



Design'In / Pays de la Loire is *100% France* at the *100% Design London* trade show

A flagship event in the contemporary-living sector, the *100% Design* trade show in London (in the UK) gives the Pays de la Loire region the opportunity to promote its dynamism and raise the profile of its companies. Exhibitors will be in a position to deepen their knowledge of the market (more particularly the British market); meet purchasing managers and decision-makers in the contemporary-living sector and interior design; and strengthen their business relations across the board.

Design'In / Pays de la Loire, in partnership with the Trade Commission of the French Embassy in the United Kingdom and French organisation *VIA (Valorisation of Innovation in Home Furnishing)*, will showcase seven bespoke companies designing and manufacturing their products in Pays de la Loire, which will be present on the *100% France Pavilion*.

The executive director of VIA, Mr Gérard Laizé, will attend the trade show, thus reinforcing the presence of French businesses at the event, with a particular focus on bringing innovation and quality to the British market. The *100% France Pavilion* will provide visitors with an opportunity to meet French companies representing a broad selection of players from the design industry; it will offer a unique environment in which architects and designers can discover original products and find new business partners.

Members of the press are invited to a cocktail party to meet the designers and Gerard Laizé, who will be in charge of the dedicated *100% France Pavilion* at the trade show, from 6:00pm onwards on 24 September 2009 (Stand # K30/French Pavilion).

Design'In / Pays de la Loire companies exhibiting at 100% Design

ACTE DECO INNOVATES IN MURAL DECORATION



ACTE DECO specialises in mural decoration: the specialist company designs and makes decorative stickers (which can cover an entire wall) and large-scale *ecological cloths*. The company says: "We have imagined a place where ideas are bounced around, innovated, or renovated — a place where materials, colours and forms combine in a spirit of clarity, simplicity, comfort and practicality."

For more information, go to: www.acte-deco.fr

ATELIER POLYHEDRE PRODUCES UNIQUE EARTHENWARE PIECES

ATELIER POLYHEDRE was originally set up as a ceramics workshop in 2004 by Baptiste Ymonet, who was awarded the *Ateliers d'Art de France (Art Workshops of France)* prize in 2007. Favouring earthenware, B Ymonet creates unique and limited-edition pieces. He was joined in 2007 by Vincent Jousseume and, together, they now design and make functional pieces for the dinner table. The company's earthenware products are all hand-turned: this traditional form of manufacture ensures that each piece is unique.



For more information, go to: www.polyhedre.com

ATELIER SEDAP TAKES PLASTER TO A NEW DIMENSION

Twenty-five years of research and creativity have enabled ATELIER SEDAP to further the evolution of plaster, as a unique material, and multiply its uses. Consequently, each product is created from a mixture that is perfectly adapted to its usage and form. The material strength of each item is unique thanks to numerous additives (fibreglass, resins, etc.), which allows the products to be used in demanding conditions.

Exploring the manifold uses of plaster, beyond the traditional applications of ornamentation, has led ATELIER SEDAP to design and elaborate brand-new lighting products meeting the requirements of all spatial volumes, so that the company's product lines, which come in various sizes, are suited to large as well as small-size rooms. This constant concern for harmony with the environment, in all its diversity, is the quality that skilled workmanship brings out of this material, as stressed by ATELIER SEDAP.



For more information, go to: www.sedap.com

DIX HEURES DIX SELLS ITS DESIGNER LIGHTING PRODUCTS ACROSS THE WORLD



Since 2002, DIX HEURES DIX (or DHD) has developed designer lighting products that are now sold across the world, as much thanks to the company's retail distribution network as through all manner of projects, which have underpinned DHD's international expansion. As a result of two completely different artistic and industrial approaches, Catherine Grandidier and Fabrice Berrux, the designers at DHD, have designed a wide variety of innovative and creative lighting solutions. Their designs mix an aestheticism that is emotionally striking and artistically powerful with a rigorous quest for lighting intensity and volume.

For more information, go to: www.dixheuresdix.com

ESPACE LOGGIA IS THE SPECIALIST IN SPACE-SAVING FURNITURE

ESPACE LOGGIA combines an innovative, adaptable furnishing concept with the expertise of its interior designers and craftsmen. Creator of the mezzanine in France over 20 years ago, ESPACE LOGGIA is *the* specialist in space-saving fittings and furniture, which help make the most of urban living environments, in a way that is both aesthetically pleasing and technologically innovative.

