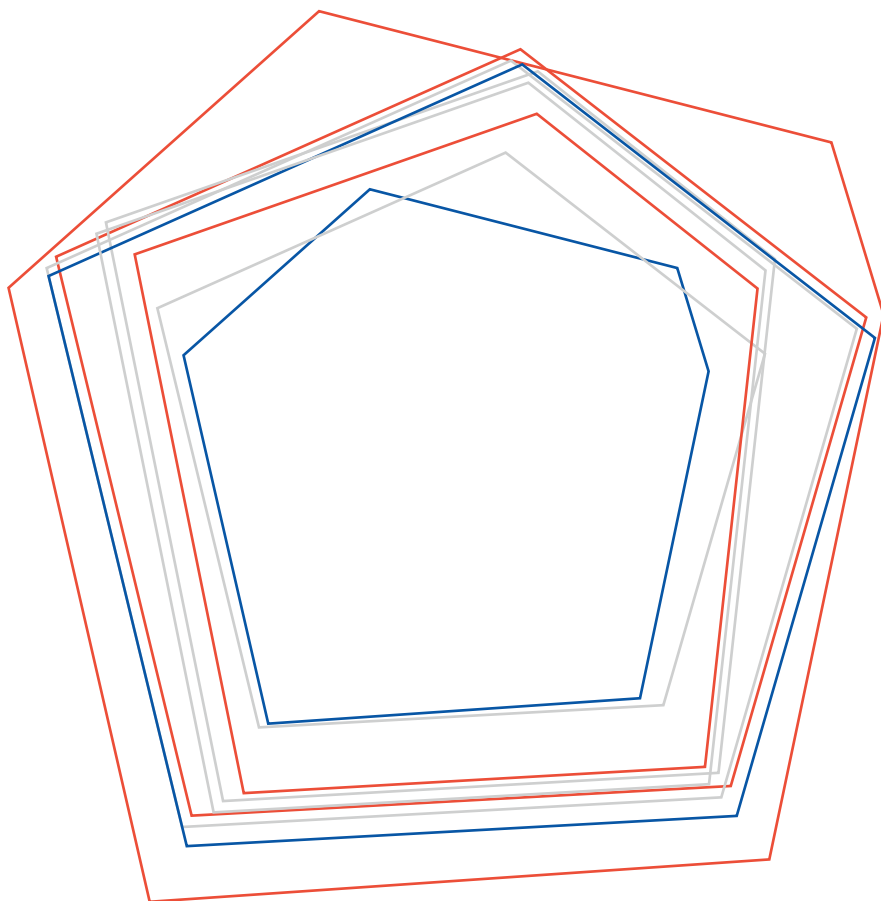


CREATIVE

FRANCE



CREATIVE FRANCE

WHAT IF WE WERE TO CAST ASIDE
CURRENT PRECONCEPTIONS OF FRANCE?

Creative France chooses to surprise, by immersing you into a landscape abounding in hidden treasures with unexpectedly ingenious features. To one side, a typical French-style garden reflects France's recognized excellence and expertise. On the other, a France of creativity, innovation, disruptive technology, strong commitment and collaborative partnerships emerges.

A French-style creative culture does indeed exist, fostered by a unique approach combining cutting-edge technology, *savoir-faire* and *art de vivre*, realism and innovative applications. This combination reflects change in a society inspired by its roots but driven by its entrepreneurial spirit. The flag-bearers for this creative culture of surprises, technology, poetry and effective inspirations are mostly young businesses seeking a design edge. From an idea to its application, French creativity demonstrates its power to enrich our daily lives, to improve the quality and sustainability of products and services, and to play its part in advancing society.

In this landscape, a musical instrument stands alongside surgical pliers, an exoskeleton meets an amphibious boat, and a wall plate hangs beside a photovoltaic film. French design embodies this bold blend of culture, economy and industry, by finding a creative balance all of its own that is recognized the world over. This creative melting pot owes nothing to chance, channeling its extraordinary ability and versatility into envisaging and initiating dialogue across different professional cultures.

Projects both big and small presented in this exhibition showcase an impressive human adventure and reveal a message of optimism and confidence.

Powered by Business France

Conceptualized by Le Lieu du Design

Scenographed by Les SISMO

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AWABOT

WHAT IF YOU COULD TELETRANSPORT TO THE OTHER SIDE OF THE WORLD?

