



**LES  
BRUCELLES**

**Activity Report | 2025**

# EDITO



LES BRUCELLES asbl is the association behind BRUSSELS JEWELLERY WEEK, a platform dedicated to promoting and giving visibility to contemporary jewellery.

The first two editions, held in 2022 and 2024 respectively, offered both art lovers and professionals the opportunity to discover the many facets of this still under-recognized artistic expression. Exhibitions, talks, tours, and exchanges highlighted the richness, diversity, and boldness of contemporary creation, both Belgian and international.

The year 2025 was initially meant to be devoted to preparing the third edition, scheduled for 2026. However, several factors forced the association to postpone its organization, including the political and economic situation at both local and international levels, which weakened the conditions necessary to stage an event of such scale.

Nevertheless, Les Brucelles has not remained inactive. Internationally, it has continued to build and strengthen relationships with organizers and artists involved in other contemporary jewellery events. Nationally, it has presented Belgian artists in dedicated exhibitions, reaffirming its concrete commitment to the local scene.

Les Brucelles intends to remain a driving force in contemporary jewellery, in Belgium and beyond. Through collaborations, projects, and adaptability, it reaffirms its commitment to supporting creation, fostering dialogue, and advocating for the recognition of contemporary jewellery as a fully-fledged artistic discipline.

More than just an event, Brussels Jewellery Week is an ongoing dynamic - meant to continue, evolve, and bring together all those involved in this remarkable artistic approach, as soon as conditions allow.

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# LES BRUCELLES ASBL

Named after a small pair of tweezers used in jewellery-making, Les Brucelles is a non-profit association based in Brussels, founded in 2021 by a group of six passionate and dynamic project leaders.

The association's missions are:

- to improve the visibility and recognition of contemporary jewellery artists by promoting and presenting their work not only to art lovers and professionals, but also to the general public.
- To achieve equal recognition by increasing the visibility of contemporary art jewellery alongside contemporary visual art within national art institutions and museums.

By emphasizing the multidisciplinary aspects of the practice, Les Brucelles aims to develop projects that foster social cohesion and encourage cultural diversity.

Brussels Jewellery Week is organized by the volunteer members of Les Brucelles to highlight contemporary jewellery at the heart of Europe.

## TEAM MEMBERS IN 2025

Marta Dobrynina, Silke Fleischer, Sandra Kleimberg, Pauline Grandjean, Penny Peeters, Petra Saelens.



## THE CONCEPT

Jewellery Weeks are flourishing across Europe and beyond under various names, always linked to contemporary jewellery. There are currently around fifteen such events in Europe and others worldwide. Belgium, located at the center of the European Union, is now represented and destined to play an important role.

BRUSSELS JEWELLERY WEEK aims to celebrate contemporary jewellery and showcase the expertise of Belgian designers, schools, and institutions from the country's three regions.

## BJW OBJECTIVES AND VALUES: INCLUSION, DIVERSITY AND SUSTAINABILITY

- Highlight contemporary jewellery, a discipline still little known to the general public, and make it accessible and understandable to all.
- Connect designers, galleries, museums, schools, passionate collectors, and the general public through a high-quality event.
- Provide national and international visibility to Belgian schools and artists and position Belgium among the key players in the field.
- Offer all artists - professionals, emerging talents, and students - the opportunity to promote their participation by keeping entry fees lower than those generally practiced elsewhere.
- Ensure accessibility through free exhibitions and visits.
- Raise awareness of the social and economic context of jewellery by promoting thoughtful material selection and responsible practices.



# BRUSSELS JEWELLERY WEEK 2022

29/4 - 8/5/2022

The first edition took place in April 2022 and generated great enthusiasm across various venues in the city:

- 1.800 visitors in 10 days at MAD Brussels
- 3.241.237 people reached through the press
- Total media value: €382.500 (ref. Auxipresse)

## MAD BRUSSELS

- Exhibition "In Fieri": 51 Belgian and international artists selected by a jury. The 124 works presented were conceived and created around the theme "In Fieri" ("In the making").
- Conferences: Jean-Marie Schaeffer, Larissa Cluzet, Saskia van Es, Daniella Saraya, Deganit Stern Schocken, Chequita Nahar, Xavier Maury
- Performance: Lodie Kardouss

## MONT-DE-PIÉTÉ

Be.NEXT exhibition: 9 Belgian jewellery schools presented student work.

