

BAQMAR '13

**THE CONSUMER & DATA DRIVEN
MARKETING CONFERENCE**

**GHENT
CITY GUIDE
INSIDE**

**UNEX
PECTED**

12 DECEMBER

MARRIOTT HOTEL - GHENT (B)

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Conference venue

The 2013 BAQMaR conference will take place at the The Marriott Hotel in Ghent which is centrally located in Ghent (Belgium) one of the most beautiful historic cities in Belgium (Europe). The Marriott hotel in Ghent is overlooking the Korenlei on the banks of the river Lys canal and brings new design to historic old buildings. The hotel blends historic treasures with the latest fashions and trends, just like the city.

Ghent Marriot Hotel | Korenlei 10 | 9000 Belgium

Ghent

City Guide

Creative hotspots

Work hard, play harder.

Simon Says ⁽¹⁾

This hip and vibrant rendezvous is the perfect place to meet warm-hearted locals while enjoying breakfast, a light organic lunch or homemade scones and pastries with coffee or tea. The intimate vintage-styled coffee bar is located on the edge of the historic 'Patershol' district: a medieval quarter with winding cobbled streets and numerous charming restaurants.

Open: Tuesday to Friday: 9am - 6pm ; Saturday & Sunday: 10am - 6pm. Closed on Monday. Sluizeken 8, 9000 Gent, www.simon-says.be.

Bar Buro ⁽²⁾

This trendy pop-up bar serves as a buzzing meeting point, a motivational co-working space and a digital reading room, situated in the beating heart of the city centre. The concept of this temporary open office is simple but ingenious. You buy a coffee, have a seat and get inspired, while enjoying the smell of melting Belgian chocolate and the wooshing sound of deadlines flying by.

Open: Sunday to Thursday: 1pm - 7pm ; Friday and Saturday: 1am - 1pm. Botermarkt 6, 9000 Gent, www.barburo.be.

Caffee Labbath ⁽³⁾

The colorful corner house near the Graslei quay, one of the most idyllic scenes of the old city center, harbors a trendy coffee shop with a funky retro interior. Throughout the day, the place is buzzing with regulars, students and wandering tourists who join for breakfast or pass by to enjoy Mr. Labath's notorious Slow Coffee. Not only can you choose between different types of coffee, you can also determine how your coffee is brewed by the experienced barista.

Open: Monday to Friday: 8am - 7pm ; Saturday: 9am - 7pm. Closed on Monday. Oude Houtlei 1, 9000 Gent, www.cafelabath.be.

Julie's House

While sauntering in the meandering shadows of the Gravensteen castle, you come across a cosy and unique pastry house where hostess Julie and her cheerful 'cake ladies' serve a daily choice of delicious brunches, artisanal pies and colorful cupcakes. This sweet-tempered business is the fulfillment of a childhood dream that colored her life ever since she got a true-to-life dollhouse for her sixth birthday.

Open: Wednesday to Sunday: 9am - 6.30pm, daily breakfast from 9am - 2pm. Kraanlei 13, 9000 Gent, www.julieshouse.be.



(2)

Exquisite flavors

Les goûts et les couleurs.

Vintage ⁽¹⁾

This stylish, timeless wine bar and refined restaurant is the ideal hideout for wine lovers, value seekers and culinary explorers. Sommeliers Mathieu and Sam are passionately eager to help you choose between a wide variety of more than 25 outstanding aromas and flavors. When you discover an outstanding wine during dinner, you can easily buy it in the wine store afterwards.

*Open: Wine bar and wine store: Monday to Saturday: 11.30am - 3.30pm & 5.30pm - ...
Restaurant: Monday to Thursday: 12am - 2.30pm and 6.30 - 9.30. Friday & Saturday: 12am - 2.30 and 6.30 - 10.30. Onderbergen 35, 9000 Gent. www.vintagewine.be*

Pakhuis

When entering Brasserie Pakhuis, the unique historical architecture and the warm character of the impressive former warehouse immediately overwhelm you. The unique combination of the enormous storage space, the exceptional interior and the contemporary tinted French-Italian cuisine distinguishes this restaurant from any other place. You can enjoy the Italian delicacies or appetizers the bar has to offer, or try some royal oyster and seafood dishes, accompanied by a French classic or a glass of well-advised wine.

Open: Monday to Thursday: noon - 2.30pm, 6pm - 11pm. Friday 1 Saturday: noon - 2.30pm, 6.30pm - 12pm. Schuurkensstraat 4, 9000 Gent. www.pakhuis.be

J.E.F. ⁽²⁾

A modern, no-nonsense eatery that serves ex'real food': hearty portions of fresh, slow-cooked local ingredients. Chef Jason Blanckaert left the Michelin-starred C-Jean restaurant because he was eager to open his own bistro, together with his girlfriend Famke and his C-Jean assistant Gilles. On Friday nights you can join the table for J.E.F.'s 'vrije goestjes': a late night service that offers guests five small, improvised dishes for no more than 20 euros.

