

# **Saint-Etienne UNESCO City of Design**

Activity report 2014-2017



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# UNESCO City of Design Network



# Introduction

In November 2010, Saint-Etienne became the first French city to join the UNESCO Creative Cities of Design Network. Saint-Etienne is a city in transformation, which adopted design as an agent of change of the living environment and economic development engine for the territory.

The expertise and activities of Cité du design and Higher School of Art and Design Saint-Etienne (ESADSE) have largely contributed to the designation of Saint-Etienne as a UNESCO City of Design. The Cité du design, which is the expert and referent for Saint-Etienne, uses this designation as the first development line for all its activities. This position strengthens our actions in the network and the territory's international attractiveness. It contributes to highlight the talent and know-how of companies, Saint-Etienne designers, and students from the Higher School of Art and Design of Saint-Etienne (ESADSE).

There are many impacts on the territory. There are generations of students, who have become designers, living in Saint-Etienne, France and abroad, proud to be from Saint-Etienne. Participants in the different Biennales, who are among our best ambassadors in the world. Media impact, which is helping to make Saint-Etienne the French design capital. On the territory, 80 shopkeepers and designers pairs have won awards in the "Commerce Design" competition, set up by Saint-Etienne in 2003 in partnership with Montreal. Over 100 public consultations have been launched by Saint-Etienne City and Saint-Etienne Metropolitan Government for designers to renovate primary schools, seniors' residences, public spaces, as well as public transports, train stations, playgrounds and to transform the Tourism Office and City Hall. Substantive work with

companies, who would like to understand the benefits of design, who want to innovate through the methodological tools of the Cité du Design: Lupi®, Labos®, Labos Express®. There are many success stories. Research design expertise that generates numerous research programs with national and international companies. Designers and creators who have settled in Saint-Etienne and pool their knowledge in shared workspaces and incubators created by Metropolitan Government. A growing number of creative people and communities committed to revitalizing their districts. Clusters as Designers+ have been created and are spreading design amongst companies.

On the national level, successive governments have recognized the Cité du design as a reference pole of design for innovation in companies. In 2011, the creation of a Design Manager position within Saint-Etienne City and its Metropolitan area Government – first French and European city to create this position – enabled to receive the Design Management Europe Award. This is one of the numerous prizes received on the national and international levels by designers, the City, and the Cité du design. Special activities for schoolchildren in partnership with PREAC (The Resources Center for Artistic and Cultural Education), is part of the annual offer to reach all publics.

Saint-Etienne UNESCO City of Design exports itself worldwide with its talented designers, companies, and cultural players. More recently, the exhibitions of the Cité du design and ESADSE represented France and the UNESCO Creative Cities of Design Network at the 21st Milano Triennial in April 2016, at the Frankfurt Book Fair in October 2017 and at the Wuhan Design Biennale in November 2017.



# 1 Executive summary

## **Saint-Etienne has been designated UNESCO City of Design in 2010.**

The richness of the UNESCO Creative Cities Network (UCCN) is to enable the development of conversations between the member cities. During these 7 years, Saint-Etienne participated with dynamism in the activities organized by the UNESCO Creative Cities Network and has been a source of proposals. Saint-Etienne participated in the working group on the network's evolution from 2012 to 2014. Since June 2017, it coordinates the Design cluster with Detroit, within the steering committee constituted by the UNESCO Creative Cities Secretariat and the 7 fields' and clusters' representatives.

Over the 4 years related to this report, it is evident that the results are very rich in terms of organized events, shared activities, opportunities given to the local designers to discover other territories, welcoming and crossing of our networks, meetings with the other cities of design but also with cities from other fields.

Saint-Etienne essentially relies on the activities of the Cité du design and the Higher School of Art and Design Saint-Etienne (ESADSE), which have integrated the UNESCO Cities of Design Network as a priority in their partnerships since

2010. The programs are numerous: conferences, workshops, exhibitions, contests, residences, etc. The projects concern professionals, students, companies, researchers and collectives. Bilateral actions are easier to implement but Saint-Etienne does not hesitate to mesh the partners, the stakeholders and the international networks it belongs to.

The Biennale Internationale Design Saint-Etienne is undoubtedly the major event that enables to highlight the UNESCO Cities of Design Network through exhibitions, conferences, workshops and meetings with the local professionals. This network is unique to share knowledge, cultures, to learn to work together on the issues the cities meet and to use design to bring solutions.

The European project *Human Cities\_Challenging the City Scale*, led by the Cité du Design with 12 partners including 4 UNESCO cities of Design and 1 city of Literature is a good example of cooperation. This project aims to reinvent the city with its inhabitants and the urban creative people, using experimentation, making cities as places to test culture and sustainable urban development. We also use the UNESCO Creative Cities Network (UCCN) to develop academic

partnerships between the ESADSE and Schools/Universities of Design, to enrich higher education and work on the ESADSE's international position.

Bilateral actions strengthen the links between the cities and enable the organizations to know each other better, as it was the case with Montreal, Graz, Nagoya, Kobe, Shenzhen, Shanghai, Kanazawa, Bologna, Seoul, Enghien-les-Bains and Katowice. Obtaining excellent results for our young designers during 2 contests organized by Shenzhen for young talents considerably helped us promote the network in the local professional sphere. Companies that are associated to the different projects do not hesitate to mention that Saint-Etienne is a UNESCO City of Design in their promotional tools. Lastly, the institutional communication of the City and Metropolitan Government has fully integrated the logo in all its cultural events poster campaigns and launched a territory's attractiveness program to explain to the public how "design changes Saint-Etienne". In the coming years, we will deepen relations with some partners around long-term projects and will integrate the network's new cities in some actions.

On the eve of this 7th anniversary, we are proud to be part of the UNESCO Creative Cities Network and consider it as an exceptional platform of cooperation and mutual inspiration, that allows the members to share ideas, good and bad practices. We will continue to use this designation to develop creative industries and design in the public policies of our territory, to create new sustainable projects with the network's cities and promote Saint-Etienne at an international level.





# 2 General information



NAME OF THE CITY  
**Saint-Etienne**

COUNTRY: **France**

CREATIVE FIELD OF DESIGNATION:  
**Design**

DESIGNATION DATE:  
**November 22, 2010**

DATE OF SUBMISSION OF THE  
CURRENT REPORT:  
**November 30, 2017**

ENTITY RESPONSIBLE FOR THE  
REPORT:  
**Cité du design Saint-Etienne**

PREVIOUS REPORTS SUBMITTED  
AND DATES: **Self-evaluation report  
2010-2014: November 2014**

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# 3

Contribution to the global network's management

## Building the network together

Since its designation in 2010, Saint-Etienne have participated with dynamism in the activities organized by the UNESCO Creative Cities Network and have been a prolific source of proposals.

### 3.1

#### Participation in the network's annual meetings

Throughout the last four years, Saint-Etienne has participated to every General Assemblies, with City political representatives, administrative staff or professional designers, according to the situations.

**Chengdu, UNESCO City of Gastronomy (2014):**  
2 persons

**Kanazawa, UNESCO City of Crafts and Folk Art (2015):** 2 persons

**Östersund, UNESCO City of Gastronomy (2016):** 3 persons  
With a presentation of the *Human Cities\_Challenging the City Scale* project as a good practice of cooperation between UNESCO creative cities through speech and posters in the UCC "case studies" exhibition. Saint-Etienne awarded projects in the SZ-DAY Östersund exhibition.

**Enghien-les-Bains, UNESCO City of Media Arts (2017):**  
3 persons + 5 persons for the opening of the exhibition.

Participation in the Mayors forum, workshop "Regenerating public spaces" and the exhibition "Are you talking to me - Uses and applications of connected objects".

### 3.2

#### Hosting of a working or coordination meeting

Between 2014 and 2017, Saint-Etienne has:

- **organized a Design sub-network meeting** (March 13, 2015) during the Biennale Internationale Design Saint-Etienne 2015.

18 persons from 9 UNESCO Cities of Design and 4 representatives from applying cities.

- **participated in 10 Design sub-network meetings**

**Shenzhen** (China) - March 2014 - 3 persons

**Seoul** (South Korea) - March 2014 - 3 persons

**Berlin** (Germany) - May 2014 - 3 persons

**Chengdu** (China) - September 2014 - 2 persons

**Nagoya** (Japan) - June 2015 - 1 person

**Helsinki** (Finland) - September 2015 - 2 persons

**Paris** (France) - June 2016 - 2 persons

**Östersund** (Sweden) - September 2016 - 3 persons

**Enghien-les-Bains** (France) - June 2017 - 3p.+5p. for the exhibition

**Puebla** (Mexico) - November 2017 - 1 person

### 3.3

#### Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network

For the **9<sup>th</sup> Biennale Internationale Design Saint-Etienne 2015** (March 12 - April 12, 2015), on the theme of "The Experiences of Beauty", Seoul was the guest of honor (linked to the Institut Français Year of France-Korea cultural cooperation):

> Creative Cities' Forum - March 12, 2015

With artists and curators from Seoul UNESCO City of Design and representatives from 11 UNESCO Creative Cities.

> Launching of the European program *Human Cities\_Challenging the City Scale*:

- Conference Croisements 2015/*Human Cities\_Challenging the City Scale*, March 17, 2015 in the presence of 12 European partners, including 4 UNESCO Cities of Design: Saint-Etienne, Graz, Bilbao and Helsinki, and 1 UNESCO City of Literature: Ljubljana.

- Workshop in one district of Saint-Etienne, with 10 designers from UNESCO cities (Montreal, Nagoya, Shenzhen, Seoul, Graz, Beijing, Shanghai, Bilbao, Helsinki), local designers and inhabitants.

For the **10<sup>th</sup> Biennale internationale Design Saint-Etienne 2017** (March 9 – April 9, 2017), on the theme of “Working promesse; shifting work paradigms”, Detroit was the guest of honor.

A total of 300 representatives from 15 UNESCO creative cities and 2 representatives from applying cities attended the Biennale.

> Creative Cities' Forum – March 9, 2017: roundtable and workshop “City at Work, Inclusive City”, with the UNESCO Cities of Design coordinators, a UCCN representative (Qiaobo Ni), political and administrative representatives of Saint-Etienne, and designers.

> Conference “Detroit, Design, and the Future of Work” – March 10, 2017

> *Detroit Culture Council* - March 11, 2017.

> 7 conversations Shiftspace organized by designers from Detroit - March 10 - 15, 2017

> Conference and workshops *Human Cities\_Challenging the City Scale* with the European project's partners and the representatives of Graz, Bilbao, Helsinki, Ljubljana, Detroit, Montreal, Dundee, Turin, Nagoya, Saint-Etienne.

### 3.4

## Financial and/or in-kind support provided to the UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN

During the last 4 years, Saint-Etienne ensured the Creative Cities Network's visibility by relaying information on its activities to the following websites:

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

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

> The Cité du design website and facebook: @SaintEtienneCreativeDesign

All the activities of the Cité du design are promoting this designation, and of course, every two years, the Biennale Internationale Design Saint-Etienne is the highlight of this attractiveness. Since 2014, the City and Metropolitan Government of Saint-Etienne have invested in a new institutional communication campaign to promote the UNESCO City of Design to the greatest number of people: at local, national, and international scales : Saint-Etienne changes the world” and Saint-Etienne, the experience of design”. The websites of the City and Metropolitan Government are excellent relays of information, but not bilingual. Investment in communication (annual average):

- 150 000 € for the Cité du design  
- 100 000 € for the City of Saint-Etienne  
- 50 000 € for the Tourist Office  
- 200 000 € for the Biennale Internationale Saint-Etienne

The Tourist Office reorganized its website, which is bilingual, and focused all the territory's communication around Saint-Etienne  
- UNESCO Creative City of Design.

### 3.5

## Membership of the Steering group

From 2012 to 2014, Josyane Franc has participated in the working group regarding the network's development.

From 2017, during the network's 11th Annual Meeting in Enghien-les-Bains, she has been nominated coordinator for the design cluster with her colleague from Detroit, to be part of the steering committee that gathers the representatives from the 7 clusters and the UNESCO Creative Cities Network's Secretariat.

### 3.6

## Participation in the evaluation of applications

Saint-Etienne cooperated with the UNESCO to expand and enrich the network.

In 2014, before the establishment of the evaluation process, Saint-Etienne has examined and supported applications of 4 cities. Since the establishment of the evaluation process by the member cities in 2015, it has evaluated:  
- 6 applications in 2015  
- 12 applications in 2017

The Cité du design of Saint-Etienne is also regularly consulted by the cities wishing to initiate their application process to become Creative Cities of Design, but also of other fields. Saint-Etienne has thus followed the application processes of 14 cities (Abidjan, Bandung, Bilbao, Kortrijk, Curitiba, Detroit, Essen, Puebla, Shanghai, Torino, Wuhan, Limoges, Mulhouse, and Nantes).





# 4

## Major initiatives implemented at the local level

# Saint-Etienne - a design lab city

Today, design is recognized as a key factor in the competitiveness of territories. It is also a powerful lever to make public services more efficient and more adapted to the users' needs.

Design is now part of the territory's culture of public policies. The prior challenge is to make design visible in the city and its territory.

For Saint-Etienne City and Metropolitan Government, the design policy strategy is defined by three goals:

**1. Build a territorial identity on Saint-Etienne design**, combining public procurements and economic support, to create anchored procedures using design and to propose projects that visibly mark the public space.

**2. Foster design innovation and experimentation** in public spaces and facilities, relying on the expertise of the Cité du design.

**3. Develop a network of innovation stakeholders**, including territorial players (companies, institutions and local authorities) in the projects, in cooperation with creative businesses' networks and local know-how.

## 4.1 Design management as a lever of development and attractiveness

The City of Saint-Etienne and Saint-Etienne Metropolitan Government have been the first public local authorities in France to integrate a strategy of design management for the conception of its public policies in 2011. With its main city - member of the UNESCO Creative Cities in Design Network - the metropolitan area government positions itself as a reference in Europe. The mission of Design Management is shared between the Cité du design, the Saint-Etienne Metropolitan Government (Attractiveness and Sustainable Development department) and the City of Saint-Etienne (Urban Social Development and Employment department). This Design Management mission works closely with all the administrative services and economic partners to include design at an early stage of conception of public services and facilities.

**The Design Manager** acts transversally with various local authority's services.

> He/she defines the role of design in the project and in the project management process: in major infrastructure projects of the territory

> He/she integrates design into the innovation process of public action, into public order and public purchasing.

The mission enabled to develop:

- Design public procurement, with an average of 20 calls for tender addressed to designers per year
  - since 2016, a new legal tool facilitating the use of designers services by public authorities : a Framework Agreement defining 15 designers selected for 3 years, who public authorities can hire to provide 3 kind of design services : study of the uses ; equipment or service conception and production ; strategy . (budget: 100 000 euros per year). A premiere in France
  - a shared culture of innovation among Saint-Etienne administration managers
  - new markets for designers and companies.
- This very rewarding experience generated an ecosystem of design/ production capacities and real expertise in the field of offer and order in design.

Since 2014, many projects have been realized for the City of Saint-Etienne and Saint-Etienne Metropolitan Government in all sectors: the city's policy, living environment, sustainability, education, urban planning, public equipment, transports, training, public purchases, etc.

- 150 diagnostics of design management

- More than 100 consulting services and calls for tenders have been addressed to designers

- More than 70 designers' achievements are noticeable on the Metropolitan Government area

- More than 70 designers from the Metropolitan Government area are involved in the public sector thanks to consulting services with public authorities and services.

**Saint-Etienne is an ideal area of experimentation for urban planning at different scales and for the various local stakeholders.**

Along with the city center development, Saint-Etienne Metropolitan Government is developing a strategy of design action in its entire territory. On every occasion of urban transformation, design should be considered among the solutions brought for place making issues. Design is thus integrated:





- In the renovation of train stations that punctuate the conurbation metropolitan area : to enhance functionality of their public spaces and their visibility as entries to the city.

- For the third tramway line: in programming phase, to elaborate the users' routes, the new visual identity of the new line, the development of tramway stops and the uses of urban equipment;

- For urban working sites: to equip wasteland spaces during the reconstruction phases. Design thus proposes a temporary, mid-term or long-term use that will give more comfort and quality to the public space (example: the Novacieries park made on a former steel industry area under depollution and renovation; the Rondet micro-area, first sept of Tarentaize-Baubrun district renovations, the passageway of Mining Museum of the Puits Couriot eco-science park construction).

## Banc d'Essai ("Testing Grounds") 2015 & 2017

The Banc d'Essai project was launched in 2015 for the Biennale, to propose to the visitors, inhabitants, and users to experiment prototypes of urban furniture set up in the public space. It was not only a real public success, but the project also enabled the development of numerous products that were bought by the City to set them up within the new urban development programs.

**Banc d'essai** is among the best projects in portraying the shared will of local public institutions to make the urban environment a vital and creative space that responds to users' needs. During the Biennale, Saint-Etienne's public spaces become real showcase where companies and designers can exhibit their experimental urban furniture.

After the Biennale, the aim is to continue this process so that design becomes a permanent feature of our everyday urban practices.

The Banc d'Essai project starts with a Call for projects among designers or companies from France and from the UNESCO Cities of Design Network, in order to test full-scale prototypes of urban furniture during the Biennale.

**Total: 120 proposals received**  
**40 objects of urban design** were tested in the public space and approved by user feedback of inhabitants and City services, including Urbanoscope by la Camaderie - Montreal.  
**20 of these propositions** were produced with local companies.  
**32 urban furniture projects set up since 2015, for a total budget of approximately 150 000 €.**

Banc d'Essai enjoyed a very good online media, local and national press coverage, as well as in magazines specialized in design but also in architecture and urban planning.

**Awards :**  
**Innovation Prize 2015, category Urban planning/public lighting, delivered by the Mayors and Local Collectivities Forum for E-BANC ARMOR, first connected and autonomous wood bench.**  
**This bench was also installed on the Saint-Etienne Metropolitan Government's space during the COP21 in Paris, along with the Métalink bench and the 1D touch application.**  
**Fimbacte Living Environment Trophy in category "online image" 2015.**

## Rue de la République du Design to reactivate vacant stores

**Rue de la République du Design is an experimentation project that questions the new ways of living and occupying the city centers.**

The progression of business vacancy in the city center is a phenomenon that affects cities of many countries. In 2015, France suffered from a store vacancy rate of more than 11%. The city of Saint-Etienne is also affected by this situation. During the Biennale Internationale Design Saint-Etienne 2017, the street named "rue de la République" became a real laboratory that enabled to reactive half of the vacant stores of one of the iconic shopping street of the city.

During five weeks, the city representatives, estate agencies, property owners, inhabitants, entrepreneurs, craftsmen, designers, and urban planners debated the many opportunities for living and working in the city. The call for projects on the theme of Shifting work paradigms was launched at the national level and within the UNESCO Creative Cities of Design Network, in order to invest vacant shops with creative companies.

### Results:

- **79 received applications** – 49 were selected – 1 of them from the UCC Network (Nagoya)
- **39 project leaders** (average age: 35 years old)
- **14 invested premises**
- **7 shared shops**
- **130 installations and experimentations during a month**
- **26,623 visits** – 53 entries per day per shop on average
- **1,500 persons on weekends** - for the design night and the design brunch
- **1,790€** - average turnover per shop for a month
- **Special mention for "Our Republic"** - co-working space reflecting Japanese culture proposed by Soichiro Kimura from Art Bridges Cities Nagoya.

With this project, Rue de la République has regained esteem of the inhabitants, the project leaders and the merchants. After the Biennale, Saint-Etienne Metropolitan Government started renovating and investing one of the vacant shops to establish a business incubator in the city center. The Cité du design and EPASE (Saint-Etienne Public Institution of Urban Planning) work on a development scheme for Rue de la République focusing on 3 axes:

- > **Support of new business models in archipelago**
- > **Animation of the street to regain an attractiveness in the city center**
- > **Urban rehabilitation by the property owners and public players using design resources.**

## 4.2 Innovation through uses with companies

Design is a field that uses methodologies centered on the user, placing people at the core of the ecosystem and innovation process. Innovation through the uses employs co-creation methods that are specific to design and complementary to marketing and sociology tools.

The service offer established by the Business & Innovation cluster of the Cité du Design applies to the companies, shops, collectivities and public players, to accompany them from the initial approach to design to the integration of design management depending on the nature of the company's project and its maturity.

The originality of design is being in an approach centered on the users. The first tools are thus based on observations of the users in real life. They are qualitative and enable the emergence of weak signals that would not have been detected with questionnaire studies. They must be completed with quantitative methods if necessary. Observations can be more or less long, and collaboratively designed or not. The analysis of these observations on the users' practices enable to conceive scenarios of uses for the creation of new products, services or systems.

**35 LUPI® realized amongst 80 organisations: companies (48) or public structures (30) since the creation in 2010.**

**500 companies reach each year through conferences, dedicated tours, seminars**

**120 companies supported each year through missions of support to user-centred design and innovation projects with the LUPI® (Laboratoire des Usages et des Pratiques Innovantes – Laboratory of Uses and Innovative Practices), labs, co-creation workshops or with the materials library.**

**The Cité du Design is a platform for innovation research and training through design, but also Living Lab dedicated to design (Design Creative City Living Lab, DCC-LL).**

Labeled since 2009 by ENoLL (European Network of Living Lab), the Living Lab of the Cité du design is active member of France Living Labs and Francophonie Living Labs. Its experimental laboratory is located at the heart of the Manufacture creative district in Saint-Etienne. Living Lab Design is specialized in user-centered projects engineering. It develops co-creation methodologies with users (final users, intermediate users, expert users of every profile, design services clients). It also ensures a role of assistant to the contracting authority for the Living Lab concept editing and the projects of Living Lab, for regional partners. It developed a service offer that covers the whole sphere of user-centered innovation, from the exploration of uses (uses studies, LUPI®), through the co-creation workshops that associate users and experts, to the concept, products or services test with the users (Labs). Depending on the progress level of the project, (Exploration phase, ideation, development or prototyping), the team is able to propose the experimental protocol that will respond to the company's or collectivity's need.

