

Monday 16th January

# Design fax 1008

## EVENTS

### Graphic Design Festival

until 22 February based around a sports theme, 19 posters presented on 1,600 advertising spaces on JCDecaux urban furniture in Paris, on digital media in London and New York. Also on the Place du Palais-Royal and at the Musée des Arts Décoratifs until 5 February. [www.graphicdesignfestival.paris](http://www.graphicdesignfestival.paris)

### Conference by Michel

**Rousseau**, a UX / UI designer, Thursday 19 January at 6.30pm at intuit.lab school, 90 rue de Javel Paris 15th, Studio Room. Free entry. [lucie.hureaux@ecole-intuit-lab.com](mailto:lucie.hureaux@ecole-intuit-lab.com)

### Open Doors for the École

**Duperré**, Friday 27th and Saturday 28th January from 9am to 5pm. 11 rue Dupe-tit-Thouars, Paris 3rd. [duperre.org](http://duperre.org)

### Coda, exhibition by designer Eric Jourdan,

until March 17 at the

Granville Galery, 23 rue du Départ Paris 14th. [www.granvillegallery.com](http://www.granvillegallery.com)

**Workshop Signs # 03:** Big Data, from 13-17 February at the ECV, 1 rue du Dahomey, Paris 11th. [atelier.signes.org](http://atelier.signes.org)

**Virtuality**, the virtual reality fair, February 24-26 at Centquatre-Paris. [www.virtuality-paris.com](http://www.virtuality-paris.com)

**Studio Blumenfeld, New York 1941-1960**, More than 600 archives of fashion photographer Erwin Blumenfeld.

From 3 March to 4 June at the Cité de la Mode and Design, 34 quai d'Austerlitz Paris 13th. [www.citemodedesign.fr](http://www.citemodedesign.fr)

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**DESIGN AT THE CINEMA AND IN SAINT-ÉTIENNE P2**  
**250 YEARS OF ENSAD P2. BRIEFLY P2-3**  
**TENDERS P4**

## The optimism and relevance of Maison&Objet

**WITH THE 2016 EXHIBITIONS AFFECTED BY THE AFTERMATH OF THE TERRORIST ATTACKS, THE DECORATING SHOW RETURNS WITH PRE-BOOKINGS ON THE UP AND A 'NEED FOR DISCONNECTION' THEME.**

"2016 was an *annus horribilis* for trade shows in Paris," said Philippe Chomat, Director of Communications at Safi, the organiser for Maison&Objet, whose new show will be held from 20-24 January at Paris Nord Villepinte. 2017 is on a good footing with a number of exhibitors (2,560) up from January 2016 as well pre-bookings similar to last year.

Countries such as Japan, China and the United States that had stayed away from the capital are back. In terms of programming, the trend is the quest for serenity and the 'Silence' theme has been developed by the scenographer Elizabeth Leriche at the Inspirations Space.

"Faced with the deluge of screens, sounds, images, we long for silence and taking time out. I sought out artists and designers working on these themes, such as Dominique Blais, who creates ceramic earplugs and concrete enclosures, or the Belgian Pierre-Emmanuel Vandeputte who designs cork booths."

Felt furniture that muffles noises, a meditation stool, light materials, these sources of inspiration will be found in a dedicated space, Hall 7. Exhibitors are mirror images of developments in society. "There is a growing connection between the world of office development and the residential sector," said Franck Millot, head of

partnerships and events. It's the start-up spirit: when you want to attract employees, you need workplaces that feel homey.

So we have tertiary specialists who design home lines and the home specialists developing office collections". Another underlying trend is inspired by the new economy. Under the influence of Airbnb, hotel interiors are increasingly resembling home interiors. Take the new youth hostels that are popping up in major cities, their interiors are refined. ■

### International Design fax Awards

The opening of the show on 20 January will also mark the start of applications for the International Design fax Awards, created by Design fax and Thema\_Design in partnership with Maison&Objet and Paris Design Week (see Design fax 1004). Registration is open until May 14th and prizes will be awarded in September during the Paris Design Week. Find us on Maison & Objet on January 23rd at 4pm at the Designers' Studio, Hall B5, for a complete presentation of the competition.

