

MoOD/Indigo Brussels or the best kept secret

Michael has been visiting MoOD and Indigo Brussels for years, but this was the first time he was going to the new location in Tour & Taxis, the venue for the fair since last year. "A beautiful place," he said while he kept his eyes peeled. After a short briefing with his team, they were all on their own way. Later Michael informed he was happy to be there. "MoOD is the best kept secret amongst fabric exhibitions", he revealed. He quickly added with a wink: "I can imagine you don't want to share this with your competitors."

Earlier we met Tom while he was visiting an exhibitor. Tom was buying fabrics for his company in the US. We had a talk with him and were rather delighted with his testimonial. But Tom quickly got back to us with the request not to publish it. The reason? It's a small world. Nobody has to know where he sources his fabrics. MoOD/Indigo Brussels is a niche exhibition with about 4,000 visitors, compact and to-the-point. Not to be missed by professionals.

Boutique style exhibition on a historic site

You get immediately in the right mood when you arrive at the premises of Tour & Taxis. The restored early XXth century stately warehouses are located at the port in the city centre of Brussels. MoOD and Indigo Brussels, that this year were held on 6, 7 and 8 September, took up four whole halls, called sheds, at the former goods station. The exhibition space is bathing in natural daylight thanks to the remarkable construction of the roof. And temperature was well regulated if we remind the one of last year's edition, which was too high.

Furthermore MoOD is being decorated in an inspiring way. Still there is a certain reserved atmosphere at the boutique show. Discrete, uniform and attractive stands make sure that the 'product is the hero'. The fabrics and creations are in the spotlight. A concept that has been tried and tested that makes for an informal and relaxed atmosphere, high-class as a result of numerous beautiful highlights.



(Photos: Textiles para el Hogar.)

Quality from all over the world

The collections being presented at MoOD and Indigo are focussed on the European market with exhibitors coming from all over the world. This time MoOD united 17 nationalities and the offer of Indigo also hailed from 17 countries. Spanish exhibitors were 11 at MoOD and one more, UON, made its debut at Indigo. This time MoOD had a coincidence with Home Textiles Premium by Textilhogar in Madrid, held almost in the same dates, so this maybe made the list of Spanish visitors shorter than in previous years.

Regarding exhibitors by country of origin we counted them to obtain this approximate results: 33 from Turkey, 20 from Belgium, 11 from Spain, 7 from India, 5 from UK, 4 from Italy and also from the Netherlands, 3 from Germany, and one from each of the following nations: China, Sweden, Poland, Israel, France, Portugal, Lithuania, Austria and the US.

Visitors arrive to Brussels from the four corners of the planet. Europe remains most strongly represented with a percentage of 78%. Frontrunners are the UK, Germany, the Netherlands, France and Belgium. The Scandinavian countries and Norway in particular showed the strongest growth



this year. Non European visitors mainly come from Russia, China, India, Korea and Japan. Visitors from Canada, the US, Brazil, Colombia, Mexico, South-Africa and Mauritius also find their way to Brussels.

The quality of these visitors is particularly appreciated by the exhibitors. Three-quarters of them assign MoOD/Indigo a score of 75% or higher as it comes to visitor quality. A result of the know-how as it comes to attracting the right visitors.

Trends, innovations, awards and busy seminars

MoOD/Indigo Brussels knows how to fascinate show visitors with a varied, inspirational offer. The trend show Passages, the Blue Drop selection, the Blue Drop Awards and most certainly the Innovation Platform all appear to be a must-see for professionals who have a finger on the pulse in our industry. The seminars attracted a large audience and the guided walks were again well booked. MoOD does not spare any cost to be 'best of class' in the exhibition world as it comes to inspiring and informing.

Year after year, these areas of the fair (shed 2bis and shed 3bis this time) are worth a visit with no doubt. And it is where you can pick your free copy of Textiles para el Hogar.