## The Labs, companies in direct contact with the users

The Labs, which were launched during the Biennale Internationale Design Saint-Etienne 2013, are places of exchange and co-creation with companies and users. Professionals present their projects at their different stages of conception (prototype, model, demonstrator, etc.) by placing themselves in a user-centered innovation approach. This space offers to the Biennale's visitors the opportunity to discover and test new concepts and gives them the possibility to be actors of the collaborative creation process.

Implication and participation of users (the project's final users or partner users) are issues for the products or services conception and evolution. The visitors are observed, questioned and solicited in order to enable the companies to adapt their offer to the users' demand. The Living Lab project manager of the Cité du Design supports companies upstream to define the protocol (what needs to be tested, how, and what tools to use to collect the users' feedback).

**In 2015, Labos express®** were created for short period actions of one or two day(s), usually in situ. This format has been specially designed for the start-ups to meet their demand for quick actions. Example: an express lab in the EHPAD (Accommodation facility for dependent elderly people) to test products and services of companies, which could be integrated in the facility of tomorrow, in terms of security, nutrition or cognitive abilities.

**In 2017, Labs became mobile,** were set-up at the heart of exhibitions, and opened to design schools or institutional partners.

Examples: the Michelin Company mobilized 55 employees to animate a lab testing with visitors new services embedded in cars.

The Saint-Etienne Hospital proposed to test scenarios to redefine the experience of the hospital meal, from the logistic to the consumption in room.

19 companies recorded 6,350 user' feedback for a month.

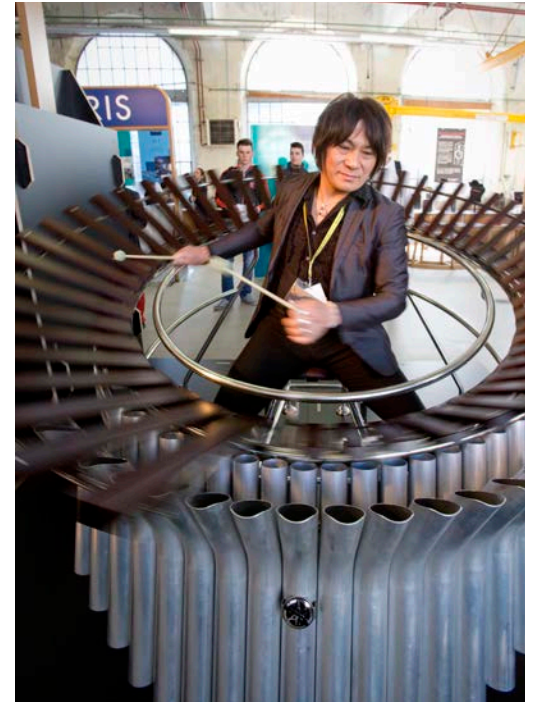
## Design Innovation Residences

Since 2017, **Innovation Residences** enable companies to develop new products or services in co-creative and participatory manner with the users. The projects take into account the users' expectations and desires and could be experienced directly with them.

The Innovation Residence covers every phase in the conception of a product/service or system, in a user-centered Living Lab approach, from the exploration of uses to experimentation in real living spaces. The co-creation, prototyping and concept testing phases, will take place by immersion in the Saint-Etienne Manufacture creative quarter.

The Cité du Design provides engineering, coordination and evaluation of the whole project. It brings to the projects carriers its methodological expertise, its regional and international networks to build the partners' ecosystems (if necessary), and its creative district to welcome the companies in residence.

Current residences: *Stiplastics, Meal Canteen, Mobius, Design for All, Connected Objects and Design and Health*. The projects are deposited via a permanent Interest Manifestation Call (AMI) published on the Cité du Design website.



## 4.3 Research actions and experimentation

**The Cité du Design organizes and structures a Design research which is unique in France. It creates knowledge thanks to creative methods that articulate theory and conception. It works on emerging and prospective issues to serve society.**

In collaboration with professionals working in the fields of human sciences and technical sciences, the Cité du Design research department sets up programmes and introduces methods leading to the design of things and services to suit current practices and new needs. The programmes incorporate the topics of sustainability and design for all in these concepts. It answers the requests of companies and institutions that wish to explore future scenarios based on emergent uses and practices. Most of the programs include a component of digital technologies integration in the form of scenarios for new services or products. The political and social dimensions of design, as well as technical culture, to which design is a translation, are at the center of research issues.

Since 2014, the Research pole has supervised about 20 research and experimentation programs with a multidisciplinary team that accompanies 50 extern researchers per year.

Since 2016, the Research Department ensures scientific direction and general curatorship of the Biennale Internationale Design Saint-Etienne, building with a pool of curators a demanding content for the general public, which is fond to discover the power of design for the society.

The Research pole's budget is composed of 52% of private funds, of 48% of public funds, including metropolitan or regional funds. Saint-Etienne, territory of experimentation, enables to test and develop the research's hypotheses:

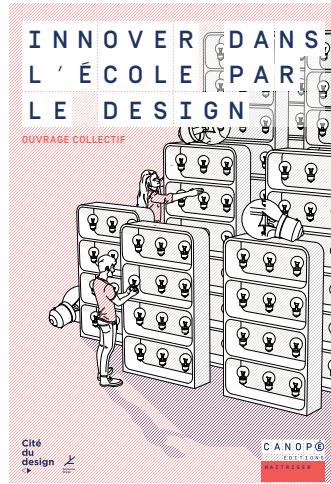
### **Lighting up the city** An experimental research centered on the light user, on all users.

In partnership with Philips Lighting R&D (Eindhoven) and Saint-Etienne Metropolitan Government, the Research department of Cité du design has launched a process of questioning the place of light in a city, its role, potential for innovation, and anticipates new urban lighting services. This programme has benefited from a fertile on- field ecosystem and from the expertise of public, private, and community stakeholders and residents. Following a 2 year research and experimentation, the project has shown what current urban lighting practices are and proposed innovative solutions.

### **Carnot train station** A research program about the train station's uses and inclusion in the area of the Place Carnot, Saint-Etienne

In partnership with Gare & Connexions and AREP companies, the Cité du Design led an investigation on this secondary station's history and uses, located right on the boundary of the city center and the creative district of Saint-Etienne. It proposed scenarios of uses and services for the travelers and citizens. Industrial partners: Gare & Connexions – AREP.





## Design and education

**A priority axis carried and developed by the Cité du design research department for eight years with the Ministry of National Education.**

- With the PREAC design (Resource Center for Artistic and Cultural Education): production of a resource in design – editions and formations – dedicated to professionals of education, cultural mediators and to territorial collectivities.
- Through multiple experimental projects in design: design awareness, work on the renovation of school spaces, on digital uses, pedagogic scenarios, well-being at school, innovation at school, etc.

Examples:

### ***“I’m participating to the renovation of my school!”***

This experimentation binds the renovation of a school with a pedagogic project, aiming at raising the awareness of young pupils about design by involving them in the creative process, from the concept to the realization (library, circulation spaces, canteen, schoolyard, reception, etc). This experimentation gathered multiple players – pedagogic team, pupils and staff of a school, Cities and Towns owning the schools, designers, companies, craftsmen, Cité du design, socio-cultural center, Ministry of Education departmental directorate, Ministry of Culture regional directorate.

To this day, more than 1,000 pupils from 10 schools have been part of this programme.

### ***“Innovate in school through design”***

CANOPE Rhône-Alpes, the CARDIE (Academic Center for Research and Development in Innovation and Experimentation) and the Cité du design held jointly this experimentation in a school in Saint-Chamond. It enabled imagining,

defining and conceiving with the educational staff, pupils, parents and the after-school sector, new school forms that enable having a more efficient and harmonious pupil experience, conducive to their success. The experimentation’s aim was to initiate changes in practices, spaces, school organization methods (places and learning times) and in the relations.

Calling on a multidisciplinary team (architects, designers, sociologist and pedagogue) and on a design strategy has been a radically new approach for the public education system. About 900 pupils participated.

### ***“Towards a digital school”***

This experimentation involved pupils and their teachers, designers, pedagogical and digital consultants from the public and catholic education schools, Saint-Etienne Metropolitan Government managers, in a reflection on the digital uses in the school.

This operation took place from October 2014 to June 2015, firstly in 9 and then in 11 schools (approximately 800 pupils), of the Saint-Etienne Metropolitan area. It was meant to prepare the future multimedia equipment programme (2016-2020), answering as closely as possible to the evolutionary practices of learning.



## 4.4

### Fostering the city development with creative economy and innovation: the Manufacture creative district

A reflection led by the City of Saint-Etienne and EPASE (Saint-Etienne Public Establishment of Urban Planning) led to place creative economy and innovation as driving forces for the economic renewal of Saint-Etienne, source of influence on the entire Metropolitan area.

At the center of this ambition, the Manufacture Plaine Achille site, iconic rebound of Saint-Etienne, which becomes a large urban campus for the metropolitan area, regrouping education, research, economic activities, culture, childhood activities, housing and leisure. Since 2009, it takes shape with the support of cultural and higher education players and equipments that are already present (Cité du Design and ESADSE, FIL and Zénith concert halls, Optical vision pole and Telecom Engineers School). It hosts a Fab Lab and third-place gathering a community of makers and creators, who invent new forms of economy. The work on the Manufacture Plaine Achille site is the illustration of an inventive economy. "Transform quickly, generate new uses in a part of the city, where the challenge is to bring an economic renewal"- wrote Alexandre Chemetoff, architect and urban planner in charge of the project. This transformation is equally the result of an economic and architectural project. This redevelopment project was rewarded in 2011 by a EcoQuartier ("Eco-district") prize, and in 2013 by the "Engagé dans la

labellisation EcoQuartier" ("Involved in the Eco-district labeling") label, in the Urban renewal category. The Manufacture district that became the Cité du Design district since 2009 is the totem district of Saint-Etienne French Tech-design Tech 2015. The latter established a partnership with Bleu Blanc Tech, Canada's Design Tech-French Tech hub. As part of its 2015-2020 innovation program, the Saint-Etienne Metropolitan

Government aims to modernize facilities infrastructures/incubators and to propose support systems for innovation and for companies creation.

With the implementation in 2017 of "La Grande Usine Créative" ("the Big Creative Factory") that proposes companies lofts, working spaces, meeting rooms, etc. and in 2018 the implementation of the "Centre des savoirs et de l'innovation" (learning

centre) with the University of Jean Monnet, the EPASE, jointly with the Metropolitan Government and the Caisse des dépôts continues its development project on the Manufacture site. The opening of the new building of the Comedy National Drama Center in October 2017 in direct proximity comes to supplement the cultural life of the district's and metropolitan area inhabitants.



# 5

Major initiatives implemented through inter-city cooperation to achieve the UCCN objectives

## Welcoming and sharing

### 5.1 The Biennale Internationale Design Saint-Etienne: the catalyst event of inter-city cooperation

16th world cultural event according to the Art Magazine, the Biennale Internationale Design Saint-Etienne attracts each time increasing number of visitors. Through its exhibits and conferences, it offers to the public and businesses a time for reflection and work, and exceptional meetings.

Ten international biennials since the ambitious bet launched in 1998 by the School of Fine Arts of Saint-Etienne, and led by the Cité du design since 2005, have shaken up the Saint-Etienne territory and the design world. Many generations of designers have exhibited during the biennials to share their reflections, creations, and their imaginary with the general public. Almost twenty years to develop the desire for design among the public. Two generations of children have discovered design at the Biennale. Hundreds of companies

participated in the great adventure of design. Thousands of inhabitants at the heart of the international history of design. We always pay a special attention to the international creators. For designers and companies, it also led to the establishment of a forum dedicated to innovation and business, as well as to the creation of labs that enable companies to experiment their novelties among the visitors.

Since the designation of Saint-Etienne as UNESCO City of Design in 2010, the Cité du design has decided to use this event as a privileged moment for meetings with the UNESCO Cities of Design, in order to explore social challenges. The Forum EmpathiCITY Making Our City Together was a focus carried on the 11 UNESCO cities of design in 2013. Then, the network expanded from 16 to 22 cities and we changed the formula.

### Biennale Internationale Design Saint-Etienne 2015

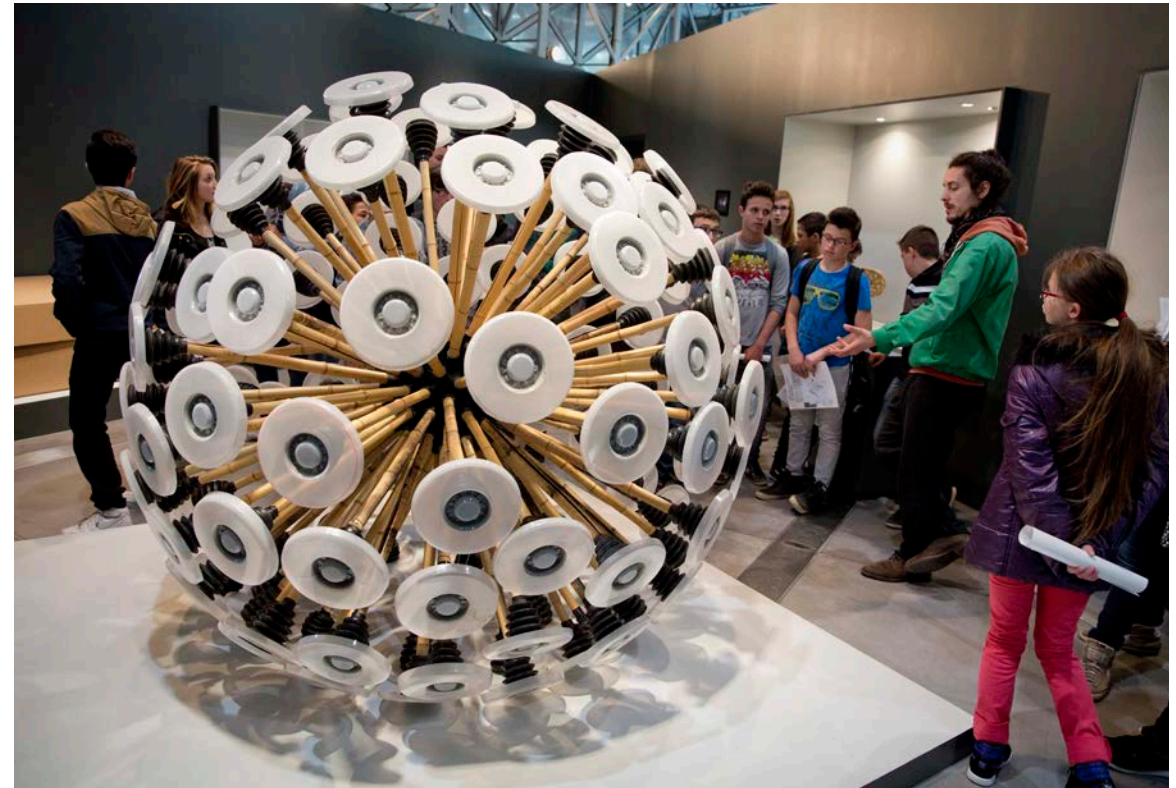
In 2015, it was decided to have a city guest of honor: **Seoul**, UNESCO city of Design, on the theme of "The Experiences of Beauty", linked to the "France-Korea" year of the Institut Français.

Seoul and Saint-Etienne have been designated UNESCO Cities of Design the same year, in 2010. Since that date, a collaboration is built between the Cité du design and Seoul Design Foundation, based on the exchange of expertise. 2015 thus marked the acceleration of this cooperation. The exhibition *Vitality 2015: Beyond Craft and Design*, conceived by Kyung Ran Choi, Director of the Oriental Culture and Design Center (OCDC - Kookmin University) was specially created for the Biennale. The purpose of the exhibition was to show the vitality of Korean design through some one hundred objects coming out of the collaboration between Korean designers and craft workers. A conference with designers of the exhibition was the opportunity for the biennial's public to meet these professionals. A delegation of 35 people: designers, craft workers, professors, were in Saint-Etienne during the whole inauguration week.



A musical performance by Olsou, a Korean traditional music group, ensured the connection between the conference and the opening of the exhibition. Thanks to the Korean Embassy in France, French and international spectators lived the experience of Korean culture through auditory, visual, and culinary sensations. Korean design objects were on sale in the Biennale's shop.

Participation of UCC designers in the workshop Crossroads 2015 enabled the exchange of ideas and the suggestion of scenarios for the revitalization of the shops and streets of the Jacquard neighbourhood, a city center's old district under renovation.



## Biennale Internationale Design Saint-Etienne 2015

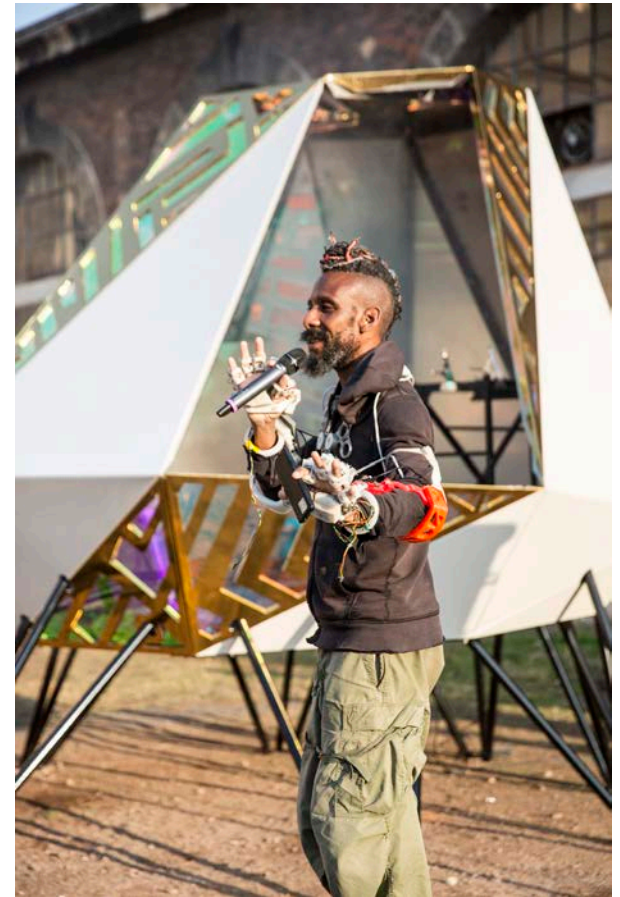
- > 60 exhibitions IN
- > 80 exhibitions OFF
- > 208,000 visitors including 6,200 professionals
- > 250 international visitors including 100 representatives from 14 UNESCO Creative Cities and 1 applying city
- > Seoul - UNESCO City of Design, guest of honor
  - 1 exhibitions in the Cité du design: "Vitality Beyond Craft and Design" (curator: Kyung Ran Choi)
  - 2 exhibitions in the Musée d'Art Moderne et Contemporain de Saint-Etienne: Lee Bul and 2 young designers Hye-Yeon Park and Seung Yong Song.
  - 1 conference "Vitality Beyond Craft and Design" with Korean designers and curators
- > Forum of Creative Cities with the representatives of 10 creative cities and 2 applying cities
- > European project Human Cities\_ Challenging the City Scale
  - 1 conference "Crossroads 2015/ Human Cities\_ Challenging the City Scale" to launch the European project, with representatives from the European Commission and Charles Landry
  - 1 workshop "Crossroads 2015 / Human Cities" with European partners, 9 designers from 8 UNESCO cities, and international and national participants
- > Biennale to Business - forum Design & Innovation
  - Invitation of Katsushi Kunimoto, Professor of design specialized in medical and robotics, Director of Meta Design Lab in the Graduate School of Architecture & Product Design of the University of Nagoya.
- > "Local Designers" Corner, built on the principle of CODE Souvenir in the Biennale's shops, Cité du design and Tourism Office.

### Impact :

March 14, 2015: Signature of a Cooperation Agreement between the ESADSE and the Techno Design School, Kookmin University  
 2015-2017: 8 students' exchanges between ESADSE and Kookmin  
 2016: workshop-conferences program "Designing designers for tomorrow" and mobility of students:  
 30 students and researchers from the Techno Design School, Kookmin University, Seoul, and  
 9 students, researchers and professors from the ESADSE  
 November 2017: Signature of a double degree Master Design between the ESADSE and Techno Design School, Kookmin University.







## Biennale Internationale Design Saint-Etienne 2017

In 2017, **Detroit** was the guest of honor of this 10th edition on the theme of shifting work paradigms. The purpose of this invitation was to show to the public that a city can rebuild itself by supporting small entrepreneurship and creative economy and by placing art and design at the heart of its economic growth. Successful bet for us and our partners: Detroit Creative Corridor Center, Public Design Trust, Akoaki, Detroit Afrikan Funkestra and Creative Many Michigan, which raised the necessary fund to bring in a large number of people. Many exhibitions and a shared working space were also created and produced by this Michigan city. 16 musical interventions, 9 roundtables and the specific program of Detroit urban farmers gave a particular vibration to our event during the first two weeks. An American delegation of 75 people: designers, architects, curators, political representatives, academics, musicians, farmers, exhibitors, students, came to discover our territory get inspired by the city's exhibitions and design positioning, to exchange and to consider new projects with other professionals. A meeting has been organized between the members of the Detroit Cultural Council and the Saint-Etienne Cultural Affairs representatives. The Detroit Cultural Council created in 2017, is a public assembly, initiated by Detroit artists and cultural leaders to evoke the growing need for a cultural affairs department in Detroit. Detroit's design objects were on sale in the Biennale's shop.

