

Sir, Madame,

Created in 1998, the Biennale Internationale Design Saint-Étienne has become a major international event, firmly rooted in innovation, prospective and research through design.

With its established international dimension, the Biennale Internationale Design Saint-Étienne acts as a catalyst in the process of development through design for Saint-Etienne, a UNESCO creative city of design since 2010.

It is supported by major public partners; the City of Saint-Etienne, the Saint-Etienne Metropolitan Region, the Rhone-Alps Region, the Ministry of Culture and Communication, and a host of private sector partners.

The Biennale Internationale Design Saint-Étienne 2015 edition will provide a stage for students, designers, economic actors and institutions... all those who will elaborate on possible scenarios for our daily life thanks to design, and whose projects and production will offer concrete proposals for lifestyles linked to our present day and future uses.

Very different from a commercial trade show, the Biennale Internationale Design Saint-Étienne is based around a series of exhibitions highlighting contemporary creation. Accessible to all types of public, the Biennial takes place in a festive atmosphere surrounding the exhibitions, events, conferences, visits and workshops. It is a unique event in the world of design, both in terms of the exhibitions proposed and the variety of different categories of public that it hosts.

The 2013 edition of the Biennial hosted more than 140,000 visitors, with close to 70% of these coming from outside the region, representing 33 countries, including an important delegation from the UNESCOO creative cities of design network. The Biennial is the only design event which addresses all types of public. More than 1300 articles, TV and Radio reports were published.

Biennale Internationale Design Saint-Étienne 2015

The 2015 Biennial will deal with the theme of aesthetics, under the title: *The meanings of beauty*

The ninth edition of the Biennale Internationale Design Saint-Étienne, which will be held from the 12th March to the 12th April 2015, questions the importance of forms and the meanings they impart to functions, to uses and the quality of life. What values are transmitted by aesthetics? To what intents and purposes? What do forms say about ways of life, about uses and practices in society? What do they murmur to us about the state of the world?

At a time when industrial production is becoming increasingly globalized, how can we reconcile each person's need for identity with the ever more homogeneous nature of symbols produced by design? Can this discipline liberate the desire and the identity to drive them towards alternative ambitions? How can these identities be reconciled with those of makes and brands? What is the role that design will assume in the aesthetic experience of humanity? How can we cultivate a plurality of forms and experiences?

With international selections, the Biennale Internationale Design Saint-Étienne 2015 will expose objects, services, installations and environments to its different groups of public (designers, enterprises, students, school children and the general public), proposing a sensory experience. The Biennial's intention is to show that other ways and means are possible compared to the monotonous and repetitive productions of globalization: the aim of the exhibition curators and scenographers is to help its visitors discover and feel what aesthetic expression can offer.

The Biennial team

**Cité
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Participate in the 9th Biennale Internationale Design Saint-Etienne from the 12th of March to the 12th of April 2015.

Since its creation in 1998, the Biennale Internationale Design Saint-Étienne has become a major event in the world of design.

With its established international dimension, the Biennale Internationale Design Saint-Étienne acts as a catalyst in the process of development through design for Saint-Etienne, a UNESCO creative city of design, and its region. It is supported by major public bodies; the City of Saint-Etienne, the Saint-Etienne Metropolitan Region, the Rhone-Alps Region, the Ministry of Culture and Communication, and a host of private sector partners.

The 2013 edition of the Biennial hosted more than 140,000 visitors, with close to 70% of these coming from outside the region, representing 33 countries, including an important delegation from the UNESCO creative cities of design network. The Biennial is the only major design event which addresses all types of public. In particular the Biennial was visited by 15,854 school children and students. A total of 485 journalists were registered with the press office during the 18 days of the event, and more than 1,300 articles and radio or TV programmes were produced. More than 400,000 pages were viewed on the official web site of the Biennale Internationale Design Saint-Étienne (www.biennale-design.com).

Biennial events were held in 80 different sites, with 61 exhibitions and 32 conferences and meetings, diffused throughout the Saint-Etienne Metropolitan region, and the Greater Lyon and Vienne regions.

