

**home
decor
design
fair**

**homes
& stories**



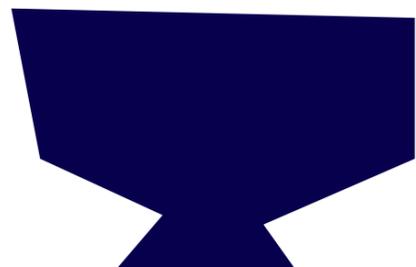
19 — 22 NOV — 2026
tour&taxis — brussels

the founders

Géraldine and Julie met in 2012 at Ramsay Fairs, where they worked side by side for eight years, sharing a common ambition: to make art accessible and part of everyday life.

In 2025, driven by their shared passion for decoration, design, and the way we live with objects, they reunited to imagine their vision of the ideal home and decoration fair: **homes & stories**.

homes & stories was born from a desire to uncover distinctive brands, emerging talents, and objects rarely seen in one place — and to bring them together under one roof, for a limited time, in a setting where visitors can truly explore, connect, and buy.



Géraldine Hubot

After five years as a press officer, Géraldine went on to direct the Affordable Art Fair Brussels and later consulted for major international art and design fairs. Her cross-disciplinary background brings strong expertise in **communication, marketing, and event organisation**.

Julie Constant

With a background in communication, Julie spent 17 years in the art fairs' industry — She launched & led Affordable Art Fairs across Belgium & Europe, managing multicultural teams and overseeing every aspect **from international sales, logistics & supplier coordination, to marketing & visitors' experience**.

objects with purpose

homes & stories was conceived as the fair we had always wanted to visit — a place where **discovery** comes first, and where objects are chosen for what makes them **meaningful**, not ordinary.

The fair brings together a carefully curated selection of around **100 exhibitors**, blending established brands with a strong identity, emerging labels, designers, and creators from Belgium and beyond.

Each object is selected with intention, valued for its **quality, aesthetic sensibility, innovative materials, and thoughtful production** — always carrying a genuine story behind it.

This curated diversity creates an experience that feels both sophisticated and accessible, revealing distinctive creations and unexpected finds — objects you don't see everywhere, gathered under one roof for a limited time.

At **homes & stories**, visitors don't just browse. They explore, meet the people behind the objects, and take pieces home. Because we believe that design is meant to be lived with — and that the most compelling interiors are built through stories, not trends.



a refined selection

To ensure both **excellence and diversity**, we rely on a dedicated **selection committee** bringing together four experts from across the interior and lifestyle world — spanning **institutional roles, decoration, architecture, and creative culture**.

Each member brings **unique insight, deep industry knowledge** and a **refined aesthetic eye**. Together, we shape a thoughtful and coherent selection that reflects our values and strengthens the identity of the fair.

This collective expertise allows us to curate a selection that resonates with **brands, visitors, press, and the wider creative community** — balancing established names with emerging voices, and vision with substance.

meet our selection committee



1.

Anais Sandra Carion
MAD Brussels



2.

Chloé Roose
Brussels' Kitchen



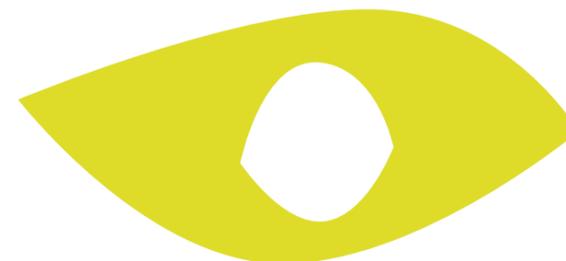
3.

Amaël Hazza
A_M_A_D_E_U_S



4.

Kenny Decommer
Cobra Studios, NABS



a wide audience

At **homes & stories**, we connect exhibitors with both **design lovers and professionals**, through a hybrid format designed to attract a diverse, curious, and highly engaged audience, in a way that feels natural, fluid, and complementary — creating real opportunities for visibility, exchange, and sales. For the first edition, we expect **10,000 visitors**.

