

# STAS COMPETITION – BIENNALE INTERNATIONALE DESIGN SAINT-ETIENNE

## "A Streetcar named DESIGN – 2021"

### **The STAS:**

The *Société de Transport de l'Agglomération Stéphanoise*, or STAS, runs the public transport system on behalf of district authority, Saint-Étienne Métropole.

With 72 regular lines including 3 tram lines, the STAS transports over 46 million passengers every year across an area covering more than 720 sq. km.

Saint-Étienne is one of the very few cities in France to have always kept its trams since they were first introduced. The tram network has operated without interruption since its creation in 1881 and is an integral part of Saint-Étienne's heritage.

Thus, Saint-Étienne's trams are part of the district's identity as well as very much a part of what's happening there now. This is why the STAS is a partner of the Métropole and helps it to publicise its major events. On several occasions it has used the trams as a medium of communication covering them in the colours of landmark events (all over wrap advertising). See illustrations.

### **The CAF trams:**

In 2017, a number of new trams came into service in Saint-Étienne, larger and notable for their special design.

Built by CAF, these 16 "new generation" trams offer today's passengers maximum comfort: ergonomic seats, warm materials, air conditioning, high-performance video protection system, audible and visual passenger information and WiFi.

Noted for their dimensions and their design inspired by the presence of Saint-Etienne in the UNESCO Creative Cities of Design Network, they are destined to make an impression on several generations of travellers.

### **Biennale Internationale Design Saint-Etienne:**

Next April will see the opening of the 12th edition of the Biennale Internationale Design Saint-Étienne. It is expected to welcome 300,000 visitors keen to discover the thousand and one facets of design. Professionals, the general public and students from all walks of life will come together across the Saint-Étienne Métropolitan area and its multiple exhibition sites. Covered by 1,800 local, national and international media outlets, this event makes Saint-Étienne the place to be next spring for all those interested in Design. As one of the Biennale's historic partners, the STAS wishes to take advantage of the event to launch the competition for students at the higher schools of design in the UNESCO Creative Cities of Design and generate media coverage for the work produced by the best of the

# 1/ STUDENTS CONCERNED

This competition is open to the students or groups of students enrolled in Master level programmes in Design at the higher schools of art and design in the UNESCO Creative Cities of Design Network in the 2020-2021 academic year ( put the link to the NETWORK web site).

# 2/ COMPETITION THEME

## **Context:**

The Cité du Design and ESADSE (Higher School of Art and Design of Saint-Étienne) organise events throughout the year - exhibitions, meetings between designers and businesses, conferences, open days - and every two years the Biennale Internationale Design Saint-Étienne.

The 12th edition of the Biennale Internationale Design Saint-Etienne will run from 28 April to 22 August 2021.

Launched in 1998 by Higher School, this event is unique in the way it reaches extremely diverse and constantly growing audiences (140,000 visitors in 2013, 208,000 in 2015, 230,000 in 2017, 235,000 in 2019): professionals (designers and businesses), the general public, schools and higher education, journalists, etc.

The 12th Biennale Internationale Design Saint-Étienne will be taking place on several sites across the Saint-Etienne Metropolitan area under the title

*BIFURCATIONS*

*Choosing the essential*

The Biennale's visual identity will be linked to this theme.

For information, the visual identity of the Biennale 2021 has been created, following a consultation process, by the Saguez & Partners graphic design agency.

## **The competition:**

We invite the participants to send their proposals for design of an all over wrap for one of the CAF trams, which will be put into service on the occasion of the 12th Biennale Internationale Design Saint-Étienne (in April 2021).

## **The theme:**

The competition theme is the baseline of the 12th edition of the Biennale: "Bifurcations, choosing the essential".

Therefore, although "12th Biennale Internationale Design Saint-Etienne" must be included in the wrap, the "BIFURCATIONS" theme will be the notion central to all the work produced. This is a theme that is dear to the STAS, which every year carries over 46 million passengers adapting the itineraries of its lines when necessary. This means that the notions of direction, orientation or interaction with travellers must be apparent in the proposal sent by the participants.

The "Bifurcations" being the central theme of any production, it could be a graphic object, it could also find a playful dimension if necessary, possibly human. The Biennale brand must be integrated into the visual (file attached).