[www.design-fax.fr/idfa](http://www.design-fax.fr/idfa)

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## Design at the Cinema and in Saint-Étienne

On the sidelines of the next Biennale Internationale Design de Saint-Étienne, the Musée d'art moderne et contemporain Saint-Étienne Métropole organises the exhibition "Popcorn, art, design et cinema" from 9 March-17 September. The two commissioners are Alexandra Midal, a professor of history and theory of design at HEAD (Haute école d'art et de design) in Geneva and Sébastien Delot, former curator of the Museum, who has just taken over the Musée d'art moderne de Lille Métropole. Despite the theme and the specific title don't expect a simple retrospective of works of art and design objects featured in movies.

The curators preferred to draw parallels between designers, the pioneers of cinema and changes in the workplace, which is the theme of the Biennale.

After all, is not widely accepted that 'La Sortie' was the first known film and it came out of the Lumière factory in 1895? Similarly, initial research on moving pictures by the Gilbreth engineering couple was driven by a need to improve worker postures at workstations.

The exhibition will devote considerable space to Georges Méliès who came from the world of magic and was the creator of the first special effects.

Finally, a room will be devoted to westerns and in particular the friendship of Charles and Ray Eames with Billy Wilder. A Winchester rifle presented at the end of the exhibition will highlight the arms manufacturing past of Saint-Étienne and its evolution. ■

### Design club

You can already take note that the next Design club will be on 15th March 2017!

## Ensad, 250 years looking to the future

250 years of history is something to celebrate, but the École nationale supérieure des arts décoratifs in Paris did not want a retrospective but to look forward. On the contrary, the institution which produced such august figures as Auguste Rodin, Hector Guimard and more recently Annette Messenger and Pierre Huyghe took this opportunity to highlight the latest talents.

After 'Dignes Design' last June, devoted to different design disciplines, last week it was the 'Appareiller' exhibition at the Palais de Tokyo in Paris.

The opportunity to (re)discover the breadth and depth of the various disciplines that are taught. It features the comic strips of 'L'Aimant' by Luca Harari to be published this year, photography with the hyper-realist images of Tim Elkaim, animation with 'le repas dominical' by Céline Devaux, César award for the short movie category in 2016 or the monumental installations of Benjamin Rossi...

"All are known quantities in the art world and have been chosen for being representative. It is the future that interests us," explains Catherine Strasser, teacher at Ensad and responsible for the selection with the director of the school Marc Partouche. During two weeks, 250 original works created by the students were exhibited in the Paris metro (last day January 17) and the school in Ulm street opened its doors to the general public for two days. A dynamic way to celebrate the birthday of an institution that some people only dream about. Their selection process only accepts 80 people out of 2,500 candidates. ■

## BRIEFLY

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**Ensba of Lyon** (École nationale supérieure des beaux-arts), through its board of directors, has renewed Emmanuel Tibloux as director until 2020 and has appointed two new directors, Colette Barbier, director of the corporate Fondation Ricard, and Jean de Loisy, President of the Palais de Tokyo. They replace François Bordry, vice-president of the Biennale d'art contemporain in Lyon, and Éric de Chasse, director of the Institut national d'histoire de l'art. Emmanuel Tibloux presented his four-year leadership project that reiterated the school's commitments especially "to increase its local, national and international influence through sustained programming in terms of production, dissemination and the debate of ideas". Also, "to accentuate its social and political role" with the implementation of an admissions policy according to social criteria and scholarships, to develop private partnerships, create an association of friends and an alumni association to generate new income. The school runs its open days Wednesday 25 and Friday 27 January from 10 am to 6 pm.

