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Introduction

In November 2010, Saint-Etienne became the first French city to join the UNESCO Creative Cities of Design Network. Saint-Etienne is a city in transformation, which adopted design as an agent of change of the living environment and economic development engine for the territory.

The expertise and activities of Cité du design and Higher School of Art and Design Saint-Etienne (ESADSE) have largely contributed to the designation of Saint-Etienne as a UNESCO City of Design. The Cité du design, which is the expert and referent for Saint-Etienne, uses this designation as the first development line for all its activities. This position strengthens our actions in the network and the territory’s international attractiveness. It contributes to highlight the talent and know-how of companies, Saint-Etienne designers, and students from the Higher School of Art and Design of Saint-Etienne (ESADSE).

There are many impacts on the territory. There are generations of students, who have become designers, living in Saint-Etienne, France and abroad, proud to be from Saint-Etienne. Participants in the different Biennales, who are among our best ambassadors in the world. Media impact, which is helping to make Saint-Etienne the French design capital. On the territory, 80 shopkeepers and designers pairs have won awards in the "Commerce Design" competition, set up by Saint-Etienne in 2003 in partnership with Montréal. Over 100 public consultations have been launched by Saint-Etienne City and Saint-Etienne Metropolitan Government for designers to renovate primary schools, seniors’ residences, public spaces, as well as public transports, train stations, playgrounds and to transform the Tourism Office and City Hall. Substantive work with companies, who would like to understand the benefits of design, who want to innovate through the methodological tools of the Cité du Design: Lupi®, Labos®, Labos Express®. There are many success stories. Research design expertise that generates numerous research programs with national and international companies. Designers and creators who have settled in Saint-Etienne and pool their knowledge in shared workspaces and incubators created by Metropolitan Government. A growing number of creative people and communities committed to revitalizing their districts. Clusters as Designers+ have been created and are spreading design amongst companies.

On the national level, successive governments have recognized the Cité du design as a reference pole of design for innovation in companies. In 2011, the creation of a Design Manager position within Saint-Etienne City and its Metropolitan area Government – first French and European city to create this position – enabled to receive the Design Management Europe Award. This is one of the numerous prizes received on the national and international levels by designers, the City, and the Cité du design. Special activities for schoolchildren in partnership with PREAC (The Resources Center for Artistic and Cultural Education), is part of the annual offer to reach all publics.

Saint-Etienne UNESCO City of Design exports itself worldwide with its talented designers, companies, and cultural players. More recently, the exhibitions of the Cité du design and ESADSE represented France and the UNESCO Creative Cities of Design Network at the 21st Milano Triennial in April 2016, at the Frankfurt Book Fair in October 2017 and at the Wuhan Design Biennale in November 2017.
Saint-Etienne has been designated UNESCO City of Design in 2010. The richness of the UNESCO Creative Cities Network (UCCN) is to enable the development of conversations between the member cities. During these 7 years, Saint-Etienne participated with dynamism in the activities organized by the UNESCO Creative Cities Network and has been a source of proposals. Saint-Etienne participated in the working group on the network’s evolution from 2012 to 2014. Since June 2017, it coordinates the Design cluster with Detroit, within the steering committee constituted by the UNESCO Creative Cities Secretariat and the 7 fields’ and clusters’ representatives.

Over the 4 years related to this report, it is evident that the results are very rich in terms of organized events, shared activities, opportunities given to the local designers to discover other territories, welcoming and crossing of our networks, meetings with the other cities of design but also with cities from other fields.

Saint-Etienne essentially relies on the activities of the Cité du Design and the Higher School of Art and Design Saint-Etienne (ESADSE), which have integrated the UNESCO Cities of Design Network as a priority in their partnerships since 2010. The programs are numerous: conferences, workshops, exhibitions, contests, residencies, etc. The projects concern professionals, students, companies, researchers and collectives. Bilateral actions are easier to implement but Saint-Etienne does not hesitate to mesh the partners, the stakeholders and the international networks it belongs to.

The Biennale Internationale Design Saint-Etienne is undoubtedly the major event that enables to highlight the UNESCO Cities of Design Network through exhibitions, conferences, workshops and meetings with the local professionals. This network is unique to share knowledge, cultures, to learn to work together on the issues the cities meet and to use design to bring solutions.

The European project Human Cities, Challenging the City Scale, led by the Cité du Design with 12 partners including 4 UNESCO cities of Design and 1 city of Literature is a good example of cooperation. This project aims to reinvent the city with its inhabitants and the urban creative people, using experimentation, making cities as places to test culture and sustainable urban development. We also use the UNESCO Creative Cities Network (UCCN) to develop academic partnerships between the ESADSE and Schools/Universities of Design, to enrich higher education and work on the ESADSE’s international position.

Bilateral actions strengthen the links between the cities and enable the organizations to know each other better, as it was the case with Montreal, Graz, Nagoya, Kobe, Shenzhen, Shanghai, Kanazawa, Bologna, Seoul, Enghien-les-Bains and Katowice. Obtaining excellent results for our young designers during 2 contests organized by Shenzhen for young talents considerably helped us promote the network in the local professional sphere. Companies that are associated to the different projects do not hesitate to mention that Saint-Etienne is a UNESCO City of Design in their promotional tools. Lastly, the institutional communication of the City and Metropolitan Government has fully integrated the logo in all its cultural events poster campaigns and launched a territory’s attractiveness program to explain to the public how “design changes Saint-Etienne”. In the coming years, we will deepen relations with some partners around long-term projects and will integrate the network’s new cities in some actions.

On the eve of this 7th anniversary, we are proud to be part of the UNESCO Creative Cities Network and consider it as an exceptional platform of cooperation and mutual inspiration, that allows the members to share ideas, good and bad practices. We will continue to use this designation to develop creative industries and design in the public policies of our territory, to create new sustainable projects with the network’s cities and promote Saint-Etienne at an international level.
2 General information

NAME OF THE CITY
Saint-Etienne
COUNTRY: France
CREATIVE FIELD OF DESIGNATION: Design
DESIGNATION DATE: November 22, 2010
DATE OF SUBMISSION OF THE CURRENT REPORT: November 30, 2017
ENTITY RESPONSIBLE FOR THE REPORT: Cité du design Saint-Etienne

FOCAL POINTS OF CONTACT
Josyane Franc, Head of International Affairs, Cité du design & Higher School of Art and Design Saint-Etienne. Saint-Etienne UNESCO City of Design coordination.
e-mail: josyane.franc@citedudesign.com
Cité du design — 3 rue Javelin Pagnon -42000 Saint-Etienne - France
www.citedudesign.com

INSTITUTIONAL REFERENT – CITY OF SAINT ETIENNE and SAINT ETIENNE METROPOLITAN GOVERNMENT
Anne Lyonnet, Head of International Affairs, City of Saint-Etienne
Saint-Etienne City Hall — Place de l’hôtel de Ville
BP503 - 42007 Saint-Etienne Cedex 1 - FRANCE
e-mail : anne.lyonnet@saint-etienne.fr
www.saint-etienne.fr

SAINT ETIENNE UNESCO CITY OF DESIGN

Generic e-mail: saint-etiennecreativecity@citedudesign.com
facebook : @saintetiennecreativedesign
Contribution to the global network’s management

Building the network together

Since its designation in 2010, Saint-Etienne have participated with dynamism in the activities organized by the UNESCO Creative Cities Network and have been a prolific source of proposals.

3.1 Participation in the network’s annual meetings

Throughout the last four years, Saint-Etienne has participated to every General Assemblies, with City political representatives, administrative staff or professional designers, according to the situations.

Chengdu, UNESCO City of Gastronomy (2014): 2 persons

Kanazawa, UNESCO City of Crafts and Folk Art (2015): 2 persons

Östersund, UNESCO City of Gastronomy (2016): 3 persons

With a presentation of the Human Cities_Challenging the City Scale project as a good practice of cooperation between UNESCO creative cities through speech and posters in the UCC “case studies” exhibition. Saint-Etienne awarded projects in the 5Z-DAY Östersund exhibition.

Enghien-les-Bains, UNESCO City of Media Arts (2017): 3 persons + 5 persons for the opening of the exhibition.

Participation in the Mayors forum, workshop “Regenerating public spaces” and the exhibition “Are you talking to me - Uses and applications of connected objects”.

3.2 Hosting of a working or coordination meeting

Between 2014 and 2017, Saint-Etienne has:
- organized a Design sub-network meeting (March 13, 2015) during the Biennale Internationale Design Saint-Etienne 2015. 18 persons from 9 UNESCO Cities of Design and 4 representatives from applying cities.
- participated in 10 Design sub-network meetings

Shenzhen (China) – March 2014 – 3 persons

Seoul (South Korea) – March 2014 – 3 persons

Berlin (Germany) – May 2014 – 3 persons

Chengdu (China) – September 2014 – 2 persons

Nagoya (Japan) – June 2015 – 1 person

Helsinki (Finland) – September 2015 – 2 persons

Paris (France) – June 2016 – 2 persons

Östersund (Sweden) – September 2016 – 3 persons

Enghien-les-Bains (France) – June 2017 – 3p.+5p. for the exhibition

Puebla (Mexico) – November 2017 – 1 person

3.3 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network

For the 9th Biennale Internationale Design Saint-Etienne 2015 (March 12 – April 12, 2015), on the theme of “The Experiences of Beauty”, Seoul was the guest of honor (linked to the Institut Français Year of France-Korea cultural cooperation):
- Creative Cities’ Forum – March 12, 2015

With artists and curators from Seoul UNESCO City of Design and representatives from 11 UNESCO Creative Cities.

- Launching of the European program Human Cities_Challenging the City Scale:

- Conference Croisements 2015/ Human Cities_Challenging the City Scale, March 17, 2015 in the presence of 12 European partners, including 4 UNESCO Cities of Design: Saint-Etienne, Graz, Bibao and Helsinki, and 1 UNESCO City of Literature: Ljubljana.
- Workshop in one district of Saint-Etienne, with 10 designers from UNESCO cities (Montreal, Nagoya, Shenzhen, Seoul, Graz, Beijing, Shanghai, Bilbao, Helsinki), local designers and inhabitants.

For the 10th Biennale internationale Design Saint-Etienne 2017 (March 9 – April 9, 2017), on the theme of “Working promises; shifting work paradigms”, Detroit was the guest of honor.

A total of 300 representatives from 15 UNESCO creative cities and 2 representatives from applying cities attended the Biennale.

> Creative Cities’ Forum – March 9, 2017: roundtable and workshop “City at Work, Inclusive City”, with the UNESCO Cities of Design coordinators, a UCCN representative (Qiaobo Ni), political and administrative representatives of Saint-Etienne, and designers.


> 7 conversations Shiftspace organized by designers from Detroit - March 10 - 15, 2017

> Conference and workshops Human Cities_Challenging the City Scale with the European project’s partners and the representatives of Graz, Bilbao, Helsinki, Ljubljana, Detroit, Montreal, Dundee, Turin, Nagoya, Saint-Etienne.

3.4 
Financial and/or in-kind support provided to the UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN

During the last 4 years, Saint-Etienne ensured the Creative Cities Network’s visibility by relaying information on its activities to the following websites:

> the UNESCO website: https://fr.unesco.org/creative-cities/content/creative-cities

> the Cities of Design web platform: http://www.designcities.net/

> The Cité du design website and facebook: @SaintEtienneCreativeDesign

All the activities of the Cité du design are promoting this designation, and of course, every two years, the Biennale Internationale Design Saint-Etienne is the highlight of this attractiveness.

Since 2014, the City and Metropolitan Government of Saint-Etienne have invested in a new institutional communication campaign to market its attractiveness.

Since 2014, the City and Metropolitan Government of Saint-Etienne have invested in a new institutional communication campaign to promote the UNESCO City of Design to the largest number of people: at local, national, and international scales: Saint-Etienne changes the world and Saint-Etienne, the experience of design. The websites of the City and Metropolitan Government are excellent relays of information, but not bilingual.

Investment in communication (annual average):

- 150 000 € for the Cité du design
- 100 000 € for the City of Saint-Etienne
- 50 000 € for the Tourist Office
- 200 000 € for the Biennale Internationale Saint-Etienne

The Tourist Office reorganized its website, which is bilingual, and focused all the territory’s communication around Saint-Etienne - UNESCO Creative City of Design.

3.5 
Membership of the Steering group

From 2012 to 2014, Josyane Franc has participated in the working group regarding the network’s development.

From 2017, during the network’s 11th Annual Meeting in Enghien-les-Bains, she has been nominated coordinator for the design cluster with her colleague from Detroit, to be part of the steering committee that gathers the representatives from the 7 clusters and the UNESCO Creative Cities Network’s Secretariat.

3.6 
Participation in the evaluation of applications

Saint-Etienne cooperated with the UNESCO to expand and enrich the network.

In 2014, before the establishment of the evaluation process, Saint-Etienne has examined and supported applications of 4 cities. Since the establishment of the evaluation process by the member cities in 2015, it has evaluated:
- 6 applications in 2015
- 12 applications in 2017

The Cité du design of Saint-Etienne is also regularly consulted by the cities wishing to initiate their application process to become Creative Cities of Design, but also of other fields. Saint-Etienne has thus followed the application processes of 14 cities (Abidjan, Bandung, Bilbao, Kortrijk, Curitiba, Detroit, Essen, Puebla, Shanghai, Torino, Wuhan, Limoges, Mulhouse, and Nantes).
Design is now part of the territory’s culture of public policies. The prior challenge is to make design visible in the city and its territory. For Saint-Etienne City and Metropolitan Government, the design policy strategy is defined by three goals:

1. **Build a territorial identity on Saint-Etienne design**, combining public procurements and economic support, to create anchored procedures using design and to propose projects that visibly mark the public space.

2. **Foster design innovation and experimentation** in public spaces and facilities, relying on the expertise of the Cité du design.

3. **Develop a network of innovation stakeholders**, including territorial players (companies, institutions and local authorities) in the projects, in cooperation with creative businesses’ networks and local know-how.

### Major initiatives implemented at the local level

**Saint-Etienne - a design lab city**

Today, design is recognized as a key factor in the competitiveness of territories. It is also a powerful lever to make public services more efficient and more adapted to the users’ needs.

#### 4.1 Design management as a lever of development and attractiveness

The City of Saint-Etienne and Saint-Etienne Metropolitan Government have been the first public local authorities in France to integrate a strategy of design management for the conception of its public policies in 2011. With its main city – member of the UNESCO Creative Cities in Design Network - the metropolitan area government positions itself as a reference in Europe. The mission of Design Management is shared between the Cité du design, the Saint-Etienne Metropolitan Government (Attractiveness and Sustainable Development department) and the City of Saint-Etienne (Urban Social Development and Employment department). This Design Management mission works closely with all the administrative services and economic partners to include design at an early stage of conception of public services and facilities.

**The Design Manager** acts transversally with various local authority’s services.

- He/she defines the role of design in the project and in the project management process: in major infrastructure projects of the territory
- He/she integrates design into the innovation process of public action, into public order and public purchasing.

The mission enabled to develop:

- Design public procurement, with an average of 20 calls for tender addressed to designers per year
- Since 2016, a new legal tool facilitating the use of designers services by public authorities: a Framework Agreement defining 15 designers selected for 3 years, who public authorities can hire to provide 3 kind of design services: study of the uses ; equipment or service conception and production ; strategy. (budget: 100 000 euros per year).

A premiere in France

- A shared culture of innovation among Saint-Etienne administration managers
- New markets for designers and companies.

This very rewarding experience generated an ecosystem of design/production capacities and real expertise in the field of offer and order in design.

Since 2014, many projects have been realized for the City of Saint-Etienne and Saint-Etienne Metropolitan Government in all sectors: the city’s policy, living environment, sustainability, education, urban planning, public equipment, transports, training, public purchases, etc.

- 150 diagnostics of design management
- More than 100 consulting services and calls for tenders have been addressed to designers
- More than 70 designers’ achievements are noticeable on the Metropolitan Government area
- More than 70 designers from the Metropolitan Government area are involved in the public sector thanks to consulting services with public authorities and services.

Saint-Etienne is an ideal area of experimentation for urban planning at different scales and for the various local stakeholders.

Along with the city center development, Saint-Etienne Metropolitan Government is developing a strategy of design action in its entire territory. On every occasion of urban transformation, design should be considered among the solutions brought for place making issues. Design is thus integrated.
- In the renovation of train stations that punctuate the conurbation metropolitan area: to enhance functionality of their public spaces and their visibility as entries to the city.
- For the third tramway line: in programming phase, to elaborate the users’ routes, the new visual identity of the new line, the development of tramway stops and the uses of urban equipment.
- For urban working sites: to equip wasteland spaces during the reconstruction phases. Design thus proposes a temporary, mid-term or long-term use that will give more comfort and quality to the public space (example: the Novaceries park made on a former steel industry area under depollution and renovation; the Rondet micro-area, first sept of Tarentaise-Baubrun district renovations, the passageway of Mining Museum of the Puits Couriot eco-science park construction).


The Banc d’Essai project was launched in 2015 for the Biennale, to propose to the visitors, inhabitants, and users to experiment prototypes of urban furniture set up in the public space. It was not only a real public success, but the project also enabled the development of numerous products that were bought by the City to set them up within the new urban development programs.

Banc d’essai is among the best projects in portraying the shared will of local public institutions to make the urban environment a vital and creative space that responds to users’ needs. During the Biennale, Saint-Etienne’s public spaces become real showcase where companies and designers can exhibit their experimental urban furniture.

After the Biennale, the aim is to continue this process so that design becomes a permanent feature of our everyday urban practices.

The Banc d’Essai project starts with a call for projects among designers or companies from France and from the UNESCO Cities of Design Network, in order to test full-scale prototypes of urban furniture during the Biennale.

