



CONCEPT PRESENTATION

28.11 – 15.12

5th edition in Brussels

**Vanderborght Building
Rue de l'ecuyer, Schildknaapstraat, 50
1000 Brussels**

SUMMARY

1. Mission
2. We Believe
3. Concept
4. Our Exhibitors
5. Curated Supermarket
6. Happenings program
7. Visitors typology
8. Communication plan
9. Practical information
10. Contact us

'B' Exhibitors Packages



1. MISSION

Nationa(a)l has the ambition to let you discover the Belgian culture and creative emerging micro societies.

Our aim is simply to connect you with the hidden wonders as well as the most courageous key players of the Belgian creative & cultural industries in 9 disciplines:

Visual Arts // Music // Cinema // Design // Gastronomy // Performing Arts // Publishing // Fashion & Digital Arts

We only take the best to the marketplace and guarantee the highest quality of selected content & initiatives thanks to our intelligent curating process.

The concept has been created to support the Belgian creative and cultural economy and make it bloom.



2. WE BELIEVE

• BELGIUM IS CREATIVITY

We believe that Belgium is the country with the highest density of creativity per square metre in the world.

• CREATIVE AND CULTURAL INDUSTRIES PLAYERS ARE HEROS

Creative resources benefit wellbeing and function as a bottom-up therapy for society.

• CULTURE AND CREATIVITY, NEXT TO BREAD, ARE A BASIC RIGHT FOR EVERYONE

Creativity is the rough mineral that drives social development, understanding and cohesion. People need more contact to cultural & creative products and more time to enjoy, touch, read, feel, see & hear.

3. CONCEPT



A. THE NATIONAL ARTIST SUPERMARKET

The National(a) Artist Supermarket is an exhibition, an experience, and a curated supermarket at the same time.

For sale and bring back home: art pieces, drawings, photography, ceramics, furniture, books, fashion, vinyls, films, gastronomic products,...

To experience at the supermarket: live dancing, concerts, film screenings, book signings, live cooking sessions, actors and artists walking around to explain the exhibited works and confuse visitors who not only look at the creative scene but also become part of it.

B. NATIONAL ONLINE PROMOTIONS

WE MARKET ARTISTS AND A NEW WAY TO CONSUME CULTURAL GOODS

Nationa(a) will help you take a leap toward unexpected cultural & creative discoveries. Every month we will promote one cultural product in nine distinct creative disciplines on our website and social media, each recommended by our selection committee.

Don't miss these unique super deals!
WWW.NATIONALSTORE.BE



**SUPER
DEAL**



NATIONA(A)L connects you with the hidden wonders as well as the key players of the Belgian creative & cultural industries in 9 disciplines:

**VISUAL ARTS • MUSIC • CINEMA
DESIGN • GASTRONOMY • PERFORMING
ARTS PUBLISHING • FASHION • DIGITAL ARTS**



4. WHO CAN APPLY?

CREATIVES AND ARTISTS

Individual artists illustrators, musicians, writers, designers, chefs, filmmakers, dancers, performers, fashion-designers

Creative organizations, collectives, creative businesses, artist co-working spaces, non profits

PROMOTERS

Online shops, platforms, editors, distributors, record labels, promoters, bookshops, publishers, art-galleries

SUPPORTERS

Government organizations, sponsors, partners, investment funds, crowd-funding platforms, incubators, cultural institutions

INTERNATIONAL PROMOTERS

International music labels, international press, art galleries, online shops, publishers, international cultural delegations

To ensure the highest quality, we rely on an intelligent curating process: a selection of internationally renowned Belgian art personalities shedding light on qualitative talents, organizations, distributors and editors! They constitute the multidisciplinary selection committee that selects the exhibitors.

TO APPLY, CLICK ON THE BUTTON

5. CURATED SUPERMARKET

A. THE NATIONAL ARTIST SUPERMARKET

To ensure the highest quality, we rely on an intelligent curating process: a selection of internationally renowned Belgian art personalities shedding light on qualitative talents, organizations, distributors and editors!

They constitute the multidisciplinary selection committee that selects the exhibitors and helps casting light on up-and coming talents by recommending 5 Belgian creative and cultural products they appreciate for our online platform.

PREVIOUS AMBASSADORS

Veronique Leroy,
Nathalie Dewez,
Julien De Smedt,
Mathieu Ronsse,
Pieter Vermeersch,
Angel Vergara,
Maxime Collart,
Tim Van Steenberghe,
Fien Troch,
Muller Van Severen,
Mauro Pawlowski,
Girls In Hawaii,
Annemie Verbeke,
Ann Pierle,

Makers with an Agenda,
Frédéric Jannin,
Gilles Polet,
Saskia De Coster,
Doorzon,
Antoine Wauters,
Peter Van Heirseele,
Caroline Lamarche,
Stéphane Aubier & Vincent Patar,
Adil El Arbi & Bilall Fallah,
Fabrice Du Welz,
Philippe Limbourg,
Koert Vermeulen,
Diane Steverlynck...
and many more!