80% BtoC — Design Lovers

- design & lifestyle enthusiasts
- families & curious visitors
- seasonal gift buyers
- people eager to meet creators in person

From Thursday at **6:00 pm to Sunday**, the fair is open to the general public, inviting visitors to explore beautifully curated spaces and **purchase objects directly from the brands**.

20% BtoB — Professionals

- interior designers & architects
- concept stores & retailers
- hotel & restaurant buyers
- industry tastemakers
- design galleries, publishers & studios
- journalists, influencers & key opinion leaders

On **Thursday**, 12:00-18:00, a dedicated time slot reserved exclusively for professionals ensures **focused meetings, high-value networking and strong business opportunities for exhibitors**.

six categories

We invite visitors on a curated journey through the home, where each universe reveals a different way of living, creating, hosting, and feeling at home. Explore the six categories and discover objects to make every corner of your home truly your own.



Interiors

The heart of everyday living.

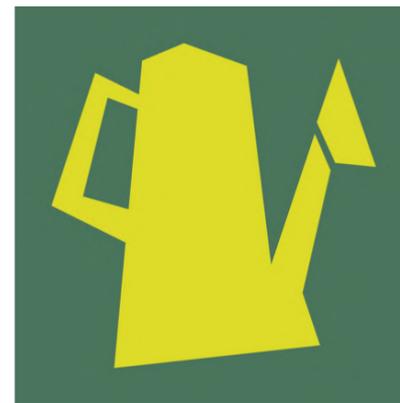
Furniture, textiles, and objects designed for comfort, warmth, and timeless interiors — from the living room to the bedroom.



Table

Where moments are shared.

Tableware, hosting essentials, and culinary objects celebrating the art of gathering.



Outdoor

Living beyond walls.

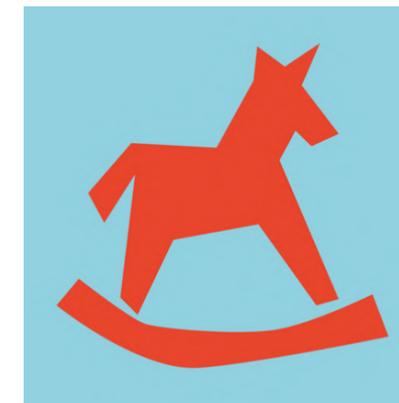
A curated selection for gardens and terraces, shaped by seasons and convivial open-air moments — including designed pet accessories.



Care

A softer, more intimate world.

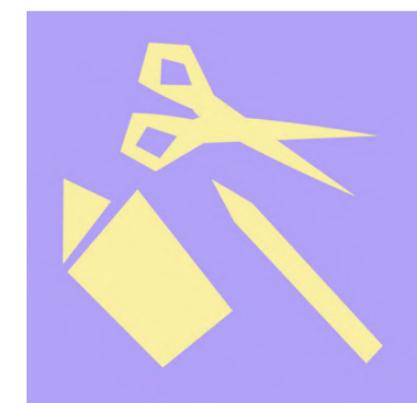
Bathroom essentials, homewear, wellness pieces, personal accessories, and quiet rituals of comfort.



Kids

A playful and imaginative universe.

Furniture, decor, and objects designed to inspire creativity and joyful childhood spaces.

