

Saint-Étienne UNESCO City of design

Monitoring Report 2018 — 2021





Editorial by the Mayor



↳ **Gaël Perdriau**
 Mayor of Saint-Étienne
 – President of Saint-Étienne Métropole

—
30 novembre 2021

Creating, innovating, adapting to the environment and to usages is part and parcel of Saint-Étienne's history. It is in our city, the « city of 1000 patents », the industrial capital of Europe in the 19th century, that the first railway line, the hydraulic turbine, the first high-voltage lines, the first mutual insurance companies, the sewing machine, the first French bicycle were born... with the ambition to change life.

Today, hundreds of companies innovate and practice design in all its forms every day.

The design ecosystem in our city is driven by its main proponent, the Cité du design, which combines 3 activities in a successful symbiosis: higher education with the Saint-Étienne Higher School of Art and Design (ESADSE), dissemination with the Biennale Internationale

Design Saint-Étienne, and support for businesses and local authorities, both collaboratively and individually through the services of its newly created subsidiary *Cité service*. This ecosystem is enriched by academic players, companies and professional designers under the umbrella of the « Designers + » cluster. In addition, the decision by the Ministries of the Economy, Industry and Culture to entrust the Cité du design with the general secretariat of the newly created National Design Council confirms its recognized national competence.

These wills, these projects, these achievements make up a unique whole, which earned our territory recognition by UNESCO, 11 years ago, as the first and, to this day, the only French Creative City of Design, and this report retraces all its initiatives and projects for the last four years.

The current period has highlighted the environmental fragility of our society and the vital need to rethink our economic, social, cultural, and societal models in depth. For the future, the economic dimension must be put on the same level as the social and ecological emergency, and the health crisis must invite us to find solutions to build a more protective, sustainable, beautiful, and inclusive world.

In this respect, design accompanies us in the co-creation of such solutions and in the transformation of our organizations. In Saint-Étienne, it is a question of taking up these challenges in respect and extension of the UNESCO « Inclusive and Sustainable City » designation obtained in December 2019. The next Biennale Internationale Design Saint-Étienne, which will be held in 2022 under the theme of *Bifurcations, choosing the essential*, will invite us to reflect on this collectively.



↳ La Manufacture district of Saint-Étienne © Pierre Grasset

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Introduction

At the end of 2010 Saint-Étienne became the first French city to join the Design Cities in the UNESCO Creative Cities Network. Saint-Étienne was a city undergoing profound change that had adopted design as an agent of transformation of the living environment and as a lever for the economic development of its district.

The expertise and the activities of the Cité du design and ESADSE (*École supérieure d'art et design de Saint-Étienne*, the Higher School of Art and Design) largely contributed to the designation of Saint-Étienne as a UNESCO Design City. The Cité du design, which acts as the expert and lead for Saint-Étienne, uses this designation as the first development axis in all its activities. This positioning favours actions within the network and enhances the city and district's international standing and reach. It helps to highlight the talent and know-how of Saint-Étienne's companies, designers and the students of the Art and Design School, ESADSE.

The impacts on the district are many. Generations of students have gone on to become professional designers and are proud alumni of ESADSE whether they are based in

Saint-Étienne, in France or abroad. Many participants at the different Biennales, whose profile they have helped to raise and disseminate, also count among our best ambassadors around the world.

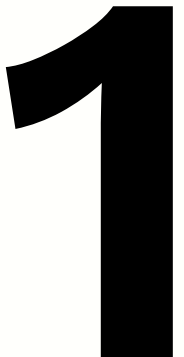
For over twenty years, media coverage of the Biennales has largely contributed to Saint-Étienne's renown as the French capital of design.

The Cité du design has been recognised at national level by successive governments as a reference centre for design and innovation in business. In 2019, it acted as the general secretariat for the « Assises du design » under the aegis of the Ministries of Culture and the Economy, which gave rise to a series of proposals for a national design action plan. This led to the launch in 2020 of France Design Week and in 2021 of the National Design Council (*Conseil National du Design*).

The creation in 2011 of a post of design manager for the Saint-Étienne city and metropolitan authority (Métropole), the first of its kind to be created by a French city, contributed to its being awarded the Design Management Europe prize in 2013. Following on from that, the Cité du design developed a « design

des instances » (design of citizen representative bodies) research laboratory and a master's course in public policy design in collaboration with Sciences Po in Lyon.

Saint-Étienne, UNESCO Design City, is now known all over the world thanks to the talent of its designers, its companies and its cultural operators. This is illustrated by most recent events in this period 2018-2021, in China with Wuhan, Shenzhen, or in Dubaï.



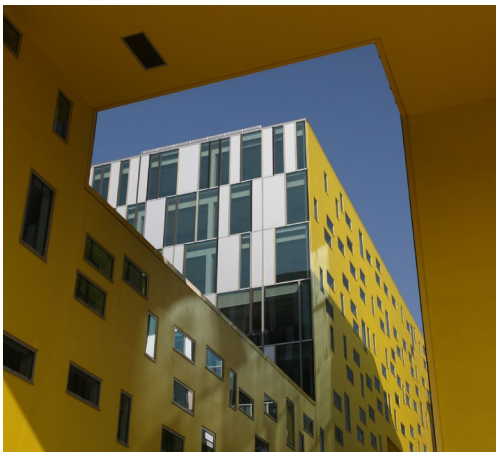


↳ *Equilibre* exhibition — Biennale Internationale Design Saint-Étienne 2019 © Pierre Grasset

Key Dates

◇ Industrial history and the diffusion of culture: the foundations of the development of the city of Saint-Étienne.

- 1803** : Creation of the *École de Dessin de Saint-Étienne* school of drawing
- 1857** : Creation of the *École des Beaux-Arts de Saint-Étienne* fine arts school
- 1866** : Creation of *La Manufacture d'Armes de Saint-Étienne* ordnance factory
- 1889** : Opening of the Musée d'art et d'industrie, which brought together Fine Arts and Industrial Arts under one roof
- 1965** : Construction of le Corbusier's *Unité d'habitation* in Firminy
- 1987** : The *Musée d'Art Moderne* started to build up its design collection; opening of the *Musée d'Art Moderne+*
- 1991** : Opening of the *Musée de la Mine*
- 1998** : 1st Biennale Internationale Design Saint-Étienne
- 2000** : 2nd Biennale Internationale Design Saint-Étienne (*Énergies inventives*)
100 countries-100 designers
- 2001** : Closure of *La Manufacture d'Armes de Saint-Étienne*
- 2002** : 3rd Biennale Internationale Design Saint-Étienne
- 2004** : 4th Biennale Internationale Design Saint-Étienne
- 2005** : Creation of the Cité du design in the form of a « syndicat mixte » (public-private entity)
- 2006** : 5th Biennale Internationale Design Saint-Étienne
- 2008** : 6th Biennale Internationale Design Saint-Étienne (*City Eco Lab*)
- 2009** : Opening of La Platine at the Cité du design Saint-Étienne
- 2010** : 7th Biennale Internationale Design Saint-Étienne (*Téléportations*)
- 2010** : **The city of Saint-Étienne joined the UNESCO Creative Cities network**
- 2013** : 8th Biennale Internationale Design Saint-Étienne
(*Empathy or experiencing the other*)
- 2015** : 9th Biennale Internationale Design Saint-Étienne
(*The Experiences of Beauty*)
- 2017** : 10th Biennale Internationale Design Saint-Étienne
(*Working Promise – Shifting work paradigms*)
- 2019** : 11th Biennale Internationale Design Saint-Étienne
(*ME, YOU, NOUS: Designing common ground*)
- 2022** : 12th Biennale Internationale Design Saint-Étienne (*Bifurcations*)



Summary

Saint-Étienne, UNESCO Creative City of Design since 2010 has also been a UNESCO Inclusive City since 2019! Over these last eleven years, Saint-Étienne has been a dynamic participant in the different activities organised by the UNESCO Creative Cities network and has shown itself to be a potent source of new ideas.

Over the 4-year period concerned by this report, outcomes have of course been affected by the public health situation, but as always, Saint-Étienne has managed to reinvent itself. By organising shared events and activities, it has created opportunities for designers to discover other host territories. The use of digital technology has facilitated networking and meetings with other cities in different fields.

