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DESIGN

French Design in NYC
May 16–20, 2019

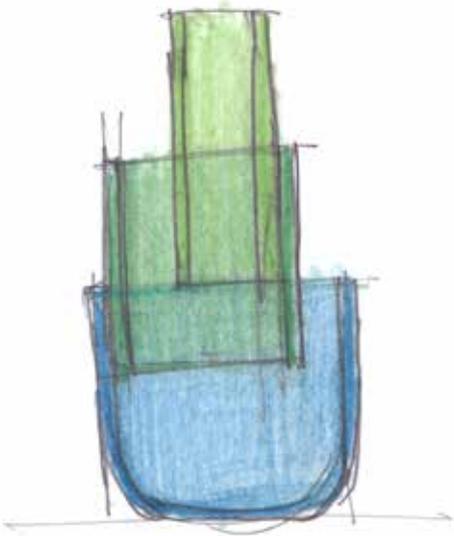
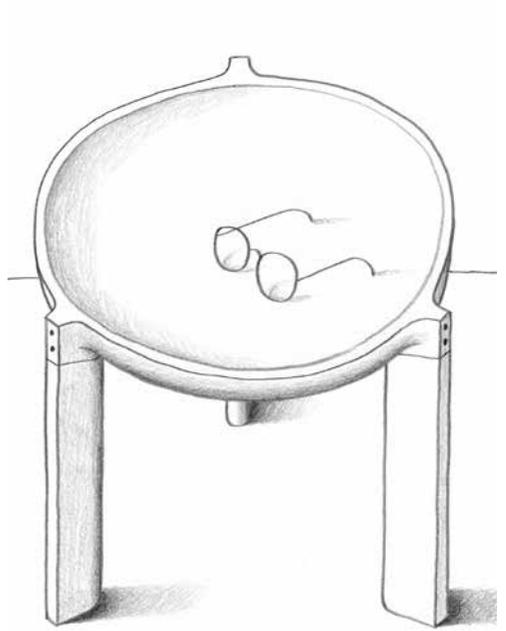
OUI DESIGN

OUI DESIGN, an initiative of the Cultural Services of the French Embassy and the FACE Foundation, fosters creative exchange in design between France and the US.

Through programs that encourage transatlantic collaboration with designers, artists, and manufacturers, OUI DESIGN aims to enrich the sector by facilitating the transmission of knowledge and techniques and strengthening economic ties between the design industries on both sides of the Atlantic. It also brings French creatives to the United States to exhibit their work and engage with industry professionals and the public at large.

During NYCxDESIGN, OUI DESIGN presents three sets of collaborative projects in partnership with WantedDesign Brooklyn (May 16-20), exploring new methods of production at the intersection of design, art and craft: Transatlantic Creative Exchange, Design Education and Game ChangHer. Each of these programs bring together designers from France and the US to explore new methods and to create new work.

**All projects are on view at WantedDesign Brooklyn, Industry City, from May 16-20, 11am-6pm.
Press Preview: May 15, from 5-7pm.**



I. Transatlantic Creative Exchange

featuring

Elyse Graham (US) & International Glass Art Center (CIAV) (FR)

Guillaume Delvigne (FR) & Neal Feay (US)

Philippe Nigro (FR) & Corning Museum of Glass, Glass Lab (US)

Rodolfo Agrella (US) & Procédés Chenel (FR)

Initiated in 2016 by the Cultural Services of the French Embassy and Wanted Design, Transatlantic Creative Exchange is a program that pairs French and American designers and manufacturers to explore new techniques and innovate boldly as a unified transatlantic design team.

The designer/manufacturer duos are selected based on overlapping interests, geographic diversity, and a desire to engage in creative collaboration. 2019 marks the third edition of the project.



Elyse Graham (US) & International Glass Art Center (CIAV) (FR)

“Having never worked in glass, I was both eager and anxious to collaborate with CIAV. I proposed a project based on taking the experimental processes I use with resin—casting material in layers and then removing it from the exterior to reveal unexpected patterns of color. Translating this process to glass was especially intriguing to me as it would allow me to work with translucence and illumination, things I haven't been able to achieve with my resin work. I was incredibly impressed by the technical skill of the artisans at CIAV—they quickly and expertly executed my ideas and I struggled to keep up with their pace in the first days. As I watched, learned and began to understand the unique qualities of glass—both its assets and limitations—my confidence soared and my imagination exploded!”

