



**VISIT.
BRUSSELS
ACTIVATION**

STRATÉGIE DE QUARTIERS ET DÉCENTRALISATION WIJKENSTRATEGIE EN DECENTRALISATIE

27/03/2023

**visit.brussels** 

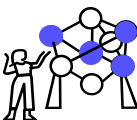
PROGRAMME



Les quartiers



Brussels Expert



Fédérer les quartiers



Marques (Quartier Européen)



Table ronde



Fête de l'Iris dans les communes



#01

DE WIJKEN

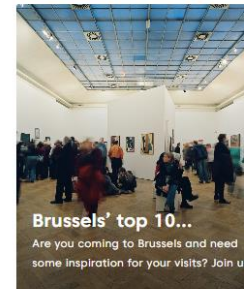
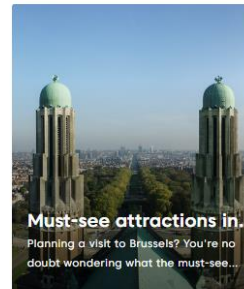




Highlights



Brussels is rich in history, architecture, gastronomy, culture and so much more! Warm, welcoming and quirky, Brussels is a bustling city where there's always something going on. Visit us to discover hidden gems and meet people with hearts as big as this vibrant city.


[See more](#)

Upcoming events

[See all events](#)


Fri 09 September — Sun 11 September

BD COMIC STRIP FESTIVAL

Festival • Tour & Taxis

[View more](#)


Thu 29 September — Sun 02 October

EAT Festival

Festival • Gare Maritime • Tour & Taxis

[View more](#)


Wed 24 August

Fooërlöön: Hallu Mergla - Nyati Mayi & The Astral Synth Transmitters

Concert • Gare Maritime • Tour & Taxis

[View more](#)

