

# the Cité du design on the international scene

The Cité du design is developing an international strategy based on a dynamic of exchange and collaboration with numerous networks, and in particular on partnerships stemming from the success of the different editions of the *Saint-Etienne International Design Biennials*. The activities and expertise of the Cité du design largely contributed to the designation of Saint-Etienne as a *UNESCO city of design*, and member of the creative cities network in November 2010.

Through conferences, traveling exhibitions, workshops, bi-lateral and international projects, the Cité du design seeks to assert its international renown for the benefit of companies, designers, and local actors, and to develop regional attraction.

By concentrating in particular on design as a factor of innovation in the face of social transformations, new uses and lifestyles, the Cité has been able to develop methods of research and experimentation through design which confirm its role on the international scene as **the** French design laboratory.

The department of international relations has been run mutually with the Saint-Etienne Higher School of Art and Design since 2007.

## Portrait

### Josyane Franc

**Director of International relations**

#### **Cité du design and the Saint-Etienne Higher School of Art and Design**

Josyane Franc is the director of the joint department of international relations for the Cité du design and the Saint-Etienne Higher School of Art and Design (ESADSE).

She has been involved in the promotion of the school since 1989, organizing exhibitions, seminars, international projects, and developing partnerships with enterprises and *Azimuts*, the school's design review. She has built up an international network of student exchange with some sixty establishments throughout the world. She was also a founding member of the *Saint-Etienne International Design Biennial* in 1998, and was responsible for the communication, press relations and international monitoring through to 2004.

She represents the Cité du design and the ESADSE within different international networks: ELIA (European League of artistic institutions), Cumulus (international schools of design), Art Accord France (Association of International Relations Officers) , BEDA (Bureau of European Design associations), EIDD (Design for all Europe), PKN (Pecha Kucha Night), UCC (Unesco Creatives Cities), CJC (Centre Jacques Cartier), etc., and coordinates their participation in numerous European and International projects, organizing conferences and workshops.

Josyane Franc has also been co-curator of several exhibitions for the different Biennials, and for traveling exhibitions such as « *Saint-Etienne : Cité du design* » in Brazil during the “Year of France in Brazil” in Brasilia, Rio de Janeiro, Curitiba and Sao Paolo. More recently she was involved in « *Saint-Etienne city of creative design for all* » in Estonia (Tallinn, European Capital of Culture), Latvia, Slovakia and Finland (World Design Capital Helsinki 2012). She prepared the application of Saint-Etienne as *UNESCO city of design*, member of the creative design cities network, and has coordinated the city’s activities within the network since its designation in November 2010.

## UNESCO creative cities network

# Saint-Etienne UNESCO City of design

## Saint-Etienne became a UNESCO City of design on the 22<sup>nd</sup> November 2010.

With a rich history linked to industrial modernity, a region of creators and inventors, Saint-Etienne is a constantly evolving city, driven by a dynamic combining art and industry.

Thanks to concrete initiatives such as the creation of the Cité du design and the International Design Biennial, Saint-Etienne has adopted design as a factor of urban transformation and a lever of economic development. Drawing on the creativity of its region, and on the commitment of the public and industrial sectors, the city has re-invented itself by leading its important fabric of small and medium sized enterprises towards innovation and the improvement, through design, of the quality of the living environment of its citizens. Research developed by the Cité du design on the subject of new lifestyles has positioned the city as *the* French design laboratory, and a city of innovation, sustainability and solidarity. Saint-Etienne seeks to share its experience and competence with the other UNESCO cities of design to confront contemporary changes in society and the central questions that today’s cities must deal with.

