

Biennale  
Internationale  
**Design**  
**Saint-Étienne**

11<sup>th</sup> edition  
**03.21 – 04.22**  
**2019**

ME  
YOU  
NOUS

**Designing common ground**

Press kit January 2019



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# Gaël Perdriau

Mayor of Saint-Étienne, President of Saint-Étienne Métropole,  
President of Cité du design and the Saint-Étienne Higher School  
of Art and Design.

The 11<sup>th</sup> Biennale Internationale design Saint-Étienne 2019 chooses to live fully in his time while seeking to anticipate the coming world. “Designing common ground”, such is the guiding thread proposed by the principal curator Lisa White and we have found it. Because a new Biennale is first and foremost a choice. This year, we choose to show how design enables us to create a common future, beyond all the differences, whether it is for products, services or public policy choices.

Because a new Biennale, 20 years after its first edition, is also a new beginning. Our theme for this year is an echo of the thoughts already outlined in previous editions, especially the reflections on third-places in 2017.

Because a new Biennale is also a promise. We decide to open wide our doors to build a meeting ground: for all the territorial players, fully committed to this Biennale, for our Chinese partners from UNESCO-designated Creative Cities, for our friends around the world and especially John Maeda, pioneer in digital design, and for more than 250,000 visitors, expected in Saint-Étienne between 21<sup>st</sup> of March and 22<sup>nd</sup> of April, 2019.

# Saint-Étienne, a vibrant and attractive city

Situated at the crossroads of the Auvergne-Rhône-Alpes region, Saint-Étienne is an a city of excellence in a number of areas, with the support of committed networks, which make the city a global in terms of design and creativity.



**400,000**  
inhabitants



**31,000**  
companies

**11,500** researchers  
and **200** research  
laboratories  
(Saint-Étienne - Lyon)



The only French city member of the **UNESCO Creative Cities Network**

The only city with the “**French Tech**” label

**5** multi-disciplinary schools

**12** higher educational institutions

**26,500** students

#### **4 Centres of Excellence**

- Digital Technology
- Optical Industry
- New Manufacturing
- Medical Technology

**6** major exhibition and congress centres

**1** Opera

**42** festivals

**1** Museum of Modern and Contemporary Art

**1** National Centre of Dramatic Art

**79** monuments registered or classified as **historic monuments**

# Thierry Mandon

General Manager of Cité du design

Our 11<sup>th</sup> edition of Biennale Internationale Design Saint-Étienne 2019 will make this year exceptional in many ways.

Because, first of all, the choice of the theme is exceptional.

“Designing Common Ground”, is regarded as a will, a challenge as well as a requirement.

How does design make this ambition possible?

Under what conditions can inclusive approaches enrich the creation process?

How can we make force out of differences?

So many questions are emerging in a world going through profound upheaval.

Our 11<sup>th</sup> Biennale will be exceptional because of its distinguished guests: Lisa White as principal curator, John Maeda, a major player in digital design, the Chinese designers from Beijing, Shanghai, Shenzhen and Wuhan, who have worked side by side with the key players of Saint-Étienne, the important French companies with whom we work, students of the Saint-Étienne Higher School of Art and Design and the intellectuals Cynthia Fleury, François Jullien and Michel Lussault.

This edition will be filled with encounters, discussions, and presentations which will be the living form of the common ground that design makes us think about.

It will be exceptional thanks to the commitment of our teams and partners: for two years, everyone has been preparing for this Biennale with professionalism and passion.

I would like to express my sincere gratitude especially to our curators Lisa White, principal curator, Fan Zhe, curator of the exhibition “Équi-libre”, John Maeda, John Maeda, our Carte Blanche, Cynthia Fleury, scientific curator, Olivier Peyricot, our Director of Research, to ESADSE and the students in charge of several of projects, and to all the major players of the city, fully committed to our side. I would also like to thank our public financiers and private sponsors, many of whom have been accompanying us since the very beginning.

The 11<sup>th</sup> Biennale falls on our 20<sup>th</sup> anniversary. 20 years, the age of all possibilities, Thanks to all of them.



# A Biennale for ...

**Seeing,** exhibitions supported by designers, artists and researchers, each around a theme related to major economic, societal or environmental issues.

**Participating,** through a wide variety of events during a month. Whether in Cité du design - Manufacture, inside or outside the city, the Biennale is offering a rich agenda for all audiences, inviting all players to take part in this grand gathering.

**Thinking,** with conferences, debates, symposia, the city will be transformed into a laboratory of thoughts, confronting different points of view to shed light on the opinions and challenges of today.

**For this 11<sup>th</sup> edition, the Biennale will invite Cynthia Fleury, teacher-researcher in political philosophy and psychoanalyst; François Jullien, philosopher, hellenist and sinologist; Michel Lussault, geographer and Director of the Lyon Urban School. They will hold panel discussions on the 2019 theme.**

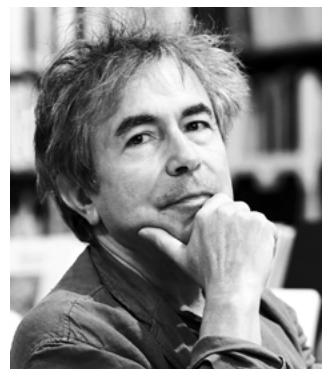
Cynthia Fleury will talk about the link between philosophy and design, between purpose and drawing.

François Jullien will focus on classical Chinese aesthetics in comparison with European aesthetics.

Michel Lussault will speak about design and the Anthropocene, the era when humans make an impact on their environment.