Saint-Étienne relies heavily on the activities of the Cité du design and ESADSE (Saint-Étienne Higher School of Art and Design), which made the membership of the UNESCO Creative Cities Network a priority in their partnership from 2010 onwards. Numerous programmes are run: talks, workshops, projects, exhibitions, competitions, residencies, etc. The projects concern professionals, students, companies, researchers, collectives.

The Biennale Internationale Design Saint-Étienne is without any doubt the one major event that puts the spotlight on the UNESCO Cities of Design network, with exhibitions, talks, workshops and encounters with local professionals, symbolised in 2019 when China was guest of honour, with pride of place given to the 4 UNESCO Cities of Design, Shenzhen, Beijing, Wuhan and Shanghai. This network is a unique forum for sharing, knowledge, know-how, culture and learning to work together on the issues facing cities to use design to provide solutions.

Thanks to the UNESCO Creative Cities network we are developing academic partnerships between ESADSE and other design schools/universities in order to enrich the teaching and we are working on a new international positioning for ESADSE. ESADSE has signed several partnerships for double masters in 2018 with TED Kookmin University Seoul and in 2019 with College of Design & Innovation Tongji University Shanghai and CAFA Beijing.

Finally, the institutional communication supports the visibility of Saint-Étienne, UNESCO City of Design, in the promotion of its cultural programmes and the

attractiveness of the region and explain to the general public how design is changing Saint-Étienne. In the next few years, we will consolidate relations with certain partners by focusing on long-term projects and will include the new cities in the Network in certain actions.

As we approach the 11th anniversary of our joining, we are proud to be part of the UNESCO Creative Cities Network and consider it as an exceptional platform for cooperation and inspiration which enables members to share ideas and good and bad practices. We will continue to rely on our membership to develop the creative industries and design in public policies in our territory, to invent new, sustainable projects with cities in the Network and to raise our international profile.



General information

Name of the city

Saint-Étienne

Country

France

Creative field

Design

Date of designation

22 november 2010

Date of submission of this periodic monitoring report

30 november 2021

Authority responsible for preparing the report

Cité du design Saint-Étienne

Previous reports and submission dates

Monitoring reports 2010-2014 and 2014-2017 : november 2014 and 2017

Focal point of contact

Expert in charge of daily management of the designation



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Saint-Étienne UNESCO city of design



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Contribution to the UNESCO Creatives cites Network

Saint-Étienne has been a dynamic participant in the different activities organised by the UNESCO Creative Cites Network since its designation in 2010 and has shown itself to be a potent source of new ideas.

Over the last four years, Saint-Étienne has taken part in all of the **annual meetings**, with, where appropriate, technicians, professional designers and elected officials.

— **2018** Cracow and Katowice, respectively Creative Cities of Literature and Music (Poland)

— **2019** Fabriano/Ascoli Piceno, Creative City of Crafts and Folk Art (Italy)

— **2020** Online meeting on the UNESCO Cities Platform
Saint-Étienne's delegations had three members, including certain elected officials and persons involved in the design world.

Between 2018 and 2021, Saint-Étienne co-organised with the City of Graz the **Design Subnetwork meeting** (8-9 October 2020) as part of the celebration of the 10th anniversary of the designation of Saint-Étienne as a UNESCO Creative City of Design.

For the 11th Biennale Internationale Design Saint-Étienne 2019 (21 March - 22 April 2019), on the theme « Me, You, Nous. Designing Common Ground », China was guest country. Shenzhen, Shanghai, Beijing and Wuhan, the 4 UNESCO Creative Cities of Design designated in 2008, 2010, 2012 and 2017 respectively, were the guests of honour of this edition. The UNESCO Creative Cities of Design Forum on the theme of « Cooperation & Impact » brought together nine UNESCO Cities of Design, institutional stakeholders and designers from Saint-Étienne at the Cité du design and the Sino-French Contemporary Art Centre (*Centre d'Art Contemporain Sino-Français*) in Le Chambon-sur-Lignon.

Over the last 4 years, the Cité du design has worked to enhance the **visibility of the UCCN and posted information** on its activities on the websites of :

— UNESCO :
<https://fr.unesco.org/creative-cities/content/creative-cities>

— the Design Cities web platform :
<http://www.designcities.net>

— of the Cité du design

and run the Facebook page :
@SaintEtienneCreativeDesign

• Investment in communication (annual average)

- €500,000 for the Cité du design
- €100,000 for Ville de Saint-Étienne
- €50,000 for the Office de Tourisme
- €200,000 for the Biennale Internationale Design Saint-Étienne



◇ Saint-Étienne has cooperated with UNESCO to expand and enhance the Network.

Since 2018, Saint-Étienne has evaluated :

- 9 applications in 2019
- 6 applications in 2020
- 4 applications in 2021

The Cité du design in Saint-Étienne has thus received, answered questions about and supported the applications of 20 cities (Abidjan, Angoulême, Bandung, Bangkok, Bilbao, Curitiba, Detroit, Essen, Kortrijk, Lille, Limoges, Metz, Mulhouse, Nantes, Puebla, Shanghai, Singapore, Tetouan, Turin and Wuhan).



↳ Krakowice General Assembly —
Marc Chassaubéné speaking



↳ China Evening — Biennale internationale Design
Saint-Étienne 2019



↳ China Evening — Biennale internationale
Design Saint-Étienne 2019



↳ Fabriano General Assembly 2019



↳ Fabriano General Assembly 2019



↳ Virtual UNESCO Creative Cities of Design
Forum 2020

Main local initiatives to reach the network's objectives

◇ Balance-sheet
2018-2021.
Design is changing
Saint-Étienne !
Saint-Étienne, a
design laboratory
city.

Design is now a part of the district's project culture. The Métropole and the City of Saint-Étienne's design policy and strategy are applied district-wide with a triple objective :

1. To make Saint-Étienne design a **territorial brand**, a mark of the Métropole's identity based on public procurement and economic support, with the aim of firmly anchoring the approach and proposing projects that stand out in the public space.

2. To foster **design-based innovation and experimentation** in public services, spaces and amenities by relying on the expertise available in the district's training and research institutions, the Cité de design, ESADSE, companies and designers.

3. To develop the **integration of design into the district development** project by involving local projects and players (companies, institutions, users and local authorities) in conjunction with local creative enterprises and know-how.

Aims of the Design Management mission

- 1 — To make design an innovation tool that can be used to serve public policies and improve the performance of the public services provided to users.
- 2 — To develop innovative, experimental actions to implement Saint-Étienne's strategy and make design a central axis of the district project.
- 3 — To reveal the city in its dimension as a UNESCO Creative City of Design and develop local innovation (experimentation, demonstration, value creation, etc.).
- 4 — To make Saint-Étienne Métropole an exemplary local authority in terms of its service of its users !

4

Major projects conducted during this consolidation period :

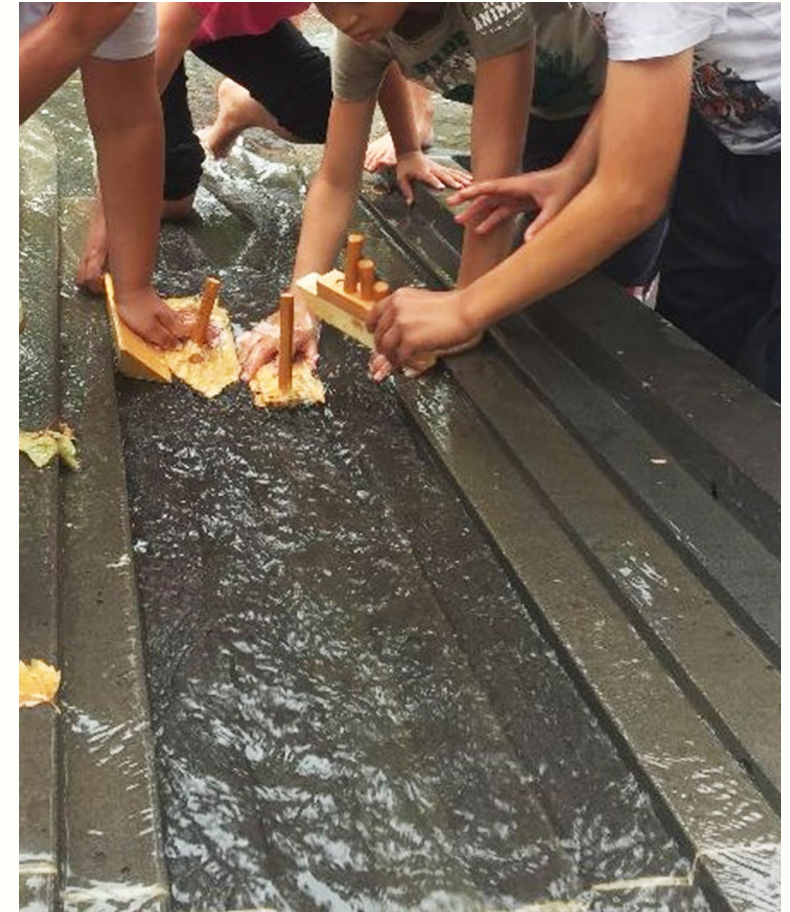
1 —THE DESIGNERS' FRAMEWORK AGREEMENT

The first step was to adapt the public procurement process so that designers could respond to calls for tenders, and to create systems, such as the framework agreement, to enable them to take part in the local authority selection process.