## BJW Tour

16 participating galleries across Brussels

<https://www.brusselsjewelleryweek.com/activity-report>



# BRUSSELS JEWELLERY WEEK 2024

25/4 - 5/5/2024

The second edition took place in April–May 2024 across different venues:

- 2.300 visitors in 10 days at MAD Brussels
- 2.168.399 people reached through the press
- Total media value: €252.167 (ref. Auxipresse)

### MAD BRUSSELS

- Exhibition “Particle[s]”: 83 Belgian and international artists selected by a jury. 98 works created around the theme “Particle[s]”.
- NoWaste: A social and sustainable project in partnership with and benefiting Solidarité Grands Froids association : 89 students presented 189 upcycled creations.
- Conferences: Saskia Van Der Gucht, David Huycke
- Pop-up bookstore: 50 specialized contemporary jewellery titles

### MONT-DE-PIÉTÉ

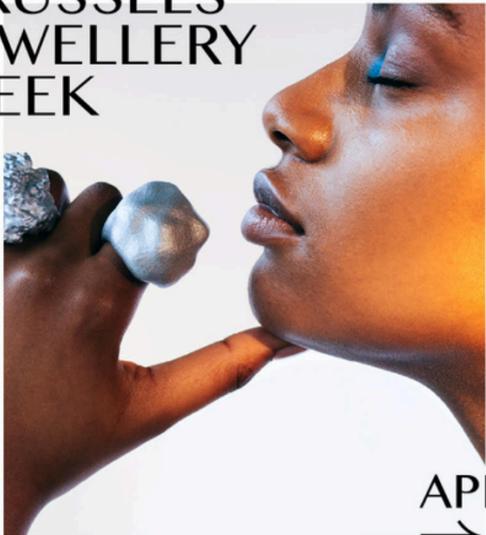
Be.NEXT exhibition: 12 Belgian jewellery schools presented student work:  
Academie Berchem / Académie des Arts, Woluwe-St-Pierre / Academie Haspengouw Beeld, Saint-Truiden / d'Academie Beeld, Sint Niklaas / IKA Malines / Institut Jeanne Toussaint, Brussels / KASKA dko, Antwerp / PXL-MAD School of Arts, Hasselt / RHoK Academie, Brussels / Académie Royale des Beaux-arts, Antwerp / École des Arts Sint Lucas, Antwerp / Syntra Juweelopleidingen, Brussels

### Be.TOUR

- 25 participating galleries across Brussels
- 10 special guests @ De Markten Cultural Center, Brussels
- Workshop @ ABC Huis, Brussels



BRUSSELS  
JEWELLERY  
WEEK



25  
APRIL  
→ 05  
MAY





# ACTIVITIES EN 2025 : International Awards



**Slovenian Jewelry Week**  
**Stefano Fronza (IT)**



Activity Report | 2025



**Venice Design Week**  
**Julian Graeve (DE)**



**Romanian Jewelry Week**  
**Antal Zilahi (HU)**



The decision to award prizes at events organized outside Belgium serves several objectives:

- to recognize and highlight the work of designers
- to encourage exchanges and strengthen synergies with other events that share the spirit of Brussels Jewellery Week
- to identify, support, and promote international artists whose artistic approach resonates with our vision, values, and sensibility

Les Brucelles had the pleasure of visiting these events and selecting artists who combine innovation, strong artistic expression, and technical mastery.

These designers will be invited to participate in the next Brussels Jewellery Week, where their work will enrich the international dialogue fostered by the event.

Our warmest congratulations to all!

# ACTIVITIES EN 2025 : Seniors Week



Forget clichés about old age.

