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By CHARLOTTE BOATES

SHOWCASE

TOUCH AND GO

Inspiration comes easily at The Hub Brussels, where more than 5,000 material samples await discovery.

Reservable meeting rooms feature across the Hub in Brussels, allowing for confidential spaces for architects and interior designs to meet with clients.

Materials from the Hub's partners are abundantly on display throughout the interiors. Here, a staircase finished with Socrete

from Liquidfloors rises to meet an Aqualex freestanding column with a drinking water source.



The view from the La Capsule meeting room, complete with circular acoustic cushions from the Hub's partner Whoooz.

Beyond the oval door, faucets by Aqualex and the materials library are visible.

Being drawn to a particular material or object can often act as the catalyst for a design process. It may be the craftsmanship, the tactile quality, or simply the way natural light falls across a surface. Whatever the appeal, experiencing a material in person can shape the direction of a new project, solve a design problem, or help bring a vision to life. The Hub's newest and largest location in Brussels is designed precisely for this: a materials library and showroom with more than 5,000 samples, a community destination for events and gatherings, and a meeting place for brand partners, interior designers, architects, and clients.

"There's a lot of inspiration here," says Camille Verstraete, CEO of the Hub Group. "Not every brand has its own showroom. Here, they can really see the manufacturing, craftsmanship, and materials come to life." This third location follows the Hub's spaces in Antwerp and Ghent, showcasing brands with a strong focus on Belgian design, as well as names from across Europe. Verstraete and her team thoughtfully source everything from established heritage brands to emerging designers, spanning everything from flooring to surfaces to furnishings.

In designing the 1,000 sq metre Brussels showroom, the Hub collaborated with multiple designers for the interiors, aiming to present its range of products in a tactile and experiential way. "We don't have one identity," says Verstraete. "Instead, every room has its own palette and atmosphere. Some spaces feel more classical, while others are more playful."

At the heart of the Hub sits the materials library, anchored by an oversized table designed to host events and gatherings. Surrounding it, shelves of material samples from the Hub's partners invite exploration. The expansive library is balanced by spaces that feel more residential in character, including a kitchen and bar area. "We have a very personal approach," says Verstraete. "If people come in, it's important to me that they feel at home and at ease. We want to spoil them with coffee, or even a food experience." Meeting rooms are dotted throughout the Hub Brussels, offering designers and clients private spaces to discuss moodboards and concepts.

PHOTO: ANWYN HOWARTH





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The Brussels location also features a gym, where Technogym equipment is set against interiors of warm wood veneer, natural cork, and mirrored panelling. The space demonstrates the possibilities of a boutique fitness studio or home gym, while also helping architects better understand how such equipment functions within an interior.

Beyond serving as a showcase for materials and design, the Hub’s community-focused ethos remains central to its identity. Alongside providing meeting spaces for design partners, the team regularly brings together representatives from its various brands to share knowledge and build connections. “It’s about the community helping each other out,” says Verstraete. “If you open your own showroom, you need the right marketing, tools, staff, and more. For many brands, that isn’t easy. So the community aspect is very important. The brands learn a lot from each other, and ultimately it’s about helping one another move forward.”

Camille’s team offers personalised guidance and recommendations, supporting interior designers and architects with curated moodboards and tailored suggestions. The Hub has created the conditions for creativity to flow naturally: through relationships, discovery, and experience. And with plans to expand beyond Belgium, its reach is only set to grow.

brussel.thehub.be



The different materials and brands at the Hub find a sense of cohesive flow. Here, a deep-green table from Belgian brand Liz Tables contrasts with yellow tiles from Tyles. Washbasins from Nic Design are accented by taps from the *John Pawson Collection* by Cocoon, supplied to The Hub by Parca Projects. Here, an additional meet-

ing room emphasises the Hub’s goal of acting as a resource for interior designers and architects, providing a space to envision design possibilities. Right: A striking spiral staircase from Stielatelier is a focal point, inspiring a sense of discovery in the Hub’s vast material library.



A sunken seating area at the Hub is in fact a swimming pool by partner Ceci n'est pas une piscine, showcasing the brand's artistic approach. The Brussels location of the Hub has an additional focus on hospitality spaces, and the expansive kitchen showcases design possibilities.

An office for the show-room manager is complete with materials and pieces from different partners. Spotlights by Delta Light illuminate the space, which includes a lush carpet from Limited Edition, a high-gloss green table from Luciel, and chairs from the Hub's office furniture partner Bulo.

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