Since 2016, Saint-Étienne Métropole and the city of Saint-Étienne have had a **designers' framework agreement for public spaces** the aim of which is to systematically involve designers in the design of urban developments. A first in France! Around fifteen projects have already benefited from the skills of designers using the framework agreement. Creation of a park in Montreynaud, design of a fountain and a musical handrail, studies on public waste bins and urban posts. Design of safety signage at La Cotonne, urban installations and illuminations.

- In 2020, the City of Saint-Étienne and Saint-Étienne Métropole renewed the designers' framework agreement. From 16 applications, 6 individual applicants and groups were selected for a 3-year period.

- For 2018/2021: 15 designers' interventions representing some 600,000 euros of investments for the City of Saint-Étienne and Saint-Étienne Métropole.



↳ Designers' framework agreement for public spaces — design of a fountain
© Cité du design





↳ Designers' framework agreement for public spaces — design of a fountain © Cité du design

2 — LA PLATINE, EXPERIMENTAL PLACE

Design is a way of engaging citizens in a process of co-creation. The modes of living in our cities in the future will need to be co-constructed starting from the needs and wishes of their inhabitants and all those involved (users, companies, technical agents, etc.).

For the Biennale Internationale Design Saint-Étienne 2019, La Platine (the building housing the Cité du design's exhibitions) was turned into a Living Lab so that the citizens of Saint-Étienne could participate in imagining what the city would look like in 2050. The Living Lab was a place for demonstrating design (with *La Détricotouse* (The « Unpicker »), for co-creation (with the *Ateliers Ouverts* (« Open Workshops ») and experimentation (with *Les Labos*), all with the intention of encouraging exchanges between design professionals and Biennale visitors.

La Détricotouse

To explain the design process, *La Détricotouse* « unpicked » or deconstructed 10 products and services from companies in the Auvergne-Rhône-Alpes Region, in order to enable visitors to discover them from the inside. With exploded views and videos and using the vocabulary of design, it illustrated facilitation of usage (ergonomics, adaptability, multi-functionality), technical performances (innovation, strength, durability, cost reduction) and respect for the environment (recyclability, short supply chains, energy saving).

55,000 visitors to *la Détricotouse*

The companies' products and services : recycled plastic jeans from the brand 1083, Altinnova's inflation station, AMR Concept's seat, Fermob's standard lamp, the EVVO snowshoe by Martin Plastic Innovation, Michelin and Chamatex, Focal's headset for stereo freaks, the Lagazel torch, the Sam Outillage torque wrench, Sigvaris medical insoles produced in conjunction with WeFit and LIBM and the Williwaw fan by Bizign.
Associated designers: 123 design, Ronan Bariou, Tristan Lohner, Simon Matthews, Nicolas Montabone, Novam Group, and companies' in-house designers.



↳ Stéphane Thirouin and his Williwaw fan, one of the 10 projects featured in the *La Détricotouse* exhibition © Cité du design

The Ateliers Ouverts

The *Ateliers Ouverts* (Open Workshops) brought together professionals (entrepreneurs, experts, local authorities, designers and others) and visitors to work, in succession, on five themes of strategic importance to the district: the city, the environment, mobility, health and housing.

The creative workshops were part of the ideation phase (emergence of ideas) needed to produce and implement new solutions, new products and services, part of a user-centred process conducted in collaborative mode to imagine the Saint-Étienne of 2050.

On the days when they were open to the public, approximately 500 visitors participated in the open workshops to contribute to the reflection on the week's theme.

About 40 companies and local authorities took part in the Ateliers Ouverts workshops during the Biennale :

1886 Cycles, Altinnova, Association M la vie avec Lisa , Association Océvélo, Bailleurs Sociaux, ville de Saint-Étienne, CBPI, CGET, CITEO, Cohab'titude, Collecte de Verre, Département de la Loire, DTF, Ergo Labo, Experts de logement participatif, Habiter autrement Auvergne, Hexagone médical, Macéo, Maison Siméon, Marc Molon, Marcel Ramon, Moon Fisher, My Eggi, Okeenea, Opti'waves, PEO STUDIO, Philippe Moine, Police municipale, R-Use, Saint-Étienne Métropole, Sixfoisquatre, Spécialiste couture, Thonic innovation, Tôle et design. The workshops lead to the emergence of projects in the form of scenarios.

Les Labos©

Les Labos©, a concept created in 2013 by the Cité du design, allow companies to try out and develop their products, services or concepts with the general public. Users can thus get involved in the process of creation and play an active part in innovation so that it meets their needs and desires.

The user experience collected then serves to enhance the design process and adapt the products and services in a human-centred approach. It serves to enhance, confirm or disconfirm the concepts proposed by the companies.

Participating companies: Advance, EDF/YDEAL, Diffusion Technique Française, Serenity, Thuasne, Optiwaves, RTE



↔ Co-creative work, in the *Open Workshops* © Cité du design



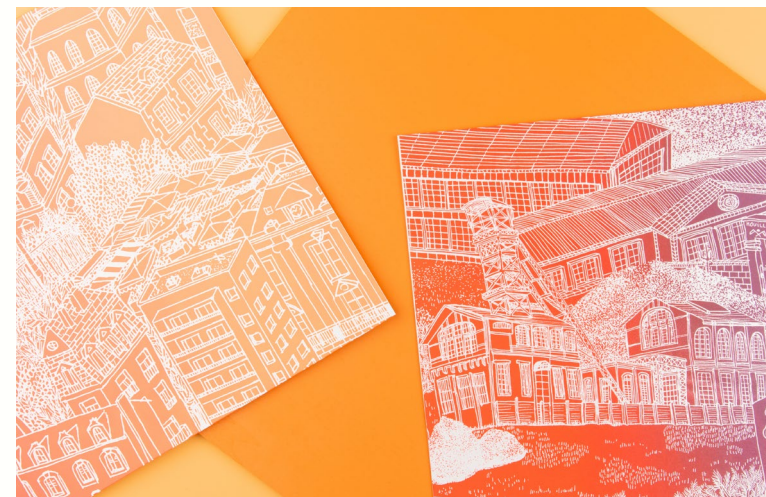
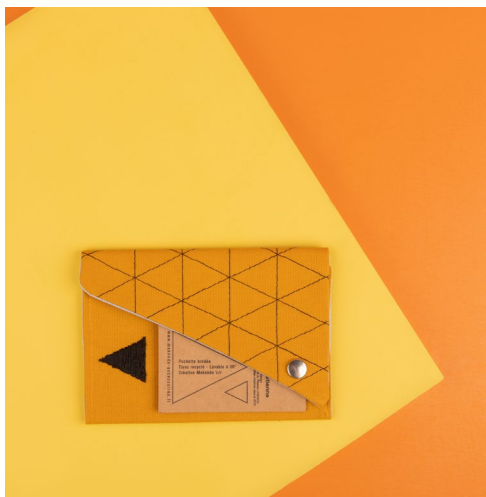
↔ Young and old add their contribution under the benevolent eye of the designer © Cité du design



3 — CODE SOUVENIR

Encouraging the creation of new products and contacts between designers, companies and future customers, whilst contributing to the development and raising the profile of the district is one of the missions of the Cité du design and the City of Saint-Étienne.