Beam Pro is a teleconference system liberated from the constraints of a screen. It combines high-end video and audio with Beam, a mobile robot who becomes your avatar. Because Beam is free to move around, he or she could make a presentation on your behalf. The robot could even give a speech.

It is also simple to use, designed to avoid those awkward moments where you wait for the teleconference system technology to work.

Two wide-angle cameras and a custom microphone array provide complete awareness: with Beam Pro nothing happens off camera because that doesn't exist. The system also allows you to stay connected with your team anytime from anywhere, with no appointments necessary. It offers true face to face conversation that is clear, crisp, and natural.



THE BUBBLES COMPANY

WHAT IF YOU COULD ENTICE NEW CUSTOMERS WITH A BUBBLE?

“**B**ubbles” are attractive smartphones chargers designed to entice the trendiest customers. By offering free charge for their energy-hungry phones, Bubbles brings new customers into stores and cafes they probably do not know.

They find the establishments through **MyBubbles App**, which also allows them to book a Bubble.

Bubbles are already in 200 Parisian bars, stores, bank branches, cinemas, and other outlets.

Currently, Bubbles come in two versions. **The Bubble One** is a smaller and more friendly device for bars, trendy concept stores, and innovative places to be shared by 3 smartphones. The **Bubble S One** is more secure, allowing users to lock one smartphone in it while they wander around the store – and shop. The embedded Android software offers new opportunities for brands to communicate, through coupons or advertising.

Project followed by Le Lieu du Design.



NETATMO

WHAT IF CAMERAS COULD ALERT YOU TO AN INTRUDER?

Using a unique face recognition technology, **Welcome** is a smart home camera able to identify family members. It can be used to notify users when children or elderly parents are home, and when they leave the house – or when a stranger’s face appears.

Welcome sends the names of the people it sees to the user’s smartphone, or alerts them to an unknown face.

Settings are fully customizable to respect privacy. Users can decide whether or not Welcome should send notifications or store footage. Recorded videos and identification data stay entirely private thanks to the camera’s local SD card.

They are not saved in the cloud.

Welcome won 4 awards at the renowned **“2015 CES Innovations Awards.”**

Netatmo will also be presenting two other products from its innovative range of consumer electronics for a better and connected lifestyle. **Weather Station** monitors indoor and outdoor environmental elements such as temperature, humidity, air pressure, CO₂ level, noise pollution and rain. Data is transmitted wirelessly to an App that allows you to improve your wellbeing. **Thermostat for Smartphone** allows you to monitor and control household heating remotely from a smartphone, tablet.



CAPSUM

WHAT IF BEAUTY PRODUCTS NEVER AGED?

They have become known as the 'caviar' of cosmetics. Like the culinary delicacy, **Capsum's pearls** hold a liquid core inside an ultra-fine membrane. This allows manufacturers to separate active ingredients from each other until their application, thereby preserving their potency and keeping them fresh.

Made with special machines capable of trapping bubbles (between 0.5 and 1.5 mm) and beads (2-4 mm) in pearly shells, the product is visually appealing. Already a hit in the cosmetics industry, numerous applications are also possible in food fields.



HOLI

WHAT IF LIGHT HELPED ASTRONAUTS SLEEP BETTER?

It's hard to get a good night's sleep in orbit!

Sleep researchers found that space travellers sleep two hours less per day in space than on earth. That's because astronauts on the International Space Station see a sunrise every 90 minutes or so, which leads to some seriously messed-up internal clocks.

Astronauts tried sleeping pills, but that only increased the sleep efficiency of shuttle crew members by 1%. Then scientists began exploring how they could regulate circadian rhythms more naturally—and effectively—with new light bulbs. The principle is to modulate the wavelength of light as a function of the time of day, mimicking the variations in sunlight that are used by the body to synchronise its own internal clock. And it worked!

But it's not just astronauts who suffer sleep deprivation. On earth, we sleep on average 1h20 minutes less than 20 years ago, with unwanted effects. The Institute of Medicine reports that chronic sleep loss could lead to hypertension, diabetes, obesity.

Enter **SleepCompanion**. By controlling the melatonin hormone production using light, earthlings can sleep for longer. Red-shifted light promotes sleep, and bluish light wakes you up.



WITHINGS

WHAT IF YOUR WATCH WAS A LIFE COACH?

Withings **Activité POP** is a real analogue watch that is also an activity and sleep tracker. Elegant in design, it works with the free app **Health Mate** to track and recognize any of your daily activities and to coach you to achieve goals and improve performance. You can take it running, walking or swimming – thanks to a waterproof design and specialised swimming analysis.

