
Flemish Masters *inspire*

*An idea of MoOD - Meet only Original Designs, the Furniture Fair Brussels,
Optimo & Fedustria*



www.moodbrussels.com / www.furniturefairbrussels.be / www.optimo.be / www.fedustria.be
FEDUSTRIA Belgian Federation of the textile, woodworking and furniture industries
OPTIMO Innovation platform for the Belgian textile, woodworking and furniture industries

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Recor Bedding NV / DesleeClama
Passe-Partout NV / Beaulieu Fabrics NV
De Zetel NV / HSH Aerospace Finishes / Concordia Textiles NV
Joli / Flocart N.V.
Drisag NV / Orotex Belgium NV

THINK TANK

Axel Enthoven
Inge Van Gheel
Siegrid Demyttenaere
Marc Geysen

FIRST PUBLIC PRESENTATIONS

MoOD - Meet only Original Designs: 13 - 15 Sep 2011, Brussels Expo
Brussels Furniture Fair: 6 - 9 Nov 2011, Brussels Expo

AXEL ENTHOVEN / ENTHOVEN ASSOCIATES DESIGN CONSULTANTS

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www.eadc.be

INGE VAN GHEEL / INGE VAN GHEEL DESIGNSTUDIO

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www.ingevangheel.com

MARC GEYSEN / ©-DESK DESIGN CONSULTANCY

Marc Geysen is already over 20 years an independent designer in Belgium, Italy, France, UK, ... Designing all the textiles in the field: upholstery, curtains, carpets, bed linen, table linen, etc. Specializing in product development and color use for different markets.

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SIEGRID DEMYTTENAERE / WATERPROOF / DAMN° MAGAZINE

Siegrid Demyttenaere is the founder and Art Director for Waterproof, a design office for visual communication. She is also co-founder and co-editor of DAMn°, an international magazine on contemporary culture.

