**FURNITURE FAIR BRUSSELS – 3-6 november 2024**

**PREVIEW**

1. **Growing Homes – Brussels Furniture Fair 2024**

With its previous campaign, the Brussels Furniture Fair planted a seed for a brighter future; but this year’s campaign visual shifts the focus onto how we can grow towards this future. Because in Brussels, entrepreneurs naturally come together to make progress, to make their business grow. A theme which, moreover, is also relevant to the fair itself.

With this campaign, the Brussels Furniture Fair presents a sequel to last year’s theme, but with a shift in emphasis. Because alongside the theme of ‘growth’, we also underline the importance of a warm home. A universal conviction, which we as a sector are committed to together. A feeling of conviviality and cosiness that you’ll also experience as a visitor to the fair in Brussels.

The Brussels Furniture Fair is the home of your furniture family, where the concepts of tradition, contemporary reality, future, innovation and dreams all come together, are put into context, and form a unified whole. It is the place where the experiences of the past year are shared, where we note the progress made by colleagues, and where we acquire the necessary knowledge to bring about the growth we desire ourselves.

1. **Growth**

Growth is a process. It starts with a healthy environment, forms a solid foundation and then blossoms. It is a process in which patience and an eye for your surroundings exert an extremely important influence.

In recent years, we have worked flat out to create a solid foundation, illustrated today by the rooms that anchor themselves throughout the campaign video. We need this foundation to offer the necessary certainty and continuity to our exhibitors and audience.

This is something we can now build on. As well as an expanded high-quality offering of indoor furniture and bedroom collections, this year we’ve shifted the focus to strengthening the current offering and reaching a wider audience by integrating and/or expanding design, decoration, outdoor and lighting. This too is a process in which patience, small steps and carefully considered choices are key.

Whenever there’s talk of growth within the trade fair world, people are usually thinking in terms of occupied surface area. This is certainly one part of the picture, but definitely not the most important. The Brussels Furniture Fair is above all about a high-quality and realistic offering, combined with the prospect of an enjoyable and efficient visit. Last year, the Furniture Fair was 100% fully booked for the first time in years. Unfortunately, this meant we had to disappoint exhibitors, such as Bellus last year, and tee them up for the next edition. This year, we’re delighted to announce that they will be exhibiting at the fair in Hall 3, and we’re convinced that they will offer added value. This prioritising of added value above numbers is a decision that we’re convinced will bear fruit in the long term, and we hope that our current players also see this as an investment in them.

1. **BDI (Belgian Design Island)**

Just like in nature, growth and development are also a result of symbiosis. What influence do multiple elements exert upon each other when you bring them together?

With the Belgian Design Island, we aim to put our Belgian designers in the spotlight, and simultaneously address a wider audience in both the private and the contract markets. We’re creating a separate hub for design and decorative objects, from furniture to lighting, from textiles to carpets. With a focus on creative must-haves that can make all the difference in both the private and the contract markets.

Young and old, students and businesses, established figures and start-ups. All are featured here, and will be standing ready to welcome retailers, manufacturers and interior designers alike.

Our ‘shop of tomorrow’ concept will also be integrated into this, and will be part of the overall experience.

1. **Belgian Outdoor**

We’ve been wanting to integrate outdoor furniture into our offering again for some time now. And when you hear that many of the most successful outdoor brands are based in Belgium, this seems self-evident. But where do you start? Exhibitors only come if you have their desired target audience, and visitors only come if you have the offering they’re looking for. What’s more, many of them are no longer seeking distribution points.

So we’re starting small, just like we did two fairs ago with the sleep hall. We’re making a targeted investment and talking to those brands who still see growth potential in the BENELUX and surrounding countries.

Actually this was only planned for 2025, but the positive reactions to our BDI concept, in combination with an extra space that we still had available in early September, have driven us to get our skates on and seize the momentum.

Belgian Outdoor will be ready for your visit in Hall 3, and is being realised in collaboration with Fedustria.

1. **Brussels by Night**

The trend that was kick-started over the past 2 years continues to develop. We can now say that our efforts in 2022 have also had the desired long-term effect. And that was absolutely our chief goal: to once again make Brussels by Night ‘the place to be’ for the BENELUX market and surrounding countries. But interest has also been awakened beyond these geographical boundaries with Viking Beds, Treca, Sleepeezee, Gomarco and Serta who are coming to enhance our bedding hall.

1. **Lighting**

The lighting offering is also gaining continuity, and is slowly taking up more and more space at the Brussels Furniture Fair. Exhibiting (again) this year are: Expo Trading Holland, Masterlight, Trio Lighting, Lucide, Marckdael, Fantasia and Light Trend.

1. **Inspiration and efficiency**

Regardless of the era we live in, there is one constant that never loses its value: time.

That is why we prioritise offering an enjoyable and efficient visit to our fair. The 7 occupied halls were not originally selected at random. They allow you to visit the whole fair in a single flow with no need for U-turns. In an area of 42,000m², every step counts.

We encourage our visitors to plan their visit well. This can be done via our new app or via the website, where visitors can save their favourites and have their most efficient route mapped out for them.

We also want to inform people on site one last time about what can be seen at the fair. Our free local newspaper 'La Gazette' briefly informs you about all the new things and where to find them, as well as providing a floorplan of the halls.

1. **A warm home**

It’s showtime!

And this is how we began this preview. Alongside the theme of ‘growth’, Brussels also underlines the importance of a warm home.

From the moment they arrive at the fair, we want to offer our visitors familiarity, hospitality and also an element of surprise. So we’re putting a lot of energy into the decoration and experiential offering in the entrance zones and throughout our exhibition halls. There won’t be any bare, cold areas, but something new around every corner. And believe us, this year there are plenty of new things to discover…

Doing good business whilst also having a good time is what we’re all about. So that at the end of the experience, our visitors leave our home with new collections, inspiration, energy and fond memories that will last a long time.

Do yourself a favour and visit the Brussels Furniture Fair!

Glenn De Maeseneer