6. HAPPENINGS PROGRAM

A. THE NATIONAL ARTIST SUPERMARKET OFFER

FREE ACCESS

- Artist Supermarket
- Gastronomic tapas pop-up Restaurant
- Live experience of Belgian Creativity by our chefs de rayon (actors & performers)
- Nationa(a)l radio
- Signing sessions
- Workshops
- Live Poetry

PAID ACCESS

- Concerts
- Film screenings
- Theatre, Fashion, Dance & Art performances
- Lectures
- Workshops

VIP PREVIEW

- Artist Supermarket
- Fashion performance
- Concert
- Dance performance
- Nationa(a)l radio
- Gastronomic tapas pop-up Restaurant

WEEK 1

MUSIC AND FASHION

WEEK 2

FILM AND DESIGN

WEEK 3

BOOKS AND ART PERFORMANCE

THURSDAY: AFTERWORK

FRIDAY: PARTY

SATURDAY: MULTIDISCIPLINARY

SUNDAY: FAMILY



7. VISITORS' TYPOLOGY

EARLY ADOPTERS // 16 – 28

the most influential people within any market space: civic-minded, strong sense of community, educated, they want to change the system.

YOUNG SINGLES // EDUCATED AND EXPATS // 28 – 40

increased buying power and marketplace influence: they love things that make them feel good, they like sharing experiences with friends, they seek relevancy.

BOBOS // 30 – 50

this generation has a high spending power, they love to spend time with family, they like authenticity, social consciousness is prior for this generation.

TRENDY ADULTS // 30 – 65

they are interested in new technologies and societal trends, they love to attend cultural events.

20 000 visitors will be attending!



75% Between 28 and 60

Well-connected opinion leaders,

Influential buyers and celebrities!

Fun, vibrant, cool and stylish, culturally engaged and active.

25% Between 16 and 28

Y and Z generation :Hyper social, connected, active, fun, vibrant, cool and stylish, culturally engaged and active.

8. COMMUNICATION PLAN

DIGITAL CAMPAIGN

From April 2019 every month, Nationa(a)l will promote 9 cultural products from 9 different creative fields through

- our website
- our monthly newsletters (10,000 individuals so far)
- our Facebook page (+5000 likes)
- our Instagram page (1000 Followers)
- online banners in local, lifestyle & specialist press & newsletters:
www.elle.be / www.marieclaire.be / www.tijd.be/sabato /
www.courrierinternational.com / www.nest.com /
www.demorgen.be www.lemonde.fr / www.medor.be / ...



PRINT AND AUDIO CAMPAIGN

From September 2019

- 20,000 Flyers distributed in BIO markets in Brussels, Ghent, Antwerp & Liege
- 500 billboarding A0 Faces in Brussels, Ghent & Antwerp
- 5 JC Decaux Faces in Brussels
- 20' radio spots on La Première, Pure FM & BRUZZ!
- guerrilla marketing in the city: purple paint of fountains in Brussels
- print adverts in local lifestyle & specialist press: ELLE, JULIETTE & VICTOR, L'EVENTAIL, MARIE-CLAIRE, ELLE DECO, SABATO, COURRIER INTERNATIONAL, LE MONDE, LIBERATION, PARIS MATCH, CULT
- an active press campaign* valued at 350 K



9. PRACTICAL INFORMATION?

WHERE?

VAN DER BORGHT BUILDING,
RUE DE L'ECUYERSTRAAT, 50
1000 BRUSSELS

WHAT AND WHEN?

28.11–15.12

SUPERMARKET

Thursday–Sunday // FREE ACCESS //
12 AM – 8 PM

HAPPENINGS PROGRAM

Thursday–Sunday // PAID ACCESS //
12 AM – 11 PM

Thursday: AFTERWORK

Friday: PARTY

Saturday: MULTIDISCIPLINARY

Sunday: FAMILY

WEEK 1: Music & Fashion

WEEK 2: Film & Design

WEEK 3: Book & Art

Performance



AGENDA & RATES on WWW.NATIONALSTORE.BE

PREVIOUS PROJECTS



PREVIOUS PROJECTS



PREVIOUS PROJECTS



CONTACT US

- **ADELINE D'URSEL**

Coordination & Commercialisation
adeline@nationalstore.be
+32/479 28 64 58

- **LOTTE MATTELAER**

Production & Artistic Direction
lotte@nationalstore.be
+32/499 32 51 84

- **MARIA VASSILIEVA**

Communication
maria@nationalstore.be
+32/485 10 53 39

- **VALENTINE NASLIN**

Exhibitor relations
valentine@nationalstore.be
+32/477 53 50 77

- **LAETITIA DE VILLENFAGNE**

Store manager
laetitia@nationalstore.be
+32/ 475 26 46 71

NATIONAL
artist supermarket