— Elyse Graham

Elyse Graham was born and currently resides in Los Angeles, CA. She graduated from Brown University in 2003 earning a B.A. in Art: Semiotics. Founded in 2014 and based in Los Angeles, the Elyse Graham studio is a place where unusual materials and experimental processes are implemented to create a melding of art and object. The work is driven by the processes Graham develops for the very specific materials she uses; most notably plaster and resin.

> www.elysegraham.com

International Glass Art Center (CIAV) was founded in 1704 in the Vosges region, in of France. Originally producing everyday glass items, between 1867 and 1894, it became the laboratory for Emile Gallé, the leader of the Nancy School. The *École de Nancy*, art and craft movement that emerged in Eastern France early 20th century, facilitating unprecedented technical and artistic research, giving Meisenthal the positions of the 'cradle of Art Nouveau glassware'. After surviving both world wars, the factory went out of business in the the 70's. In 1992, the International Glass Art Center was founded, offering artists and designers a place to work in collaboration with the Glass makers for glass experimentation. Each year CIAV is collaborates with artists to create new “boule de Noël”. It is the second year of collaboration with Oui Design, last year CIAV collaborated with the Brooklyn Glass Lab and François Azambourg to produce a new series of his iconic “Douglas Vase”.

> www.ciav-meisenthal.fr

Guillaume Delvigne (FR) & Neal Feay (US)

“When I first met Alex Rasmussen from the Neal Feay company during one of his stays in Paris, I immediately felt his passion for design process and for aluminum. I never had the opportunity to work on a proper aluminum project before, so I was very enthusiastic about the idea to do it with such qualified people. Looking at the pieces Neal Feay is doing, I was quite impressed by the level of precision and detail they can reach with their tools. The quality of the anodized finish aspect is also very interesting, it can be very subtle and sensual. I wanted to work on something which allowed me to explore those two different aspects, technical and sensitive. Experimenting with texture and playing with a palette of deep dark and elegant colors, I have the feeling that we can bring something quite unseen.”

—Guillaume Delvigne

Guillaume Delvigne studied at the Ecole de Design Nantes Atlantique and the Politecnico di Milano. After graduating in 2002, he started in Milan at the studio of George J. Sowden, cofounder of the Memphis movement. In parallel, he quickly started to design his own objects for an Italian editor named Industreal. In 2004 he settled in Paris and, for a few years, he worked alongside various renowned designers such as RADI Designers, Delo Lindo, Elium Studio, Marc Newson and Cédric Ragot. In 2011, he opened his own studio, inaugurated his first personal exhibition at the ToolsGalerie, receiving the Grand Prize of the creation of the city of Paris. He now leads projects for major French and foreign companies such as Hermès, Givenchy, Cristal de Sèvres, La Redoute, Fabbian, Frandsen, Habitat and Tefal, as well as emerging editors like La Chance, Hartô or ENOstudio. His designs are regularly shown during exhibitions in France and abroad and have been awarded and belong to permanent collections.

> www.guillaumedelvigne.com

Neal Feay Company is the global leader in creative aluminum with over 60 years' experience in cutting-edge manufacturing technology and design. The inventors of the process for multi-coloured anodising, Neal Feay Company continues to push the boundaries in texture, form, color and application. The third-generation, Santa Barbara-based company has collaborated with an expansive list of top-tier artists, architects, designers, and manufacturers over the years. In 1945, Neal F. Rasmussen founded the award-winning Neal Feay Company, since then three generations of Rasmussens have continued to innovate in beautiful and durable anodized aluminum, collaborating with globally renowned architects, artists and designers. The company's expansive product range pushes the boundaries of color, texture, and application to create iconic industrial designs. President Alex Rasmussen joined full-time in 1987 and, soon after, seeing the opportunity to help customers increase the perceived value of their products, he moved the company into Industrial Design and Mechanical Engineering, creating unique forms and textures to pioneer a new medium of design.