DE BUREN

Explore the Brussels' neighbourhoods

The historical centre

Heysel

Flagey

The centre of Saint-Gilles

Louise - uptown

Bailli-Châtelain

The Marolles

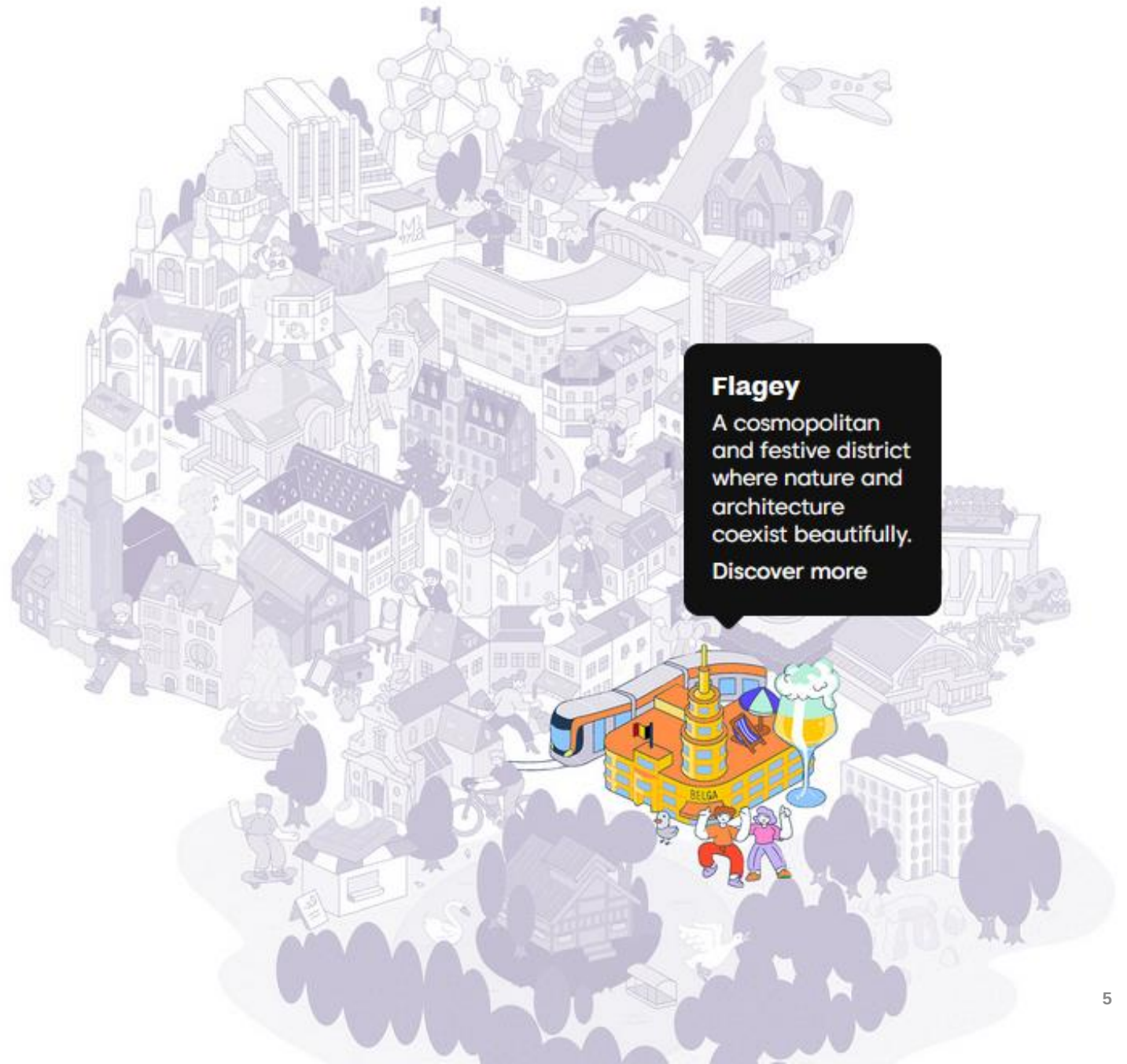
Matongé/Saint-Boniface

The European Quarter

The Royal Quarter

The canal

Dansaert/Sainte-Catherine



Flagey

A cosmopolitan
and festive district
where nature and
architecture
coexist beautifully.
Discover more



[← Return](#)

Flagey: Brussels' cosmopolitan, festive and cultural quarter

10 March 2022



When people tell you that the heart of the world beats in Brussels, it's in the Flagey neighbourhood that you will really feel it. Nestled between the Matongé/Saint-Boniface neighbourhood and the European Quarter, Flagey is as much a cosmopolitan crossroads as it is a real cultural centre.

It offers magnificent walking areas and an impressive architectural heritage. The many students from the two nearby universities and La Cambre art and architecture school particularly appreciate its festive atmosphere both day and night. They have made place Flagey one of Brussels' unmissable spots.

Visit La Cambre Abbey

Is there anything more unusual than finding an abbey in the heart of Ixelles? Here is a hidden treasure that offers many surprises! This historical and architectural gem is much appreciated by the people of Brussels for strolls, visiting or simply relaxing, alone or with friends, in the [large gardens](#) that border La Cambre Abbey.



Typical Brussels cafés

If the people of Brussels love Flagey so much, it's because of its lively nightlife. Lovers of good beers head to [l'Amère à boire](#) and [Murmure café](#). (Our advice is to get there early as it fills up quickly). [Elio](#) is another pleasant bar, with a vintage feel thanks to its recycled furniture. If you fancy

DE GEMEENTEN

[What to do](#)[Agenda](#)[Where to eat](#)[Where to stay](#)[Plan your trip](#)

Commune

- ☐ Anderlecht
- ☐ Auderghem
- ☐ Berchem-Sainte-Agathe
- ☐ Brussels
- ☐ Etterbeek
- ☐ Evere
- ☐ Forest
- ☐ Ganshoren
- ☐ Ixelles
- ☐ Jette
- ☒ Koekelberg
- ☐ Molenbeek-Saint-Jean
- ☐ Saint-Gilles
- ☐ Saint-Josse-Ten-Noode
- ☐ Schaerbeek
- ☐ Uccle
- ☐ Watermael-Boitsfort
- ☐ Woluwe-Saint-Lambert
- ☐ Woluwe-Saint-Pierre



Public art

A bean fountain?