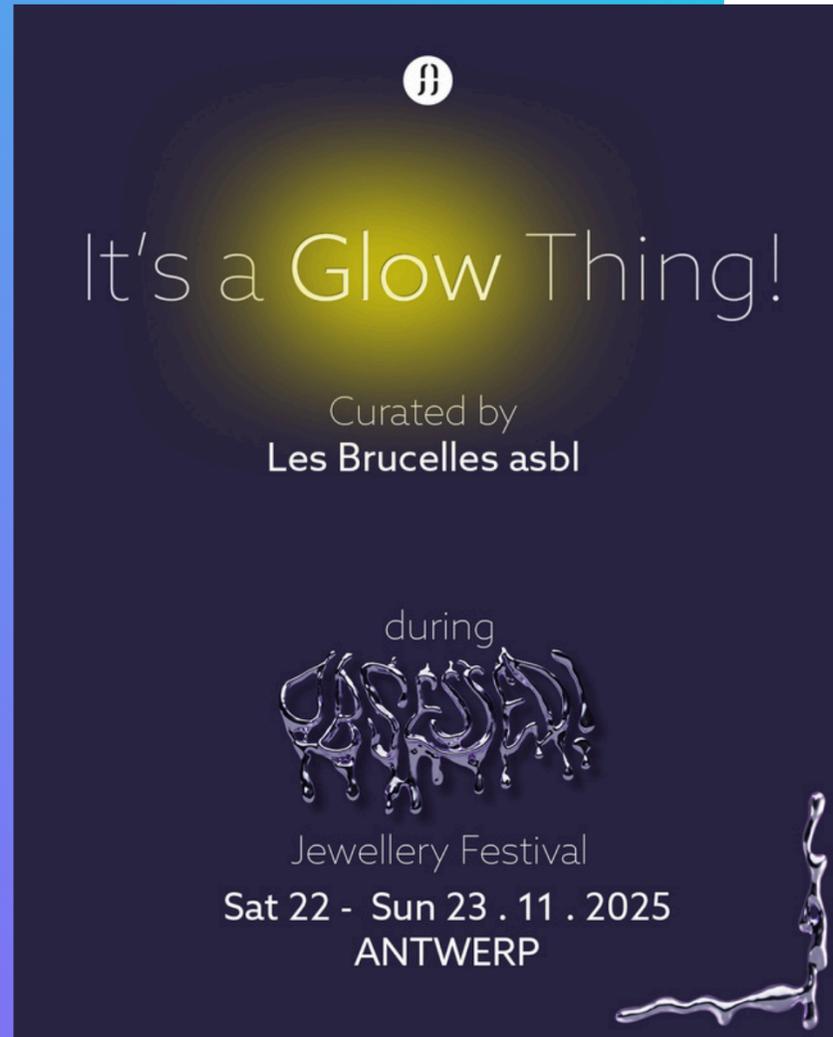
This exhibition, organized by the City of Brussels, highlights a bold, free, and inventive generation redefining artistic territory.

Jewellers, bookbinders, upholsterers, leatherworkers, sculptors, carpenters, cabinetmakers, painters, and photographers - these artists have chosen to make their passion a space for expression and freedom, sometimes even emancipation.

For this occasion, Les Brucelles brought together nine Brussels-based jewellers. The participation requirement was to be over 55 years old and to have chosen jewellery-making as a "second" career - a conscious turning point, matured through experience, where craftsmanship is enriched by a fresh perspective and newfound freedom.



# ACTIVITIES EN 2025 : “It’s a Glow Thing!”



Curated by Les Brucelles as part of the Obsessed! Festival (organized by Current Obsession, NL) at The Collector’s House, Antwerp.