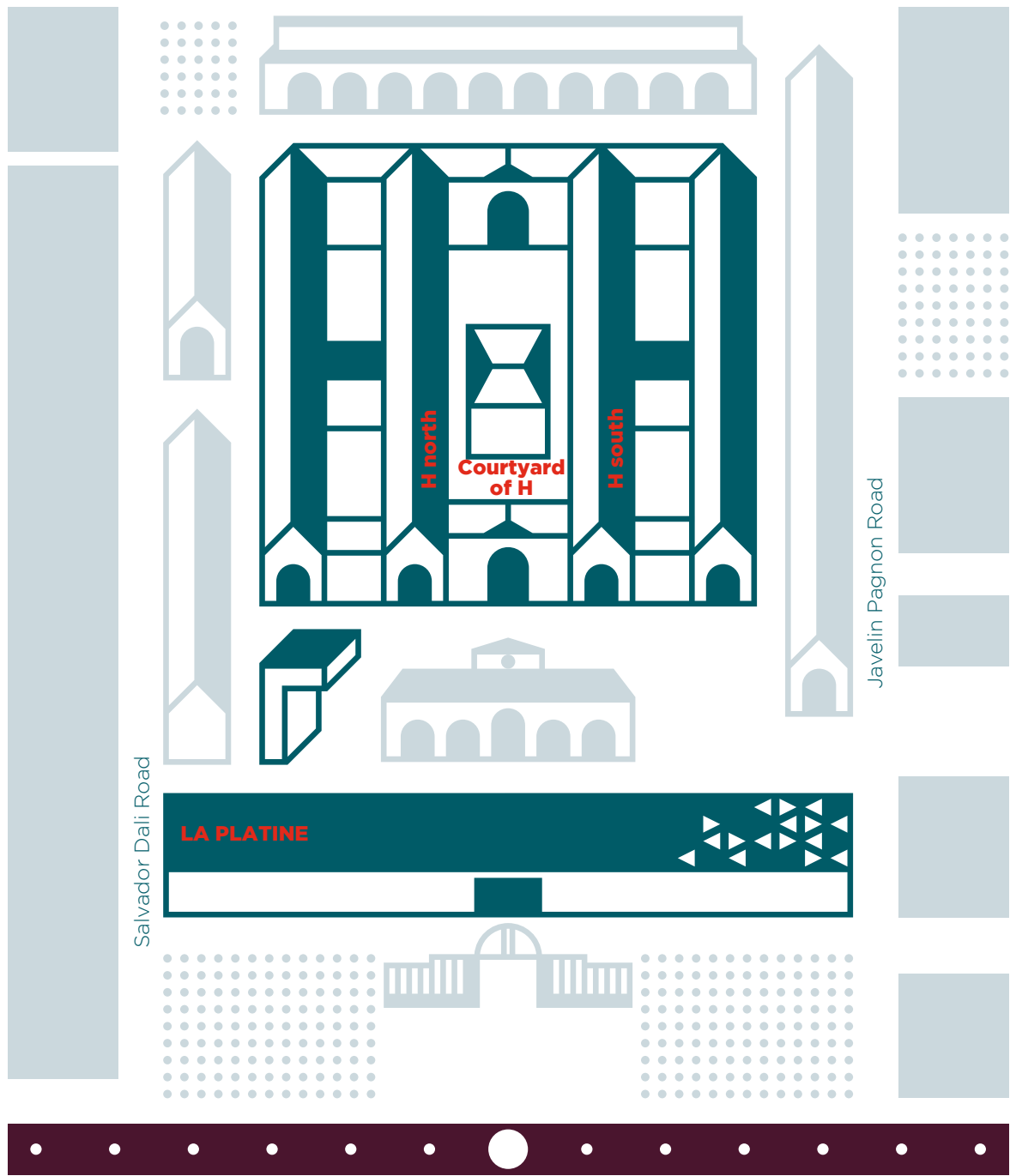
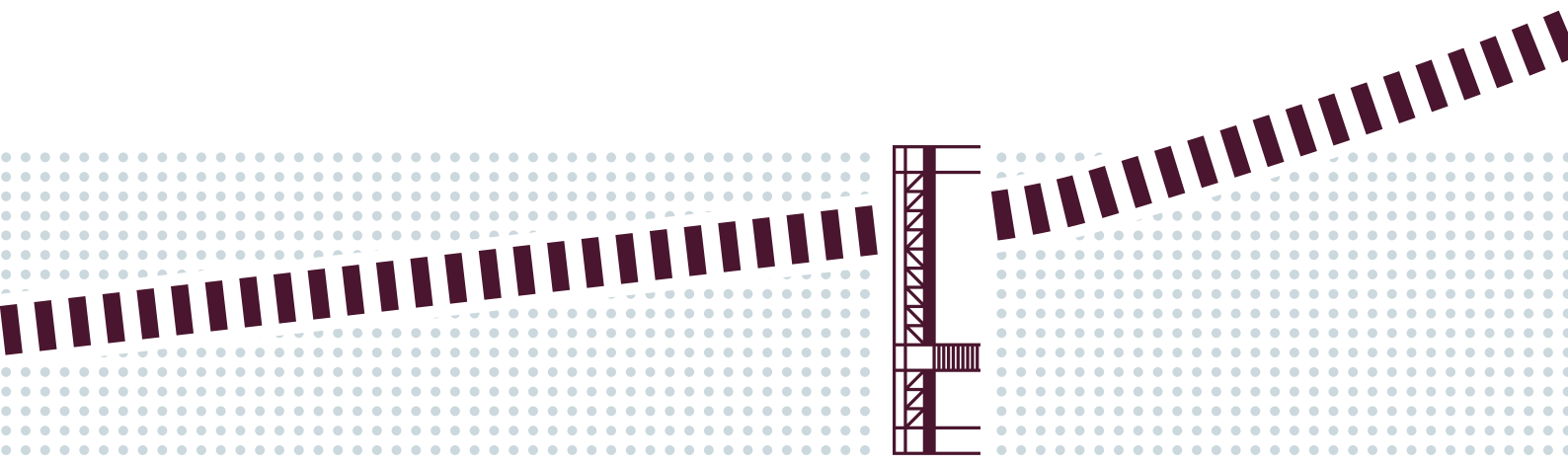
Cynthia Fleury © C. Hélie



François Jullien © CC - Photographie Chun-Yi Chang



Michel Lussault © A. Di Crollanza



# Manufacture site

Exhibitions of 10,000 m<sup>2</sup>

## H north

### ***Systems, not Stuff***

Curator

**Lisa White**

Scenography

**François Dumas**

*The Color Spectrum*

*The Bureau of Inclusion*

*The Biofactory*

*The Machine Shop of the Future*

*The Plastic Theatre*

### ***The Past and the Future are Present***

Curator and scenography

**Alexandra Daisy Ginsberg**

*Resurrecting the Sublime*

*The Wilding of Mars*

### **John Maeda *Design in Tech***

Carte Blanche

Scenography

**Clémence Farrell**

*100 insights*

*The 3 kinds of design transforming  
business*

*Six Design Systems Experiences,*

*by Google Material with*

*Automattic Design*

*Material Icons*

*Design in Tech*

### ***The Negotiating Table***

Curator and scenography

**Cycle Design Recherche (CyDRe)**

## H south

### ***Équi-libre***

Curator

**Fan Zhe**

Scenography

**He Zhiyong**

*40 years of Chinese design*

*Modern design*

*Design of the future*

### ***Stefania***

***School proposal for the next thirty  
years***

Curators

**Claire Peillod, Julie Mathias,**

**Emilie Perotto, Éric Jourdan**

Scenography

**Olivier Lellouche and ESADSE**

**students**

## Courtyard of H

### ***Dépliages***

***When design brings  
out the technique***

Curator

**Cité du design**

### ***Joy Inclusion***

Conception

**Jean-Sébastien Poncet**

Production

**Jean-Sébastien Poncet**

**and students from Montravel**

**School of Horticulture**

## La Platine

**Place of experiences, living lab of  
Cité du design**

# Lisa White

## Principal curator Biennale Internationale Design Saint-Étienne 2019

Lisa White is Head of the Lifestyle & Interiors / Vision department at WGSN, one of the biggest trend forecasting companies, based in London. French-American, she graduated, graduated in political science in Washington and began her career at Chanel before joining the Paris-based trend forecasting office of Li Edelkoort where, where she launched and edited the office's iconic professional magazines "View on Colour", "Bloom" and "INview". As a trend forecaster, Lisa White has been advising the world's biggest brands: L'Oréal, Tupperware, LG Rolex, etc.



