

Fujie Suzuki from NOMURA Designs for the 20th Brussels Flower Carpet



The Brussels Flower Carpet Office announced on May 10 that designer Fujie Suzuki from NOMURA Co., Ltd. is in charge of the design of the 20th Brussels Flower Carpet in Brussels, Belgium.

The Brussels Flower Carpet was first held in the Grand Place of Brussels in 1971. It was held irregularly at first but came to be held every two years from 1986. In addition to the 20th Flower Carpet, 2016 marks 150 years of friendship between Japan and Belgium. Ms. Suzuki's design based on kacho-fugetsu, traditional themes of nature in Japanese esthetic, was selected for this year's Flower Carpet and Belgian designer Mr. Mark Schauteet transformed this design into a real flower carpet with stunning colorful Begonia.

Begonias grown to portray Ms. Suzuki's design will be planted by volunteers and can be seen from August 12 to 15, 2016. Ms. Suzuki herself will also attend the event.

■ Comments on the Design from Designer Fujie Suzuki

Kacho-fugetsu is a traditional Japanese esthetic that expresses all the beauty of nature, including flora, fauna and beautiful landscapes. It also expresses a love and appreciation of these things. My design expresses the fact that beautiful nature and scenery are a point of commonality between Belgium and Japan. I created it with the hope that this shared feature will allow Belgium and Japan to deepen the friendship we have built over the last 150 years, and that the future will bring good things for both of our countries.



■ Designer Profile

Fujie Suzuki

Fujie Suzuki was born in Sapporo, Hokkaido. She graduated from Sapporo School of the Arts in 2001 and began working for NOMURA in April of the same year.

After working on museum and exhibition design projects, Ms. Suzuki began to work on VI design and graphic design for many projects such as corporate events and showrooms from 2004. In recent years, she has been involved in VI design, graphic design and advertisement design for a wide range of markets from major manufacturers to manga-related projects such as the Fujiko F Fujio Museum in Kawasaki, Japan. Her greatest strengths are her ability to turn brand concepts and messages into tangible items, her consistent focus on looking at things through the eyes of the end users and her ability to create designs with a sense of warmth that puts people at ease.



■150 Years - Belgium Japan

Throughout the year 2016, we will celebrate 150 years of friendship between Belgium and Japan, in commemoration of the establishment of diplomatic relations. This important anniversary takes place under the auspices of His Majesty the Emperor of Japan and His Majesty the King of the Belgians. An abundant program of activities throughout the year, both in Belgium and Japan, will underscore the many things that the two countries have in common, strengthen the ties of friendship, and encourage cultural exchange.

<http://belgiumjapan150.jp/en/>

■Brussels Flower Carpet

Brussels is world-renowned for its Flower Carpet. Every other summer, on the weekend of 15 August, the 'Grand Place in Brussels, a UNESCO World Heritage Site, is transformed in a huge flower carpet of 1,800sqm. This flower spectacle started in 1971 and celebrates this year its 20th edition.

Dates: August 12 – 15, 2016

Time: August 12: 1:00pm – 6:00pm

August 13 onward: 10:00am – 10:00pm

Venue: Grand Place, Brussels, Belgium

<http://www.flowercarpet.be/en#>



■NOMURA Co., Ltd.

Founded in 1892, NOMURA Co., Ltd. is a leading company in the Japanese display industry with more than 120 years of history. NOMURA's business began by constructing a traditional large-scale stage mechanism, which enables complex set changes during performances. Currently, NOMURA provides total solution services for noteworthy spaces with the theme of attracting visitors, including events and various facilities such as TOKYO SKYTREE®. NOMURA has a talented and highly attuned team of 350 in-house creators, the largest in Japan. NOMURA's creative strengths have received acclaim in Japan as well as from overseas and have earned more than 100 interior design awards both at home and abroad. NOMURA has also recently been involved in projects that highlight Japanese cultural beauty for overseas audiences by weaving together tradition and innovation using creative and state-of-the-art technologies, including an exhibition at Himeji Castle, one of the most famous World Heritage sites in Japan.

<http://www.nomurakougei.co.jp/english/>



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