For more information on the Biennale Internationale Design Saint-Étienne 2021 see:

- French version: <https://biennale-design.com/saint-etienne/2021/>

- English version: <https://biennale-design.com/saint-etienne/2021/en>

### 3/ TECHNICAL SPECIFICITIES

Based on the document enclosed, the participants are expected to propose an original creation corresponding to the competition theme. Each proposal must respect the dimensions, surface areas and specific technical details of the tram. The participants may accompany their proposal with any supplementary items they deem relevant (samples, views in situation, roughs, etc.).

All the proposals will be reviewed by a Panel which will choose one to wrap the tram.

The STAS, accompanied by a specialised service provider, will then assist the winning participant with the production of the visual to be used on the tram.

The visual will be installed under the supervision of the STAS, which reserves the right to make changes to it, in particular on safety grounds (total visibility of certain windows, keeping openings or trapdoors free, etc.).

#### **Reminder:**

All creative proposals:

- Must be owned by you.
- Must be original (within the legal meaning).
- Must be duly protected.
- Must not reproduce or imitate any commercial brand or trademark.
- Must not create a risk of disputes relating to any rights, distinctive signs or earlier creations belonging to third parties.
- Must not infringe any intellectual property rights or constitute unfair competition or passing off.
- Must not be used or exploited by the designer or any third party that has the right to use it without their agreement.

NB:

We remind you that you and you alone are responsible for the originality of your creative proposals.

We also remind you that it is your own responsibility to protect your creative work.

## 4/ ORGANISATION OF THE COMPETITION

**Calendar:**

**Deadline for entries: 5 March 2021 23:59**

**Panel review: week of 15 March 2021**

## 5/ COMPETITION APPLICATION

The logo "12e Biennale Internationale Design Saint-Etienne" should be request by e-mail : [designtramcompetition@citedudesign.com](mailto:designtramcompetition@citedudesign.com).

Entries should be sent to: [designtramcompetition@citedudesign.com](mailto:designtramcompetition@citedudesign.com).

**Deadline for submission of entries: 5 March 2021 23:59**

Application package must include the following items:

- A web transfer containing all the items making up the project, and in particular :
  - The contact details of the participant or the group of participants: surname, first name, e-mail address, telephone number.
  - A conceptual note containing a comprehensive presentation of the project, drawings and/or photos, dimensions, materials and any explanations necessary to the clear understanding and appreciation of the project.
  - One A4 page summarising the project: this document will be given to the judges before the meeting so that they can prepare for it. It must contain all the essential items (texts and visuals) enabling an appreciation of the project.
    - HD files of the different visuals for the project,
    - A summary visual of the project in HD or PDF format that is sufficiently explicit to be able to be used alone on the website where the public can vote, if necessary.

The visuals must therefore be copyright free.

It must also be stated whether mock-ups or prototypes are available; these may be asked for during the final selection phase.

One student may send more than one project. They may also participate in groups or individually as long as each project is sent only once.

Given the number of entries, please note that the application packages cannot be returned to the entrants and that incomplete applications will not be considered.

The applications/projects that do not win the competition will not be disseminated outside the judging panel.

## 6/ SELECTION OF PROJECTS

- Graphic proposal linked to the theme

The projects will be assessed on the following basis:

- The innovative and forward-looking character of the project proposed,
- Originality, creativity and relevance to the 12th edition of the Biennale theme
- Staging and story-telling.

## 7/ THE PANEL OF JUDGES

The panel of judges will meet during the week of 15 March 2021

The judges will choose one winner.

The prize is 5,000 euros.

The panel of judges will be made up of:

- 1 person representing the STAS
- 1 person representing the Cité du Design/Biennale Internationale Design Saint-Étienne
- 1 person representing the Higher School of Art and Design of Saint-Etienne
- 1 professional designer
- 1 person representing a company partnering the Biennale Internationale Design Saint-Étienne 2021

## 8/ AWARD CEREMONY

The award ceremony will be organized during the Biennale 2021.