The idea at the heart of the company's approach is to use the total *volume* of the room (from floor to ceiling included) rather than simply relying on the *size* of the floor space (which can be cramped in city-centre apartments).

ESPACE LOGGIA was founded in the late 1970s by Mijanou Bardot, Brigitte Bardot's sister. To secure its leading position on the market and to further develop its revolutionary designs, the company created the first mobile bed to be marketed in France in the early 1990s: beds could now be stored right under the ceiling, and the *ceiling bed* was born.



For more information, go to: www.espace-loggia.com

L'ORFEVNERIE D'ANJOU MAKES HIGH-QUALITY DINNER SERVICES IN SOLID PEWTER



L'ORFEVNERIE D'ANJOU makes collections of bowls, champagne buckets and dinner services made in high-filigree solid pewter. Heir to a line of goldsmiths who became famous as far back as the 18th century, the company, today, collaborates with the world's greatest designers and luxury-goods manufacturers.

The mastery of its craft makes L'ORFEVNERIE D'ANJOU a world leader in its field, where traditional know-how combines with innovative design to create art. To quote the company: "Its name is a guarantee of prestige; its history, a mark of authenticity; and its lustre, the promise of brilliance."

For more information, go to: www.lorfevreriedanjou.com

YAMAKADO OFFERS DESIGNER FURNITURE, FROM THE DESIGN PHASE TO THE DISTRIBUTION STAGE



YAMAKADO creates designer furniture for both private residences and public spaces. The company's product lines make for furniture that is flexible, foldable, modular, and nomadic — be it seats, tables, occasional furniture, or sofas, among other items. YAMAKADO handles all stages of the production process, from conception and design to production, whether it concerns the manufacturing of set product

ranges for the general consumer market, or the elaboration of tailor-made and high-end designer furniture.

The mastery of all the steps in the process — from creation and design to distribution — is a guarantee of excellence, which goes to the heart of YAMAKADO's approach.

For more information, go to: www.yamakado.com

Design'In / Pays de la Loire : The label for design in Pays de la Loire

Herbert Alexander Simon (1916-2001), Nobel Prize winner in economics, once said: "Everyone designs who devises courses of action aimed at changing existing situations into preferred ones."

Aware of the crucial importance of design in industry and society at large, decision-makers and opinion-formers in Pays de la Loire have ensured that, across the region, design is everywhere...

In 2006, the *Intelligence Design* operation paved the way for current and future developments. Since then, Pays de la Loire has worked to further reinforce the recognition of design as a key factor in the region's development. Specifically, the regional authorities have lent their support to the creation of a *Design Zone* at regional level, as part of an ambitious project — in effect, to turn Pays de la Loire into a *Design Region*.

This has been done in order to capitalise on the development of creative-intelligence networks across Pays de la Loire, and to make the most of the mobilising effect — on design — that participants in the business, educational, societal and research fields, as well as in the arts and culture, can have.

The Pays de la Loire's regional authorities presently support a far-reaching programme entitled *Design'In / Pays de la Loire*. Constituting both an umbrella label and a programme of events, *Design'In / Pays de la Loire* is now firmly established as *the* brand of reference that distinguishes, promotes and enhances the innovations taking place in the Pays de la Loire region.

The main objective of the programme is to promote design creation and innovation to businesses and researchers as well as the general public. Launched in 2006 by the regional council of Pays de la Loire in order to support and accompany design across projects and events in the region, the programme has aimed at "changing existing situations into preferred ones", to quote Herbert Simon.

With its specific *Design Zone*, whose ramifications touch upon all aspects of regional life (lifestyles, economic development, training, research, innovation, invention, etc.), Pays de la Loire has positioned itself as one of the regions of France best adapted to the globalized world of tomorrow.

Design'In / Pays de la Loire is a genuine and recognised label that helps to promote relevant know-how and projects across the region, and to demonstrate all the creativity of its participants around a central component — design. As a vehicle for technological innovation and for the development of the design community, the *Design'In* label is the community's major asset, which is able to unite all participants and enable Pays de la Loire to emerge as a genuine *Design Region*.

Design'In / Pays de la Loire : A comprehensive programme focused on design promotion

In Pays de la Loire more than anywhere else, design is both a historical reality and a contemporary fact of life, with direct impact on business and society.