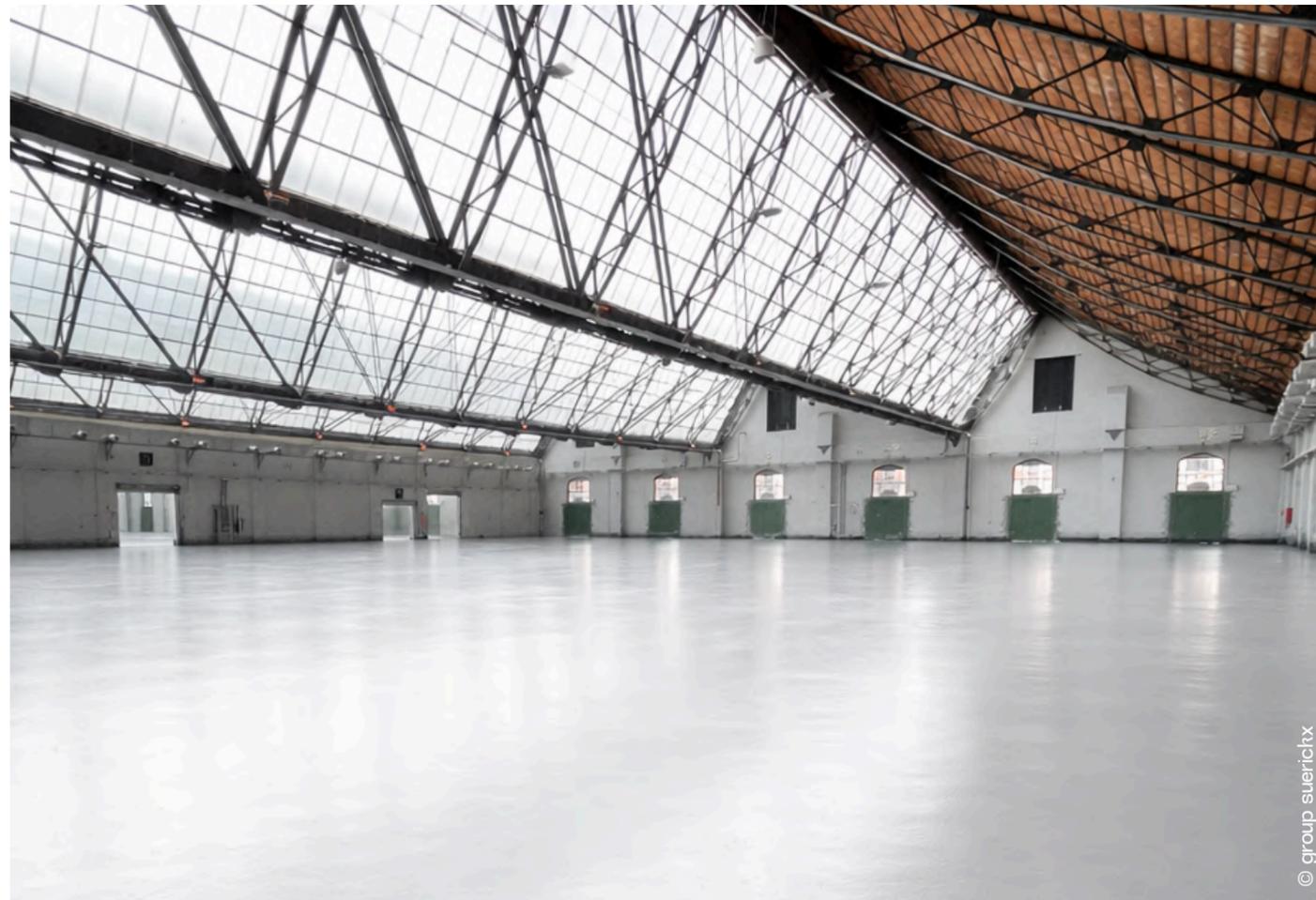


Paper

A space for ideas and expression.

Stationery, prints, office objects, books, and tools for writing, reading, and creating.

an iconic location & perfect timing



For its inaugural edition, **homes & stories** will take place at **Tour & Taxis**, from **19 to 22 November 2026**.

A key moment in the year, just **a few weeks before Christmas**, when visitors are naturally searching for thoughtful, beautiful and meaningful gifts, creating a strong momentum for sales and visibility.

Once the largest freight exchange platform in Europe, **Tour & Taxis** is now a leading center for art, design and cultural events. It is easily accessible by car and public transport.

For this first edition, we will occupy **8,000 sqm**, spread across two iconic halls (Sheds 1 & 2), with an **exclusive scenography** designed to enhance the visitor journey and showcase each brand at its best.

an immersive visitors' experience

We design **homes & stories** as a place where visitors want to stay, explore, and engage — an experience that feels **effortless, inspiring, and purchase-friendly** from start to finish.

★ **Talks & workshops**

Fresh perspectives on design, creativity, and interiors — shared in an open, relaxed format.

★ **Kids corner**

A dedicated space with curated activities, so everyone can enjoy the visit.