The Saint-Etienne Higher School of Art and Design, initiator of the Biennial in 1998, was also very much involved in this 8th edition, presenting a series of exhibitions, seminars and events.

Under the general curatorship of Elsa Francès, the 2015 edition of the Biennial will explore the different fields of contemporary and future design. As in 2013, events will be held throughout the region, associating many actors involved in the local dynamics of the territory.

Based around a series of exhibitions highlighting contemporary creation, the Biennale Internationale Design Saint-Étienne 2015 will open its doors to international influences, inviting curators, scenographers, exhibitors and visitors from many different countries.

Firmly rooted in innovation, prospective and research, the 2015 edition will provide a stage for students, designers, economic actors and institutions, who will elaborate on possible scenarios for our daily life, and whose projects and production will offer concrete proposals for lifestyles linked to our present day and future uses.

In keeping with its specific approach the Biennial will bring together all types of public; designers, enterprises, students and school children, and the general public, in a festive atmosphere surrounding the exhibitions, events, conferences, visits and workshops. In response to increasing demands from the public, and to allow the greatest number possible to benefit from the programme throughout the region, the 2015 Biennial will be held over 32 days instead of the previous 19.

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The general theme of the exhibitions: *The meanings of beauty*

The meanings of beauty... the ninth edition of the Biennale Internationale Design Saint-Étienne, which will be held from the 12th March to the 12th April 2015, questions the importance of forms and the meanings they impart to functions, to uses and the quality of life. What values are transmitted by aesthetics? To what intents and purposes? What do forms say about ways of life, about uses and practices in society? What do they murmur to us about the state of the world? At a time when industrial production is becoming increasingly globalized, how can we reconcile each person's need for identity with the ever more homogeneous nature of symbols produced by design? Can this discipline liberate the desire and the identity to drive them towards alternative ambitions? How can these identities be reconciled with those of makes and brands? What is the role that design will assume in the aesthetic experience of humanity? How can we cultivate a plurality of forms and experiences?

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Call for applications to the Biennale Internationale Design Saint-Étienne 2015

The Biennale Internationale Design Saint-Étienne 2015 will present different visions and expressions of this theme with its exhibitions and events. The guest curators will articulate multiple facets of the theme and bring together the most emblematic projects.

It is in this context that we invite designers, enterprises, students and institutions to send us their projects. The applications will be presented to a selection committee comprising all the exhibition curators. To submit your projects please use the form below.

The Biennial team

Contacts for applications:

Magali Vincent - Tel : +33 (0)4 77 33 85 13
Emma Crayssac - Tel : +33(0)4 77 33 33 98
biennale@citedudesign.com

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Practical Information

Exhibition sites: the Cité du design, the former Arms Manufacture of Saint-Etienne, and other sites in the region; the Museum of Modern Art, the Museum of Art and Industry, the Mining Museum, the Labour Exchange, the Eglise de Saint-Pierre in Firminy (Le Corbusier), and Saint-Chamond. (The Novacierie will be closed for repairs).

Open to the public: Thursday 12th March to Sunday 12th April 2015.

Official inauguration: Wednesday 11th March 2015

Opening hours: from 10h00 to 19h00.

Application details:

- Final date for the reception of applications: **Midnight, Sunday 6th April 2014.**
- Replies from the selection committee: **June 2014.**
- Final date for the submission of technical files for selected projects: **Thursday 31st July 2014.**
- Reception at the exhibition site for selected projects*: **from Monday 23rd February to 10th March 2015.**

- Collection of projects*: Monday 13th April and Tuesday 14th April 2015 from 10.00 to 17.00 hrs.

* approximate times only, subject to modification

Compilation of application files:

- 01 Application form duly completed and signed (can be downloaded in PDF format on www.citedudesign.com).
- 02 Organization background and/or C.V. of the designer
- 03 A detailed description of the project (French-English) accompanied by 2 or 3 visual documents and captions to illustrate the project.

These documents can be sent to us either by post (with the visuals in CD-Rom form) to: Biennale International Design Saint-Etienne 2015 Cité du design, 3 rue Javelin Pagnon, 42000 Saint-Etienne, France ;

Or by Internet (with the visuals as attached documents) to: **biennale@citedudesign.com** (e-mail maximum 7Mo).