Is it a shell? A horizontal drop? A blimp maybe? Nope! La Cabosse is a cocoa...

[View more](#)

Public art

Late Art Deco

The 'Koekelik of Baselberg'. The inhabitants of Brussels mock the design ...

[View more](#)

Incentives & team building

Belgian Chocolate Village

Near the Basilica of Koekelberg, the Belgian Chocolate Village (BCV) is...

[View more](#)

Public art

Take a seat

It is as if a piece of granite had broken off the basilica. This bench, half mineral, ha...

[View more](#)

Attractions & leisure • Night leisure

Koek's Théâtre

C'est ici le théâtre d'humour de Bruxelles, une sympathique petite salle sans...

[View more](#)

Galleries and contemporary art centre

A.VE.NU.DE.JET.TE Institut de Carton

A.VE.NU.DE.JET.TE - INSTITUT DE CARTON est une initiative lancée en 2012 par...

See & Do

Whether you want to admire Brussels' historic monuments, discover its museums or sample local flavours, there's always something to see or do in the capital of Europe!

- ✓ All
- Museums & Visits (153)
- Monuments & Sites (191)
- Attractions & Leisure (101)
- Galleries and contemporary art centres >

Q Search

We have found 303 result(s) for you!

[Clear filters](#)



Brussels Card

- ☐ Free entry
- ☐ Reduction

Thematic

- ☐ Accessible Brussels
- ☐ Action & Sport
- ☐ Art Nouveau & Art Déco
- ☐ Art contemporain
- ☐ Classic
- ☐ Comic Strip
- ☐ Europe
- ☐ Exclusive
- ☐ Fashion & Design
- ☐ Gastronomy
- ☐ Geek & Pop Culture
- ☐ Green
- ☐ Highlight



Shopping

+ 1

Maruani Mercier

Since 1995, MARUANI MERCIER is a contemporary art gallery focussing on...

[View more](#)



Markets

Market of Châtelain

Place du Châtelain, in the heart of Ixelles, is transformed into a large colourful...

[View more](#)



asbl ARTONOV

[View more](#)



What's on in Brussels right now?

Curious about all the latest activities and events in Brussels? Get inspired and book your tickets for concerts, parties, festivals and exhibitions that are happening right now!

✓ Concert (1408)

Show (913)

Exhibition (327)

Nightlife (54)

Cinema (313)

Guided tours (268)

And more (>)

Classical (371)

Contemporary music (46)

Pop, rock, jazz (969)

Dance (26)

Worldmusic, Folk & Country (99)

Pop, Rock (407)

Song (66)

Electro, DJ (21)

Jazz & Blues (269)

Hip hop, rnb, rap (56)

🔍 What are you looking for? →

We have found 193 result(s) for you!

Clear filters



☐ Tickets



☐ Last minute tickets



Date



Pick a date



- ☐ Today
- ☐ This week
- ☐ This weekend

Type



☐ Indoor



Fri 16 September

Ivan Ave

Concert • Botanique

[View more](#)



Sat 17 September

Soccer Mommy - Francis of Delirium

Concert • Botanique

[View more](#)



Sat 17 September

Charlie Burg

Concert • Botanique

[View more](#)



Eat & drink

✓ Restaurants

Bars & cafés

Breakfast

Q Search

We have found 54 result(s) for you!