★ **Food & beverage**

A carefully selected offer of food and drinks options, available all day.

★ **Easy shopping**

Trolleys, baskets, and large shopping bags available throughout the fair.

★ **Wrapping & care**

Wrapping services for gifts and delicate items, handled with care.

★ **Buy & collect**

Drop off your purchases and collect larger items near the exit — explore hands-free

While each stand keeps its own identity, we curate the overall **scenography around six clearly defined universes**, creating a fluid visitor flow, balanced visibility for brands, and an immersive atmosphere throughout the fair.

a smooth exhibitors' experience

At **homes & stories**, we design a seamless and supportive experience for exhibitors — from preparation to on-site presence — within a curated environment that values brand identity and long-term growth.

We offer **fully equipped booths** to simplify logistics for exhibitors, but also offer additional services for those in need (more page 13).

We build a **strong communication campaign** across PR, digital & print channels: social media, outdoor advertising, invitations, and strategic media partnerships.

With **10,000 visitors expected**, including 20% professionals, our hybrid format creates the right conditions for visibility, desirability, meaningful encounters, and direct sales, while remaining respectful of existing retail networks: retailers will be guested for the dedicated professional day (Thursday) offering focused B2B meetings and the presentation of collections in a trade-oriented context. Retailers can also be promoted onsite, and, upon request, on our communication channels, pre and post fair.

Over the three public days (Friday to Sunday), **brands meet their end customers directly**, creating a rare and valuable opportunity to present their universe, share their story, and engage with a design-aware audience — a key annual moment to build visibility, loyalty, and direct relationships with consumers.

practical information



Opening Hours:

Thursday 19/11	12:00 - 18:00 — B2B Preview (by invitation) 18:00 - 22:00 — VIP Preview (by invitation)
Friday 20/11	12:00 - 19:00 19:00 - 22:00 — late night to be confirmed
Saturday 21/11	11:00 - 19:00
Sunday 22/11	11:00 - 18:00

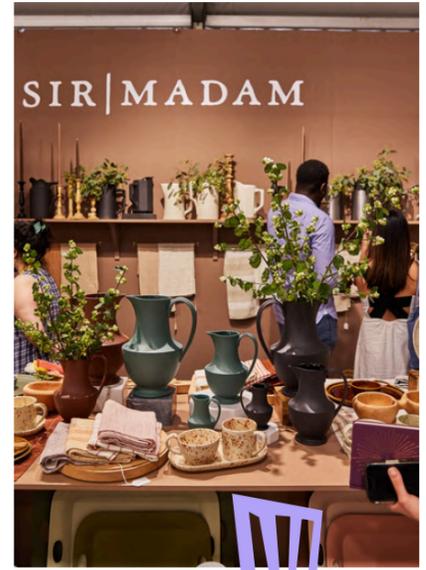
Ticket Prices:

1-day ticket	€10 (Early Bird: €8)
Reduced rate (students <24, jobseekers, disability card)	€8 (Early Bird: €6)
Children under 14 yo	free



moodboard

creative references



"Make your home your story"



NOV 19 > 22 — 2026

house
art de la table
outdoor
paper
kids
care
sustainable living
art & design

homes & stories



Images shown are for inspirational purposes only. Brands mentioned or shown are not confirmed participants.

homes & stories

exhibiting at homes & stories

Deadline
22 May
2026

KEY MOMENTS

Application Timeline:

- **22 January - 22 May** | Applications open
- **Early June** | selection committee review
- **Late June** | Announcement of selected exhibitors

Build-up & Opening:

- **18-19 November** | Exhibitors' set-up
- **19 November, 12:00** | B2B opening and preview
- **22 November, 18:00** | Stand dismantling

SELECTION PROCESS

Each application is reviewed by the fair's **selection committee**, which carefully studies every proposal to ensure a coherent and high-quality selection.

The final list of participants will be announced in June 2026.

APPLICATION FEE

An application fee of **€120 excl. VAT / €145,20 incl.VAT** is required at the time of application.

Applications are reviewed only once the file is complete and the application fee has been paid.