www.waterproof2000.be / www.dammagazine.net

Where textile & furniture *meet*

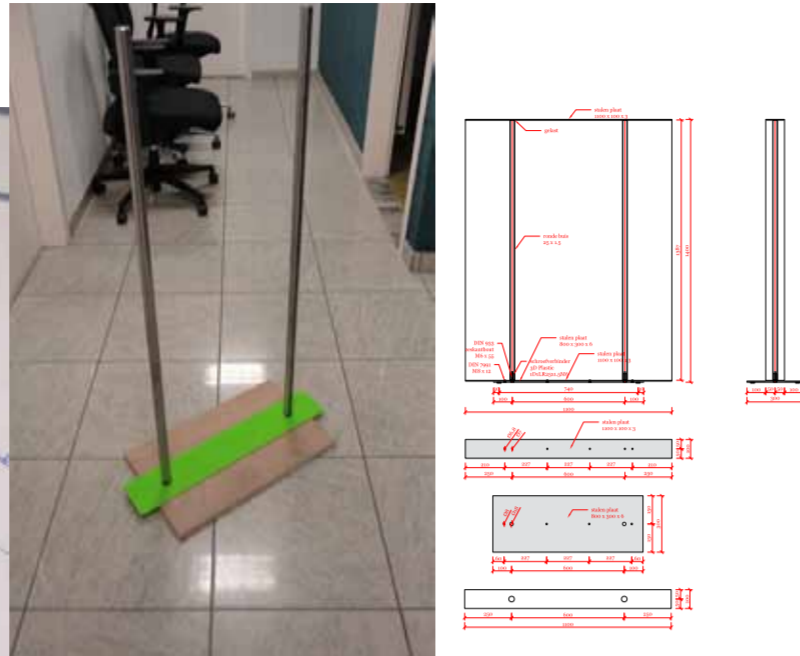
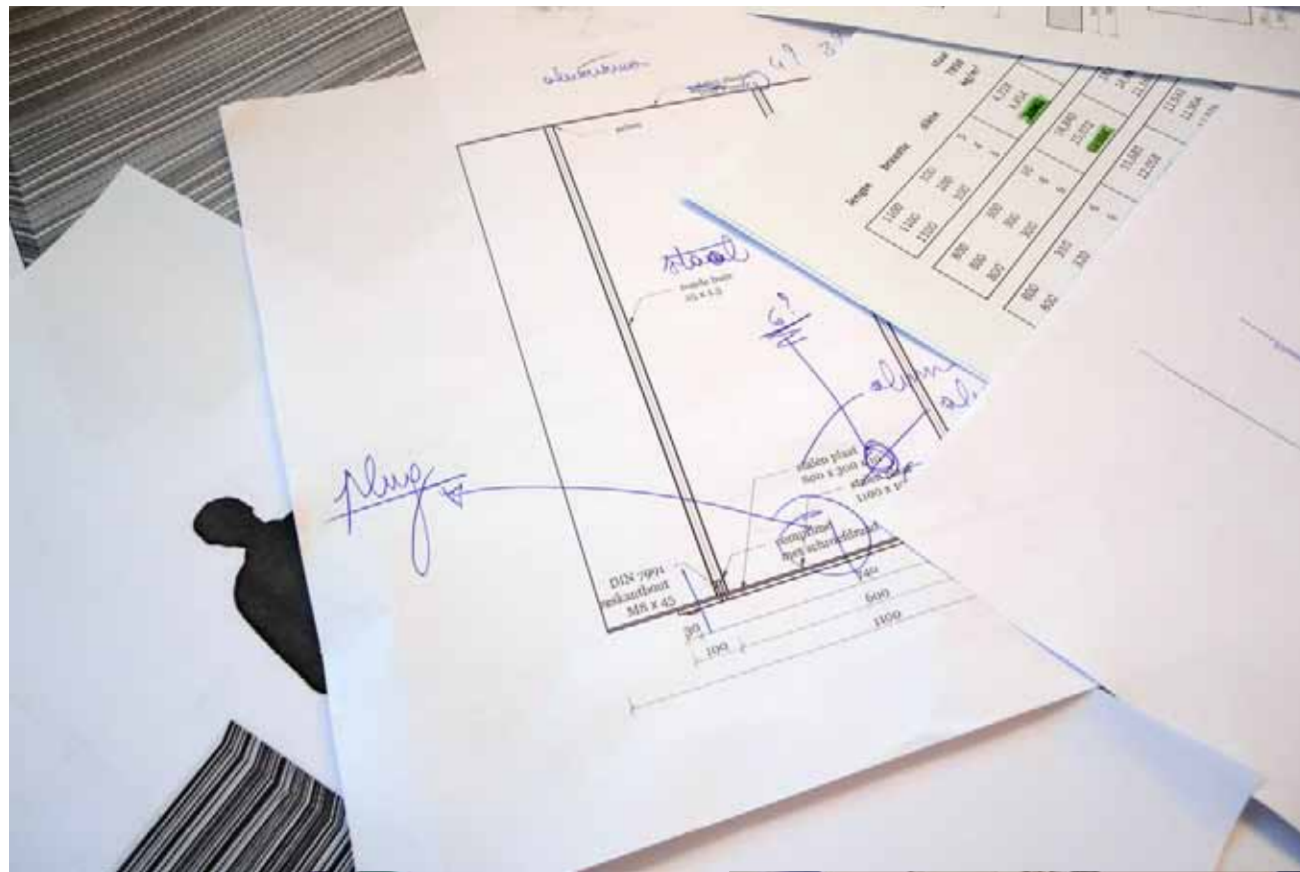
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*Axel Enthoven - Enthoven Associates Design Consultants
President Flemish Masters think tank*



Drisag + Orotex *Many Floors*

Design by Inge Van Gheel



The acoustic colourful wall: *Many Floors*

CONCEPT

Generally, needled felt carpets are used horizontally in a room. Many Floors introduces a new concept: Orotex needled felt carpets in vertical applications. Strips of needled felt are stacked to form a movable dividing wall with very good acoustic properties. By combining various colours, Many Floors creates a colourful and fun flooring which is available in various standard compositions, and which can be customised upon request.

DESIGN

Many Floors was designed by Inge Van Gheel and developed in collaboration with Orotex and Drisag. The name of this creation refers to the many 'floors' which are stacked on top of each other and to high skyscrapers with many floors.

www.ingevangheel.com

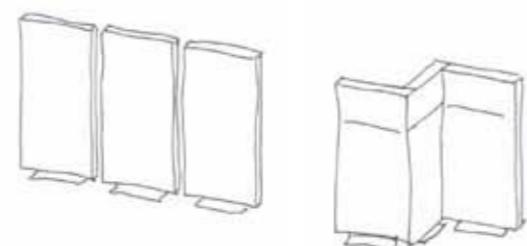
PRODUCERS

DRISAG specialises in furnishing office spaces and offers a very wide variety of office furniture and related accessories. A team of interior decorators gives expert advice. You will be assisted in your choices from the design phase through to completion of your project. Traditionally, Drisag was known as a manufacturer of ergonomic office chairs. In the creation of all its products, the best materials, fabrics and leathers are processed into quality seating. We also offer our expertise for custom projects and private label production.