Lisa White © Pierre Grasset

# ME - YOU - NOUS

## Designing Common Ground

### **What is design today? A table, a train, a cobot, a community...**

On the edge of the year 2020, design is more about systems than stuff.

It is about producing environments and experiences. It is about creating connections to the built world, but especially to other people.

Increasingly, people's individual health and well-being is linked to the greater community they are a part of - and design can play a significant role in creating that community.

A key focus of contemporary design is how to live in multi-generational, multi-cultural, multi-attitudinal societies. Not just based on age, race or gender, but based on speed, on interests, on points of view. How can design express this multi-layered society? How can it facilitate through creating new connections, spaces and things?

The key objective of the 11<sup>th</sup> Biennale will be uncovering the objects, expressions, systems and points of view that are changing our world - and finding ways to allow them to coexist and collaborate.

ME - YOU - NOUS is about radical collaboration in an age of pervasive individualism.

Looking beyond ourselves to understand the other. Looking outside the tech or business bubble to speak to real people and their needs, desires and dreams. Designing for the future means collaborating with industry, nature, technology, people and the planet to create systems and products that truly serve a purpose.

Designing for the future means designing inclusion - from a film to a wheelchair to a factory - so that the world looks more like everyone, and less like no-one.

Designing common ground means that, in the 11<sup>th</sup> hour of social shifts, technical disruptions and environmental change, it's never too late to join the discussion. There will be a seat at the table for everyone: Me, You, Nous.

**Lisa White,**  
Principal curator  
of Biennale Internationale  
Design Saint-Étienne 2019

# Systems, not Stuff

Curator  
**Lisa White**  
Scenography  
**François Dumas**

In the increasingly dematerialised future, systems will become more important than stuff. Lisa White invites you to explore the common ground shared by industries, technology, nature and design through the lens of the human and his impact on the environment. She suggests we reflect on the production systems, on the new collaborations and the solutions to the major society issues, from the perspective of design, where an object never exists alone, for it is a work that combines aesthetics, functionality, manufacture or even distribution.

## The Color Spectrum

The visitors will discover a wide range of colors, systems and new manufacturing techniques (with bacteria, voice, etc.). The exhibition presents color as an integral part of design, sending a strong message to consumers — ASOS / Crayola make-up palette, as well as to communities — architectural painting in Santa Catarina Palopó (Guatemala).

## The Bureau of Inclusion

How do designers address the difficulties faced by people with physical disability, language disability, social or economic issues? The Bureau of Inclusion is introducing possible solutions to these problems. On a wall created by Jeanne Goutelle and the local associations, visitors will discover an inclusive voting machine that adapts itself to each voter (Los Angeles) and a school for the elderly in Thailand.

## The Biofactory

How can we find common ground between ecosystems and production systems? Can designers work with nature without destroying it? Designing for the future is to work with living matter to “grow” the products of tomorrow.

The work presented will make people reflect on these questions, for example, the chair grew from a willow tree and not produced by industry, or the biomaterials based on moss, mycelium or bacteria, a new idea for fashion industry and others.

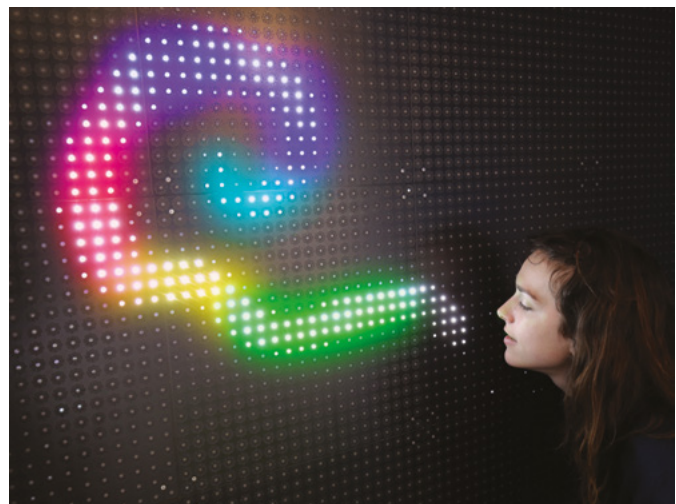
## The Machine Shop of the Future

Creating machines that meet the new needs of their users and address technological, social and environmental issues: this is the ambition of the work presented in *The Machine Shop of the Future*. A machine that turns dust into stone, an A.I. game robot or a wall made entirely by 3D printers: designers innovate the production systems of today, for tomorrow.

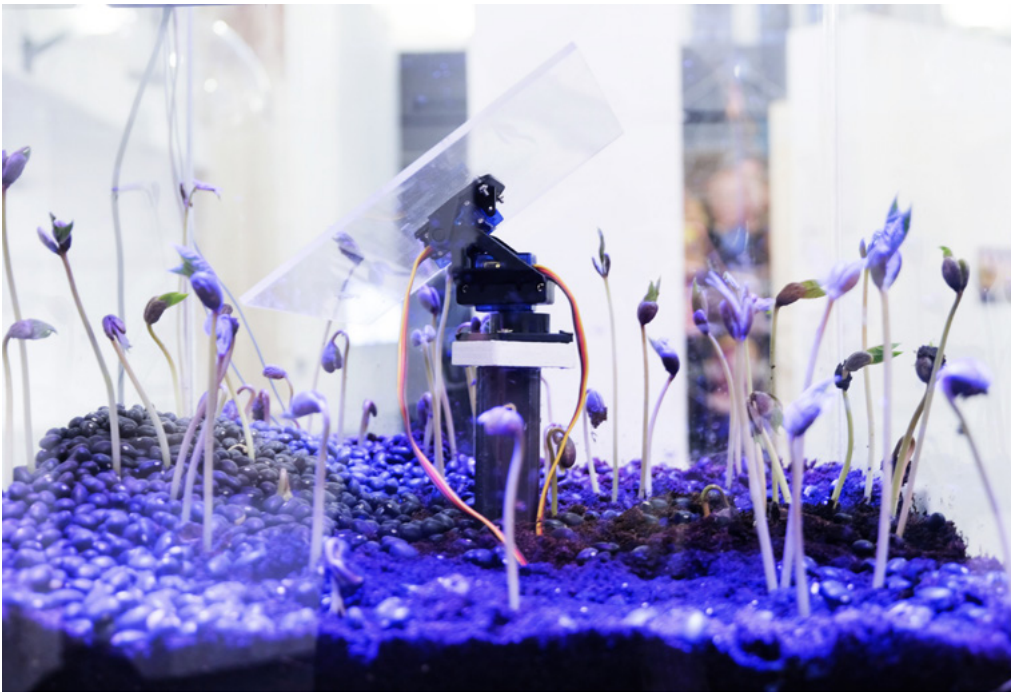
## The Plastic Theatre

In the time of Anthropocene and consumerism systems, uses of plastic are questioned by all. What solutions can the design bring to this issue?

Innovative designers replied to this question. Designers propose answers by creating innovating new materials: 100% recycled or biodegradable plastics or new composition based on seaweed, corn or organic waste. The public are invited to participate in interactive workshops to test the plastics of tomorrow.