> www.nealfeay.com



Philippe Nigro (FR) Corning Museum of Glass, Glass Lab (US)

“It is a good exercise to learn to free oneself from the constraints to give way to the unexpected and thus to create «free» objects. For this project which is concentrated on a short period of five days, it is necessary to play with this spirit of speed, of moment, even if the result gives objects, vases or cups, whose function is an excuse: it reverses the process for a designer who usually makes the function a priority. My experience with glass is so far rather European and the discovery of techniques and different ways to consider the work of glass through a different culture amplify my curiosity. The technique of glass is a physical work where the glass blower is really fitting with the material, the challenge is also to find my place as a Designer: how to find my place and orchestrate the live actions of these talented craftsmen?”

—Philippe Nigro

Philippe Nigro's work is characterized by the link between experimental research and the pragmatic analysis of the «know-how» of the clients with whom he works. Over the years, these experiences, reinforced by the combination of Franco-Italian culture, allow him to navigate between projects of different types and scales, working with industry, furniture editors and craftsmen as well. In 2014, he received the recognition of Designer of the Year at Paris Maison & Objet Paris and was in charge of the scenography of the 7th edition of the Triennale Design Museum «Italian Design Beyond the Crisis». He collaborates with Ligne Roset, Venini, Foscarini, DePadova, Baccarat, Moleskine, Triade, Casati Gallery, Lexus, Rado, Zanotta, Hermès. Some of these projects (Twin-Chair, T.U, Confluence) are part of the collections of the Centre Pompidou and the Museum of Decorative Arts of Paris.