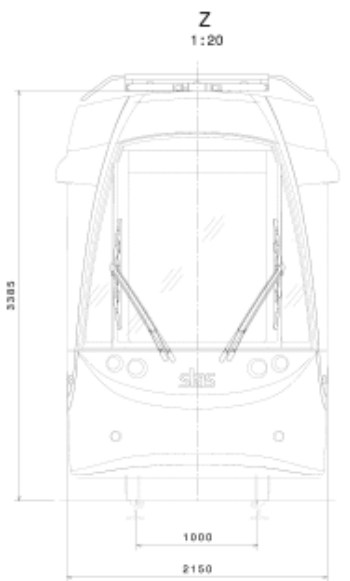
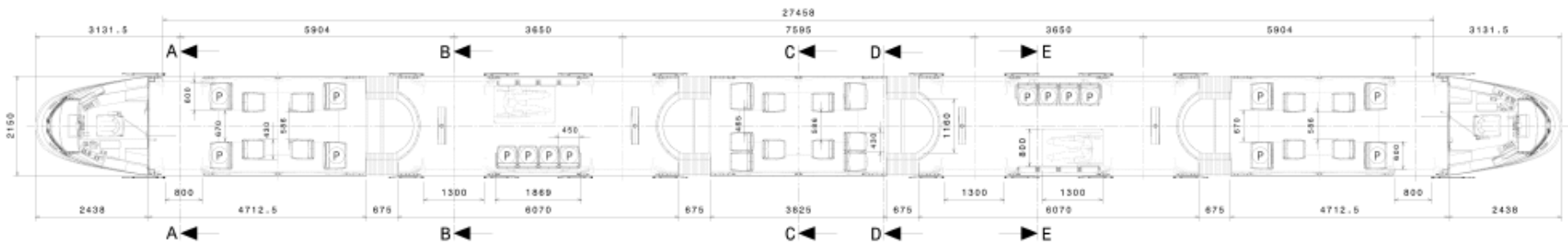
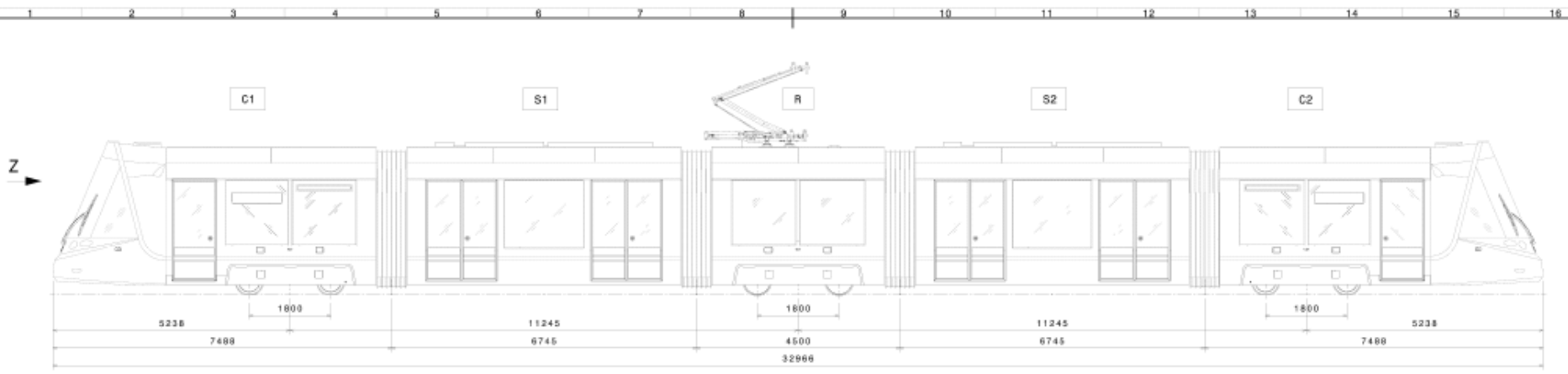
The winning student or students, selected by the panel of judges, will receive 5,000 euros (total amount independent of the number of participants in case of group participation).

The winning entrant will be given coverage from the media/press covering the Biennale.

The winning visual will be unveiled on the occasion of the Biennale and installed on one tram for an indeterminate length of time (an agreement will be signed assigning the rights).

The winner will authorise the Cité du Design and the STAS to publish a description of their project in the information and communication tools relating to the Biennale Internationale Design Saint-Étienne 2021 as well as in all the materials illustrating the project.

This provision concerns all institutional materials and those intended for the general public: press packs and press releases, website, videos.



X:X	Project	2015-04-20	20162
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CAF			

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