Any incomplete file will not be submitted to the selection committee.

Application :

- Proposals will be projects completed after 1st January 2012. Only the projects selected by the committee will be exhibited at the Biennial. This selection will be finalized during June 2014. A technical file to be completed along with exhibition regulations will be sent to the selected candidates (these 2 documents to be returned before the 31st July 2014).

- The selection committee reserves the right to accept or refuse projects which do not correspond to the selection criteria, or through necessity, given the large number of applications which cannot all be accommodated in the allocated exhibition space.

Any incomplete application file will not be considered and will not be submitted to the selection committee.

- Any project which cannot prove its effective materiality through the submission of the technical file (Project exhibited: prototype, product, visual/video, etc.) will not be accepted and will not be submitted to the selection committee.

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Application form - To be sent imperatively before midnight, Sunday 6th April 2014:

- By post to Biennale Internationale Design Saint-Étienne for the attention of Magali VINCENT, Cité du design, 3 rue Javelin Pagnon, 42 000 Saint-Etienne, France ;

- By e-mail to biennale@citedudesign.com .

NAME (Enterprise, institution, agency, designer):

Address:

Postal Code:

City:

Country :

Tel :

Fax :

Internet site:

Contact name:

email address:

Tel :

Fax :

Mobile :

Projet title:

Date of production:

Dimensions:

Weight:

Matériaux and techniques:

Brief description of the link with the theme:

Has this project already been presented? place and:

Prizes and awards obtained:

Extract from the exhibition regulations:

- Transport, packaging, insurance and possible customs costs for selected objects will be borne by the participants
- The Biennial organization is covered by general liability insurance
- The general scenography and sign-posting is assured by the Biennial organization. General lighting is provided; costs for any specific request for lighting and/or audio visual facilities will be borne by the exhibitor. Particular sign-posting and graphic charts may be imposed to ensure artistic coherence with the overall Biennial. Selected candidates will be informed at a later date.
- The Un-packing, assembly/ dismantling, installation and maintenance of exhibited projects are under the responsibility of the participant. The organizer may, on request, undertake these operations; in this case the exhibitor and his insurer waive any rights to claim against the organizer and its insurer for any problems or damage whatsoever that may be encountered. The Cité du Design does, however, reserve the right to refuse the assembly and installation by its team of a work or a project, should this be deemed impossible for technical, logistical or financial reasons.

The following authorizations are granted free of charge by the exhibitor to the organizer:

- The exhibitor authorizes the organizer to exhibit his work for the duration of the Biennale Internationale Design Saint-Étienne 2015.
 - The exhibitor authorizes, for the exclusive purposes of promotion, information and publicity linked to the activity of the organizer, the reproduction, representation and communication of all or part of his work by any means and through any media as described hereafter: periodicals, postcards, posters, photographs (digital and film), Biennial partnership files, catalogues, films, videos, whether on the Cité du Design web-site, or digital, paper, CD-rom, and video media etc. and also by means of radio, cable, satellite or TNT broadcasts, billboards, leaflets, Internet etc. and on all paper, video (such CD-Rom) DVD, digital, vial media etc.
- These authorizations are valid worldwide (e.g. internet) and for the legal duration of author's rights and copyrights in France.
- Any other use will be subject to the agreement of the designer. The exhibitor, as signatory of this document, declares that he is the owner of the rights related to the work, and of all necessary authorizations, notably those of the designer, for the above mentioned uses.

- If the exhibitor holds particular rights in relation to a visual product or a project, if he wishes that one of them should be treated as confidential, or if he is a member of a certified author's society, he should inform the Cité du Design beforehand.
- The exhibitor also authorizes visitors to photograph and/or film the exhibited object(s).
- Any incomplete application will not be considered. The exhibitor undertakes to respect the submission deadlines indicated in the application details.
- A document of detailed regulations will be signed by the candidate when his participation in the Biennial is confirmed by the selection committee. No application will be considered without the full and entire acceptance of the exhibition regulations.

Date :

Signature :