[Clear filters](#)



Good Food/ Brusselicious

- ☐ Brusselicious
- ☐ Good Food

Michelin

- ☐ 2 stars
- ☐ 1 star
- ☐ Bib Gourmand
- ☐ Mention

Commune

- ☐ Anderlecht
- ☒ Auderghem
- ☐ Berchem-Sainte-Agathe
- ☐ Brussels
- ☐ Etterbeek
- ☐ Evere
- ☐ Forest



8

Restaurants

Maza'j

🍴 Meat 📍 Auderghem

[View more](#)



9.2

Restaurants

Villa Singha

🍴 Thai 📍 Auderghem

[View more](#)



8.2

Restaurants

Maza J

🍴 Lebanese 📍 Auderghem

[View more](#)



8.6

Restaurants

Al Denopoulos



8.2

Restaurants

Anna Italian Restaurant



8.4

Restaurants

Le Goutin Standard



Discover the communes



Forest: Industrial revolution

Forest has a lot of stories to tell, about its past and about our future. Can't see the forest for the trees? Take your ti...

[View more](#)



Jette society

Jette may have a rustic vibe, but it is also strongly rooted in the capital's urban fabric. This commune has rekindled th...

[View more](#)



Laeken: royally popular

Laeken is known as the royal commune. But Laeken is also a bustling district home to another palace - albeit less royal ...

[View more](#)



Saint-Josse: a bubbly micro cosmos

Saint-Josse can be described with a lot of superlatives: the smallest of Brussels' communes, the most densely...

[View more](#)



Schaerbeek: What a hotspot!

Schaerbeek is a Mecca for architects and a Garden of Eden for hikers. From beautiful residences to elegant boulevard...

[View more](#)



Uccle: green elegance

Uccle is a commune of contrasts. It's home to luxurious mansions and former workers' houses, meticulously...

[View more](#)

Visitors > Plan your trip > Uccle: green elegance

Return

Uccle: green elegance

Architecture — Green and Sustainable — 2 hours 30



© visit.brussels - Jean-Paul Remy

Useful information

2 hours 30
Duration

7 km
Length

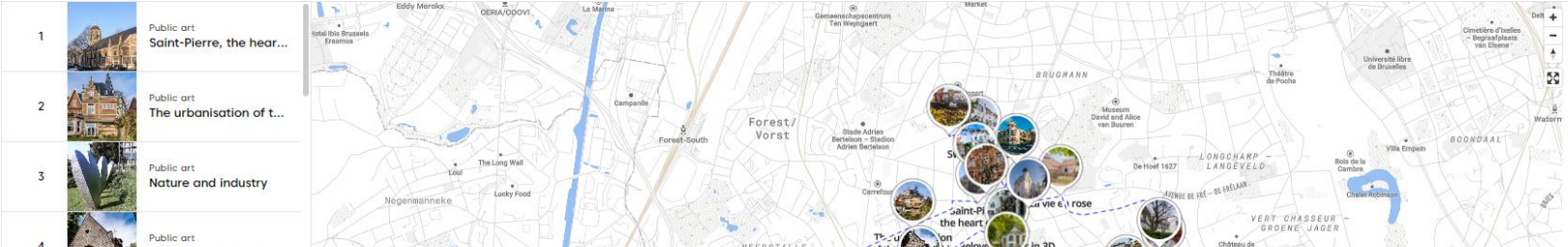
On foot
Transport

All target audiences
Audience

Uccle is a commune of contrasts. It's home to luxurious mansions and former workers' houses, meticulously designed parks and vegetable gardens and elegant restaurants and small, popular cafés. Since the 19th century, Uccle has been the stronghold of the Brussels bourgeoisie, but also a breeding ground for creative souls and renowned scientific institutions. A walk through this commune in the south of Brussels is guaranteed to introduce you to a world of surprises.