A rich program with the UNESCO Cities of Design on the theme of "City at work, inclusive city" has led to fruitful exchanges highlighted by the participants and the UNESCO representatives.

13 UNESCO Cities of Design were present to follow this 10th Biennale Internationale Design Saint-Etienne, including Nagoya (Japan) with two exhibitions in Saint-Jean Bonnefonds and a co-working space in the Rue de la République du Design, which was a great success.

2017 has been marked by a greater Asian participation, including 115 Chinese, 24 Korean and 15 Japanese visitors, with a large American (80) and European (around 200) participation.

For the first time this Biennial was built on the contributions of the different departments of the Cité du design (International, Business & Innovation, Design Management, and Research for the event's scientific direction). It was conceived as a research program and a giant laboratory around the theme of shifting work paradigms. The objective of this renewed Biennale was to link the topic to our economic activities. We draw strength from its content to feed research programs but it also became a pretext to accompany companies (through exhibitions and forums) and support our innovation activities through uses (Labo, innovation residences).

## Biennale Internationale Design Saint-Etienne 2017

- > **18 exhibitions IN and 121 exhibitions OFF**
- > **500 events**
- > **230,000 visitors, including 10,000 professionals**
- > **360 international participants, including 300 representatives from 15 UNESCO Creative Cities and 2 from applying cities**
- > **Detroit UNESCO City of Design, guest of honor:**
  - 3 exhibitions: Footwork (curator – Public Design Trust); Out of Site (curator – Akoaki); Shiftspace (curator – Creative Many Michigan)
  - 1 conference "Detroit, Design and the future of work"
  - 1 meeting "Detroit Design Council"
  - 7 "Shiftspace" meetings around creativity
  - 16 concerts and workshops with Detroit musicians (Detroit Afrikan Funkestra & Underground Resistance)
- > **UNESCO Creative Cities Forum :**
  - 1 workshop and roundtable "City at work, inclusive city"
- Special program with Nagoya**
  - 2 exhibitions "Crossed textiles" and "Japan: Textile trip"
  - 1 shop/co-working space "Our Republic"
  - 1 conference – business meeting France-Japan, organized with the Chamber of Commerce of Lyon, City of Saint-Etienne, French-Japanese cultural associations of Saint-Etienne and Lyon, Consulate of Japan in Lyon.
- French Tech Design Tech program**
  - Call for projects to the start-ups of the UNESCO Creative Cities of Design: selection of start-ups from Graz and Montréal for a lab with the participation of Biennale's visitors
- European program *Human Cities\_Challenging the City Scale***
  - 3 exhibitions on the project
  - 2 places of experimentation and cultural programming in the districts
  - 3 workshops and 1 conference "*Human Cities\_Challenging the City Scale*"
- "Local Designers" corner, built on the principle of CODE Souvenir in the Biennale's shops, Cité du design and Tourism Office.**
- Impacts :**
  - May-December 2017: Research project "Owning it" on urban experimentations of Detroit, Rio de Janeiro, and Saint-Etienne, led by the Taubman College, University of Michigan, under the direction of Anya Sirota, in collaboration with Juliana Gotilla, architect, Captain Ludd, Saint-Etienne.
  - July-August 2017: 5 ESADSE students in internship with the Akoaki Studio in Detroit
  - Research project around the autonomous vehicle led by the Cité du design with the Michelin Company, open to cooperation with Detroit research centers (College of Creative Studies, University of Michigan) and Montreal (University of Montreal and IN. SITU chair of UQAM).
  - September 2017 – January 2018: research project led by Anya Sirota on 8 UNESCO Creative Cities of Design and a meeting in Puebla in November 2017.

## 5.2

### Human Cities\_ Challenging the City Scale 2014-2018: a cooperation project at the European level

It's a good example of European cooperation, with Cité du design as a leader. From the beginning, we built it as an accelerator of local scale projects and exchanges of international experts on urban questions. We cross our international networks at each international event and we facilitate the meeting with professionals of other UCCN cities at each Biennial.

Questioning the scale and the co-creation of the city, *Human Cities\_ Challenging the City Scale* is a project co-financed by the European Union's Creative Europe/ Culture program. It started with a concept created by Pro Materia in 2006 and is now led by the Cité du design. For four years (2014-2018), it brings 12 partners from 11 European cities: Tallinn, London, Brussels, Belgrade, Milan, Cieszyn, four UNESCO creative cities of Design: Saint-Etienne, Graz, Helsinki, Bilbao, and one UNESCO creative city of Literature: Ljubljana.

**Human Cities\_ Challenging the City Scale has been referenced amongst the case studies in the UNESCO Global Report on Culture for Sustainable Urban Development: Culture Urban Future**, exemplary case of cooperation between creative cities (p.258). cf. UNESCO website

The Cité du design leads this project with its European partners to explore in what way the inhabitants reclaim the city, and to propose modes of (re)invention of urban life.

Occupying vacant buildings to test new ways of working or learning; federating the makers community to contribute to the development of a district; activating and improving the quality of public spaces: these are some of our partners' missions.

We work with collectives of creative urban citizens, who are at the heart of the process. They want to find solutions to make their city more livable, from a human and social point of view, and not just from a building quality point of view. The city making is no longer a reserved subject for specialists. Local initiatives organize themselves with designers and architects, who play a role of empathic mediators between citizens, communities and elected officials. We use experimentation as a tool for actions. European partners share, compare, and analyze the different methods, build a new participatory design approach, and establish new tools to accelerate change in the different concerned sectors.

The aim of the *Human Cities\_ Challenging the City Scale* project is to contribute to change the perception of European politicians on the valuable role of inhabitants and creators to reinvent together a more human city.

#### A GLO-CAL programme

For Saint-Etienne, *Human Cities* enables to feed the urban project, relying on experimental approaches and on co-creation with the local players and inhabitants (workshops, experimentations).

Experimentations in Saint-Etienne by selected collectives

- Ici-bientôt: a revitalization of vacant shops in rue de la Ville, Tarentaize-Beaubrun district
- Hypermatière: temporary installations in public space to be actors of the urban

transformations in rue Neyron, Crêt de Roch district.

This programme also enables taking inspiration from the other partners' studied experimentation cases, and from the ideas developed during the workshops, conferences, and international activities.

Research activities led by the Cité du design, the international attention given to the theme of *Human Cities*, the links with the UNESCO creative cities, place Saint-Etienne amongst the leaders of an international research-action movement around the urban planning of tomorrow. (cf. detailed programme in the annex and [www.humancities.eu](http://www.humancities.eu))



### 5.3

## French transversal cooperation promoting network of creative cities: exhibition “Are you talking to me: uses and applications of connected objects”

- In Enghien-les-Bains (UNESCO City of Media Arts) from 30th June to 13th July 2017

- In Saint-Etienne (UNESCO City of Design) from 14th September 2017 to 7th January 2018

Produced for the 11th Annual Meeting of the UNESCO Creative Cities Network in Enghien-les-Bains from 30th June to 2nd July 2017, the exhibition highlights a transversal cooperation between the UNESCO creative cities. “Are you talking to me: uses and applications of connected objects” is a coproduction between the Centre des Arts of Enghien-les-Bains and the Cité du design of Saint-Etienne.

Curators: Dominique Roland, director of the Centre des Arts of Enghien-les-Bains and Olivier Peyricot, Research director of the Cité du design of Saint-Etienne. Scenography and assistant curator: Isabelle Daëron, designer.

The exhibition “Are you talking to me: uses and applications of connected objects” presents objects from the call for proposals launched by the Cité du design to the 22 UNESCO Cities of Design. The final selection includes the objects from 11 UNESCO Cities of Design: BEIJING: Ding dong (company: LingLong) – DETROIT: Whitervanes et RBTS (designers: Cezanne Charles +John

Marshall) - DUNDEE: Eegeo-Maps (company: eeGeo) - GRAZ: Pablo R4 (company: Tyromotion) – HELSINKI: Fresens (company: Metropolia University of Applied Sciences) – KOBE: Toilet vacancy checker (company: Kobe Digital Labo) and Infoscape (Kobe Design University) - MONTRÉAL: SmartHalo (company SmartHalo), Beat (designer: David Somiah Clark) ; Ombra (company: Omsignal. Inc) ; RougeCitron (designer: Violaine Souny) - NAGOYA : Ear ball for empathy (designer: Taisuke Murakami) and Syncdon 2 (designers: Akihito Ito and Issey Takahashi) - SAINT-ÉTIENNE: Data Collector (Research department, Cité du design and RANDOM laboratory, Ecole supérieure d'art et design Saint- Etienne) - SÉOUL: Smart Rope (company: Tangram Factory) and Wayskin (company: Waywearable) -SHENZHEN: Intelligent Security light (company: Look design)

A cooperation with the Metropolitan Government of Saint-Etienne – Mission French Tech Design Tech allowed to enrich the selection with the products from the French Tech Network: Inspair (company: Biocorp, Issoire) ; Ikilock (company: Gemecod, St Christophe en Bresse) ; Lunii la fabrique à histoires (company: Lunii, Paris) ; Buddy (company: Blue Frog, Paris).

The exhibition, which questions the uses of digital technologies, aims to promote the activities of the Network among the population and visitors, and to reflect the creativity of the cities - members of the design cluster.

In Saint-Etienne a program of conferences, workshops and meetings accompanied the exposition on the connected objects:

- Design Innovation Day, October 4, 2017. Invited speakers for conferences and workshops: Taisuke Murakami, Aichi Shukutoku University, (Nagoya) and David Somiah Clarke, Concordia University, (Montréal).
- 17 Workshops for companies and professionals: 125 participants.
- 7 Workshops for the public, including 2 during the European Heritage Days, 2 for the recreation centers and 1 in French sign language.



## 5.4

### Sharing the culture of design

The international influence of Saint-Etienne is intensified since the designation of Saint-Etienne as a UNESCO City of Design through multiple actions: conferences, workshops, residences, internships.

Since 2016 the Maison de la Culture of the Site le Corbusier Firminy – Vert is listed in the UNESCO world heritage. This is an additional asset in enhancing the attractiveness of the urban and architectural tourism.

Amongst the cultural stakeholders, the Museum of Modern and Contemporary Arts of Saint-Etienne Métropole organized a touring exhibition in China: “From Monet to Soulages: journeys through modernity (1800-1980) in Beijing from 6th May to 31st August 2017, in Chengdu from 27th September to 15th December 2017 and in Wuhan from 27th December 2017 to 15th January 2018

#### Between 2014 and 2017, Saint-Etienne UNESCO City of Design:

##### Organized 45 events with the UNESCO Creative Cities:

> 21 international conferences and meetings

> 11 workshops

> 13 exhibitions, including 2 cross-exhibitions: *Saint-Etienne design meets Graz* et *Are You Talking to Me*

##### Through these events, Saint-Etienne hosted:

> 76 speakers from the UNESCO Creative Cities in the conferences and workshops: designers, experts, companies.

> 400 participants representatives of the UNESCO Creative Cities

> 186 international representatives in non-biennial periods, who came to discover the territory.

##### Participated in 66 events in the UNESCO Creative Cities:

> 42 conferences, forums, and symposiums

> 9 workshops

> 15 exhibitions

Thanks to these events, the whole territory benefits of international promotion, through the displacement or representation abroad of:

> 65 designers

> 45 companies

> 61 students

## Montréal

Saint-Etienne and Montreal have a special cooperation since 1998. Exchanges of students, designers, artists, professors, and crossed exhibitions have been organized through partnerships between the ESADSE, the University of Quebec in Montreal (UQAM), the Cité du design, and the Design Bureau of the City of Montréal.

**The Entretiens Jacques Cartier**, the annual cycle of scientific meetings of the Jacques Cartier Center with Quebec and Rhône-Alpes region, have established links through 14 conferences since 2003. This partnership continues regularly since the integration of the two cities in the UNESCO Creative Cities of Design Network. From 2014 to 2017, the Cité du design organized 5 international conferences with the City of Montréal and its creative players, in the frame of the Entretiens Jacques Cartier, for a total of 11 meetings since the designation of Saint-Etienne.

#### In Saint-Etienne

##### 2015

##### Living Labs - Nouveau Catalyseur de développement économique responsable et territorial (New catalyst for responsible and territorial economic development)

- organized by the Cité du design with the French Living Labs Networks

##### 2016

##### Living Labs - Bénéfices d'une approche portée par les usagers pour les entreprises et les collectivités (Benefits of a user-centered approach for companies and collectivities)

organized by the Cité du design with the French Living Labs Network

#### In Montréal

##### 2014

**Design et chantier urbain (Design and urban working site)** - organized by the Bureau du Design of Montréal with the Cité du design

##### 2014

**Art et Santé (Art and Health)** - organized by the UQAM with the Cité du design and the University Jean Monnet

##### 2017

##### Innovations collectives: quels impacts sur les pratiques et les métiers pour les projets de demain (Collective innovations: what impacts on the practices and jobs of the projects of tomorrow) -

organized in Montreal by the UQAM with the Cité de design and the French Living Labs Networks

#### Montréal has participated in many actions proposed by the Cité du design

##### Biennale Internationale Design Saint-Etienne 2015

- 1 designer in the workshop *Crossroads 2015 / Human Cities*: Philippe Carreau, Dikini studio  
- 1 prototype of urban object for *Banc d'Essai: Urbanoscope* by La Camaraderie

##### Biennale Internationale Design Saint-Etienne 2017

- 1 expert in the roundtable and the workshop “Inclusive City, City at Work”: Marie-Josée Lacroix, director of the Bureau du design of the City of Montreal.  
- 1 start-up in the French Tech program: Kotmo

##### Are You Talking to me, exhibition, 2017

- 4 objects: BeAt – David Somiah Clarke; Smart Halo; OMBRA – Omsignal.inc; Rouge Citron – Violaine Souny  
- 1 speaker in the conferences and masterclass “Innovation Days”: David Somiah Clarke, Concordia University

## Shenzhen

### Shenzhen Design Award for Young Talents

Organized by the Shenzhen Design Promotion Association since 2013, the Shenzhen Awards for Young Talents aim to reward young designers' efforts, who, thanks to their creativity, have contributed to the amelioration of the environment quality, to the local social and economic development, and more specifically to the quality of life in the cities.

Open to all UNESCO creative cities, all fields combined, the awards enhance exchanges between young designers from different countries and cooperation between UNESCO creative cities. By promoting works of young talents, the awards encourage the sharing of experience and ideas for the development of creative and cultural industries.

For the 3 editions of the Award, the Cité du design, referent for Saint-Etienne, organized the call for projects amongst designers, gathered a jury of professionals of design and companies, chose the best propositions and accompanied the candidates to the final selection and the award ceremony.

### 2013-2014 "Recovery: the power of design"

**4 awards won by Saint-Etienne on the 17 awarded prizes** (total: 16 500 €).

3 Merit Awards for professional designers (4130 € each):  
- Escale Design (Laure Bertoni & Sébastien Philibert): Ancrages - public space urban design in Saint-Etienne, rue d'Arcole  
- Jean-Sébastien Poncet: Animal Domestic - urban furniture, place Carnot, Saint-Etienne  
- So Far So Good (Allan Durand, Flora Commaret, Romain Dellambilly): Incredibox - musical and educational website  
1 Award of the Best referent (4130 €)

won by the Cité du design, referent for Saint-Etienne UNESCO city of Design for the local organization of the contest.

Impact :

**The 4 laureates** were invited in Shenzhen to the award ceremony and an international workshop, and participated in the economic mission gathering representatives of the Cité du design, Saint-Etienne Metropolitan Government and the City of Saint-Etienne, in March 2014.

**The laureate projects** were part of an itinerant exhibition in Shenzhen, Brussels, and Saint-Etienne. The laureate **Jean-Sébastien Poncet** has been invited to the Shenzhen University for a teaching residency in December 2015 .

### 2015 -2016 "Transformation: the mission of design"

4 awards won by Saint-Etienne on the 17 awarded projects (total: 19 000 €)

**1 Merit Award** for professionals: Dorotheé Noirbent: Cube gigogne, place Chavanelle , with Alsolu

### 2 Emerging Talent Awards:

- Daria Ayvazova, Post Diploma student, ESADSE: La Cuisine  
- Romain le Liboux, Post Diploma student, ESADSE: Biotope 1.0

**1 Award of the Best referent** for the local organization of the contest: the Cité du design (4750 €)

Impact:

**The laureate** projects have been presented in the Chinese Cultural Center in Paris in June 2016, in Östersund for the General Assembly of the UNESCO Creative Cities Network in September 2016, and in Shenzhen.

### 2017 -2018 "Craftsmanship: the spirit of design"

Selection in progress during the preparation of this report.

### Shenzhen has participated in many actions proposed by the Cité du design:

#### Biennale Internationale Design Saint-Etienne 2015

- 1 designer in the workshop *Crossroads 2015 / Human Cities*: DENG Mingqu, Urban Energy  
- SZDAY Awards exhibition in Saint-Etienne

#### Are You Talking to me, exhibition, 2017

- 1 object: Intelligent security light – Look design

## Kobe

### Crossed initiatives Kobe & Saint-Etienne

Kobe and Saint-Etienne share the same concern for design as a tool for social innovation and education. This is why the Cité du design and KIITO, Center of design of Kobe, organized together a program of workshops with designers to develop children's creativity:

- **1<sup>st</sup> Workshop in KIITO**, Kobe, by the studio Kaksi design (Guillaume Granjon & Elodie Vichos): February 14 and 15, 2016

- **2<sup>nd</sup> Workshop at the cultural center Espace Boris Vian**, Saint-Etienne, by Kanako Yamauchi: July 18 to 20, 2016

>Pascaline de Glo Besses, designer of Saint-Etienne, stayed at the residence Hors les Murs in Japan, in KIITO design center, with the support of the Institut Français, to carry out a research program on a range of outdoor furniture based on a traditional Japanese technology Sou-Sugi-Ban.

> Between 2014 and 2016, the City of Kobe has sent 6 official representatives for a training in Saint-Etienne to study an European UNESCO creative city. They also visited Graz and Montréal.

> Kenji Kondo from the Design

Center KIITO participated in July 2017 in the visit discovering Saint-Etienne, Cité du Design – in the frame of the General Assembly of the UNESCO Creative Cities Network in Enghien les Bains, and had meetings in order to plan the project CHIBIKOBE/SAINT-ETIENNE.

### Kobe has participated in many actions proposed by the Cité du design:

#### Biennale Internationale Design Saint-Etienne 2015

- 1 designer participated in the workshop *Crossroads 2015 / Human Cities*: Tetsuya Goto  
- 2 representatives in the Creative Cities Forum

#### Are You Talking to me, exhibition, 2017

- 2 objects: Infoscape – Kobe Design University; Toilet vacancy checker – Kobe Digital Labo

## Nagoya

Nagoya and Saint-Etienne share the heritage of an industrial city and the importance of a cultural event for the territory's development. The partnership existing since 1998 with the Nagoya Center of Design has been reactivated by the designation as UNESCO creative city of design.

> **Contest and exhibition "Utopia in the Cloud" in the Nagoya television tower.** Partnership between the ESADSE and the association Arts Bridge Cities (ABC) of Nagoya: exhibition of the contest's two laureate students' installation: Lorie Bayen El Kaim, Lauriane Carra – February 26 - March 14, 2016.

> **Textile Design exhibition "My trip to Japan" in Nagoya, Koukenji temple.** Exchange between the textile designers Maki Takahashi (Nagoya) and Hélène Jospé (Saint-Etienne), in cooperation with Arts Bridge Cities (ABC) Nagoya, May 24-28, 2016

Pascaline de Glo Besses, designer of Saint-Etienne, stayed at the residence Hors les Murs in Japan, from October to December 2017, was put in contact with Japanese companies by Eriko Esaka from Nagoya.

### **Nagoya has participated in various actions proposed by the Cité du design**

#### **Biennale Internationale Design Saint-Etienne 2015**

-Integration of a trainee for a 6 month internship - Ruri Takahashi - in the International affairs department of the Cité du design.

-2 designers participated in the workshop Crossroads 2015 / *Human Cities*: Isao Suizi and Hayashi Ikumasa, Aichi University of Arts  
-2 representatives in the Creative Cities Forum

-1 speaker in the Design to Business program: Katsushi Kunimoto, teacher-researcher of the Nagoya City University

#### **Biennale internationale Design Saint-Etienne 2017**

-*Our Republic*: co-working space by Soichiro Kimura (ABC), Rue de la République du Design; and photography exhibition contemporary: Contemporary Album of Japan

-2 exhibitions "Crossed Textiles" Yoriko Yoneyama (Nagoya) and Hélène Jospé (Saint-Etienne) at the Maison du Passementier museum and "Japan: textile trip" - exhibition by Maki Takahashi (Nagoya) at the Espace Voltaire in Saint-Jean Bonnefonds.