Open: Tuesday to Thursday: noon - 2pm, 7pm - 10pm. Friday: noon-2pm, 7pm - 1am. Saturday: 7pm - 10 pm. Lange Steenstraat 10, 9000 Gent. www.j-e-f.be

De Vitrine ⁽³⁾

This trendy cult restaurant is another witty creation of one of Belgium's most talented chefs, Kobe Desramault and his 'In de Wulf'-colleague Mathias Speybrouck. These young and playful chefs like to challenge tradition and break boundaries when it comes to the reinvention of flavors... and picking restaurant settings. The name of the retro looking old butcher store (The Window) is a playful pun referring to its unique location: the city's red light district. The cooking philosophy is definitely as rock-and-roll: this young and dynamic team cooks with an atypical but serene 'in your face' attitude and puts the emphasis on fresh, local food with full flavors.

Open: Tuesday to Saturday: First service 6.30pm, second service 9pm. Brabantdam 134, 9000 Gent. www.devitrine.be

(1)



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(2)

Dazzling nightlife

Friends of the night.

Jiggers ⁽¹⁾

As soon as you enter this hidden bar, every notion of modern space and time fades away into a dark-wooden setting that recalls a silent 1930s speakeasy. You can enter the Noble Drugstore only by ringing the doorbell and being cautiously admitted after an argus-eyed face check. While the handwritten menu introduces a wide range of creative cocktails with extraordinary names as 'Green Beast', 'Horses Neck' or 'Run Crusta', the well-dressed bartenders are always willing to prepare your special stirring requests. Special shaker Olivier Jacobs was crowned as Best Bartender of the Benelux in 2011 and 2012.

Open: Tuesday to Thursday: from 5pm - 1pm. Friday and Saturday: 5pm - 2.30pm. Oudburg 16, 9000 Gent. www.jiggers.be.

Mosquito Coast

Hanging around in the Mosquito Coast feels as wild and free as travelling should be. This worldly meeting point is a boundless place that triggers your imagination spontaneously with inspiring photographs, maps and unique souvenirs from exotic places around the world. It's the safest place to get lost in time and space, while having dinner or a drink with fellow travellers and other wayward wanderers. Feel free to lean back, discover some sparkling exotic cocktails or make a gastronomical trip along some spicy tapas, summer fresh salads, finetuned world dishes or traditional Flemish specialties.

Open: Tuesday to Saturday: 11am - 10.30pm (kitchen). Sunday: 3pm - 10.30pm. Hoogpoort 28, 9000 Gent. www.mosquitocoast.be.

Bar des Amis ⁽²⁾

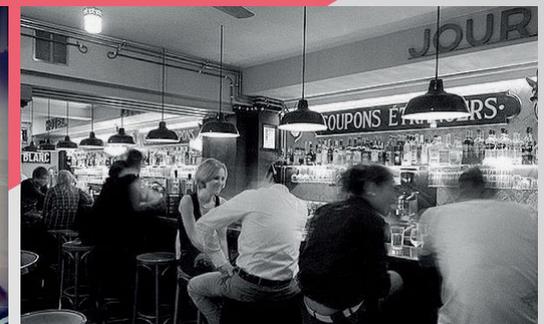
This trendy bar is situated on the notorious Vlasmarkt, a lively square lined with pubs and clubs. It's one of the best starting points for a memorable night out and the perfect chance to intermingle with some local twentysomethings. Get into the rhythm while having a cocktail in the classy Grand Café or move to the first floor lounge for a heart-to-heart chat.

Open: Wednesday to Sunday: from 5pm. Vlasmarkt 5, 9000 Gent. www.bardesamis.be.

De Geus van Gent

Imagine entering an eccentric living room stuffed with homely furniture, framed portraits, landscapes and funny homemade lamps. Where you can lay back while philosophizing about life or play some pool while sipping a local beer. Add some pleasing background music and an inspiring touch of jam sessions, lectures, debates... and you get an atmospheric buzz that makes you feel instantly at ease.

Open: Monday to Friday: from 4pm. Saturday and Sunday: from 7pm. Free jam sessions on Wednesday: 10pm. Kantienberg 9, 9000 Gent. www.geuzenhuis.be/cafe.



Unique curiosities

Inspired by a touch of Ghent.

Balls & Glory

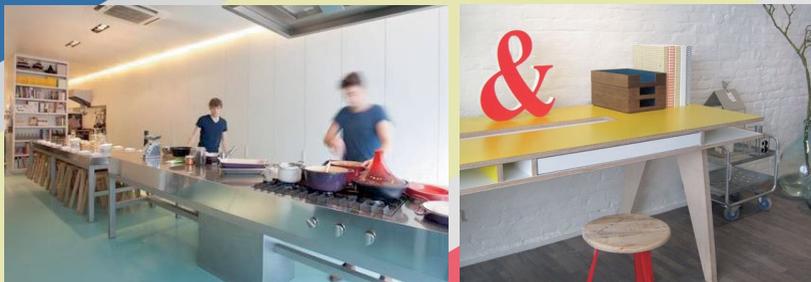
'What we like most about our meatballs, is that they are filled with things we love'. These are for sure the most epic words of Wim Ballieu, butchers son and modest celebrity chef from the Flemish cooking show 'Goe Gebakken'. This young and jolly local created an innovative pop-up food shop and lunch restaurant around one humble idea: serving healthy, handcrafted Flemish meatballs with a delicious stuffing in a casual and homey walk-in kitchen. Meatloving foodies from all over the world can choose between four purebred appetizers: the mini ball (tapas), economy ball, glory ball or family ball. Let's roll!