Total: 120 proposals received
40 objects of urban design were tested in the public space and approved by user feedback of inhabitants and City services, including Urbanoscope by la Camaderie - Montreal.
20 of these propositions were produced with local companies.
32 urban furniture projects set up since 2015, for a total budget of approximately 150,000 €.
Banc d’Essai enjoyed a very good online media, local and national press coverage, as well as in magazines specialized in design but also in architecture and urban planning.

Awards:
Innovation Prize 2015, category Urban planning/public lighting, delivered by the Mayors and Local Collectivities Forum and E-BANC ARMOR, first connected and autonomous wood bench.
This bench was also installed on the Saint-Etienne Metropolitan Government’s space during the COP21 in Paris, along with the Métalink bench and the 1D touch application.
Fimbacte Living Environment Trophy in category “online image” 2015.

Results:
- 79 received applications - 49 were selected - 1 of them from the UCC Network (Nagoya)
- 39 project leaders (average age: 35 years old)
- 14 invested premises
- 7 shared shops
- 130 installations and experimentations during a month
- 26,623 visits – 53 entries per day per shop on average
- 1,500 persons on weekends - for the design night and the design brunch
- 1,790€ - average turnover per shop for a month
- Special mention for “Our Republic” - co-working space reflecting Japanese culture proposed by Soichiro Kimura from Art Bridges Cities Nagoya.

With this project, Rue de la République has regained esteem of the inhabitants, the project leaders and the merchants. After the Biennale, Saint-Etienne Metropolitan Government started renovating and investing one of the vacant shops to establish a business incubator in the city center. The Cité du design and EPASE (Saint-Etienne Public Institution of Urban Planning) work on a development scheme for Rue de la République focusing on 3 axes:

> Support of new business models in archipelago
> Animation of the street to regain an attractiveness in the city center
> Urban rehabilitation by the property owners and public players using design resources.
4.2 Innovation through uses with companies

Design is a field that uses methodologies centered on the user, placing people at the core of the ecosystem and innovation process. Innovation through the uses employs co-creation methods that are specific to design and complementary to marketing and sociology tools.

The service offer established by the Business & Innovation cluster of the Cité du Design applies to companies, shops, collectivities and public players, to accompany them from the initial approach to design to the integration of design management depending on the nature of the company’s project and its maturity.

The originality of design is being in an approach centered on the users. The first tools are thus based on observations of the users in real life. They are qualitative and enable the emergence of weak signals that would not have been detected with quantitative methods if necessary. Observations are made by questioning and soliciting in order to enable the companies to adapt their offer to the users’ demand. The Living Lab project manager of the Cité du Design supports companies upstream to define the protocol that will respond to the company’s needs.

The Labs, companies in direct contact with the users

The Labs, which were launched during the Biennale Internationale Design Saint-Etienne 2013, are places of exchange and co-creation with companies and users. Professionals present their projects at their different stages of conception (prototype, model, demonstrator, etc.) by placing themselves in a user-centered innovation approach. This space offers to the Biennale’s visitors the opportunity to discover test new concepts and gives them the possibility to be actors of the collaborative creation process.

Implication and participation of users (the project’s final users or partner users) on issues for the products or services conception and evolution. The visitors are observed, questioned and solicited in order to enable the companies to adapt their offer to the users’ demand.

In 2015, Labos express® were created for short period actions of one or two day(s), usually in situ. This format has been specially designed for the start-ups to meet their demand for quick actions. Example: an express lab in the EHPAD (Accommodation facility for dependent elderly people) to test scenarios to redefine the experience of the hospital meal, from the logistic to the consumption in room.

In 2017, Labs became mobile, were set-up at the heart of exhibitions, and opened to design schools or institutional partners. Examples: the Michelin Company mobilized 55 employees to animate a lab testing with visitors new services embedded in cars.

The Saint-Etienne Hospital proposed to test scenarios to redefine the experience of the hospital meal, from the logistic to the consumption in room. 19 companies recorded 6,350 user feedback for a month.

Design Innovation Residences

Since 2017, Innovation Residences enable companies to develop new products or services in co-creative and participatory manner with the users. The projects take into account the users’ expectations and desires and could be experienced directly with them. The Innovation Residence covers every phase in the conception of a product/service or system, in a user-centered Living Lab approach, from the exploration of uses to experimentation in real living spaces. The co-creation, prototyping and concept testing phases, will take place by immersion in the Saint-Etienne Manufacture creative quarter.

The Cité du Design provides engineering, coordination and evaluation of the whole project. It brings to the projects carriers its methodological expertise, its regional and international networks to build the partners’ ecosystems (if necessary), and its creative district to welcome the companies in residence.

Current residences: Stiplastics, Meal Canteen, Mobius, Design for All, Connected Objects and Design and Health. The projects are deposited via a permanent Interest Manifestation Call (AMI) published on the Cité du Design website.
4.3 Research actions and experimentation

The Cité du Design organizes and structures a Design research which is unique in France. It creates knowledge thanks to creative methods that articulate theory and conception. It works on emerging and prospective issues to serve society.

In collaboration with professionals working in the fields of human sciences and technical sciences, the Cité du Design research department sets up programmes and introduces methods leading to the design of things and services to suit current practices and new needs. The programmes incorporate the topics of sustainability and design for all in these concepts. It answers the requests of companies and institutions that wish to explore future scenarios based on emergent uses and practices. Most of the programs include a component of digital technologies integration in the form of scenarios for new services or products. The political and social dimensions of design, as well as technical culture, to which design is a translation, are at the center of research issues.

Since 2014, the Research pole has supervised about 20 research and experimentation programs with a multidisciplinary team that accompanies 50 extern researchers per year.

Since 2016, the Research Department ensures scientific direction and general curatorship of the Biennale Internationale Design Saint-Etienne, building with a pool of curators a demanding content for the general public, which is fond to discover the power of design for the society.

The Research pole’s budget is composed of 52% of private funds, of 48% of public funds, including metropolitan or regional funds. Saint-Etienne, territory of experimentation, enables to test and develop the research’s hypotheses:

**Lighting up the city**

An experimental research centered on the light user, on all users.

In partnership with Philips Lighting R&D (Eindhoven) and Saint-Etienne Metropolitan Government, the Research department of Cité du design has launched a process of questioning the place of light in a city, its role, potential for innovation, and anticipates new urban lighting services. This programme has benefited from a fertile on- field ecosystem and from the expertise of public, private, and community stakeholders and residents. Following a 2 year research and experimentation, the project has shown what current urban lighting practices are and proposed innovative solutions.

**Carnot train station**

A research program about the train station’s uses and inclusion in the area of the Place Carnot, Saint-Etienne

In partnership with Gare & Connexions and AREP companies, the Cité du Design led an investigation on this secondary station’s history and uses, located right on the boundary of the city center and the creative district of Saint-Etienne. It proposed scenarios of uses and services for the travelers and citizens. Industrial partners: Gare & Connexions – AREP.
Design and education
A priority axis carried and developed by the Cité du design research department for eight years with the Ministry of National Education.

- With the PREAC design (Resource Center for Artistic and Cultural Education): production of a resource in design – editions and formations – dedicated to professionals of education, cultural mediators and to territorial collectivities.

- Through multiple experimental projects in design: design awareness, work on the renovation of school spaces, on digital uses, pedagogic scenarios, well-being at school, innovation at school, etc.

Examples:

“I’m participating to the renovation of my school!”
This experimentation binds the renovation of a school with a pedagogic project, aiming at raising the awareness of young pupils about design by involving them in the creative process, from the concept to the realization (library, circulation spaces, canteen, schoolyard, reception, etc.). This experimentation gathered multiple players – pedagogic team, pupils and staff of a school, Cities and Towns owning the schools, designers, companies, craftsmen, Cité du design, socio-cultural center, Ministry of Education departmental directorate, Ministry of Culture regional directorate.

To this day, more than 1,000 pupils from 10 schools have been part of this programme.

“Towards a digital school”
This experimentation involved pupils and their teachers, designers, pedagogical and digital consultants from the public and catholic education schools, Saint-Etienne Metropolitan Government managers, in a reflection on the digital uses in the school.

This operation took place from October 2014 to June 2015, firstly in 9 and then in 11 schools (approximately 800 pupils), of the Saint-Etienne Metropolitan area. It was meant to prepare the future multimedia equipment programme (2016-2020), answering as closely as possible to the evolutionary practices of learning.

defining and conceiving with the educational staff, pupils, parents and the after-school sector, new school forms that enable having a more efficient and harmonious pupil experience, conducive to their success. The experimentation’s aim was to initiate changes in practices, spaces, school organization methods (places and learning times) and in the relations.

Calling on a multidisciplinary team (architects, designers, sociologist and pedagogue) and on a design strategy has been a radically new approach for the public education system. About 900 pupils participated.

“Towards a digital school”
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4.4 Fostering the city development with creative economy and innovation: the Manufacture creative district

A reflection led by the City of Saint-Etienne and EPASE (Saint-Etienne Public Establishment of Urban Planning) led to place creative economy and innovation as driving forces for the economic renewal of Saint-Etienne, source of influence on the entire Metropolitan area.

At the center of this ambition, the Manufacture Plaine Achille site, iconic rebound of Saint-Etienne, which becomes a large urban campus for the metropolitan area, regrouping education, research, economic activities, culture, childhood activities, housing and leisure. Since 2009, it takes shape with the support of cultural and higher education players and equipments that are already present (Cité du Design and ESADSE, FIL and Zénith concert halls, Optical vision pole and Telecom Engineers School). It hosts a Fab Lab and third-place gathering a community of makers and creators, who invent new forms of economy. The work on the Manufacture Plaine Achille site is the illustration of an inventive economy. “Transform quickly, generate new uses in a part of the city, where the challenge is to bring an economic renewal” - wrote Alexandre Chemetoff, architect and urban planner in charge of the project. This transformation is equally the result of an economic and architectural project. This redevelopment project was rewarded in 2011 by a EcoQuartier (“Eco-district”) label, and in 2013 by the “Engagé dans la labellisation EcoQuartier” (“Involved in the Eco-district labeling”) label, in the Urban renewal category.

The Manufacture district that became the Cité du Design district since 2009 is the totem district of Saint-Etienne French Tech-design Tech 2015. The latter established a partnership with Bleu Blanc Tech, Canada’s Design Tech-French Tech hub. As part of its 2015-2020 innovation program, the Saint-Etienne Metropolitan Government aims to modernize facilities infrastructures/incubators and to propose support systems for innovation and for companies creation.

With the implementation in 2017 of “La Grande Usine Créative” (“the Big Creative Factory”) that proposes companies lofts, working spaces, meeting rooms, etc. and in 2018 the implementation of the “Centre des savoirs et de l’innovation” (learning centre) with the University of Jean Monnet, the EPASE, jointly with the Metropolitan Government and the Caisse des dépôts continues its development project on the Manufacture site. The opening of the new building of the Comedy National Drama Center in October 2017 in direct proximity comes to supplement the cultural life of the district’s and metropolitan area inhabitants.
5.1 The Biennale Internationale Design Saint-Etienne: the catalyst event of inter-city cooperation

16th world cultural event according to the Art Magazine, the Biennale Internationale Design Saint-Etienne attracts each time increasing number of visitors. Through its exhibits and conferences, it offers to the public and businesses a time for reflection and work, and exceptional meetings.

Ten international biennials since the ambitious bet launched in 1998 by the School of Fine Arts of Saint-Etienne, and led by the Cité du design since 2005, have shaken up the Saint-Etienne territory and the design world. Many generations of designers have exhibited during the biennials to share their reflections, creations, and their imaginary with the general public.

Almost twenty years to develop the desire for design among the public. Two generations of children have discovered design at the Biennale. Hundreds of companies participated in the great adventure of design. Thousands of inhabitants at the heart of the international history of design. We always pay a special attention to the international creators. For designers and companies, it also led to the establishment of a forum dedicated to innovation and business, as well as to the creation of labs that enable companies to experiment their novelties among the visitors.

Since the designation of Saint-Etienne as UNESCO City of Design in 2010, the Cité du design has decided to use this event as a privileged moment for meetings with the UNESCO Cities of Design, in order to explore social challenges. The Forum Empathicity Making Our City Together was a focus carried on the 11 UNESCO cities of design in 2013. Then, the network expanded from 16 to 22 cities and we changed the formula.

In 2015, it was decided to have a city guest of honor: Seoul, UNESCO city of Design, on the theme of "The Experiences of Beauty", linked to the "France-Korea" year of the Institut Français.

Seoul and Saint-Etienne have been designated UNESCO Cities of Design the same year, in 2010. Since that date, a collaboration is built between the Cité du design and Seoul Design Foundation, based on the exchange of expertise. 2015 thus marked the acceleration of this cooperation. The exhibition Vitality 2015: Beyond Craft and Design, conceived by Kyung Ran Choi, Director of the Oriental Culture and Design Center (OCDC – Kookmin University) was specially created for the Biennale. The purpose of the exhibition was to show the vitality of Korean design through some one hundred objects coming out of the collaboration between Korean designers and craft workers. A conference with designers of the exhibition was the opportunity for the biennial’s public to meet these professionals. A delegation of 35 people: designers, craft workers, professors, were in Saint-Etienne during the whole inauguration week.
A musical performance by Olsou, a Korean traditional music group, ensured the connection between the conference and the opening of the exhibition. Thanks to the Korean Embassy in France, French and international spectators lived the experience of Korean culture through auditory, visual, and culinary sensations. Korean design objects were on sale in the Biennale’s shop.

Biennale Internationale Design Saint-Etienne 2015

> 60 exhibitions IN
> 80 exhibitions OFF
> 208,000 visitors including 6,200 professionals
> 250 international visitors including 100 representatives from 14 UNESCO Creative Cities and 1 applying city
> Seoul – UNESCO City of Design, guest of honor
- 1 exhibitions in the Cité du design: “Vitality Beyond Craft and Design” (curator: Kyung Ran Choi)
- 2 exhibitions in the Musée d’Art Moderne et Contemporain de Saint-Etienne: Lee Bul and 2 young designers Hye-Yeon Park and Seung Yong Song.
- 1 conference “Vitality Beyond Craft and Design” with Korean designers and curators
> Forum of Creative Cities with the representatives of 10 creative cities and 2 applying cities
> European project Human Cities_ Challenging the City Scale
- 1 conference “Crossroads 2015/ Human Cities_ Challenging the City Scale” to launch the European project, with representatives from the European Commission and Charles Landry
- 1 workshop “Crossroads 2015 / Human Cities” with European partners, 9 designers from 8 UNESCO cities, and international and national participants
> Biennale to Business – forum Design & Innovation
Invitation of Katsushi Kunimoto, Professor of design specialized in medical and robotics, Director of Meta Design Lab in the Graduate School of Architecture & Product Design of the University of Nagoya.
> “Local Designers” Corner, built on the principle of CODE Souvenir in the Biennale’s shops, Cité du design and Tourism Office.

Impact:
March 14, 2015: Signature of a Cooperation Agreement between the ESADSE and the Techno Design School, Kookmin University 2015-2017: 8 students’ exchanges between ESADSE and Kookmin 2016: workshop-conferences program “Designing designers for tomorrow” and mobility of students: 30 students and researchers from the Techno Design School, Kookmin University, Seoul, and 9 students, researchers and professors from the ESADSE November 2017: Signature of a double degree Master Design between the ESADSE and Techno Design School, Kookmin University.
Biennale Internationale Design Saint-Etienne 2017

In 2017, Detroit was the guest of honor of this 10th edition on the theme of shifting work paradigms. The purpose of this invitation was to show to the public that a city can rebuild itself by supporting small entrepreneurship and creative economy and by placing art and design at the heart of its economic growth. Successful bet for us and our partners: Detroit Creative Corridor Center, Public Design Trust, Akoaki, Detroit African Funkestra and Creative Many Michigan, which raised the necessary fund to bring in a large number of people. Many exhibitions and a shared working space were also created and produced by this Michigan city. 16 musical interventions, 9 roundtables and the specific program of Detroit urban farmers gave a particular vibration to our event during the first two weeks. An American delegation of 75 people: designers, architects, curators, political representatives, academics, musicians, farmers, exhibitors, students, came to discover our territory get inspired by the city’s exhibitions and design positioning, to exchange and to consider new projects with other professionals. A meeting has been organized between the members of the Detroit Cultural Council and the Saint-Etienne Cultural Affairs representatives. The Detroit Cultural Council created in 2017, is a public assembly, initiated by Detroit artists and cultural leaders to evoke the growing need for a cultural affairs department in Detroit. Detroit’s design objects were on sale in the Biennale’s shop.

A rich program with the UNESCO Cities of Design on the theme of “City at work, inclusive city” has led to fruitful exchanges highlighted by the participants and the UNESCO representatives.

13 UNESCO Cities of Design were present to follow this 10th Biennale Internationale Design Saint-Etienne, including Nagoya (Japan) with two exhibitions in Saint-Jean Bonnefonds and a co-working space in the Rue de la République du Design, which was a great success. 2017 has been marked by a greater Asian participation, including 115 Chinese, 24 Korean and 15 Japanese visitors, with a large American (80) and European (around 200) participation.

For the first time this Biennal was built on the contributions of the different departments of the Cité du design (International, Business & Innovation, Design Management, and Research for the event’s scientific direction). It was conceived as a research program and a giant laboratory around the theme of shifting work paradigms. The objective of this renewed Biennale was to link the topic to our economic activities. We draw strength from its content to feed research programs but it also became a pretext to accompany companies (through exhibitions and forums) and support our innovation activities through uses (Labo, innovation residences).