Code souvenir is a project initiated in 2010 by Montreal, UNESCO Creative City of Design, and then taken up by other member cities of the network. This project aims to select objects that are representative of the territory and that promote the know-how of its creators. A call for participation is launched to designers and entrepreneurs. The selected objects are referenced in a catalog of gifts; souvenirs of the territory offered to national and international guests. The Cité du Design has produced 3 « Code Souvenir Saint-Etienne » catalogs in 2012, 2013 and 2021.



↪ © Rose Sucre

The [catalogue](#) contains a brand new selection of 44 items produced by 18 designers and publishers in the district.

Key initiatives carried out through inter-city cooperation

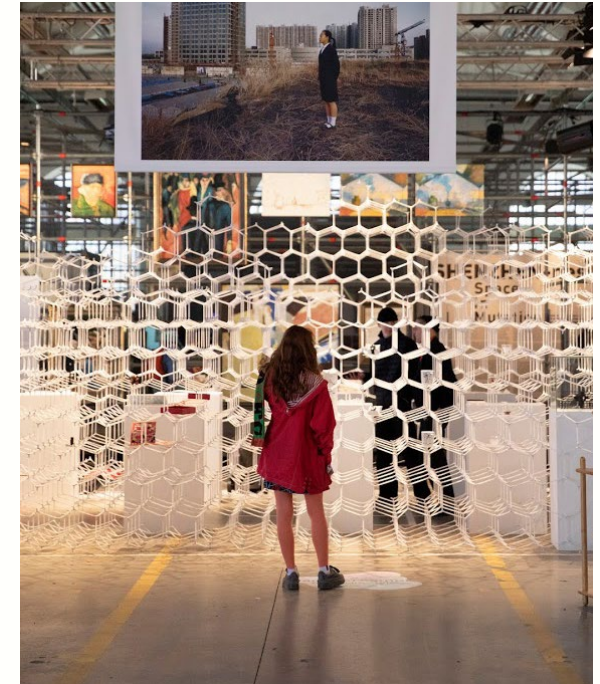
◇ The Biennale Internationale Design Saint-Étienne, the catalyst event for inter-city cooperation to share a design culture!

1 — International cooperation with all the UNESCO Design Cities

[Biennale Internationale Design Saint-Étienne 2019](#)

This edition honored the vitality of Chinese design in full emergence through 4 guest of honor cities : Shenzhen, Shanghai, Beijing and Wuhan, respectively designated UNESCO Creative Cities of Design in 2008, 2010, 2012 and 2017.

- **300** international professionals from **32** countries ;
- ~~Marked by a strong~~ Asian presence : **115** Chinese participants, **24** Korean, **36** Japanese ;
- **214** professional visitors from UNESCO Creative Cities ;
- **17** UNESCO Cities of Design : Beijing, Shanghai, Shenzhen, Wuhan, Montreal, Seoul, Graz, Bilbao Curitiba, Dundee, Helsinki, Turin, Detroit, Singapore, Courtrai, Mexico City, Kobe ;
- **10** other UNESCO Creative Cities and **3** candidate cities ;
- **4** French UNESCO Creative Cities ;



↳ *Equilibre* — Biennale internationale Design Saint-Étienne 2019 © Pierre Grasset

5



↳ Stefania exhibition — Biennale Internationale Design Saint-Étienne 2019
© Sandrine Binoux



↳ Equilibre — Biennale internationale Design Saint-Étienne 2019 © Pierre Grasset

— *Equilibre* exhibition :
Curated by Fan ZHE.
Result of a cooperation between the curator and the organisers of major Design prizes, architects, artists, companies, and the main design academies and universities in China.

— Exhibitions at the Parc International Cévenol, Le Chambon-sur-Lignon:
painting (Fan Feng, HAO Yun, CHEN Kai, DONG Yaping, PAN Fen, Yingzi LUO, LIANG Guowen, LI Minglang and YU Runde)
– ceramics (CAO Chi, LEE Taxoo, Rémi Casado, Florence Bruyas, Arlette and Marc Simon)
– architecture (*Chine Construire l'héritage* with Archipel) - Chow Tai Fook 90th anniversary window displays

— ESADSE's Stefania exhibition with the results of the workshops held with partner schools from Hangzhou, Beijing, Shanghai, Shenzhen and Wuhan.

— The « Creative Cities of Design Forum » bringing together the cities of the RVCU on the theme « cooperation and impact » with the organization of a workshop on measuring the impact of design policies led by Laetitia Wolf - March 21 - 22, 2019

— First meeting of the French committee of the UNESCO Cities of Design – 20 March at the Cité du design. With the representatives of Enghien-les-Bains, Limoges, Lyon, Saint-Étienne and the CNFU (French national UNESCO committee)

— Design Declaration Pre-Summit Meeting – 3-5 April at the Cité du design during the Design & Innovation Forum

— The Pre-Summit of the Montreal Design Declaration organized during the Design and Innovation Forum in the presence of 29 companies and creative actors from Bilbao, Curitiba, Seoul, Kobe, Milan, Asahikawa, Mexico City, Helsinki and Singapore - April 3 - 5, 2019



2 — Multilateral international cooperation initiatives

◇ Mobilities with UNESCO creatives cities of design.

With Kortrijk, Detroit, Geelong, Graz, Puebla and Turin.

The Mobilities of the Future project initiated with the cities of Kortrijk, Detroit, Graz and Puebla was born during a meeting of the Design sub-network in Detroit in 2019, following the presentation of the *Autofiction* exhibition mounted by Olivier Peyricot for the 2021 Biennial. Interested in the question of the evolution of the automobile and the mobilities of tomorrow, these 4 cities decided to work alongside the Cité du Design. The inspiring projects of each city have been benchmarked, whether they came from private companies, public actors or student projects. Videos and objects were thus gathered to form the *Around autofiction* exhibition, which is presented on several sites :

- at the Cité du Design from April 2021 to July 2022
- in Detroit during Design Month in September 2021
- in Dubai during the Dubai Design Week in November 2021

This cooperation around the theme of the mobility of the future has also led to the organization of several workshops:

- remote with the project's partner cities and the CARA cluster, the European mobility solutions cluster based in Auvergne Rhône-Alpes - April 2021.
- in Turin with the city and the Politecnico di Torino on the Torino Mobility Lab and the park(ing)day - September 2021
- in Saint-Étienne with mobility actors in the City and citizens - September 2021
- in Kortrijk with urban planners, designers, HOWEST students on the theme of parking rehabilitation - October 2021



↳ Exhibition at La Platine Cité du design *Around Autofiction* – *Mobilities with the UNESCO Creative Cities of Design* © Fabrice Roure

Objectives

- In the short term: to enrich the current *Around Autofiction* exhibition for the Biennale Internationale Design Saint-Étienne 2022.
- In the long term: to set up a European collaborative research programme with the UNESCO partners (schools, companies, designers, etc.) on the theme of the mobilities of the future.





↔ *Mobilities of the Future* workshop, Turin — September 2021 © Cité du design



↔ *Mobilities of the Future* workshop, Kortrijk – October 2021

3 — Bilateral international cooperation initiatives

DUBAI

DUBAI DESIGN WEEK 2020 AND 2021 EXPO2020 DUBAI

- **2020** : Dubaï Design Week (9-14 November 2020) – Space exploration and design
- **2021** : Participation in the World Expo : high point on 6 November : « cities » at the French pavilion, on the mobilities of the future
- Participation in Dubaï Design Week 2021 (8-13 November 2021) — *Design your future! From idea to object*

MONTREAL

ENTRETIEN JACQUES CARTIER

- **2018** : Design Constellations - Collective innovation and large-scale Living Lab in Saint-Étienne
- **2019** : Intersectorality and Living Lab Approach: for participatory citizen inclusion in Health and Well-being in Montréal
- **2020** : Virtual/face-to-face summit meeting in October, design and housing workshop : *Resilience and quality of social housing in a context of transition : a design-centred approach*
- **2021** : Local workshop on the design and housing theme in Saint-Étienne



↳ Presence of the City of Saint-Étienne and the Cité du design at Expo 2020 Dubaï - *We are the future* © Cité du design





↳ #Artportchallenge ceremony organised by the Institut Français of the United Arab Emirates © Jérôme Abou



↳ Entretiens Jacques Cartier 2018 © Cité du design



↳ Entretiens Jacques Cartier 2020-2021 — *Design and housing* workshop © Cité du design



↳ Visit of the Saint-Étienne delegation to Dubai Municipality 2021 © Jérôme Abou



↳ Entretiens Jacques Cartier 2020-2021 — *Design and housing* workshop © Cité du design



↳ *Dubai Design Week 2020* — In the presence of Hala Badri, Director General of Dubai Culture and Arts Authority © Institut Français of the United Arab Emirates

Action plan for the medium term

Saint-Étienne Métropole has made design the crux of its strategy for developing the district and enhancing its attractiveness.