## The UNESCO creative cities of design

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**Buenos Aires** - 24/08/2005

**Berlin** - 02/11/2005

**Montreal** - 06/06/2006

**Kobe** - 01/10/2008

**Nagoya** - 01/10/2008

**Shenzhen** - 01/11/2008

**Shanghai** - 12/03/2010

**Seoul** - 20/07/2010

**Saint-Etienne** - 22/11/2010

**Graz** - 14/03/2011

**Pekin** - 12/05/2012

## The positioning of Saint-Etienne

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As the first French city to integrate the UNESCO network of cities of design, Saint-Etienne has chosen a regional development which associates art and industry, capitalizing on its pioneer history in the field of industry, its creative enterprises, and its policy of development through design. The positioning of Saint-Etienne aims to put creativity at the service of people, at the heart of society's development.

### Network partnerships

## European and International networks

### Objectives

To promote the Cité du design as a recognized international expert in the design community.

To use the partnership network as a resource for developing strategies at the local level

To affirm the international renown of the Cité du design and its positioning on design in European networks.

## **The network partners**

The Cité du design is a member of the following networks :

BEDA - Bureau of European Design Associations - ENoLL - European Network of Living Labs - IDeALL - Integrating Design for All in Living - LabsDME – Design Management Europe - EIDD – Design for All Europe - CJC - Centre Jacques Cartier - PKN - Pecha Kucha Night - HC2 - Human Cities 2

## **BEDA - Bureau of European Design Associations**

The BEDA has represented the interests of European design and designers (societies and professional organizations of designers, organizations for the promotion of design, design education and design research, networks..) in contacts with European Community institutions since 1969. It is a platform of exchange, a collective organism, and a body of reflection and proposition of design development policies.

## **A creative district and a Living Lab**

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**The Manufacture Plaine Achille, where the Cité du design is located**, has the ambition of becoming the district of creative professions in Saint-Etienne ; a site of permanent networking between technology, art, culture, and leisure, with three major centres of higher education : vision optics, design, and the media.

The Manufacture-Plaine Achille campus is the site of the European Living Lab experiment labeled at the end of 2009 as: « Design Creative City Living Lab » « European Network of Living Lab » (ENoLL) .

**A Living Lab is a laboratory based on experimentations and co-creation with users and real-life environments.**

It brings together researchers, enterprises, local authorities and users, in order to produce together new systems, products, services or economic models....It is an eco-system of innovation, where users and citizens are the active players, supported by professionals. The DCC-LL, piloted by the Cité du design, is an original tool for methods of creation through design and uses. It draws on the support of the Laboratory of uses and practical innovation (LUPI®), an experimental project of the Cité du design.

# Actions on the international scene

## Objectives

To work with international partners on common questions of lifestyles, the urban context, economic development or research: exchange of experiences, elaboration of common tools..

To position Saint-Etienne as a driving force of innovation through design, to promote the region and to reinforce its attractiveness.

## International Conferences

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*A special collaboration with Montreal thanks to the Centre Jacques Cartier*

Links have been established since 1998 between the Saint-Etienne Higher School of Art and Design, and the University of Quebec in Montreal (UQAM), and then between the International Design Biennial, the centre of design at the Quebec University, and the City of Montreal. A system of sharing expertise was established; an example being the organization of Saint-Etienne Commerce Design competition, inspired by the Montreal concept.

Saint-Etienne and Montreal organize regular symposiums within the framework of the partnership with the Centre Jacques Cartier, and the “**Jacques Cartier encounters**”.

**2003** - *Design between art and industry* - in Saint-Etienne

**2004** – *The new cities of design*– in Montreal – with the City of Montreal Bureau of Design

**2007** - *Design and responsible packaging* - in Saint-Etienne – with the UQAM centre of design

**2009** – *Cities as laboratories of design* - in Saint-Etienne - with the City of Montreal Bureau of Design

**2010** - *Design and mobility in the creative cities* – in Saint-Etienne - with the City of Montreal Bureau of Design

**2011** - *Re(naissance) of a city through design* - in Montreal - with the City of Montreal Bureau of Design

**2012** – *Medical Design, inventing healthcare solutions for tomorrow* - in Saint-Etienne with the Montreal Bureau of Design and the Quebec Mission Design