18 exhibitions IN and 121 exhibitions OFF
500 events
230,000 visitors, including 10,000 professionals
360 international participants, including 300 representatives from 15 UNESCO Creative Cities and 2 from applying cities
Detroit UNESCO City of Design, guest of honor:
- 3 exhibitions: Footwork (curator – Public Design Trust); Out of Site (curator – Akoaki); Shiftspace (curator – Creative Many Michigan)
- 1 conference “Detroit, Design and the future of work”
- 1 meeting “Detroit Design Council”
- 7 “Shiftspace” meetings around creativity
- 16 concerts and workshops with Detroit musicians (Detroit African Funkestra & Underground Resistance)

UNESCO Creative Cities Forum:
1 workshop and roundtable “City at work, inclusive city”
Special program with Nagoya
- 2 exhibitions “Crossed textiles” and “Japan: Textile trip”
- 1 shop/co-working space “Our Republic”
- 1 conference – business meeting France-Japan, organized with the Chamber of Commerce of Lyon, City of Saint-Etienne, French-Japanese cultural associations of Saint-Etienne and Lyon, Consulate of Japan in Lyon.

French Tech Design Tech program
Call for projects to the start-ups of the UNESCO Creative Cities of Design: selection of start-ups from Graz and Montréal for a lab with the participation of Biennale’s visitors

European program Human Cities_Challenging the City Scale
- 3 exhibitions on the project
- 2 places of experimentation and cultural programming in the districts
- 3 workshops and 1 conference “Human Cities_Challenging the City Scale”

“Local Designers” corner, built on the principle of CODE Souvenir in the Biennale’s shops, Cité du design and Tourism Office.

Impacts:
- May-December 2017: Research project “Owning it;” on urban experimentations of Detroit, Rio de Janeiro, and Saint-Etienne, led by the Taubman College, University of Michigan, under the direction of Anya Sirota, in collaboration with Juliana Gotilla, architect, Captain Ludd, Saint-Etienne.
- July-August 2017: 5 ESADSE students in internship with the Akoaki Studio in Detroit.
- Research project around the autonomous vehicle led by the Cité du design with the Michelin Company, open to cooperation with Detroit research centers (College of Creative Studies, University of Michigan) and Montreal (University of Montreal and IN. SITU chair of UQAM).
5.2 Human Cities_Challenging the City Scale 2014-2018: a cooperation project at the European level

It’s a good example of European cooperation, with Cité du design as a leader. From the beginning, we built it as an accelerator of local scale projects and exchanges of international experts on urban questions. We cross our international networks at each international event and we facilitate the meeting with professionals of other UCCN cities at each Biennial.

Questioning the scale and the co-creation of the city, Human Cities_Challenging the City Scale is a project co-financed by the European Union’s Creative Europe/Culture program. It started with a concept created by Pro Materia in 2006 and is now led by the Cité du design. For four years (2014-2018), it brings 12 partners from 11 European cities: Tallinn, London, Brussels, Belgrade, Milan, Cieszyn, four UNESCO creative cities of Design: Saint-Etienne, Graz, Helsinki, Bilbao, and one UNESCO creative city of Literature: Ljubljana.

Human Cities_Challenging the City Scale has been referenced amongst the case studies in the UNESCO Global Report on Culture for Sustainable Urban Development: Culture Urban Future, exemplary case of cooperation between creative cities (p.258), cf. UNESCO website

The Cité du design leads this project with its European partners to explore in what way the inhabitants reclaim the city, and to propose modes of (re)invention of urban life.

Occupying vacant buildings to test new ways of working or learning; federating the makers community to contribute to the development of a district; activating and improving the quality of public spaces: these are some of our partners’ missions.

We work with collectives of creative urban citizens, who are at the heart of the process. They want to find solutions to make their city more livable, from a human and social point of view, and not just from a building quality point of view. The city making is no longer a reserved subject for specialists. Local initiatives organize themselves with designers and architects, who play a role of empathic mediators between citizens, communities and elected officials. We use experimentation as a tool for actions. European partners share, compare, and analyze the different methods, build a new participatory design approach, and establish new tools to accelerate change in the different concerned sectors.

The aim of the Human Cities_Challenging the City Scale project is to contribute to change the perception of European politicians on the valuable role of inhabitants and creators to reinvent together a more human city.

A GLO-CAL programme

For Saint-Etienne, Human Cities enables to feed the urban project, relying on experimental approaches and on co-creation with the local players and inhabitants (workshops, experimentations).

Experimentations in Saint-Etienne by selected collectives
- Ici-bientôt: a revitalization of vacant shops in rue de la Ville, Tarentaise-Beaubrun district
- Hypermatière: temporary installations in public space to be actors of the urban transformations in rue Neyron, Crét de Roch district.

This programme also enables taking inspiration from the other partners’ studied experimentation cases, and from the ideas developed during the workshops, conferences, and international activities.

Research activities led by the Cité du design, the international attention given to the theme of Human Cities, the links with the UNESCO creative cities, place Saint-Etienne amongst the leaders of an international research-action movement around the urban planning of tomorrow. (cf. detailed programme in the annex and www.humancities.eu)
5.3 French transversal cooperation promoting network of creative cities: exhibition “Are you talking to me: uses and applications of connected objects”

- In Enghien-les-Bains (UNESCO City of Media Arts) from 30th June to 13th July 2017
- In Saint-Etienne (UNESCO City of Design) from 14th September 2017 to 7th January 2018

Produced for the 11th Annual Meeting of the UNESCO Creative Cities Network in Enghien-les-Bains from 30th June to 2nd July 2017, the exhibition highlights a transversal cooperation between the UNESCO creative cities. “Are you talking to me: uses and applications of connected objects” is a coproduction between the Centre des Arts of Enghien-les-Bains and the Cité du design of Saint-Etienne.

Curators: Dominique Roland, director of the Centre des Arts of Enghien-les-Bains and Olivier Peyricot, Research director of the Cité du design of Saint-Etienne. Scenography and assistant curator: Isabelle Daëron, designer.

The exhibition “Are you talking to me: uses and applications of connected objects” presents objects from the call for proposals launched by the Cité du design to the 22 UNESCO Cities of Design. The final selection includes the objects from 11 UNESCO Cities of Design: BEIJING: Ding dong (company: LingLong) — DETROIT: Whervanes et RBTS (designers: Cezanne Charles +John Marshall) - DUNDEE: Eegeo-Maps (company: eeGeo) - GRAZ: Pablo R4 (company: Tyromotion) — HELSINKI: Fresens (company: Metropolia University of Applied Sciences) — KOBE: Toilet vacancy checker (company: Kobe Digital Labo) and Infoscape (Kobe Design University) - MONTREAL: SmartHalo (company SmartHalo), Beat (designer: David Somiah Clarke) ; Ombr (company: Omsignal, Inc) ; RougeCitron (designer: Violaine Souny) - NAGOYA: Ear ball for empathy (designer: Taisuke Murakami) and Syncdon 2 (designers: Akihito Ito and Issey Takahashi) - SAINT-ÉTIENNE: Data Collector (Research department, Cité du design and RANDOM laboratory, Ecole supérieure d’art et design Saint-Étienne) - SEOUL: Smart Rope (company: Tangram Factory) and Wayskin (company: Waywearable) - SHENZHEN: Intelligent Security light (company: Look design)

A cooperation with the Metropolitan Government of Saint-Etienne - Mission French Tech Design Tech allowed to enrich the selection with the products from the French Tech Network: Inspair (company: Biocorp, Issoire) ; Ikilock (company: Gemecod, St Christophe en Bresse) ; Lunii la fabrique à histoires (company: Lunii, Paris) ; Buddy (company: Blue Frog, Paris).

The exhibition, which questions the uses of digital technologies, aims to promote the activities of the Network among the population and visitors, and to reflect the creativity of the cities - members of the design cluster.

In Saint-Etienne a program of conferences, workshops and meetings accompanied the exposition on the connected objects:
- Design Innovation Day, October 4, 2017. Invited speakers for conferences and workshops: Taisuke Murakami, Aichi Shukutoku University, (Nagoya) and David Somiah Clarke, Concordia University, (Montréal).
- 17 Workshops for companies and professionals: 125 participants.
- 7 Workshops for the public, including 2 during the European Heritage Days, 2 for the recreation centers and 1 in French sign language.
5.4
Sharing the culture of design

The international influence of Saint-Etienne is intensified since the designation of Saint-Etienne as a UNESCO City of Design through multiple actions: conferences, workshops, residences, internships.

Since 2016 the Maison de la Culture of the Site le Corbusier Firminy - Vert is listed in the UNESCO world heritage. This is an additional asset in enhancing the attractiveness of the urban and architectural tourism.


In Montréal

2014
Design et chantier urbain (Design and urban working site) - organized by the Bureau du Design of Montréal with the Cité du design

2014
Art et Santé (Art and Health) - organized by the UQAM with the Cité du design and the University Jean Monnet

2017
Innovations collectives: quels impacts sur les pratiques et les métiers pour les projets de demain (Collective innovations: what impacts on the practices and jobs of the projects of tomorrow) - organized in Montreal by the UQAM with the Cité de design and the French Living Labs Networks

Montréal has participated in many actions proposed by the Cité du design

Biennale Internationale Design Saint-Etienne 2015
- 1 designer in the workshop Crossroads 2015 / Human Cities: Philippe Carreau, Dikini studio
- 1 prototype of urban object for Banc d’Essai: Urbanoscope by La Camaraderie

Biennale Internationale Design Saint-Etienne 2017
- 1 expert in the roundtable and the workshop “Inclusive City. City at Work”: Marie-Josée Lacroix, director of the Bureau du design of the City of Montreal.
- 1 start-up in the French Tech program: Kotmo

Are You Talking to me, exhibition, 2017
- 4 objects: BeAt – David Somiah Clarke; Smart Halo; OMBRA – Omsignal.in; Rouge Citron – Violaine Souny
- 1 speaker in the conferences and masterclass “Innovation Days”: David Somiah Clarke, Concordia University

Between 2014 and 2017, Saint-Etienne UNESCO City of Design:
Organized 45 events with the UNESCO Creative Cities:
> 21 international conferences and meetings
> 11 workshops
> 13 exhibitions, including 2 cross-exhibitions: Saint-Etienne design meets Graz et Are You Talking to Me

Through these events, Saint-Etienne hosted:
> 76 speakers from the UNESCO Creative Cities in the conferences and workshops: designers, experts, companies.
> 400 international representatives of the UNESCO Creative Cities
> 186 international representatives in non-biennial periods, who came to discover the territory.

Participated in 66 events in the UNESCO Creative Cities:
> 42 conferences, forums, and symposiums
> 9 workshops
> 15 exhibitions

Thanks to these events, the whole territory benefits of international promotion, through the displacement or representation abroad of:
> 65 designers
> 45 companies
> 61 students

In Saint-Etienne

2015
Living Labs - Nouveau Catalyseur de développement économique responsable et territorial (New catalyst for responsible and territorial economic development) - organized by the Cité du design with the French Living Labs Networks

2016
Living Labs – Bénéfices d’une approche portée par les usagers pour les entreprises et les collectivités (Benefits of a user-centered approach for companies and collectivities) organized by the Cité du design with the French Living Labs Network
Shenzhen

Shenzhen Design Award for Young Talents
Organized by the Shenzhen Design Promotion Association since 2013, the Shenzhen Awards for Young Talents aim to reward young designers’ efforts, who, thanks to their creativity, have contributed to the amelioration of the environment quality, to the local social and economic development, and more specifically to the quality of life in the cities.

Open to all UNESCO creative cities, all fields combined, the awards enhance exchanges between young designers from different countries and cooperation between UNESCO creative cities. By promoting works of young talents, the awards encourage the sharing of experience and ideas for the development of creative and cultural industries.

For the 3 editions of the Award, the Cité du design, referent for Saint-Etienne, organized the call for projects amongst designers, gathered a jury of professionals of design and companies, chose the best propositions and accompanied the candidates to the final selection and the award ceremony.

2013-2014
“Recovery: the power of design”
4 awards won by Saint-Etienne on the 17 awarded prizes (total: 16 500 €).
3 Merit Awards for professional designers (4130 € each):
- Escala Design (Laure Bertoni & Sébastien Philibert): Ancrages - public space urban design in Saint-Etienne, rue d’Arcole
- Jean-Sébastien Poncet: Animali Domestici - urban furniture, place Carnot, Saint-Etienne
- So Far So Good (Allan Durand, Flora Commarret, Romain Dellamiglia): Incredibox - musical and educational website
1 Award of the Best referent (4130 €)
won by the Cité du design, referent for Saint-Etienne UNESCO city of Design for the local organization of the contest.

Impact:
The 4 laureates were invited in Shenzhen to the award ceremony and an international workshop, and participated in the economic mission gathering representatives of the Cité du design, Saint-Etienne Metropolitan Government and the City of Saint-Etienne, in March 2014.

The laureate projects were part of an itinerant exhibition in Shenzhen, Brussels, and Saint-Etienne. The laureate Jean-Sébastien Poncet has been invited to the Shenzhen University for a teaching residency in December 2015.

2015-2016
“Transformation: the mission of design”
4 awards won by Saint-Etienne on the 17 awarded projects (total: 19 000 €).
1 Merit Award for professionals:
- Dorothée Norbont: Cube gigogne, place Chavanelle, with Alsolu
2 Emerging Talent Awards:
- Daria Ayyazova, Post Diploma student, ESADSE: La Cuisine
- Romain le Liboux, Post Diploma student, ESADSE: Biotop 1.0
1 Award of the Best referent for the local organization of the contest: the Cité du design (4750 €)

Impact:
The laureate projects have been presented in the Chinese Cultural Center in Paris in June 2016, in Östersund for the General Assembly of the UNESCO Creative Cities Network in September 2016, and in Shenzhen.

2017-2018
“Craftsmanship: the spirit of design”
Selection in progress during the preparation of this report.

Shenzhen has participated in many actions proposed by the Cité du design:

Biennale Internationale Design Saint-Etienne 2015
- 1 designer in the workshop Crossroads 2015 / Human Cities: DENG Mingqu. Urban Energy
- 5ZDAY Awards exhibition in Saint-Etienne

Are You Talking to me, exhibition, 2017
- 1 object: Intelligent security light - Look design

Kobe

Crossed initiatives Kobe & Saint-Etienne
Kobe and Saint-Etienne share the same concern for design as a tool for social innovation and education. This is why the Cité du design and KIITO, Center of design of Kobe, organized together a program of workshops with designers to develop children’s creativity:

- 1st Workshop in KIITO, Kobe, by the studio Kaksi design (Guillaume Granjon & Elodie Vichos): February 14 and 15, 2016
- 2nd Workshop at the cultural center Espace Boris Vian, Saint-Etienne, by Kanako Yamauchi: July 18 to 20, 2016

> Contest and exhibition “Utopia in the Cloud” in the Nagoya television tower. Partnership between the ESADSE and the association Arts Bridge Cities (ABC) of Nagoya: exhibition of the contest’s two laureate students’ installation: Lorie Bayen El Kaim, Lauriane Carra – February 26 - March 14, 2016.

> Textile Design exhibition “My trip to Japan” in Nagoya, Koukenji temple. Exchange between the textile designers Maki Takahashi (Nagoya) and Hélène Jospé (Saint-Etienne), in cooperation with Arts Bridge Cities (ABC) Nagoya, May 24-28, 2016.

Nagoya

Nagoya and Saint-Etienne share the heritage of an industrial city and the importance of a cultural event for the territory’s development. The partnership existing since 1998 with the Nagoya Center of Design has been reactivated by the designation as UNESCO creative city of design.

> Textile Design exhibition “My trip to Japan” in Nagoya, Koukenji temple. Exchange between the textile designers Maki Takahashi (Nagoya) and Hélène Jospé (Saint-Etienne), in cooperation with Arts Bridge Cities (ABC) Nagoya, May 24-28, 2016.

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Pascaline de Glo Besses, designer of Saint-Etienne, stayed at the residence Hors les Murs in Japan, from October to December 2017, was put in contact with Japanese companies by Eriko Esaka from Nagoya.

Nagoya has participated in various actions proposed by the Cité du design

Biennale Internationale Design Saint-Etienne 2015
- Integration of a trainee for a 6 month internship - Ruri Takahashi - in the International affairs department of the Cité du design.
- 2 designers participated in the workshop Crossroads 2015 / Human Cities: Isao Suizi and Hayashi Ikumas, Aichi University of Arts
- 2 representatives in the Creative Cities Forum

- 1 speaker in the Design to Business program: Katsuji Kunimoto, teacher-researcher of the Nagoya City University

Seoul
In 2015, Seoul was the guest of honor of the Biennale Internationale Design Saint-Etienne 2015, with an exhibition, curated by Kyung Ran Choi, Director of design school of the Oriental Cultural and Design Center, Kookmin University.

Following this event, a M.o.U – Memorandum of Understanding – was signed between the Kookmin University, Techno Design School, and the ESADSE in March 14, 2015, giving rise to:
- exchanges of 8 students between 2015 and 2017
- 2 students from the ESADSE in Seoul in 2015/2016
- 2 students from the Kookmin University in the ESADSE in 2016/2017
- 1 workshop program “Designing Designers for Tomorrow”, with 39 students and searchers from the 2 schools in 2016, labelled as part of France-Korea Year by the Institut français.
- The signature of a double master in design between the 2 schools on 2nd November 2017

Seoul has participated in several actions proposed by the Cité du design

Biennale Internationale Design Saint-Etienne 2015
- 35 people from Seoul, including 1 UCCN coordinator for the Creative Cities Forum
- 1 designer participated in the workshop Crossroads 2015 / Human Cities: Han Lim Wee

Shanghai
Shanghai has participated in several actions proposed by the Cité du design

Biennale Internationale Design Saint-Etienne 2015
> 1 designer in the workshop Crossroads 2015 / Human Cities: Ping Zhou
> The Higher School of Art and Design of Saint-Etienne organised a workshop-contest in partnership with the FOCAL Company during the Biennale Internationale Design Saint-Etienne 2015. The School invited the Academy of Art and Design of Bratislava and the College of Design and Innovation of Tongji University in Shanghai. The ESADSE gathered 3 students and one teacher from these schools to propose scenarios of prospective design on the theme of sound in the car of tomorrow.