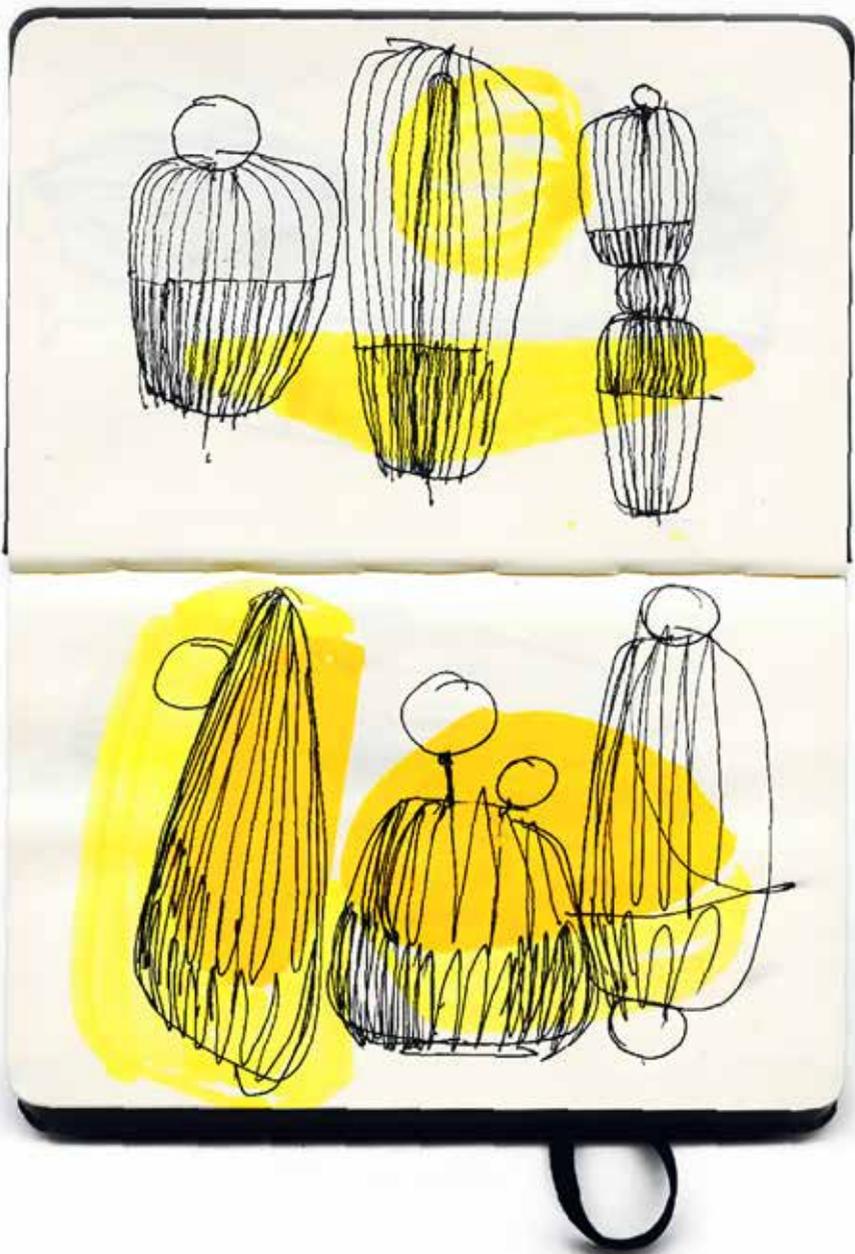
> www.philippenigro.com

Corning Museum of Glass – GlassLab is a not-for-profit museum dedicated to telling the story of a single, exceptional material: glass. Based in upstate New York, it is a dynamic institution that actively collects, educates, preserves, and shares the experience of glass with the world. GlassLab, the museum's mobile hot glass studio, serves to create a space where designers and glassmakers can collaborate, rapidly prototype design concepts and use the immediacy of hot glass as a catalyst for innovation. These design performances and private workshops have taken place in public design venues like Design Miami / Art Basel Miami and Cooper-Hewitt, National Design Museum, offering audiences a live, authentic glimpse of the design and glassmaking processes, while allowing designers to explore the material of glass in a way that few have access to. One of the goals of GlassLab, and of the “Liquid Fusion” design workshop, is to inspire designers to rediscover glass by working with it in a molten state, encouraging designers to design more innovatively for the material of glass. GlassLab's focus on material and process aims to help the designer realize new forms, functions, and meanings for glass.

> www.cmog.org



Associative Creative Exchange Paper - Geneva / Philippe Dujon - 2019/2021



Rodolfo Agrella (US) Procédés Chénel (FR)

“The time spent at Procédés Chénel facilities in Vanves, at the peripheries of Paris, was an exceptional boost for my creation process, as well as a personal growth. It allowed me full immersion with their staff, recollecting immediate and honest information about their wonderful material, technologies and outstanding crafts abilities, but the most important piece of information was the history behind every patented creation, every folding technique, every centimeter of their “greenhouse” showroom.

Working side by side with the lovely staff, absorbing several decades of material knowledge expressed in a few words between French, English and lots of laughs, led me to have a total perspective shift regarding Procédés Chénel’s product. By manipulating their technology and crafting traditions while honoring the legacy of Mr. Chénel, we manifested an innovative, elegant and fun way to use paper as a volume-creator and color blocking material that supports a poetic concept..”

—Rodolfo Agrella

Rodolfo Agrella is a contemporary American Designer, born in Caracas, Venezuela, based in New York. He is the creator of a diverse portfolio of award winning products, spaces and surfaces, presented at the most imposing venues around the world, Milano, New York, Madrid, Frankfurt and Miami to name of few. The work of Agrella is a successful balancing act between technical components, whimsy, and the emotional human factor, confirming that happiness and playfulness are the correct tools to engage design (and life). Appealing to the mind as well as to the eyes, on his daily pursuit of beauty.

> www.rodolfoagrella.com

Procédés Chénel International is a pluri-disciplinary, creative and dynamo team helping designers since 1896 with worldwide development, production and distribution of decorative solutions, technologies and materials. Their inspirational range of products is ideal for creative designers to conceive trade or domestic exhibition stands, events, interior architecture. Committed for years in an always improving process on social as well as environmental levels, Procédés Chénel International is able to offer more responsible solutions for interior design projects. This project was made in collaboration with Color X - NYC, a leader in creative fabrication + printing in the luxury, event, brand, design and art/ museum spaces since 1996. Color X, NYC is a leader in creative fabrication + printing in the luxury, event, brand, design and art/museum spaces since 1996. Color X was formed with the innate understanding of how the blending of multiple disciplines, materials, technologies and processes can come together to create innovative artistic value to every project. It’s unique array of metal, wood fabrication along with screen printing, fabric printing, LED lighting and the cutting edge in digital printing allows Color X to utilize it’s vast and varied experience from it’s people to the fullest.

> www.chenel.com

2. Design Education

collaborations with

**Ecole Boulle
EnsAD
ENSCI-Les Ateliers
Strate School of Design**

Four French design schools will take part in WantedDesign as part of OUI Design in 2019: Strate School of Design, Ecole Boulle, EnsAD, and ENSCI Les Ateliers. Five students and one teacher from each school will come to New York.