www.drisag.be

For more than 25 years, OROTEX Belgium has been a globally leading manufacturer of needle punched and tufted carpet for various applications for both private and commercial purposes. Thanks to a well-thought-out and thorough investment policy, we are able to respond perfectly to our customers' needs. Our dynamic team ensures quality and a customer-oriented service.

www.orotex.be



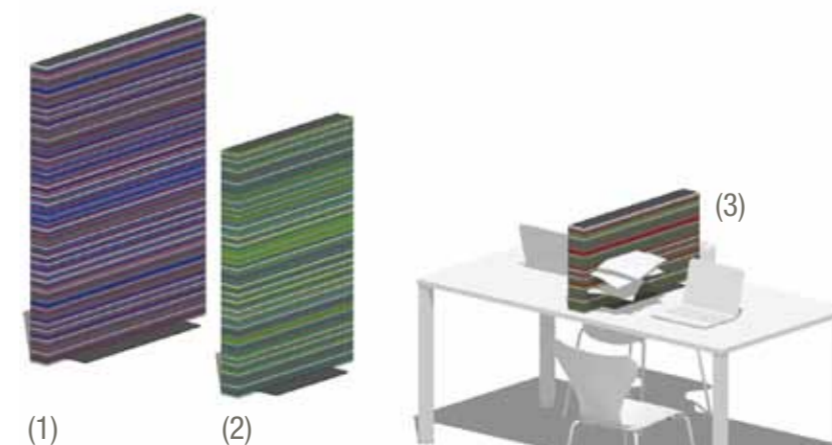
TECHNICAL DETAILS

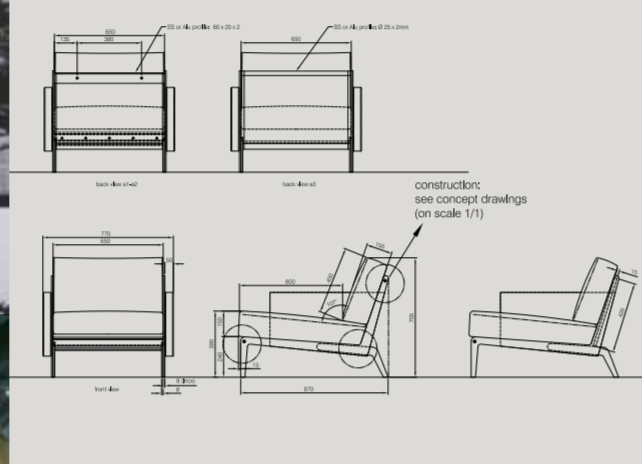
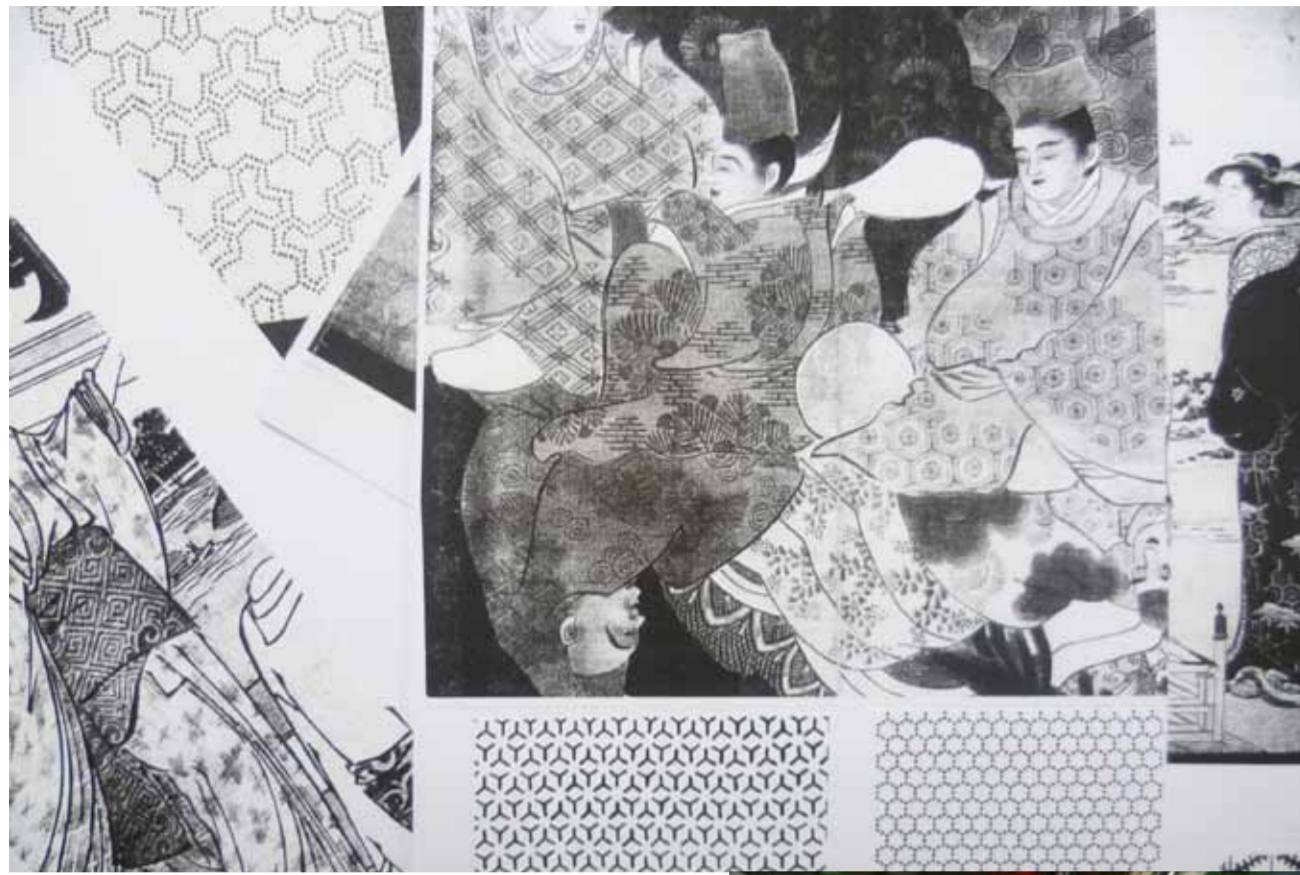
Many Floors is 100% recyclable and is made of the following materials:

- Needled felt produced according to the REWIND concept by Orotex
 - 100% recyclable
 - 80% energy savings
 - 100% water savings
 - 70 to 80% less CO² emissions
- Steel frame and removable base with anthracite-coloured powder coating

Standard Many Floors sizes:

- W 110cm x H 140cm x D 10cm (1)
- W 80cm x H 120cm x D 10cm (2)
- W 80cm x H 45cm x D 10cm (3)





Beaulieu Fabrics +Passe-Partout *Aragon collection*

Design by Axel Enthoven



Indoor/outdoor furniture: *Aragon collection*

CONCEPT

What if you could move your living room furniture outdoors? Your living room would temporarily feel larger and you could enjoy the outdoors. How can you enjoy your time outside at dawn, once the temperature starts falling? By using a gas heater or electric heat emitters. But there's nothing more efficient and more fun than covering up with a heated blanket that matches your furniture. This cordless blanket guarantees two hours of heat and consumes a lot less energy.

DESIGN

Axel Enthoven joined forces with Passe-Partout to create an 'indoor-outdoor' piece of furniture for the Aragon collection with an innovative heating system integrated in a specifically designed Beaulieu blanket fabric. The frame is laser-cut and made of stainless steel. This piece is made of self-supporting elastic fabric with mono filament and cushions covered in an outdoor decorative fabric which is water-resistant. The blanket is made of the same fabric as the sofa and is produced by Passe-Partout.

www.ea-dc.com

PRODUCERS

PASSE-PARTOUT NV seeks the latest trends in fashion, colours and materials, and adapts its production technology to them. 'We are very well aware that we are working with consumers' dreams and savings. As such, we adopt a respectful attitude, which also means internally.' In 2010 the company joined forces with the top Flemish designer Axel Enthoven. The result: the ARAGON collection. Passe-Partout NV aims to become an important player in the world of seating, and to play an exemplary role in terms of ecology, ergonomics and organisation. Your comfort is our passion!
www.passepartoutnv.be

BEAULIEU FABRICS masters the tradition of Flemish weaving technology to create residential and commercial upholstery fabrics for today's living spaces. With a clear focus on seating fabric, product engineering is centred around performance, whether for family living or hospitality applications. Customers choose Beaulieu Fabrics safe in the knowledge that a team of dedicated designers, technicians and support staff are out to meet the agreed specs. For this mood edition, and in close co-operation with one of Belgium's top furniture makers we've further enhanced an OUTDOOR high performance fabric to incorporate heating elements.
www.beaulieufabrics.be

TECHNICAL DETAILS

The cover is part of the 'OUTER LOUNGE' collection by Beaulieu Fabrics, a specialist in weaving jacquard and dobby fabrics. The OUTER LOUNGE fabrics are the result of an intense Research and Development programme by Beaulieu Fabrics and in this case, a co-operation with Axel Enthoven and Passe-Partout. The heating technology is supported by a local company, which is an added benefit. It is an excellent example of how to analyse consumer needs and respond by combining different technologies that traditionally are not linked, but which, when combined, offer something new and exciting. The fabric boasts excellent inherent characteristics and thanks to its thermal properties it is very well suited to be heated.