The award ceremony took place during the Biennale Internationale Design Saint-Etienne 2017.

Graz
Saint-Etienne design meets Graz
In 2014, Saint-Etienne was the guest of honor of the Design Monat Graz festival. The Cité du design has developed the exhibition “Saint-Etienne design Meets Graz”, in partnership with the University FH Joanneum Graz and Creative Industries Styria. It has been prepared during a workshop between the students of the FH Joanneum and the ESADSE in December 2013. The exhibition’s curator was the Cité du design, while FH Joanneum made its scenography, showing through numerous projects the example of a territory which chose design as a development engine.

“Saint-Etienne design meets Graz” was presented

At the Design Halle in Graz from April 30 to June 1, 2014, with:
- 1 workshop involving 2 ESADSE students (Mathilde Segonds and Salima Zahi) at FH Joanneum
- 1 conference by Michel Philippon, professor of ESADSE, at FH Joanneum
- 1 set of DJ Mush, Saint-Etienne musician, at the festival opening night
- 5,500 visitors for the exhibition and the opening

At the Cité du design in Saint-Etienne from July 2 to September 21, 2014, with:
- 4 Graz representatives invited to the conference “Manufacture d’Action publique” organized for the opening of the exhibition: 2 students-scenographers (Maria Negrao and Isabel Reichel), their professor (Erika Thuemmel) and Creative Industries Styria (Eberhard Schrempp)
- 4,600 visitors for the exhibition

Participation in the meetings and workshops organized during the Design Monat of Graz:
- Camille Vilain, Cité du design - 2017, Josyane Franc, Cité du design, and Jean-Sébastien Poncet, designer.

Graz has participated in various actions proposed by the Cité du design

Conference “La manufacture d’action publique” on July 3, 2014:
- Eberhard Schrempl as a speaker, Creative Industries Styria (Graz)

Human Cities_Challenging the City Scale 2014-2018 :
- University FH Joanneum – Design & Media Department, partner of the project

Biennale Internationale Design Saint-Etienne 2015
- 1 designer in the workshop Crossroads 2015 / Human Cities: Fernanda Reis
- Delegation of 4 people in the Creative Cities Forum

Biennale internationale Design Saint-Etienne 2017
- Delegation of 4 people in the Creative Cities Forum
- Selection of 1 Graz start-up for the Labs French Tech Design tech booster: Timeular

Are You Talking To Me exhibition, 2017
- 1 object: Pablo – Tyromotion

Beijing
Josyane Franc participated in the launch of the UNESCO center for creativity, sustainable development in 2015.

Beijing has participated in various actions proposed by the Cité du design

Biennale Internationale Design Saint-Etienne 2015
- Hanhua Hu, designer and teacher at the CAFA, has participated in the workshop Crossroads 2015 / Human Cities.

Biennale Internationale Design Saint-Etienne 2017
- Delegation of 20 people: exhibition curators, museum directors, university professors from China, organized by French Embassy in Beijing, including professors of CAFA: Song Xiewei, Wang Chengliang, Xie Mengdi; He Jun – Tsinghua University; Liu Yaxi, designer, critic, coordinator at the Tsinghua University Art Museum - curators : Huang Zhenni, critic, curator at the K11 Art Museum, Jian Bin, architect, independent curator, critic and founder of the Wild City Studio.
- Business Convention between 80 Chinese companies and Saint-Etienne designers organized in partnership with “Bonjour Brand”. Participants from Beijing: Lei Cheng, founding member of the Beijing 798 Art District; Leon Feng, vice-president of the China Creative Xin Gan Xian.

Are You Talking To Me exhibition, 2017
- 1 object: Ding Dong – Ling Long Co

Bandung
> 1 cycle de conférences organized in partnership with the Institut français of Bandung, held by Josyane Franc, Saint-Etienne UNESCO city of design coordinator, in 7 universities of Bandung and Jakarta from November 7 to 20, 2016
> 1 residence organized for the ESADSE graduated designer and La Coursive coordinator: Amaury Poudray, among crafts companies of Bandung with students of the ITB, from October 17 to November 15, 2017.

Detroit
Detroit was the guest of honor of the Biennale Internationale Design Saint-Etienne 2017. At very different scales, the 2 cities share a lot in terms of industrial history, resilience and have many things to learn reciprocally regarding the support of the creative sector for the social and economic development. With exhibitions, meetings, music concerts and urban farmers exchanges, Saint-Etienne lived at the rhythm of Detroit for a month. (see p.27)

Since then, the cooperation continues, and more particularly in the research field

> Owning it” project
Research residence on the urban experimentation in Detroit, Rio de Janeiro and Saint-Etienne + meetings in Sao Paulo and Curitiba.

Integration of the architect Juliana Gotilla, designer from the Captain Ludd collective, in the research team directed by Anya Sirota at Taubman College of Architecture, University of Michigan, Detroit. May-December 2017:

> Meeting between Saint-Etienne, Detroit and Montreal to think about an international research program on autonomous vehicle - Movin’on Summit, Montreal
Presentation of the research project “Last smart kilometers”, led by the Cité du design with Michelin Company, to the research teams of the College of Creative Studies and the Michigan University, Detroit; the University of Montreal and the IN.SITU Chair of the UQAM, Montreal, and to the teams of the World Summit on Sustainable Mobility Movin’on, organized by the Michelin Company in Montreal. June 13-15, 2017.

> Establishment of a research and innovation center for the College of Creative Studies of Detroit

Study visit to the Cité du design & ESADSE by Rick Rogers, president of Detroit’s College of Creative Studies, and Soichin Choi, secretary general, to build the project in Detroit. June 26, 2017

Other collaborations:
> 5 ESADSE students in internship in the Akoaki studio in Detroit

> Detroit Design Summit and Festival
Valorization of the cooperation with Saint-Etienne with the presentation of the exhibition Footwork by DC3 and of the entire program established by Akoaki, the musicians, and the farmers.

> Presence and intervention of 2 designers from Saint-Etienne: Nicolas Roesch, Research project manager, Cité du design, and Jean-Sébastien Poncet. September 8-30, 2017.

Puebla
> UNESCO Cities of Design meeting in Puebla in November 2017:
- Participation of Josyane Franc, Cité du design
- Participation to the COD Cebratón Puebla 2017: creation of pedestrian paths by designers from UNESCO Cities of Design at the Amparo Foundation Park. Graphic proposal from studio Captain Ludd for Saint-Etienne

Puebla participated to the actions proposed by Cité du design
Wuhan

The Cité du design Saint-Etienne was invited by Wuhan, appointed as UNESCO City of Design in October 2017, to participate to the 4th Wuhan Design Biennial “Design Future” from 11th to 24th November 2017.

- Claire Peillod ESADSE Director and Josyane Franc held a speech during the opening ceremony and round table of UNESCO Cities of Design “Design Future” on 10th and 11th November 2017.
- An exhibition about Biennale internationale design Saint-Etienne on the golden shore of Yangtse was organized in partnership with the Sino-French cultural centre of Chambon sur Lignon. This exhibition showed a retrospective of Biennale internationale Design Saint-Etienne, a presentation of Cité du design for the UCCN annual meeting for Sustainable Cities, in Hangzhou.

Inter-disciplinary cooperation

Bologna

UNESCO City of Music, Bologna regularly shares the initiatives of its different creative fields with the entire network.

In 2016, Saint-Etienne answered two calls for proposals launched by Bologna among UNESCO creative cities’ designers.

> Set-up Contemporary Art Fair Exhibition in Bologna, from 28th to 31st January 2016. Exhibition and presence of one Saint-Etienne young selected designer Léa Pruymkemaquere.

> Bologna Design Week, From 29th September to 2nd October 2016: selection and participation of 3 Saint-Etienne designers
- “Lazeruku” by Martin Guillaumie
- “Harmonie en Béton” by Charles Gateau, Carine Somoës-Grangeia and Audrey Battini
- “O Family” by Jean-Sébastien Gateau, Carine Somoës-Grangeia and Audrey Battini

> Exhibition “Are you talking to me: uses and applications of connected objects”. Coproduction of Centre de Arts Enghien-les-Bains and Cité du design Saint-Etienne.

> Creative Waltz City of Crafts and Folk Arts, Kanazawa has developed “Creative Waltz”, a program of studying visits in creative cities for students for several years. Saint-Etienne welcomed 6 students from 2011 to 2014. In this context, we have hosted a student from Kanazawa, Myuki Obuchi from 14th to 16th October 2014.

Enghien-les-Bains

Saint-Etienne City of Design and Enghien-les-Bains City of Media Arts have bonded since the designation of the latter in the UCCN in 2013.

Kanazawa

> Creative Waltz

Hangzhou

Hangzhou is a City of Crafts and Folk Arts since 2012.

> CAA and ESADSE cooperation

Since 2006 the ESADSE and CAA (China Academy of Arts) have a cooperation agreement concerning students’ exchanges. In November 2017, following a mission of Claire Peillod and Josyane Franc in Hangzhou, further cooperation projects are being developed between CAA and ESADSE.

> International conference Culture for sustainable cities

In the framework of the Culture and Sustainable Urban Development Initiative, launched by UNESCO to nourish the 2030 Agenda for Sustainable Development (Conference Habitat III (Quito, 2016)), the UNESCO convened an International Conference on Culture for Sustainable Cities, in Hangzhou, from 10 to 12th December 2015. Josyane Franc, Cité du design, presented the case study of Saint-Etienne during this conference.

> Exhibition “Are you talking to me: uses and applications of connected objects”. Coproduction of Centre de Arts Enghien-les-Bains and Cité du design Saint-Etienne.

Hangzhou is a City of Crafts and Folk Arts since 2012.

- CAA and ESADSE cooperation

Since 2006 the ESADSE and CAA
In 2018 Saint-Etienne will become one of 22 French Metropolis administrative entities, which will strengthen its dynamic role in the Auvergne-Rhône-Alpes Region. This will be a collective effort focusing on proximity and solidarity, with the ambition of being a dynamic, attractive, sustainable territory, which remains close to its inhabitants. In a tightening European budgetary context, it is crucial that Saint-Etienne capitalizes on work accomplished by the Cité du Design since the designation of Saint-Etienne as the first UNESCO French City of Design. The action-plan for the forthcoming 4 years will keep on relying on the talents and creativity of the territory, to imagine an intelligent and sustainable city through design and digital economy.

6

Proposed action plan for the forthcoming 4 years mid-term period

6.1 Initiatives and program at the local scale

A - Experimenting the public space and consolidating the visibility of design in Saint-Etienne inhabitants’ daily life

The objective is to turn Saint-Etienne Metropolitan area into an experimentation territory focusing on specific approach: innovation with the users in the design of public spaces, labs in the districts, particularly in the Manufacture Creative District in the framework of the Creative City Design by the Living Lab.

B - Innovate the public policies through design

- Create the “Manufacture of public services of tomorrow” associating users, managers and designers of public services. Transform Saint-Etienne into a public action innovation lab through design (observation of uses and practices, prototypes creation, modelling) in the fields of health, sport, transports, housing, procurement, energy, urban planning and sustainable development.

- Develop a “design management/user innovation” learning course delivered by the Cité du Design, for the public actors. Adjust the current learning course « Innovation through the uses in the public action» for the managers of Saint Etienne Metropolitan Government administration. In the long-term stage, the aim would be to design at Cité du Design a learning offer for the administrative staff of French local authorities, that would be included to the national bodies’ catalogues (National Centre for the Public Territorial Service, National Institute for the Territorial Studies), to reinforce our position of national reference pole in public action design.

C – Link the businesses and the designers through calls for proposals

Amongst a great number of projects, the 2019 edition of «Banc d’essai » (“Testing Grounds”) can evolve into an interdisciplinary project (designer, urban planner, architect, artist and business), becoming a space planning action for a territory identified by the City of Saint-Etienne. Due to the success of Banc d’essai in 2015 and 2017, this operation can gain a regional dimension in cooperation with economic partners (regional cluster, intercommunalities, business clusters) or a national development, relying on the cooperation with French cities within the UCCN with Enghien-les-Bains in the digital arts field and Limoges who recently became a UNESCO Creative City of Crafts and Folk Arts.
6.2 International scale Programme

Integrating the UCCN as a priority to its activities, the Cité du design achieved a great number of projects. It will continue to deploy its inventive energies and network strategy to promote Saint-Etienne, its designers and its businesses.

A - The Biennale Internationale Design Saint-Étienne is a major event to gather the Network. For the moment it counts 31 Cities of Design. Every new edition of the Biennale is a new challenge and an opportunity to organize numerous conferences, workshops, and exhibitions with the UCCN partners. We currently work on the theme of the Biennale 2019 and the choice of the Guest of Honour city or country (pending confirmation). The program will be linked to societal matters, with the aim to feed the event activities and strengthen ties with economic and research partners.

B - Sharing good practices with the international partners

The Cité du design is currently experiencing a crucial stage in its growth. It has reached a great number of projects. It will continue to deploy its inventive energies and network strategy to promote Saint-Etienne, its designers and its businesses.

C - Creation of new learning programmes at the ESADSE (Higher School of Art and Design Saint-Étienne) with Universities:

• Give to the design studies of the ESADSE a more important international dimension with the UCCN.

The creation of double degrees with prestigious foreign Schools will be an opportunity of cultural enrichment and reinforcement of relations between UNESCO creative cities. This is a sustainable tool supporting diversified regular international exchanges: exhibitions, workshops, exchanges of researchers, teachers and students. On 2nd November 2017, the ESADSE and the Techno Design School, Seoul Kookmin University, signed a partnership agreement for a double Design Master Degree starting in Autumn 2018. This Double Master Degree will allow the participating students to follow a specific individual curriculum, while preparing them to a high-level international professional experience. Urban and territorial experimentation linked to the activities of the Cité du Design and the ESADSE is an inspiring model for numerous actors including educational managers and policy makers in partner countries. The solid reputation of the Biennale Internationale Design Saint-Étienne will also help to design new projects, as those outlined with the Chinese schools met in November 2017:

• Creation of new Double Master Degrees
• Co-supervised Doctorate Programmes
• Research Programme Workshops
• Professors and students exchanges, organisation of crossed workshops
• Creation of a Sino-French design platform

- Saint-Etienne exhibitions in China
- China participation in the Biennale Internationale Design Saint-Étienne 2019
- Creation of a permanent venue of the Cité du design and the ESADSE in China.

In cooperation with the Central Academy of Fine Arts (CAA) in Hangzhou (City of Crafts and Folk Arts), we came up with the idea of creating a post-degree that would unite Saint-Étienne, Hangzhou, Detroit and Dakar or Cape Town. This would be a social innovation programme allowing a group of young professionals to settle in a district of one of the UNESCO creative cities to analyse the ways of life and propose experimentations on services and urban design.

D - Cooperation between the twin cities Saint-Étienne and Katowice will be maximized in the framework of the UCCN

- Invitation of music groups from Katowice to the Fête de la musique (Music Day) on 21st June 2018.
- Invitation of Saint-Étienne groups to Katowice during the annual UCCN meeting in June 2018.
- Possibility of organisation of a promotion action for the bilateral partnership between the Cop 24 in Katowice
- Exchange of Hip Hop dance companies (project under study)
- Planning of musical education workshops between the Conservatory of Saint-Étienne and the City of Gardens association in Katowice

6.3 Estimated annual budget for the implementation of the proposed action plan.

We will implement the projects using the budgets of Cité du Design, Biennale, ESADSE and the other services involved in this action-plan. We will seek for the necessary extra funding. Local actions will be conducted in the framework of urban development and renovation programmes of Saint-Etienne City and its Metropolitan Government.

6.4 Communication plan

As stated in the chapter 3.4, the nomination of Saint-Étienne as a member of UCCN has led to an active communication activity led by the City, the Metropolitan Government and Cité du design. It is essential to enhance the inhabitants’ awareness about their city’s excellence in the design field, to develop their pride and turn them into its primary ambassadors. Contests for the inhabitants have been regularly organised (prize for Frankfort Fair Book, Public Award vote for Commerce Design Competition), and the actions during the Biennale Internationale Design always aim to reach the greatest number of people. Identical budgets will be allocated for these actions. We will also continue our campaigns on the value of design, international promotion, communication on our projects with the other cities, as well as public visibility using the institutions and the Network web resources.
# ANNEXES

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Cité du design

The Cité du design is a platform of research, higher education, economic development and promotion of art and design, supported by the City of Saint-Etienne, the Saint-Etienne Metropolitan Government, the Rhone-Alps Region, and the State (Ministry of Culture).

The Cité du design and the Higher School of Art and Design converge in a same structure in 2005. Since 2010 its legal form is a Public Body of Cultural Cooperation (EPCC).

Associating cultural and economic dimensions, at the heart of a Living Lab, the Cité du design focuses on user driven innovation and social changes.

Acquiring an exceptional tool as the Cité du design, Saint-Etienne and its agglomeration have bet on design as a territory development engine. Saint-Etienne has been designated as City of Design and member of the UNESCO Creative Cities Network in 2010.

The Higher School of Art and Design of Saint-Etienne (ESADSE)

Opened in 1803, the Higher School of Art and Design of Saint-Etienne is one of the 46 higher arts and design education schools in France, under the academic supervision of the Ministry of Culture and Communication. The vocation of the ESADSE is to train artists, designers, graphic artists, authors and creators and, in broader terms, to produce competent professionals in all sectors that rely on creativity and inventiveness.

The school attaches primary importance to practical and experimental activities, and to student’s personal projects, preparing 350 students per year and offering learning facilities that are unique in the field of higher education.

Biennale Internationale Design Saint-Etienne

The 16th cultural event in the world, according to the Art Magazine, the Biennale Internationale Design Saint-Etienne attracts an increasing number of visitors with every edition. Through exhibits and conferences, the Biennale offers a moment of reflection, work and exceptional meetings to the general public and the business sector.