Antonin Fourneau, *Sonoscriptum*, 2019. RGB LED matrix panel and microelectronics. © Antonin Fourneau



Florentin Aisslinger, *Data Garden*, 2018. Metal frame, glass showcase, microcontrollers, compost, seeds, 450cm x 1820cm x 1100cm. © Florentin Aisslinger



Grance Der Markarian, *Manufactured Geology*, 2018. © Tom Mannion



1

1. Ineke Hans and the Woodshop on Fogo Island, *Long Bench*, 2018. Yellow birch hardwood, 244cm x 108cm x 55cm. © Steffen Jagenburg



2

2. Maximum, *Fauteuil Gravène 6.7*, 2018. Loss of polyethylene, solid oak from the production losses of a cooperage. © Maximum

# The Past and the Future are Present

Curator and scenography  
**Alexandra Daisy Ginsberg**

At the initiative of Lisa White, this exhibition features two experimental projects by Alexandra Daisy Ginsberg, which examine the past and the possible future of vegetation, in order to draw our attention to environmental issues. The two conceptions, the past and the future - lost landscapes resurrected in the face of visions of the future - reflect the significance of our daily actions, offering a glimpse of the past, the present and the possible future of the world.

*Resurrecting the Sublime* offers an immersive experience that brings back the scent of an extinct plant, highlighting the unbalanced relationship between vegetation and humans.

The project, originally a collaborated work by Christina Agapakis, Alexandra Daisy Ginsberg and Sissel Tolaas, with the support of IFF Inc. and Ginko Bioworks Inc., will resurrect the past and give a glimpse of human impact on the environment.

Can we imagine the colonisation of Mars by other forms of life than human being, not for the benefit of the latter but for observing the development of lives different from our planet? *The Wilding of Mars* makes it possible to project oneself into the future, by removing human being from the centre of the reflection and by putting nature back in the centre of forward thinking.

## Alexandra Daisy Ginsberg

Dr. Alexandra Daisy Ginsberg is a British artist who uses multiple media to explore the human values that shape design, science, technology and nature. Through art installations, fiction, tales and conservation projects, she examines the relationships between human beings, productions and nature.

For many years, she has been working on projects combining design and synthetic biology, pushing the boundaries of design and science. She works in collaboration especially with scientists, engineers, artists, designers, historians, social scientists and heritage curators.



Alexandra Daisy Ginsberg, *Resurrecting the Sublime*, 2018-2019. *Hibiscadelphus wilderianus*, work of Christina Agapakis. © Photography: Grace Chuang/ Copyright: Grace Chuang, Gray Herbarium of Harvard University



# Design in Tech

## Carte blanche to John Maeda

Scenography  
**Clémence Farrell**

Lisa White invited John Maeda, one of the pioneers in digital design, to unveil his work in the exhibition *Design in Tech*.

The American designer will present the importance of computational design\* in a constantly changing world.

He emphasizes the dominating role of design in today's production systems and the inseparable relationship between design and technology.

Visitors will be able to explore the world of computational design, including work developed by Automattic (Wordpress, Woocommerce) or Google (Material, used in Android's user interface).

They will be able to experience the systems developed by the Silicon Valley tech giants: color, grid, circulation, composition, components or typography, which are the design elements used by the world's biggest companies to create their software or products and to make them more inclusive.

### Design in Tech Report 2019

On 21<sup>st</sup> of March, live from Saint-Étienne, John Maeda will present as a world exclusive the "Design in Tech Report 2019", with a focus on three key aspects:

- > The importance of ensuring equal access to learning and training
- > The importance of vision of the future (work on artificial intelligence)
- > The impact of design on industry and business

\*Design involving the algorithms and data, applied to software and hardware, intended for thousands of users and in constant evolution, the «product» is never «finished» (examples: software, operating systems, smartphones, tablets and apps).

## Residency of John Maeda

From early January to the end of March, Cité du design will collaborate with John Maeda, as part of the program *Design in Tech Académie*. During his residency, he will provide scientific leadership for a research program that focuses on design, testing and new ways of learning computer-based design for job seekers. A review of research will be presented along with the Design in Tech Report 2019, on Thursday, 21<sup>st</sup> of March, in Saint-Étienne.

### John Maeda

John Maeda is an American artist, designer, researcher and teacher. Born in 1966 in Seattle, he undertook a double engineering degree in mathematics and programming at the Massachusetts Institute of Technology (MIT), then, in 1992, a doctorate in art and design at the University of Tsukuba (Japan). At 29 years old, Maeda left Japan to teach typography and graphic interface design at the MIT. He is currently Head of Computational Design and Inclusion at Automattic, executive board member of Sonos and Wieden + Kennedy, and member of Google's Advanced Technology Project Technical Committee.



John Maeda © Lia Bekyan for Setka

# The Negotiating Table

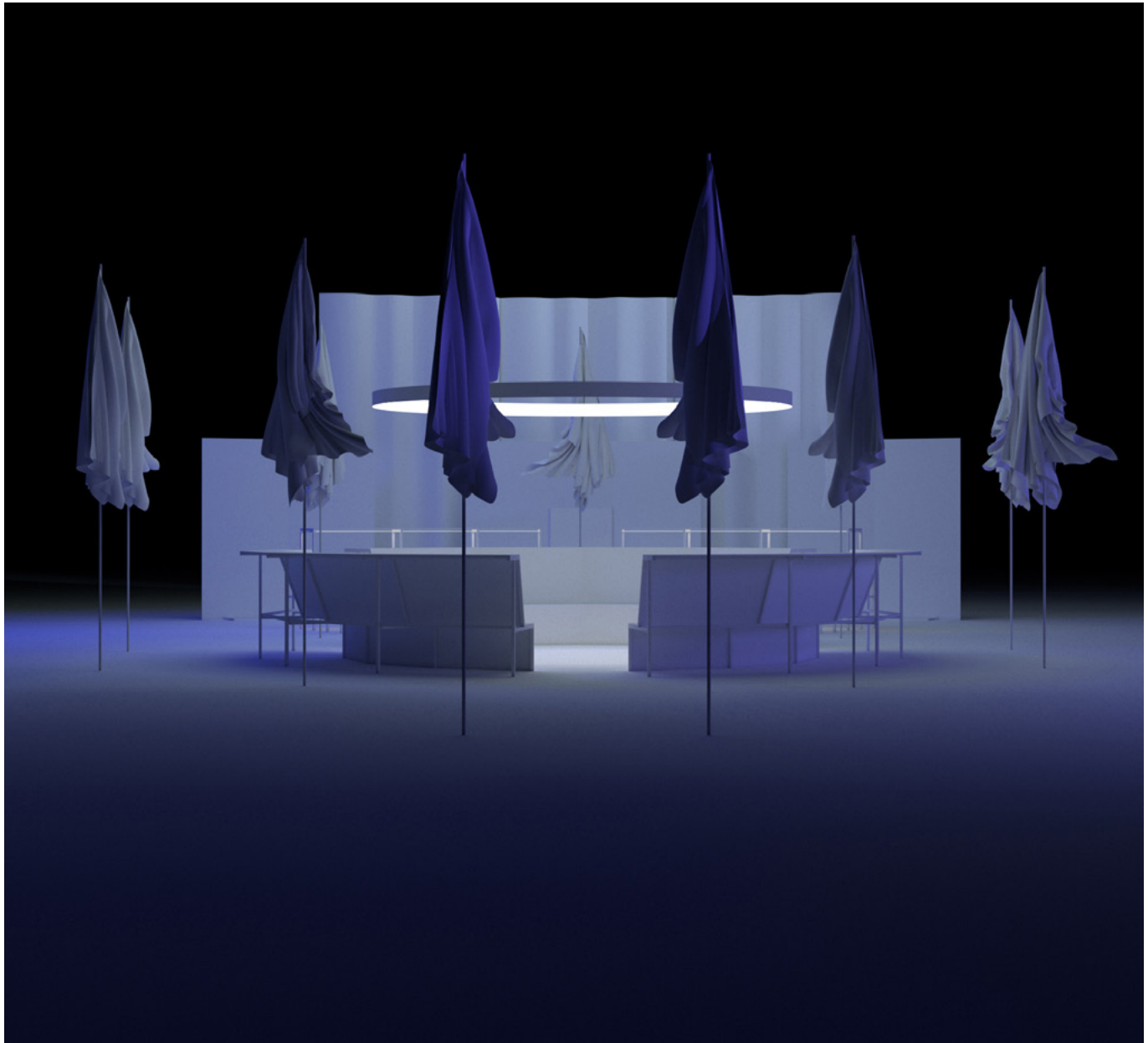
Curator and Scenography  
**CyDRe - Cycle Design et Recherche  
of the Saint-Étienne Higher School  
of Art and Design**