Created by Withings, which specialises in smart products designed to help users make healthier life choices, **Activité POP** is the first activity tracker that actually looks like a watch. Thanks to accessory watch straps, it can also be personalised to match your outfit. It has a battery life of 8 months.

Withings will also be presenting six other devices from its product line: **Activité**, a Swiss-made watch of high quality materials that is also an activity and sleep tracker; **Activity tracker Pulse Ox**; **Smart Body Analyzer**, a connected scale that measures weight, BMI, body fat, heart rate and room air quality; **Home**, an HD smart camera for knowing what happens at home when you aren't there; smart sleep system **Aura**; and the **Wireless Blood Pressure Monitor**.



ERGOTONICS

WHAT IF THE MUTE COULD SPEAK THROUGH SOFTWARE?

For people with speech difficulties, getting others to listen to them is a struggle. The average speaking rate is around 200 words per minute, but human-machine communications struggle to keep up. At 5-10 words per minute, few have the patience for communication.

Enter **Ergonomics**, who have developed an affordable tablet-based tool that will allow users to 'speak' at up to 50 or 60 words per minute. It works through selection of basic words – me, dog, walk, yesterday, for example – and groups them into a full sentence structure: "Yesterday, I walked the dog." To avoid monotony, it selects synonyms of the same word if used repetitively. The application is customisable to reflect the personality of the user.



VITALITEC

WHAT IF SURGEONS HAD BETTER GRIPS?

The surgical forceps used by surgeons to fit blood vessel ligation clips resemble a pair of scissors. These are the tools with which all surgeons learn to carry out the meticulous tasks they have to perform many times a day.

Vitalitec and design firm **Axéna** spent time observing the movements of practitioners to rethink this instrument's ergonomic design. Because it can be held in a variety of ways depending on user hand sizes, the new instrument can be gripped more easily and securely during the course of an operation, without requiring surgeons to change their habits. Another major advance is the fact that the spring has been moved to a more convenient location in the hinge.

This is an important step forward for medical practitioners and patients alike, and one that opens new sales and export opportunities for this Brittany-based SME, which recently became a part of the Péters Surgical Group, the world's fourth leading surgical suture firm.

Project followed by Le Lieu du Design.



SIIMO SAS

WHAT IF A WOOD LATHE COULD SCULPT?

T **OBI** is a wood lathe with a patented process that turns traditional woodturning methods on their head. Instead of having a wood piece turning on itself in the machine, the wood piece stays still while the TOBI tools rotate around it – just as a sculptor would. The process can be easily adapted to any type of simple or complex shape and is very quick.

The result is beautifully crafted artisan wood products that can be made on an industrial scale. The architecturally audacious wooden sculptures are used in post and beam construction, art, street- and home furniture.

This innovative technology has been selected by MatériO.



CITYZEN SCIENCES

WHAT IF YOUR SKIN COULD SPEAK?

Gone are the days of the t-shirt, now is the time of the **d-shirt** (digital shirt). **Smart Sensing** is a technology that means it is now possible to weave micro-sensors into the fibres of fabrics. The sensors are covered in a protective material that can resist up to 200 washes.

They provide real-time monitoring for athletes of all levels. For example, sports trainers can obtain real-time data on the heart rate or even the perspiration level of each member in their team. Other possibilities include an embedded GPS, a precise and multi-dimensional accelerometer, and more besides. For now, the sensors are battery powered but should soon be able to power themselves with the kinetic energy created by the wearer's movements.

This innovative technology has been selected by MatériO.



LIMA

WHAT IF ALL YOUR DEVICES HELD THE SAME CONTENT?

With **Lima**, you never have to worry about uploading or saving a file in a specific place to access it from another device.

Whenever you create a file, it will be automatically saved on the Lima hard drive and will instantly appear on all of your other devices. That means each of your devices now contains the entirety of your files when you're connected to the Internet.

The technology enables you to take all of your digital world with you without clogging up storage space on your devices. Each file is always visible, whether it lives in its original location, or whether only a small fragment of it is stored on the device's local storage. If you wish to consult a file offline, you can download a copy onto local storage.

You can play your entire library on the go, directly streaming movies or songs without requiring local storage. Lima also works with Chromecast, Apple TV and Smart TVs so that you can watch whatever you want on any screen.

Financed via Kickstarter, Lima was the first French startup to exceed \$1 million in crowdfunding.



© Innogur technologies-Diedre Design

INNOGUR TECHNOLOGIES

WHAT IF WATER COULD BE PURIFIED NATURALLY?