Payments are accepted by **bank transfer only**. Full payment details are provided below.

This fee is non-refundable, including in the event of non-selection or cancellation, except if you activate the referral offer below.

GROW THE COMMUNITY OFFER

After submitting a complete application, you will receive a personal referral code.

You may share this code with another brand.

If a brand submits a complete application using your referral code and pays the €120 (excl. VAT) application fee:

- If you are selected by the committee, the €120 (excl. VAT) application fee will be deducted from your booth fee.
- If you are not selected, the €120 (excl. VAT) application fee will be reimbursed.

The referral benefit applies only once per exhibiting brand and only if the referred brand's application is complete and the application fee has been received.

homes & stories reserves the right to verify and validate all referral claims.

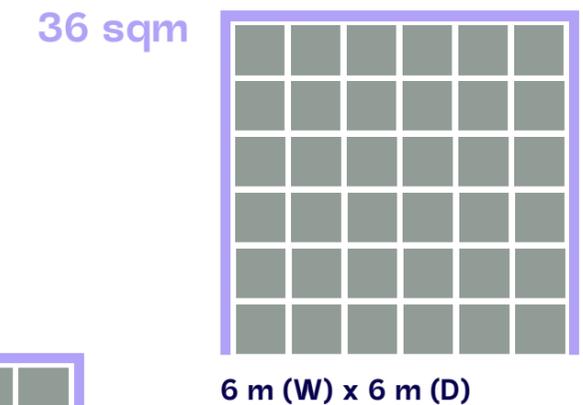
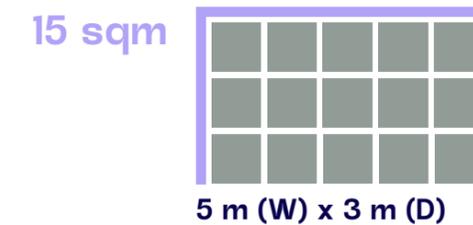
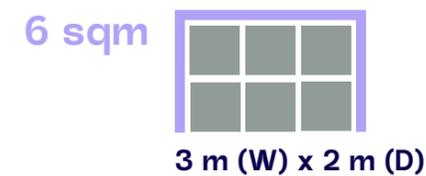
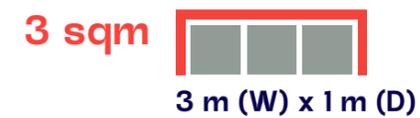
STAND PRICING & WHAT IS INCLUDED

Stand type	sqm/m2	Price per sqm VAT excl.*	Total Price VAT excl.*
Emerging corner	3 sqm	€ 330	€ 990
Stand XS	6 sqm	€ 310	€ 1 860
Stand S	8 sqm	€ 290	€ 2 320
Stand M	15 sqm	€ 260	€ 3 900
Stand L	24 sqm	€ 230	€ 5 520
Stand XL	36 sqm	€ 200	€ 7 200

* more information about VAT on page 15.

The Emerging corner (3sqm) is a special offer for emerging brands (less than 2 years old). Availability is highly limited (4 per category) and applications are reviewed in the order received, subject to approval by the selection committee.

Raw stand spaces (without walls) are available **from 50 sqm**, **priced €160 excl. VAT / sqm**, subject to approval, please contact the organisation for more information.



**Deadline
22 May
2026**

Each all-inclusive booth includes :

- U-shape, **white wall panels**
- **standard lighting** (spots quantity according to stand size — 1 spot every 3 sqm)
- **1 power socket**
- a **signage panel** with the exhibitor's name and city
- exhibitor access **badges** — between 2 and 4 according to stand size.
- **invitations**, quantity allocated according to stand size
- the exhibitor's name and profile listed on the **website**
- visibility through **the fair's communication channels (PR list & 1 mention on social media)**
- **a public wifi** is available in the venue

STAND CUSTOMISATION & ADDITIONAL SERVICES

All booths are offered as **all-inclusive packages**, with a defined minimum standard.

Applicants are encouraged to develop **thoughtful proposals** for their stand space, aligned with the spirit of **homes & stories**.

