







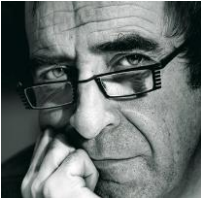



**SESSION 2 (BoDW)**

**THE ESSENCE OF THE BELGIAN SPIRIT**

**Fri 6 Dec, 2013, 09:00-12:00, 4/F Room S423**

	<p><b>Pascal Cools</b>, General Manager Flanders District of Creativity</p> <p>With a background of law and international relations Pascal has been involved as project manager in various large-scale change and optimisation projects in the private and public sector. Pascal joined Flanders DC as General Manager in 2007.</p> <p><a href="http://www.flandersdc.be">www.flandersdc.be</a></p>
	<p><b>Kathleen Saelens</b>, Managing Director TiO<sup>3</sup></p> <p>Previously Kathleen specialized in change management and design optimisation. In 2009 she joined the TiO<sup>3</sup> project, focusing on building cross-border networks that can benefit a new generation of designers and entrepreneurs in textiles.</p> <p><a href="http://www.tio3.be">www.tio3.be</a></p>
	<p><b>Koen Elsen</b>, Co-founder Achilles Design Associates</p> <p>Achilles develops innovative products, services and brands for companies of all sizes, e.g. Leitz, Barco, Atos Worldline, Dreambaby, Eddy Merckx Cycles, etc. Achilles is a multiple-award winning design leader in Belgium.</p> <p><a href="http://www.achilles.be">www.achilles.be</a></p>
	<p><b>Dirk Wynants</b>, CEO Extremis</p> <p>Dirk Wynants is Managing Director of Dirk Wynants Design Works and owner of well-known furniture company Extremis. Dirk success is the result of out-of-the-box thinking and constantly bringing in innovative and progressive designs.</p> <p><a href="http://www.extremis.be">www.extremis.be</a></p>
	<p><b>Nedda El Asmar</b>, Designer Nedda</p> <p>Jewelry designer and silver smith. Nedda works for renowned names as Hermès, Puiforcat, Eternum, Vange, etc. Her designs have earned numerous awards and prizes. Nedda was proclaimed Belgian Designer of 2007.</p> <p><a href="http://www.nedda.be">www.nedda.be</a></p>

	<p><b>stefan schöning</b>, Designer stefan.schöning studio</p> <p>stefan is fascinated and motivated by making real products for real people. influenced by the design pioneers Raymond Loewy, Peter Behrens and Henry van de Velde Stefan is active in cookware, lighting, furniture, scenography, product design as well as public &amp; landscape design. clients include the Belgian Railways, the national government and international companies such as Zwilling, Etap Lighting, Fiam Italia, Desalto and so on.</p> <p><a href="http://www.stefanschoning.com">www.stefanschoning.com</a></p>
	<p><b>Jean-Pierre Geelen</b>, Designer Enthoven Associates</p> <p>In his 30 years as a designer Jean-Pierre has worked hundreds of clients, e.g. Samsonite, LG Electronics, Hyundai Motors, Coca Cola, Ideal &amp; American Standard, Xiamen Golden Dragon Bus, Bombardier, Tupperware. etc.</p> <p><a href="http://www.ea-dc.com">www.ea-dc.com</a></p>
	<p><b>Pieter Van Riet</b>, Designer Studio Peter Van Riet</p> <p>Peter uses cross-disciplinary methods to create products with a large surplus value. His designs cover interior design, lighting, sports &amp; fashion, and electronics. Cross-disciplinary thinking plays an important role in his vision.</p> <p><a href="http://www.studiopietervanriet.com">www.studiopietervanriet.com</a></p>
	<p><b>Patrick Hoet</b>, Founder Hoet Design Studio</p> <p>Patrick specializes in highly aesthetic eyewear and founded renowned brand THEO. He has designed glasses for Elton John and Bill Gates. In the movie <i>Sex and the City 2</i> Kim Catrall wears one of Hoet's creations.</p> <p><a href="http://www.hoet.eu">www.hoet.eu</a></p>
	<p><b>Michaël Verheyden</b>, Designer Michaël Verheyden</p> <p>Michaël is passionate about rock music and inspired by silence. He creates home objects and fashion accessories . According to the New York times he "creates tools that demonstrate a sublime beauty and remarkable spiritual power."</p> <p><a href="http://www.michaelverheyden.be">www.michaelverheyden.be</a></p>