COMPOSITION:
100% modified Polyolefin

DESIGN AND COLOUR:
The design is minimalist and has been highly influenced by Japanese traditions and architecture. Minimalism creates space, and therefore freedom... The freedom to take your lounge suite indoors and outdoors.



Recor Bedding + DesleeClama *Sleepsitting*

Design by Axel Enthoven

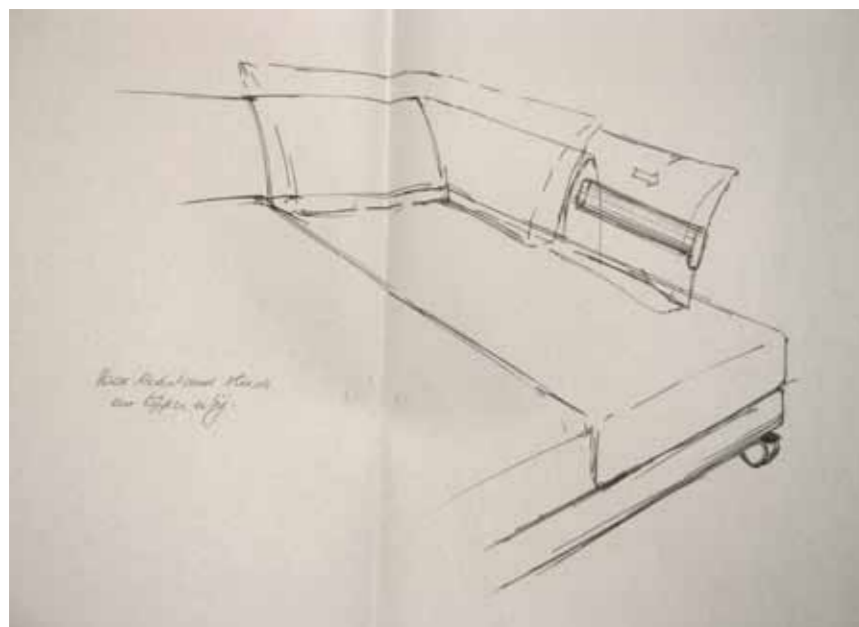


TECHNICAL DETAILS

We joined forces with Recor Bedding for the Flemish Masters project and created a 'Bed sofa'. During the day it looks like a sofa, but in reality it is a comfortable bed. From our perspective, as producers of mattress fabrics, we developed a knitted fabric, a typical double mattress fabric which nevertheless looks like furniture upholstery fabric.

We developed the Masters quality: 100% PES fabric with two designs, available in three colours. The first fabric is called 'Chocolate Cubes': dark brown with a staggered squares pattern. The other two fabrics have a more playful design, with a stylised animal print: 'Taupe Leopard' and 'Grey Leopard'.

Martindale abrasion, according to ISO 12947-1, min 29,000
Martindale pilling, according to ISO 12945, 4-5 with 5,000 revs



PRODUCERS

DESLEECLAMA has been manufacturing textiles since 1928 and specialises in mattress (95%) and decoration (5%) fabrics. Our knitted fabrics division is constantly evolving to keep in step with an ever-changing international market. And as an integrated textile company with 83 years' experience, DesleeClama also aims to offer its customers the most extensive range of woven mattress fabrics.
www.desleeclama.com

RECOR BEDDING In 1949, René Corthouts (ReCor) created his first mattress. He launched his high-quality mattress on the market and his company quickly grew. By diversifying its product portfolio, the Recor Group became the leading Belgian supplier of quality furnishings. In 1987 Recor Bedding was launched as a subsidiary of the now international Recor Group. Meanwhile, an outlet covering more than 25,000 square metres opened its doors in Genk, Belgium, and Recor Bedding has become the bedding specialist par excellence, producing its high-quality mattresses and beds in its own Belgian production sites, usually based on its own designs. Moreover, Recor Bedding turns to external designers for the development of creative sleeping solutions. The Group's main markets are Belgium and the Netherlands, but its products are also exported to Great Britain, France, Germany, Spain, Poland, Russia and Japan. The company also produces Scapa beds and is constantly on the lookout for innovations to maintain its competitive edge.
www.recorbedding.be



Bed sofa versus sofa bed: *Sleepsitting*

CONCEPT

Sofa beds are nothing new, but they usually mean compromising on one of the two functions – either 'sleeping' or 'sitting'. This design is based on the idea that both sleeping and sitting need to be comfortable. The concept is a bed which can be converted into a sofa, instead of a sofa which can be used for sleeping. It is upholstered with new mattress fabric developed by DesleeClama and offers all the desired functional advantages, but looks like regular furniture upholstery fabric.