On the subject of common ground, the student-researchers of CyDRe are taking an interest in one expression, one situation and one object in particular. They will invite visitors to gather around The Negotiating Table, symbol of diplomatic strategies at various situations - politics, trade union, association, private sector or business.

What role does negotiation play in everyday life? How is it done? Who are the participants seated around the table? Who is invited and who is not? How do the uninvited people make themselves heard?

The universal practice of negotiation, a true anthropological invariant, is almost always broadcasted by media an authoritative object, the table, to the point where negotiations end up depending on it or even reducing themselves to it. The object refers to the action itself, "to walk away from the table" (in French), amounting to interruption of the negotiation. With the table and a small number of representative objects in concrete situations, the students of CyDRe will show how design makes a narrative out of negotiation and makes it more efficient.

*The Negotiating Table* will be open to public throughout the Biennale in the form of conferences, debates, round tables and shows.



*The Negotiating Table*, 2018. © CyDRe

# And also...

## Déplages\*

When the design acts as an intermediary

Curator and scenography

**Cité du design - Olivier Peyricot Director of Research**

Dedicated to French companies, this exhibition will present design as an intermediary between technology and users. Through a selection of products or services, recently marketed or launched by leading companies, design proves to be a creator of common ground, making visible the invisible and taking the mystery out of technology.

Exhibited companies includes Salomon, Focal, Schneider, Michelin, Décathlon...

\* Unfolding

## Joy Inclusion

Design

**Jean-Sébastien Poncet**

Production

**Jean-Sébastien Poncet and students of the Montravel School of Horticulture**

Lisa White invited the local designers to carry out projects in the courtyard of the main buildings of the Manufacture. Jean-Sébastien Poncet will bring *Joy Inclusion*, a playground with a slackline for both young and old. *Le Terrain de nous* will be a mixture of a race track and a basketball court. *The Garden of Cisterns* will offer the public a moment of rest at the Biennale. The seasonal creation of the designer, in collaboration with students of the Montravel School of Horticulture, is grown on the site of the Manufacture as well as major locations in Saint-Étienne city.

## Culinary Design

Marc Brétilot

**Fabuleuse Cantine**

City of Saint-Étienne

The culinary designer Marc Brétilot is a guest of the Biennale and will cater for the visitors by creating unique menus for a month. In the exhibitions, he will be working with the Fabuleuse Cantine (a restaurant in the Manufacture of Saint-Étienne) to offer visitors culinary experiences that combines a touch of contemporary art. He will also go downtown to work with restaurants and caterers.

## EVAI - Challenge of Self-Driving Vehicle with User Interface

Between reception and circulation of urban and individual information, an inventory of the "Umwelt" of self-driving vehicle.

This project is based on a design research program, led by the Research Centre of Cité du design, providing an essential theoretical support to the development of self-driving vehicles in Europe.

The goal of this project is to enable people to see from the perspective of a self-driving vehicle, which brings a better understanding of its environment. The world of a self-driving vehicle can be presented through design, which makes it easier to understand the technologies used in the vehicle.

# China, guest of honor

Over the last years, the rise of Chinese design has become undeniable.

Far from the stereotype of mass consumption and low-quality products, for China, design is a major lever in economic development today. In order to integrate with the overall process, however, China must find a way to build platforms for exchanges and interaction. Discovering a new culture is at the heart of the Biennale inspiration, allowing us to find the common ground between the two continents that watch and respond to each other.

During the Biennale, Saint-Étienne will become a gateway to Chinese design, opening a discussion with a population of nearly 1.4 billion.

## Fan Zhe

Originally from Lioning, China, Fan Zhe is an artist, cultural mediator, entrepreneur and curator of many exhibitions. He began his studies in France in 2000 and obtained, in 2006, a Master in Fine Arts at the University of Paris VIII.

His work was selected in the Salon de Montrouge, then in the Young European Creation as a representative of France. Since 2002, he has published successively six books on design, related to furniture, advertising, shop windows, fashion catalogues and sculptures. From 2007 to 2013, he ran his own design company. From 2009 to 2011, he became a jury member of several design schools such as Maryse-Eloy. In 2015, he created the Cévenol International Park (Chambon-sur-Lignon, Haute-Loire), a centre dedicated to arts and cultural exchanges between France and China.



Fan Zhe © Pierre Grasset

# Équi-libre

Curator

**Fan Zhe**

Assistant Curator

**Lei Si Yin**

Scenography

**He Zhiyong**

“For the preparation of this event, I travelled across China from city to city during a few months, experiencing the contrasts in Chinese society and its culture of objects. I think ‘Balance and Freedom of Creation’ would be the Chinese interpretation of the theme of the 11<sup>th</sup> Biennale”. Fan Zhe

*Équi-libre*, a panorama of current Chinese design, shows the birth of Chinese design that accompanies the growth of domestic consumption. Well aware of the challenges of contemporary society, including the balance between economic development and environmental protection, the new generation of designers are drawing their inspiration from the specific features of Chinese society.

Between past, present and future, this exhibition bears witness to the fertile period of Chinese culture, announcing the rise of China on the world stage of design.

## La route du design chinois

The road of Chinese design

In order to create a connection between the European public and his mother culture, Fan Zhe will offer a journey through a selection of objects that have marked China's daily life since the foundation of new China and the gradual transition into a market economy.