INNOGUR develops its own innovative products exclusively related to ecological transition around ecotourism activities in aquatic environments with two main themes:

- > People's well-being and improved quality of life
- > New Intelligence of Things interconnected via NICTs.

Among its latest inventions, **Aquagreen** is a connected solar floating platform for the pollution treatment of all types of surface water bodies such as rivers, lakes, ponds, lagoons or water reservoirs.

This product, developed in association with **DIEDRE Design**, is aimed to preserve biodiversity of water bodies in very poor ecological condition.

The process ensures an oxygenated pressurized water recirculation and allows the reduction or removal of natural environmental pollutants to preserve aquatic fauna and flora while avoiding eutrophication challenges.

The ULYS water quality smart monitoring station in real time and remote controlling insures the energy efficiency management of the oxygenation process.

Project followed by Le Lieu du Design.



© Iguana Yachts

IGUANA YACHTS

WHAT IF BOATS COULD SAIL ON LAND?

With little space available in their ports and very high tides, sailing off the coast of Brittany and Normandy is a real challenge. Recreational boaters are required to use trailers to load their boats in and out of the water without getting bogged down in the sand or drenched by the waves.

This frustration inspired **Iguana Yachts** to develop with the support of **Fritsch & Durisotti agency** a patented track system to self launch and retrieve boats without trailers or manoeuvring. Out of the water, the machine is a 4x4 vehicle able to traverse both on sand and stone beaches. At sea, its V shaped hull is designed to face choppy seas and adverse weather.

Manufactured in Normandy, **the Iguana 29** is a very high tech product combining the most advanced infusion processes with a robust power train architecture.

The Iguana 29 are now sold throughout the world to private properties owners living along the sea and Mega Yachts using it as a convenient tender. Beside this high class first market segment, Governments are looking at Iguanas as rescue and interceptor boats who can be spread along the wild coasts with no infrastructure and a very fast and efficient response time.

There is a large blank page ahead of Iguana Yachts as the potential uses of this new technology are huge and multiple.

Project followed by Le Lieu du Design.



ECHY

WHAT IF YOU COULD LIVE OUTSIDE, WHEN YOU'RE INSIDE?

Interior lighting is a key aspect of a building's character and atmosphere; wouldn't it be better therefore to diffuse natural sunlight? Several studies have shown that there exists a close relationship between exposure to natural light and human performances.

The solution developed by **ECHY** emphasises this connexion and contribute to our comfort and well-being. The light diffused is healthy, without UV rays or heat and the energy produced is 100% green and sustainable, contributing to enhance buildings energy efficiency.

ECHY's panels are composed of Fresnel lenses and are fixed on a tracking system which enables them to absorb sunlight during the day and then transport it, via fibre optics, to the inside of buildings.

The technology's fields of application are huge: dark spaces, industrial buildings, tertiary sector, commercial zones, schools and universities, healthcare centre, public buildings and even shortly the private houses!



WANDERCRAFT

WHAT IF THE DISABLED PEOPLE COULD WALK AGAIN?

A motorized exoskeleton is helping people who have lost the use of their legs to walk again.

Wandercraft's exoskeleton is based on the principle of how humans walk, with forward momentum. It makes use of the user's dynamic balance to help with stability and to control movements.

Using the latest advances in robotics and material, it is designed with safety, comfort and functionality in mind. Simple to operate and lightweight, the exoskeleton can walk at normal speed of 3.5 kilometres per hour for 3 hours continuously, which corresponds to an average day of walking in Europe.

Available from 2017, it will soon be transforming the lives of people living with mobility problems.

Project followed by Le Lieu du Design.



© Dualo/Nimos Design

DUALO

WHAT IF ANYONE COULD PLAY MUSIC?

Its 116 lighted buttons may make it look like an accordion, but the **Dualo Du-Touch** is a very modern musical instrument.

In the first instance, it is designed to be easy to use and intuitive - thanks to a patented layout that puts notes and chords that sound well together next to each other.

It is also a connected device, capable of working in harmony with up to 100 instruments, from bass to drums or piano. Just choose the range and the octave, add effects, record the song, and share your composition with the Dualo community.

Now anyone can play music.

Project followed by Le Lieu du Design.



