

9 april 2017

9 march

# Working Promesse

## — shifting work paradigms

### Biennale Internationale Design Saint-Etienne 2017: an IN series of exhibitions in 10 stages on the Cité du design site

#### Shifting work paradigms

*The mutations and shifting paradigms of work...* This is the theme of the 10<sup>th</sup> Biennale Internationale Design Saint-Etienne, which will take place from 9 March to 9 April 2017 under the scientific direction of **Olivier Peyricot**, director of the Cité du design Research Center. Under the title of Working Promesse, somewhere between taking stock and major experimentation, this edition will present a giant experimental workshop focused on the changes in the way we work. A third generation of the Biennial will be launched in 2017 to create a new dynamic for transforming Saint-Étienne into a place of experimentation in new uses.

Visitors to the Cité du design site will follow a walkthrough series of exhibitions made up of ten stages that investigate this theme. Focussing on the question of shifting work paradigms, the Biennial will address the following three specific topics:

- *Digital Labor*
- *Share utopie*
- *Existences Futures*

Design is also undergoing transformation: from the object to the service, from the urban dimension to the social dimension, the scales of intervention of design have increased many times. Through the medium of design, **Working promesse, shifting work paradigms** will question both our present and our future ways of life.

For this edition, **Olivier Peyricot** has brought together major names of international design such as **Akoaki - Anya Sirota & Jean-Louis Farges, Éric Fache, Didier Fiuza Faustino, Ilona Gaynor, Catherine Geel, Joseph Grima, the G.U.I. collective (Nicolas Couturier & Benoît Verjat, Cyril Magné), KVM - Ju Hyun Lee & Ludovic Burel, Christophe Marchand, Morag Myerscough & Luke Morgan, Public Design Trust,**

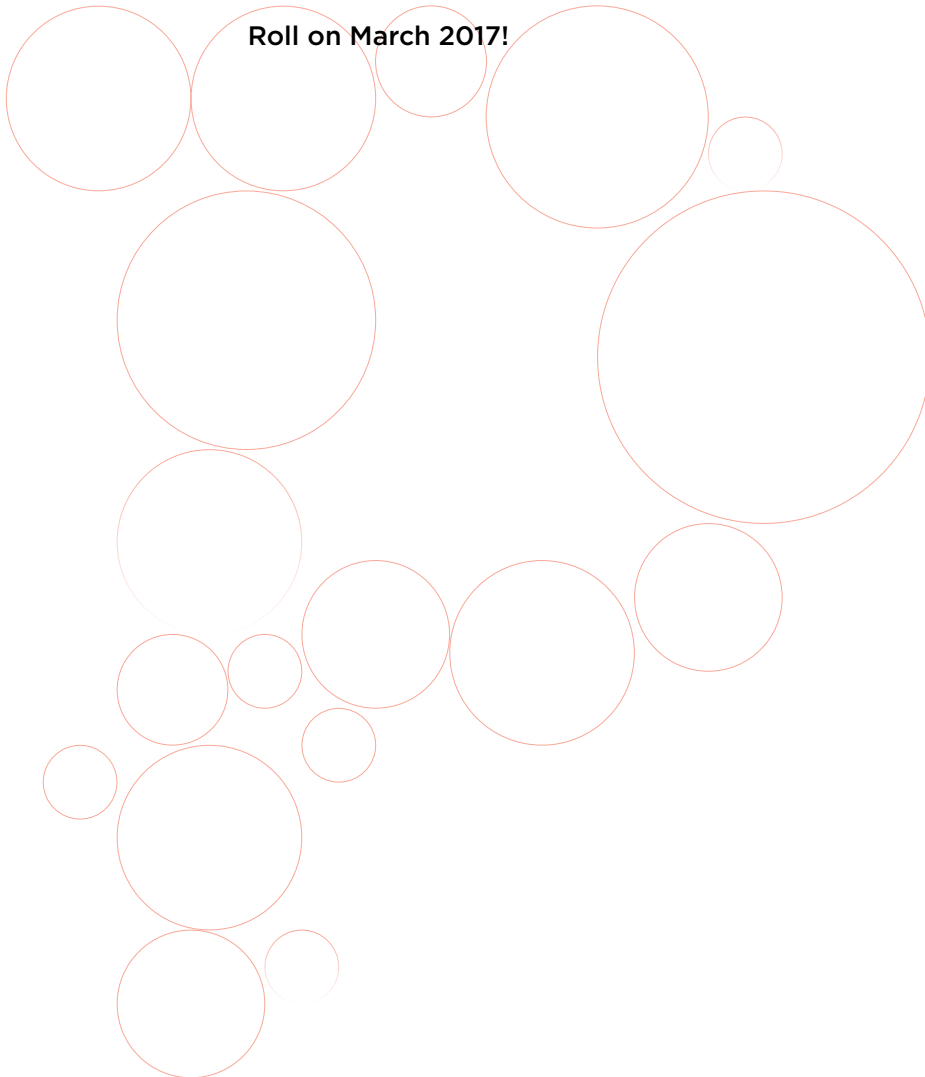
10<sup>e</sup>  
Biennale  
Internationale  
Design  
Saint-Étienne