## Design au présent

Modern design

The Chinese design is developing rapidly. In this part, a set of objects will be displayed (product design, design awards, arts & crafts), in response to the major challenges for Chinese development, such as the growth rate, the population, the environment etc.

## Design au futur

Design of the future

**Four UNESCO-designated Creative Cities of Design will offer a vision of the future that involves Chinese design**

**SHENZHEN** (population: 12 million): **Liu Heng**, architect and curator of the exhibition «Shenzhen-ness Space in Mutation», will present the scenarios of future Shenzhen and the result of the research carried out by five urban planners, architects and artists. Images, films, models, interactive media and large scale art installations all together reveal the radical changes that are taking place in China, at a pace barely comparable to the European notion of “growth rate”.

**SHANGHAI** (population: 24 million): **Jamy Yang** offers «Future Lifestyle, City, Citizens, Creators», an exhibition that gives an artistic vision of living in Shanghai in the future, with cases, videos and high-quality products. Indeed, Shanghai is internationally recognised as the city of style and fashion, a city where life is good and open to the world.

**WUHAN** (population: 10,6 million): **The Administrative Committee of Wuhan** will present the changes of several neighbourhoods in the city, caused by fast urbanisation, where design played a major role.

**PÉKIN/BEIJING** (population: 21,7 million): **Wang Min**, former Director of China Central Academy of Fine Arts will present the development of artificial intelligence and the Smart City, a city with 400 leading AI companies. When the design meets the technological challenges of tomorrow...

## The Wall of UNESCO Creative Cities

In the exhibition *Équi-libre*, this space shows a number of expressions of design in other Chinese cities, where creativity plays a major role in bringing different cultures close together.

# Stefania

Curator

**Claire Peillod, Julie Mathias  
Émilie Perotto, Éric Jourdan**

Scenography

**Olivier Lellouche and ESADSE students**

What will the city be like tomorrow? How do we transform the city to make common ground and create a common vision of the city between the East and the West? These are the questions that Stefania, exhibition designed by ESADSE students, prepares to answer by showing the projects made by more than 30 French and foreign schools that have worked with China.

France has welcomed several generations of Chinese artists and designers, and continues to train them in its art schools. They play today a major role in Chinese art creation. The work displayed in this exhibition includes international cooperation projects, projects conceived in French-Chinese workshops in Saint-Étienne or in schools during the year 2018, illustrating the artistic cooperation as well as the cultural differences between the West and the East.

Echoing the problems of intense urbanisation that China is currently going through, the exhibition will take the form of an inter-city named *Stefania*, at the heart of the Biennale.

In Stefania, time is different, one day here means a year. Visitors will become the host of a living exhibition whose look changes every day throughout the thirty days of the Biennale. ESADSE students invite the public to experience thirty years of life in a city that keeps on evolving. Divided into twelve buildings, this large project offers the visitors to see but also to experience art and design. It is an inhabited exhibition, where the students play different roles: headmasters, place of worship or coffeeshop managers, etc.

The exhibition will display collaborative work from the higher schools of art/design of Beijing, Shanghai, Hangzhou, Shenzhen, Xi'an, Wuhan, London, Dijon, Brest, Strasbourg, Mulhouse, Lyon, Nantes, Bordeaux, Annecy...



Olivier Lellouche, *Inner-city of Stefania*, 2018.

# Saint-Étienne Higher School of Art and Design at the heart of the Biennale

## **SuperWaste**

In the wake of the founding idea of recovery and local resources, by appropriating the codes of “fast food” and relying on the analysis of the transformation chain of the material, students are invited to think about the first location of SuperWaste, the Biennale’s fast food restaurant and to manufacture it for the event - counter(s), furniture, lighting, etc -.

*In partnership with the restaurant “Fabuleuse Cantine”*

## **Occurrence N°6 - Stefania**

The school magazine made by ESADSE devotes its 6<sup>th</sup> edition to *Stefania*, introducing the infra-city as well as all the projects proposed by the French and foreign schools. “Occurrence”, catalogue of the exhibition, allows to return to this multidirectional, multilingual and polyphonic infra-city.

## **The 30<sup>th</sup> anniversary of CyDRé The post-master program of ESADSE**

During the Biennale, the Cycle Recherche Design of ESADSE will make a review on its 30 years of research and content production.

## **At the Antenne of ESADSE\***

Exhibition of the 2017 Cinna Awards — Révélateur de Talents competition, aimed at young designers under 30, French or international.

Exhibition “Dahu”, coordinated by Émilie Perotto, presents work produced by students in 2nd year of Art, designed and finished based on constraints of space.

\* Exhibition venue of the school in downtown Saint-Étienne

## **U L M - Ultralight Aircraft**

Based on the observation that ultralight aircraft has not evolved for several decades, students are studying this flying machine with a focus on its shape, ergonomics and safety.

A model, built in accordance with the result of students’ research, will be put in the Greenhouse of the Platine.

**As well as *The Negotiating Table* (p. 18)  
and the Masterclass John Maeda - Random Lab -  
Télécom.**

# The Platine

## The place of experiences

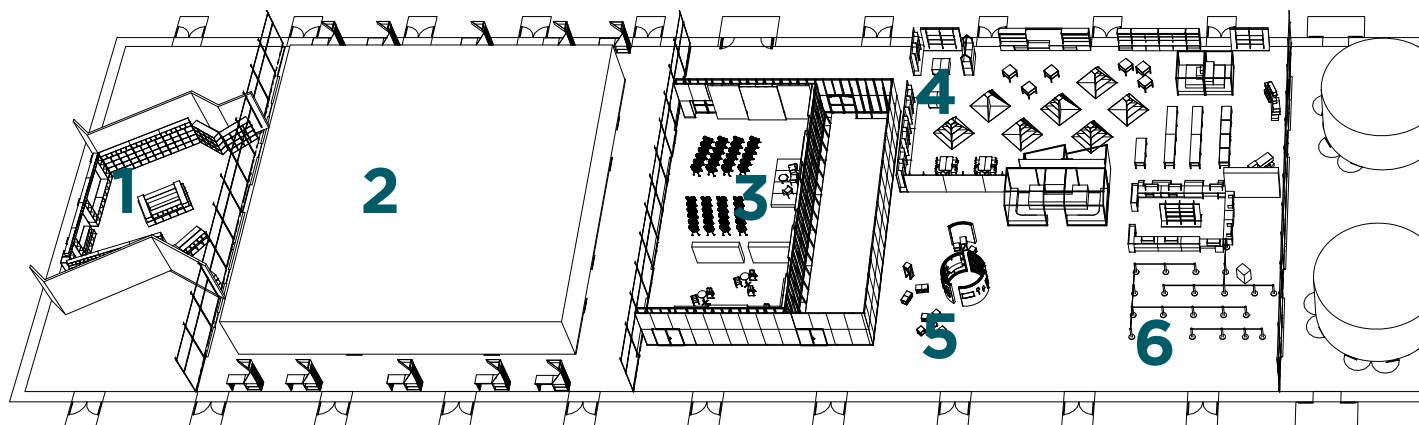
Living Lab of Cité du Design, the Platine will be transformed into a place of encounter, experimentation and co-creation to promote interaction between visitors and professionals of design. Audiences of all ages will be able to participate in creation or experiment workshops led by cultural and professional mediators, gaining knowledge of the key stages of design.