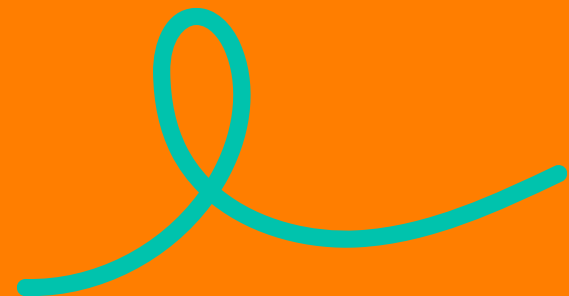
Itinerary detail

Show the itinerary on Google



#02

BRUSSELS EXPERT



BRUSSELS EXPERT

Au programme

- Formation sur 5 journées complètes
- À destination des réceptionnistes d'hôtel
- Découvertes et visites des quartiers stratégique pour la cible internationale (Centre, Quartier Européen, Marolles,...)
- Transmission d'informations aux visiteurs et collègues
- Intervention des collaborateurs de visit.brussels experts en différents domaines



#03

WIJKEN SAMEN BRENGEN



WIJKEN SAMENBRENGEN

Rond een gemeenschappelijk doel

- Opzetten van wijkdatabases met lokale partners en actoren
- Mailing om de wijkenstrategie voor te stellen
- Aanbieden van onze communicatiemiddelen en -kanalen
- Partners samenbrengen en samenwerking in de wijk aanmoedigen om de aantrekkingskracht te vergroten
- Specifieke communicatiecampagne



#04

**MAR
QUE**

DU QUARTIER

EUROP

EEN



POURQUOI?

Quartiers avec un souci d'image : le QE et le Q. Nord > développement d'une marque

- Marque partagée : démarche de co-construction depuis 2019
- Dynamiser le quartier Européen et changer l'image institutionnelle et négative
- En concertation/en bînome avec une nouvelle dynamique urbanistique, coordonnée par perspective



QUOI ET COMMENT?

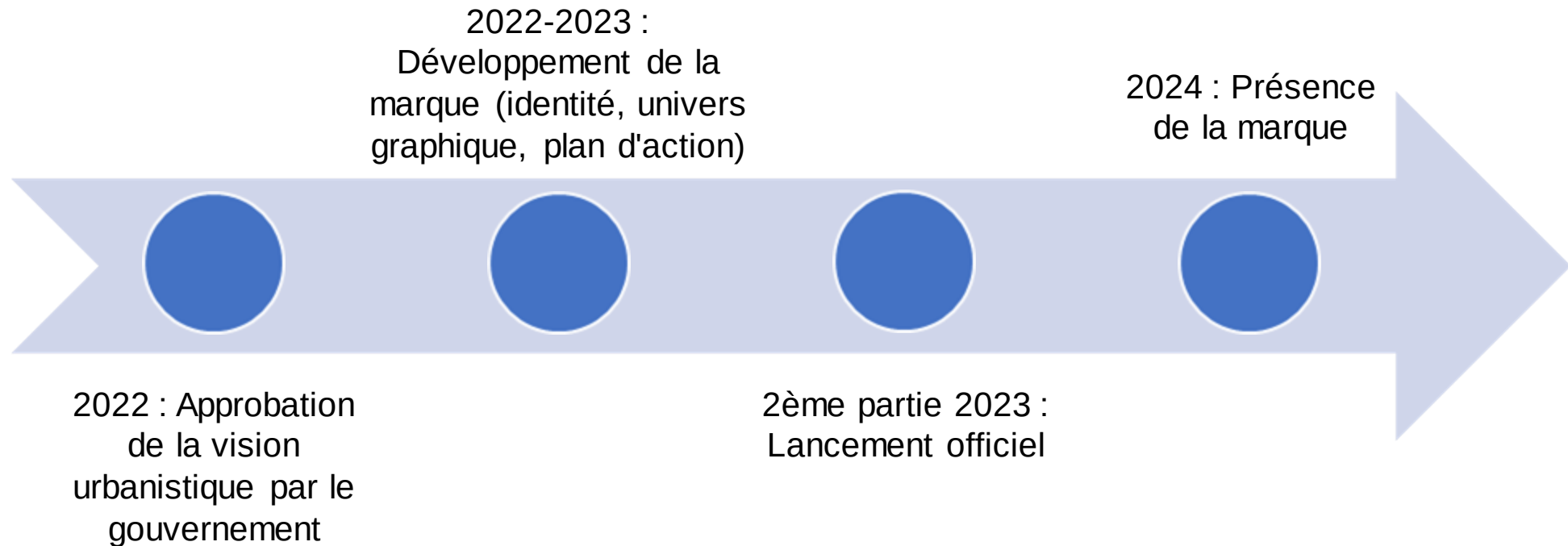
Développement d'une vraie plateforme de marque