**Jerszy Seymour, Thomas Thwaites** and many others who will present their viewpoints on design – such as the science fiction authors **Alain Damasio** and **Norbert Merjagnan**, and the filmmaker **Olivier Bosson** – inviting them to intervene in various formats during the Biennial.

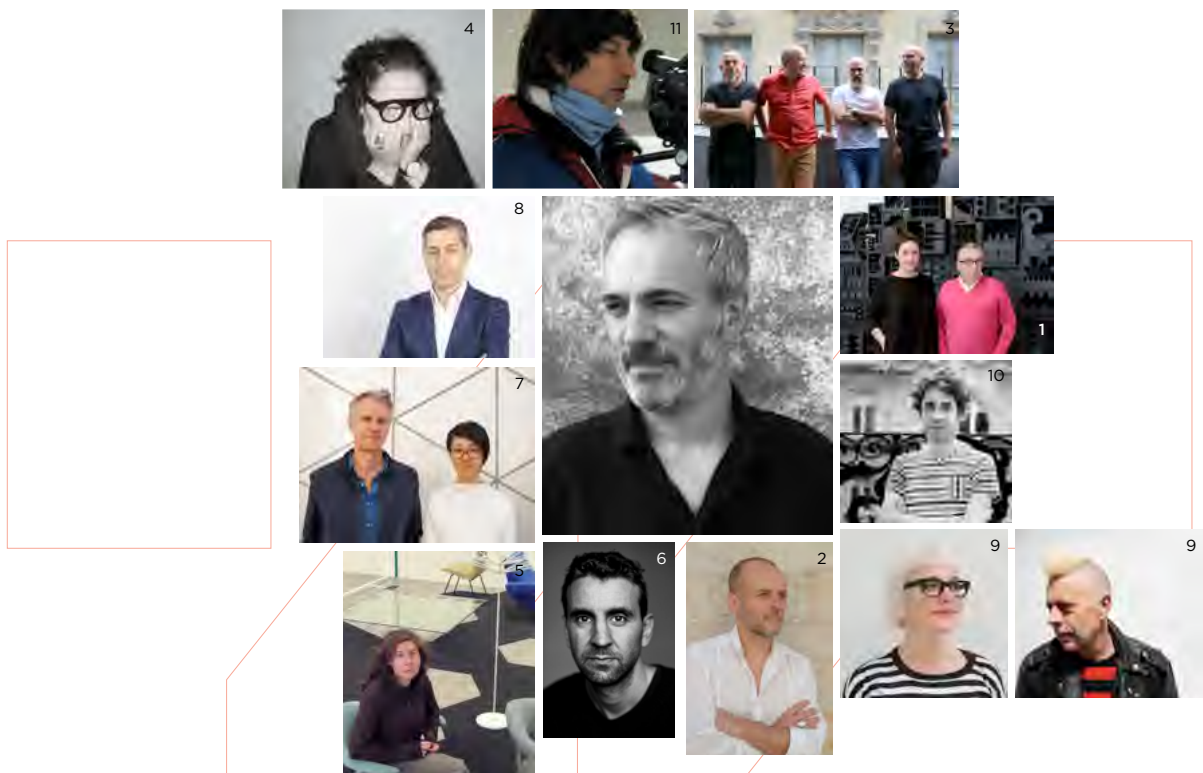
**Detroit, UNESCO city of design, guest of honour at the 2017 Biennial.** (Détroit post-industriel) is now being revitalized. The mutations of this resilient city will be highlighted through the various dynamics driven by the former Motor City/Motown's present urban players. Carte blanche has been given to the **AKOAKI** collective (**Anya Sirota & Jean-Louis Farges**) which will present the development of the city's ideas and its ingeniousness in reinventing itself, and also the exhibition "Footwork" from Public Design trust, stage No. 10 of the walkthrough series of exhibitions on the Cité du design site.

**A Biennial faithful to its values:** aimed at people of all ages and types, open to the economic world, attractive, vibrant and international.

