

With its new articles of association, the EPCC Cité du design-ESADSE looks to the future

At a meeting held in Saint-Étienne on 29 November 2023, attended in particular by the Prefect for Loire Alexandre Rochatte, the board of directors of the Public Institution for Cultural Cooperation (EPCC) Cité du design-École Supérieure d'Art et Design de Saint-Étienne (ESADSE) unanimously approved a revision of the institution's articles of association aimed at refocusing its missions on two pillars: the art and design school and the dissemination of design. This revision is accompanied by the creation of new governance bodies and an ancillary budget for the activities of the Cité du design, which is to be strictly separate from the funding of ESADSE. These new articles of association, which take effect on 1 January 2024, allow the EPCC to plan for the future and write the next new page in its history. Anchored in the heart of Saint-Étienne's creative district, itself in the throes of a far-reaching transformation, the EPCC is reasserting its positioning as a cultural establishment with a regional, national and international reach.

“These new articles of association provide a necessary clarification of not only the missions and mode of governance, but also the financial management of the EPCC Cité du design-ESADSE. They constitute a precious tool for future planning. Whilst refocusing on the twin missions of higher education and cultural dissemination, this one-of-a-kind institution will be the cornerstone of the new creative district that is currently being redeveloped in connection with the Cité du design 2025 project.”

Marc Chassaubéné,
President of the EPCC
Cité du design-
ESADSE

The EPCC Cité du design-ESADSE is one public institution with two constituent parts, the Saint-Étienne Higher School of Art and Design (ESADSE) and the Cité du design. After a dozen years packed with achievements and events, punctuated most notably by several Biennales Internationales Design Saint-Étienne, in March 2023 the institution's board of directors adopted an action plan aimed at reasserting its public service missions, whilst also allowing for a joint strategy with all of its founder members (State, Region, Saint-Étienne Métropole, Ville de Saint-Étienne) in order to secure its long-term funding and end the structural risk of budgetary imbalances. This plan provided for a revision of the articles of association of the EPCC originally set up in January 2010.

This revision of the EPCC's articles of association was unanimously approved by the 13 members of the board of directors at a meeting held on Wednesday 29 November 2023. The changes made come into force on 1 January 2024. Essentially they concern three areas: the missions of the EPCC, which are at once consolidated and refocused around two pillars, the art and design school and the dissemination of design; the governance bodies which have been revamped to accompany the institution in defining its long-term vision and implementing its projects; the securing of the budget, with the creation of main budget for the ESADSE and an ancillary budget for the activities linked to the dissemination of design.

The members of the EPCC Cité du design-ESADSE's board of directors are representatives of the State (Prefect and Regional Director of Cultural Affairs for Auvergne-Rhône-Alpes), the Auvergne-Rhône-Alpes Regional authority, and the metropolitan and city authorities, Saint-Étienne Métropole and Ville de Saint-Étienne, as well as student and staff representatives and two "qualified persons" (experts). The board is chaired by Marc Chassaubéné, President of the EPCC.



Public service missions refocused on two key areas

Whilst reasserting its public service missions in the fields of design and the plastic arts, the EPCC Cité du design-ESADSE's new articles of association clarify its scope of intervention and reorganise its actions around two pillars:

- **The Saint-Étienne Higher School of Art and Design (*École Supérieure d'Art et Design de Saint-Étienne, ESADSE*)**, a higher education institution accredited by the Ministry of Culture, with a specific remit covering higher education and research.

On the training side, it provides higher education courses in art and design preparing students to take national degrees. It operates according to an approach based on openness and international collaboration, whilst drawing on the surrounding industrial fabric to connect its teaching to the real world of production. It supports its students' entry into the professional world by encouraging them to take part in exhibitions, to establish relations and engage in projects with professionals in the cultural and business sectors. ESADSE also provides continuing education and other training programmes (classes for amateurs, evening classes, etc.) in conjunction with its teaching teams.