-15 representatives from Nagoya: UCCN coordinator, 6 designers of exhibitions and 7 photography students accompanied by Ko Yamada, photographer and teacher (Photography Art Caravan)

-1 participant in the workshop *Human Cities*: Eriko Esaka, City of Nagoya

#### **Are You Talking To Me exhibition, 2017**

-2 objects: Ear ball for empathy - Taisuke Murakami; Syncdon2 - Akihito Ito and Issey Takahashi  
- 1 speaker in the workshop and masterclass during the "Innovation Days" in October 2017: Taisuke Murakami, Aichi Shukutoku University.

## **Seoul**

In 2015, Seoul was the guest of honor of the Biennale Internationale Design Saint-Etienne 2015, with an exhibition, curated by Kyung Ran Choi, Director of design school of the Oriental Cultural and Design Center, Kookmin University.

Following this event, a M.o.U - Memorandum of Understanding - was signed between the Kookmin University, Techno Design School, and the ESADSE in March 14, 2015, giving rise to:

- exchanges of 8 students between 2015 and 2017: 2 students from the ESADSE in Seoul in 2015/2016; 2 students from the Kookmin University in the ESADSE in 2016/2017; 2 students from the ESADSE in Seoul and 2 students from Seoul in the ESADSE in 2017/2018.

-1 workshops program "Designing Designers for Tomorrow", with 39 students and searchers from the 2 schools in 2016, labeled as part of France-Korea Year by the Institut français.

-The signature of a double master in design between the 2 schools on 2nd November 2017

#### **Seoul has participated in several actions proposed by the Cité du design**

#### **Biennale Internationale Design Saint-Etienne 2015**

-35 people from Seoul, including 1 UCCN coordinator for the Creative

Cities Forum

- 1 designer participated in the workshop Crossroads 2015 / *Human Cities*: Han Lim Wee

#### **Are You Talking To Me exhibition, 2017**

- 2 objects: Smart rope - Tangram Factory; Ayskin - Waywearable

## **Shanghai**

#### **Shanghai has participated in several actions proposed by the Cité du design**

#### **Biennale Internationale Design Saint-Etienne 2015**

> 1 designer in the workshop Crossroads 2015 / *Human Cities*: Ping Zhou

> The Higher School of Art and Design of Saint-Etienne organised a workshop-contest in partnership with the FOCAL Company during the Biennale Internationale Design Saint-Etienne 2015. The School invited the Academy of Art and Design of Bratislava and the College of Design and Innovation of Tongji University in Shanghai. The ESADSE gathered 3 students and one teacher from these schools to propose scenarios of prospective design on the theme of sound in the car of tomorrow.

The award ceremony took place during the Biennale Internationale Design Saint-Etienne 2017.

## **Graz**

#### **Saint-Etienne design meets Graz**

In 2014, Saint-Etienne was the guest of honor of the Design Monat Graz festival. The Cité du design has developed the exhibition "Saint-Etienne design Meets Graz", in partnership with the University FH Joanneum Graz and Creative Industries Styria. It has been prepared during a workshop between the students of the FH Joanneum and the ESADSE in December 2013. The exhibition's curator was the Cité du design, while FH Joanneum made its scenography, showing through numerous projects the example of a territory which chose design as a development engine.

"Saint-Etienne design meets Graz" was presented

At the **Design Halle in Graz from April 30 to June 1, 2014**, with:

- 1 workshop involving 2 ESADSE students (Mathilde Segonds and Salima Zahi) at FH Joanneum  
- 1 conference by Michel Philippon, professor of ESADSE, at FH Joanneum  
- 1 set of DJ Mush, Saint-Etienne musician, at the festival opening night  
- 5,500 visitors for the exhibition and the opening

At the **Cité du design in Saint-Etienne from July 2 to September 21, 2014**, with:

- 4 Graz representatives invited to the conference "Manufacture d'Action publique" organized for the opening of the exhibition: 2 students-scenographers (Maria Negrao and Isabel Reichel), their professor (Erika Thuemmel) and Creative Industries Styria (Eberhard Schrempf)  
- 4,600 visitors for the exhibition

Participation in the meetings and workshops organized during the Design Monat of Graz:



-2016, Camille Vilain, Cité du design  
-2017, Josyane Franc, Cité du design,  
and Jean-Sébastien Poncet, designer.

### **Graz has participated in various actions proposed by the Cité du design**

**Conference “La manufacture d’action publique” on July 3, 2014:-**  
- Eberhard Schrempf as a speaker, Creative Industries Styria (Graz)

**Human Cities\_Challenging the City Scale 2014-2018 :**  
- University FH Joanneum – Design & Media Department, partner of the project

**Biennale Internationale Design Saint-Etienne 2015**  
- 1 designer in the workshop Crossroads 2015 / *Human Cities*: Fernanda Reis  
- Delegation of 4 people in the Creative Cities Forum

**Biennale internationale Design Saint-Etienne 2017**  
- Delegation of 4 people in the Creative Cities Forum  
- Selection of 1 Graz start-up for the Labs French Tech Design tech booster: Timeular

**Are You Talking To Me exhibition, 2017**  
- 1 object: Pablo – Tyromotion

## **Beijing**

Josyane Franc participated in the launch of the UNESCO center for creativity, sustainable development in 2015.

**Beijing has participated in various actions proposed by the Cité du design**

**Biennale Internationale Design Saint-Etienne 2015**  
Hanhua Hu, designer and teacher at the CAFA, has participated in the

workshop Crossroads 2015 / *Human Cities*.

**Biennale Internationale Design Saint-Etienne 2017**  
- Delegation of 20 people: exhibition curators, museum directors, university professors from China, organized by French Embassy in Beijing, including professors of CAFA: Song Xiewei, Wang Chengliang, Xie Mengdi ; He Jun — Tsinghua University: Liu Yaxi, designer, critic, coordinator at the Tsinghua University Art Museum  
- curators : Huang Zhenni, critic, curator at the K11 Art Museum, Jian Bin, architect, independent curator, critic and founder of the Wild City Studio.  
- Business Convention between 80 Chinese companies and Saint-Etienne designers organized in partnership with “Bonjour Brand”. Participants from Beijing: Lei Cheng, founding member of the Beijing 798 Art District; Leon Feng, vice-president of the China Creative Xin Gan Xian.

**Are You Talking To Me exhibition, 2017**  
1 object: Ding Dong – Ling Long Co

## **Bandung**

**> 1 cycle de conférences** organized in partnership with the Institut français of Bandung, held by Josyane Franc, Saint-Etienne UNESCO city of design coordinator, in 7 universities of Bandung and Jakarta from November 7 to 20, 2016

**> 1 residence** organized for the ESADSE graduated designer and La Coursive coordinator: Amaury Poudray, among crafts companies of Bandung with students of the ITB, from October 17 to November 15, 2017.

## **Detroit**

Detroit was the guest of honor of the Biennale Internationale Design Saint-Etienne 2017. At very different scales, the 2 cities share a lot in terms of industrial history, resilience and have many things to learn reciprocally regarding the support of the creative sector for the social and economic development. With exhibitions, meetings, music concerts and urban farmers exchanges, Saint-Etienne lived at the rhythm of Detroit for a month. (see p.27)

Since then, the cooperation continues, and more particularly in the research field

### **> Owning it” project**

Research residence on the urban experimentation in Detroit, Rio de Janeiro and Saint-Etienne + meetings in Sao Paulo and Curitiba. Integration of the architect Juliana Gotilla, designer from the Captain Ludd collective, in the research team directed by Anya Sirota at Taubman College of Architecture, University of Michigan, Detroit. May-December 2017:

### **> Meeting between Saint-Etienne, Detroit and Montreal to think about an international research program on autonomous vehicle - Movin'on Summit, Montreal**

Presentation of the research project “Last smart kilometers”, led by the Cité du design with Michelin Company, to the research teams of the College of Creative Studies and the Michigan University, Detroit; the University of Montreal and the IN.SITU Chair of the UQAM, Montreal, and to the teams of the World Summit on Sustainable Mobility Movin'on, organized by the Michelin Company in Montreal. June 13-15, 2017t.

### **> Establishment of a research and innovation center for the College of Creative Studies of Detroit**

Study visit to the Cité du design & ESADSE by Rick Rogers, president of Detroit’s College of Creative Studies, and Soichin Choi, secretary general, to build the project in Detroit. June 26, 2017

Other collaborations:

### **> 5 ESADSE students in internship in the Akoaki studio in Detroit**

Preparation of the Crop Up exhibition – Oakland Avenue Urban Farm - July-August 2017:

### **> Detroit Design Summit and Festival**

Valorization of the cooperation with Saint-Etienne with the presentation of the exhibition Footwork by DC3 and of the entire program established by Akoaki, the musicians, and the farmers.

**> Presence and intervention of 2 designers from Saint-Etienne:** Nicolas Roesch, Research project manager, Cité du design, and Jean-Sébastien Poncet. September 8-30, 2017.

## **Puebla**

### **> UNESCO Cities of Design meeting in Puebla in November 2017:**

- Participation of Josyane Franc, Cité du design  
- Participation to the COD Cebratón Puebla 2017: creation of pedestrian paths by designers from UNESCO Cities of Design at the Amparo Foundation Park. Graphic proposal from studio Captain Ludd for Saint-Etienne

### **Puebla participated to the actions proposed by Cité du design**

- visit discovering Saint-Etienne, Cité du Design – in the frame of the General Assembly of the UNESCO Creative Cities Network in Enghien les Bains, 3rd-5th July 2017. Delegation of Puebla: Ana Paula Canovas Gonzalez, City of Puebla, Luis Gonzalez Arena, Puebla Innovation & design Commission,

Victor Enrique Mata Temoltzin,  
Ministry of Economic Development.

## Wuhan

The Cité du design Saint-Etienne was invited by Wuhan, appointed as UNESCO City of Design in October 2017, to participate to the **4<sup>th</sup> Wuhan Design Biennial “Design Future” from 11th to 24th November 2017.**

- Claire Peillod ESADSE Director and Josyane Franc held a speech during the opening ceremony and round table of UNESCO Cities of Design “Design Future” on 10th and 11th November 2017

- An exhibition about **Biennale internationale design Saint-Etienne on the golden shore of Yangtse** was organized in partnership with the Sino-French cultural centre of Chambon sur Lignon. This exhibition showed a retrospective of Biennale Internationale Design Saint-Etienne, a presentation of Cité du design and ESADSE, and *No Randomness*, an exhibition by Oscar Lhermitte produced by Cité du design for the Biennale 2015, and objects from Cité du design bookshop. Gaëlle Subileau (Designer+) and Laetitia Le Maner (NOVAM) participated to the event and to the cooperation agreements with the Jiang'an district of Wuhan.

## Inter-disciplinary cooperation

### Bologna

UNESCO City of Music, Bologna regularly shares the initiatives of its different creative fields with the entire network.

In 2016, Saint-Etienne answered two calls for proposals launched by Bologna among UNESCO creative cities' designers.

**> Set-up Contemporary Art Fair Exhibition in Bologna**, from 28th to 31st January 2016: Exhibition and presence of one Saint-Etienne young selected designer Léa Pruykemaquere

**> Bologna Design Week, From 29th September to 2nd October 2016: selection and participation of 3 Saint-Etienne designers**

- “Lazeruku” by Martin Guillaumie
- “Harmonie en Béton” by Charles Gateau, Carine Somoës-Grangeia and Audrey Battini
- «O Family» by Jean-Sébastien Poncet and Imago

### Enghien-les-Bains

Saint-Etienne City of Design and Enghien-les-Bains City of Media Arts have bonded since the designation of the latter in the UCCN in 2013.

**Exhibition “Are you talking to me: uses and applications of connected objects”.**

Coproduction of Centre de Arts Enghien-les-Bains and Cité du design Saint-Etienne.

### Hangzhou

Hangzhou is a City of Crafts and Folk Arts since 2012.

**> CAA and ESADSE cooperation**  
Since 2006 the ESADSE and CAA

(China Academy of Arts) have a cooperation agreement concerning students' exchanges.

In November 2017, following a mission of Claire Peillod and Josyane Franc in Hangzhou, further cooperation projects are being developed between CAA and ESADSE.

**> International conference Culture for sustainable cities**

In the framework of the Culture and Sustainable Urban Development Initiative, launched by UNESCO to nourish the 2030 Agenda for Sustainable Development [Conference Habitat III (Quito, 2016)], the UNESCO convened an International Conference on Culture for Sustainable Cities, in Hangzhou, from 10 to 12th December 2015. Josyane Franc, Cité du design, presented the case study of Saint-Etienne during this conference

### Kanazawa

**> Creative Waltz**

City of Crafts and Folk Arts, Kanazawa has developed “Creative Waltz”, a program of studying visits in creative cities for students for several years. Saint-Etienne welcomed 6 students from 2011 to 2014.

In this context, we have hosted a student from Kanazawa, Myuki Obuchi from 14th to 16th October 2014.

### Katowice

**City of Music, Katowice is Saint-Etienne's twin city since 1994.**

Regular exchanges around culture are developed between these two cities. Katowice even have a “House of Saint-Etienne in Katowice”, furnished with objects of Saint-Etienne designers.

Saint-Etienne develops a program of “International Business Incubator” with its twin cities. In this context,

Le Mixeur, Saint-Etienne's creative business incubator, has welcome Mr. Shelonzek, Biowar's leader, a start-up specialized in brewer's yeast, in September 2017. He thus met craft brewers of Saint-Etienne and marketing video professionals, useful to move forward with his company's development.

**Since 2014, 23 cooperation missions have been organized between Katowice and Saint-Etienne.**

From 9th to 13th October 2016, a delegation of 10 Saint-Etienne representatives participated in the creative cities conference organised by Katowice: City of Saint-Etienne, Le Fil concert hall, Music Conservatory, Cité du design, University of Saint-Etienne.

On 18th June 2017, the Volosi group from Katowice has been invited to perform a concert for the Fête de la Musique (French musical festival) in Saint-Etienne.

On 28th and 29th September 2017, a new delegation of Saint-Etienne went to Katowice to exchange on the Polish city's reorganization into metropolises, and the development of exchanges between the conservatories of Saint-Etienne and Katowice.

From these interdisciplinary exchanges, the hypothesis of a cooperation on the theme of sound design for the UCCN annual meeting in Krakow and Katowice in June 2018 is born.





# 6

## Proposed action plan for the forthcoming 4 years mid-term period

**In 2018 Saint-Etienne will become one of 22 French Metropolis administrative entities, which will strengthen its dynamic role in the Auvergne-Rhône-Alpes Region. This will be a collective effort focusing on proximity and solidarity, with the ambition of being a dynamic, attractive, sustainable territory, which remains close to its inhabitants. In a tightening European budgetary context, it is crucial that Saint-Etienne capitalizes on work accomplished by the Cité du Design since the designation of Saint-Etienne as the first UNESCO French City of Design. The action-plan for the forthcoming 4 years will keep on relying on the talents and creativity of the territory, to imagine an intelligent and sustainable city through design and digital economy.**

### 6.1 Initiatives and program at the local scale

#### **A - Experimenting the public space and consolidating the visibility of design in Saint-Etienne inhabitants' daily life**

The objective is to turn Saint-Etienne Metropolitan area into an experimentation territory focusing on specific approach: innovation with the users in the design of public spaces, labs in the districts, particularly in the Manufacture Creative District in the framework of the Creative City Design by the Living Lab.

#### **B - Innovate the public policies through design**

- Create the « Manufacture of public services of tomorrow »: associating users, managers and designers of public services. Transform Saint-Etienne into a public action innovation lab through design (observation of uses and practices, prototypes creation, modelling) in the fields of health, sport, transports, housing, procurement, energy, urban planning and sustainable development.

- Develop a “design management/ user innovation” learning course delivered by the Cité du Design, for the public actors. Adjust the current learning course « Innovation through the uses in the public action» for the managers of Saint Etienne Metropolitan Government administration. In the long-term stage, the aim would be to design at Cité du Design a learning offer for the administrative staff of French local authorities, that would be included to the national bodies' catalogues (National Centre for the Public Territorial Service, National Institute for the Territorial Studies), to reinforce our position of national reference pole in public action design.

#### **C - Link the businesses and the designers through calls for proposals**

Amongst a great number of projects, the 2019 edition of «Banc d'essai» (“Testing Grounds”) can evolve into an interdisciplinary project (designer, urban planner, architect, artist and business), becoming a space planning action for a territory identified by the City of Saint-Etienne. Due to the success of Banc d'essai in 2015 and 2017, this operation can gain a regional dimension in cooperation with economic partners (regional

cluster, intercommunalities, business clusters) or a national development, relying on the cooperation with French cities within the UCCN with Enghien-les-Bains in the digital arts field and Limoges who recently became a UNESCO Creative City of Crafts and Folk Arts.

## 6.2 International scale Programme

Integrating the UCCN as a priority to its activities, the Cité du design achieved a great number of projects. It will continue to deploy its inventive energies and network strategy to promote Saint-Etienne, its designers and its businesses.

**A - The Biennale Internationale Design Saint-Étienne** is a major event to gather the Network. For the moment it counts 31 Cities of Design. Every new edition of the Biennale is a new challenge and an opportunity to organize numerous conferences, workshops, and exhibitions with the UCCN partners. We currently work on the theme of the Biennale 2019 and the choice of the Guest of Honour city or country (pending confirmation). The program will be linked to societal matters, with the aim to feed the event activities and strengthen ties with economic and research partners.

### B - Sharing good practices with the international partners

The Cité du design is currently experiencing a crucial stage in its growth. It has reached a great expertise in design research and innovation through uses or design management, creating methodological tools (LUPi Community, Living Lab, etc.) and specific learning set. Its partners from the Cities of Design have developed similar programmes. Sharing our practices enlarges our experiences with the others' success stories as well as difficulties they met. It allows to analyse design development models concerning international metropolises. In the coming years this will lead to:

- Organise of a series of thematic seminars and learning sessions in Saint-Etienne and other cities.
- Support the mobility of

practitioners for activities such as crossed cities workshops.

- Coordinate and extend the creative community of the UNESCO Cities of Design.

### C - Creation of new learning programmes at the ESADSE (Higher School of Art and Design Saint-Etienne) with Universities:

- Give to the design studies of the ESADSE a more important international dimension with the UCCN.

The creation of double degrees with prestigious foreign Schools will be an opportunity of cultural enrichment and reinforcement of relations between UNESCO creative cities. This is a sustainable tool supporting diversified regular international exchanges: exhibitions, workshops, exchanges of researchers, teachers and students.

### On 2nd November 2017, the ESADSE and the Techno Design School, Seoul Kookmin University, signed a partnership agreement for a double Design Master Degree starting in Autumn 2018.

This Double Master Degree will allow the participating students to follow a specific individual curriculum, while preparing them to a high-level international professional experience. Urban and territorial experimentation linked to the activities of the Cité du Design and the ESADSE is an inspiring model for numerous actors including educational managers and policy makers in partner countries. The solid reputation of the Biennale Internationale Design Saint-Étienne will also help to design new projects, as those outlined with the Chinese schools met in November 2017:

- Creation of new Double Master Degrees
- Co-supervised Doctorate Programmes
- Research Programme Workshops
- Professors and students exchanges, organisation of crossed workshops
- Creation of a Sino-French design platform

- Saint-Etienne exhibitions in China
- China participation in the Biennale Internationale Design Saint-Étienne 2019
- Creation of a permanent venue of the Cité du design and the ESADSE in China.

### In cooperation with the Central Academy of Fine Arts (CAA) in Hangzhou (City of Crafts and Folk Arts), we came up with the idea of creating a post-degree that would reunite Saint-Etienne, Hangzhou, Detroit and Dakar or Cape Town.

This would be a social innovation programme allowing a group of young professionals to settle in a district of one of the UNESCO creative cities to analyse the ways of life and propose experimentations on services and urban design.

### D - Cooperation between the twin cities Saint-Etienne and Katowice will be maximized in the framework of the UCCN

- Invitation of music groups from Katowice to the Fête de la musique (Music Day) on 21st June 2018.
- Invitation of Saint-Etienne groups to Katowice during the annual UCCN meeting in June 2018.
- Possibility of organisation of a promotion action for the bilateral partnership during the Cop 24 in Katowice
- Exchange of Hip Hop dance companies (project under study)
- Planning of musical education workshops between the Conservatory of Saint-Etienne and the City of Gardens association in Katowice

## 6.3 Estimated annual budget for the implementation of the proposed action plan.

We will implement the projects using the budgets of Cité du Design, Biennale, ESADSE and the other services involved in this action-plan. We will seek for the necessary extra funding.

Local actions will be conducted in the framework of urban development and renovation programmes of Saint-Etienne City and its Metropolitan Government.

## 6.4 Communication plan

As stated in the chapter 3.4, the nomination of Saint-Etienne as a member of UCCN has led to an active communication activity led by the City, the Metropolitan Government and Cité du design. It is essential to enhance the inhabitants' awareness about their city's excellence in the design field, to develop their pride and turn them into its primary ambassadors. Contests for the habitants have been regularly organised (prize for Frankfurt Fair Book, Public Award vote for Commerce Design Competition), and the actions during the Biennale Internationale Design always aim to reach the greatest number of people. Identical budgets will be allocated for these actions. We will also continue our campaigns on the value of design, international promotion, communication on our projects with the other cities, as well as public visibility using the institutions and the Network web resources.

# ANNEXES

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# ANNEXE 1

## Cité du design, Higher School of Art and Design of Saint-Etienne, Biennale Internationale Design Saint-Etienne

### Cité du design

The Cité du design is a platform of research, higher education, economic development and promotion of art and design, supported by the City of Saint-Etienne, the Saint-Etienne Metropolitan Government, the Rhone-Alps Region, and the State (Ministry of Culture).