**Roll on March 2017!**



**Under the scientific direction of Olivier Peyricot, the Biennial invites curators from all over the world to examine the theme...**



**Akoaki (1) - Anya Sirota & Jean-Louis Farges, Éric Fache (2), Didier Faustino (3), Ilona Gaynor (4), Catherine Geel (5), Joseph Grima (6), le collectif G.U.I (Nicolas Couturier et Benoît Verjat, Cyril Magnier), KVM - Ju Hyun Lee & Ludovic Burel (7), Christophe Marchand (8), Morag Myerscough & Luke Morgan (9), Jerszy Seymour, Thomas Thwaites (10) and many others who will present their viewpoints on design – such as the science fiction authors Alain Damasio (3) and Norbert Merjagnan (3), and the filmmaker Olivier Bosson (3) - inviting them to intervene in various formats during the Biennial.**



## Exhibition 1

### Best-of métiers

Venue: La Platine - Cité du design site

Surface area: 630 m<sup>2</sup>

**Curator & scenographic design: Christophe Marchand**, designer, Switzerland

The profession's best tools, from the most ordinary to the most unexpected. This introductory exhibition asks how design reveals unsuspected needs and know-how, rooted in different lines of work. Through the eyes of designer Christophe Marchand, Best-of métiers presents a selection of objects that bear these qualities, which he will decode and organise, ranging from the tool used for producing to the resulting produced object.

<http://www.christophemarchand.ch/>



## Exhibition 2

### Panorama of shifting work paradigms

Venue: H buildings - Cité du design site

Surface area: 2,080 m<sup>2</sup>

**Curator curatorship :** Research department of the Cité du Design under the management of Olivier Peyricot, with Jennifer Rudkin, Tiphaine Kazi-Tani and Léo-Pol Martin.

Associate curator: Marie Lechner

### Foyer Terminal Industriel

At the beginning of the industrial era, the kitchen was the subject of modernisations inspired by scientific processes of organising work that were being developed in factories.

The transfer of operating procedures from the production line into the sphere of the kitchen transformed it into a veritable domestic production unit, consisting of an articulated succession of technical devices (vertical or accelerated cooking, vacuum packing, juice

extraction, yoghurt makers, etc.). This introductory section presents a series of objects that query the construction of the household as a “domestic industry” and underline its representation - still - as a gendered and unequal domain.

### **Digital Labor**

Tasks carried out without knowing it on the internet (such as deciphering captchas), private life invaded by work (professional e-mails sent from your bed), connected objects continually requiring your attention: work time is seeping into the private sphere from every direction. Digital labor simplifies many a procedure thanks to the intuitive design of interfaces and services. But it also involves a new organisation of work and tasks that is emerging before our eyes, a worrying hybrid of sophisticated service offerings and brutal conceptions of work.

The section on Digital Labor will examine these invisible processes, through the critical eye of the designers who expose their workings.

### **The End of Work**

Is work life? What is there beyond work?

Based on the play by the duo Degoutin & Wagon — a musing on madness at work, this last section will look at the practices behind a crisis in work: hostile attitudes of the saboteur or Bartleby, systemic incompetence defined by the Peter Principle (“in a hierarchy, every employee tends to rise to his level of incompetence”), misappropriation of production (moonlighting, doing personal tasks on work time), but also attempts to radically reinvent work (integration of biorhythms and sexuality). Enough to provide food for design, pitched between humour, criticism, inventiveness and futuristic theories, like a panorama of pathways under (de)construction.

## **Exhibition 3**

### **Extravaillance # Working Dead**

Venue: H buildings - Cité du design site

Surface area: 600 m<sup>2</sup>

**Joint organisation & scenographic design: Didier Fiuza Faustino, artist and architect, France-Portugal, Alain Damasio & Norbert Merjagnan** writers, science fiction authors and special guest, the Zanzibar collective.

The aim of this exhibition is to transport the visitor into the future, where work is something else. Through stories and reflections on space, a new spatial representation of work and industry will stimulate everyone's imagination.

<http://didierfaustino.com>

<http://zanzibar.zone>

## Exhibition 4

### **Design Matrice - L'ascension de l'entreprise**

Venue: Forces motrices building (courtyard of H buildings) – Cité du design site

Surface area: 260 m<sup>2</sup>

**Curator & scenographic design: Direction of the Cité du design's Enterprise & Innovation Centre**

Nowadays, companies benefit from design, which creates value and develops reputations, while also being a tool for creativity, innovation and management. The exhibition gradually illustrates the work of design and its impact as an innovative process of company organisation. From their first completed product to their winning strategy, national and international companies present their products that have won the highest awards from design institutions.