Ten international biennales, since first created in 1998 by the School of fine arts of Saint-Etienne and since 2005 conducted by the Cité du design, have changed the face of the Saint-Etienne’s territory, but also the world of design.

Annual budgets (yearly averages for 2014 – 2017, HR included)

Cité du design : 
3 910 000 €

ESADSE : 
4 540 000 €

Biennale Internationale Design Saint-Etienne, over 2 years: 
3 980 000 €

Public funding: 92%

Saint-Etienne Metropolitan Government: 74%

State funding: 8%

Auvergne Rhône-Alps Region: 5%

Other public fundings: 5%

Private financing: 4%

Own resources: 4%
The International Affairs Department of the Cité du Design coordinates the Saint Etienne UNESCO City of Design program. Through the organization of exhibitions, conferences and workshops, designers and companies of the territory are promoted in the UNESCO Creative Cities Network.

**ANNEXE 2**

**Promotion of designers and companies of the territory at international level**

**Cité du design**

**2014**

**Shenzhen Design Award for Young Talents 2013-2014**

Competition organized by Shenzhen UNESCO City of Design for all UNESCO Creative Cities.
- Promotion and organization of the local selection by the Cité du Design in 2013.
- 4 prizes won by Saint-Etienne of 17 discerned: total 16 500€
- 3 Merit Awards for Professional Designers (4 130 € each):
  - Escale Design (Laure Bertoni & Sébastien Philibert)
  - Jean-Sébastien Poncet
  - So Far So Good (Allan Durand, Flora Commaret, Romain Dellambilly)
- 1 Best Referent Award won by the Cité du design (4 130€)
  - Invitation of 3 designers for the award ceremony in Shenzhen, international workshop and meeting between the laureates from March 19th to 22nd 2014. Participation of Laure Bertoni; Jean-Sébastien Poncet and Aland Durand.
  - Mission to Shenzhen by the Cité du design, City of Saint-Etienne and Saint-Etienne Metropolitan Government and laureate designers, March 19-22, 2014 with the intervention by the Cité du design at the conference « Invest Shenzhen », meetings with creative companies and universities.
  - International promotion through the travelling exhibition in Shenzhen, Brussels (MAO) and Saint-Etienne (BIDSE 2015 – scenography : Escale Design and Kaksi Design)

**Conference « Innovation and Creativity of Women. Design - opportunity for SMEs and regions »**


**Exhibition Saint-Etienne Design meets Graz**

In partnership with the Creative Industries Styria and the Joanneum University of Graz.

“Saint-Etienne design meets Graz” presents a territory re-enchantment by design, a possible resilience thanks to the missions of the Cité du design, the success of the biennale and the strategy of design management of the City and Metropolitan Government.
- Workshop organized in 2013 between FH Joanneum and ESADSE to determine the scenography principles.

**Saint-Etienne guest of honor of the festival Design Monat Graz, April 30**

- June 1, 2014
  - 1 exhibition of 500m² in the Design Halle April 30 - June 1, 2014
  - 1 conference of Michel Philippon, ESADSE at Joanneum University
  - 1 workshop about the visual communication by Mathilde Segonds and Salima Zahi, students of ESADSE with the students of FH Joanneum.
  - 1 invited musician: DJ Mush, Saint-Etienne artist, for the opening of the exhibition: April 30, 2014

**Exhibition Saint-Etienne Design meets Graz at the Cité du design**

July 2 - September 21, 2014

Opening of the exhibition in the frame of the meeting “Manufacture d’action publique” on design for public policies - July 2, 2014

**Few figures:**
- 26 designers of the territory in the exhibition : AM 20 ; Agence Avant-Première ; l’Atelier, HubEditions ; Architis ; Beo Design ; Thomas Bouton ; Carton Plein ; Julien De Sousa ; collectif ETC ; Fabrice Gilibaro ; Nicolas Gire ; Pascaline de Glo de Besses; Sara de Gouy ; HB design ; Céline Hippeau ; Atelier de l’île; I+M ; Florian Mery ; Alexandra Noiret; Numéro III ; Yan Oliveses; JS Poncet-Ese ; Nathalie Russ; SoFar SoGood ; Sty OStyl ; Talking Thing
- 14 ESADSE students in the exhibition : Mathilde Segonds; Salima Zahi (scenography participation and visual communication of the exhibition) Marilène Janin ; Mathieu Delacroix; Charles Haumont ; Léo Virieu (physically presented projects) ; Gaël Barnabé ; Paul Euros ; Simon Collet ; Elodie Decaup ; Odile Drossart ; Charlotte Faucon ; Andy Gehin ; Marie-Caroline Terenne (diploma projects in school illustration)
- 15 local companies and businesses in the exhibition : Souvignet design ; Ese ; Hub ; MecaLoire ; Awabot ; 2013 design trade laureates (Nouai Borfa ; l’Aromatic ; 33tours café crème ; le croq en bouche ; la Cantine verte ; Don Juan ; Signe Intérieur ; la Java Bleue ; Kaori ; chalet Longchamp)
- 10 000 visitors in total (5 500 in Graz ; 4 700 in Saint-Etienne)
- 475 press articles; 9 radio programs; 5 TV shows on the exhibition in Graz

**Conference “La Manufacture d’action publique” - July 2, 2014 in the Cité du design**

Reflection on the public action and the role of design in its conception.
Speakers: Eberhard Schrempf - Creative Industrie Styria, Graz (UCC Design) ; Marco Steinberg ; Helsinki Design Lab (UCC Design) ; Ewa Golebiowska – Zamek Ciesyn
Construction site of the commercial open site for the development of EPASE (project "Place de géant", ETC collective and Alexis Gante, Etienne. Speakers: Florent Chippero, and the City of Design of Saint-Office of the City of Montreal - Seminar « art and health » organised by UQAM and the Cité du design. Speakers: Josyane Franc, Cité du design and Roxane Andrés, artist and designer

**Courtrai Interieur + Dutch Design Week Eindhoven:** participation of Josyane Franc in the results presentation of the PROUD project – October 2014

**DME Awards 2014:** Award ceremony of the Design Management Europe 2014 at the Cité du design Saint-Etienne – November 20, 2014. Saint-Etienne Metropole (Laureate of Design Management Award 2013) organized the award ceremony 2014 for the international companies with an introductory conference on the integration of design in innovation in companies.

Launch meeting of the European project Human Cities Challenging the City Scale – November 20-23, 2014

Launching of the European project coordinated by the Cité du design as part of Creative Europe program 2014-2018 with 12 partners of 11 European cities including 5 UNESCO creative cities: Bilbao, Helsinki, Graz, Saint-Etienne (design) and Ljubljana (literature). 1st meeting of all the partners in Saint-Etienne to precise the functioning of the cooperation and the action plan

**CODE Memory Saint-Etienne 2013-2014**

Call for creators and local companies for objects-souvenirs, which represent Saint-Etienne UNESCO City of Design.

- 7 designers : Julien De Sousa; Audrey Dodo & Frank Dardé ; Kaksi ; Francois Mangeol ; Philippe Moine ; Ova Design ; Jean-Sébastien Poncet
- 10 companies : Bernadette éditions ; Editions cahiers intempestifs ; Editions Sous Etiquette ; FOCA ; Inkoozing ; Audrey Malfatti ; Neyret rubans ; OBUT ; Souvignet ; Technic confection

- Impact: sales in shops of the Cité du design, Tourist office of Saint-Etienne and MAM (Saint-Etienne modern and contemporary art museum). Use in the international missions of the Cité du design.
laureate designer of Shenzhen Design Award in the College of Art & Design for a 6 weeks workshop program with industrial design bachelor students – November 20 – December 20, 2015

**Bilbao Design week – interventions by Josyane Franc and Nathalie Arnould**

Entretiens Jacques Cartier 2015 in Saint-Etienne: « Living lab, new catalyst for responsible economic and territorial development » – November 30 – December 1, 2015. Organised by the Cité du design with the French network of Living Labs. Conference and workshops with 35 speakers and participants of French living labs: France, Belgium, Québec

**Launching of Turin action program, UNESCO creative city of design** - Intervention by Camille Vilain and participation in workshops of structuring the local network of design actors -December 4-8, 2015.


**Exhibition « Culture Interface: Digital and Science-Fiction » at the Cité du design from November 3, 2015 to August 14, 2016**

Presence of objects of designers of Berlin and Montreal: Fabian Hemmert (Berlin University of the Arts), Tom Bieling (Design Research Lab, Berlin University of the Arts) and Ying Gao (Higher Fashion School, UQAM, Montreal)

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**2016**

**Shenzhen Design Award for Young Talents 2015-2016**

Competition organized by Shenzhen UNESCO City of Design to all UNESCO creative cities.

- Promotion and organization of the local selection by the Cité du design in 2015
- 4 prizes won by Saint-Étienne out of the 17 prizes awarded, total: 19 000 €

1. Professional Merit Award (4 750€) Dorothee Noiret - Cube gigogne place Chavanelle with Alsolu
2. ESADSE Post Graduate Student Award (4750€) Daria Ayvazova, La Cuisine Romain Le Liboux, student : Biotope 1.0;
2. Prize for the best referent won by the Cité du design (4750 €)
- Award ceremony and meeting between laureates in Paris, Chinese Cultural Center - June 2016
- Promotion of the laureates designers through a travelling exhibition in 2016 in Paris (Chinese cultural center of Paris) and Östersund (Sweden) during the annual meeting of the UNESCO Creative Cities Network

**Exhibition « Saint-Etienne Changes Design » during the XXI Triennale of Milan - April 2 – 12,**

Saint-Etienne UNESCO City of Design representing France in the international exhibition BASE Milano. - 45 students and graduates of ESADSE in the section « Fukushima Mon Amour »
- 5 companies of the territory in the section « UNESCO City of design » : Tôleérie Forézienne ; Rondino ; Alsolu ; Souviqnet ; Angénioux-Thaëls
- 8 designers and architects of the territory in the section images « UNESCO city of Design » : François Bauchet ; Carton Plein ; Emmanuel Louigirand ; Philippe Louigirand ; Philippe Million ; Dorothee Noiret ; Yan Olives & Sara De Gouy
- 10 designers and companies of Saint-Étienne in economic mission in Milan in September 2016, organized by Saint-Etienne Metropole - 51 000 visitors
- 180 journalists at the press visit on the exhibition site – more than 2 000 articles – 50 TV programs – 30 radio programs on the event

**Set-up Contemporary Art Fair Exhibition in Bologne, UCC of Music:** Exhibition and meetings with public by Léa Pruykenmouquere, designer of Saint-Étienne - January 28-31, 2016

**CODE Design Festival, Dundee Conferences « Design Revolution » and « Design Assembly » by Josyane Franc – May 10, 2016**

**Design Monat Festival, Graz – participation of Camille Vilain in the workshop “5 täges Jakomin” with the Joanneum University, as part of the program Human Cities_Challenging the City Scale - May 7-10, 2016**


**Joint initiative Kobe & Saint-Étienne: Workshop « hybridization of cultures » by Kanako Yamachi for children of the socio-cultural center (2nd part of the project) – July 18-20, 2016**

**10th Annual Meeting of the UNESCO Creative Cities Network in Östersund - UCC of Gastronomy, Sweden**

- Participation of the Cité du design (Josyane Franc, Camille Vilain) and one designer (Jean-Sébastien Poncet) in the conference and the forum of creative companies
- Exhibition of the case study Human Cities_Challenging the City Scale in the exhibition of the creative cities
- Exhibition Shenzhen Design Award for Young Talents 2015

**Detroit Design Festival:**

Interventions of Josyane Franc on Saint-Etienne UNESCO city of design – September 21-23, 2016

**Bologna Design Week, UCC of Music, September 29 – October ,2 2016. Selection and participation of 3 designers of Saint-Etienne**

- « Lazeruku » of Martin Guillaume
- « Harmonie en béton » of Charles Gateau, Carine Simoës-Grangeia and Audrey Battini
- « O Family » of Jean-Sébastien Poncet and Imago

**Conference on the creative cities, Katowice, UCC of Music:**

Participation of a delegation of Saint-Etienne in the conference (City of Saint-Etienne, Le Fil Concert Hall, Conservatory of Music, Culture and Cooperation Company, Cité du Design, University of Saint-Etienne) - October 2016

**Forum on the creative cities organised by Limoges, UCC Candidate City – Craft:**

speech by Josyane Franc on Saint-Étienne UNESCO Creative City (with representatives of Santa Fe, Icheon, Enghien-les-Bains) – November 3-4, 2016

7 **conferences by Josyane Franc in Djakarta and Bandung (UCC Design):organised in partnership with the French Institute of Indonesia: Universitas Paramadina (Jakarta),**
Universitas Pasetya Mulya (Jakarta); Universitas Birus Nusantara (Jakarta); PPM Manajemen (Jakarta) and 3 in Bandung, as part of design festival - November 7-20, 2016

Entretiens Jacques Cartier 2016 in Saint-Etienne - November 22-23, 2016, organized by the Cité du design with the French Living Labs Network - Conference « Benefits of user-centered approach for the companies and the collectivities » - 2 workshops organized by the Cité du design: Lab with the company STIPTICS on the connected pillboxes and Poker Design on the experience of visit in oncology at the Hyгиёe center, University Hospital Center of Saint-Etienne.

Exhibition La valeur du design. Les produits français et internationaux primés par « Red Dot Design Award » at the Cité du design from September 15, 2016 to January 8, 2017.

Presence of objects of designers of UNESCO Creative Cities of Design:
- Séoul: « FIRO » of Hannah Choi (Dooreasam co., Ltd.), « Dimchae Cook » of Hogyu Lee (WiniaMando Inc), « Sound Pop 360° of Juyeon An (LG Electronics Inc.), « SnowSSing » of Yeon-moo Chung (Yiseng Design), « Jumony » of Sung-min Shin (Wicoholdings), « Lunch Box » of Ju-min Shin (Gemecod), « Gamebuino » of Juliana Gotilla, Captain Ludd's architect in applied research on urban experimentation in Detroit, Rio de Janeiro, Sao Paulo and Saint-Etienne - June 2017

Meeting between Saint-Etienne, Detroit and Montréal to think about an international research program on the autonomous vehicle - Montreal - June 13-15, 2017

Presentation of the research project « Last smart kilometers » led by the Cité du design with Michelin to the research teams of the College of Creative Studies and the Michigan University, Detroit, University of Montreal and the IN SITU chair and World Sustainable Mobility Summit Teams organized by Michelin in Montreal

Presentation of design research and Saint-Etienne UNESCO city of design by Olivier Peyricot and Nicolas Roesch, Research Department, and Josyane Franc, International Affairs Department, Cité du design

Seminar on the actions of Saint-Etienne UNESCO city of Design to the agents of the Office of design and Economic Services of the City of Montreal - June 16, 2017

11th Annual Meeting of the UNESCO Creative Cities Network - Engenh-les-Bains (France) UCC Digital Arts, June 30 – July 2, 2017

Presentation of the creative district Manufacture Plaine Achille in the public spaces workshop: regenerating the urban areas through cultural and creative industries

Participation in the Forum of Mayors, speech by Marc Chassaing, Deputy for Culture of the City of Saint-Etienne

Optional discovery program Saint-Etienne UNESCO city of design – July 3- 5, 2017

Proposed by the Cité du design following the annual meeting of the UNESCO Creative Cities Network in France. 8 representatives of the creative cities present (Puebla, Kobe, Icheon, Duran, Engenh-les-Bains).

Exhibition « Are You Talking to Me, uses and practices of communicating objects »

Coproduction between the Centre des Arts d’Engenh-les-Bains and the Cité du design gathering objects from 11 cities of Design having answered to the call for proposals of the Cité du design.

- Exhibition in Engenh-les-Bains, at the Serrurerie, from June 29th to July 13th, 2017
- Exhibition in Saint-Etienne, Cité du design from September 14th, 2017 to January 7th, 2018
- 1 RANDOM-ESADSE laboratory and Research department of the Cité du design project : Data Collector
- 5 companies of the Auvergne-Rhône-Alpes region in the expanded exhibition : Inspair (Biocorp) ; kilok (Gemecod) ; Gamebuino ; Smartcane (Novin) ; BMC connected (Sigvaris)
- 17 workshops for companies and
professionals: 125 participants - 7 general public workshops, including 2 for European heritage days, 2 for leisure centers and 1 in French sign language.