For exhibitors who may need support in designing their stand or presenting their products, we collaborate with **our partner HIER**, who offers accessible and creative stand design solutions — notably using Rayon Belge shelving systems.

[Discover HIER services and products → here.](#)

A curated selection of optional services is available to support and enhance each exhibitor's participation.

These services can be ordered once the application has been approved by the selection committee and may include **additional wall panels, wall painting, extra lighting and power supply, furniture, storage solutions, professional on-site installation support** etc as well as **tailored communication** options (dedicated social media posts or newsletter features).

ONLINE APPLICATION & CONTENT

homes & stories is open to professional brands, artisans, and creators working in the field of interior design, objects and the art of everyday living.

For further information, please contact **hello@homesandstories.com**

The online application requires the following information:

- Brand details
- A brief presentation and background
- A written project proposal
- Visual material illustrating the proposed universe and products (JPG format)

[Applications can only be submitted online by completing the application form → here](#)

**Deadline
22 May
2026**

TERMS OF PAYMENT & VAT INFORMATION

STAND	PRICE *	AFTER SELECTION COMMITTEE APPROVAL	
		PAYMENT 1 50% of the booth fee Payable by 17/07/2026	PAYMENT 2 50% of the booth fee Payable by 17/09/2026
Emerging corner 3 sqm	€ 990 excl. VAT € 1 197.9 incl. VAT	€ 495 excl. VAT € 598.95 incl. VAT	€ 495 excl. VAT € 598.95 incl. VAT
Stand XS 6 sqm	€ 1 860 excl. VAT € 2 250.60 incl. VAT	€ 930 excl. VAT € 1 125.30 incl. VAT	€ 930 excl. VAT € 1 125.30 incl. VAT
Stand S 8 sqm	€ 2 320 excl. VAT € 2 807.20 incl. VAT	€ 1 160 excl. VAT € 1 403.60 incl. VAT	€ 1 160 excl. VAT € 1 403.60 incl. VAT
Stand M 15 sqm	€ 3 900 excl. VAT € 4 719 incl. VAT	€ 1 950 excl. VAT € 2 359.50 incl. VAT	€ 1 950 excl. VAT € 2 359.50 incl. VAT
Stand L 24 sqm	€ 5 520 excl. VAT € 6 679.20 incl. VAT	€ 2 760 excl. VAT € 3 339.60 incl. VAT	€ 2 760 excl. VAT € 3 339.60 incl. VAT
Stand XL 36 sqm	€ 7 200 excl. VAT € 8 712 incl. VAT	€ 3 600 excl. VAT € 4 356 incl. VAT	€ 3 600 excl. VAT € 4 356 incl. VAT

* A **21% VAT** applies and will be added to the application & booth fee:

- for all **Belgian exhibitors**, including those without a registered VAT number
- for **European exhibitors** without a valid VAT number

European exhibitors (excluding Belgian exhibitors) with a valid VAT number will be subject to an **intra-community supply** and therefore not charged VAT.

Exhibitors based **outside the European Union** are not subject to VAT.

If payments are not received by the deadlines indicated in the table above, your booth allocation cannot be guaranteed and may be offered to another exhibitor on the waiting list.

[Find our General Terms & Conditions here](#)

PAYMENT DETAILS

The application fee must be paid at the time of application. Your application will only be considered once the application form has been fully completed and the **€120 (excl.VAT) application fee**** has been received. If you are Belgium-based, or EU based with no valid VAT number, you must pay €120+21%= €145,20 incl.VAT.

Kindly include the name of your brand in the payment reference & send proof of payment by email to **hello@homesandstories.com**.

Payments are accepted by **bank transfer only** to our Belgian KBC bank account

S.R.L. HOMES & STORIES

Rue Groeselenberg 57 F04 - 1180 Brussels (BE)

KBC Bank

Avenue Louise 527 - 1050 Brussels (BE)

IBAN: BE89 7310 7364 3785

SWIFT/BIC: KREDBEBB

** the application fee will not be refunded, even if the application is cancelled, or not approved by the selection committee. Exception: reimbursements under the "Grow the Community" offer are subject to the terms set out on page 12.



be part of the story.