Students from Strate School of Design and Ecole Boulle will participate in the WantedDesign Schools Workshop. Students from EnsAD (Ecole Nationale Supérieure des Arts Décoratifs) and ENSCI Les Ateliers (in partnership with Alessi) will exhibit their work at WantedDesign Brooklyn.

French Design Schools



CLAVELLE/SEBRAHAM

The École Boulle

The École Boulle founded in 1886, remains one of the greatest schools for art and design in Europe today. Located in the heart of the furniture district, it began as a school to train furniture professionals and later metal, bronze, and steel craftsmen and engravers. While remaining true to its past, École Boulle has modernized over the years, opening up to the world, the economy and industry.

> www.ecole-boulle.org

EnsAD

The École nationale supérieure des Arts Décoratifs (EnsAD) is a design school located in Paris. Its purpose is to provide high-level artistic, scientific, and technical training for artists and designers, and to conduct research. EnsAD is a member of a broad network of international associations and is developing relations with 128 institutes of higher education and art/design universities around the world.

> www.ensad.fr/en

ENSCI—Les Ateliers

The École nationale supérieure de création industrielle (ENSCI—Les Ateliers), is a commercial and industrial design school located Paris. It is a member of the Hautes Études-Sorbonne-Arts et Métiers cluster and of the Conférence des grandes écoles. Its premises are open 24 hours a day and seven days a week, enabling students to work according to their own production schedules and patterns.

> www.ensci.com

Strate School of Design

Strate School of Design is a state-recognized school for design. Renowned in France and internationally, it is considered to be one of the 60 best design schools in the world. It offers bachelor's degrees in Design, 3-year 3D Modeling, a post-bac Masters in Innovation and Design, and an MBA in Design Management.

> www.strate.education

After a first participation in 2018, the École des Arts Décoratifs, Paris returns to innovative hub WantedDesign Brooklyn with a presentation of six young graduate or postgraduate students whose works are based on global ecology as a horizon: material, sensory, economic and educational.



Anna Saint Pierre

Site concretes, 2018

In the perspective of circular transition, reuse and recycling strategies can become a source of creation for architects, by assuming the architecture vulnerability. How the transformation of clearings, rubble or ruins can offer new modes of transmission as an alternative to tabula rasa or strict restoration practices? Included in the practice of the architecture agency SCAU, this design-led PhD is part of concrete projects considering norms and construction's economy.

Anna Saint Pierre, Graduated from EnsAD in 2016, departement Textile and Texture Design ; PhD EnsADLAB - SCAU (2017-2020).

IMAGE: SITE CONCRETES, CONCRETE SAMPLES COLORED WITH EXCAVATED SOIL, 20 CM X 10 CM, ENSADLAB, 2018.
© ANNA SAINT PIERRE



Gilles Baudoux

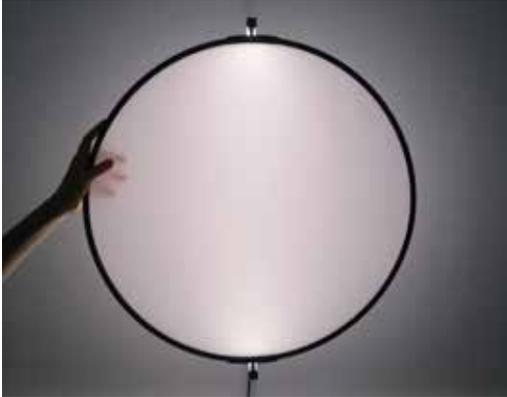
Zero Waste Jacket, 2019

Paris is an ethical accessories and ready-to-wear brand, based on a "Zero Waste" patterns concept, meaning that there is no waste of fabrics during the fabrication process. These exclusive patterns are the results of a particular development, where aesthetics is the key answer to a specific issue in clothing industry: textile waste.

Gilles Baudoux, Graduated from EnsAD in 2014, departement Fashion Design.