From the manufacture of the *indienne* cotton products to the designing and delivering of clothes intended for the world's leading brands; from the production of patterns and household objects used on board the *Normandy* or *France* cruise liners to the shipyards that make the cruise ships of today; from gardens renowned for their landscape design to the heritage of castles and abbeys and their audacious architecture — Pays de la Loire has always been a region that is brimful with know-how and projects, which demonstrate the creativity of all those involved.

Pays de la Loire even has an artistic project, based around the port-city of Nantes, which is called *Les Machines de l'Île*, and which intends to bring to life the fantastic machines designed by writer Jules Verne — the famous novelist (1828-1905), whose pioneering works of fiction paved the way for contemporary science-fiction writing.

In today's highly competitive world, the promotion of design in Pays de la Loire offers added value, which can make a tangible difference, so as to be more competitive, more visible, and more attractive.

To illustrate its commitment to design and innovation, Pays de la Loire has decided to invest, since 2008, up to €1.5 million per year in this very ambitious programme. Fully operational while constantly adapting to what is happening here and now, this unique programme touches upon a wide range of issues and fields, including business, research, training, and culture.

What does the *Design'in / Pays de la Loire 2009* programme cover ?

• A BUSINESS COMPONENT: WHEN INNOVATION BENEFITS COMPANIES' COMPETITIVENESS

Focusing on industrial practice is one of the characteristics of the region's programme, as compared to the actions pursued by other regions and promotional bodies. In addition to making regional funds available for design studies (including funding through the budget for contemporary arts), a key aspect of the Pays de la Loire's programme is that it encourages companies to bid for large-scale projects.

In 2009, a total of 10 projects were chosen for the innovative dynamism of their large regional networks and for the diversity of their approaches across the whole field of design. Examples of this approach include *BlueRing* and *Tables +*.

BlueRing is a new concept for extending shipping capacity and port installations, which enables space to be freed up thanks to a patented process involving the vertical juxtaposition of infrastructures.

Tables + has been built around the notion of *accessibility tables*. The aim of this project is to design and create a new generation of *face-to-face tables* for trains. These models of tables should be universal, i.e. adapted to all passengers.

▪ A RESEARCH AND TRAINING COMPONENT: WHEN EXPERIMENTATION REQUIRES LONG-TERM REFLECTION — BE IT ACADEMIC OR APPLIED — AND TRAINING COURSES ADDRESS A DIVERSITY OF DESIGN APPROACHES

The objective of this aspect of the programme is to improve the impact of the business component through crossbreeding expertise, while better translating the multidisciplinary approach of design into economic and academic reality.

In 2009, for example, the *CREDO* international design workshops were part of this research-and-training effort in relation to design, *CREDO* being the *Co-operation in Research & Education for Design Options* programme.

▪ A GENERAL-PUBLIC COMPONENT: WHEN DESIGN BECOMES AN EVENT AND QUESTIONS OUR VERY WAYS OF LIVING

In 2009, this aspect of the programme has resulted in a range of exciting events taking place in Pays de la Loire.

Design'In / Pays de la Loire was partner of the *Designer's Days* event held in mid-June (11 - 15 June 2009) in relation to the *Design and Enterprise Award*.

The *Living in 2050* exhibition, co-hosted by the *Pompidou Centre* (the contemporary-art centre in Paris) and the *Ecole Supérieure du Bois* (the woodworking college of Nantes), will be held in October 2009. Through this partnership, the aim is to mobilise the woodworking community and bring new life to the available stocks of maritime pine.

The *Design Observer '09* was an ongoing programme of events (24 October 2008 to 8 March 2009), which afforded players in Pays de la Loire the opportunity of a first-class encounter with design at *La Cité des Sciences et de l'Industrie*, the Paris museum of science and technology.

The relevance of the *Design'In / Pays de la Loire* programme is illustrated by the mission statement adopted by its architects: "Combining human creativity with technological audacity means that we can innovate now in order to devise solutions for tomorrow's lifestyles."

For more information, go to: www.designin.paysdelaloire.fr

About Pays de la Loire and the region's institutional partners

Pays de la Loire, in Western France, is recognised for its vibrancy as well as the quality of its artistic and creative community, and all the region's players intend to continue developing this potential. The creativity found in Pays de la Loire, however, is not limited to the artistic field: it also embraces research, innovation and design in a wide range of industrial sectors and in services and, more broadly, in the manner of thinking about — and constructing — society.

The ranking of Pays de la Loire reflects this wealth of experience and this considerable potential.