**By Agency**, the health communications agency created 25 years ago, ended 2016 with a turnover of 2.3 million Euros, similar to 2015, and 1.6 million Euros gross margin. The agency chaired by Éric Phélippeau is positioned as a strategic partner for health brands with five business lines: consulting, naming, design, communication and digital. It has developed an exclusive methodology, the "Brand Ambition Management", to drive projects in a nimble fashion. It has also opened an office in Toulouse specialising in name creation called The Name Story.

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**Saguez & Partners** signs Air Liquide's new logotype and visual identity. This change follows the acquisition of Airgas and the launch of the NEOS business initiative for the 2016-2020 period. The capitals give way to lowercase letters, to express the proximity to different audiences, customers, employees, shareholders... the historical blue is warmed by a touch of red with a white background for clarity.

**CP Retail Design** in association with Matador, "the on-site agency", won the tender launched by the AEW and SCC real estate groups for the redesign of the client journey for the La Vache Noire shopping centre in Arcueil. The agencies redefined the identity and the brand platform with the design of the brand contact points (entry, reception, signage, rest areas, etc.). They are also working with the landscape architect Gabriel Rochard.

**Brand Union Paris** starts the year with several new accounts. The agency continues its work with Chivas Regal, following the international launch of Chivas Ultis last October, and continues its brand strategy consulting with Délifrance. It also won the Tollens budgets (brand of upmarket paints, Cromology Group) and Brasseurs de France (association for the promotion of French beer).

**Makheia** announces two projects for its agencies. Big Youth wins the redesign for the Azzaro haute couture site after Azzaro perfumes. Megalo now manages the new Compagnie Altitude site, specialising in luxury apartments rental in the Alps (Val Thorens, Arc 2000, La Rosière). To find out more: [www.chalet-altitude.com](http://www.chalet-altitude.com).

**Centdegrés** signs the design of the new boutique Comptoir Sud Pacifique, in the Marché Saint-Honoré in

central Paris. The agency has created an intimate and cozy décor in a 25 m<sup>2</sup> space. This includes high level displays for perfumes and candles with a perfume bar in the centre.

**EMA Événements & Design** opens an office in Paris to complement their presence in Dijon and Marrakech. Established in 1993, the agency works in three areas: event management, decoration and equipment rental.

**Didier Saco** joins Urban Act Architecte to take part in the candidature for the Ile-de-France region at the World Exposition of 2025.

**Zembro**, the connected watch created by a Belgian start-up, is now sold in Darty stores and on darty.com. Their products are waterproof, work with geolocalization, and are autonomous with a design that appeals to the elderly.

**Sonos**, the specialist in music streaming, opened the Maison Sonos near the Saint-Lazare station in Paris to present its products in a domestic environment. Design takes centre stage as the company commissioned a Danish furniture manufacturer, KBH, to design a special music immersion chair. The result is a wooden low chair and soft cushions. "We wanted to make it as comfortable as possible so people can sit for hours and enjoy the music," says Kim Dolva, founder of KBH.

**Webloyalty**, a specialist in e-commerce audience monetization, released key figures on e-commerce in 2016, based on a panel of 37 e-merchants. The sector grew by 9% in France compared with 2015. The sectors with the strongest increase were household goods (+ 19%), ticketing (+ 17%) and tourism (+ 13%). On the other

hand, fashion shows a significant decrease of 15%. Black Friday in November 2016 recorded a 41% increase in online transactions compared to 2015. 25% of the transactions were made with smartphones and tablets in 2016, + 64% compared to the previous year.

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## APPOINTMENTS

**Sébastien Delot** took over the direction of LaM, Lille Métropole Musée d'art moderne, d'art contemporain et d'art brut on January 1st. He was previously the Heritage Curator at the Musée d'art moderne et contemporain de Saint-Étienne Métropole in charge of collections (see page 2).

**Claire Boussagol** is appointed President Europe of APCO Worldwide, an independent international network of strategic communication consulting agencies. She was previously Executive Director for the EMEA region and General Manager of the Paris office. Nicolas Castex, a specialist in financial communication and General Manager France for Citigate Dewe Rogerson, takes over the French network.