This approach, which is unique in France has enabled Saint-Étienne Métropole to position itself in the landscape of the great Metropolitan areas of today and tomorrow.

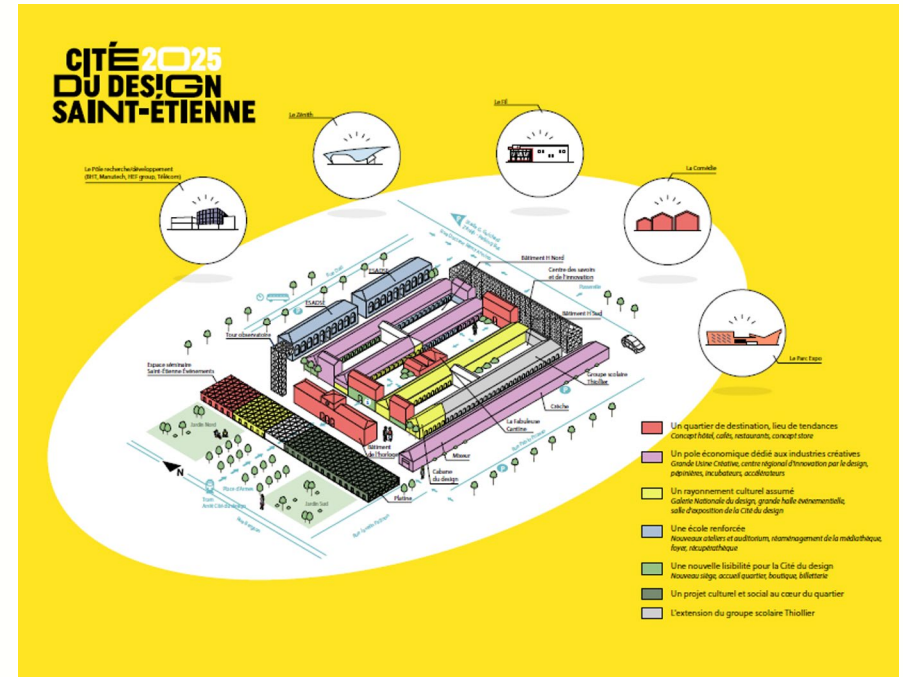
For the 2021-2026 term, the focus will be on developing three main areas :

1. Making design a strong and pivotal focus for the district and developing innovative, experimental actions to serve the Metropolitan strategy

— CITE DU DESIGN 2025, A CITY DISTRICT AND A CREATIVE, ATTRACTIVE PROJECT

Both an economic and a real estate project, the aim is to support the Cité du design as it develops its offer of support services for businesses and institutions, to extend the reach and reputation of its art and design school and provide better amenities for its public, students, professionals and the general public, with new facilities such as the *Cabane du design* for children and the *Galerie nationale du design*, which will display design pieces from collections of national importance from the collections of

the CNAP (*Centre National des Arts Plastiques*), the *Mobilier National* (national furniture collection) or Saint-Étienne's contemporary art museum, the MAMC, among others. The Cité du design 2025 projects means €60 million being invested to make Saint-Étienne's creative quarter the former ordnance factory, the *Manufacture d'armes*, a zone of innovation, culture and leisure with a media library, a social center, exhibitions, a hotel, restaurants, a concept store, and a place dedicated to entrepreneurial creativity.



The Cité 2025 project in a few figures:

- €60 million of investment
- 70,000 m² dedicated to design and creativity
- 2,000 students, 300 researchers and 500 school pupils on the site
- 150 startups
- 230,000 visitors for the last Biennale
- Over 15,000 m² will be transformed by 2025 or 2026



6

2. Sharing a « culture of design » across the district and making Saint-Étienne Métropole a local authority that is innovative and exemplary in its service of users

Drawing on the expertise of the Cité du design and different university research laboratories for the future planning and innovation aspects, the aim is to generate innovation in public action, services and amenities.

Design is a particularly effective tool for mobilising all the stakeholders in a territory. At a time when environmental and social challenges are creating new tensions, it provides a way of working to resolve them by involving people in the reflection on and production of a true project for society. Saint-Étienne Métropole and the Cité du design are developing training schemes and co-creation workshops specifically designed for elected officials and the staff of the district's institutions and local authorities with the objective of developing the practice of design in the creation of the public service or amenities of the future, teaching them how to initiate a user-centred innovation project and lead a process of change and transition with local citizens.

3. Developing the attractiveness of the district and its national and international reputation

In order to get a better picture of the economic impact of the practice of design on its territory, Saint-Étienne Métropole has set up a [territorial design observatory](#). Saint-Étienne Métropole has joined forces with the Cité du design, Designers +, Lille design and the Saint-Étienne and Lille urban planning agencies to design the first surveys that will be sent out to companies and designers so as to start constituting a database and a set of relevant indicators, which will then be consolidated year on year, as of 2022. This observatory will provide us with better knowledge of the reality of design in our district, so that we can get a clearer understanding of the needs and establish an inventory of the different players, their spheres of activity and their economic weight. It will provide a more detailed picture of the geographical distribution and levels of maturity of the different components, whether in terms of supply or demand or design training. The observatory will therefore enable us to know our district's design ecosystem better and to continuously measure its impact.

Programmes or projects designed to achieve the Network's objectives in the international sphere, and especially involving other member cities:

1 — BIENNALE 2022 : 4 months !

An audacious Biennale designed to put the district on the map and involving the whole district with **Africa** as the guest of honour.

A Biennale to help boost the local economy post-Covid.

A district already facing bifurcations in terms of our lifestyles.

A Biennale committed to the UN's sustainable development goals.

A longer Biennale : 6 April – 31 July 2022.

Over a hundred events across the entire district.

To strengthen social ties and encourage inhabitants to engage with the bifurcations in the city.

March 2020 saw a bifurcation open up in French life, a change of direction in record time. The way we lead our lives changed radically. The experience of lockdown, implemented simultaneously all over the world, has been a life-changing experience. Taking this test of our resilience as a starting point, thinking about negotiating these bifurcations becomes a challenge that

is mobilising the design and allied professions as a whole and opening an essential cultural debate at the crux of the issues facing our technico-industrial society.

What is design already doing?

What more can it do?

How can it do it differently?

Exhibition themes

— Domesticité/Domesticity : experience the bifurcations in the home

— Automobile : an object that questions

— **Afriques urbaines et rurales/Urban and rural Africas** : socially influenced design enabling local bifurcations

— Dépliages/Unfolding : industrial design changes how we see objects for the body

— Pédagogies/Pedagogies : experimenting today ready to learn tomorrow

— **Les façons de produire/Ways of producing** : debates on production modes



2 — Inclusive city : Active design

Active design is a concept that is still relatively unknown in France, but which emerged in North America in the 1980s in reaction to the alarming growth in sedentary behaviours and their impacts on the population's health.

Under a partnership agreement signed by ACV and PARIS 2024 organisation committee (COJO), one of the priorities is to encourage the development of « active design » in our towns and cities, by « diverting » public spaces and amenities to encourage walking and free physical exercise, in order to combat the sedentary lifestyle, obesity, etc. This is one of the Heritage effects that the Paris 2024 Games hope to achieve in as many territories as possible.