GIROPTIC

WHAT IF CAMERAS FILMED THE WORLD AS WE SEE IT?
("UP, DOWN AND ALL AROUND")

The **360 Cam by GIROPTIC** is the world's first full HD 360 degree camera designed to see the world **"Up, Down and All Around."** The palm-sized, waterproof 360 Cam records videos, takes still photos and streams real-time video over Wi-Fi from every angle.

The lightweight yet rugged GIROPTIC 360 Cam features three 185 degree fish-eye lenses, synchronized to simultaneously capture and stitch images in real time inside the camera. Built with a waterproof rating of IPX8, the versatile camera allows users to explore the aquatic world with crisp resolution.

Using the proprietary underwater lens cup accessory, users are able to capture distortion-free images and create no additional weight to the compact camera. Aside from its universal mounting capabilities, the 360 Cam also features an exclusive line of accessories for additional functions. The light bulb adaptor allows the camera to be used as a smart home accessory and provides users with a home surveillance system.

Additionally, the Ethernet video streaming base can be used to stream unique footage in real-time.



GREENCREATIVE

WHAT IF RECYCLING WASTE WERE SMART?

Did you know that only 50% of cans and plastic bottles and a mere 1% of disposable cups are recycled? That is set to change thanks to **R3D3**. Bring it all your beverage waste, and R3D3 will deal with the sorting process: R3D3 can automatically identify the type of waste, compact it and sort it in the appropriate container.

Besides being a multi-awarded design product, R3D3 is also connected, enabling companies to optimize the waste collection.

GreenCREATIVE is a French cleantech startup specialized in designing and manufacturing waste separating products, which improve waste treatment and valorization.

Its other line of products is **FLEXIDRY**, a food waste depackaging equipment to recover organics for composting or energy production.



Photogrammetric 3D restitution of the « Villa di Diomede »

© Iconem/Inria/ENS/Microsoft Research

MICROSOFT RESEARCH-INRIA JOINT CENTER

WHAT IF YOU COULD SEE POMPEII IN ITS GLORY DAYS?

The Villa of Diomedes is one of the largest private buildings in Pompeii and the most frequently depicted building in the archives of architects and travellers of the nineteenth century. Many of these drawings and photographs had not been identified, classified, and putting them in order manually would be a monumental task.

Researchers with the **Microsoft Research-Inria Joint Center** and from **Ecole Normale Supérieure** used a method called **photogrammetric reconstruction** that allows computers to automatically sort archive images – and magically make the villa come back to life. Photogrammetry is the science of making 3D models from photographs.

Detailed 3D reconstruction made from current day photographs and archive images unlocks some of the secrets of the past. Virtually at least, we can go back in time to see how the villa would have been before the drama of Vesuvius' eruption, both in the immediate aftermath and throughout its history.

The team is now working with a startup company, **Iconem**, on digitally mapping the surrounding area in Pompeii.



DOOD STUDIO

WHAT IF YOU COULD PRINT IN 3D AT 400 MM/S ?

Digital Object Maker Pro (DOM Pro) is a 3D printer designed and manufactured in France. It is faster and more productive than competitors thanks to a steel reinforced structure and linear displacements along high quality guide rails that keep X and Y axis particularly rigid.

This means it can print at high speeds of up to 400 millimetres per second while maintaining the intended shape. That's three times faster than other 3D printers in its price category.

Designing a 3D printer is not easy. DOOD were able to take important technological leaps forward by starting three years ago with an Open Source RepRap model. They then continually worked on a much more precise finish and the ability to print in larger scales and speed.

With DOM Pro they collaborated with Bold Design to create a printer that is not only more efficient, but also more elegant.



© 3.14 Innovations

3.14 INNOVATIONS

WHAT IF PAINT WAS A LIGHT SWITCH?

It looks like regular paint, but apply it to a wall and it works like magic.

Lights go on and off by simply touching the wall, without the need for light switches.

3.14 Innovations enhanced standard paint by concealing a sophisticated electronic system. Its application to walls encourages a new connection with our living spaces – as well as a lot of fun.

Project followed by Le Lieu du Design.



© Meg Corp

MEG

WHAT IF PLANTS WERE NEVER THIRSTY?

It is a connected and intelligent flowerpot made by **MEG** – which stands for Mind Every Garden – for reluctant gardeners or those with little time.

MEG equips its pots with sensors that detect when its plants need watering. A micro-pump then automatically delivers the exact amount of water that the plant requires up to 4 litres – with no need for human action.

It means you can go on holiday during the hottest months, without returning to a disaster in your garden. You can also keep in contact with your plants via an App, which will alert you to changes in light and temperature, or if they need feeding. Ambience can also be created with lighting effects.

