

We take a brief look back at the Brussels Furniture Fair 2024 and the launch of the Belgian Design Island, where up-and-coming talent was prominently showcased. The breathtaking setting for this component evoked a sojourn in the desert where the exhibited furniture shone out for visitors.

Against the same backdrop, the annual Balthazar Awards were a festive highlight of the fair. Winners & nominees in the five categories each had a strong story to tell linked to the furniture sector. So it was a tough task for the jury when it came to awarding the scores.

Brussels also wants to focus on the Outdoor narrative and corresponding furniture. Belgium is playing a pioneering role in this, and a bespoke outdoor zone at this edition of the fair was also a great introduction to a wonderful range of exceptionally fine furniture for tomorrow. There will undoubtedly be a strong continuation of this next year. Indeed the outdoor industry is engaged in a steep ascent, and is gaining in popularity every year.

The Furniture Fair is also all about tradition, and alongside the stunning entrance zones in Hall 5 and the Astrid Hall, every effort was made to highlight this year's campaign image across all Palaces. The Growing Homes theme gave visitors a warm feeling of “coming home” at this 87th edition. The electric cycle rickshaws with furniture fair bellboys in the driving seat proved a hugely popular way to explore the fair, or to enjoy a smooth guided tour of its almost 65,000m² surface area. A paper version of our own Furniture Fair La Gazette was a useful guide in this, containing heaps of useful information.

In the meantime, the well-known themes such as Holland a la carte in the Patio, Brussels by Night in Hall 6, augmented by bars, food corners and a barista, are proof that in the capital city of Europe, every effort was made to enhance the atmosphere and experience. All this ensures that everything takes place in a warm, familial atmosphere.

Professional visitors from Belgium, the Netherlands, Luxembourg and France continue to find their way to this fair. But there is a wider tale to tell: there may be growth from the German speaking region of Europe in the coming years, if reports are to be believed. And the presence of exhibitors from Italy, Scandinavia, the UK and Poland show that some 20,000 visitors continue to consider Brussels important for their business. And see the Furniture Fair as a warm home in which to conduct business with dependable suppliers.