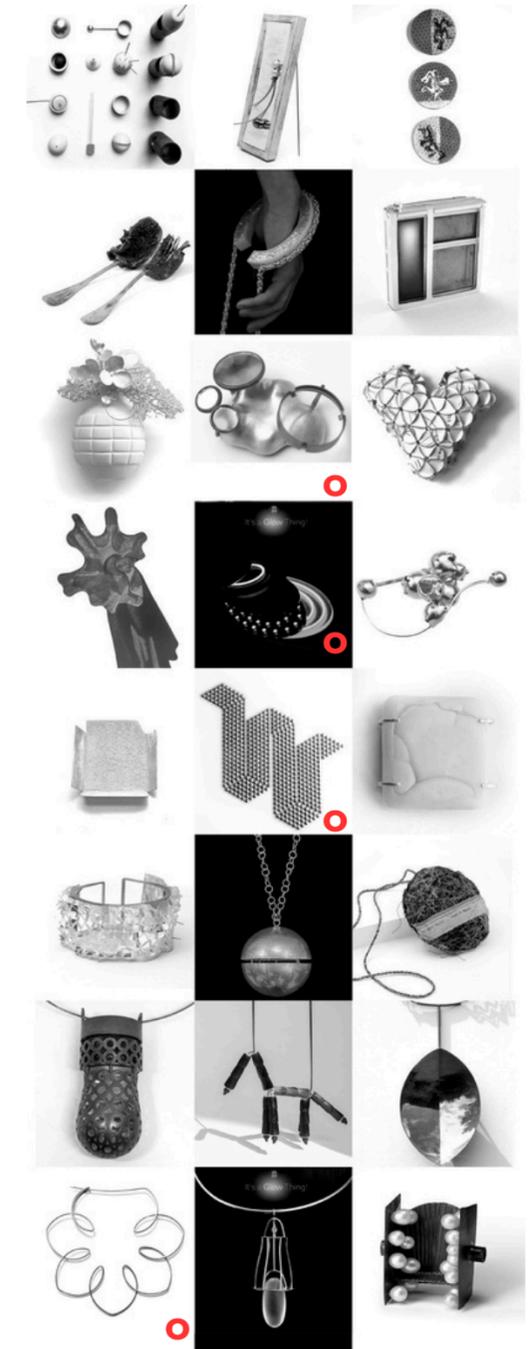
The exhibition brought together contemporary jewellery artists based in Belgium, whose diverse practices range from virtuosic metalwork to unexpected materials and interdisciplinary approaches bridging art and design.

Together, they offered a vibrant and coherent overview of today’s Belgian scene - plural, bold, and constantly evolving.

Thierry Bontridder  
Sandrien De Bontridder  
Siegfried De Buck  
Lien De Clercq  
Kim De Rijck  
Martine De Vos  
Nico Delaide  
Nedda El-Asmar  
Anne Geuns  
Juan Harnie  
Nicoline van Boven & David Huycke  
(RAAK Jewellery)  
Maaike Huys

Lore Langendries  
Claire Lavendhomme  
Kathleen Rottey  
Helena Schepens  
Dimitar Stankov  
Ognyana Teneva  
Hannah Tomoko Joris  
Ute Van Der Plaats  
Charlotte Vanhoubroeck  
Karen Vanmol  
Peter Vermandere  
Monique Voz

Sales ○





# PROJECT : BJW 2027

## Step 1 - Define challenges and priorities

Identify the main challenges to be addressed:

- Find suitable exhibition venue(s)
- Identify potential sponsors and patrons
- Submit applications for public funding in a challenging economic context.
- Strengthen the organizing team: define the types of energy, profiles, and skills required.
- Determine the feasible event format based on available human and financial resources.



## Step 2 - Preparation and Development

Implement concrete actions:

- Establish a list of potential venues, prepare a targeted presentation dossier, and initiate contact.
- Draw up a list of patrons and sponsors, design an appropriate proposal package, and begin outreach efforts.
- Complete and submit grant applications in compliance with deadlines.
- Recruit new active members or collaborators for specific assignments.
- Define the “ideal exhibition”: list all desired elements (artistic, scenographic, logistical, communication-related) and identify the resources required to bring them to life.

## Step 3 - Implementation

Move to the execution phase:

- Determine the dates, format, and overall structure of the BJW, as well as its different components.
- Regularly assess human and financial feasibility, and adjust if necessary.
- Clearly assign tasks, responsibilities, and timelines.
- Establish operational monitoring and regular progress check-ins.