IMAGE: ZERO WASTE JACKET. SEMPERVIVUM PARIS/ VESTE ZÉRO CHUTE/AUTOMNE HIVER, 2019. 100% ZERO WASTE. 100% MADE IN PARIS. 100% INDEPENDENT.
© DA GILLES BAUDOUX / MODEL KEMAL

EnsAD



Mathilde Bourgon

ISO, 2018

The project invites viewers to think of light as a tangible material within a habitat. Inspired by typologies of openness in architecture, ISO is a set of lighting designed halfway between the scale of space and that of the body. Running through the wall, the ceiling and the floor, this luminous device challenges the relationship between the action of the hand and its perceptible consequences of space. With a simple gesture, ISO plays with the exposure of light, constraining its course and variation. Through a mixture of drawings in space and poetry of movement, these lamps transform our relationship to light into a new sensory experience.

Mathilde Bourgon, Graduated from EnsAD in 2018, department Product Design

OCULUS I, ALUMINIUM, TOILE DE SPI, SOURCE LED, 50X50X50CM
PHOTO © MATHILDE BOURGON



Manon Véret

A place on the terrace, 2018

What if design had a critical role to play in leveraging craftsmanship? In France, Maison Gatti's rattan workers have produced the famous Parisian café chairs manually since 1920. With the craftsmen, I learned the techniques of bending and weaving to create a series of objects meant to broaden typologies. I used the cane work as if it was a painting on the wall, and also designed an exclusive chair for Maison Gatti.

Manon Véret was awarded a star by l'Observateur du Design 2019.

A PLACE ON THE TERRACE, IN PARTNERSHIP WITH MAISON GATTI, MIRROR WITH SHELF AND SIMPLE SHELF, RATTAN AND RILSAN, 50X40X20CM ET 40X20CM. PHOTO © AMÉLIE CANON

EnsAD



Clara Kernreuter

Le Paris Potager, 2018

To this day, there are more than 100 vegetable gardens within the city of Paris (intra-muros). We have so much to learn from these urban farms. We must broaden their visibility and reassure its inhabitants on the doubts they may experience about them. Le Paris Potager has 3 purposes / ambitions: To raise citizens' awareness, so they can feel they live in the heart of a large vegetable garden; To educate the city's future actors and reinforce their role in the community; To promote diversity in Parisian production.

Clara Kernreuter, graduated from EnsAD in 2018, department Product Design.

CARGO BIKE: SCREENPRINTED RECYCLED WOOD AND PLASTIC. WINDSOCKS : PARAGLIDER FABRIC THERMO-SOLDERE. PHOTO © DANIEL PARNITZKE



Adrien Testard

Collection Hors-champ, 2018

Hors-champ revives memories of a disappearing peasant world to create a sustainable menswear wardrobe. As a "peasant-designer", I am the one who cultivates - weaves the thread, and harvests - cuts the fabric and sews the garment. Textile surfaces echoes the landscape's senses, from territories to parcels, opening some furrows of the land, punctuated by colors and smells of a harvest day.

Adrien Testard, graduated from EnsAD in 2018, department Textile and Texture Design and Fashion Design.

PHOTO © LOUISE DESNOS

A major Italian design brand, a famous national French school of design. 20 student projects, 2 different themes approached. Connected objects for the ones, synesthetics for the others. It is all about uses, forms and sensoriality in the world of Alessi.

Framed by designers Laurent Messaloux and Romain Cuvellier, a group worked on the theme « Alessi Connected » or how to create new uses and household objects projecting the history and production of Alessi towards the practices and the functionalities offered by the connected objects.

Framed by designers François Azambourg and Elena Tosi Brandi, the second group focused on “Synesthetic objects: from sensoriality to form”, that is to say on the relationship between the senses, objects and uses in the world of Alessi, a new sensitive territory for the brand. From 40 projects, the exhibition presents a selection of 20 objects.

Alessi was founded in 1921 by designer Giovanni Alessi. The famous brand has edited thousands of products over the decades, many of them have become icons of contemporary design. The Alessi mission is to research the most advanced cultural, aesthetic executive and functional quality and translate this into mass produced items.



TROTTOLA, Julien Gorrias

It's a memory that led me to this project. It am in my childhood, in the hot sunny afternoon of my country in south-west of France ; the lunch has no end. We play with all we find on the table : a bottle cap, a spoon... What would be a table service that invites people to play ? And what if setting the table could become fun ? How to play spin top at table?

KAROUSEL, LÉo Verstiguel

This project is a range of objects that embody data often consulted on smartphone (widget) and makes them visible through the imagination of the funfair.