- valeurs liées à la marque : ouverture, inclusion, ambition et innovation
- vision : incarner la diversité de l'Europe à un niveau humain, non pas institutionnel
- nom, graphisme et storytelling : finalisés en avril 2023
- lancement et développement de la marque en l'intégrant dans le cadre de la présidence belge de l'UE 2024 : ressources et opportunités de communication
- marque partagée : partenariats de communication avec les parties prenantes du quartier



LIGNE DU TEMPS

Grandes étapes liées au développement de la marque



#05

TAB LES

RON DE

DES COMMUNES



TABLE RONDE DES COMMUNES

- Rencontre avec les représentants des 19 communes 2 fois par an
- Partage d'expérience
- Présentation de nouveaux projets pertinents
- Réflexion stratégique
- Collaboration intercommunale

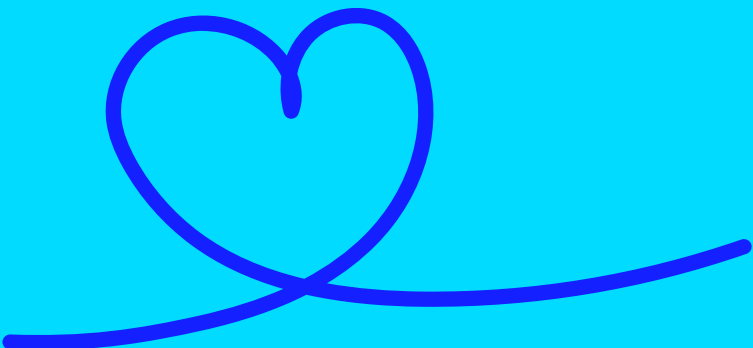


#06

Het

IRIS FEEST

IN DE GEMEENTEN



EDITIE 2023

Wat ?

- Herlancering op verzoek van de gemeenten
- Zaterdag 6 mei 2023
- Toegevoegd aan het traditionele Irisfestival
- Speciale editie > Art Nouveau jaar
- 8 deelnemende gemeenten
 - ✓ Anderlecht
 - ✓ Etterbeek
 - ✓ Ganshoren
 - ✓ Elsene
 - ✓ Sint-Gillis
 - ✓ Sint-Joost
 - ✓ Schaarbeek
 - ✓ Sint-Pieters-Woluwe
- Editie 2024: hervatting van een afwisselende rotatie zoals in 2019





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Alice Cornet
**QUARTIERS ET
COMMUNES**

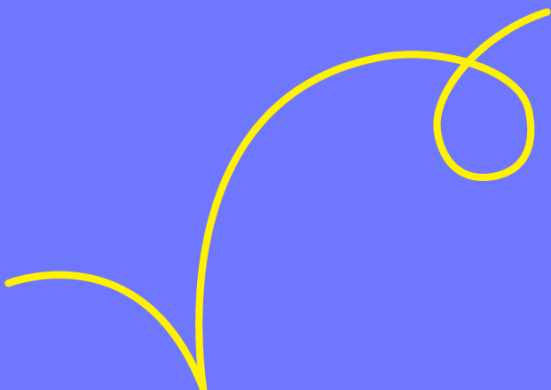
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#07

QUESTIONS ET REponses



**THANK
YOU**

A yellow decorative swirl or flourish that starts near the top right of the word 'THANK' and curves downwards and to the left, ending near the word 'YOU'.