The Cité du design and the Higher School of Art and Design converge in a same structure in 2005. Since 2010 its legal form is a Public Body of Cultural Cooperation (EPCC).

Associating cultural and economic dimensions, at the heart of a Living Lab, the Cité du design focuses on user driven innovation and social changes.

Acquiring an exceptional tool as the Cité du design, Saint-Etienne and its agglomeration have bet on design as a territory development engine. Saint-Etienne has been designated as City of Design and member of the UNESCO Creative Cities Network in 2010.

### The Higher School of Art and Design of Saint-Etienne (ESADSE)

Opened in 1803, the Higher School of Art and Design of Saint-Etienne is one of the 46 higher arts and design education schools in France, under the academic supervision of the Ministry of Culture and Communication. The vocation of the ESADSE is to train artists, designers, graphic artists, authors and creators and, in broader terms, to produce competent professionals in all sectors that rely on creativity and inventiveness.

The school attaches primary importance to practical and experimental activities, and to student's personal projects, preparing 350 students per year and offering learning facilities that are unique in the field of higher education.

### Biennale Internationale Design Saint-Etienne

The 16th cultural event in the world, according to the Art Magazine, the Biennale Internationale Design Saint-Etienne attracts an increasing number of visitors with every edition. Through exhibits and conferences, the Biennale offers a moment of reflection, work and exceptional meetings to the general public and the business sector.

Ten international biennales, since first created in 1998 by the School of fine arts of Saint-Etienne and since 2005 conducted by the Cité du design, have changed the face of the Saint-Etienne's territory, but also the world of design.

**Annual budgets** (yearly averages for 2014 – 2017, HR included)

**Cité du design :**  
3 910 000 €

**ESADSE :**  
4 540 000 €

**Biennale Internationale Design Saint-Etienne**, over 2 years:  
3 980 000 €

Public funding: 92%

Saint-Etienne Metropolitan Government: 74%

State funding: 8%

Auvergne Rhône-Alps Region: 5%

Other public fundings: 5%

Private financing: 4%

Own resources: 4%



## ANNEXE 2

### Promotion of designers and companies of the territory at international level

#### Cité du design

The International Affairs Department of the Cité du Design coordinates the Saint Etienne UNESCO City of Design program. Through the organization of exhibitions, conferences and workshops, designers and companies of the territory are promoted in the UNESCO Creative Cities Network.

### 2014

#### Shenzhen Design Award for Young Talents 2013-2014

Competition organized by Shenzhen UNESCO City of Design for all UNESCO Creative Cities.

- Promotion and organization of the local selection by the Cité du Design in 2013.

- 4 prizes won by Saint-Etienne of 17 discerned: total 16 500€

- 3 Merit Awards for Professional Designers (4 130 € each):

- Escale Design (Laure Bertoni & Sébastien Philibert) ;
- Jean-Sébastien Poncet
- So Far So Good (Allan Durand, Flora Commaret, Romain Dellambilly)

- 1 Best Referent Award won by the Cité du design (4 130€)

- Invitation of 3 designers for the award ceremony in Shenzhen, international workshop and meeting between the laureates from March 19th to 22nd 2014. Participation of Laure Bertoni ; Jean-Sébastien Poncet and Allan Durand.
- Mission to Shenzhen by the Cité du design, City of Saint-Etienne and Saint-Etienne Metropolitan Government and laureate designers, March 19-22, 2014 with the intervention by the Cité du design at the conference « Invest Shenzhen », meetings with creative companies and universities.
- International promotion through the travelling exhibition in Shenzhen, Brussels (MAD) and Saint-Etienne (BIDSE 2015 – scenography : Escale Design and Kaksi Design)

**Forum “Building New Channels of Exchange between Creative Cities”** in Kanazawa UNESCO City of Craft: intervention by Josyane Franc – January 2014

**Conference « Innovation and Creativity of Women. Design – opportunity for SMEs and regions »** in Warsaw: intervention by Nathalie Arnould, Design Manager of Saint-Etienne – March 20-21, 2014.

#### Exhibition *Saint-Etienne Design meets Graz*

In partnership with the Creative Industries Styria and the Joanneum University of Graz.

“Saint-Etienne design meets Graz” presents a territory re-enchanté by design; a possible resilience thanks to the missions of the Cité du design, the success of the biennale and the strategy of design management of the City and Metropolitan Government.

- Workshop organized in 2013 between FH Joanneum and ESADSE to determine the scenography principles.

#### Saint-Etienne guest of honor of the festival Design Monat Graz, April 30 - June 1, 2014

- 1 exhibition of 500m<sup>2</sup> in the Design Halle April 30 - June 1, 2014
- 1 conference of Michel Philippon, ESADSE at Joanneum University
- 1 workshop about the visual communication by Mathilde Segonds and Salima Zahi, students of ESADSE with the students of FH Joanneum.
- 1 invited musician: DJ Mush, Saint-Etienne artist, for the opening of the exhibition: April 30, 2014

#### Exhibition *Saint-Etienne Design meets Graz at the Cité du design* July 2 - September 21, 2014

Opening of the exhibition in the frame of the meeting “Manufacture d’action publique” on design for public policies - July 2, 2014

Few figures:

- 26 designers of the territory in the exhibition : AM 20 ; Agence Avant-Première ; l’Atelier HubEditions ; Architis ; Beo Design ; Thomas Bouton ; Carton Plein ; Julien De Sousa ; collectif ETC ; Fabrice Gilbilaro ; Nicolas Gire ; Pascaline de Glo de Besses; Sara de Gouy ; HB design ; Céline Hippeau ; Atelier de l’Isle ; I+m ; Florian Mery ; Alexandra Noiret ; Numéro 111 ; Yan Olivares ; JS Poncet-EsE ; Nathalie Russ ; SoFar SoGood ; Styl OSTyl ; Talking Thing
- 14 ESADSE students in the exhibition : Mathilde Segonds ; Salima Zahi (scenography participation and visual communication of the exhibition) Marlène Janin ; Mathieu Delacroix ; Charles Haumont ; Léo Virieu (physically presented projects) ; Gaël Barnabé ; Paul Buros ; Simon Collet ; Elodie Decaup ; Odile Drossart ; Charlotte Faucon ; Andy Gehin ; Marie-Caroline Terenne (diploma projects in school illustration)
- 15 local companies and businesses in the exhibition : Souvignet design ; Ese ; Hub ; MecaLoire ; Awabot ; 2013 design trade laureates (Nouai Borfa ; l’Aromatic ; 33tours café crème ; le croq en bouche ; la Cantine verte ; Don Juan ; Signe Intérieur ; la Java Bleue ; Kaori ; chalet Longchamp)
- 10 000 visitors in total (5 500 in Graz : 4 700 in Saint-Etienne)
- 475 press articles ; 9 radio programs ; 5 TV shows on the exhibition in Graz

#### Conference “La Manufacture d’action publique” – July 2, 2014 in the Cité du design

Reflection on the public action and the role of design in its conception. Speakers : Eberhard Schrempf – Creative Industrie Styria, Graz (UCC Design) ; Marco Steinberg ; Helsinki Design Lab (UCC Design) ; Ewa Golebioswka – Zamek Cieszyn

(PL) ; John Mathers – Design Council, Bureau of European Design Association (UK), Icare Le Blanc – City of Saint-Etienne (FR) ; Stéphane Vincent – la 27e Région (FR).

**Shanghai Design Biennale Forum** – organized by the Shanghai Science & Technology Exchange Center (SSTEC). Participation of Mikael Mangyoku, Cité du design, Business & Innovation Department – August 25-30, 2014..

**Forum “Switch On” – European Creative Capacity Building in Ravenna:** participation of Josyane Franc at the round table on the creative attractiveness of medium-sized cities, event organized as part of Ravenna’s application as European Capital of Culture – September 19-20, 2014

**Annual meeting of schools of industrial design of Mexico + 40th anniversary of the Metropolitan Autonomous University of Mexico** Exhibition UNESCO Creative City of Design / Cité du design / ESADSE / materials library + conference by Camille Vilain and Alexandre Peutin –September 16-20, 2014.

**8th Annual Meeting of the UNESCO Creative Cities Network in Chengdu (China).** participation of 2 representatives of Saint-Etienne – September 27-29, 2014

**Entretiens Jacques Cartier 2014 in Montreal – October 7- 9, 2014** – Seminar and workshop « Design at the service of large-scale urban projects » organised by the Design Office of the City of Montreal and the City of Design of Saint-Etienne. Speakers: Florent Chippero, ETC collective and Alexis Gante, EPASE (project “Place de géant”, open site for the development of Chateaucieux district, Saint-Etienne). Participation of the Cité du design in the workshop to prepare the construction site of the commercial

Sainte-Catherine street – Seminar « art and health » organised by UQAM and the Cité du design. Speakers : Josyane Franc, Cité du design and Roxane Andrès, artist and designer

**Courtrai Interieur + Dutch Design Week Eindhoven:** participation of Josyane Franc in the results results presentation of the PROUD project – October 2014

**DME Awards 2014: Award ceremony of the Design Management Europe 2014 at the Cité du design Saint-Etienne – November 20, 2014.** Saint-Etienne Metropole (Laureate of Design Management Award 2013) organized the award ceremony 2014 for the international companies with an introductory conference on the integration of design in innovation in companies.

**Launch meeting of the European project Human Cities Challenging the City Scale – November 20-23, 2014** Launching of the European project coordinated by the Cité du design as part of Creative Europe program 2014-2018 with 12 partners of 11 European cities including 5 UNESCO creative cities: Bilbao, Helsinki, Graz, Saint-Etienne (design) and Ljubljana (literature). 1st meeting of all the partners in Saint-Etienne to precise the functioning of the cooperation and the action plan

**CODE Memory Saint-Etienne 2013-2014** Call for creators and local companies for objects-souvenirs, which represent Saint-Etienne UNESCO City of Design

- 7 designers : Julien De Sousa ; Audrey Dodo & Frank Dardé ; Kaksi ; François Mangeol ; Philippe Moine ; Ova Design ; Jean-Sébastien Poncet

- 10 companies : Bernadette éditions ; Editions cahiers intempestifs ; Editions Sous Etiquette ; FOCAL ;

Inkoozing ; Audrey Malfatti ; Neyret rubans ; OBUT ; Souvignet ; Technic confection

- Impact: sales in shops of the Cité du design, Tourist office of Saint-Etienne and MAM (Saint-Etienne modern and contemporary art museum). Use in the international missions of the Cité du design

## 2015

### **BIENNALE INTERNATIONALE DESIGN SAINT-ETIENNE 2015 (cf. p. 23)**

**Kobe & Saint-Etienne Cross Initiative:** workshop and conferences « hybridization of cultures » of the studio KAKSI Design, Saint-Etienne (Elodie Vichos, Guillaume Granjon). Organized by Kobes design center KIITO for its young audience - February 14-17, 2015

**9th Annual Meeting of UNESCO Creative Cities Network in Kanazawa** (Japon) – UCC Arts and Crafts: Participation of 2 representatives of Saint-Étienne - May 25-28, 2015

**Nagoya Forum + Aichi Nagoya workshop:** speech by Josyane Franc at the Biennale Internationale Design Saint-Etienne –May 2015 ,31-29

**Fabriano Creative Cities Forum** – speech by Camille Vilain on Saint-Etienne creative city – September 4-6, 2016

**Helsinki Design Week 2015 -** speech by Josyane Franc and Nathalie Arnould –September 7-9, 2015

**Biennale of Design of CWANGJU (UNESCO City of Digital Arts):** – Exhibition “Construire un monde nouveau”. Le Corbusier – Pierre Jeanneret – Charlotte Perriand by the Musée d’art moderne et contemporain de Saint-Étienne Métropole. October 15 - November 13, 2015  
- Lectures by Josyane Franc and Martine Dancer, curator of the Musée d’art moderne et contemporain de Saint-Étienne Métropole – October 15-18, 2015

**Teaching Residency at Shenzhen University (SZU) College of Art & Design:** Jean-Sebastien Poncet,

laureate designer of Shenzhen Design Award in the College of Art & Design for a 6 weeks workshop program with industrial design bachelor students – November 20 – December 20, 2015

**Bilbao Design week** – interventions by Josyane Franc and Nathalie Arnould

**Entretiens Jacques Cartier 2015 in Saint-Etienne: « Living lab, new catalyst for responsible economic and territorial development » - November 30 – December 1, 2015.** Organised by the Cité du design with the French network of Living Labs. Conference and workshops with 35 speakers and participants of French living labs: France, Belgium, Québec

**Launching of Turin action program, UNESCO creative city of design** – Intervention by Camille Vilain and participation in workshops of structuring the local network of design actors –December 4-8, 2015.

**UNESCO International Conference «Culture for Sustainable Cities» in Hangzhou.** Presentation of the case study of the creative district of Saint-Etienne Manufacture by Josyane Franc and participation in the launching of the International Center for creativity and sustainability in Beijing –December 8-15, 2015.

**Exhibition « Culture Interface: Digital and Science-Fiction » at the Cité du design from November 3, 2015 to August 14, 2016**  
Presence of objects of designers of Berlin and Montreal : Fabian Hemmert (Berlin University of the Arts), Tom Bieling (Design Research Lab, Berlin University of the Arts) and Ying Gao (Higher Fashion School, UQAM, Montreal)

## 2016

### **Shenzhen Design Award for Young Talents 2015-2016**

Competition organized by Shenzhen UNESCO City of Design to all UNESCO creative cities.  
- Promotion and organization of the local selection by the Cité du design in 2015  
- 4 prizes won by Saint-Étienne out of the 17 prizes awarded, total: 19 000 €

1 Professional Merit Award (4 750€)  
Dorothee Noirbent – Cube gigogne place Chavanelle with Alsolu

2 ESADSE Post Graduate Student Award (4750€ each)  
Daria Ayzazova, La Cuisine Romain Le Liboux, student : Biotope 1.0 ;

1 Prize for the best referent won by the Cité du design (4750 €)  
- Award ceremony and meeting between laureates in Paris, Chinese Cultural Center - June 2016  
- Promotion of the laureates designers through a travelling exhibition in 2016 in Paris (Chinese cultural center of Paris) and Östersund (Sweden) during the annual meeting of the UNESCO Creative Cities Network

### **Exhibition « Saint-Etienne Changes Design » during the XXI Triennale of Milan - April 2 – 12.**

Saint-Etienne UNESCO City of Design representing France in the international exhibition BASE Milano.  
- 45 students and graduates of ESADSE in the section « Fukushima Mon Amour »  
- 5 companies of the territory in the section « UNESCO City of design » : Tôlerie Forézienne ; Rondino ; Alsolu ; Souvignet ; Angénieux-Thalès  
- 8 designers and architects of the territory in the section images « UNESCO city of Design » : François Bauchet ; Carton Plein ; Emmanuel Louisgrand ; Philippe Louisgrand ;

Philippe Million ; Dorothee Noirbent ; Yan Olivares & Sara De Gouy  
- 10 designers and companies of Saint-Etienne in economic mission in Milan in September 2016, organized by Saint-Etienne Metropole  
- 51 000 visitors  
- 180 journalists at the press visit on the exhibition site – more than 2 000 articles – 50 TV programs – 30 radio programs on the event

### **Set-up Contemporary Art Fair Exhibition in Bologna, UCC of Music:**

Exhibition and meetings with public by Léa Pruykemaquere, designer of Saint-Etienne – January 28-31, 2016

### **CODE Design Festival, Dundee**

Conferences « Design Revolution » and « Design Assembly » by Josyane Franc – May 10, 2016

### **Design Monat Festival, Graz –**

participation of Camille Vilain in the workshop “5 tages Jakomini” with the Joanneum University, as part of the program Human Cities\_ Challenging the City Scale – May 7-10, 2016

### **Design textile exhibition « Mon voyage au Japon » in Nagoya, Koukenji temple.**

Exhibition and conference by Hélène Jospé, textile designer of Saint-Etienne. In cooperation with Arts Bridge Cities (ABC) Nagoya – May 24-28, 2016.

### **Joint initiative Kobe & Saint-Étienne:**

Workshop « hybridization of cultures » by Kanako Yamauchi for children of the socio-cultural center (2nd part of the project) – July 18-20, 2016

### **10th Annual Meeting of the UNESCO Creative Cities Network in Östersund - UCC of Gastronomy, Sweden**

- Participation of the Cité du design (Josyane Franc, Camille Vilain) and one designer (Jean-Sébastien Poncet) in the conference and the forum of creative companies  
- Exhibition of the case study Human Cities\_Challenging the City Scale in the exhibition of the creative cities  
- Exhibition Shenzhen Design Award for Young Talents 2015

### **Detroit Design Festival:**

interventions of Josyane Franc on Saint-Etienne UNESCO city of design – September 21-23, 2016

### **Bologna Design Week, UCC of Music,**

September 29 - October ,2 2016. Selection and participation of 3 designers of Saint-Etienne  
- « Lazeruku » of Martin Guillaumie  
- « Harmonie en béton » of Charles Gateau, Carine Simoës-Grangeia and Audrey Battini  
- « O Family » of Jean-Sébastien Poncet and Imago

### **Conference on the creative cities, Katowice, UCC of Music:**

Participation of a delegation of Saint-Etienne in the conference (City of Saint-Etienne, Le Fil Concert Hall, Conservatory of Music, Culture and Cooperation Company, Cité du Design, University of Saint-Etienne) - October 2016 ,12-10

### **Forum on the creative cities organised by Limoges, UCC**

**Candidate City – Craft:** speech by Josyane Franc on Saint-Etienne UNESCO Creative City (with representatives of Santa Fe, Icheon, Enghien-les-Bains) – November 3-4, 2016

### **7 conferences by Josyane Franc in Djakarta and Bandung (UCC Design)**

organised in partnership with the French Institute of Indonesia: Universitas Paramadina (Jakarta),

Universitas Pasetya Mulya (Jakarta); Universitas Birus Nusantara (Jakarta); PPM Manajemen (Jakarta) and 3 in Bandung, as part of design festival – November 7-20, 2016

**Entretiens Jacques Cartier 2016 in Saint-Etienne** - November 22-23, 2016, organized by the Cité du design with the French Living Labs Network  
- Conference « Benefits of users-centered approach for the companies and the collectivities »  
- 2 workshops organized by the Cité du design: Lab with the company STIPTICS on the connected pillboxes and Poker Design on the experience of visit in oncology at the Hyg e center, University Hospital Center of Saint-Etienne.

**Exhibition *La valeur du design. Les produits franais et internationaux prim s par «Red Dot Design Award»* at the Cit  du design from September 15, 2016 to January 8, 2017.**

Presence of objects of designers of UNESCO Creative Cities of Design:

S oul: « FIRO » of Hannah Choi (Dooresaem co., ltd.), « Dimchae Cook » of Hogyu Lee (WiniaMando Inc), « Sound Pop 360° of Juyeon An (LG Electronics Inc.), « SnowSSing » of Yeon-moo Chung (Yiseng Design), « Jumony » of Sung-min Shin (Wicoholdings), « Lunch Box » of Kristina Derix (Efolium Co., Ltd.)

Helsinki: Fiskars Hardware of Ira Masalin (Fiskars Garden Oy Ab), « Ruutu » of Mira Vuorenp  

(Fiskars Home Oy Ab)

Shanghai: « Magic Motion Flamingo » of Sissi Bao (VTrump Technology Corporation),

Beijing: « Fiil » of Li Xia (Fengfan (Beijing) Technology Co., Ltd.)

Shenzhen: JBL Everest Elite et JBL Clip 2 of Erin Li (Harman International Industries, Inc.), XS

and Xplorer X2 of Xinshui Huang (Shenzhen zero-tech UAV Limited), Han's Ruishi Radar Intelligent Robot Sweeper of Shanshan Chen (Shenzhen Newplan Design Co., Ltd. / Shenzhen Han's Lidar Technology Co., Ltd), Sun200s Solar Inverter of Yu Guan (Huawei Technologies Co., Ltd.)

## 2017

**BIENNALE INTERNATIONNAL DESIGN SAINT-ETIENNE 2017 (cf. p. 23)**

**Shenzhen Design Week 2017 – April 21-28, 2017**

5 designers of Saint-Etienne in the exhibition « Cities of Design » organized by Shenzhen Design Promotion Association: Fabien Barrero-Carsenat ; Alix Briffaut ; Cahen & Gregori ; Philippe Moine ; Bruno Lefebvre

Conference by Fabien Barrero-Carsenat in the Creative Cities of Design Forum – April 21-28, 2017

**Research Project “Owning it”, University of Michigan, Detroit (following the invitation of Detroit as the Guest of Honor of the Biennale International Design Saint-Etienne 2017) :**

participation of Juliana Gotilla, Captain Ludd's architect in applied research on urban experimentation in Detroit, Rio de Janeiro, Sao Paulo and Saint-Etienne – June 2017

**Meeting between Saint-Etienne, Detroit and Montr al to think about an international research program on the autonomous vehicle – Montreal – June 13-15, 2017**

Presentation of the research project « Last smart kilometers » led by the Cit  du design with Michelin to the research teams of the College of Creative Studies and the Michigan University, Detroit, University of Montreal and the IN SITU chair and UQAM, Montreal and the Movin'on World Sustainable Mobility Summit Teams organized by Michelin in Montreal

Presentation of design research and Saint-Etienne UNESCO city of design by Olivier Peyricot and Nicolas Roesch, Research Department, and Josyane Franc, International Affairs Department, Cit  du design

**Seminar on the actions of Saint-Etienne UNESCO city of Design** to the agents of the Office of design and Economic Services of the City of Montreal – June 16, 2017

**11th Annual Meeting of the UNESCO Creative Cities Network – Enghien-les-Bains (France) UCC Digital Arts, June 30 – July 2, 2017**

Presentation of the creative district Manufacture Plaine Achille in the public spaces workshop: regenerating the urban areas through cultural and creative industries

Participation in the Forum of Mayors, speech by Marc Chassaub n , Deputy for Culture of the City of Saint-Etienne

**Optional discovery program Saint-Etienne UNESCO city of design – July 3- 5, 2017**

Proposed by the Cit  du design following the annual meeting of the UNESCO Creative Cities Network in France. 8 representatives of the creative cities present (Puebla, Kobe, Icheon, Duran, Enghien-les-Bains).