On 20 January 2021, the French National Agency for Territorial Cohesion (*Agence Nationale de la Cohésion des Territoires*, ANCT) and Paris 2024 signed a cooperation agreement encapsulating their shared ambition commune to make the Paris 2024 Olympics and Paralympics the games of all the territories and all the population. This natural collaboration is a pioneering call for the involvement of all 222 towns and cities in the *Action Coeur de Ville* (ACV) network, with the aim of quickly extending the *Terre de Jeux 2024* label to as many local authorities as possible. Thus, the ACV towns and cities will benefit from a new initiative supporting the development of active design in their spaces, a new tool to boost the attractiveness of city centres and combat the sedentary lifestyles of city dwellers.

Participation of the Cité du design

- Member of the steering committee for the Guide to active design being produced for the ACV towns and cities.
- Plans for a travelling exhibition that would highlight the diversity of initiatives, projects and achievements in different local authorities.
- Proposal to organise awareness-raising workshops in the towns and cities concerned, to get the process started.
- Hosting of the national Active Design meeting (*Rencontre Nationale du design actif*) on 1 June 2022 during the Biennale internationale design 2022.



3 — Research project/experimentation on mobility of the future

To follow up on the online and face-to-face workshops conducted in Saint-Étienne, Kortrijk and Turin, we have put together a partnership involving schools, companies, designers and the UNESCO Creative Cities of Design as a testing ground. We want to apply for European funding (Erasmus or Creative Europe) to set up a long-term programme of exchanges and collaboration.



BUDGET

We will fund the implementation of the projects out of the budgets of the Cité du design, the Biennale, ESADSE and the departments involved in putting this action plan into practice. We will look for other sources of funding to make up the necessary amounts. Actions at local level may be covered by the urban development and renovation missions of the two local authorities, Saint-Étienne City and Métropole.

COMMUNICATION PLAN

As mentioned in Chapter 3, Saint-Étienne's membership of the UNESCO Creative Cities network is the subject of extensive communication by the City, the Metropolis and the Cité du Design.

One of the aims of these communication initiatives is to encourage residents to take ownership of design. This appropriation, or at the very least, raising awareness of design among the general public, also involves two other means of mediation:

1 — competitions involving citizens, such as the Commerce Design Public Prize

2 — the Biennale Internationale Design Saint-Etienne, one of whose objectives is to democratize design

These various actions undertaken over the past 10 years will be continued.

Initiatives in response to Covid-19 and for the recovery (optional)

Numerous initiatives have been taken in response to Covid-19 and shared with the UNESCO General Secretariat. Here are just two of them :

HOME WORKSHOP

As part of the lockdown measures when the exhibitions were closed and educational activities for youngsters were halted, the Cité du design's dissemination department set up online workshops in the form of tutorials so that it could continue introducing young people and families to design. Student videos in the form of testimonials entitled « c'est design ça? » (Is that design?) were made for social media: Young graduates talk about and explain their projects for the general public and future designers who want to join the same course.

Throughout this exceptional period, the Cité du design has proposed [workshops to do at home](#) every week. These workshops are intended to raise children's awareness of the role design plays in the arrangement of space. The children can have fun

making different objects such as a chair, an exercise numerous designers worked on.

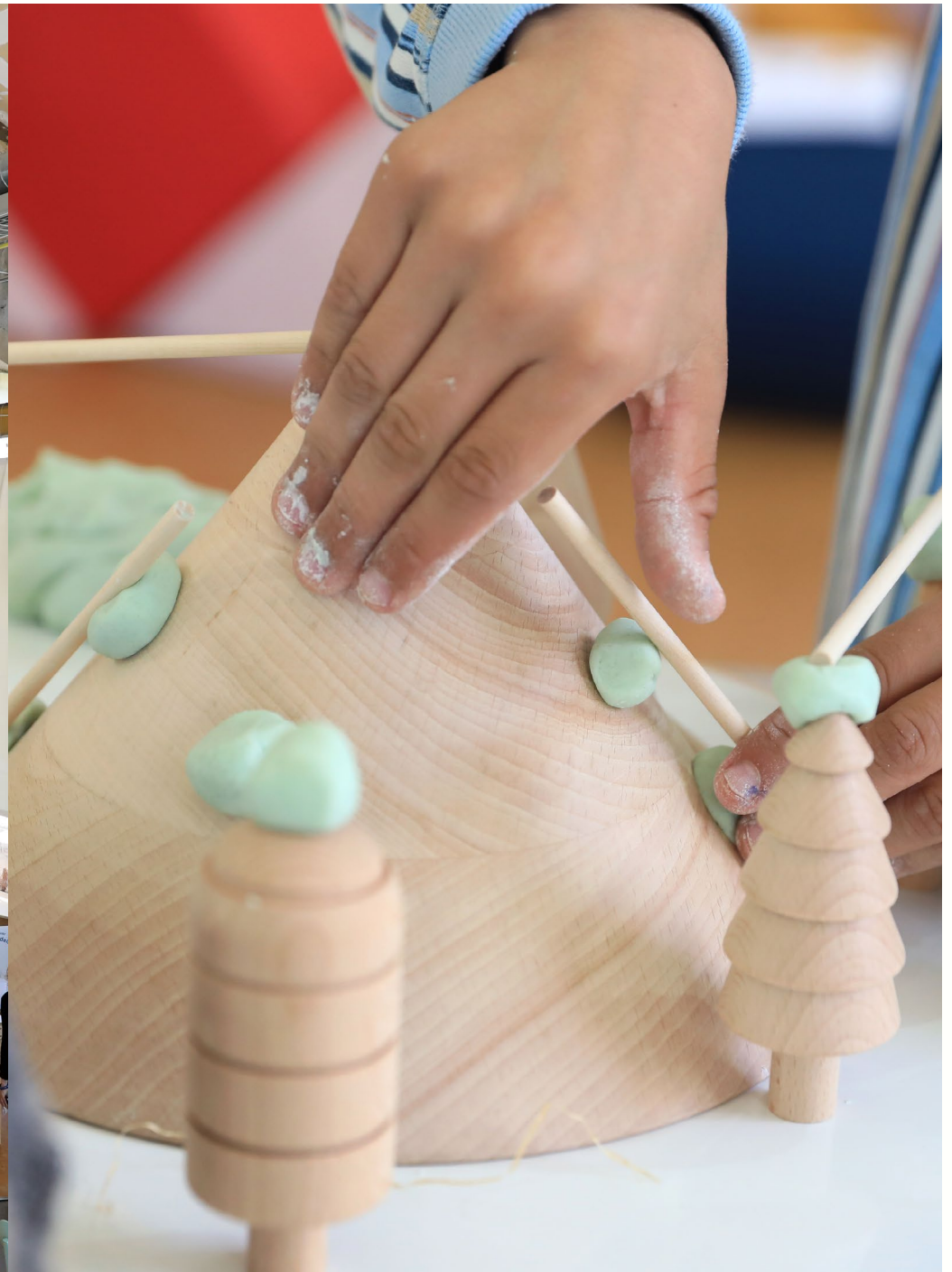
It was this project that led to the creation of the **Cabane du design**, a new 350 sqm space intended to give families living experience of design that was inaugurated at the Cité du design on Tuesday 1 June. *La Cabane du design* is a place unlike any other. It is a place for creating, imagining, playing, resting, chatting, and more. Its name reflects that ambition : [La Cabane](#) aims to reach people who do not feel concerned by design or who dare not come to the Cité du design. « Hence the name « Cabane » (cabin), like a refuge where you feel comfortable and that you want to come back to », explains Sylvie Sauvignet, who is in charge of programming and educational activities at the Cité du design.

— Initiative presented at the UNESCO Design Cities Virtual Conference by Sonia Hedhibi, International Affairs Officer at the Cité du design (13-15 July 2020)

— Initiative presented at the UNESCO « Building back better after Covid-19 » conference by Denise Bax (6-7 July 2021)

Guided tours of the *Flops, Quand le design s'emmêle* exhibition with live accompaniment by a member of the public education department were also introduced. As we could no longer welcome schools to our premises, the education staff went out to schools around the district to offer practical workshops.





HELPING STUDENTS IN DIFFICULTY

The health crisis has hit students hard: precariousness, psychological distress and social isolation have been experienced more keenly. In order to remedy these situations of suffering and to allow students to pursue their studies as serenely as possible, the City of Saint-Étienne and Saint-Étienne Métropole have relied on the Cité du Design to build responses based on Social Design methods. Students' expectations were collected and solutions were proposed in consultation with student associations and higher education stakeholders.