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## PROJECT SUBMISSIONS

### FUTUR EN SEINE

French start-ups have until January 30 to be part of the 100 French digital innovations that will be presented from 8 to 10 June in Paris during the Futur en Seine 2017 festival. Three formats of participation are possible: #Marketplace For products and services, #Experience Place for artistic, design or hacking projects and # Startup4kids on education issues. Selected projects will be announced on March 1st. Registra-

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tion and information: [bit.ly/fens2017](http://bit.ly/fens2017).  
More information on the 2017 edition of  
Futur en Seine:  
[www.futur-en-seine.paris](http://www.futur-en-seine.paris).

## TENDERS

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### VILLE DE PARIS

Graphic design for visual identity,  
adaptation and product application for  
the Ville de Paris and Paris Nec Mergitur  
brands.

Deadline for receipt of tenders, 30 January.  
Contact: Ville de Paris, Philippe Leduc, Ville  
de Paris, DICOM, 4 rue Lobau,  
75004 Paris.  
[marchespublics.dicom@paris.fr](mailto:marchespublics.dicom@paris.fr)  
[www.paris.fr](http://www.paris.fr)

### VILLE D'ÉVREUX

Scenography for the temporary exhibition  
"Une renaissance en Normandie, le  
Cardinal Georges d'Amboise, bibliophile et  
mécène" for the Musée d'Évreux.

The deadline for receipt of tenders, 6  
February.

Contact: Service Commande Publique,  
place du Général de Gaulle, CS70186,  
27001 Évreux Cedex.  
[www.achatpublic.com](http://www.achatpublic.com)

### VILLE D'HARNES

Scenography for the museum  
(manufacture, supply and installation of  
furniture, lighting equipment, multimedia  
design, graphic design, digitization and

printing of exhibition stands, securing of  
exhibits).

The deadline for receipt of tenders, 15  
February.

Contact: Ville d'Harnes, 35 rue des  
Fusillés, 62440 Harnes.  
[marchespublics@ville-harnes.fr](mailto:marchespublics@ville-harnes.fr)  
[www.achatpublic.com](http://www.achatpublic.com)

### RENNES MÉTROPOLE

Design and graphic execution of media  
communication for the local urban  
planning scheme.

Deadline for receipt of tenders, 30 January.  
Contact: M. le Président de Rennes  
Métropole, 4 avenue Henri Frévillecs,  
35031 Rennes Cedex.  
[ga.martin@rennesmetropole.fr](mailto:ga.martin@rennesmetropole.fr)  
[marches.megalisbretagne.org](http://marches.megalisbretagne.org)

### SYNDICAT MIXTE SOFIA ANTIPOLIS

Design, manufacture, layout and  
dismantling of the Sophia Antipolis stand  
for the MIPIM 2017 trade fair.

Deadline for receipt of tenders, 27 January.  
Contact: Pierre Robert, Les Genêts,  
BP 43, 449 route des Crêtes,  
06901 Sophia Antipolis Cedex.  
[p.robert@agglo-casa.fr](mailto:p.robert@agglo-casa.fr)  
[www.marches-securises.fr](http://www.marches-securises.fr)

### COLLECTIVITÉ TERRITORIALE DE CORSE

Design, implementation and follow-up of  
the 2017 exhibition "Palazzi di l'Americani"  
at the palace of American Corsicans.

Deadline for receipt of tenders, 23 January.

Contact: M. le Président du Conseil  
Exécutif, Collectivité Territoriale de Corse,  
22 Cours Grandval, BP 215 20187,  
Ajaccio Cedex.  
[commande.publique@ct-corse.fr](mailto:commande.publique@ct-corse.fr)  
[www.corse.fr](http://www.corse.fr)

## JOB OFFERS

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As announced in the Design fax 1006,  
job offers are now exclusively on the  
site [www.design-fax.fr](http://www.design-fax.fr), under the  
heading "Offres d'emploi".  
Also, an Executive Search service is  
now available. All information on  
[www.design-fax.fr/executive-search/](http://www.design-fax.fr/executive-search/).

## Design fax

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