<http://www.citedudesign.com/fr/entreprises/>

## Exhibition 5<sup>1</sup>

### **La gueule de l'emploi**

Venue: Forces motrices [drive forces] building – Cité du design site

Surface area: 190 m<sup>2</sup>

**Curator & scenographic design: Post-diploma students, ESADSE (Saint-Étienne Higher School of art & design)**

Work is more than an activity: it now wends its way into the corners of our existence and of society, and it determines identities: the identity of the person who works or who would like to work; the identity of the work and of the job in itself, as portrait(s) of a specific culture. From work as a determinant and/or practical interface, there emerges as series of lines, of figures and material forms which depict what, in our time, has become "la gueule de l'emploi" (the face that goes with the job).

<http://www.esadse.fr/fr/la-recherche/051015-post-diplome-design-amp-recherche>

## Exhibition 5<sup>2</sup>

### **Exhibition from the School of architecture of Saint-Etienne**

Venue : Site Cité du design

**Curators : Koen Berghmans et Bernardo Robles Hidalgo (Architectes, Belgique) en collaboration avec Maria Anita Palumbo, Marie Clément, Pierre-Albert Perrillat, Evelyne Chalaye, enseignants à l'ENSASE**

What if we rewrote the history of architecture viewing it through the prism of the influences exerted by maintenance practices at the same time as questioning the evolution of those practices through the evolution of architecture? Maintenance as Architecture is an exhibition that places the notion of maintenance at the heart of our reflection on how work is changing, in the space where architecture meets design  
<http://www.st-etienne.archi.fr/>

## Exhibition 6

### L'Expérience tiers-lieux - Fork the world

Venue: H buildings - Cité du design site

Surface area: 600 m<sup>2</sup>

#### Curators & scenographic design:

**Yoann Duriaux, and the Open Factory third place, La Myne/La Paillasse Saône, and the Maison Jules Verne and the RDC designers collective led by Juliette Gelli**

An alternative form of organisation of work is attracting attention: collaborative work. Before and during the Biennial, local and international players will work together to experiment with new processes, which are shared, then shareable. What does it mean to do or make a "third place"? What is produced there? What interpersonal relations are invented?

<https://yoannduriaux.wordpress.com/>

<https://lapaillassaone.wordpress.com/>

## Exhibition 7

### Cut & Care - A Chance to Cut is a Chance to Care

Venue: H buildings - Cité du design site

Surface area: 450 m<sup>2</sup>

**Curators & scenographic design: KVM: Ju Hyun Lee, Korea & Ludovic Burel, France**

After the development of the Internet in the early 1990s, a new figure emerged: the "horizontal worker". With the aid of new information and communications technologies, which eliminated the traditional separation between private and public spaces, the horizontal worker can now work at home, on their settee or even in bed. In this context of 24/24 7/7 activity, how can people cut themselves off from work and take care of themselves and of others?

<https://kvmu.wordpress.com/>

## Exhibition 8

### **Crypto Architecture 2: Player Piano**

Venue: H buildings – Cité du design site

Surface area: 1 000 m<sup>2</sup>

**Curator & scenographic design: Space Caviar/Joseph Grima, Italy**

Player Piano is a reflection on what is at stake as we set about the task of designing the future. Situating visitors in an undefined future landscape (an island, or perhaps the surface of a meteor), viewers are invited to recast themselves as tourists visiting a distant and unfamiliar reality in which ideas and technologies already visible on the horizon have dramatically expanded the boundaries of what is collectively considered possible. This imaginary landscape is the setting for a series of artifacts – artworks, fragments, clippings, objects and ephemera – suggesting an alternative reading of history, and the future.

<http://www.spacecaviar.net/about/>

## Exhibition 9

### **Demain c'est loin**

**Venues:** La Manufacture site (Building H – ESADSE part) and at the Garnier des Arts in the city centre (2 rue Francis Garnier, near Place Jean Jaurès)

**Curators: Stéphane Le Mercier-Dauny (Art course); Eric Jourdan (Design course – Objects option); Michel Lepetitdidier (Design course – Media option) and Michel Philippon (Design course – Spaces option)**

**Exhibition designers:** Biennial production department

With dual venues at La Manufacture and in the city centre at the Garnier des Arts, the “Demain, c’est loin” exhibition showcases the work of the 2016 DNSEP Art and Design graduates and in particular the way the course leads them to graduation over years 4 and 5.

Altogether, the public will have the chance to see pieces selected from 14 Art diploma projects and 30 Design diploma projects.

