

BBT ONLINE PARTNERS ANTOINE PINTO & MIDISTATION

For our 3rd Readers' event BBT Online went to MidiStation with over 40 top meeting & event organisers to celebrate their first Birthday. MidiStation opened just over a year ago in April 2009.

It was a fun & instructive evening which started with champagne, closely followed by guided tours in small groups of this outstanding multi-purpose venue; a 4 course dinner with excellent wines and a grand finale in the Club Cigar Bar for the most resilient, who finished off the evening with coffee and a perfect Havana cigar.

So what exactly is Midi Station and what are its USPs?

No, it's not the Gare du Midi

But, it's very close, right across the pedestrian street as you go out of the station from the Eurostar & Thalys terminals. It's a visionary concept. Hard to describe in words, you just have to see it for yourself to get an idea of its scale and elegance.

Key features of this multi-functional venue are.....

- 2000m² of flexible space
- biggest brasserie in Belgium
- longest bar in Europe – 30m
- open kitchens & bakery
- private board rooms (British Room for 40/Black Room for 26)
- latest in high-tech light & sound
- Club Cigar Bar
- Live music in the evenings
- open 7/7, 07.00 – 24.00
- easy parking in the Gare du Midi's Q Park.

Great for

1. face-to-face business meetings over breakfast, lunch or dinner
2. small board-type meetings, away from the madding crowd
3. big prestigious events requiring light and sound, using part or all of the central open space.

www.midistation.eu
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Pinto in person

Yes, Antoine Pinto was there in person to welcome BBT Online & MidiStation's. A quiet modest man who has over 1 million entries in Google...For those who don't know him, one of the best descriptions is by the Tribune de Bruxelles.

Antoine Pinto is an architect, decorator, painter, former head chef and a creative ideas-man; Belga Queen and La Quincaillerie are him.....

And now, MidiStation.

He deserves a medal for what he has done and how much has invested in the revival of this difficult area of Brussels. He deserves recognition, especially from the Gare du Midi itself with its poor design and even poorer catering facilities. Antoine Pinto has created something really original on the outside, while the public sector has failed completely inside the station which has more in common with an Arab souk.

Midi Station makes you feel like you're at the heart of the latest trend in New York, Paris or London ...

BBT Online thanks to.....

Antoine Pinto, of course and Belinda De Bruyn (Business Development & Marketing Manager, belinda.debruyne@midistation.eu) at Pinto & Co.

We were also joined for the evening by Ariane Dellaert and cigar-loving expert Jan Janssen from Belga Queen, Gent.

Don't spoil the party

A final word on *No Shows*.... This event was booked-out in 36 hours, when registration closed. People had to be turned down and there was a waiting list for places. However in the end 8 people, all event organizers, who really should know better, failed to turn up on the night and did not have the courtesy to apologise in advance;

Two of them are signatories to *Don't spoil the party* – www.dontspoiltheparty.org , but did send genuine apologies the day after. They are both donating 70 Euro to Unicef.

Perhaps the other 6 should also do something for those less fortunate than themselves who do not get invited to so many special events... Just a thought 😊