Detroit Design Festival: Participation of Nicolas Roesch, researcher, Cité du design and Jean-Sébastien Poncet, designer – September 2017

EU Design Days « Next Step »: design meetings & innovation of the ERRIN Brussels Network: Presentations « Revitalizing the city center by design » by Camille Vilain and Isabelle Verilhac; « Urban acupuncture » and « reinventing education » by Juliana Gotilla and Paul Buros, designers of Captain Ludd based on the experiments conducted in Saint-Etienne – September 19-20, 2017

Torino Design of the City: as part of the World Design Organization meeting; Presentation by Josyane Franc in the conference « Design for the City: Design for Citizen » - October 11-15, 2017

Design and Innovation Days: Invitation to Saint-Etienne for conferences and masterclass of designers Taisuke Murakami, Aichi Shukutoku University, (Nagoya) and David Somiah Clarke, Concordia University (Montreal) – in the framework of the exhibition « Are You Talking to Me, uses and practices of communicating projects » - October 4, 2017

Entretiens Jacques Cartier 2017 in Montreal – October 16-18, 2017 - Intervention by Isabelle Verilhac, Business & Innovation Department, at the conference « Collective innovations. What impacts on practices and trades for tomorrow’s projects? » - Organised by UQAM with the network of French Living Labs – October 16-17, 2017 - Intervention by Denis Chambe, Deputy mayor of Saint-Etienne in charge of international relations, on Saint-Etienne creative city of design in the round table « Renewing the city: one district at a time » organised by the Faculty of Environmental Design – University of Montreal - French Tech Mission : 5 start-ups of Saint-Etienne (Boa Concept ; CTRL P ; CblueCoud ; Manutech ; Wefit) and SEM – participation in EJC symposium « International, co-financing, experimentation, HR* Innovation district / innovation Lab + company visits


Craft & Design in Asean: residence and workshop of the designer of Saint-Etienne Amaury Poudray with craftworkers of Bandung and students of the ITB University. In partnership with the French Institute of Bandung. October 17 - November 5, 2017. Results presented at the Bandung Design Biennale, October 31 - November 30, 2017

Wuhan Design Biennial 2017 Exposition of Saint-Etienne UNESCO City of Design, participation of Claire Peillow and Josyane Franc at a round table and invitation of Saint-Etienne designers – November 11-14, 2017

Organisation of Shenzhen Design Award for Young Talents 2017 and Shenzhen Global Design Award 2017 Organised by Shenzhen Design Promotion Association to all UNESCO creative cities. Local promotion of prices and organisation of the SZDAY selection for Saint-Etienne by the Cité du design. Results expected in 2018

Meeting of the design cluster of the UNESCO creative cities in Puebla in November 2017 Creation of pedestrian crossings by designers from UNESCO Cities of Design at the Amparo Foundation Park, with a graphic proposal by the Captain Ludd collective of Saint-Etienne.
Saint-Etienne design has gained in international importance since the designation of Saint-Etienne as a UNESCO City of Design. Along with periods of the Biennale Internationale Design Saint-Etienne, the Department of International Affairs welcomes during the whole year numerous delegations coming to observe this territory of experimentations and to develop cooperation.

2014

58 people welcomed by the Cité du design
- Carlo Branzaglia, designer, ADI president, Emilie-Romagne, professor in the design department of the Academy of Fine Arts of Bologna (Italy) – February 17-25, 2014 - UCC Music
- Mrs TSAI, director, and Meg CHENG, in charge of plastic arts, Taiwan cultural center in Paris – March 7, 2014.
- Mr CHEN Yaohuan, investment director of the GENYUAN group, Mr MENG Gongming, director general of the GENYUAN SANTE, Mr MA Dongshan, deputy director of the Chamber of commerce of Guangzhou (China) – March 28, 2014.
- Mayors from the Prefecture of Aichi (Japan, Nagoya region) – July 16, 2014 - UCC Design
- Myuki Obuchi, student from Kanazawa, in the frame of the program Creative Waltz – October 14-15, 2014 - UCC Crafts and Folk Art.
- Nobuhiro Takahashi, general director/manager, Policy Planning and Coordination Section, City Policy Planning Department, City of Kanazawa (Japan) – November 4, 2014 - UCC Crafts and Folk Art.
- Alain Kouadio, Vice-president of business owners of Côte d’Ivoire - November 18-21, 2014.
- Partners of the European project Human Cities, members or candidates of the UNESCO creative cities of design network selected in December 2014: 16 people, including representatives from Bilbao, Graz, Helsinki (UCC Design) and Ljubljana (UCC Literature) - November 21-23, 2014.
- Kyung Ran Choi, director, and Helena Won, professor and assistant, Oriental Culture and Design Center, Kookmin University, Seoul (Korea) – December 3-4, 2014 - UCC Design.
- Charles Landry, researcher, director of the COMEDIA agency (United Kingdom) – December 5, 2014 - creator of the creative city concept.
- Mr Rikrik, dean of the Faculty of Art and Design (FSRD), Institut Teknologi Bandung (ITB), Bandung (Indonesia) – December 16, 2014 - with perspective of its UCC application.

2015

11 people welcomed by the Cité du design
- Delegation of Chisinau, Moldavia - April 28, 2015 (5 people).
- Soichiro Kimura, Head of Planning Division, JCM.co., ltd, Director, SPOn! Director, A.B.C, Nagoya, Japan – July 17, 2015.
- Ting Xu, Secretary- General of the Shenzhen Design Promotion Association, and Jade Chen, Shenzhen, China - September 1-2, 2015.
2016

80 people welcomed by the Cité du design
- Robert PYKA, director, House of Saint-Etienne in Katowice; Łukasz KALEBSIAK, press officer, Katowice, Miasto Ogrodów (Cité des Jardins); Tamara KAMINSKA, UNESCO project manager, Miasto Ogrodów (Cité des Jardins); Ewelina KRZESZOWSKA, Direction, Museum of History of Katowice; Michalina BAYOR, City’s promotion department, Katowice City Government – February 15, 2016 – UCC Music.
- Yutaka Asai, Yohei Tai, Yuji Kamide, Hiroki Hamasaki, city officials, Kobe – February 10, 2016 – UCC design.
- Professor SONG, former vice-president of the China Academy of Art and president of the Design Intelligence Award, Professor HANG, current vice-president of the China Academy of Art, main conservator of «Beijing Design Triennial» and «Shanghai Design Biennale»; Zhijie Yao, director of international communication of DIA; Hangzhou – September 27, 2016 – UCC Gastronomy.
- WU Fong Gong, professor of universities, department of industrial design, dean of the Urban Planning and Design Faculty of the National Cheng Kung University (NCKU), Taiwan – September 28, 2016.
- Delegation of the Changsha University (China) - 21 people under the auspices of the French-Chinese Economic and Cultural Center of Paris - December 2, 2016.
- Anya Sirota, University of Michigan / AKOAKI agency; Taylor Nelson, executive coordinator of Detroit’s Mayor’s Cabinet; Melinda Anderson, Creative director, Detroit Creative Corridor Center; Monica Chada, Architect, professor – Detroit, USA - December 12-14, 2016 – UCC design.
- Mayank Kaul, exhibition curator, festival Bonjour India, Delhi, India - June22-23, 2016.
- RUKTAENGAM Bhumikitti, vice-president + delegation of 20 people from Phuket Tourism Association, Thailand – September 27, 2016 - UCC Gastronomy.
- Elise Le Couedic, director of «Shanghai Design Biennale»; and «Beijing Design Triennial» and Academy of Art, main conservator of the China Intelligence Award; Professor HANG, of Art and president of the Design Society - June 15, 2017.
- Richard Rogers, President, and Sooshin Choi, Provost & Vice President for Academic Affairs of the College for Creative Studies, Detroit, USA - June 26, 2017 - UCC Design.
- RUKTAENGAM Bhumikitti, vice-president + delegation of 20 people from Phuket Tourism Association, Thailand – September 27, 2016 - UCC Gastronomy.
- Richard Rogers, President, and Sooshin Choi, Provost & Vice President for Academic Affairs of the College for Creative Studies, Detroit, USA - June 26, 2017 - UCC Design.

2017

35 people welcomed by the Cité du design, participating in international projects, studying the case of Saint-Etienne UNESCO City of Design, and developing cooperation with the territory.
- Guillaume Taslé D’Héliand, Beirut Design Fair, Founder and Fair Director, Beirut, Lebanon - January 6, 2017.
- Allison Bramwell, Research Fellow, Innovation Policy Lab, Munk School of Global Affairs, the University of Toronto, Canada + Assistant Professor, Department of Political Science, Greensboro (NC), USA – June 15, 2017.
- Richard Rogers, President, and Sooshin Choi, Provost & Vice President for Academic Affairs of the College for Creative Studies, Detroit, USA - June 26, 2017 - UCC Design.
- Kobe (Japan) UCC Design: Kenji Kondo, Projects Manager, KIITO Design and Creative Center.
- Puebla (Mexico) UCC Design: Ana Paula Canovas Gonzalez, Coordination of Strategic Projects, Municipality of Puebla; Luis Gonzalez Arenal, Innovation and Design Commissioner, Puebla Innovation & Design Commission; Victor Enrique Maka Temoltzin, Puebla Minister of Economic Development – July 3-5, 2017 - discovery visit following the 11th UCCN Annual meeting of the UCCN.
- Catia Pereira, PhD student, and Teresa Franqueira, design factory Universidade de Aveiro, Portugal - July 5-6, 2017.
- 20 students and 4 professors in the frame of the French-German seminar on urban planning: the Graduate school of engineering, University of Tours, and the Institute of Urban planning from the Leibniz Universität Hannover - October 6, 2017.
Human Cities_Challenging the City Scale is a European project co-funded by the Creative Europe Programme 2014-2018 of the European Union, exploring how the inhabitants reinvent the contemporary city through the experimentation and applied research. The aim of the project is to analyse, test and implement the process engaging people in challenging the City scale and creating lively urban environments.

Led by the Cité du Design, Human Cities_Challenging the City Scale project gathers 12 partners including 6 UNESCO creative cities.
- La Cité du design, Saint-Étienne [FR] - coordinator - UNESCO City of Design
- Design Department, Politecnico di Milano, Milan [IT] - UNESCO City of Literature
- Urban Planning Institute of the Republic of Slovenia, Ljubljana [SI] - UNESCO City of Literature
- Clear Village, London [UK]
- The Castle Cieszyn, Cieszyn [PL]
- Design Week Belgrade [RS]
- Pro Materia, Brussels [BE]
- Architecture Faculty, Aalto University, Helsinki [FI] - UNESCO City of Design
- Design Faculty, FH Joanneum University, Graz [AT] - UNESCO City of Design
- Association of Estonian designers, Tallinn [EST]
- Bilbao Ekintza, Bilbao [ES] - UNESCO City of Design
- CultureLab, Brussels [BE]

**Stage 1 2014-2015**
- 21 & 22 November 2014: First meeting of partners in Saint-Étienne
- 17 & 18 March 2015: the Biennale Internationale Design Saint-Étienne: Workshop Crossroads on the activation of the vacant ground floors of the Jacquard district and workshop Tous champions on the physical activities in the public space.
- Official launching of the Human Cities_Challenging the City Scale Programme: conference with Charles Landry, the inventor of the Creative Cities concept and Marc-Hector Vanderhaegen from the European Commission.

70 participants in the workshops: 15 European partners; 10 designers from the Creative Cities of Design (Beijing, Graz, Kobe, Montréal, Nagoya, Seoul, Shanghai, Shenzhen) ; 10 partners from the Living Labs Network including Bilbao et Helsinki; 30 local designers et makers; 2 international guests; representatives of the City of Saint-Étienne and the Cité du design.

150 attendees to the conference.

**Stage 2 2015-2016**
- 2015-2016: Production of a State of the Art based on the European case studies provided by the project partners
- 2015: Co-creation sessions in each city animated by Alice Holmberg and beginning of experimentations
- 1st - 8 – 9 July 2015: Co-creation session in the Cité du design: meeting of 40 actors practicing urban experimentations in order to define the key issues, subjects and terms of Human Cities experimentations to develop in Saint-Étienne
- October 2015: launching of the C.H.O.S.E (Collective Human Cities Office of Saint-Etienne Experimentations): call for initiatives in order to establish an experimental Human Cities program in Saint-Étienne

**Stage 3 2016-2017**
Experimentations in Saint-Étienne with selected project groups:
- Ici-Bientôt: revitalisation of vacant shops of the Rue de la Ville, Tarentaise-Beaubrun district
- Hypermatière: temporary actions in the public space to accompany urban transformations of the Rue Neyron, Crêt de Roch district.

"Echelles de regards urbains"
- Masterclass in the ESADSE : exploration of scales and innovative points of view by international students who took part in the Images_Récits_Documents Lab with Kader Mokaddem

Exhibition-lab "Human Cities_Challenging the City Scale": exhibition nourished at every stage of the project and of the workshops in order to test the experimental mechanisms.
- Milan (Italy): April 11-15, 2016 during the Milano Design Week
- 150 000 visitors
- 200 seminar participants
- 70 workshop participants
- Kragujevac (Serbia): February 16-19, 2017: exhibition in the public space
- 150 participants in the conference
- 30 participants in the workshop « Thinktent ».

**Stage 4 2017**
Biennale Internationale Design Saint-Étienne 2017: March 9 – April 9, 2017
- Carrying out experimentations in the city districts.
- 25 events (meetings, workshops,
debates, city visits) in the Ici-Bientôt and Hypermatière experimentation sites during one month.

- 2 conferences « Shiftspace » with Detroit designers in the Ici-Bientôt and Hypermatière sites

- 2 Human Cities exhibition-labs: Cité du design and Rue de la République

- 1 teaser exhibition under the archway of the City Hall

- 1 section of the exhibition « Human Cities in the world » presenting the case studies of the urban experimentations in the UNESCO Cities of Design

- 4 workshops organised by Hypermatière, Ici-Bientôt, Fernando Mascaro (Brazil), Hénaff High School (Bagnolet) and Traffic Design Gdynia group (Poland), 110 participants: 12 European partners; 12 representatives from Detroit, Dundee, Montréal, Nagoya, Sao Paulo and Liège; 30 designers and local NGOs; 10 representatives (elected officials and technical staff) of the City of Saint-Etienne

- 150 people at the conference Human Cities - Cité du design: keynote speakers: Anya Sirota (Detroit) and Maurizio Carta, (Palermo). Presentations by project leaders from Saint-Etienne, London, Milan, Belgrade and Ljubljana.

- Project’s videos production

Exhibition-lab “Human Cities _ Challenging the City Scale”: project exhibition and workshops to test the experimented mechanisms.

- Ljubljana (Slovenia): May 25-27, 2017 during the Biennial of Design in Ljubljana (BIO), in partnership. Conference with the AESOP research network, exhibition and workshop in the public space. 170 participants.

- Helsinki (Finland): September 11-15, 2017 during the Helsinki Design Week. Exhibition and workshop in the Aalto University, 40 participants in the workshop. Meeting with representatives of the City of Helsinki to discuss design tools for public action.

- Bilbao (Espanje): November 15-18, 2017 during the Bilbao Bizkaia Design Week. Exhibition and conference at Azkuna Zentroa, the main venue of the Design Week. Workshop and meeting with the groups in charge of experimentations Bilbao La Vieja - San Franzisko-Zabala: co-creation of a participation guide for the development and artistic project in order to support women participation in the public space. 150 participants.

Stage 5

2018

3 international publications

Exhibition-lab “Human Cities _ Challenging the City Scale”: project exhibition and workshops to test the experimented mechanisms

- Cieszyn (Poland): January 25-28, 2018 during the 30th Cieszyn Castle Anniversary

- Graz (Austria): May 3-5, 2018 during the Design Monat Festival


- International promotion of the Project (UCCN, EU Design Days, BEDA, etc.)
Between 2014 and 2017:
32 design projects integrated into the actions of the City of Saint-Etienne and Saint-Etienne Metropolitan Government

Areas of activities: Urban planning, commerce, economic development, event organisation, tourism, transport, infrastructure, community activities.

4 types of public procurement in design: framework agreement, call for tender, consultations, call for proposals

110 designers and architects involved
66 companies and businesses involved

2015

BANC D’ESSAI - Biennale 2015: international call for proposals, installation of urban furniture prototypes, users’ feedback and purchase of original urban furniture by the City of Saint-Étienne
20 PROJECTS/ 20 DESIGNERS including 1 agency from Montreal / 20 COMPANIES
8 projects purchased by the City of Saint-Étienne
Fimbacte Living Environment Trophy in the category « online image » 2015
INNOVATION Prize 2015 in the category Urban Planning / Public Lightning by the Local Mayors and Communities Fair for the E-BANC ARMOR

Commerce Design competition Saint-Étienne 2015
10 designers, 10 local businesses

2016

EURO 2016: Conception of a specific graphic identity for the urban staging during the EURO 2016 sport event.
Designer: Noémie Bonnet-Saint-Georges

Train station forecourt 2016: Urban analysis and uses study of train station forecourts of Saint-Étienne
Designer: B Fluid - Sonia Lavadinho / AREP DESIGN

Urban planning and improvement of equipments use in the community of Cellieu
Designer: Julien de Sousa / Archigram

Design study of the route and the uses of the 3rd tram line
Designers /entreprise : B-Fluid/ Dedale/ AREP

2017

BANC D’ESSAI - Biennale Internationale Design Saint-Étienne 2017: international Call for projects, set up of urban equipment prototypes, users feedback and purchase of original urban furniture by the City of Saint-Étienne
20 PROJECTS / 20 DESIGNERS including 1 Spanish agency / 20 COMPANIES

Providing support to the planning of green spaces of the City of Saint-Étienne in preparation to the Biennale Internationale Design Saint-Étienne 2017
Designer : Eric Bourbon

Rue de la République du Design - Biennale 2017: International Call for projects for temporary occupation of vacant stores by creative companies
14 invested premises / 39 projects
1 cooperative super market
1 business incubator in one of the city centre retails (layout by Incluzit Design)

Intuitive signage in the Manufacture Creative District
Designer : B Fluid - Sonia Lavadinho

Tréléférie University Campus: urban planning at the conception stage
Designers : Cahen & Gregori

STEEL Commercial Centre: design of the urban planning and of new urban uses.
Designers : ESE – Edition sous Etiquettes /Joran Briand

Design of the urban furniture for the Denfert Rochereau Avenue in the district of Chateaucreux train station
Designer : Alexandre Moronnoz / Sineu Graff

Forecourt of the train station 2017
Purchase of urban furniture for several train stations in the Saint-Étienne Metropolitan Government’s area.
- Connected urban furniture for the Rive de Gier train station
Designer /company: Jean-Sébastien Poncet / Rondino
- Urban furniture with the PLUG-PLOT linkage system for the Firminy train station.
- Designers /company : Arthur Maneint /Metalink
Connected urban furniture for 2 train stations in Andrézieux and Bouthéon and the train station Clapier in Saint-Étienne
Designer /company : GharibM’Zouri / TF urban design

Design and planning of public spaces for the Fraisses community
Designer /Company: Emmanuel Louisgrand /Verney-Caron

Design and planning of public spaces for the Saint-Genest Lerpt community
Designer : Julien de Sousa / Archigram
Design and urban planning of accessibility and public spaces for the Genilac community
Designer: Sarah De GOUY

Construction site design of the Dalle de Montreynaud: urban staging, participative workshops, urban furniture design
Designer: Louise and Mahé Design

Construction site design of the Ilot Rondet: urban staging, participative workshops, urban furniture design
Designer: Atelier Cahen & Gregori

Design of tools for the public expression – Nouveau Théâtre Beaulieu and 4 social centres
Cyril Rouginat designer, Internal Engineering Department, City of Saint-Etienne

Design of new uses for the urban axis from the Museum of Art and Industry to the Opera
Designer: Escale design / Yan Olivares

Design of the city bin wastebasket
Designer: Franck Magné

Design of the signage for the industrial park of Saint-Etienne Metropolitan Government's area
Designer: Design SUNDAY

Concept of a mobile satellite museum for the Museum of Modern and Contemporary Art
Designer: Incluzit design

Renovation of the Saint-Etienne City Hall reception spaces and services
Designer: Numéro 111

Conception of a design city walk
Design manager in cooperation with the Tourism Office and Ville d'Art et d'Histoire (City of Art and History Service)
The offering to businesses
The Centre de recherche et d’innovation meets the needs of enterprises and communities.