DESIGN

This is not Axel Enthoven and Recor Bedding's first design. They have been developing innovative products for the 'bedding' market for two years. DesleeClama is one of their top mattress fabrics. This is an innovative concept, because the functionality of the furniture is key, and it is developed from the point of view of a bed manufacturer, instead of a sofa manufacturer. It is suitable for all ages and can be used for people who want to - or can afford to - put the combination of a bed and a sofa in their home. This product was specifically designed for consumers who are seeking furniture that always looks nice, even when the bed is not made up.

www.ea-dc.com

De Zetel+HSH +Concordia *Interplan chairs*

Concept by Axel Enthoven



TECHNICAL DETAILS

COATING

Water-reducible, UV-resistant, polyurethane topcoat designed for application on a wide variety of substrates. It provides a durable surface on components made of wood or textiles.

DRY FILM THICKNESS

20-30 microns (one cross coat)

COLOURS Most colours available

DENSITY 1.15 ± 0.05 kg/l

VOC 20-28 g/kg 23-32 g/l

SOLID CONTENTS $38\% \pm 3$ by weight

THEORETICAL

COVERAGE RATE $10 \text{ m}^2/\text{l}@30$ microns

TEXTILE

100% Polyester

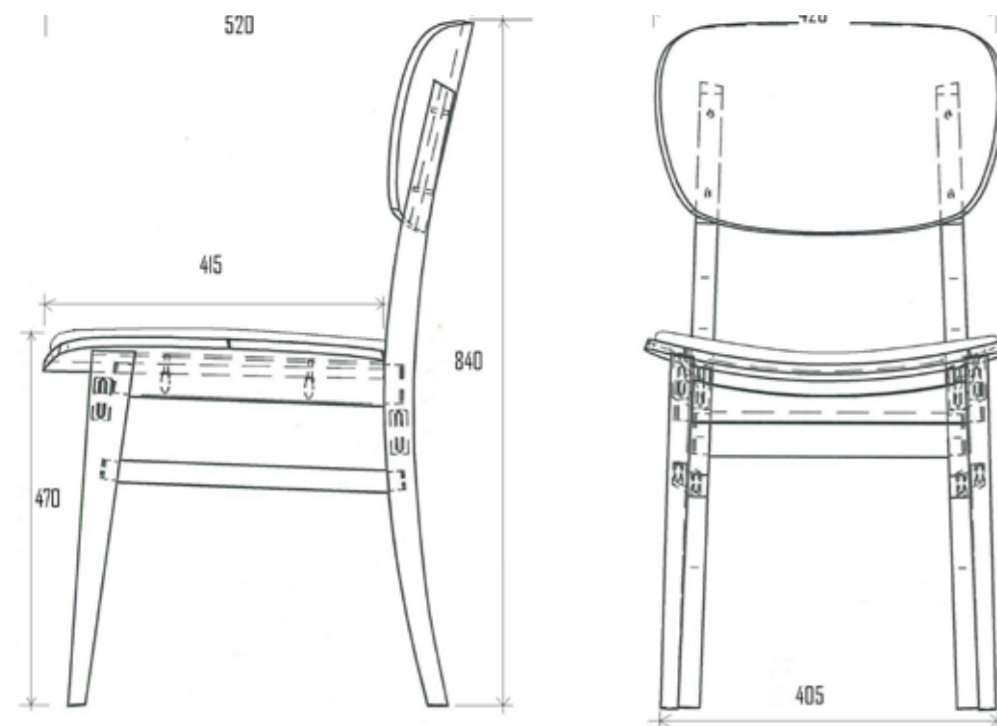
Warp Ends 47 76/24FDY PES FR

Weft Picks 23 500DT TR CS OE

Usable width 143cm

Full width 144cm

Weight 196gr/m²



First upholster, then lacquer *Interplan chairs*

CONCEPT

Create your chairs in a neutral colour and customise your furniture or order to the customers' specific demands. Major flexibility and logistical advantages allow you to work on your stock, resulting in the production of broader ranges. Combining a good carrier with the right paint to create a high-quality final product was no piece of cake. The result is innovative, unique, qualitative and attractive.