Project followed by Le Lieu du Design.



AGENCE 360

WHAT IF YOU COULD CARRY AN ELEPHANT ON YOUR PEDAL BIKE?

Traffic congestion and restricted parking may have curbed the attraction of cars for city dwellers, but the automobile has one big advantage over other modes of transport: its ability to carry stuff. The carless have to make more frequent trips to the supermarket, or suffer the red track marks of heavy plastic bags on their hands. They also have to rely on couriers for the delivery of heavy or cumbersome things.

That was before **Kiffy**, a folding tricycle carrier designed by **Norbert Peytour (NP Innovation) and Patrick Jouffret (Agence 360)** for urban living. A cross between a wheelbarrow and a bicycle, Kiffy can carry loads of up to 30 kilograms.

A hand truck at the front of the bike with two wheels can be separated from the rest of the machine for fetching items from the shop (while the back of the bike is chained to a railing). Quickly re-assembled for the ride home, Kiffy can carry anything from handlebar-sized plants to musical instruments or small items of furniture. A folding frame of separate lightweight and resistant parts was conceived for compact storage when the tricycle carrier is not in use.

Kiffy, tricycle Made in France by Group ITI.



© Elium Studio - Castalie

CASTALIE

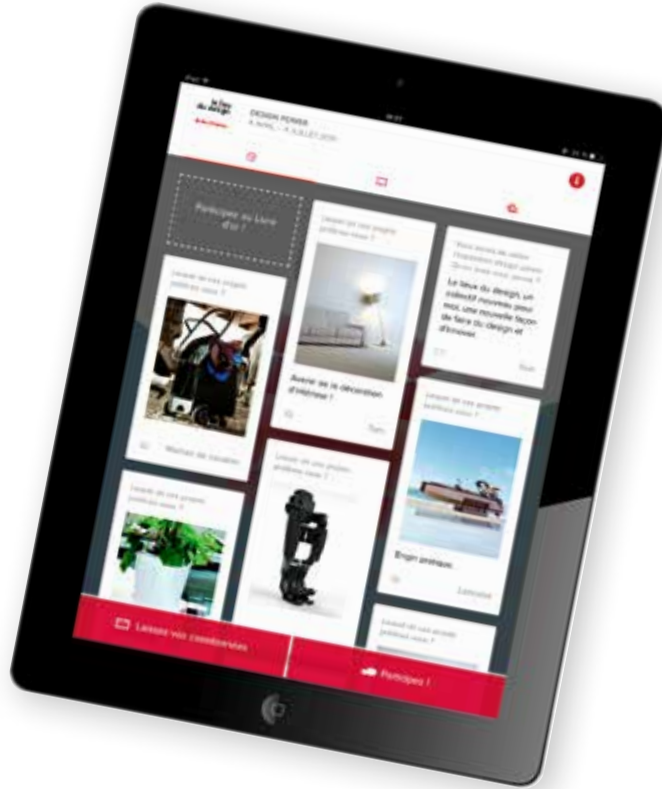
WHAT IF SPARKLING WATER CAME FROM THE TAP?

A bottle of water travels more than 550 miles on average to get to our tables. **Mini-Pure by Castalie** was conceived to reduce such transport-related pollution by offering a sustainable alternative to bottled mineral water.

Designed by **Elium Studio**, the device filters tap water to produce cold water, still or sparkling with a neutral taste. You can even choose the size of the bubbles!

Founded in 2011, Castalie provides hotels, restaurants and businesses the equipment they need to make their own still or sparkling water. The Mini-Pure uses fewer raw materials, is energy efficient, and is also scalable and recyclable.

Project followed by Le Lieu du Design.



GUESTVIEWS

WHAT IF VISITOR ATTRACTION GUEST BOOKS WERE DIGITAL?

GuestViews is digital guest book that extends the visitor experience through shared views and commentary.

The public is invited to write about their impressions or vote for their favourite exhibit on dedicated tablet computers. These commentaries are then collected, analysed and shared.

GuestViews visitors have a new, digital outlet for expression, and their feedback allows visitor attractions to develop. Follow up through personalised emails and via social media makes for more intimate customer relations.

By using a closed circuit system, visitor attractions retain control over their online reputation in a way that internet-based visitor feedback applications do not allow.



KEIM

WHAT IF CYCLING WAS VIBRATION FREE?

