



Press release- October 2015

**More than 1400 artisans on Madineurope, the portal of European craftsmanship
Madineurope at the international heritage fair in Paris with 4 European artisans.**

The mission of Madineurope. There are now more than 1.400 craftsmen registered on the portal www.madineurope.eu, two years after its birth. Each month the portal welcomes new extraordinary talents. They come from France, Belgium, Italy, Spain, England, Scotland, Ireland, Switzerland and in a minor percentage from other European countries. All these artisans are accessible in 4 languages (soon to be 5!) so that one may find them from anywhere in the world. Madineurope is a platform where users can discover, suggest and review artisans thanks to the search engine based on location, business areas, professions, products and materials.

Madineurope addresses the needs and desires of worldwide private consumers as well as professionals (architects, designers, antique dealers, traders, musicians, etc.) who are looking for bespoke solutions or rare pieces, if not unique ones, made by artisans from various sectors, such as wood (*cabinet makers, marquetry, carvers, gilders, restorers of furniture*), glass (*glass blowers, glass engravers, windows, ...*), ceramics (*vases, decorative objects, tiles, mosaics, ...*), metal (*foundries, blacksmiths, jewelers*), textile (*weavers, dyers, restoration of antique textiles ...*), musical instruments (*violin makers, bow makers, restorers of musical instruments ...*) or even leather, stone, paper and many other sectors.

Madineurope' mission is to create value for both craftsmen and customers by opening new markets and providing selected high-end products and services. Madineurope is a tool which helps very small companies representing European excellence to cross their country's borders. Madineurope puts the accent on the human value and knowhow of these micro businesses which count from 1 to 10 people, but also focuses on the new trends and technologies which have to be considered to make craftsmanship step into the future.

The company MAD'IN EUROPE - Mad'in Europe comes from an initiative of Madina Benvenuti, Italian and French, born in Switzerland. Having lived in Italy, France, Germany and Belgium, Madina is passionate for the richness and diversity of European cultural & artistic heritage and, in particular, of the living heritage of craftsmanship. After twenty years working in the press, advertisement and communications, and thanks also to her knowledge of five languages, Madina has decided to dedicate herself to promoting the European arts & crafts heritage and to developing small artisans' enterprises pushing them towards the international scene. In May 2013 MB created with four associates from different European countries, Mad'In Europe, a company based in Brussels and is now entirely committed in the development of Madineurope.eu

In June 2014, Madineurope received the Belgium price "VICTOR" for its action in favor of craftsmanship.

MADINEUROPE AT THE INTERNATIONAL HERITAGE FAIR in PARIS. This year, Madineurope will be at the International Cultural Heritage Fair with four "Madineurope" artisans : Carrozzzeria Toppino from Italy, Lacquer Décor from the Netherlands, Marc Escaliers and Espace 13ème art, from Belgium. The fair which is organized by Ateliers d'art de France, will open its doors at the prestigious Carrousel du Louvre from 5 to 8 November. **MADINEUROPE at the international heritage fair**

Information : Madina Benvenuti - Brussels - Tel. 0032 475 83 74 88 - madina.benvenuti@madineurope.eu

They exhibit with Madineurope



CARROZZERIA TOPPINO – Restoration of cars and antique carriages - Italy
Member of Madineurope since December 2014.

Ivano TOPPINO & Barbara RIOLFO

This small company based in the area of Torino is becoming a reference for its specialisation in restoring ancient cars for private collectors and for the "Museo dell'Automobile" of Torino. Among other skills, they work and restore leather, wood,

metal work, engines...

The lucky visitors of the fair, will have the pleasure to see A wonderful PRINETTI & STUCCHI 4HP, built for Count Biscaretti Ruffia in 1899 thanks to the collaboration with Ettore Bugatti founder of the "Bugatti" company.

The Carrozzeria Toppino will show live restoration of this very rare piece, during the fair.



Espace 13^{ème} art- restauration of paintings and frames- Belgium
Member of Madineurope since August 2013

Pascal Mulpas

Established in 1987, the workshop of Pascal Mulpas is well known for the restoration of paintings and works of art. The laboratory consists of several specialized

employees who are qualified to offer interventions on all kinds of works from the sixteenth to the twentieth century: canvas, wood, cardboard, paper, laminates, plywood, copper, gypsum, metal, stone ... The workshop also provides assessment and evaluation. Pascal Mulpas's favourite words are "responsibility, multidisciplinary, reversibility".



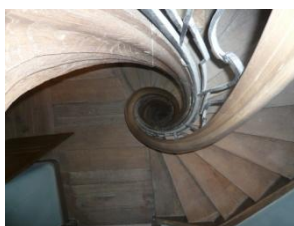
Studio LACQUER DECOR – Lacca URUSHI - OLANDA

Member of Madineurope since November 2014

Sergej Kirilov

"Lacquer Decor" is mainly using the traditional Japanese lacquer technique of Urushi to decorate customized panels and furniture. All of them are unique pieces. The URUSHI comes from the sap of a tree that grows in China, Korea, Japan and in the eastern region

of the Himalayas. This sap contains urushiol resin which, when exposed to moisture and air, polymerizes and becomes a lacquer hard, almost like plastic. Sometimes the achievements of these pieces requires several months of work. "Lacquer Decor" merges the traditional Japanese Urushi with contemporary trends and needs.



MARC ESCALIERS DE STYLE – Stairs in fine wood entirely handmade- Belgium

Member of Madineurope since october 2013

Marc van Obberghen

Marc Van Obberghen has concretized his childhood dream: woodworking and more specifically, stairs manufacturing. In 2001, after 26 years experience with a professional of traditional stairs manufacturer, Marc has finally created his own

workshop. His work is entirely handmade and calculated as in the tradition. No need of a computer to make incredible stairs! The layout is drawn on the floor on a real size paper in the workshop and all parts are calculated and take place gradually. Modernity is brought by the style and by the ability to insert metal or glass, depending on the wishes of customers. Marc and his two collaborators are also specialize in the manufacture of balconies, terraces and all related wooden pieces.

The work and effort of Marc Van Obberghen have been rewarded in 2006 and 2007 by Belgian prizes the "Vitrine de l'Artisan" and the "Concours des Meilleurs Artisans Bruxellois".