**Exhibition « Are You Talking to Me, uses and practices of communicating objects »**

Coproduction between the Centre des Arts d'Enghien-les-Bains and the Cit  du design gathering objects from 11 cities of Design having answered to the call for proposals of the Cit  du design.

- Exhibition in Enghien-les-Bains, at the Serrurerie, from June 29th to July 13th, 2017

- Exhibition in Saint-Etienne, Cit  du design from September 14th, 2017 to January 7th, 2018

- 1 RANDOM-ESADSE laboratory and Research department of the Cit  du design project : Data Collector  
- 5 companies of the Auvergne-Rh ne-Alpes region in the expanded exhibition : Inspair (Biocorp) ; Ikilok (Gemecod) ; Gamebuino ; Smartcane (Novin) ; BMC connected (Sigvaris)  
- 17 workshops for companies and

professionals : 125 participants  
- 7 general public workshops,  
including 2 for European heritage  
days, 2 for leisure centers and 1 in  
French sign language.

**Seoul Illustration Fair – July 20-23, 2017:** Participation of Marie-Caroline Terenne & Léo Virieu, Bernadette éditions.

**Detroit Design Festival:**  
Participation of Nicolas Roesch,  
researcher, Cité du design and  
Jean-Sébastien Poncet, designer -  
September 2017

**EU Design Days « Next Step »:  
design meetings & innovation  
of the ERRIN Brussels Network:**  
Presentations « Revitalizing the  
city center by design » by Camille  
Vilain and Isabelle Verilhac; « Urban  
acupuncture » and « reinventing  
education » by Juliana Gotilla and  
Paul Buros, designers of Captain  
Ludd based on the experiments  
conducted in Saint-Etienne -  
September 19-20, 2017

**Torino Design of the City:** as part  
of the World Design Organization  
meeting: Presentation by Josyane  
Franc in the conference « Design  
for the City: Design for Citizen » -  
October 11-15, 2017

**Design and Innovation Days:**  
Invitation to Saint-Etienne for  
conferences and masterclass of  
designers Taisuke Murakami, Aichi  
Shukutoku University, (Nagoya) and  
David Somiah Clarke, Concordia  
University (Montreal) - in the  
framework of the exhibition « Are  
You Talking to Me, uses and practices  
of communicating projects » -  
October 4, 2017

**Entretiens Jacques Cartier 2017 in  
Montreal – October 16-18, 2017**

- Intervention by Isabelle Vérilhac,  
Business & innovation Department,  
at the conference « Collective  
innovations. What impacts on  
practices and trades for tomorrow's  
projects? » - Organised by UQAM  
with the network of French Living  
Labs - October 16-17, 2017  
- Intervention by Denis Chambe,  
Deputy mayor of Saint-Etienne in  
charge of international relations, on  
Saint-Etienne creative city of design  
in the round table « Renewing the  
city, one district at a time » organised  
by the Faculty of Environmental  
Design - University of Montreal  
- French Tech Mission : 5 starts-ups  
of Saint-Etienne (Boa Concept ;  
CTRL P ; CblueCoud ; Manutech ;  
Wefit) and SEM - participation in  
EJC symposium « International,  
co-financing, experimentation, HR”  
Innovation district / innovation Lab +  
company visits

**World Design Summit 2017,  
Montreal – October 16-25, 2015**

- Intervention « Design and Living  
Lab. Benefits by users centered  
approach for the companies and  
collectivities » by Isabelle Verilhac,  
Cité du design at the congress  
- Interventions of ESADSE  
postgraduate department at the  
congress: Marc Monjou - Research  
director of third cycle and the  
students - searchers of Design  
research cycle : Daria Ayvazova,  
Elizabeth Hale, Camille Lamy, Cléa Di  
Fabio  
- Summit of International  
Organisations, WDS : participation of  
Isabelle Vérilhac as representative of  
BEDA, the network of French Living  
Lab and Saint-Etienne, UNESCO city  
of design.

**Craft & Design in Asean:** residence  
and workshop of the designer of  
Saint-Etienne Amaury Poudray  
with craftworkers of Bandung and  
students of the ITB University. In

partnership with the French Institute  
of Bandung. October 17 - November  
5, 2017. Results presented at the  
Bandung Design Biennale, October  
31 - November 30, 2017

**Wuhan Design Biennial 2017**

Exposition of Saint-Etienne UNESCO  
City of Design, participation of Claire  
Peillod and Josyane Franc at a round  
table and invitation of Saint-Etienne  
designers - November 11 -14, 2017

**Organisation of Shenzhen Design  
Award for Young Talents 2017 and  
Shenzhen Global Design Award  
2017**

Organised by Shenzhen Design  
Promotion Association to all  
UNESCO creative cities.  
Local promotion of prizes and  
organisation of the SZDAY selection  
for Saint-Etienne by the Cité du  
design. Results expected in 2018

**Meeting of the design cluster of the  
UNESCO creative cities in Puebla in  
November 2017**

Creation of pedestrian crossings by  
designers from UNESCO Cities of  
Design at the Amparo Foundation  
Park, with a graphic proposal by the  
Captain Ludd collective of Saint-  
Etienne.

# ANNEXE 3

## Welcoming international designers and delegations (outside the Biennale period)

### Cité du design

Saint-Etienne design has gained in international importance since the designation of Saint-Etienne as a UNESCO City of Design. Along with periods of the Biennale Internationale Design Saint-Etienne, the Department of International Affairs welcomes during the whole year numerous delegations coming to observe this territory of experimentations and to develop cooperation.

## 2014

### 58 people welcomed by the Cité du design

- Carlo Branzaglia, designer, ADI president, Emilie-Romagne, professor in the design department of the Academy of Fine Arts of Bologna (Italy) - February 17-25, 2014 - UCC Music
- Mrs TSAI, director, and Meg CHENG, in charge of plastic arts, Taiwan cultural center in Paris - March 7, 2014.
- Mr CHEN Yaohuan, investment director of the GENYUAN group, Mr MENG Gongming, director general of the GENYUAN SANTE, Mr MA Dongshan, deputy director of the Chamber of commerce of Guangzhou (China) - March 28, 2014.
- Mayors from the Prefecture of Aichi (Japan, Nagoya region) - July 16, 2014 - UCC Design
- Myuki Obuchi, student from Kanazawa, in the frame of the program Creative Waltz - October 14-15, 2014 - UCC Crafts and Folk Art.
- Nobuhiro Takahashi, general director/manager, Policy Planning and Coordination Section, City Policy Planning Department, City of Kanazawa (Japan) - November 4, 2014 - UCC Crafts and Folk Art.
- Alain Kouadio, Vice-president of business owners of Côte d'Ivoire - November 18-21, 2014
- Partners of the European project Human Cities, members or candidates of the UNESCO creative cities of design network selected in December 2014: 16 people, including

representatives from Bilbao, Graz, Helsinki (UCC Design) and Ljubljana (UCC Literature) - November 21-23, 2014.

- Junko Uoyama and Toshiyuki Naito, researchers, Institute of Urban Research, City of Kobe - November 27-28, 2014 - UCC Design.
- Kyung Ran Choi, director, and Helena Won, professor and assistant, Oriental Culture and Design Center, Kookmin University, Seoul (Korea) - December 3-4, 2014 - UCC Design.
- Charles Landry, researcher, director of the COMEDIA agency (United Kingdom) - December 5, 2014 - creator of the creative city concept.
- Mr Rikrik, dean of the Faculty of Art and Design (FSRD), Institut Teknologi Bandung (ITB), Bandung (Indonesia) - December 16, 2014 - with perspective of its UCC application.

## 2015

### 11 people welcomed by the Cité du design

- Morgiane Laib, Bogota - March 4, 2015 (UCC Music).
- Delegation of Chisinau, Moldavia - April 28, 2015 (5 people).
- Delegation of Dubai: Michela Celi, Director of Strategy and Market Development, Dubai Design District (Government), Matar Al FALASI, Manager Events Art-Culture UAE (Ministry of Culture) - May 20-24 2015.
- Soichiro Kimura, Head of Planning Division, JCM.co., ltd, Director, SPoNI Director, A.B.C, Nagoya, Japan - July 17, 2015.
- Ting Xu, Secretary- General of the Shenzhen Design Promotion Association, and Jade Chen, Shenzhen, China - September 1-2, 2015.

## 2016

### **80 people welcomed by the Cité du design**

- Beatrice LEANZA, artistic director, Beijing Design Week, UCC Design, January 26-29, 2016.

- Robert PYKA, director, House of Saint-Etienne in Katowice ; Łukasz KAŁĘBASIAK, press officer, Katowice, Miasto Ogrodów (Cité des Jardins); Tamara KAMINSKA, UNESCO project manager, Miasto Ogrodów (Cité des Jardins) ; Ewelina KRZESZOWSKA, Direction, Museum of History of Katowice; Michalina BAYOR, City's promotion department, Katowice City Government – February 15, 2016 - UCC Music

- Yutaka Asai, Yohei Tai, Yuji Kamide, Hiroki Hamasaki, city officials, Kobe - February 10, 2016 - UCC design

- Professor SONG, former vice-president of the China Academy of Art and president of the Design Intelligence Award; Professor HANG, current vice-president of the China Academy of Art, main conservator of «Beijing Design Triennial» and «Shanghai Design Biennale»; Zhijie Yao, director of international communication of DIA; Hangzhou - March 11, 2015 - UCC Crafts and Folk Art.

- Aurélie Besson, coordinator of the MOLIOR, professor in the UQAM, Montréal – March 23, 2016 - UCC Design.

- Verena Kolm, public affairs department, University FH Joanneum, Graz - March 13-18, 2016 - UCC Design.

- Delegations of rectors and international affairs managers of universities of Ontario, Canada - May 5, 2016 - 13 people under the auspices of the University of Jean Monnet.

- Mayank Kaul, exhibition curator, festival Bonjour India, Delhi, India - June 22-23, 2016.

- Fiorella Mora, team director, San José, Costa Rica - UCC applicant - June 22-28, 2016.

- Ellie Schneider, deputy director, DC3, and Nina Bianchi, exhibition curator, Public Design Trust - June 29-30, 2016 - UCC Design.

- RUKTAENGAM Bhumikitti, vice-president + delegation of 20 people from Phuket Tourism Association, Thailand - September 27, 2016 - UCC Gastronomy

- WU Fong Gong, professor of universities, department of industrial design, dean of the Urban Planning and Design Faculty of the National Cheng Kung University (NCKU), Taiwan – September 28, 2016.

- Delegation of the Changsha University (China) - 21 people under the auspices of the French-Chinese Economic and Cultural Center of Paris - December 2, 2016.

- Anya Sirota, University of Michigan / AKOAKI agency; Taylor Nelson, executive coordinator of Detroit's Mayor's Cabinet; Melinda Anderson, Creative director, Detroit Creative Corridor Center; Monica Chadha, Architect, professor – Detroit, USA - December 12-14, 2016 - UCC design.

## 2017

### **35 people welcomed by the Cité du design, participating in international projects, studying the case of Saint-Etienne UNESCO City of Design, and developing cooperation with the territory.**

- Guillaume Taslé D'Héliand, Beirut Design Fair, Founder and Fair Director, Beirut, Lebanon – January 6, 2017.

- Allison Bramwell, Research Fellow, Innovation Policy Lab, Munk School of Global Affairs, the University of Toronto, Canada + Assistant Professor, Department of Political Science, Greensboro (NC), USA – June 15, 2017.

- Richard Rogers, President, and Sooshin Choi, Provost & Vice President for Academic Affairs of the College for Creative Studies, Detroit, USA - June 26, 2017 - UCC Design

- Kobe (Japan) UCC Design: Kenji Kondo, Projects Manager, KIITO Design and Creative Center.

- Puebla (Mexico) UCC Design: Ana Paula Canovas Gonzalez, Coordination of Strategic Projects, Municipality of Puebla; Luis Gonzalez Arenal, Innovation and Design Commissioner, Puebla Innovation & Design Commission; Victor Enrique Mata Temoltzin, Puebla Minister of Economic Development – July 3-5, 2017 - discovery visit following the 11th UCCN Annual meeting of the UCCN.

- Icheon (Korea) UCC Crafts and Folk Art: Jaehoan OH (Mr.), coordinator in charge of UCCN in Icheon City Government, City of Icheon; Bongyul Yoo (Mr.), Manager of Dept. of Culture and Tourism, City of Icheon – July 3-5, 2017 - discovery visit following the 11th UCCN Annual meeting of the UCCN.

- Enghien-les-Bains (France) UCC Media: Gégouire Penavaire, elected

representative in charge of culture, City of Enghien-les-Bains - July 3-5, 2017 - discovery visit following the 11th UCCN Annual meeting of the UCCN.

- Catia Pereira, PhD student, and Teresa Franqueira, design factory Universidade de Aveiro, Portugal - July 5-6, 2017.

- Mélanie Martini, Director of the French Institute of Bandung, Indonesia - UCC Design – July 11, 2017.

- 20 students and 4 professors in the frame of the French-German seminar on urban planning: the Graduate school of engineering, University of Tours, and the Institute of Urban planning from the Leibniz Universität Hannover - October 6, 2017.

# ANNEXE 4

**Human Cities\_Challenging the City Scale 2014-2018 European Program Creative Europe / Culture**  
**Led by the Cité du Design - International Affairs Department**

**Human Cities\_Challenging the city Scale is a European project co-funded by the Creative Europe Programme 2014-2018 of the European Union**, exploring how the inhabitants reinvent the contemporary city through the experimentation and applied research. The aim of the project is to analyse, test and implement the process engaging people in challenging the City scale and creating lively urban environments.

Led by the Cité du Design, Human Cities\_Challenging the City Scale project gathers 12 partners including 6 UNESCO creative cities.

- La Cité du design, Saint-Étienne [FR] - coordinator - UNESCO City of Design
- Design Department, Politecnico di Milano, Milan [IT] - UNESCO City of Literature
- Urban Planning Institute of the Republic of Slovenia, Ljubljana [SI] - UNESCO City of Literature
- Clear Village, London [UK]
- The Castle Cieszyn, Cieszyn [PL]
- Design Week Belgrade [RS]
- Pro Materia, Brussels [BE]
- Architecture Faculty, Aalto University, Helsinki [FI] - UNESCO City of Design
- Design Faculty, FH Joanneum University, Graz [AT] - UNESCO City of Design
- Association of Estonian designers, Tallinn [EST]
- Bilbao Ekintza, Bilbao [ES] - UNESCO City of Design
- CultureLab, Brussels [BE]

## Stage 1 2014-2015

- 21 & 22 November 2014: First meeting of partners in Saint-Étienne
- 17 & 18 March 2015: the Biennale Internationale Design Saint-Etienne:

Workshop Crossroads on the activation of the vacant ground floors of the Jacquard district and workshop Tous champions on the physical activities in the public space.

Official launching of the Human Cities\_Challenging the City Scale Programme: conference with Charles Landry, the inventor of the Creative Cities concept and Marc-Hector Vanderhaegen from the European Commission.

70 participants in the workshops: 15 European partners; 10 designers from the Creative Cities of Design (Beijing, Graz, Kobe, Montréal, Nagoya, Seoul, Shanghai, Shenzhen); 10 partners from the Living Labs Network including Bilbao et Helsinki; 30 local designers et makers; 2 international guests; representatives of the City of Saint-Étienne and the Cité du design.

150 attendees to the conference.

## Stage 2 2015-2016

- 2015-2016: Production of a State of the Art based on the European case studies provided by the project partners

- 2015: Co-creation sessions in each city animated by Alice Holmberg and beginning of experimentations

- 1st- 8 - 9 July 2015: Co-creation session in the Cité du design: meeting of 40 actors practicing urban experimentations in order to define the key issues, subjects and terms of Human Cities experimentations to develop in Saint-Etienne

- October 2015: launching of

the C.H.O.S.E (Collective Human Cities Office of Saint-Etienne Experimentations): call for initiatives in order to establish an experimental Human Cities program in Saint-Etienne

## Stage 3 2016-2017

Experimentations in Saint-Etienne with selected project groups:

- Ici-Bientôt: revitalisation of vacant shops of the Rue de la Ville, Tarentaise-Beaubrun district
- Hypermatière: temporary actions in the public space to accompany urban transformations of the Rue Neyron, Crêt de Roch district.

“Echelles de regards urbains”

- Masterclass in the ESADSE : exploration of scales and innovative points of view by international students who took part in the Images\_Récits\_Documents Lab with Kader Mokaddem

Exhibition-lab “Human Cities\_Challenging the City Scale”: exhibition nourished at every stage of the project and of the workshops in order to test the experimental mechanisms.

- Milan (Italy): April 11-15, 2016 during the Milano Design Week
- 150 000 visitors
- 200 seminar participants
- 70 workshop participants
- Kragujevac (Serbia): February 16- 19, 2017: exhibition in the public space
- 150 participants in the conference
- 30 participants in the workshop « Thinktent ».

## Stage 4 2017

Biennale Internationale Design Saint-Etienne 2017: March 9 - April 9, 2017

- Carrying out experimentations in the city districts.
- 25 events (meetings, workshops,



debates, city visits) in the Ici-bientôt and Hypermatière experimentation sites during one month

- 2 conferences « Shiftspace » with Detroit designers in the Ici-Bientôt and Hypermatière sites
- 2 Human Cities exhibition-labs: Cité du design and Rue de la République
- 1 teaser exhibition under the archway of the City Hall
- 1 section of the exhibition « Human Cities in the world » presenting the case studies of the urban experimentations in the UNESCO Cities of Design
- 4 workshops organised by Hypermatière, Ici-Bientôt, Fernando Mascaro (Brazil), Hénaff High School (Bagnolet) and Traffic Design Gdynia group (Poland). 110 participants: 12 European partners; 12 representatives from Detroit, Dundee, Montréal, Nagoya, Sao Paulo and Liège; 30 designers and local NGOs; 10 representatives (elected officials and technical staff) of the City of Saint-Etienne
- 150 people at the conference Human Cities - Cité du design: keynote speakers: Anya Sirota (Detroit) and Maurizio Carta, (Palermo). Presentations by project leaders from Saint-Étienne, London, Milan, Belgrade and Ljubljana.
- Project's videos production

Exhibition-lab "Human Cities \_ Challenging the City Scale": project exhibition and workshops to test the experimented mechanisms.

-Ljubljana (Slovenia): May 25-27, 2017 during the Biennial of Design in Ljubljana (BIO), in partnership. Conference with the AESOP research network, exhibition and workshop in

the public space. 170 participants.

-Helsinki (Finland): September 11-15,2017 during the Helsinki Design Week. Exhibition and workshop in the Aalto University. 40 participants in the workshop. Meeting with representatives of the City of Helsinki to discuss design tools for public action.

-Bilbao (Espagne): November 15-18, 2017 during the Bilbao Bizkaia Design Week. Exhibition and conference at Azkuna Zentroa, the main venue of the Design Week. Workshop and meeting with the groups in charge of experimentations Bilbao La Vieja - San Franzisko-Zabala: co-creation of a participation guide for the development and artistic project in order to support women participation in the public space. 150 participants.

## Stage 5 2018

3 international publications

Exhibition-lab "Human Cities \_ Challenging the City Scale": project exhibition and workshops to test the experimented mechanisms

- Cieszyn (Poland): January 25- 28, 2018 during the 30th Cieszyn Castle Anniversary

- Graz (Austria): May 3 -5, 2018 during the Design Monat Festival

Closing conference, exhibition and workshop in Tallinn (Estonia): September 10-16, 2018 during the Disainiöö Festival.

- International promotion of the Project (UCCN, EU Design Days, BEDA, etc.)