18 actions have emerged around 3 axes :

- Exceptional assistance and psychological support
- Employment and professional integration
- Sports and leisure



Appendices

◇ 2018

Projects in cooperation with other UNESCO Creative Cities

• Organisation of Shenzhen SDAY 2017 and award ceremony 6 to 8 February 2018

Awards received :

- 1 Merit Award for Professionals (US\$5,000 - €4,100) won by the Collectif Captain Ludd – *Place du Coq* and *Pixel Dormoy* projects
 - 2 New Star Awards for students (US\$30,00 - €2,500) won by Annabel Bonnard & Clémentine Mechri, ESADSE graduates – Saku artisanal knives - and by Earvin Epistolin, Year 5 student ESADSE - for the *Caresses* project, a prospective set of accessories for hand-pollination
 - 1 Best Nominator Award for supporting candidates (honorary) won by the Cité du design
- Trip to the award ceremony: Cité du design participation of CV, IV and 2 designers: Earvin Epistolin, ESADSE student, and Martin Guillaumie, designer with Captain Ludd, to receive the prizes awarded to the Cité du design and the designers from Saint-Étienne + vernissage for the exhibition of the projects selected

• Design Monat Graz : 4 May to 3 June 2018

- *Human Cities_Challenging the City Scale* event, Expo-lab, workshop : 3-5 May 2018
- meeting of the UNESCO Cities of Design present

• Sustainable Human City exhibition and talk in Seoul during Seoul Design Week

- at the invitation of Kyng Ran CHOI, Director of the Seoul Design Foundation. Josyane Franc co-curator of the exhibition with Eriko Esaka, Nagoya. Conference with the Human Cities partners and launch of a Human Cities Asia network – 17-26 September 2018

• JF member of the project selection panel for the Liège Triennale

- RECIPROCITY + + participation at the inauguration and opening conference

• Support for the participation of projects by two ESADSE students, Chloé Pelletier and Camille D'Aron-del de Hayes, at the Liège Triennale RECIPROCITY - 5 October - 25 November 2018

• Selection of projects by ESADSE graduates Quentin Lebrun and Christelle Perrin, for the Courtrai Biennale Intérieur, *We Are The Next Generation* exhibition - 18 October - 5 November 2018

• Participation in the Kortrijk Biennale Intérieur (October 2018) and Dutch Design Week Eindhoven

• Saint-Étienne was the guest of honour at the 4th Wuhan Design Biennale

- Design Asean Workshop, Saint-Étienne & Bandung UNESCO Cities of Design, in partnership with the Institut Français in Bandung. Selection of 2 designers from Saint-Étienne : Pascaline De Glo de Besses and Pierrick Romeuf for a 15-day workshop with Indonesian craft enterprises 18 November – 6 December 2018

• Preparation of the China guest of honour programme for the BIDSE 2019 (cf. BIDSE) with Beijing, Shanghai, Shenzhen and Wuhan.

- Issuing of calls for proposals, UCCN city competitions: Design Monat Graz, Shenzhen, Dundee Design Weeks, etc.

Saint-Étienne invites the network

- **[ESADSE action]: organisation of a week of workshops** with the partners schools from Beijing (CAFA), Shanghai (Tongji), Hangzhou (CAA) and Shenzhen – 03- 07/04/2018
- **Entretiens Jacques Cartier 2018 in Saint-Étienne, theme *Design Constellation - collective innovation and large-scale Living Lab***- with the francophone Living Labs network, 14 November 2018

Delegations hosted in Saint-Étienne

- **Hosting of a delegation from Istanbul, a UNESCO City of Design** since November 2017- 6 April 2018
- **Visit by a delegation from Shunde, a UNESCO Creative city of Gastronomy** - 26 April 2018
- **Visit by Ms Guo Wei, Chinese Consul General to Lyon** - 1 June 2018
- **Hosting of young European designers as part of the *Do It Your Street project*** with Ici Bientôt - Human Cities - 14 June 2018
- **Visit by Natalia Vladykina from the Faculty of Architecture, Aalto University, Helsinki** – Human Cities partner - 24 September 2018
- **Visit by Denis Debrosse, Municipal Councillor and Sylvain Pothier-Leroux, municipal officer in charge Angoulême's application to become a UNESCO City of Literature** – 11-12 October 2018

◇ 2019

Projects in cooperation with other UNESCO Creative Cities

- **China guest of honour at BIDSE 2019**

- **Singapore Design Week**

6-10 March 2019 : participation with the *Banc d'essai* (Test bench) case study

- **Shenzhen Creative Week - 19-24 March 2019**

: participation of Amaury Poudray as a designer and teacher from La Coursive in a series of encounters with professionals and students organised by the Institut français in Guangzhou

- **Bandung & Saint-Étienne**

: promotion of Saint-Étienne designer's residencies in Bandung and Design Asean projects 2017 and 2018

- **Graz : Design Monat 2019 : 10 May - 9 June 2019 :**

— Selection of 3 designers from Saint-Étienne for the exhibitions : Pascaline De Glo de Besses, Blandine Leroudier, Véronique Gay-Rosier (*IBox- cahiers intempestifs*)
— Mission with Isabelle Vérilhac, Camille Vilain, Blandine Leroudier, Pascaline DGDP, 10-13 May 2019 : international inauguration programme and special meeting of the ico-D on festival cooperation and design museums.

- **Séoul and Nagoya : Cité du design cooperation on the structuring of the Human Cities Asia network and its action.**

— Creation of a Seoul Design Award for Human Cities for designers in the COD, Human Cities Europe, DESIS networks, etc.
— Presentation of awards during Seoul Design Week : 27 September 2019

- **Kortrijk – ESADSE graduates :**

participation of Oleksandra Gerasymchuk, ESADSE graduate 2017 in the Designers in Residence Courtrai programme between September and December 2019. Oleksandra was one of 3 young international designers selected for this residency organised by DesignRegio Kortrijk (Courtrai) after a call for candidates issued by Cité du design/ESADSE.

- **Detroit ; Month of Design – 9 - 30 septembre 2019.**

— Participation in the Design cluster meeting, 18-22 September. Selection by Detroit Design Core of projects by Ici-bientôt and Captain Ludd in the call for exhibits for the 139 Detroit Design exhibition
— Support for Captain Ludd, selected in the call for projects for a talk and workshop with Anya Sirota at the INCLUDE 2019 conference in Detroit: 7-9 November 2019

- **Turin : participation of Isabelle Verilhac and Camille Chatelaine in the City of Future international forum, at the Torino Design City festival**

— Presentation of Human Cities case study + meetings in connection with the forthcoming *Autofiction* exhibition) - 10-11 October 2019

- **Saint-Étienne design meets China : exhibition of a selection from the Biennale internationale design Saint-Étienne 2019 in China, following China's participation as guest of honour in 2019**

Curated by: IV and Fan Zhe

— Revival of the Détricotées and Dépliages exhibitions
— Presentation Cité-School-Biennale
— Presentations of French and Saint-Étienne-based designers with a view to creating a French-Chinese design platform in Shunde Roaming — Shunde (province of Guangdong), UNESCO City of Gastronomy: 24-26 October 2019 – Guangdong Industrial Design World Expo 2019
— Wuhan, UNESCO City of Design : 1-10 November – Wuhan Design Biennale

• **Montreal : Jacques Cartier Interviews 2019 in Montreal 4-6 November 2019**

— *Intersectorality and Living Lab Approach: for participatory citizen inclusion in Health and Well-being*. In partnership with Montreal university hospital and the francophone Living Labs network.