- Pays de la Loire is the No1 region in France for the growth in productive investment;
- Pays de la Loire is the No1 region in terms of the employment rate;
- Pays de la Loire is in second place, in France, for the number of competitiveness clusters (*pôles de compétitivité*), with nine such high-technology clusters;
- Pays de la Loire is ranked third in France regarding population growth;
- Pays de la Loire is the third most dynamic region in France in terms of job creation.

With more than 5,000 exporters located in Pays de la Loire, the region hosts many leading players with a genuine *can-do* attitude and a proven ability to co-operate.

A region combining diversity with balanced development, Pays de la Loire boasts a rich mix of market players and projects. The region is well-connected to the rest of France and beyond by an advanced transport network and a multi-channel communications network, which contribute towards making Pays de la Loire one of France's leading regions in terms of overall economic development.

Each year, Pays de la Loire assists companies based in the region through a programme of activities focused on international markets (including discovery missions, prospecting, trade-show participation, meetings with buyers, and seminars). This programme has successfully met the needs and the expectations of the region's businesses; it has been made possible through the region's collaboration with a network of partners that includes *CCI International* (the international and export division of the region's chamber of commerce) and *UBIFRANCE* (the French government agency for international business development and export support).



VIA
Valorisation
de l'Innovation
dans l'Ameublement

VIA and *Ateliers d'Art de France* are two other important partners of the region in the field of design and the arts & crafts. *VIA* (Valorisation of Innovation in Furnishing) is a non-profit association that was set up in 1979 by the *CODIFA* (French Furniture Industries' Development Committee), with the support of the Ministry for Industry. The vocation of *VIA* is to promote contemporary creation in furnishing (furniture, lighting, tableware, decorative items, rugs, interior textiles, etc.), both inside and outside France.

The purpose of all the actions undertaken by *VIA* — forward-looking studies, support to designers, strategic consulting, communication, promotion and publishing — is to contribute to the development of French furnishing, in France and worldwide. *VIA* acts as an interface for the trade at large: industrial groups, small and medium-sized companies, craftsmen and craftswomen, distributors, press representatives and creators — all benefit from *VIA's* support and expertise.

For more information, go to: www.via.fr

Ateliers
d'Art
DE FRANCE



Ateliers d'Art de France was created in 1868 and represents the largest French federation for arts-and-crafts professionals. It is dedicated to promoting and supporting 2,800 French artists, designers and manufacturers in the arts-and-crafts industry. *Ateliers d'Art de France* is also co-owner of the world-renowned *Maison & Objet* home-and-decoration trade show.

On an ongoing basis, the federation sponsors and showcases its members through four outlets in Paris: the concept-store *TALENTS* next to the Opéra Garnier; two decoration stores next to the Arc de Triomphe; and the gallery *COLLECTION* in the heart of Le Marais, near the famous Picasso Museum. *Ateliers d'Art de France* is also strongly committed to promoting and supporting its members outside France, through a selection of prestigious events.

For more information, go to: www.ateliersdart.com

About *100% Design London*



Resolutely cosmopolitan, London is a true catalyst for international trends. The *100% Design* trade show showcases a range of exhibitors that is simultaneously broad and revealing in terms of contemporary interior design and furniture creation. The Pays de la Loire region is keen to repeat the experience — one that has proved positive for those businesses that participated in the 2008 trade show and earlier, similar industry-wide events.

The *100% France* stand, set up by the French Trade Commission in London in co-operation with *VIA* and with the Pays de la Loire region, can be found at the trade show (Stand # K30).

The Pays de la Loire companies will be on the *100% France* stand at the trade show. Members of the press are invited to a cocktail party to meet the designers and Gerard Laizé, who will be in charge of the dedicated *100% France Pavilion* at the trade show, from 6:00pm onwards on 24 September 2009 (Stand # K30/French Pavilion).

The *100% Design London* trade show will be held from 24 to 27 September 2009 at Earl's Court in London (UK).

The organisers describe *100% Design London* as “the UK's leading architecture and design event showcasing everything for the modern building and interior”. As Britain's leading contemporary-interiors event for the contract market, *100% Design* attracts key manufacturers, star designers and major specifiers from within the UK and from other countries. The organisers of the trade show add that, “There is no other show that connects the worlds of architecture and design with innovative, contemporary interior products, creativity and an exciting mix of new and established talent.”

For more information, go to:

<http://www.100percentdesign.co.uk/>

