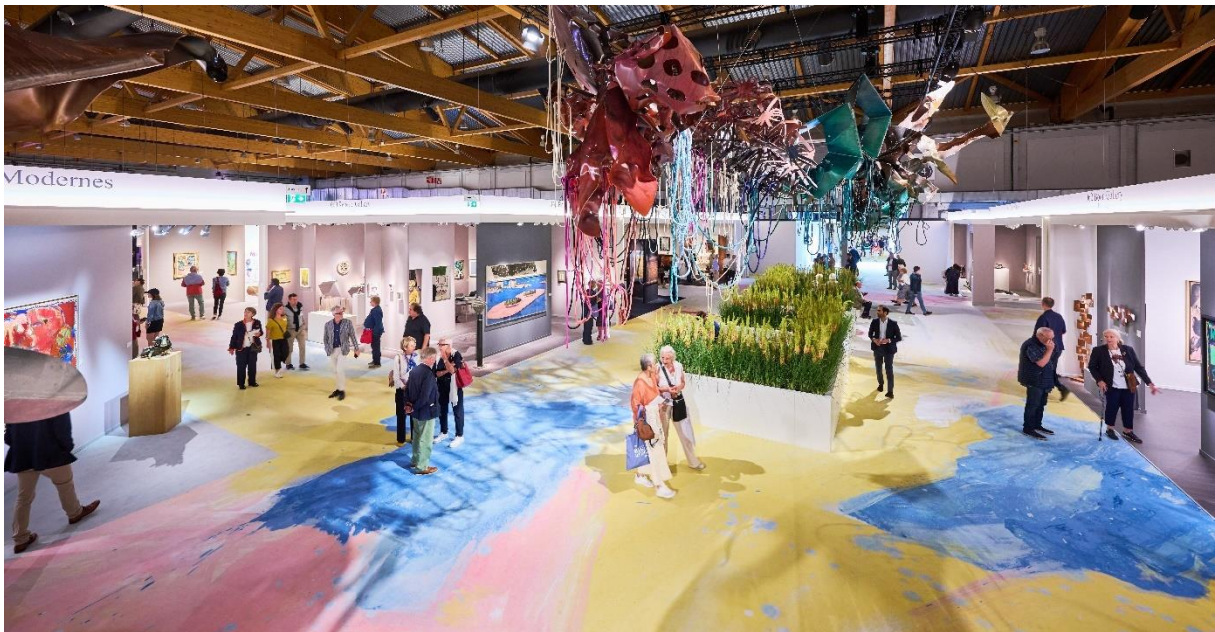


BRAFA ART FAIR

Press release 23/06/2022

An innovative approach for BRAFA's 100% ecological carpet



BRAFA Art Fair 2022 - View of the Fair © Fabrice Debatty

This year, the unique carpet that adorns the aisles of BRAFA and guides visitors through the Fair was designed in Denmark by Ege, the world's first sustainable carpet manufacturer.

Ege bought 47,5 million used plastic bottles to recycle in order to make up the underlayer of the carpet. The heat emitted by the factory that manufactured it was also redistributed to 250 households in its neighbourhood.

Beatrix Bourdon, Managing Director of BRAFA, explained: *“When I met the Ege team and they told me about their sustainable carpets made from fishing nets recovered from the oceans and recycled PET bottles, I was immediately charmed. And in addition to being 100% ecological, this carpet is also of high-quality.”*

For many years, BRAFA carpets were designed by students from La Cambre, but for this 67th edition, the Belgian guest of honour, Arne Quinze, volunteered. The artist began creating a garden at his home in Sint-Martens-Latem several years ago, from which he draws his inspiration. It is therefore quite naturally that he wanted to give BRAFA visitors the impression of walking in it, whilst strolling on the carpet of the Fair.

"Initially, I took hundreds of photos in the garden. I transformed them into a life-sized model of several hundred metres that I painted in my studio. These paintings on paper were then scanned and converted into carpets," explained Arne Quinze.

Ege works with all colours, which enables them to capture the subtlety of nature but also the dynamism of artistic gesture. The manufacturing process can be discovered in a video at BRAFA, at a stand located in Hall 3 in Brussels Expo, and on social networks.

The carpet will have many lives since, once BRAFA is over, it will be donated amongst others to the City of Brussels.

Come visit BRAFA until Sunday 26th of June from 11am to 7pm at Brussels Expo (Halls 3 and 4).