Cité du design co-organiser.
Talks by Isabelle Verilhac and Céline Michelland

• **Issuing of calls for proposals, UCCN city competitions :**

Design Monat Graz : projects and calls for proposals for the Month of Design Detroit ; residency and projects in Courtrai ; Enghien-les-Bains ; Chow Tai Fook

Saint-Étienne invites the network

• **Integration of contributors from the UNESCO Cities of Design for talks, workshops or labs linked to the *Autofiction* exhibition in 2020.**

• **Joint application with Graz to host the UNESCO Cities of Design meeting in 2020** – confirmed by the Cities of Design on 18/10/2019

Delegations hosted in Saint-Étienne

— Daniel Tsai (Taiwan-Hong-Kong), ROMAGO Swiss Watches CEO Asia and Pacific, Vice-chairman of Hong Kong Watch Trades & Industries and Andrew Hanji (Hong-Kong), ROMAGO Swiss Watches
– 16/05/2019

— Dr Robert G Treseder, Professorial Fellow, Melbourne School of Design, University of Melbourne (Australia)
– 15/10/2019

— Xianzhen Li PhD/Associate Researcher and 3 other researchers from Beijing Research Center for Science of Science (BJSS)
- mid-December

— Grace Leone, Artist-Designer-Curator-Educator, RMIT University, Design & Social Context College, PhD student _ RMIT School of Architecture and Urban Design, Melbourne (Australia) - project in, conjunction with Geelong (UNESCO City of Design, Australia)
– 12/12/2019

◇ 2020

Participation in the actions of partner UNESCO cities

- **Kortrijk : Wonder Around Mobility poster exhibition** - 15-30 October 2020

Partner: Stijn Debaillie Focal point Courtrai

As a result of the public health crisis, the workshop due to be held in Courtrai based on the mobilities of the future and autonomous vehicles could not take place in October. However, the posters made by Camille Châtelaine for the Mobility project with the UNESCO cities were exhibited.

- **Wuhan** : Request from Wuhan to make a video for the Wuhan Design Days.

— Video made by Isabelle Vérilhac to congratulate them. Video shown on 1 November at the Wuhan Design Days, which were held at the Museum of Architectural Technologies and Sciences in China.

- **Pékin** : The 3rd edition of the UNESCO Creative Cities Beijing Summit (17-18 Sept) was opened on 17 September 2020 by Mr Jining Chen, Mayor of Beijing and Ms Audrey Azoulay, Director General of UNESCO. At the opening ceremony, the Assistant Director-General for

Culture of UNESCO, Mr Ernesto Ottone R., launched UNESCO's new online publication entitled « Creative Cities' Response to COVID-19 ». This online publication is the result of the remarkable contributions of the Creative Cities following the call put out by UNESCO in mid-March to collect the culture-related initiatives undertaken by the member cities in response to COVID-19.

— Digital intervention by Gaël Perdriau at the UNESCO Creative Cities Beijing Summit.

- **Shanghai : Participation in a French-Chinese design weekend**, organised in Shanghai from 4 to 6 December 2020 on the occasion of the centenary of the Villa Basset, the residence of the Consul General in Shanghai. Promotion of the Cité du design, the Biennale and the collaboration between ESADSE and Tongji University (with the dual master's course due to start in the next academic year).

— Sending of films of the Biennale 2019 and a video by Eric Jourdan.

- **Séoul : The Cité du design is a partner of the Human City Design Award 2020** organised by the Seoul Design Foundation. The city of Seoul declared itself Human City Design Seoul in 2018, at the international conference of the European partners

of the Human Cities_Challenging the City Scale programme led by the Cité du design (2014-2018) and the Asian UNESCO Cities of Design. Seoul decided to create a prize, which was awarded for the first time in 2019, and in particular to rely on the UNESCO Creative Cities Network.

Issuing of calls for proposals, UCCN city competitions

— DIA (Design Intelligent Award), Hangzhou, China, Transforming Education by Design (Singapore), Human Cities Award (Seoul 2020), Shenzhen

— Design Week: « All against COVID19 » posters - 6 posters collected, Tram STAS call for proposals addressed to the design schools of the UNESCO Creative Cities of Design.

◇ 2021

Participation in the actions of partner UNESCO cities

- **Geelong** : Presentation of the Cabane du design by Sonia Hedhibi, International Relations Officer at the Cité du design at the UNESCO Creative Cities of Design meeting organised by Geelong in October 2021

- **Bandung** :

- The Indonesian French Institute (IFI), in cooperation with the French Institute, the Cité du design-High School of Art and Design Saint-Étienne, the City of Saint-Étienne, launches its 1st call *Bandung Saint-Étienne Design Cities* cross-residency programme for the year 2021.

- Josyane Franc, Ambassador of the Cité du design-Esadse, participates in the conference-talk about the impact of Biennale Internationale Design Saint-Étienne on the economic and cultural development of the city, as part of the Bandung Design Biennial 2021 (26 November 2021)

- **Kortrijk** :

- Designers in Residence Kortrijk 2021 : Eliette Rampon (Ecole Supérieure d'Art et Design Saint-Étienne) is one of the 3 selected with Laurie Flint (Hastings, England) and

Stanisław MacLeod (Krościenko nad Dunajcem, Poland)

- **Wuhan** :

- Online participation in the Wuhan Design Biennale (1-12 November 2021), on the environment, sustainable development and resilience.

- Participation in the global call to sharing creative responses to the Covid-19 with the General Secretariat UNESCO, including two successful initiatives.

- STAS, in cooperation with the Cité du design-Esadse, is launching for the 3rd time the international competition « Un Tramway nommé design » open to Master's students at art schools located in the UNESCO creative cities of design. The competition is open from October 2021 to January 2022.

- Erasmus + cooperation project :

- Arts & Crafts**

- The project aims to adapt art and design education to the realities and changes of today's creative industry, by developing training experiences based on action research, linking art and design schools with the production sites and craft techniques.

Partners :

- Royal Academy of Fine Arts of Brussels
- Academy of Fine arts and Design Bratislava
- École supérieure d'art et design of Saint-Étienne
- National Institute of Fine Arts of Tetouan
- University of Porto, Faculty of Fine Arts
- **University of Quebec in Montréal, School of Visual and Media Arts**

- **HUMAN CITIES - Creative works with small and remote places**

SMOTIES 2020-2024

Co-financed by the European Union's Creative Europe programme
The project examines the habitability of public spaces using participatory design.

Partners :

- Politecnico di Milano (IT)
- Cité du design (FR)
- Clear Village (UK)
- **FH Joanneum Graz (AT)**
- URIS Ljubljana (SL)
- Association of Estonian Designers (EE)
- University of the Aegean, Ermoupoli (Syros), Greece
- Universidade de Madeira, Funchal (PT)
- Alternance architecture & urban design, Reykjavik, Iceland
- Zamek Cieszyn (PL)

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Launch of Le Corbusier's application to the World Heritage List - Saint-Pierre Church
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High point 2021

◇ MIDDLE EAST

Saint-Étienne: double presence at Dubai Design Week.

A delegation from Saint-Étienne inaugurated the 2021 edition that took place last week in the Dubai Design District of the economic capital of the United Arab Emirates.

Saint-Étienne's Cité du design was exhibiting for the second year running at Dubai Design Week, which was held from 8 to 13 November in the Dubai Design District of this Middle Eastern capital. The Dubai Institute of Design and Innovation (DIDI), which trains students in this discipline, is based in the District. After a 2020 edition whose theme was space exploration and design, prefiguring the major exhibition *Homo Spatius* which is currently running at the Cité du design in Saint-Étienne, the edition that has just ended was devoted to the mobilities of the future and the transformation of the city into a sustainable city. A theme explored by several of the cities in the UNESCO Creative Cities of Design Network. Exhibits included a model of an autonomous car designed by students during a workshop, a model of the prototype of the future Taur load carrying robot and a life-size example of the new version of the Kiffy bike designed in Saint-Étienne.



↳ The Saint-Étienne exhibition was visited in particular by Dean of the College of Arts and Creative Enterprises at Zayed University, Kevin Badni © Denis Meynard

Dubai 2040

As well as the *Downtown Design* trade fair, the delegation of companies and elected officials led by Mayor of Saint-Étienne, Gaël Perdriau visited, in particular, the Global Grad Show, where Emirati students were presenting their final course projects. They also visited Dubai 2040, an exhibition on the ambitious urban planning and economic development project in the Emirate led by Sheikh Mohammed Bin Rashid Al Maktoum. After a period of somewhat anarchic urban growth, there is now a stated desire to create more green spaces, develop sustainable transport solutions and optimise the use of resources.

— Article written by Denis Meynard for *L'Essor Loire*

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With thanks to Josyane Franc, ambassador of the Cité du design, honorary director of international relations for the Cité du design & ESADSE and UNESCO focal point from 2010 to 2019. She was awarded the Chevalier de l'Ordre National du Mérite on 15 November 2021.

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