Two auditoriums will host a broad and demanding program that promotes the interaction of the public and debates on issues raised by design, echoing the theme of the Biennale.

**Discovery Area**, explains the different stages of design, thanks to “Détricoteuses”, a product will be taken to pieces in order to reveal the design process.

**The Idea Workshop** shows collaborative projects around five themes: city on a human scale, environment & energy, mobility, health & well-being and habitat. Professionals designers and visitors work together on the conception of the products and services of tomorrow. The creations of regional players (companies, communities, organisations, start-ups, etc.) will be displayed in a showcase.

**Les Labos**<sup>®</sup>, is an area dedicated to companies who wish to include visitors in the creation process. Visitors will be able to test new products, services or concepts and give their feedback which will help the companies to adjust their products and services after the Biennale .





# The Platine is also...

## The Boutique, space of new experience

The Boutique of the Biennale offers a selection of local and international products. A corner will be dedicated to designers from the Auvergne-Rhône-Alpes region, while Lisa White and Fan Zhe are in charge of the selection of international design, some of which is totally new to Europe. ESADSE students will present their work, in collaboration with the publishing house Bernard Chauveau.

The Boutique will also invite the public to participate in workshops, presentations and experiments, led by professionals.

## Project ESSOR

Three ESADSE students worked with the regional weekly magazine "L'Essor" on the issue of the future of print media. They will show the result of their work in the Platine, which combines a new kind of print newspaper and a meeting place for the public and journalists. The print media is going to invent its own future at the Biennale.

## The Material Library for all

A Material Library is accessible to professionals and students of higher education in Cité du design. For the Biennale, the Material Library will open its door to general public to offer a fun discovery of materials, in a sensible and innovative way, with animations produced in collaboration with higher educational institutions (ESADSE, Saint-Étienne National School of Engineering and Saint-Étienne School of Mines).

## Color system

### Children and family workshop

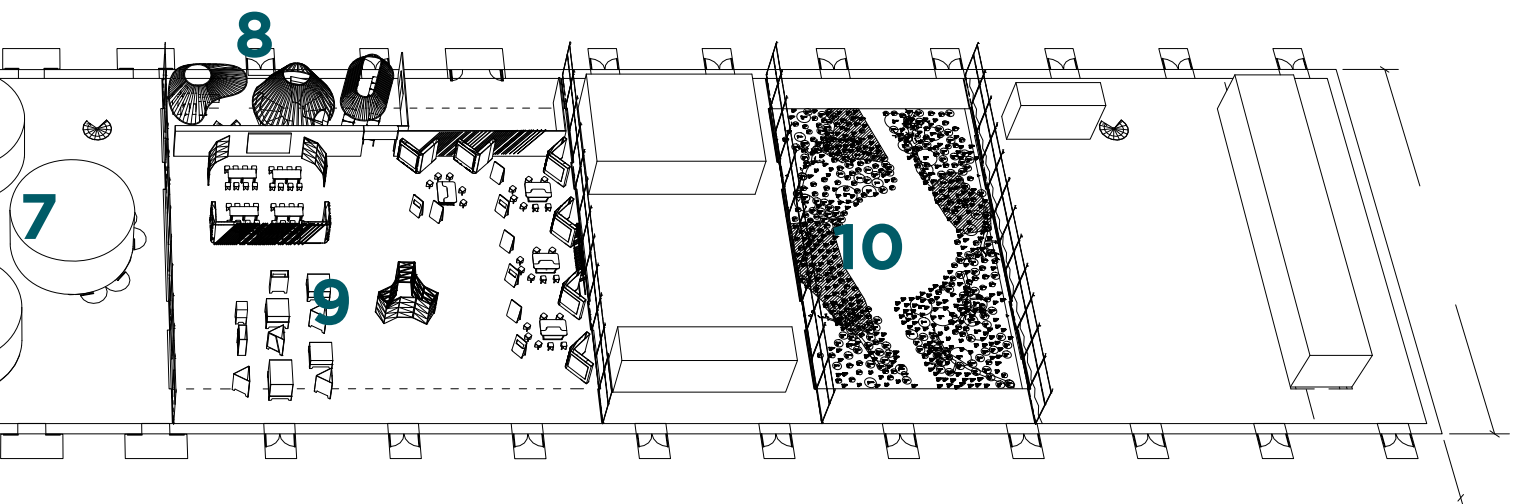
Conception, stand design, animation by ESADSE students. Discover the design in a fun way, starting from colors and ribbons.

1. Material library
2. Auditorium
3. The Theatre
4. La Boutique  
The Biennale Shop

5. Project ESSOR
6. Ticket Office
7. lotA - Escape game  
on our digital society

8. Color System -  
Children and family  
workshop

9. Discovery area, Idea  
Workshop, Les Albos  
(labs)
10. Greenhouse



# Biennale in the City, Resonance

The Biennale has spread all over the city, and even outside the city of Saint-Étienne, to be closer to everyone. Museums, shops, restaurants, performance and cultural institutions: every place is adorned with the colors of the Biennale to show their support.

## Museum of Art and Industry

### ***Sell everything, be everywhere. Casino***

How did Casino, the first french family grocery store, adapt itself to the changes in trade and end up becoming an international group? The exhibition focuses on the centralized organization of the company in all its sectors of activity. Throughout its history, a whole reflection on the evolution of trade and consumer practices that will be presented.

## Puits Couriot / Parc-musée de la mine (Mine Museum)

### ***Mine in series***

The exhibition is dedicated to explain what makes a "series" in the world of the mine. Photographs, models, lamps, fossils, and other media are used to answer one question: is a series the sum of identical objects? Educational and fun, the exhibition is suitable for all audiences.

## La Serre

The Greenhouse

### **Season 5 - Exhibition by Simon Feydieu**

Graduated from ENSBA (Lyon School of Fine Arts), Simon Feydieu is working on the production of a series of mirror works, which takes into account the plants and the natural light of the place. His intervention questions the ornamental purposes of the plant pattern that he confronts with the orthonormal and repetitive pattern of industrial locksmithing.

### **Salle des cimaise**

#### ***Face to face***

This is the moment of face-to-face. Three personalities, three approaches that question the mirror with lightness, irreversibility, sensitivity, at the same time and in the same space. A tribute to Persée...

## Museum of Modern and Contemporary Art of Saint-Étienne Métropole

### ***Design and Wondrous - The Nature of Ornamentation***

Until April 21<sup>st</sup> 2019

From representations of natural forms to the re-creation of natural growth processes by digital tools, the exhibition relates the recent history of design, between nature and structure, between vegetal and ornamental. The exhibition brings together more than one hundred works, - design objects, photographs, engravings, fabrics, natural specimens, etc. - which are divided into different sections: Nature as ornamentation, Fractals, Arabesques, Ornamentation and the digital sphere, the Wondrous and Evanescence. At the heart of the exhibition, a cabinet of curiosities highlights the connections between natural history and design through various specimens, artefacts and photographs.