Open: Monday, Wednesday and Friday: 10am – 3pm. Sint-Jacobsnieuwstraat 33, 9000 Gent. www.balsnglory.be.

Huiszwaluw

Beautiful pieces of Scandinavian furniture, Unique mugs, funny postcards, cute panda bears, colorful pillows or imaginative wrapping paper: imagine anything with a lovely stylistic print and you'll find it in this creative design shop. The wide range of handmade items makes it almost impossible for design lovers to step outside (empty-handed). The main accent of the shop is clearly Scandinavian, but you will also find stunning pieces of Belgian or Dutch designers: from Donna Wilson, Orla Kierly and House Doctor to the young Belgian designer Ward Hermans.

Open: Monday to Saturday: 10.30am – 18pm. Hoogpoort 3b, 9000 Gent. www.huiszwaluw.com.



The Fallen Angels

Nostalgic souls and vintage lovers can window-shop to their heart's content in these unique adjoining retro shops. For more than thirty years, The Fallen Angels and Fallen Angels Gallery are two well-hidden gems, run by Isabelle Steel and her daughter Ganesha Vancoillie. The first little shop feels like a tiny museum and is specialised in vintage toys, tin cookie jars, motion picture posters, original old advertising signs and old school furniture. In the one next door you can sell old style replica posters, magnets, notebooks and postcards.

Open: The Fallen Angels: Wednesday to Saturday: 1.30pm till 5.30pm. Fallen Angels Gallery: Monday to Saturday: 11am till 5.45pm. Jan Breydelstraat 29-31, 9000 Gent. www.the-fallen-angels.com.

Zsa Zsa Rouge

Kitschy kitschy yaya dada. Zsa-Zsa Rouge is a playful gift and accessory store with colorful goodies, original bags, gadgets, retro dresses from King Louie, Pussy Deluxe, Vive Maria and Yumi... and awfully enjoyable kitsch. Paradise found for those looking for inspiration for an unusual gift. The Petit Zsa-Zsa is the spin-off for children from 0 to 99 years old. Here you find cheerful gadgets, funky toys and children's clothing with a nostalgic touch. There's really only one question left: can you handle all those polka dots?

Open: Monday to Saturday: 10am till 6pm. Serpentstraat 22, 9000 Gent. www.zsazsrouge.be.



Soothing explorations

Idyllic charms of a contemporary city.

History redesigned

This Design museum is unique in Belgium because of its very busy exhibition schedule, focused on 20th century design. Even the architecture of the museum itself makes a visit worthwhile: behind the frontage of a charming 18th century Rococo mansion lurks a very contemporary, airy building. The temporary expositions in the spacious exhibition rooms supplement the unequalled permanent collection. Important Belgian artists like Henry van de Velde and Victor Horta feature alongside numerous foreign designers.

A unique city beer

This young city brewery is located in a renovated old industrial building in the very heart of Ghent. Gruut can be tried in many cafés and brasseries throughout Ghent and, of course, in the friendly bar and restaurant of Brewery Gruut itself. The beer is unique and especially healthy because of the use of special spices (gruut) instead of hop. Annick De Splenter brews two times a week and serves a menu with hearty local favorites such as 'waterzooi', a tasty chicken stew, or 'stoverij', tender beef braised in beer. She got the idea for her city brewery from foreign customers asking for good quality, authentic Belgian beers. Whether you're into lager, brown or wheat beer, Gruut is delicious and not too strong, compared with traditional Belgian trappists.

Discover Ghent by boat

Whoever wants to explore Ghent in a more peaceful and original way, can chug round in one of the tour boats that wait for passengers near the Graslei. During this trip past the towering Castle of the Counts, the Gothic guildhalls and the old fish and butchers' markets, you get a first impression of the historical heart of the city by meandering along its waterways. You can choose between five boating companies who offer traditional boat tours in various languages every day. Real adventurers can rent a canoe or can easily become the captain of a private electric boat.

An illuminated evening walk

If you leave Ghent before sunset, you haven't truly experienced it. At soon as night falls, the city comes to life for a second time. The historic city center changes into an idyllic, fairytale-like film setting, with a carefully chosen network of thousands of lamps and spotlights creating a very cosy atmosphere. This bright concept, developed by lighting designer Roland Jéol, was awarded with three Michelin Stars and won the International City-People-Light Award in 2004. With the 'Light Plan Ghent' walking route, you'll discover a city that dazzles as never before.



Stijn Coppens