Support for your first design or innovation through usage project.

- **Design practice diagnosis**—1 jour
- **Advice – recommendations**
- **Putting you in touch with service providers**

**Materials Library**
Resources centre for materials and expertise, inspiration and innovation for designers, manufacturers, researchers and students. Throughout the year.

**“Creative” Activators**
- Poker design: collective creative method
- Skills puzzle: creative agility

**Design management**
- 4 days in collective and 5 half-days in individual

- **Innovation uses management seminar**
- **Short Modules**
- 1 to 2 days
- Anticipating uses – From idea to prototype - Innovation in business –
- Continuing education – Long Modules
- Design management – 13 days over 1 year

**LUPIm**
Innovative methodology for joint conception through design with users and the company. Development programme lasting 2 to 4 months depending on the project, allowing new products, services or systems to emerge in the form of a scenario.

**LUPI®**
Innovative methodology for joint conception through design with users and the company. Development programme lasting 2 to 4 months depending on the project, allowing new products, services or systems to emerge in the form of a scenario.

**Research Programme**
Thematic offer for a duration of 1 to 3 years depending on the problem area jointly constructed by the Cité and its sponsor, in 5 stages: latest developments, survey of practice and analysis, design laboratory, prototyping and promotion.

**Description of the thematic offering**

**Innovation Residency**
Immersion of a group of people from one company or several businesses in the Manufacture district.

**The Labs – Express Labs**
Saint-Etienne, an area prepared to experiment
Places to try out products or services with the users. Discussions and co-creation by businesses and users.

Do you wish to?

- **Develop a new product, service, space, organisation? Improve an existing product?**
- **Move into new markets? Develop a business strategy for your company?**
- **Support for your first design or innovation through usage project.**
- **Advice – recommendations**
- **Putting you in touch with service providers**
- **Drafting consultation – job spec.**

- **To explore new fields?**
- **To think future?**
- **To be supported in your innovation projects in a user-centred approach?**
  (within the Living Lab Cité du design)
- **To raise the skill levels of your staff?**
- **To learn about design management?**
- **To motivate your staff?**
- **To teach your staff about innovation and change?**
- **To respond to customer expectations?**
- **To get consumers, stakeholders and/or your staff to participate in the design process?**
- **To adapt my product to users?**
- **To run tests with users?**
- **To conduct full-scale experiments?**

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- **To teach your staff about innovation and change?**
- **To respond to customer expectations?**
- **To get consumers, stakeholders and/or your staff to participate in the design process?**
- **To adapt my product to users?**
- **To run tests with users?**
- **To conduct full-scale experiments?**

**Materials Library**
Resources centre for materials and expertise, inspiration and innovation for designers, manufacturers, researchers and students. Throughout the year.

**“Creative” Activators**
- Poker design: collective creative method
- Skills puzzle: creative agility

**Design management**
- 4 days in collective and 5 half-days in individual

- **Innovation uses management seminar**
- **Short Modules**
- 1 to 2 days
- Anticipating uses – From idea to prototype - Innovation in business –
- Continuing education – Long Modules
- Design management – 13 days over 1 year

**LUPIm**
Innovative methodology for joint conception through design with users and the company. Development programme lasting 2 to 4 months depending on the project, allowing new products, services or systems to emerge in the form of a scenario.

**LUPI®**
Innovative methodology for joint conception through design with users and the company. Development programme lasting 2 to 4 months depending on the project, allowing new products, services or systems to emerge in the form of a scenario.

**Research Programme**
Thematic offer for a duration of 1 to 3 years depending on the problem area jointly constructed by the Cité and its sponsor, in 5 stages: latest developments, survey of practice and analysis, design laboratory, prototyping and promotion.

**Description of the thematic offering**

**Innovation Residency**
Immersion of a group of people from one company or several businesses in the Manufacture district.

**The Labs – Express Labs**
Saint-Etienne, an area prepared to experiment
Places to try out products or services with the users. Discussions and co-creation by businesses and users.
The offering to businesses

- Support for the first project: diagnosis, providing contacts through the Design Map forum, support for the first design or uses projects, subscription for the materials library, training seminars
- Innovation Conception: co-creation workshops, LUPI, Labs (including Innovation Residency)
- Research: research program

Call for tenders passed through the Design Map forum amongst the designers of the Rhône-Alpes region:

2013/2014 : 595 000 EUR
2015 : 235 000 EUR
2016 : 197 500 EUR
2017 (as to 23/11) : 267 500 EUR
According to the latest Design map data (2016), **76 structures** declared themselves as based in Saint-Etienne. These represent about 127 employment contracts (employees, co-directors or associates).

Over half of the territory agencies are independent. This number is lower than the regional average (71%) despite the high density of the agencies in the Lyon conurbation (source: Regional Design and Co-design Observer). The larger number of agencies with 2 or 3 staff members can be explained by the life of design agencies, as the independent designers gather in agencies after several years after several years of activity, cf. Age figures. Overall, one can observe the correlation between the age of the structure and the turnover.

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>Number of agencies</th>
<th>Agencies’ age</th>
<th>% of designers</th>
<th>Turnover, €</th>
<th>% of designers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-employed</strong></td>
<td>45</td>
<td>less than 3 years</td>
<td>9%</td>
<td>Less than 30 000</td>
<td>18%</td>
</tr>
<tr>
<td><strong>2 à 3</strong></td>
<td>28</td>
<td>4 to 10 years</td>
<td>54%</td>
<td>From 30 000 to 80 000</td>
<td>38%</td>
</tr>
<tr>
<td><strong>4 à 9</strong></td>
<td>3</td>
<td>11 to 20 years</td>
<td>29%</td>
<td>From 80 000 to 150 000</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total général</strong></td>
<td>76</td>
<td>over 20 years</td>
<td>8%</td>
<td>From 150 000 to 250 000</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Over 250 000</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>not disclosed</td>
<td>17%</td>
</tr>
</tbody>
</table>
The Cité du design Research department organises and structures research in design. In collaboration with professionals working in the human sciences and the technical sciences, the Cité du design Research department sets up programmes and introduces methods leading to the design of things and services to suit current practice and new needs, incorporating into them the problems of sustainable development and design for all.

Research programs from 2014 to 2017

Smart Water 2014-2016
Lyonnaise des eaux, Suez environnement: State of the Art / Uses Study / Design Lab

BOG DATA 2013-2017
CFAC, Rhône-Alpes Region, Saint-Etienne Metropolitan Government: Publishing/Program

Leroy Merlin Creative Workshop 2015
Leroy Merlin: Design workshop

Innover dans l’école par le design (Innovate in school through design), 2012-2015
CARDIE, CRDP of l’Académie de Lyon: State of the Art / Design workshop / Publishing

PSA 2017
PSA: State of the Art / Uses Study

Allumer la ville (Lightening up the City) 2016-2017
Phillips : Etat de l’Art

New forms of Client Relationships 2017-2018
Saur: State of the Art / Uses Study

Autonomous car 2016-2018
Michelin: State of the art

Carnot Train Station 2016
AREP Gare & Connexions: Pedagogical Design Workshop

Plafond Paulin Gare de Lyon 2016
AREP Gare & Connexions: Pedagogical Design Workshop

The States of the Art:
2014
Innovate school forms/ Ministry of Education, CARDIE, Canopé
Towards a digital school / Saint-Etienne Metropolitan Government
Smart Water /SUEZ - Lyonnaise des eaux
Working Space /EPASE

2015
Urban facilities & social practices / Philips
Automation and delegation of decision / PSA
Social Innovation and Design / University of Bogota
Energy and Housing: How to avoid energetic insecurity for the occupying owners? / Leroy Merlin
Source / AG2R La Mondiale

Editions:
2014
Designers : Quels sont vos droits ?
Co-publishing Pyramyd et Cité du design
À la recherche d’un monde partagé. Accessibilité et design pour tous. Cité du design & Presses de l’EHESP (France)

2015
Les Sens du Beau
Catalogue de la Biennale Internationale Design Saint-Etienne

Quand le design... pilote l’innovation
Comment expérimenter la valeur par le design ?
Design impact. Quand le design... crée de la valeur pour l’entreprise. Cette édition est soutenue par le plan d’action codesign.
Quand le design... conçoit pour tous When design... makes for all
2016
Bog Data travail - subjectivité - mêmes - écosophie
Auteur : Madeleine Aktypi et Mehdi Vilquin sous la direction de la Cité du design
Le temps des objets.
Une histoire du design industriel en France (années 1950-1970)
Claire Leymonerie
2017
Working Promesse
Catalogue de la Biennale Internationale Design Saint-Etienne
A collective under the direction of Olivier Peyricot, Cité du design
Innover dans l’école par le design
Ouvrage collectif. Coéditions de la Cité du design et de Canopé collection Maîtriser le réseau de création et l’accompagnement pédagogiques
Accélérer le futur
Nick Srnicek & Alex Williams Translation into French by Laurent Bury ; co-publishing with the publishers if ; (readit.fr), with the support of Centre national des arts plastiques

Quand le design... entre en résidence When design... takes up residence
Objectiver
Ouvrage collectif
Under the direction of Olivier Peyricot and David-Olivier Lartigaud.
15 temporary exhibitions were organised in the Cité du Design.

« Histoire des formes de demain » from 11/07/2013 to 16/03/2017, number of visitors: 21 225

« Qui avait la solution, pour ne jamais devenir grand ? » from 04/04/2014 to 27/04/2014, number of visitors: 3126

« Orange vous donne des ailes », from 04/04/2014 to 27/04/2014, number of visitors: 3126

« Homework, une école stéphanoise » from 11/10/2013 to 25/05/2014, number of visitors: 21 372

« Design map, designers créateurs de valeurs pour l’entreprise » from 06/06/2014 to 04/01/2015, number of visitors: 13 091

« Design Saint-Etienne - Saint-Etienne meets Graz » from 03/07/2014 to 21/09/2014, number of visitors: 4616

« Je ne sais pas ce que j’ai vu » from 24/10/2014 to 04/01/2015, number of visitors: 4295

« Beauty as unfinished business » from 14/04/2015 to 17/05/2015, number of visitors: 2808

« Hypervital + Le bestiaire » from 14/04/2015 to 20/09/2015, number of visitors: 8994

« Mirages » from 19/06/2015 to 27/03/2016, number of visitors: 16 309

« Culture interface : numérique et science-fiction » from 03/11/2015 to 14/08/2015, number of visitors: 18 868

« Mi-Temps » from 10/06/2016 to 18/09/2016, number of visitors: 6722

« La valeur du design » from 15/09/2016 to 08/01/2017, number of visitors: 8371

« Best-of des métiers + Design Matrice » from 2017/05/04 to 2017/08/20, number of visitors: 4147

« Are You Talking to me ? - Usages et pratiques des objets communicants » from 14/09/2017 to 07/01/2018, number of visitors: 5088 (as of 04/12/2017).

Number of visitors:

Cité du design from 2014 to 2017 (outside the biennial period):
74 624, including 2581 international visitors, 18 529 participants in school visits.

Biennale Internationale Design Saint-Etienne 2015
208 000, including 55 % from the Loire Department, 20 % from the Rhône-Alpes region (outside Loire department), 23 % from France (outside the Rhône-Alpes region), 2 % international visitors. 18 000 participants in school visits.

Biennale Internationale Design Saint-Etienne 2017
230 000, including 75% from Auvergne-Rhône-Alpes region, 22% visitors from France; 3% international visitors. Amongst the regional visitors, 66% from Saint-Etienne Metropolitan Government’s communities, 8% from the other communities of the Loire Department, and 26% from the other parts of Auvergne-Rhône-Alpes Region (outside Loire). 20 000 participants in school visits.

Workshops and mediation actions
Guided tours organised in the frame of the exhibitions and the Biennales
2014
298 visits / 1396 visitors
2015
846 visits / 3880 visitors
2016
332 visits / 1626 visitors
2017
1100 visits / 4500 visitors

Total: 2576 visits / 11402 visitors

Workshops organised in the frame of exhibitions and Biennales:

2014
17 workshops / 152 participants
2015
152 workshops / 569 participants
2016
23 workshops / 166 participants
2017
60 workshops / 480 participants

Total: 252 workshops / 1367 participants
2014

Exhibition Design Saint-Étiene – Saint-Étiene meets Graz in GRAZ from 30 April 30 to 1st June 2014 and in the Cité du design from 2 July to 21 September 2014

1 preparatory workshop between the students from FH Joanneum and from the ESADSE in Saint-Étienne in 2013

Works of 14 ESADSE students in the exhibition: Mathilde Segonds; Salima Zahi (participation in the scenography and visual communication of the exhibition); Marlène Janin; Mathieu Delacroix; Charles Haumont; Léo Virieu (projects physically presented); Gaël Barnabé; Paul Buros; Simon Collet; Elodie Decaup; Odile Drossart; Charlotte Faucon; Andy Gehin; Marie-Caroline Terenne (diploma project in the illustration of the school)

2 students from the ESADSE, Salima Zahi and Mathilde Segonds, were invited to a workshop around visual communication in FH Joanneum Graz during the Design Monat Festival

A workshop with FH Joanneum students run by Mathilde Segonds and Salima Zahi.

A conference in the FH Joanneum University, Graz, by Michel Philippou, Professor at the Higher School of Art and Design of Saint-Étienne – May 2014

2015

Workshop Biennale internationale Design Saint-Étiene 2015

Focal, the spirit of Sound with the ESADSE - 16-20 March 2015

Workshop-contest: “Son, voiture et design” (sound, car and design) with the FOCAL company from 16 to 20 March 2015 during the Biennale Internationale Design Saint-Étiene.

FOCAL, a French brand that has been based in Saint-Étienne for over 35 years, is a worldwide leader in high fidelity acoustic solutions production. FOCAL asked the ESADSE to work with international schools on a design of the concept-car interior prioritising the sound and the acoustic quality. The ESADSE invited two partner schools:

College of Design and Innovation, Tongji University, Shanghai, China, and the Academy Of Fine Arts and Design (AFAD), Bratislava, Slovakia, thus gathering 20 students.

Three projects were selected for the final stage of the competition and the professional Jury chose Moving Tone (optimal music listening unit, static or mobile, for 4 persons)

Winner team:

Academy of Fine Arts and design of Bratislava- VSVU Bratislava- Slovakia: Filip Cik

College of Design & Innovation – Tongji University - Shanghai - China: Ji Tong Wang /

Higher School of Art and Design of Saint-Étiene - France: Mathieu Delacroix / Samuel Gay / Camille Mariot / Marie Perbev / Sarah Pereira / Louise Rué / Léa Vidal

The awards ceremony took place the 7th of April during the Biennale Internationale Design Saint-Étiene 2017.

2016

Awards ceremony Shenzhen Design Award for Young Talents 2015-2016

2 New Star Awards for the students of the ESADSE:
Post-diploma : Daria Ayvazova, La Cuisine
Student: Romain Le Liboux: Biotope 1.0

Exhibition « Utopia In the Cloud » in the Nagoya TV Tower.

As a result of a competition launched amongst the ESADSE students in partnership with the Arts Bridge Cities (ABC) Nagoya Association, an installation by 2 ESADSE students, Lorie Bayen El Kaim and Lauriane Carra, was exhibited from 26 February to 14 March 2016

Exhibition « Saint-Étienne changes Design » during the XXI Triennale of Milano: 2 April - 12 September 2016.

Saint-Étienne, the City of Design, represented France during this international exhibition.

The work of 45 ESDASE students and graduates in the « Fukushima Mon Amour » section.

« Dessiner les designers de demain » (design tomorrow’s designers) jointly with ESADSE and Techno Design School, Kookmin University, Seoul:

Workshop organised by the Techno Design School, Kookmin University, and a study visit by research students and professors (ESADSE) to Seoul – from 4 to 12 June 2016 et from 12 to 16 December 2016.

Workshop organized by the Cité du design and a study visit for 15 researchers from the Techno Design School, to Saint-Étienne and Firminy, Le Corbusier, from 25 to 27 August 2016.
2017

Master class Human Cities, Challenging the City Scale / Helsinki 2017: cf. Human Cities Scales of urban perspectives led by Kader Mokaddem, professor at IRD Lab (Images,Recits, Documents) of the ESADSE, with a group of international students.