On the research side, it provides post-master's (3rd cycle) training and conducts the EPCC's research activities by developing research laboratories and publications. It also exploits the research work via books and articles, exhibitions, etc.

- **the dissemination department** is responsible for the cultural dissemination and design promotion missions, through the Cité du design's outreach activities.

On the cultural dissemination, side, it develops and promotes creative projects in the areas of design and the plastic arts, organises exhibitions and cultural events, including the Biennale Internationale Design Saint-Étienne. It is also responsible for the organisation of talks and seminars as well as the publishing activities.

On the design promotion side, it carries out promotion and exploitation, awareness-raising, experimentation operations, etc. It consolidates the activities of the materials library and the Cité du design, experiments with pilot projects in the community, and is involved in the project to create a territorial cluster specialising in the Cultural and Creative Industries (CCI).

All of these missions serve to consolidate and raise the EPCC's profile both on the national scene and through its international networks.



A governance system redesigned for strategic management

The composition of the board of directors (BD) remains unchanged, as do its remit and its methods of functioning. On the other hand, the new articles of association introduce a new parity principle to the body, which has 24 members.

The institution continues to be headed by a **Director**, but the position of Deputy Director in charge of ESADSE disappears in favour of a unified responsibility for the implementation of the EPCC's academic, educational and cultural projects.

Éric Jourdan, the serving Deputy Director of the EPCC in charge of ESADSE has been appointed to take over as Director on 1 January 2024 for the period until a new Director is recruited by the statutory procedure.

The new articles of association also provide for a recasting of the advisory and governance bodies, in order to better support the institution in defining its long-term vision and implementing the priorities and projects that arise out of that ambition.

The School Council remains in place and its missions are unchanged. This body is consulted on the definition and implementation of ESADSE's institutional plan and all issues relating to the life and functioning of the School and its educational, academic and cultural activities.

Two new bodies have been created to support the strategic and operational management of the EPCC: a strategic orientation committee and a steering committee.

The role of the **Strategic Orientation Committee (SOC)** is to contribute to medium and long-term forward-looking reflections on the development of training, research, technology transfer and relations with national or international partners. It will bring external experience and vision to the institution as well as independent expertise.

The reflections, analyses, syntheses, proposals and recommendations that come out of its work are intended to provide input to help the board of directors make strategic choices. It has six members, all of them experts in their respective fields belonging to the following socio-professional categories: higher education, designer, artist or author, representative of civil society. The method of appointing the committee's members and the rules applicable to its functioning will be set out in a set of rules of procedure which will be approved by the board of directors. The SOC will meet once a year at meetings convened by its chairperson.

The **Steering Committee** consists of the President and Vice-President of the EPCC as well as the Director and the General Secretary. The Steering Committee is a restricted, non-executive body, in charge of tracking and monitoring the smooth implementation of the EPCC's projects. The Steering Committee's role is the simplification and evaluation of the institution's actions and control of its management. Where appropriate, it may suggest new orientations within the framework of the strategy defined by the SOC and approved by the board.

The members of the Steering Committee will meet at intervals that depend on the scale of the ongoing projects and their progress.

The Scientific Council that existed under the initial articles of association is abolished.



Securing the entity's budget

The EPCC's new articles of association clarify and secure the institution's budget arrangements. As of 1 January 2024, these will consist of a main budget and an ancillary budget, thereby establishing a strict separation between the budget for the educational activities and that for the dissemination activities.

The main budget will finance:

- **the School's activities overall** (teaching, research, Erasmus mobility arrangements, teaching and international projects, sandwich training programmes, territorial clusters, the library, etc.).
- **the shared departments of the EPCC** (general administration, IT, HR, management of the buildings and logistics, partnership/patronage activities, etc.). The services of these shared departments will be re-billed on the basis of allocation keys.