# ANNEXE 5

## Design Management actions for public authorities

### Cité du design for the City of Saint-Etienne and Saint-Etienne Metropolitan Government

(non- exhaustive list)

#### Between 2014 and 2017:

**32 design projects integrated into the actions of the City of Saint-Etienne and Saint-Etienne Metropolitan Government**

**Areas of activities: Urban planning, commerce, economic development, event organisation, tourism, transport, infrastructure, community activities.**

**4 types of public procurement in design: framework agreement, call for tender, consultations, call for proposals**

**110 designers and architects involved**

**66 companies and businesses involved**

## 2015

**BANC D'ESSAI - Biennale 2015: international call for proposals, installation of urban furniture prototypes, users' feedback and purchase of original urban furniture by the City of Saint-Étienne**

20 PROJECTS/ 20 DESIGNERS including 1 agency from Montreal / 20 COMPANIES

8 projects purchased by the City of Saint-Etienne

Fimbacte Living Environment Trophy in the category « online image » 2015 INNOVATION Prize 2015 in the category Urban Planning / Public Lightning by the Local Mayors and Communities Fair for the E-BANC ARMOR

**Commerce Design competition Saint-Étienne 2015**

10 designers, 10 local businesses

## 2016

**EURO 2016 :** Conception of a specific graphic identity for the urban staging during the EURO 2016 sport event.

Designer: Noémie Bonnet-Saint-Georges

**Train station forecourt 2016: Urban analysis and uses study of train station forecourts of Saint-Etienne**

Designer: B Fluid - Sonia Lavadinho / AREP DESIGN

**Urban planning and improvement of equipments use in the community of Cellieu**

Designer: Julien de Sousa / Archigram

**Design study of the route and the uses of the 3rd tram line**

Designers /entreprise : B-Fluid/ Dedale/ AREP

## 2017

**BANC D'ESSAI - Biennale Internationale Design Saint-Étienne 2017: international Call for projects, set up of urban equipment prototypes, users feedback and purchase of original urban furniture by the City of Saint-Étienne**

20 PROJECTS / 20 DESIGNERS including 1 Spanish agency / 20 COMPANIES

**Providing support to the planning of green spaces of the City of Saint-Etienne in preparation to the Biennale Internationale Design Saint-Étienne 2017**

Designer : Éric Bourbon

**Rue de la République du Design - Biennale 2017: international Call for projects for temporary occupation of vacant stores by creative companies**

14 invested premises /39 projects

1 cooperative super market

1 business incubator in one of the city centre retails (layout by Includit Design)

**Intuitive signage in the Manufacture Creative District**

Designer : B Fluid - Sonia Lavadinho

**Tréfilerie University Campus: urban planning at the conception stage**

Designers : Cahen & Gregori

**STEEL Commercial Centre: design of the urban planning and of new urban uses.**

Designers : ESE – Edition sous Etiquettes /Joran Briand

**Design of the urban furniture for the Denfert Rochereau Avenue in the district of Chateaucieux train station**

Designer : Alexandre Moronnoz / Sineu Graff

**Forecourt of the train station 2017 Purchase of urban furniture for several train stations in the Saint-Etienne Metropolitan Government's area.**

- Connected urban furniture for the Rive de Gier train station  
Designer /company: Jean-Sébastien Poncet / Rondino
- Urban furniture with the PLUG-PLOT linkage system for the Firminy train station.
- Designer /company : Arthur Maneint /Metalink  
Connected urban furniture for 2 train stations in Andrézieux and Bouthéon and the train station Clapier in Saint-Étienne  
Designer /company : GharibM'Zouri / TF urban design

**Design and planning of public spaces for the Fraisses community**

Designer /company: Emmanuel Louisgrand /Verney-Caron n

**Design and planning of public spaces for the Saint-Genest Lerpt community**

Designer : Julien de Sousa / archigram

**Design and urban planning of accessibility and public spaces for the Genilac community**

Designer : Sarah De GOUY

**Construction site design of the Dalle de Montreynaud:**

urban staging, participative workshops, urban furniture design

Designer: Louise and Mahé Design

**Construction site design of the Ilot Rondet: urban staging, participative workshops, urban furniture design**

Designer : Atelier Cahen & Gregori

**Design of tools for the public expression - Nouveau Théâtre Beaulieu and 4 social centres**

Cyril Rouginat designer, Internal Engineering Department, City of Saint-Etienne

**Design of new uses for the urban axis from the Museum of Art and Industry to the Opera**

Designer : Escale design / Yan Olivares

**Design of the city bin wastebasket**

Designer : Franck Magné

**Design of the signage for the industrial park of Saint-Etienne Metropolitan Government's area**

Designer : Design SUNDAY

**Concept of a mobile satellite museum for the Museum of Modern and Contemporary Art**

Designer : Includit design

**Renovation of the Saint-Etienne City Hall reception spaces and services**

Designer : Numéro 111

**Conception of a design city walk**

Design manager in cooperation with the Tourism Office and Ville d'Art et d'Histoire (City of Art and History Service)

**Commerce Design Saint-Étienne 2017 Competition**

10 designers, 10 businesses

**Design and planning of the accesses and the public space of Marcenod community**

Ongoing project

**Lightning design for the crossroad of the Monplaisir district**

Ongoing project

**Design of a Saint-Etienne jug of water for restaurants and official gifts by the students of the ESADSE**

Ongoing project

# ANNEXE 6

## Business & Innovation actions

### Cité du design

The Business & Innovation Department supports businesses from the initial approach to design to the integration of design management depending on the nature of the company's project and its maturity.

## Do you wish to ?

- + Develop a new product, service, space, organisation? Improve an existing product?
- + Move into new markets? Develop a business strategy for your company?

Support for your first design or innovation through usage project.

- Design practice diagnosis** – 1 jour
- Advice - recommendations** – Action Plan, funding research.
- Putting you in touch with service providers** – Drafting consultation - job spec.

**Materials Library**  
Resources centre for materials and expertise, inspiration and innovation for designers, manufacturers, researchers and students. Throughout the year.

**"Creative" Activators**

- Poker design: collective creative method
- Skills puzzle: creative agility

- + Motivate your staff?
- + Teach your staff about innovation and change?

- + To raise the skill levels of your staff?
- + To learn about design management?

**Innovation uses management seminar**  
Design management - 4 days in collective and 5 half-days in individual

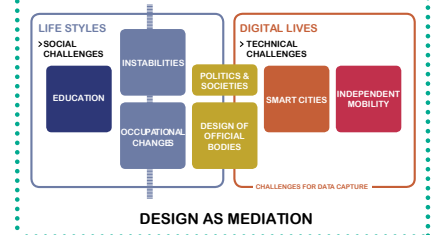
**Continuing education - Short Modules**  
1 to 2 days  
Anticipating uses - From idea to prototype - Innovation in business -

**Continuing education - Long Modules**  
Design management - 13 days over 1 year

- + To explore new fields? To think future?

**Research Programme**  
Thematic offer for a duration of 1 to 3 years depending on the problem area jointly constructed by the Cité and its sponsor, in 5 stages: latest developments, survey of practice and analysis, design laboratory, prototyping and promotion.

Description of the thematic offering



- + To be supported in your innovation projects in a user-centred approach? (within the Living Lab Cité du design)

**Innovation Residency**  
Immersion of a group of people from one company or several businesses in the Manufacture district.

- + Respond to customer expectations?

**LUPI\***  
Innovative methodology for joint conception through design with users and the company. Development programme lasting 2 to 4 months depending on the project, allowing new products, services or systems to emerge in the form of a scenario.

- + To get consumers, stakeholders and/or your staff to participate in the design process?

**Co-creation Workshops**  
To bring out new ideas in an innovation partnership approach with those most closely involved in the ecosystem:  
Creative energy / Ideas / collaborative dynamic.

- + To adapt my product to users? To run tests with users?
- + To conduct full-scale experiments?

**The Labs - Express Labs Saint-Etienne, an area prepared to experiment**  
Places to try out products or services with the users.  
Discussions and co-creation by businesses and users.

### The offering to businesses

- Support for the first project: diagnosis, providing contacts through the Design Map forum, support for the first design or uses projects, subscription for the materials library, training seminars

- Innovation Conception: co-creation workshops, LUPi, Labs (including Innovation Residency)

- Research: research program

Call for tenders passed through the Design Map forum amongst the designers of the Rhône-Alpes region:

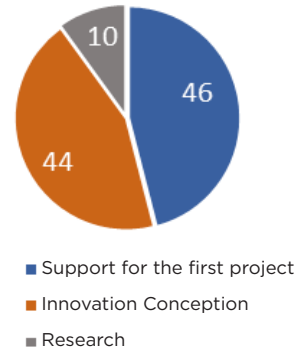
2013/2014 : 595 000 EUR

2015 : 235 000 EUR

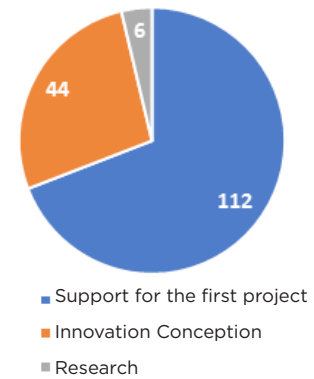
2016 : 197 500 EUR

2017 (as to 23/11) : 267 500 EUR

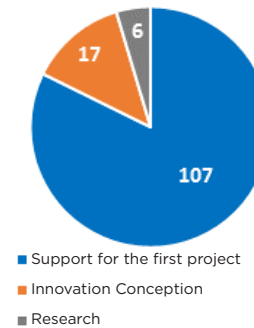
120 projects in 2015



160 projects in 2016



130 projects in 2016



# ANNEXE 7

## Statistical portrait of Saint-Etienne creative industries

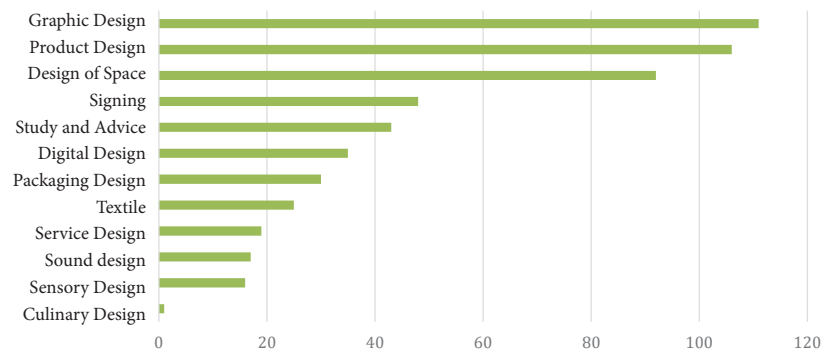
Reference: Design Map Platform

### Cité du design

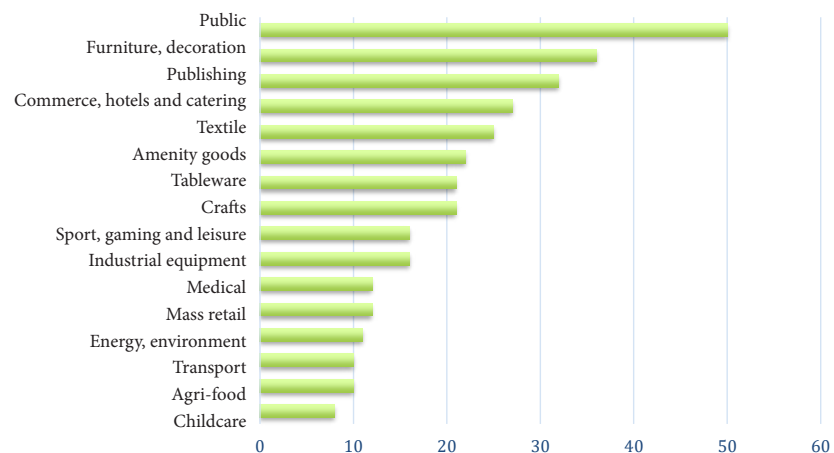
According to the latest Design map data (2016), **76 structures** declared themselves as based in Saint-Etienne. These represent about 127 employment contracts (employees, co-directors or associates).

Over half of the territory agencies are independent. This number is lower than the regional average (71%) despite the high density of the agencies in the Lyon conurbation (source: Regional Design and Co-design Observer). The larger number of agencies with 2 or 3 staff members can be explained by the life of design agencies, as the independent designers gather in agencies after several years after several years of activity, cf. Age figures. Overall, one can observe the correlation between the age of the structure and the turnover.

Main designers' activities:



Areas of activities:



Number of employees	Number of agencies	Agencies' age	% of designers	Turnover, €	% of designers
<b>Self-employed</b>	45	<b>less than 3 years</b>	9%	<b>Less than 30 000</b>	18%
<b>2 à 3</b>	28	<b>4 to 10 years</b>	54%	<b>From 30 000 to 80 000</b>	38%
<b>4 à 9</b>	3	<b>11 to 20 years</b>	29%	<b>From 80 000 to 150 000</b>	11%
<b>Total général</b>	<b>76</b>	<b>over 20 years</b>	8%	<b>From 150 000 to 250 000</b>	9%
				<b>Over 250 000</b>	7%
				<b>not disclosed</b>	17%

# ANNEXE 8

## Design research actions

### Cité du design

The Cité du design Research department organises and structures research in design. In collaboration with professionals working in the human sciences and the technical sciences, the Cité du design Research department sets up programmes and introduces methods leading to the design of things and services to suit current practice and new needs, incorporating into them the problems of sustainable development and design for all.

## Research programs from 2014 to 2017

### Smart Water 2014-2016

Lyonnaise des eaux, Suez environnement: State of the Art / Uses Study / Design Lab

### BOG DATA 2013-2017

CFAC, Rhône-Alpes Region, Saint-Étienne Metropolitan Government: Publishing/Program

### Leroy Merlin Creative Workshop 2015

Leroy Merlin: Design workshop

### Innovate dans l'école par le design (Innovate in school through design), 2012-2015

CARDIE, CRDP of l'Académie de Lyon: State of the Art / Design workshop / Publishing

### PSA 2017

PSA: State of the Art / Uses Study

### Allumer la ville (Lightening up the City) 2016-2017

Phillips : Etat de l'Art

### New forms of Client Relationships 2017-2018

Saur: State of the Art / Uses Study

### Autonomous car 2016-2018

Michelin: State of the art

### Carnot Train Station 2016

AREP Gare & Connexions: Pedagogical Design Workshop

### Plafond Paulin Gare de Lyon 2016

AREP Gare & Connexions: Pedagogical Design Workshop

### The Third-Places experience: Fork the World 2017-2019

Cité du design: Experimentation / Exhibition

## Resources generated by research 2014-2017

### The States of the Art: 2014

Innovate school forms/ Ministry of Education, CARDIE, Canopé

Towards a digital school / Saint-Étienne Metropolitan Government

Smart Water /SUEZ - Lyonnaise des eaux

Working Space /EPASE

### 2015

Urban facilities & social practices / Philips

Automation and delegation of decision / PSA

Social Innovation and Design / University of Bogota

Energy and Housing: How to avoid energetic insecurity for the occupying owners? / Leroy Merlin Source / AG2R La Mondiale

### Editions:

### 2014

### Designers : Quels sont vos droits ?

Co-publishing Pyramyd et Cité du design

### À la recherche d'un monde partagé.

Accessibilité et design pour tous. Cité du design & Presses de l'EHESP (France)

### 2015

### Les Sens du Beau

Catalogue de la Biennale Internationale Design Saint-Étienne 2015

### Quand le design... pilote l'innovation

### Comment expérimenter la valeur par le design ?

### Design impact. Quand le design... crée de la valeur pour l'entreprise.

Cette édition est soutenue par le plan d'action codesign.

### Quand le design... conçoit pour tous *When design... makes for all*

### 2016

### Bog Data

### travail - subjectivité - mêmes - écosophie

Auteur : Madeleine Aktypi et Mehdi Vilquin sous la direction de la Cité du design

### Le temps des objets.

### Une histoire du design industriel en France (années 1950-1970)

Claire Leymonerie

### 2017

### Working Promesse

### Catalogue de la Biennale Internationale Design Saint-Etienne 2017

A collective under the direction of Olivier Peyricot, Cité du design

### Innovate dans l'école par le design

Ouvrage collectif. Coéditions de la Cité du design et de Canopé collection Maîtriser le réseau de création et l'accompagnement pédagogiques

### Accélérer le futur

Nick Srnicek & Alex Williams Translation into French by Laurent Bury ; co-publishing with the publishers it : (readit.fr), with the support of Centre national des arts plastiques

### Quand le design... entre en résidence *When design... takes up residence*

### Objectiver

Ouvrage collectif Under the direction of Olivier Peyricot and David-Olivier Lartigaud.

# ANNEXE 9

## Raising public awareness about the design

### Cité du design

#### 15 temporary exhibitions were organised in the Cité du Design.

« **Histoire des formes de demain** » from 11/07/2013 to 16/03/2017, number of visitors: 21 225

« **Qui avait la solution, pour ne jamais devenir grand ?** » from 04/04/2014 to 27/04/2014, number of visitors: 3126

« **Orange vous donne des ailes** », from 04/04/2014 to 27/04/2014, number of visitors: 3126

« **Homework, une école stéphanoise** » from 11/10/2013 to 25/05/2014, number of visitors: 21 372

« **Design map, designers créateurs de valeurs pour l'entreprise** » from 06/06/2014 to 04/01/2015, number of visitors: 13 091

« **Design Saint-Etienne - Saint-Etienne meets Graz** » from 03/07/2014 to 21/09/2014, number of visitors: 4616

« **Je ne sais pas ce que j'ai vu** » from 24/10/2014 to 04/01/2015, number of visitors: 4295

« **Beauty as unfinished business** » from 14/04/2015 to 17/05/2015, number of visitors: 2808

« **Hypervital + Le bestiaire** » from 14/04/2015 to 20/09/2015, number of visitors: 8994

« **Mirages** » from 19/06/2015 to 27/03/2016, number of visitors: 16 309

« **Culture interface : numérique et science-fiction** » from 03/11/2015 to 14/08/2015, number of visitors: 18 868

« **Mi-Temps** » from 10/06/2016 to 18/09/2016, number of visitors: 6722

« **La valeur du design** » from 15/09/2016 to 08/01/2017, number of visitors: 8371

« **Best-of des métiers + Design Matrice** » from 2017/05/04 to 2017/08/20, number of visitors: 4147

« **Are You Talking to me ? - Usages et pratiques des objets communicants** » from 14/09/2017 to 07/01/2018, number of visitors: 5088 (as to 04/12/2017).

#### Number of visitors:

**Cité du design from 2014 to 2017 (outside the biennial period):** 74 624, including 2581 international visitors, 18 529 participants in school visits

**Biennale Internationale Design Saint-Etienne 2015**  
208 000, including 55 % from the Loire Department, 20 % from the Rhône-Alpes region (outside Loire department), 23 % from France (outside the Rhône-Alpes region), 2 % international visitors. 18 000 participants in school visits

**Biennale Internationale Design Saint-Etienne 2017**  
230 000, including 75% from Auvergne-Rhône-Alpes region, 22% visitors from France; 3% international visitors. Amongst the regional visitors, 66% from Saint-Étienne Metropolitan Government's communities, 8% from the other communities of the Loire Department, and 26% from the other parts of Auvergne-Rhône-Alpes Region (outside Loire). 20 000 participants in school visits

#### Workshops and mediation actions

Guided tours organised in the frame of the exhibitions and the Biennales

**2014**  
298 visits / 1396 visitors

**2015**  
846 visits / 3880 visitors

**2016**  
332 visits / 1626 visitors

**2017**  
1100 visits / 4500 visitors

Total: 2576 visits / 11402 visitors

#### Workshops organised in the frame of exhibitions and Biennales:

**2014**  
17 workshops / 152 participants

**2015**  
152 workshops / 569 participants

**2016**  
23 workshops / 166 participants

**2017**  
60 workshops / 480 participants

Total: 252 workshops / 1367 participants



# ANNEXE 10

Actions of the Higher School of Art and Design of Saint-Etienne

## 2014

**Exhibition *Design Saint-Étienne - Saint-Étienne meets Graz* in GRAZ from 30 April 30 to 1st June 2014 and in the Cité du design from 2 July to 21 September 2014**

1 preparatory workshop between the students from FH Joanneum and from the l'ESADSE in Saint-Étienne in 2013

Works of 14 ESADSE students in the exhibition: Mathilde Segonds; Salima Zahi (participation in the scenography and visual communication of the exhibition) Marlène Janin; Mathieu Delacroix; Charles Haumont; Léo Virieu (projects physically presented); Gaël Barnabé; Paul Buros; Simon Collet; Elodie Decaup; Odile Drossart; Charlotte Faucon; Andy Gehin; Marie-Caroline Terenne (diploma project in the illustration of the school)

2 students from the ESADSE, Salima Zahi and Mathilde Segonds, were invited to a workshop around visual communication in FH Joanneum Graz during the Design Monat Festival

A workshop with FH Joanneum students run by Mathilde Segonds and Salima Zahi.

A conference in the FH Joanneum University, Graz, by Michel Philippon, Professor at the Higher School of Art and Design of Saint-Etienne - May 2014

## 2015

**Workshop Biennale internationale Design Saint-Étienne 2015**

Focal, the spirit of Sound with the ESADSE - 16-20 March 2015

Workshop-contest: "Son, voiture et design" (sound, car and design) with the FOCAL company from 16 to 20 March 2015 during the Biennale Internationale Design Saint-Etienne.

FOCAL, a French brand that has been based in Saint-Etienne for over 35 years, is a worldwide leader in high fidelity acoustic solutions production. FOCAL asked the ESADSE to work with international schools on a design of the concept-car interior prioritising the sound and the acoustic quality. The ESADSE invited two partner schools:

College of Design and Innovation, Tongji University, Shanghai, China, and the Academy Of Fine Arts and Design (AFAD), Bratislava, Slovakia, thus gathering 20 students.

