

# INTERIEUR FOUNDATION, BELGIUM

Best management of design in a public or non-profit organisation

## INTERNATIONAL BIENNIAL FOR CREATIVE INTERIOR DESIGN INTERIEUR FOUNDATION, KORTRIJK, BELGIUM "A SUCCESSFUL DESIGNSTORY WITH 21 DESIGN BIENNIALS SINCE 1968"



### LEADERSHIP IN DESIGN INNOVATION

The sense of the impossible excited the founders of the INTERIEUR FOUNDATION, (Belgium) in 1967. Giving VISIBILITY TO NEW DESIGN for the home and INNOVATIONS for the interior to a broad general public and not only to professionals as most fairs do, was one of the goals. Create a space and atmosphere that does not obey the laws of traditional lay-out and stage design where WORLD DESIGN BRANDS take the floor, is the target. The UNIQUENESS of the CONCEPT and the increase over the years of turnover, number of visitors, number of participants & brands, press articles etc. show that this innovative model was needed for DESIGN COMMERCE towards a BROAD PUBLIC.



OVERVIEW OF 21 POSERS OF THE INTERNATIONAL DESIGN BIENNIAL CONSISTENT BY ALWAYS CHANGING BRAND IDENTITY

### DRIVING CHANGE THROUGH DESIGN

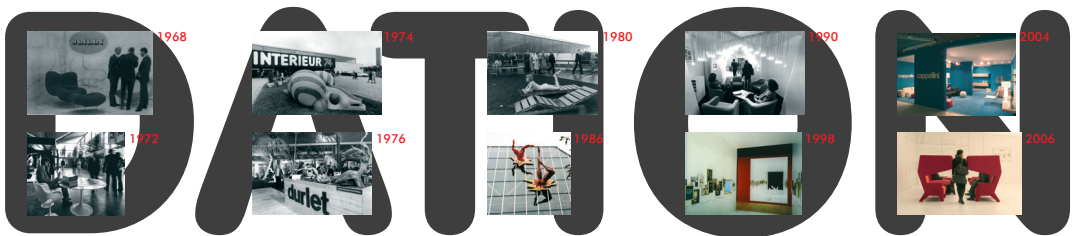
Absolute deadlines every two years is an immense DRIVE. The DESIGN EXPERTS at Interior are great observers, inspirators and fair strategists. The Interior Foundation – board of directors and executive committee – uses its information power to organise DESIGN COMPETITIONS sponsored by the worlds LEADING design magazines and attended by the world top of designers acting as jury or guests of honour, they push new brands and designers to expose their work on the exhibition grounds and they encourage public (professional and general) through well organised campaigns to come and see the LATEST TRENDS, BRANDS and new IDEAS in the sector.



- GUESTS OF HONOUR OF THE 21 BIENNIALS
- SIMON MARE PRLYS
  - RAYMOND LOEVIY
  - GIO PONTI
  - VERNER PANTON
  - GIULIO DORFLES
  - PHILIP ROSSENTHAL
  - JEAN PROUVE
  - ALESSANDRO MENNINI
  - HERMAN LIBERMAN
  - PHILIPPE STARCK
  - GEERT BEKAERT
  - ANDREA BRANZI
  - DIETER RAMS
  - JASPER MORRISON
  - JEAN NOUVEL
  - ROLF FEHLBAUM
  - KONSTANTIN GRCIC
  - MICHAEL YOUNG
  - JAMES IRVINE
  - KIRSTI PAAKKANEN
  - ALFREDO HABERLI
  - JAIMIE HAYON

### EXCELLENCE IN DESIGN-COORDINATION

The concept of Interior is unique in its SELECTIVITY – selection committee – AND QUALITY – expert committee of architects, graphic designers, fashion designers. The cohesion of the venue is created through a coordination of the ECONOMICAL (brand presentations) and CULTURAL BLEND (side events) of the selected design companies, designers, products and design services. The various CULTURAL EXHIBITIONS all over the venue are outstanding since they have to SURVIVE above the glamorous stands of the COMMERCIAL exhibitors.



### STRATEGIC PERFORMANCES

The Interior Foundation has been growing through some STRATEGIC DECISIONS: never change a WINNING CONCEPT, grow slowly but SURELY, observe your TOP CUSTOMERS, evaluate the definition of design day by day and try to UNDERSTAND THE MARKET. To be a DESIGNCITY every two years, the lay-out of the exhibition platform is often a metaphor of the city. And each time more the roles are bit by bit reversed: THE CITY BECOMES THE BIENNIAL. This line is one that resurrects the old dream of the Foundation: turning Kortrijk into a Design City.

TURNOVER IN 1968:  
GROWN FROM € 102.603 TO € 3.800.000

INTERNATIONAL DESIGN BIENNIAL  
1968 - 2008

NUMBER OF COUNTRIES PARTICIPATING  
GROWN FROM 6 TO 18

PRICE € IN COMPETITION  
GROWN FROM € 1.875 TO € 37.500

M<sup>2</sup> OF EXHIBITION SPACE  
GROWN FROM 5.000m<sup>2</sup> TO 42.000m<sup>2</sup>

PARTICIPANTS IN THE COMPETITION  
GROWN FROM 25 TO 494

NUMBER OF PARTICIPATING BRANDS  
GROWN FROM 89 TO 320

NUMBER OF VISITORS  
GROWN FROM 53.000 TO 128.615



WWW.INTERIEUR.BE