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Some facts about MoOD/Indigo Brussels 2017

Almost 100 MoOD exhibitors, weavers and printers showing their new collections and designs, were joined by a selection of 25 Launch Pads. Add to them 10 exhibitors bringing their latest innovations to the New Materials/MoOD Tech area.

In the field of design, Indigo Brussels gathered also 100 studios from 17 countries showing high level surface and pattern designs. The Indigo Brussels exhibitors top three were UK, France and Italy.

Indigo Brussels certainly is a great addition to MoOD. Both shows make a perfect match since many years ago.

This season the trend cahier investigated four 'Passages' that influence today's designers: Analogue, Anthropocene, Myth and Identity.



Textiles para el Hogar was at the core of the fair.



An entrance to Indigo, the only Spanish exhibitor (UON) there and some summarized information on the fair.



Talks and Walks at MoOD: programs and action.

And through the eyes of a MoOD exhibitor...

Hakan Donmaz, General Manager of the Turkish company Marteks looked back on a particular successful exhibition. He provided us with his testimonial: "We are extremely satisfied with the results of the show, they were beyond our expectations. Different factors play an important role in the complete package the show has to offer:

- Timing: the moment when MoOD is taking place, is ideal, not only for Marteks but also for the designers.
- Quality: we had high-level visitors, not only customers but also very good contacts, prospects and leads.
- Brussels: the location is just perfect, in the heart of Europe, everybody gets there in a convenient way (airports and railway stations nearby).
- Venue & concept: the venue of Tour & Taxis is unique, the "boutique" concept fits perfectly.
- Service: the visitors feel they're welcome. They get free coffee & tea at the central coffee corner, there is a lot of interactivity e.g. the Trend Seminars, Walks & Talks, the Innovation Platform and so on.

Marteks will most certainly be exhibiting at MoOD 2018!"

We certainly agree with Mr Donmaz. Next edition of MoOD is scheduled for 11, 12 and 13 September 2018 at the same venue.

www.moodbrussels.com



Innovation Platform: Samples tables for Materio Belgium, Treniq, Material Lab, Trendease.



SPANISH EXHIBITORS



Aznar Textil.



Textil Casa Moda.



Castilla Textil.



Cerdalón.



Comersan.



Froca.



Antequir/Interfabrics.



Jover.



Rioma



Textiles Vilber.

Blue Drop Awards 2017 winners

The Blue Drop Awards were awarded on the second day of MoOD. The Blue Drop exhibition is an inspiring overview of the “best of the best” of what one can find at MoOD selected from creations submitted by exhibitors. It is unique in its own way because it is the world's only quality label of its kind for interior textiles.

(Photos of fabrics by courtesy of MoOD.)



Best Contract: De Poortere Freres, Belgium. A light velvet, with a changing bicolour effect in blue and grey melange. The fabric is soft and strong and of a distinctive beauty.



From left: Patrick Geysels (General Manager MoOD / Indigo Brussels), with the representatives of Audejas, De Poortere Freres, Imatex, Big Impact, Muuna and Teksko. (Photo: Textiles para el Hogar.)



Best Colour Passage: Teksko, Turkey. The colour award goes to a fabric that uses only one colour. It may seem a little awkward, but the jury chose this fabric for the way the colour changes according to the play of light in the yarns. One colour became many colours.



Best Strong Identity: Imatex S.p.A. Italy, for creating a brand identity based on the heritage of the family business. Based also on their long-term vision and their unique ability to create outstanding collections.



Best Circular Material: Audejas, Lithuania, for their collection made of re-engineered wool. And also for their commitment and vision to integrate a new generation of eco values into their creations.



Best Launch Pad: Muuna, United Kingdom. Selected by Trendease International



Best Remarkable Technique: Big Impact, The Netherlands. Not 2D, not 3D, but 2,5 D. The jury was very excited with this world première and the beginning of a new era in printing techniques for interior decoration.