# PROJECT : Contemporary Jewellery Center

There is currently a lack of a space in Belgium dedicated to innovation and critical reflection around contemporary jewelry.

The Contemporary Jewellery Center aims to fill this gap by creating a meeting place - both physical and virtual - intended for designers, sector professionals, and the public.

Conceived as a dynamic and evolving space, it will encourage the sharing of knowledge, research, and experimentation around the function, meaning, and responsibility of a singular creative art form.

Several lines of action are being considered. Like any initiative operating within a shifting cultural ecosystem, the Center will evolve in response to the needs and dynamics of the community.

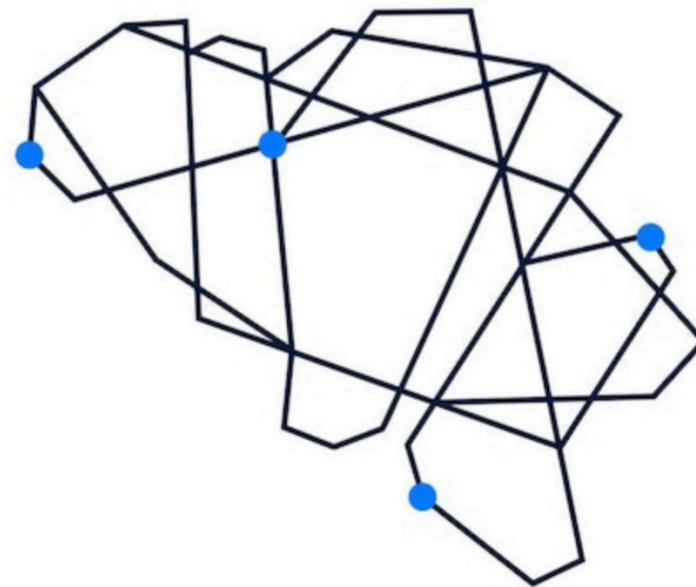
## Objectives:

- Provide a concrete, dynamic, and structuring space that fosters information exchange and the development of an organized and forward-thinking community.
- Support artists in their process of recognition and professionalization.
- Develop documentary resources and accessible consultation tools.
- Strengthen the BJW organizing team and reinforce its synergies.
- Promote recognition of the Belgian contemporary jewelry community, both nationally and internationally.

Belgium is home to many talented designers who aspire to greater visibility. Convinced that unity is strength, we aim to foster networking among them and, depending on their individual or collective stage of development, encourage broader dissemination as well as fruitful and lasting collaborations.

## Current Situation:

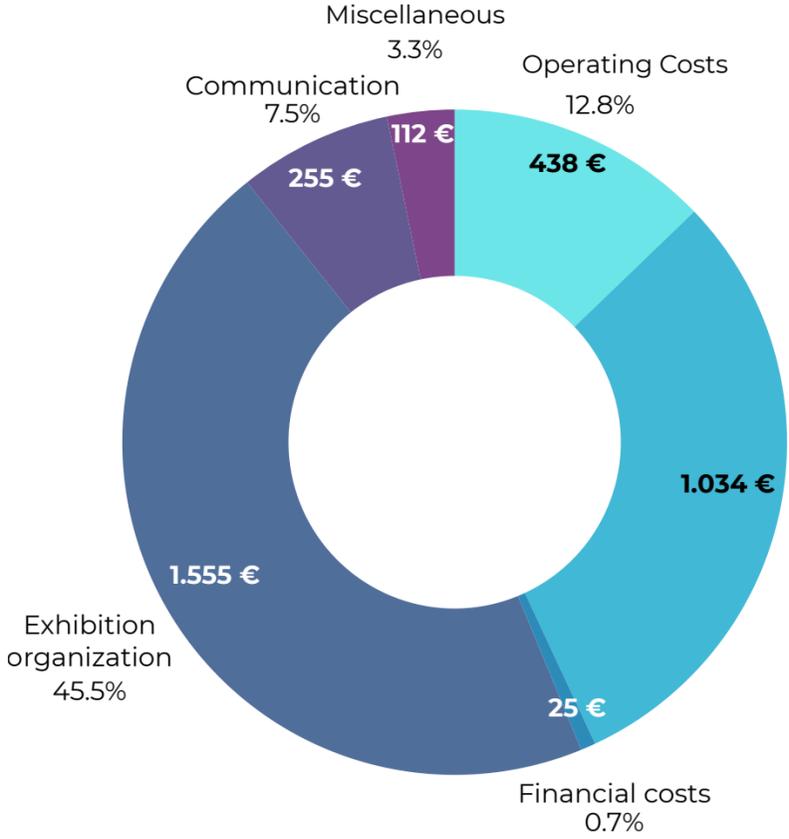
- The project is still at the draft stage (presentation document available in FR-NL-EN).
- An operating grant application was submitted in 2025 to the City of Brussels; the response was negative. Given the current political context and the announced budget restrictions, no new application will be submitted in 2026.
- The search for a (free) space in Brussels has, to date, not yet been successful.