## The Massenet Conservatoire

The Massenet Conservatoire, laboratory and observatory of the musical cultures expressed on the territory, offers an original creation of the composer Sébastien Gaxie.

At the end of 18 months of residency, he proposes a fresco of the territory where video, theatre and contemporary music mingle to give us a vision both unique and familiar of the territory.

## Le Corbusier - Firminy

### **Exhibition *La Luce* - Saint-Pierre Church**

Dedicated to the creations of Le Corbusier and Charlotte Perriand, in collaboration with the Italian luminaries NEMO, the exhibition *La Luce* allows to understand the research and design around the light, an element cherished by these two geniuses of architecture and design who have marked the history of the twentieth century. Creations, archival documents, photographs, drawings and sketches are put in perspective with the architectural work of the designers.

## EPASE

The Public Urban Planning Organization of Saint-Étienne, spearheading the renewal of the creative district on which Cité du design is located, is a partner of this Biennale. As part of the event, it proposes observation tours of the city's transformation, conferences on the Saint-Roch district around the "Fabrique de la Ville", and ground-level activations in the neighbourhood of Gare de Châteaureux, as well as the development of the site Gare Carnot.

## Banc d'essai

**3<sup>rd</sup> edition of Banc d'essai, call for projects to experiment street furniture.**

The shops of the city of Saint-Étienne are also honored with a focus on the winners of previous editions of the Commerce Design contest. Shops are also invited to take the colors of the Biennale and initiatives are also scheduled with the public (home designers, workshops, etc.).

# Partners of the Biennale mobilized

The Biennale is also a network of partners who support and participate in the events. They have trusted us:



Orange has been a founding partner of Cité du design since 2008. The company is supporting the 2019 Biennale, by setting up an interview and communication space on social networks.

In terms of exhibition, there will be a space at the centre of the exhibitions dedicated to the innovations of Orange (Hello show). Three aspects are selected:

- Artificial Intelligence (A.I.), Djingo and expressiveness
- Personal data and ethics
- Design, a transformative element that changes our ways of working, in terms of impact on new trades and work organization.

Through this partnership, Orange enhances its prestige in the design industry and increases brand awareness of the public.



TISSEUR D'INNOVATION

It was in London that the company Neyret, French manufacturer of luxury ribbons, labels and accessories, confirmed its commitment to the 2019 Biennale. On the occasion of "designjunction" (part of the London Design Festival in September 2018), the Biennale presents *Gateway to Inclusion*, a symbolic gateway in response to the theme "ME YOU NOUS, Designing Common Ground", composed of ribbons made by Neyret. For the Biennale, the company will be involved in several projects, from the Lisa White exhibition scenography to the objects sold in the shop, as well as the signs and the decoration of the public space with flowers and plants.



Building on the success of the competition in 2017, the STAS, the public transport company of Saint-Étienne, came up with the project "A Streetcar Named Design". For the 2019 Biennale, the competition becomes international, since it is aimed at students enrolled in the schools of design of the UNESCO Creative Cities (including Saint-Étienne and ESADSE). The goal is to transform a tramway in Saint-Étienne by decorating it with the colours of the Biennale, in reference to the theme of common ground. STAS, which has kept the tram designed for the Biennale 2017, wishes to continue the competition to create a fleet of Biennale tramways.

# Biennale 2019

# Agenda

## 1 month of events

### Week 1

#### International Design

**Inaugural Conference** of the 11<sup>th</sup> Biennale  
Internationale Design Saint-Étienne

#### UNESCO Forum

**Global launch of the *Design in Tech Report***  
**John Maeda - March 21**

### Week 2

#### Design in Practice

##### PREAC seminar March 25-27

- Design to create connections between subjects
- Digital technology, social innovation and public policy.
- Design and education: from local to global

##### **National training course for trainers, in partnership with Atelier Canopé 42**

Canopé DT ARA network (coordinator), the EPCC Cité du design - Saint-Étienne Higher School of Art and Design, the Rectorat - DAAC of the Academy of Lyon and the DRAC Auvergne Rhône-Alpes.

##### **Materials and design Day March 28-29**

Materials, manufacturing process and know-how, encouraging interactions between key players of the different materials sectors.

### Week 3

#### Design Network

##### ***Design and Innovation Forum April 3 - 5***

##### **Pre-Summit of the Declaration of Design.**

##### ***Dzing Dzing***

Research / Design / Creation / Our Concerns  
Research Symposium with DGCA - Ministry of Culture

### Week 4

#### Design in Research

##### ***Negotiating Table***

Redesigning the public action

##### ***Design and Anthropocene***

**Michel Lussault**

##### **Contributory City - April 12, 13, 14**

Conferences under the curation of Pascal Desfarge

From January and during the Biennale, Saint-Étienne will benefit from the experiment "Fabcity" and explore the statute of contributory city. International and local examples of good practice will be presented at the conferences, as well as the feedback from the experiments.

### Week 5

#### Design and China

##### ***Design as a tool of cultural mediation***

Chinese researchers and designers sharing their thoughts on sinology.

##### ***Round Table Schools and China***

The partnership between French art & design schools and China.

##### ***Design and cognitive space - April 16***

Conferences animated by EM Lyon Business School

What will be the forms and functions of the learning spaces tomorrow? How do the new physical and digital spaces (co-working, collective creation spaces, digital working environments, simulators, robots, collaborative books ...) become levers for the transformation of individual, collective, organisational and managerial behaviours? EM Lyon Business School will present its innovative and forward-looking vision of current and future cognitive common grounds.

# Press Contacts

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# Practical Informa- tion

## Dates

The 2019 Biennale will be held from Thursday, March 21 to Monday, April 22.

The main exhibitions will be closed on Mondays, March 25 and April 1, 8, 15, but the Platine will be open to public every day.

## Contact

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Information / reservation required  
obligatoire:  
+33 (0)4 77 33 33 32

[Infobiennale2019@citedudesign.com](mailto:Infobiennale2019@citedudesign.com)

## Offer for students

By organising exhibitions, workshops and conferences, the Biennale strives to raise the younger generation's awareness of design, with reception facilities adapted to host various audiences.

## School group visits

**Guided tours are available for a school groups of 25 - 30 students.**  
A 2nd group will have to be booked.

**The ticket given to each visitor gives a one-day access to the site Manufacture only.**

The teacher or accompanying adult of the school group can have free access.

### Admission rates for schools

#### Price per pupil / student

Cité du design - Site Manufacture

<b>Workshop</b>	<b>4€</b>
<b>Open visit</b>	<b>4€</b>
<b>Guided tour cycle 2 and 3 + The road of culture</b>	<b>3€</b>
<b>Guided tour</b> (college, high school and higher education)	<b>6€</b>
<b>Guided tour under Project "Passeur de Culture" regional program</b>	<b>5€</b>