The ancillary budget will cover design dissemination and promotion activities:

- Biennale Internationale Design Saint-Étienne, temporary exhibitions, Cabane du design, Galerie Nationale du Design, events hall, publishing, shop and ticket office.
- Activities of the materials library and other design promotion activities.

A liaison account will be used to keep track of the transactions between these two budgets.

A financial agreement between the founding public entities (State, Region, Saint-Étienne Métropole, Ville de Saint-Étienne) must be drawn up by the board of directors each year to ensure the institution's budget is balanced.



The EPCC a core part of the Cité du design 2025 project

All of these measures together will enable the PCC Cité du design-École Supérieure d'Art et Design de Saint-Étienne to fully play its part in the Cité du design 2025 project sponsored by Saint-Étienne Métropole, which marks a new beginning for Saint-Étienne's creative district. The idea is to profoundly overhaul the Cité du design site and make it an integral part of an innovative, inclusive and sustainable district dedicated to culture, education, leisure and business support.

The teams at the EPCC Cité du design-ESADSE are working hard within the **governance bodies in charge of the Cité du design 2025 project** alongside Saint-Étienne Métropole to co-build the different bricks making up the whole. They have thus contributed to the advancement of projects connected to the cultural offering (Galerie Nationale du Design, events hall, Cabane du design), the new reception facilities and work spaces (reception area-ticket office-shop, future EPCC offices), the ESADSE facilities (common room, swap shop, etc.) and the business centre dedicated to the creative industries.

The creative district's flagship project, the **future Galerie Nationale du Design** is being led jointly by the EPCC and the Musée d'Art Moderne et Contemporain de Saint-Étienne Métropole (MAMC+), which is in charge of the scientific side of the project. The new gallery will put on one exhibition a year, put together by a guest curator, and feature objects from the greatest French design collections (CNAP, Musée National d'Art Moderne - Centre Pompidou, Mobilier National, Musée des Arts Décoratifs, MADD Bordeaux, MAMC+, etc.). The first guest curator will be Laurence Mauderli, a design historian and lecturer at ESADSE.

A new version of the Cabane du design is due to open in 2025. It will feature new workshops and an updated scenography. The strong points of the existing Cabane will be retained, to make it a national reference venue for raising awareness of design from a very early age.

In 2023 the Cité du design has already embraced **a new dynamic in its dissemination of design**. Launched in September, the Présent >> Futur cycle of monographic exhibitions is putting a spotlight on an upcoming generation of French and European designers. The exhibitions are accompanied by a collection of books and testify to the vitality and proliferation of creativity in contemporary design. This cycle will be completed by a series of themed exhibitions. A continuous programme of events will be running in La Platine, the Cité du design's iconic building. This programme is intended to complement the offers of the Biennale Internationale Design Saint-Étienne – whose next edition will be taking place in 2025 – and the future Galerie Nationale du Design.

For its part, Saint-Étienne Higher School of Art and Design (ESADSE) already started to get its students involved in the Cité du design 2025 project in 2022, as part of an **original initiative run jointly by a local authority and a higher education institution**. As members of the La Perm collective, the students worked on numerous projects and ideas to reinvent this environment, seeking to establish a dialogue with residents in the local neighbourhood.



Moving towards a territorial cluster specialising in the Cultural and Creative Industries (CCI)

The plan to create a territorial cluster specialising in the Cultural and Creative Industries (CCI) and focused on design is actually part of an ambitious national scheme.

The Cité du design is one of 25 institutions that successfully responded to a call for expressions of interest on "Territorial clusters specialising in the Cultural and Creative Industries" put out by the State as part of its France 2030 programme. The project, which involves around ten partners in the creative district and the Saint-Étienne area, concerns in particular the creation of a resource and support centre for businesses wishing to ramp up their competitiveness through design. It was awarded a €75,000 grant in October 2023, which should allow it to fund the studies for this future territorial CCI Design cluster and in particular its business development platform. Next step: a €45 million call for projects will be published in spring 2024 to support the creation of territorial CCI clusters at national level.

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