Follow-up of the cooperation with Detroit, the guest of honour of the Biennale Internationale Design Saint-Étienne 2017
Internship of 5 students from the ESADSE in the Akoaki Studio in Detroit for the Design Festival Exhibition “Are You Talking to me” in Enghien-les-Bains and the Cité du design - 29 June - 13 July 2017 / 14 September 2017 - 7 January 2018 Including one project by the RANDOM Lab - ESADSE and the Research department of the Cité du design: Data Collector

France, the guest of honour on the Frankfurt Book Fair
The Higher School of Art and Design of Saint-Étienne wins the first prize for the design of the French Pavilion - from 11 to 15 October 2017

World Design Summit 2017
Montréal
WDS Congress:
The ESADSE Post-Diploma presentations: – from 16 to 25 October 2017
Workshop “Design for Participation-Design as a social action, design activism & disrupting status quo” by Daria Ayyazova, Cléa Di Fabio, Elizabeth Haie, and Camille Lamy, research students
Conference « Research in design: the impossible neutrality », by Marc Monjou, Research Director

Techno Design School, Kookmin University, Seoul
Working mission by Claire Peillod, Director of the ESADSE and Josyane Franc, Head of International Affairs, and signature of a bilateral agreement for a Double Master Degree between the two schools – 2 November 2017

The ESADSE counts 61 Erasmus+ and bilateral partnership agreements, including 26 institutions in the UNESCO Creative Cities Network

Cities of Design:
Hochschule fur Technik und Wirtschaft (HTW) Berlin, since 2012
L’école de design de l’Université de Montréal, since 2015
L’école de design de l’Université du Québec à Montréal, since 1999
Nagoya City University, School of Design and Architecture, since 2009
China Central Academy of Fine Arts Beijing, since 2010
Shenzhen University College of Art and Design, since 2016
Tongji University, College of Design and Innovation, Shanghai, since 2015
Techno Design School, Kookmin University, Seoul, since 2015
FH Joanneum, University of Applied Sciences, Graz, since 2012
Moholy-Nagy University of Art and Design, Budapest, since 2003
Marmara Universitesi, Fine Arts Faculty, Istanbul, since 2003
Universidad Autonoma Metropolitana, Sciences for Arts and Design Faculty, Mexico, since 2014

Other fields:
China Academy of Art in Hangzhou, since 2006 / Crafts and Folk Arts
The Ontario College of Art and Design, Toronto, since 1996 / Media Arts
The University of Sydney, College of the Arts, since 2000 / Cinema
Accademia di Belle Arte di Bologna, since 1996 / Music
Alma Mater Studiorum, Bologna University, since 2014 / Music

Fundacion Universidad de Bogota Jorge Tadeo Lozano, Bogota, since 2014 / Music
The Academy of Fine Arts, Katowice, since 2002 / Music
Mendel University, Faculty of Forestry and Wood Technology, Brno, since 2005 / Music
Jan Matejko Academy of Fine Arts, Cracovie, since 2003 / Literature
Escola Massana Centre d’Art i Disseny, Barcelone, since 1992 / Literature
Escola Superior de Disseny i Enginyeria, Barcelone, since 2009 / Literature
University of Ljubljana, Academy of Fine Arts and Design, since 2014 / Literature
Université Laval, Faculté d’Aménagement, d’Architecture et de Design, Québec, since 1998 / Literature
Politecnico di Milano, School of Design, Milan, since 2005 / Literature

Between 2014 and 2017, the ESADSE received 45 students and sent 33 students to these institutions.
Design Tourism Development
Saint-Étienne Tourisme & Congrès
(Saint-Etienne Tourist Office)

**Design promotion:**
- Creation of a permanent Design section on the web site www.saint-etiennetourisme.com, creation of a specific design category on the web site www.monweekendasaint-etienne.com
- Publishing and distribution of a Design City Guide listing and promoting all design actions on the territory of Saint Etienne Metropolitan area (2015)
- Creation and distribution amongst the partners and shopkeepers of Saint-Etienne Metropolitan area of a “Saint Etienne UNESCO City of Design” window sticker. (2015)
- Creation of a special kit for retailers and partners during the Biennale Internationale Design Saint-Etienne (in order to promote and raise customers’ awareness about Saint-Etienne positioning).
- Inclusion of a Design city walk into the City Discovery Guide in order to present the touristic “must see” sites of the territory.

**Long-term actions:**
- Creation of a design offer catalogue for business tourists
- Creation of a catalogue of design objects for the congress organisers
- Creation of a design objects corner in the Tourist Office Shop
- Creation and promotion of thematic design visits in cooperation with Ville d’Art et d’Histoire (City of Art and History Service)
- Production and marketing of group visits packages
- Participation in BtoB and BtoC events in order to promote the design identity of the territory (Mahana, Rendez-vous en France, WAT2017...)

**Press and public relations:**
- Press tours organised by Saint-Etienne Tourisme et Congrès or in cooperation with Loire Tourisme, Cluster Tourisme en Ville Atout France or the Regional Tourism Committee Auvergne-Rhône-Alpes
- Instawalks Biennale / design
- “Design” tours for influential bloggers

This variety of actions has been implemented in the following context:
- As long-term actions, in order to promote the axis «City break Saint-Etienne UNESCO City of Design»
- During the Biennales Internationale Design Saint-Étienne as punctual action during 2015 and 2017
- In the frame of the Commerce Design Competition 2017

**Estimated budget during the 2014-2017 period:** approximately 50 000 €

**Marketing:**
During the Biennales Internationale Design Saint-Étienne 2015 and 2017
- Production of special individual packages for visitors.
Design experience. Territory promotion through design

Since 2014, the City of Saint-Etienne has been highlighting the design theme in its promotion.

The challenges are multiples:
- reaffirm and explain the unique positioning of Saint-Etienne, the only French UNESCO City of Design
- build a collective sustainable and shared design culture
- enhance the attractiveness of the territory
- reinforce inhabitants’ pride, so that they become the ambassadors and design actors of their city
- demonstrate the advantages of design (economic attractiveness, living conditions improvement etc.)

Various promotion campaigns have been developed since 2014 under the following axes:

- local design and innovations: promoting local companies
- actors of design: featuring teams designer/shopkeeper, designer educator/student, designer/company
- design of every-day life « Le design change Saint-Etienne » (Design Changes Saint-Etienne) campaign: urban furniture prototypes / Banc d’Essai project
- Saint-Etienne design international fame: enhancing awareness about the international exhibitions in Milano and Frankfurt towards Saint-Etienne citizens
- institutional promotion of the Biennale Internationale Design Saint-Étienne - 2015 and 2017
- Commerce Design Competition Saint-Étienne: public is invited to vote for the Public Grand Prix winner

Target public:
- Inhabitants of Saint Etienne and its Metropolitan Government’s towns;
- Business leaders, visitors and specific publics: students, families, designers…;
- Specifiers, mass media, influencers;
- Local, national and international Biennale visitors;

Means used:
- Urban display, including train stations, parking areas and public transport network
- Advertising space in the local information materials, including mass media and specific economic, cultural, local, or Lyon editions
- Websites and social medias

Average annual budget for the UNESCO Creative Cities Network: 100 000 €
The French Tech initiative fosters a collective dynamic aiming to place France amongst the great startup nations. In this framework, French Metropolitan Governments gather their efforts in order to support and highlight the companies leading projects contributing to the digital economy and to attract talents from all over the world. Since 2005, Saint-Etienne Metropolitan Government has been implementing Saint-Etienne French Tech Strategy relying on a dynamic ecosystem alimented by the local digital and design skills.

It capitalizes on 3 developing industrial poles:
- optics
- process engineering
- healthcare engineering

Thus, its positioning is a unique combination of digital technology, manufacturing and design. Saint-Etienne French Tech supports the development of the digital sector companies and the industries’ digital transition on the metropolitan area and beyond.

It relies on a totem district: Manufacture Plaine-Achille Creative District that hosts higher education institutions, entrepreneurs, design and cultural institutions. Thus, it offers an experimentation field, providing accompaniment from idea to demo stage.

The Saint-Etienne French Tech program aims to:
- federate the start-ups in order to facilitate the emergence of ideas and innovative companies
- accelerate the growth of the existing start-ups
- laud the companies achievements on the national and international level

It proposes two offerings:

#DesignTech: an accompaniment for the companies using the Creative Manufacture District’s premises (incubator, accelerator, business premises) its design, research, digital technology skills, and allowing the test of the start-ups new products and services

#Manutech: an offering aiming industrial innovation using Economic Interest Grouping competences - Manutech USD.

Key numbers for 2016:
- 15 start-ups participated in the program
- 8.4M € raised in 18 months
- 7 projects having fund-raising potential
- 36 new jobs created in 1 year
- 350 potential job creation

International actions (in connection to the UNESCO creative cities program)

2016

Exhibition « Saint-Etienne changes Design » during the XXI Triennale di Milano
Organisation of an economic mission to Milan with 10 Saint-Etienne designers and companies – September 2016

2017

Design Tech Booster Labs - Biennale Internationale Design Saint-Etienne
International call for projects in order to make a two days concept test with a designer during the Biennale Internationale Design Saint-Etienne.

Selection of 10 start-ups including Timeular, Graz and Kotmo, Montreal

Exhibition “Are you talking to me? – Uses and applications of connected objects”

Co-production Cité du Design, Saint-Etienne / Centre des Arts, Enghien les Bains
Selection of objects of start-ups within the French Tech network

BUDDY (Blue Frog) - Paris
GAMEBUINO (Gamebuino) - Saint-Etienne
IKILOCK (GEMECOD) - Saint-Christophe-en-Bresse
INSPAIR (Biocorp) – Issoire
LUNII, la fabrique à histoire – Paris
SMARTCANE – (Nov’in) - Saint-Etienne

The Entretiens Jacques Cartier in Montreal
Organisation of an economic mission with five Saint-Etienne start-ups (Boa Concept, CTRL P, CblueCoud, Manutech, Wefit). Participation in an EJC Symposium “International, co-funding, experimentation” and meetings with Quebec companies.
The cultural action of the City of Saint-Etienne is built around three main themes: support of emerging artists, promotion support and structuring amateur artistic activities. It aims to mould Saint-Etienne as a city of emerging creativity.

The Direction of Cultural Affairs is structured around 7 cross-sectional axes:
- Live performing arts; heritage; fine and visual arts; scientific, technical and industrial culture; books and reading; radio; artistic education.

It manages 7 municipal facilities:
- The Museum of Art and Industry
- Puits Couriot/Parc-Musée de la Mine (Mining Museum)
- Saint-Etienne Opera House
- Conservatoire à rayonnement Régional Massenet (Regional Conservatory for Music)
- Municipal media libraries: 1 central and 6 district libraries
- Municipal Film Library
- Municipal Archives

as well as an exhibition hall - La Serre - specialized in the fine arts - including 4 accommodation units for the artists.

3 major Saint Etienne Metropolitan Government cultural facilities complement this list:
- The Cité du Design
- The Modern and Contemporary Art Museum
- Le Corbusier site in Firminy

La Comédie, National Drama Centre (Theatre and Higher Drama School), moved into the new premises in the Manufacture-Plaine-Achille Creative District in 2017. In 2016, the City launched the creation of a new centre for amateur activities and living performance arts in the former site of La Comédie. This facility called from now on “La Comète” will open its doors in 2020 and will become a central element in the Beaubrun District urban renovation project. At the same time, in the same neighbourhood, a project restructuring the former School of Fine Arts into the Fine and Visual Arts Pole hosting artists and associations is planned. It will include, among other facilities, exhibition venues, artistic workshops is planned and a residency space.

All the facilities and institutional actors aim to provide access to cultural life for the greatest number of people: special pricing policies, educational offer in the museums, music and dance education by the Conservatoire in the primary schools, rich and diversified cultural actions of media libraries for schools and community structures etc. This is a goal broadly shared by the non-institutional cultural actors, working for the development of artistic practice and access to all audiences.

Saint-Etienne uses cultural action as a driving force for its development, supporting amateur practice, professionalization of artists, promotion of creators and integrating culture into urban projects, working together in dialogue with various cultural, political and social actors of its territory.

The City of Saint-Etienne established the Advisory Council of Arts and Culture, a body aiming to support the production, distribution and promotion of cultural activities and gathering actors from public and private sector and civil society. Since 2015, this body has allowed gathering from 180 and up to 200 non-institutional cultural actors and municipal managers in order to share the guidelines and implement the cultural policy of Saint-Etienne.

The Advisory Council of Arts and Culture received the Participation and Collaboration Trophy, attributed by the study group “Decide Together” and the “Gazette des Communes” review.

**Culture Budget** (annual average including HR): **25 596 000 €**
Key dates

1803 Establishment of the School of drawing
1859 Relocation of the School of drawing to the Ursules site
1884 The School of drawing becomes the School of Industrial Arts
1889 Establishment of the Museum of Art and Industry
1905 Creation of Design department in the Regional School of Fine Arts of Saint-Etienne
1917 Opening of the Museum of Modern Art
1985 Launching of the Third Cycle Research Post-Diploma Program in the Regional School of Fine Arts of Saint-Etienne
1991 First issue of the design journal AZIMUTS
1998 First Biennale Internationale Design Saint-Etienne created by the Regional School of Fine Arts of Saint-Etienne
2005 Establishment of the Cité du design in a joint association with the Regional School of Fine Arts of Saint-Etienne
2006 5th Biennale Internationale Design Saint-Etienne organised by the Cité du design
2007 « Design dans la cité » programme in the framework of the bigger Rhône-Alpes Project and of the Design map, first regional designers exhibition
2008 9th Biennale Internationale Design Saint-Etienne celebrates its 10 years with the City Eco Lab (Curator John Thackara), an incubator for the co-design and civil initiative in order to ensure City’s sustainability.
2009 Official opening of the architectural ensemble of the Cité du design and the Higher School of Art and Design of Saint-Etienne on the emblematic site of the Manufacture d’armes (arms factory)
2009 Labialization of the Living Lab of the Cité du design by ENoLL (European Network of Living Lab)
2010 Saint-Etienne becomes UNESCO Creative City of Design on 22 November 2010 during the 7th Biennale Internationale Design Saint-Etienne
2010 Creation of the design manager position integrated to the City of Saint-Etienne and Saint-Etienne Metropolitan Government
2011 Launch of the design map digital platform
2012 First Business Convention on the French Design in Saint-Etienne
2013 EmpathICITY, Making our City Together with 11 UNESCO Cities of Design: exhibition, workshop and conference during the 8th Biennale Internationale Design Saint-Etienne
- Opening of the Mixeur, business incubator in the Manufacture Creative District
- Saint Etienne Metropolitan Government awarded with the Design Management Europe 2013 Prize
2014 Saint-Etienne guest of honour of the Design Monat Graz festival
- Launch of the European project Human Cities-Challenging the City Scale led by the Cité du design, including 12 partners
2015 9th Biennale Internationale Design Saint-Etienne. Seoul as the guest of honour
2016 Maison de la Culture - site le Corbusier site in Firminy inscribed on the UNESCO World Heritage List
2017 10th Biennale Internationale Design Saint-Etienne. Detroit as the guest of honour
Cité du design : LIN Finn Geipel + Giulia Andi

Mining Museum - Comédie de Saint-Etienne : Studio Milou
Architecture - Cité Grünner : Manuelle Gautrand - Eglise Saint-Pierre Firminy - Vert : Le Corbusier, José Oubrerie - Musée d'Art Moderne et Contemporain de Saint-Etienne Métropole : D.Guichard Musée d'Art et d'industrie

Gimme Shelter, Nathalie Talec


Manufacture-Plaine Achille Creative District

Meeting of the Detroit Design Culture Council and Saint-Etienne’s cultural institutions – Biennale Internationale Design Saint-Etienne 2017

Biennale Internationale Design Saint-Etienne 2015

Biennale Internationale Design Saint-Etienne 2017

Workshops Ici-Bientôt and Hypermatière – Human Cities_ Challenging the City Scale / Biennale Internationale Design Saint-Etienne 2017

Are You Talking to Me, uses and applications of connected objects exhibition - La Serrurerie, Enghien-les-Bains ; Cité du design, Saint-Etienne

Entretiens Jacques Cartier 2016 – visit by the officials of the City of Kobe, 2016 – Cebratón Saint-Etienne Graphisme Captain Ludd, Puebla, 2017 -Saint- Etienne Design meets Graz exhibition: Cité du design (Saint-Etienne) and Design Hallie (Graz), 2014 - Saint- Etienne at the Biennale de Design Wuhan, 2017 - visit by Myuki Obuchi, Kanazawa, Creative Waltz – Workshop Dessiner les designers de demain, visit by the ESADSE to the Techno Design School, Kookmin University 2016 - Are You Talking to Me exhibition, la Serrurerie, Enghien-les-Bains, 11th UCCN Annual Meeting 2017 -SZ-DAY 2015 Award Ceremony, Centre Culturel Chinois de Paris, 2016 - Visit by a delegation from the China Academy of Arts, Hangzhou, 2017 - Workshop by Kanako Yamauchi in the Espace Boris Vian, cross-program initative Kobe & Saint-Etienne,2016 – Meeting between Detroit and Saint-Etienne urban farmers, Biennale Internationale Design Saint-Etienne

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Activity report editorial team - Cité du design

International Affairs Department
Head of editorial team: Josyane Franc, Head of International Relations
Coordination: Camille Vilain, Inge Eller, manager & assistant of international projects

With the contributions of:
Nathalie Arnould, Design Manager for the local authorities, Cité du design;
Olivier Peyricot, Research director, Cité du design;
Isabelle Verilhac, Head of Business & Innovation Department, Cité du design;
Anne Lyonnet, International Affairs Department, City of Saint Etienne /Saint Etienne Metropolitan Government;
Sigolène Saunier-Hrustic, International Affairs Department, City of Saint Etienne /Saint Etienne Metropolitan Government;
Nathalie Nuel, Cultural Affairs Department, City of Saint-Etienne;
Anne-France Decroix, Saint-Etienne Tourisme & Congrès, Saint Etienne Metropolitan Government;
Geneviève Sorlin, Mission French Tech-Design Tech, Saint Etienne Metropolitan Government;

Graphic design
Laure Oustrie, graphic designer, Cité du design

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