<http://www.esadse.fr/fr/actualites/>



## Exhibition 10

### Human Cities \_Challenging the City Scale/ Saint-Étienne 2017

**<sup>1</sup>International partners :** Cité du design Saint-Étienne [FR] ; Politecnico di Milano, Milan [IT] ; Urban Planning Institute of the Republic of Slovenia, Ljubljana [SI] ; Clear Village, London[UK] ; Zamek Cieszyn [PL] ; Design Week Belgrade [RS] ; Pro Materia, Brussels[BE] ; Aalto University, Helsinki [FI] ; FH Joanneum, Graz [AT] ; Association of Estonian Designers, Tallinn [EST] ; BEAZ/Bilbao-Bizkaia Design&Creativity Council, Bilbao [ES] ; CultureLab, Brussels [BE].

**<sup>2</sup>Collectif Ici Bientôt :** Carton plein ; CREFAD Loire ; Typotopy ; Centre social du Babet ; CIDFF de la Loire ; Collectif X ; Zoomacom ; l'Ecole de l'Oralité ; la Louce, ...and other structures joining the project while in progress

**Collectif Hypermatière :** Captain Ludd ; l'Amicale laïque du Crêt de Roch ; Rues du Développement Durable ; l'association de valorisation des déchets ; Magalie Rastello ; Esther Yai Acosta Valois ; Mathieu Benoit Gonin.

**Collectif IRD :** students and teachers-researchers of ESADSE Laboratory Images Récits Documents

With the support of the City of Saint-Étienne, Saint-Étienne Metropolis and EPASE

Questioning the urban scales and the co-creation of the city, *Human Cities\_challenging the city Scale* is a project gathering 12 European partners<sup>1</sup>, led by Cité du design Saint-Etienne, within the framework of the Creative Europe/Culture 2014-2018 programme of the European Union. The experimentations set up by the partners will be presented in the exhibition-lab *Human Cities* during the Biennale Internationale Design Saint-Étienne 2017. In the city of Saint-Etienne, an urban circuit will reveal the local initiatives led by creative groups<sup>2</sup> in the Crêt de Roch district, in the streets Rue de la Ville and Rue de la République, and on the Cité du design site.

### Detroit, UNESCO city of design, guest of honour at the 2017 Biennial

Out of site

**Curator : Collective Akoaki (Anya Sirota and Jean-Louis Farges)**

Detroit may be emblematic of enduring urban challenges in post-industrial America; but for a growing number of creative advocates, the city offers the chance to reinvent the very way we work and live. The Detroit-based studio Akoaki brings the city's evolving ideas and resourcefulness to the foreground. With catalytic initiatives and collective pop actions, they reveal underexposed narratives about how Detroiters are changing work paradigms through music, agriculture and cultural production.

<http://www.akoaki.com/>

## **Footwork**

**Curator : Public Design Trust**

Inspired by the shared history of manufacturing and craft in St. Etienne and Detroit, Public Design Trust (PDT) explores the future of network-based working models through the metaphor of dance and its relationship to systems planning and the interconnected movements that strengthen organizations and communities. Rooted in the City's rich heritage of social, cultural and political innovation, the exhibition will explore imagined futures as the definition of work itself changes in Detroit. Public Design Trust is a collaborative of thinkers, creators, futurists, and civic servants dedicated to Detroit.

<http://detroitc3.com/about-dc3/>

## **ShiftSpace (Detroit's Café + Bureau)**

**Producer:** Creative Many Michigan in partnership with Detroit Creative Corridor Center

**Designer/Scenographer:** LAAVU (Kaija Wuollet + Noah Resnick, Principals)

**Dialogue Curator: Cézanne Charles**

ShiftSpace is Detroit's Café + Bureau functioning as a coffee shop, lounge and co-working space for biennale participants and visitors. ShiftSpace features Detroit style food, coffee, design and dialogues. Dialogues will explore the non-exceptional future under the theme of Universal Basic. Universal Basic brings together designers, technologists, policymakers, economists and citizens to invite speculative visions and expressions on the workaday world of tomorrow.

<http://www.creativemany.org>

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# Working Promesse shifting work paradigms

## Useful informations

8 March 2017  
Official opening

9 March to 9 April 2017  
Open to everyone

13 March to 19 March 2017  
Professional week

**Tools & resources at your disposal:**  
<http://presse.citedudesign.com/biennale-internationale-design-saint-etienne/>



*Working promesse,  
les mutations du travail*  
**10<sup>e</sup> Biennale Internationale  
Design Saint-Étienne**  
Du 9 mars au 9 avril 2017  
Direction scientifique :  
Olivier Peyricot

**biennale-design.com**  
hashtag : **#biennaledesign17**

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