

BIENNALE INTERNATIONALE DESIGN [2010]

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The Saint-Etienne 2010 International Design Biennial has revived and reaffirmed its own principles – reaching a range of audiences with the latest innovations produced by designers and companies.

The singularity of the Saint-Etienne 2010 International Design Biennial has been confirmed through the variety of its audiences.

85,000 people visited the 7th Saint-Etienne International Design Biennial, attended by many professionals and economic actors, as well as the media.

A dozen big exhibitions featuring more than **450 designers, 650 projects, 40 countries, and 150 companies** (including 30 local companies) were displayed at the Cité du Design, Saint Étienne's former Arms Manufacture.

- **One hundred professional groups,**
- **More than twenty conferences** on what is at stake in design, economically and socially speaking,
- **14 private economic nights** (8 of which were co-organized with the Cité du design): CCI, Saint-Étienne Métropole, Région Rhône Alpes, Hervé Thermique, Lotim, Ikea, Weiss, Medef Loire,
- **Around twenty economic professional meetings** (companies, centres, and fields): Décathlon, Altinnova, Mecaloire, Interforêt bois, Sporaltec, Orange, SNCF, Pôle Agroalimentaire Loire, etc.

- **74 “Design and companies”** guided tours, i.e. around **1,600 visitors.**

The **“Intéactions”** space was supported by the partners of economic governance, helped by the regional council. Many designers and economic actors met there and exchanged their ideas.

This exhibition dedicated to design on the Saint Étienne territory and based on several concrete illustrations and examples showed that design could be an **economic development factor** involving sustainable development issues.

A vast amount of national and international media attended the exhibitions – nearly **300 journalists (more than 80 national journalists and around 65 international journalists).**

Conference on Design and Economy; Design and Innovation Night; “Integrating design in SMEs” Workshop; Presentation of the DGCIS-initiated pilot project on awareness and support of Rhône Alpes-based companies; Conference on Medical Design organized by ARDI Design; Integrated Designers Night (Tolérie Forezienne, Décathlon, Michelin, Smoby, Ikea, Seb, Schneider Electric, Calor, Jc Decaux, Edf, Erard, Orange, Legrand, Carrefour, etc.); “Craft Industry and Design” Day co-organized by the Rhône Alpes Professional Association and Cité du design – around one hundred attendees in the whole day, about one half of which were craft companies; Conference on Design and Innovation in Craft Industry; “Design and Companies” guided tour; Artinov Loire Awards ceremony; guided tour of Association Rezames, 14 local companies; guided tour and presentation of services dedicated to companies, Club of companies CLEO, 20 local companies; MEDEF Loire Night – Crédit Agricole Loire-Haute Loire, “Entreprendre au pluriel”; “Trends and Innovations in Design in Sport” Day, co-organized by Sporaltec, Cluster CIM, ARDI, and Cité du design, state of the art on “Design and the elderly”; Workshop on “Design and the Food Industry”; preview: conference on “Design, a factor of innovation in companies”; “Design and Companies” guided tour, presentation of MEDEF Loire and Credit agricole services; stories by Jerhome (woodworkers), Coroebos (cosmetics), and Aestem (fast prototyping) companies and designers on the integration of design in companies.



Saint-Étienne



Rhône-Alpes Région



The Biennial has remained faithful to its family-oriented, welcoming identity.

The Biennial rich history and diverse public mean a lot. The mediation system was strengthened to meet the curiosity of the public and provide those eager to know more with keys to understand the displayed works.

Individual and family **guided tours** during the **three week-ends of the Biennial** were very successful. The Department in charge of the public in partnership with Espace Boris Vian created the Kids Candela workshop for 5 to 12 year-olds, thus meeting the educational standards related to design, widespread on the Saint-Étienne territory (**nearly 500 children attended the workshop**). Partners: EDF and IKEA.

During the whole Biennial period, nearly 500 guided tours (200 more compared to 2008) were organized; an 80% occupancy rate.

The Biennial also developed the accessibility of its contents, through SMS information services, an iPhone application, and the Flash Code technology. The Biennial website, on line since July, attracted a record number of visitors. Partners: Orange and Yakicero.

More than **43,000 people** visited the internally-developed website during the Biennial, nearly **100,000** since www.biennale2010.citedudesign.com was launched on July 7th, 2010 – **a 148% increase** compared to 2008.

The Biennial was definitely all over the city!

The third *Design & Shop* exhibition renewed the meeting opportunities between designers and shop keepers. This year, **25 shops** in Saint-Étienne presented the works of **25 designers** from Saint-Étienne or the rest of France.

The **3 museums in Saint-Étienne** (Museum of Art and Industry, Museum of Mine, and Saint-Étienne Métropole Modern Art Museum) also featured exhibitions as part of the Biennial.

For the first time, the **Saint-Étienne Astronef** has presented a film by designer Constance Guisset during the whole Biennial, related to the exhibition *Lumière)s*(at the Biennial.

As part of the intercity alliance with Lyon and Nord Isère, the city of Lyon proposed a walk entitled “*Lyon Design en Ville, when design gives you an appetite*”, echoing the Saint-Étienne Biennial. This walk mixing design and cuisine was very successful.

www.designenville.fr

Places where the Biennial goes on!

Until **March 13th**, 2011, in the Cité du design Platine, the exhibitions **Comfort** (curated by Konstantin Grcic) and **La Ville mobile** (curated by Constance Rubini) are still on. Opening hours, guided tours, and information: www.citedudesign.com

Until **March 13th**, 2011, the exhibition shown at the Museum of Art and Industry, **Interware**, design transversal (curated by Maurizio Galante and Tal Lancman) is also still on.

Until **April 17th**, 2011, the exhibition shown at the Modern Art Museum **Transparences** (curated by Felipe Ribon) is on.

Until **February 27th**, 2011, the exhibition **Cent Chaises, en cent jours** (Martino Gamper curated by Benjamin Loyauté) is shown at the church of the Site Le Corbusier, in Firminy.

Saint-Étienne, Unesco City of Design

Saint-Étienne has just been designated **City of Design** by the UNESCO. The UNESCO created this network to promote the cultural, social, and economic development of cities. The network supports the improvement of creation poles, and the sharing of the know-hows, experiences, and abilities of state, regional, and local authorities.

Saint-Étienne was awarded the title of **City of Design** along with prestigious cities, such as Buenos Aires and Berlin (in 2005), Montreal (in 2006), Nagoya, Kobe, and Shenzhen (in 2008), Shanghai, and Seoul (in 2010).

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