

## **BRAFA commissions a competition with La Cambre to find the winning carpet design**

For the first time, at the BRAFA 2013, the design of the floor coverings for the three wide aisles and reception areas was assigned to an artist, Julien Colombier. The resulting pattern met with varying reactions, but the originality and daring of the approach were widely praised. The organisers have therefore decided to repeat this initiative, by means of a competition open to students of the Ecole Nationale Supérieure des Arts Visuels de La Cambre (Higher National School of Visual Arts of La Cambre). Founded in 1927 by the architect and designer Henry van de Velde, La Cambre is one of the leading art and design schools in Belgium.

Based on a precise design briefing, the school submitted around 15 projects to the BRAFA's Board of Directors and the Volume Architecture practice.

The lucky winner, Ani Bedrossian, will have the great privilege of seeing her work admired by all visitors to BRAFA!

« 6 loops / cm » from Ani Bedrossian

“The design was inspired by a material specially created for the project: a velvet paper. The dense, luxurious surface suggests traditional woven rugs, and contrasts sharply with the short, flat pile of the temporary carpets normally used in salons. The motif was inspired by the wear that appears on traditional rugs.

The effect is created by technical transposition and the low definition of the design required for wide digital prints. The printed image of this material increases the depth and materiality of the floor, giving the alleyways texture and colour”.

In addition to the fascinating experience of progressing from a theoretical project to its real-life implementation, over an area of 16,000 square metres (!), the lucky winner will also receive an award of €2,000. Join us at BRAFA to find out the winning project...