Wallonia and Brussels (french speaking) in the exhibition:

Bureau d'architecture Vers Plus de Bien Être, V+  
Dethier Architectures SA  
NFA (Nicolas Firket Architects)  
Philippe Samyn and partners architects & engineers <br style="font-weight: bold;">Specimen Architects <br style="font-weight: bold;">Vanden Eeckhoudt-Creyf architectes

Date

26th of November to 11st of december 2011

Publication

27/10/11

Website

<http://www.belgianspirit.be>