DESIGN

Axel Enthoven came up with the idea of lacquering chairs after upholstering them. This concept was triggered by his extensive experience in the design of new and renovated mobility products – e.g. trains, trams, metros and buses. Special lacquers allow for the flawless renovation of old seating furniture. However, new furniture can also be given a personal touch with nothing more than a lick of paint. This concept allows you to create a stock with neutral colours, which can be customised to the clients' wishes, thus providing a logistical advantage.

www.ea-dc.com

Furniture Design: Luc Vincent

www.luc-vincent.com

PRODUCERS

Seating furniture company DE ZETEL has been creating quality oak and beech chairs for over eighty years. What was once a small furniture company has developed into a trend-setting chair producer. De Zetel is all about timeless design, comfortable seating and sustainable business practices. 'Z', the new collection of hardwood chairs, can be personalised and produced in industrial quantities for hotels and catering establishments. 'Z' by De Zetel is the result of an intense collaboration with several external designers under the watchful eye of Art Director Luc Vincent. 'Z' is synonymous with authenticity, craftsmanship and innovation.

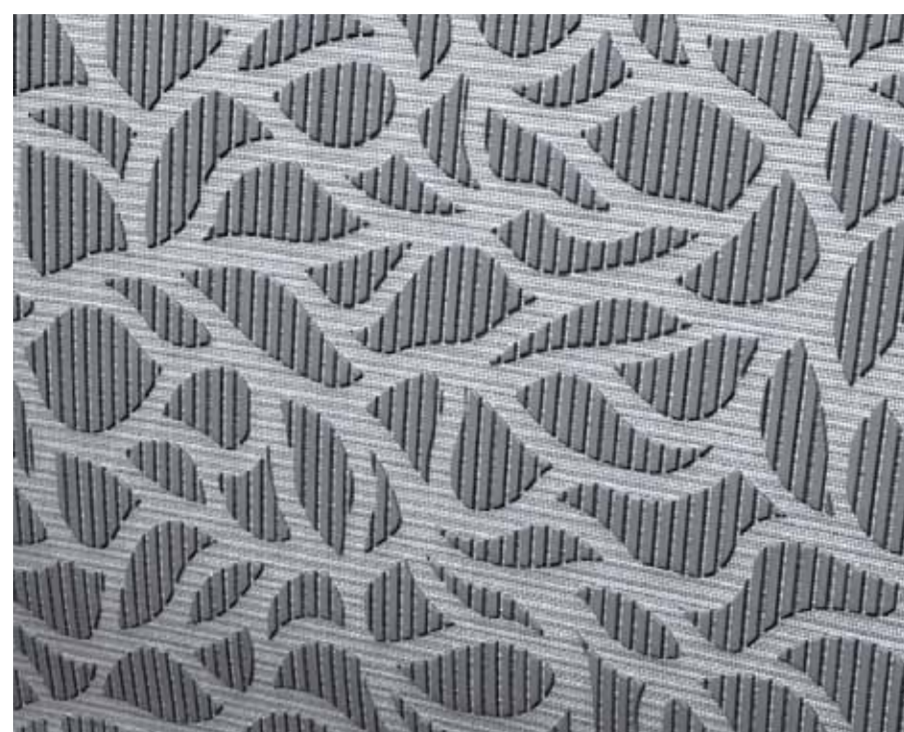
www.z-chair.be

For over 20 years, HSH AEROSPACE FINISHES has been specialised in the research, development, manufacturing and sale of water-borne coatings for application in aircraft interiors. The fillers, primers and topcoats have been developed to comply with the FAR 25 853 specifications. HSH Aerospace Finishes focuses exclusively on aircraft interiors and can therefore offer you a complete range of coating materials for application during maintenance or in the O.E.M. stage.

www.hsh.be

CONCORDIA TEXTILES is a vertically integrated producer and innovator creating a wide range of high-quality textiles. We offer different solutions for our customers on a global platform. We have 3 different business units to provide our different markets with high-quality services.

www.concordiatextiles.com



Self-supporting outdoor fabric: *Touché*

CONCEPT

Most self-supporting 'outdoor textiles' feel rough to the touch. Our goal was to create an outdoor fabric with a nice touch. Ferrari and Flocart joined forces to apply a soft print to an existing self-supporting fabric. Joli created seating furniture which can be perfectly upholstered with this revolutionary fabric. The result: a totally innovative look for your garden furniture!