Arvak is the result of **KEIM's** quest for the essence of cycling. Named after the horse pulling the sun on its way across the sky in Norse mythology and inspired by the structure of bird's bones it combines a minimal shape with the silky and warm touch of wood.

Its compact geometry and the absorbing qualities of its frame make the Arvak extremely responsive and silent.

Gliding smoothly with no noise but the sound of the spinning wheels, this bicycle will feel like an extension of your own body.

To achieve a stiff and lightweight monocoque frame, Keim vacuum-laminates up to 50 layers of white ash bonded with a high modulus resin.

Keim's in-house technology optimizes the orientation of each layer to maximise strength. Three coats of marine-grade finish protect the frame from weather and dirt.

Each frame is handbuilt to the customer's specifications and is equipped with high quality components : full carbon fork, Corima wheelset, Schwalbe tubular tyres, Miche crankset and Fizik carbon saddle for a total weight of about 7,5 kg.



© Adrien de Melo-Villeroy & Boch Fliesen

Digital printings on tiles – design : Adrien De Melo, company : V&B Fliesen 2014

V&B FLIESEN

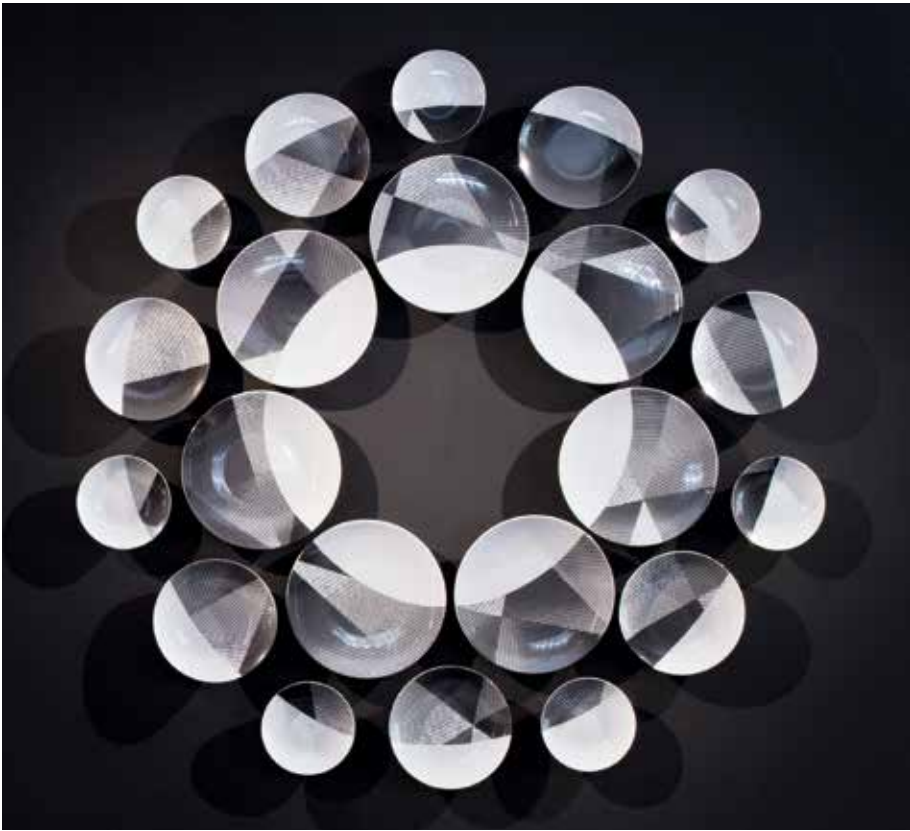
WHAT IF TILES WERE DIGITALLY PRINTED?

The “French Touch” of the wall tiles from **Villeroy & Boch**. Specialised in wall tiles, the French factory of **V&B Fliesen** adapts its production to launch a series designed specifically for the French market.

As a strategic market for the Group Eczacibasi, the French market needs a specific approach. To adapt its series to the expectations of the countrymen and to distinguish itself from the ranges of Italian or Spanish suppliers, the V&B Fliesen company has started a collaboration with “**Le Lieu Du Design**” and assigned the comprehensive development to its French factory in La Ferté Gaucher (One of the 3 production sites of the Group in Europe). Meeting the French designer **Adrien de Melo** brought an impulse.

By using both a traditional know-how and the new opportunities allowed by digital printing, the factory gave birth to the decorations imagined by the designer. This new series Villeroy & Boch has immediately been listed by one of the major Group of distributors trading the brand in France.

Project followed by Le Lieu du Design.