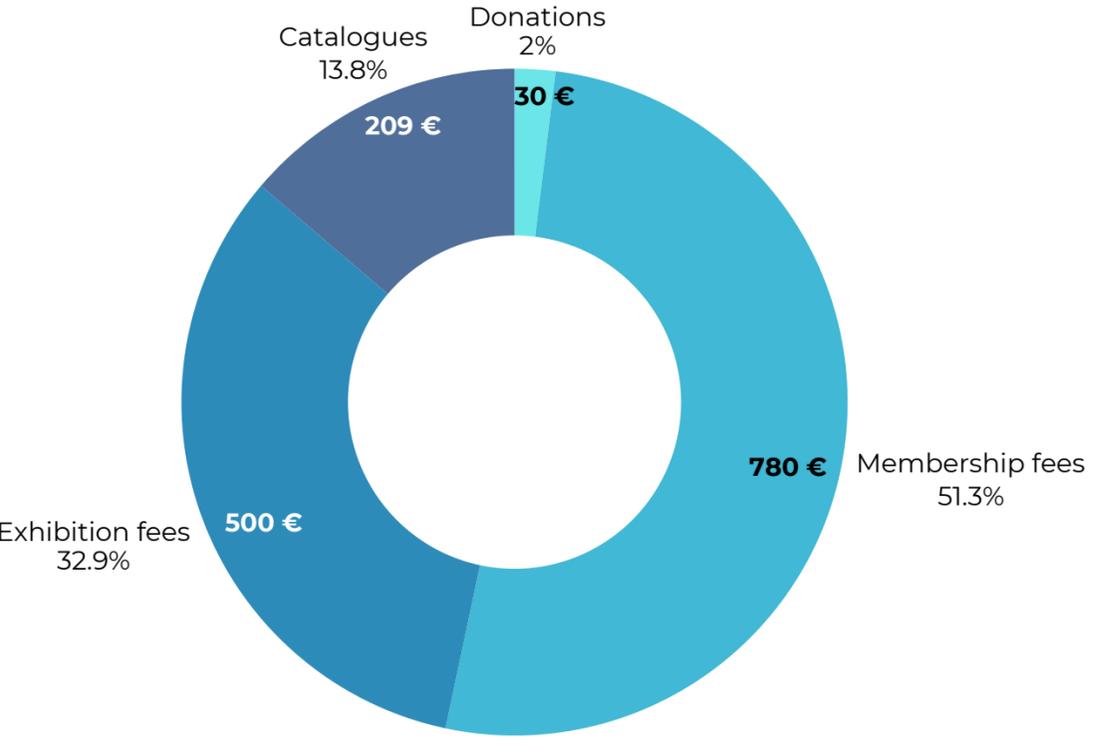


# FINANCES in 2025

## EXPENSES 3.434 €



## INCOME 1.519 €





# LES BRUCELLES in 2025



**Sandra Kleimberg**  
President



**Pauline Grandjean**  
Secretary



**Petra Saelens**  
Treasurer



**Penny Peeters**  
Active member



**Marta Dobrynina**  
Active member



**Silke Fleischer**  
Active member



# CONTACT

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