DESIGN

In the past, Axel Enthoven had already come up with the idea of developing self-supporting fabrics which can be used outdoors, but also feel soft. Thanks to the Flemish Masters projects, two companies were given the opportunity to join forces and turn this ambition into a concrete product. A real success story!

www.ea-dc.com

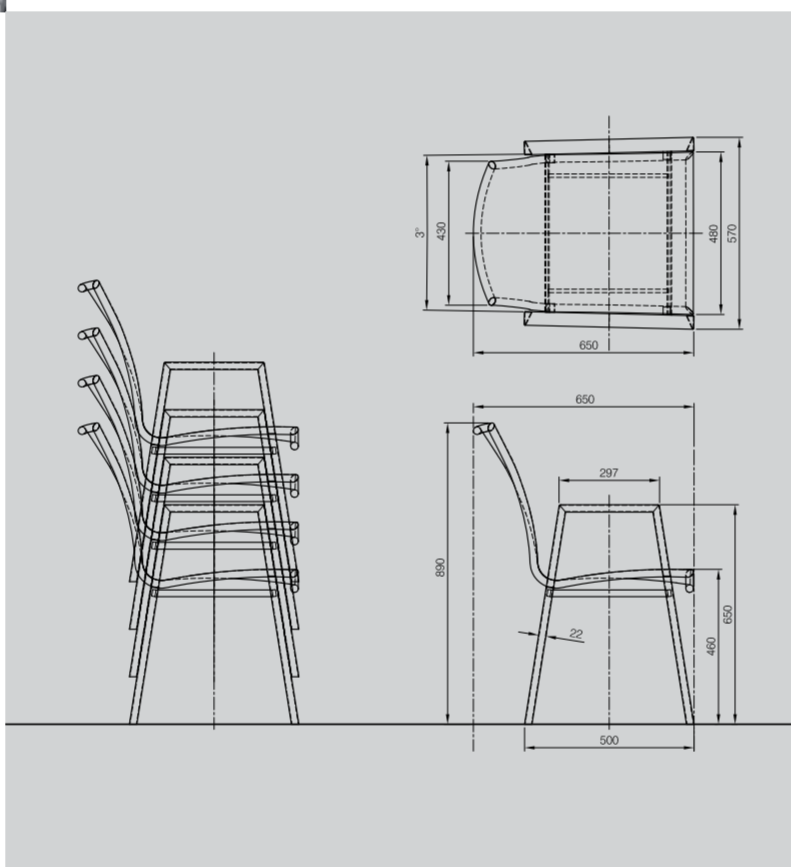
PRODUCERS

JOLI. Durable furniture, also available in customised versions, for both indoor (kitchen, living and dining room) and outdoor use (terrace, patio and garden). Innovative, stylish, timeless Belgian design.

www.joli.be

FLOCART is part of the Masureel Veredelings Group, a leading company in the coating and flocking of textiles. Creativity and technological expertise go hand in hand, and this has resulted in Flocart being a top player on the European market of wallpapers, blackout curtains and sun blinds.

www.flocart.com



Joli +Flocart *Touché*

Design by Axel Enthoven

TECHNICAL DETAILS

• FLOCKING OF PVC-COATED FABRICS

Fabrics created with PVC-coated threads have been available for a while now. They are used as self-supporting fabrics for outdoor furniture. Users and potential buyers often complain about this seating furniture's lack of comfort. Consequently, Flocart has developed a technique to significantly improve the seating comfort whilst maintaining the properties of the original fabric.

• TECHNIQUE

Flock threads are applied to a textile substrate using a pattern or coating system. These threads are secured to the surface of the fabric using a special glue. Using an electrostatic field they are oriented in the right direction and secured to the previously applied glue. The glue is applied using a pattern or coating system. A drying process allows the glue and the threads to be secured to the surface of the textile carrier.

• FLOCK TREADS

Polyester, polyamide, viscose and cotton can be used. They are 0.1 mm to 5 mm thick and their length varies between 1dTex and 5 dTex. These threads need to comply with the standards outlined below.

• CHARACTERISTICS OF THE COMPONENTS

The flock threads need to comply with very strict standards in terms of photo stability and friction. The result needs to be water and dirt-resistant. The glue needs to be elastic and needs to withstand harsh weather conditions.

• THE FINAL PRODUCT

The final product should have the following characteristics: self-supporting / water-permeable / dust-resistant / comfortable seating

• APPLICATIONS

This technique can be applied to all substrates, i.e. knitted fabrics and woven PVC-coated fabrics for both indoor and outdoor applications.



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