©Martin Argyroglo

NON SANS RAISON

WHAT IF YOUR WALLS WERE DRESSED WITH TABLE WEAR?

Why clutter your cupboards with tableware when you could decorate your walls?

Exciting opportunities lie ahead for traditional porcelain makers in Limoges. Thanks to a clever new display method, **Non Sans Raison** is revitalizing the tradition of hanging plates.

But the Barillet Wall Plates are more than an artistic creation.

Arranged on the wall, they make a functional dinner wear set for 2, 4, 8 or 12 people. Thanks to a clever magnetic system, even the highest plates remain accessible when required.

Project followed by Le Lieu du Design.

LE LIEU DU DESIGN

Founded by the Ile de France (Paris region) Council in 2009, **Le Lieu du Design** seeks to make design a key factor in transforming and adapting manufacturing processes, and to support and enhance the design of new products and services integrating design and ecodesign. In five years, Le Lieu du Design has received no fewer than **1,800 requests** for support from both companies and designers. More than **900 projects** have received coaching through an original method devised by Le Lieu du Design and its Design Innovation Strategy unit, which seeks to identify the skills required to develop individual projects in any business sector, including design, prototyping, laboratory research, ergonomics, and ecodesign. It also provides financial support by locating public and private funding and by raising corporate awareness of industrial property rights issues. Thanks to the various initiatives of the Ile de France Regional Council, the Ministry for Industry, and private endowment funds, Le Lieu du Design has issued calls for innovative design projects in the renewable energy sector, public spaces, the glass and ceramics industry, healthcare, the food industry, as well as cutting-edge technologies. A number of commercial success stories have emerged from these calls for projects, demonstrating what can potentially be achieved.

Le Lieu du Design has organized more than **20 original exhibitions** on subjects that affect not only major sectors of the economy but society as a whole. These include the "Trams in France" exhibition, looking at the integration of non-motorized means of transport in cities, the "Lost in Paris" exhibition, examining the use of design to boost tourism, and the "Digital Devices" exhibition, considering the role of digital design as a bridge between technology and users.

Le Lieu du Design, located in the 19th arrondissement of Paris, is open to all as a resource center and venue for exchanging ideas.

Le Lieu du Design
11, rue de Cambrai 75019 Paris
www.lelieududesign.com

LES SISMO

Antoine Fenoglio and Frédéric Lecourt founded **SISMO in 1996**, inspired by the visionary eclecticism of the Italian designer Michele de Lucchi.

With 18 years' experience in the design of industrial devices and services, the implementation of innovation strategies, exhibition design, and design training, SISMO has developed unparalleled creative methods to solve complex problems.

SISMO's ability to observe and anticipate social, economic, and cultural change and to transform constraints into new opportunities, combined with its culture of innovation, enables it today to find solutions to questions that go far beyond what designers normally deal with in the manufacturing industry.

This design studio specializing in the ingenious use of products has become a veritable creative think tank that now employs a team of around 15 people. Design is not solely limited to the creation of economic value; it is also a source of many other values such as social and environment responsibility, empathy for the fundamental needs of individuals, and sharing in the proceeds of wealth creation.

SISMO's approach seeks to harmonize cultural and economic values, while keeping the human individual at the center of its concerns, and to share design as a means of improving and enhancing our quality and experience of life.

MATERIO

MatériO has the mission to constantly be on the cutting edge concerning emerging materials and technologies. Through several types of services (showroom and online database especially), it provides numerous companies willing to innovate with a unique and sharp technology watch to nourish their need for inspiration. Independent of the manufacturers, this service is only financed by its users.

SPECIAL THANKS



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CREATIVE FRANCE

CREATIVE FRANCE CHOOSES TO SURPRISE, BY IMMERSING YOU INTO A LANDSCAPE ABOUNDING IN HIDDEN TREASURES WITH UNEXPECTEDLY INGENUOUS FEATURES. TO ONE SIDE, A TYPICAL FRENCH-STYLE GARDEN REFLECTS FRANCE'S RECOGNIZED EXCELLENCE AND EXPERTISE. ON THE OTHER, A FRANCE OF CREATIVITY, INNOVATION, DISRUPTIVE TECHNOLOGY, STRONG COMMITMENT AND COLLABORATIVE PARTNERSHIPS EMERGES. PROJECTS BOTH BIG AND SMALL PRESENTED IN THIS EXHIBITION SHOWCASE AN IMPRESSIVE HUMAN ADVENTURE.



le lieu
du design

* île de France