Three projects were selected for the final stage of the competition and the professional Jury chose Moving Tone (optimal music listening unit, static or mobile, for 4 persons)

Winner team:

**Academy of Fine Arts and design of Bratislava- VSVU Bratislava-Slovakia:** Filip Cik

**College of Design & Innovation - Tongji University - Shanghai - China:** Ji Tong Wang /

**Higher School of Art and Design of Saint-Étienne - France:** Mathieu Delacroix / Samuel Gay / Camille Mariot / Marie Perbey / Sarah Pereira / Louise Rué / Léa Vidal

**The awards ceremony took place the 7th of April during the Biennale Internationale Design Saint-Étienne 2017.**

## 2016

**Awards ceremony Shenzhen Design Award for Young Talents 2015-2016**

2 New Star Awards for the students of the ESADSE:  
Post-diploma : Daria Ayzavova,  
*La Cuisine*  
Student: Romain Le Liboux:  
*Biotope 1.0*

**Exhibition « Utopia In the Cloud » in the Nagoya TV Tower.**

As a result of a competition launched amongst the ESADSE students in partnership with the Arts Bridge Cities (ABC) Nagoya Association, an installation by 2 ESADSE students, Lorie Bayen El Kaim and Lauriane Carra, was exhibited from 26 February to 14 March 2016

**Exhibition « Saint-Etienne changes Design » during the XXI Triennale of Milano: 2 April - 12 September 2016.**

Saint-Étienne, the City of Design, represented France during this international exhibition. The work of 45 ESADSE students and graduates in the « Fukushima Mon-Amour » section.

**« Dessiner les designers de demain » (design tomorrow's designers) jointly with ESADSE and Techno Design School, Kookmin University, Seoul:**

Workshop organised by the Techno Design School, Kookmin University, and a study visit by research students and professors (ESADSE) to Seoul - from 4 to 12 June 2016 et from 12 to 16 December 2016.

Workshop organized by the Cité du design and a study visit for 15 researchers from the Techno Design School, to Saint-Étienne and Firminy, Le Corbusier, from 25 to 27 August 2016.

## 2017

### **Master class Human Cities\_ Challenging the City Scale /Helsinki**

**2017:** cf. Human Cities

Scales of urban perspectives led by Kader Mokaddem, professor at IRD Lab (Images, Recits, Documents) of the ESADSE, with a group of international students.

### **Follow-up of the cooperation with Detroit, the guest of honour of the Biennale Internationale Design Saint-Étienne 2017**

Internship of 5 students from the ESADSE in the Akoaki Studio in Detroit for the Design Festival

### **Exhibition “Are You Talking to me” in Enghien-les-Bains and the Cité du design - 29 June -13 July 2017 / 14 September 2017 -7 January 2018**

Including one project by the RANDOM Lab - ESADSE and the Research department of the Cité du design: Data Collector

### **France, the guest of honour on the Frankfurt Book Fair**

The Higher School of Art and Design of Saint-Etienne wins the first prize for the design of the French Pavilion - from 11 to 15 October 2017

### **World Design Summit 2017 Montréal**

WDS Congress:

The ESADSE Post-Diploma presentations: - from 16 to 25 October 2017

Workshop “Design for Participation- Design as a social action, design activism & disrupting status quo” by Daria Ayvazova, Cléa Di Fabio, Elizabeth Hale, and Camille Lamy, research students

Conference « Research in design: the impossible neutrality », by Marc Monjou, Research Director

### **Techno Design School, Kookmin University, Seoul**

Working mission by Claire Peillod, Director of the ESADSE and Josyane Franc, Head of International Affairs, and signature of a bilateral agreement for a Double Master Degree between the two schools - 2 November 2017

### **The ESADSE counts 61 Erasmus+ and bilateral partnership agreements, including 26 institutions in the UNESCO Creative Cities Network**

#### **Cities of Design:**

Hochschule für Technik und Wirtschaft (HTW) Berlin, since 2012

L'école de design de l'Université de Montréal, since 2015

L'école de design de l'Université du Québec à Montréal, since 1999

Nagoya City University, School of Design and Architecture, since 2009

China Central Academy of Fine Arts Beijing, since 2010

Shenzhen University College of Art and Design, since 2016

Tongji University, College of Design and Innovation, Shanghai, since 2017

Techno Design School, Kookmin University, Seoul, since 2015

FH Joanneum, University of Applied Sciences, Graz, since 2012

Moholy-Nagy University of Art and Design, Budapest, since 2003

Marmara Üniversitesi, Fine Arts Faculty, Istanbul, since 2003

Universidad Autónoma Metropolitana, Sciences for Arts and Design Faculty, Mexico, since 2014

#### **Other fields:**

China Academy of Art in Hangzhou, since 2006 / Crafts and Folk Arts

The Ontario College of Art and Design, Toronto, since 1996 / Media Arts

The University of Sydney, College of the Arts, since 2000 / Cinema

Accademia di Belle Arti di Bologna, since 1996 / Music

Alma Mater Studiorum, Bologna University, since 2014 / Music

Fundación Universidad de Bogota Jorge Tadeo Lozano, Bogota, since 2014 / Music

The Academy of Fine Arts, Katowice, since 2002 / Music

Mendel University, Faculty of Forestry and Wood Technology, Brno, since 2005 / Music

Jan Matejko Academy of Fine Arts, Cracovie, since 2003 / Literature

Escola Massana Centre d'Art i Disseny, Barcelone, since 1992 / Literature

Escola Superior de Disseny i Enginyeria, Barcelone, since 2009 / Literature

University of Ljubljana, Academy of Fine Arts and Design, since 2014 / Literature

Université Laval, Faculté d'Aménagement, d'Architecture et de Design, Québec, since 1998 / Literature

Politecnico di Milano, School of Design, Milan, since 2005 / Literature

### **Between 2014 and 2017, the ESADSE received 45 students and sent 33 students to these institutions.**

# ANNEXE 11

## Design Tourism Development

### Saint-Étienne Tourisme & Congrès (Saint-Etienne Tourist Office)

#### Design promotion:

- Creation of a permanent Design section on the web site [www.saint-etienne-tourisme.com](http://www.saint-etienne-tourisme.com), creation of a specific design category on the web site [www.monweekendasaint-etienne.com](http://www.monweekendasaint-etienne.com)

- Publishing and distribution of a Design City Guide listing and promoting all design actions on the territory of Saint Etienne Metropolitan area (2015)

- Creation and distribution amongst the partners and shopkeepers of Saint-Etienne Metropolitan area of a "Saint Etienne UNESCO City of Design" window sticker. (2015)

- Creation of a special kit for retailers and partners during the Biennale Internationale Design Saint-Etienne (in order to promote and raise customers' awareness about Saint-Etienne positioning).

- Inclusion of a Design city walk into the City Discovery Guide in order to present the touristic "must see" sites of the territory.

#### Long-term actions:

- Creation of a design offer catalogue for business tourists

- Creation of a catalogue of design objects for the congress organisers

- Creation of a design objects corner in the Tourist Office Shop

- Creation and promotion of thematic design visits in cooperation with Ville d'Art et d'Histoire ( City of Art and History Service)

#### Marketing:

During the Biennales Internationales Design Saint-Étienne 2015 and 2017

- Production of special individual packages for visitors.

- Production and marketing of group visits packages

- Participation in BtoB and BtoC events in order to promote the design identity of the territory (Mahana, Rendez-vous en France, WAT2017...)

#### Press and public relations:

- Press tours organised by Saint-Etienne Tourisme et Congrès or in cooperation with Loire Tourisme, Cluster Tourisme en Ville Atout France or the Regional Tourism Committee Auvergne-Rhône-Alpes

- Instawalks Biennale / design

- "Design" tours for influential bloggers

This variety of actions has been implemented in the following context:

- As long-term actions, in order to promote the axis «City break Saint-Etienne UNESCO City of Design»

- During the Biennales Internationales Design Saint-Étienne as punctual action during 2015 and 2017

- In the frame of the Commerce Design Competition 2017

**Estimated budget during the 2014-2017 period: approximately 50 000 €**

# ANNEXE 12

## Communication - territorial marketing UNESCO City of Design

### City of Saint-Étienne and Saint-Étienne Metropolitan Government

#### Design experience. Territory promotion through design

Since 2014, the City of Saint-Etienne has been highlighting the design theme in its promotion.

The challenges are multiples:

-reaffirm and explain the unique positioning of Saint-Etienne, the only French UNESCO City of Design

-build a collective sustainable and shared design culture

-enhance the attractiveness of the territory

-reinforce inhabitants' pride, so that they become the ambassadors and design actors of their city

-demonstrate the advantages of design (economic attractiveness, living conditions improvement etc.)

Various promotion campaigns have been developed since 2014 under the following axes:

**- local design and innovations:** promoting local companies

**- actors of design :** featuring teams designer/shopkeeper, designer educator/student, designer/company

**- design of every-day life**

« Le design change Saint-Etienne »(Design Changes Saint-Etienne) campaign: urban furniture prototypes / Banc d'Essai project

**- Saint-Etienne design international fame:** enhancing awareness about the international exhibitions in Milano and Frankfurt towards Saint-Etienne citizens

#### - institutional promotion of the Biennale Internationale Design Saint-Étienne - 2015 and 2017

**- Commerce Design Competition Saint-Etienne:** public is invited to vote for the Public Grand Prix winner

#### Target public:

- Inhabitants of Saint Etienne and its Metropolitan Government's towns;
- Business leaders, visitors and specific publics: students, families, designers...;
- Specifiers, mass media, influencers;
- Local, national and international Biennale visitors;

#### Means used:

- Urban display, including train stations, parking areas and public transport network
- Advertising space in the local information materials, including mass media and specific economic, cultural, local, or Lyon editions
- Websites and social medias

**Average annual budget for the UNESCO Creative Cities Network: 100 000 €**

# ANNEXE 13

## French Tech Saint-Étienne Programme

### Saint-Étienne Metropolitan Government

The French Tech initiative fosters a collective dynamic aiming to place France amongst the great start up nations. In this framework, French Metropolitan Governments gather their efforts in order to support and highlight the companies leading projects contributing to the digital economy and to attract talents from all over the world. Since 2005, Saint-Etienne Metropolitan Government has been implementing Saint-Etienne French Tech Strategy relying on a dynamic ecosystem alimanted by the local digital and design skills.

It capitalizes on 3 developing industrial poles:

- optics
- process engineering
- healthcare engineering

Thus, its positioning is a unique combination of digital technology, manufacturing and design. Saint-Etienne French Tech supports the development of the digital sector companies and the industries' digital transition on the metropolitan area and beyond.

It relies on a totem district: Manufacture Plaine-Achille Creative District that hosts higher education institutions, entrepreneurs, design and cultural institutions. Thus, it offers an experimentation field, providing accompaniment from idea to demo stage.

The Saint-Etienne French Tech program aims to:

- federate the start-ups in order to facilitate the emergence of ideas and innovative companies
- accelerate the growth of the existing start-ups
- laud the companies achievements on the national and international level

It proposes two offerings:

*#DesignTech*: an accompaniment for the companies using the Creative Manufacture District's premises (incubator, accelerator, business premises) its design, research, digital technology skills, and allowing the test of the start-ups new products and services

*#Manutech*: an offering aiming industrial innovation using Economic Interest Grouping competences - Manutech USD.

#### Key numbers for 2016:

- 15 start-ups participated in the program
- 8,4M € raised in 18 months
- 7 projects having fund-raising potential
- 35 new jobs created in 1 year
- 350 potential job creation

#### International actions (in connection to the UNESCO creative cities program)

### 2016

#### Exhibition « Saint-Etienne changes Design » during the XXI Triennale di Milano

Organisation of an economic mission to Milan with 10 Saint-Etienne designers and companies - September 2016

### 2017

#### Design Tech Booster Labs - Biennale Internationale Design Saint-Etienne

International call for projects in order to make a two days concept test with a designer during the Biennale Internationale Design Saint-Etienne.

Selection of 10 start-ups including Timeular, Graz and Kotmo, Montreal

#### Exhibition "Are you talking to me? - Uses and applications of connected objects"

#### Co-production Cité du Design, Saint-Etienne / Centre des Arts, Enghien les Bains

Selection of objects of start-ups within the French Tech network

BUDDY (Blue Frog) - Paris

GAMEBUINO (Gamebuino) - Saint-Etienne

IKILOCK (GEMECOD) - Saint-Christophe-en-Bresse

INSPAIR (Biocorp) - Issoire

LUNII, la fabrique à histoire - Paris

SMARTCANE - (Nov'in) - Saint-Etienne

#### The Entretiens Jacques Cartier in Montreal

Organisation of an economic mission with five Saint-Etienne start-ups (Boa Concept, CTRL P, CblueCloud, Manutech, Wefit). Participation in an EJC Symposium "International, co-funding, experimentation" and meetings with Quebec companies.

# ANNEXE 14

## Cultural Action

### City of Saint-Etienne

The cultural action of the City of Saint-Etienne is built around three main themes: support of emerging artists, promotion support and structuring amateur artistic activities. It aims to mould Saint-Etienne as a city of emerging creativity.

The Direction of Cultural Affairs is structured around 7 cross-sectional axes:

Live performing arts; heritage; fine and visual arts; scientific, technical and industrial culture; books and reading; radio; artistic education.

It manages 7 municipal facilities:

- The Museum of Art and Industry
- Puits Couriot/Parc-Musée de la Mine (Mining Museum)
- Saint-Etienne Opera House
- Conservatoire à rayonnement Régional Massenet (Regional Conservatory for Music)
- Municipal media libraries : 1 central and 6 district libraries
- Municipal Film Library
- Municipal Archives

as well as an exhibition hall - La Serre - specialized in the fine arts - including 4 accommodation units for the artists.

3 major Saint Etienne Metropolitan Government cultural facilities complement this list:

- The Cité du Design
- The Modern and Contemporary Art Museum
- Le Corbusier site in Firminy

La Comédie, National Drama Centre (Theatre and Higher Drama School), moved into the new premises in the Manufacture-Plaine-Achille Creative District in 2017. In 2016, the City launched the creation of a new centre for amateur activities and living performance arts in the

former site of La Comédie. This facility called from now on “La Comète” will open its doors in 2020 and will become a central element in the Beaubrun District urban renovation project. At the same time, in the same neighbourhood, a project restructuring the former School of Fine Arts into the Fine and Visual Arts Pole hosting artists and associations is planned. It will include, among other facilities, exhibition venues, artistic workshops is planned and a residency space.

All the facilities and institutional actors aim to provide access to cultural life for the greatest number of people: special pricing policies, educational offer in the museums, music and dance education by the Conservatoire in the primary schools, rich and diversified cultural actions of media libraries for schools and community structures etc. This is a goal broadly shared by the non-institutional cultural actors, working for the development of artistic practice and access to all audiences..

Saint-Etienne uses cultural action as a driving force for its development, supporting amateur practice, professionalization of artists, promotion of creators and integrating culture into urban projects, working together in dialogue with various cultural, political and social actors of its territory.

The City of Saint-Etienne established The Advisory Council of Arts and Culture, a body aiming to support the production, distribution and promotion of cultural activities and gathering actors from public and private sector and civil society. Since 2015, this body has allowed gathering from 180 and up to 200 non-institutional cultural actors and municipal managers in order to share the guidelines and implement the cultural policy of Saint-Etienne.

The Advisory Council of Arts and Culture received the Participation and Collaboration Trophy, attributed

by the study group “Decide Together” and the “Gazette des Communes” review.

**Culture Budget** (annual average including HR): **25 596 000 €**

# ANNEXE 15

## Key dates

**1803** Establishment of the School of drawing

**1859** Relocation of the School of drawing to the Ursules site

**1884** The School of drawing becomes the School of Industrial Arts

**1889** Establishment of the Museum of Art and Industry

**1985** Creation of Design department in the Regional School of Fine Arts of Saint-Etienne

**1987** Opening of the Museum of Modern Art

**1989** Launching of the Third Cycle Research Post-Diploma Program in the Regional School of Fine Arts of Saint-Etienne

**1991** First issue of the design journal AZIMUTS

**1998** First Biennale Internationale Design Saint-Étienne created by the Regional School of Fine Arts of Saint-Etienne

**2005** Establishment of the Cité du design in a joint association with the Regional School of Fine Arts of Saint-Etienne

**2006** 5<sup>th</sup> Biennale Internationale Design Saint-Etienne organised by the Cité du design

**2007** « Design dans la cité » programme in the framework of the bigger Rhône-Alpes Project and of the Design map, first regional designers exhibition

**2008** Biennale Internationale Design Saint-Étienne celebrates its 10 years with the City Eco Lab (Curator John Thackara), an incubator for the co-design and civil initiative in order to ensure City's sustainability.

**2009** Official opening of the architectural ensemble of the Cité du design and the Higher School of Art and Design of Saint-Etienne on the emblematic site of the Manufacture d'armes (arms factory)

**2009** labialization of the Living Lab of the Cité du design by ENoLL (European Network of Living Lab)

**2010** Saint-Étienne becomes UNESCO Creative City of Design on 22 November 2010 during the 7<sup>th</sup> Biennale Internationale Design Saint-Etienne

**2010** Creation of the design manager position integrated to the City of Saint-Etienne and Saint-Etienne Metropolitan Government

**2011** Launch of the design map digital platform

**2012** First Business Convention on the French Design in Saint-Etienne

**2013** *EmpathiCITY, Making our City Together* with 11 UNESCO Cities of Design: exhibition, workshop and conference during the 8th Biennale Internationale Design Saint-Etienne

- Opening of the Mixeur, business incubator in the Manufacture Creative District
- Saint Etienne Metropolitan Government awarded with the Design Management Europe 2013 Prize

**2014** Saint-Etienne guest of honour of the Design Monat Graz festival

Launch of the European project Human Cities\_ Challenging the City Scale led by the Cité du design, including 12 partners

**2015** 9th Biennale Internationale Design Saint-Etienne. Seoul as the guest of honour

**2016** Maison de la Culture - site le Corbusier site in Firminy inscribed on the UNESCO World Heritage List

**2017** 10th Biennale Internationale Design Saint-Etienne. Detroit as the guest of honour

- Opening of the new site of La Comédie, National Drama Centre in the Manufacture - Plaine Achille Creative District

# ANNEXE 16

## Captions

### p. 6

Cité du design : LIN Finn Geipel + Giulia Andi

### p.8

Mining Museum – Comédie de Saint-Etienne : Studio Milou Architecture - Cité Grüner : Manuelle Gautrand - Eglise Saint-Pierre Firminy -Vert : Le Corbusier, José Oubrerie - Musée d'Art Moderne et Contemporain de Saint-Etienne Métropole : D.Guichard Musée d'Art et d'industrie

### p.9

*Gimme Shelter*, Nathalie Talec

### p.10

UNESCO Cities of Design meetings: Saint-Etienne 2015- Nagoya 2015 - Helsinki 2015 - Puebla 2017

### p.13

UNESCO Cities of Design meetings : Enghien-les-Bains 2017- Östersund 2016 – Paris 2016- Enghien-les-Bains, Mayors Forum 2017

### p.14

Banc Kyoto : Sovann Kim/Area 2015 - Cube Gigogne : D. Noirbent- J. Balme/Alsolu 2015 - Orri : J.Arnaud, L. Mangeot, H. Schaub / Rondino 2017 - Ping Pong Pipe :L. Perbos/Alsolu 2015 - Arobase : A. Moronnoz /Sineu Graff 2017- Le Mixeur, Manufacture PlaineAchille - European Canteen :

Talking Thing / Equama - VSE 2015- Urbanoscopes : La Camaraderie2015 - Assises Vagues : C. Charroy/Ceralep 2015 – tram in the colors of Biennale Internationale Design Saint-Etienne 2017. Graphisme : Lucas Marques Lima

### p.16

Banki : G. M'Zouri/TF 2017 - 21S : Marc Aurel / TF 2015 - E-Armor: JS Poncet /Rondino 2016 – Shops of the Rue de la République du Design 2017

### p.19

Labos of the Biennale Internationale Design Saint-Etienne : Sigvaris 2015 – Michelin 2017 – Yamaha 2015 - Workshops Entretiens Jacques Cartier 2015 – Tous Champions - Biennale Internationale Design Saint-Etienne 2015

### p.20

Research projects : Allumer la Ville 2016 -2017 - Gare Carnot 2016-2017 – Je participe à la rénovation de mon école : cantine de l'école la Réjaillère : T. Bouton - bibliothèque de l'école du Petit Coin : A. Chiron – publication Innover dans le design par l'école Cité du design, 2017

### p.22

Manufacture-Plaine Achille Creative District

### p.23

Meeting of the Detroit Design Culture Council and Saint-Etienne's cultural institutions – Biennale Internationale Design Saint-Etienne 2017

### p.24

Biennale Internationale Design Saint-Etienne 2015

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Biennale Internationale Design Saint-Etienne 2017

### p.28

Workshops Ici-Bientôt and Hypermatière – Human Cities\_ Challenging the City Scale / Biennale Internationale Design Saint-Etienne 2017

### p.29

Are You Talking to Me, uses and applications of connected objects exhibition - La Serrurerie, Enghien-les Bains ; Cité du design, Saint-Etienne

### p.35

Entretiens Jacques Cartier 2016 – visit by the officials of the City of Kobe, 2016 – Cebratón Saint-Etienne Graphisme Captain Ludd, Puebla, 2017 –Saint- Etienne Design meets Graz exhibition: Cité du design (Saint-Etienne) and Design Halle (Graz), 2014 – Saint- Etienne at the Biennale de Design Wuhan, 2017 – visit by Myuki Obuchi, Kanazawa, Creative Waltz - Workshop Dessiner les designers de demain, visit by the ESADSE to the Techno Design School, Kookmin University 2016 – Are You Talking to Me exhibition, la Serrurerie, Enghien-les-Bains, 11th UCCN Annual Meeting 2017 –SZ-DAY 2015 Award Ceremony, Centre Culturel Chinois de Paris, 2016 – Visit by a delegation from the China Academy of Arts, Hangzhou, 2017 – Workshop by Kanako Yamauchi in the Espace Boris Vian, cross-program initiative Kobe & Saint-Etienne,2016 – Meeting between Detroit and Saint-Etienne urban farmers, Biennale Internationale Design Saint-Etienne

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