MOODY & NOISY, Alexandre Fontaine

To give a life to the matter i worked on how the weight of water can create a movement. The carafe "Moody" stays straight when it is empty and tilts forward when its full. I drew my cocktail set "Noisy" based on the physical similarities between glasses and bells, that I made thanks to a partnership with glassmaker.

CARVE, Oscar Gillet

I worked on a range of objects using wood carving technics in order to show there functional possibilities. Those textures are creating simple functions; squeezing, grating and crushing. I imagined 3 objects, a lemon squeezer, a ginger gratter, and a mortar with pestle. I transposed those manual creations into a industrial process, aluminium injection. I did this project in order to link craftwork with industrial process.

PLATO & SOCRATES, Paul Capdenat-Christy

"Smart objects" usually are objects that measured different quantities, but that totally lack sensitivity. On the other hand, the social fabric that bonds human beings together is pure sensitivity. My goal was to make the simplest connection between two objects, and to make it sensitive. I created a pair of lamps. The action of a lamp (to be on or off) was simple enough to serve as the support for such an experiment.

HEHO, Camille Chapuis Maison

A physical ring totally integrated in the domestic environment. These little temple awake, move and produce sound to call out to you when you have a message, a reminder or any notification. A connected alarm clock to disconnect your untimely connected objects during your sleeping time.

POLENTA SENSORIAL, Sullivan Clément

Thanks to its plastic qualities, I use polenta as a raw material, a basic tool that allows me to make connections between shape and flavor, or more precisely the non-flavor. We give shape to the polenta thanks to silicon molds that I got from my clay sculptures. From these polenta sculptures, the objects, which I wanted simple, appeared. The plate, thanks to its shape and its color, brings out the polenta once unmolded, at the moment when it takes shape

RECOMMANDATION RADIO, Ulysse BOUËT

In response to the huge number of web radios, this object helps the user to choose and discover various contents. The radio is composed by a circular area that creates the beam of light. Each of them represents a recommendation. When the screen is scanned, it reveals informations about the station. It allows the user to give his opinion about the radio's recommendations and to make more precise one.



CHARBIS CAMILLE

SUGHI, Barbara Cerlesi

In my project Sughi, as sauces for pasta, I see my work as a translation. 'To translate' understood as a movement which starts by my childhood's memories, it goes through senses - taste, touch, sight, smell - and it finally turns tangible in textures, images and colours. Here tomatosauce pasta takes over on the geometry of the elements on the scene, and turns up being the real protagonist. It is just in this univers that a penna rigata can turn into a vase.

TEMPO GIUSTO, Amélie Orhant

This set of preparation consists of two soft latex pocket: one big for coffee seeds, one another smaller for the manual coffee grinder. Then, we have two small cups, narrow enough to slowly drink his coffee and do not see the liquid to focus only on taste.

SHUT DOWN, Sacha Parent

A connected alarm clock to disconnect your untimely connected objects during your sleeping time. During the day, my connected alarm clock is not armed and I can use my connected objects like I want. Before sleeping, I arm my connected alarm clock and all my connected objects that are linked to it, are automatically disconnected. In the morning, when my alarm clock is ringing, I disarm it, all my connected objects wake up.

GRADIENT, Marlon Bagnou

A reinterpretation of stainless steel by anamorphosis game, thanks to the visual properties of the material. The wall clock is composed with three parts, conicals clock hands, a reflector and a motor. The clock is using anamorphosis principles. This object offers a lot of satisfaction to those who want to watch rather than see. This project try to give another vision of the stainless, the iconic material of Alessi, in their wide universe.



DROUET SALOMÉ

DOMESTICATION, Morgan Alby

A manual blender, an eggbeater and a milk frother share the same engine. Each tool has its specific connotations and specific prehension. If the engine or tools get damaged, they can be replaced or repaired by the editor. The shell appliances are in plastic. That refers to the home appliance universe: efficient, comfortable and hygienic. Tools are in wrought stainless steel. That refers to a brutalist world: sustainable and marked by knowledge.

CIELO, Salomé Drouet

Connected to the weather forecast, Cielo transcribes in real time the weather, and informs of forecasts until the day +1. Without giving precise numbers usual meteo stations, this object gives a global impression showing in a visual way : the sky luminosity, the precipitations and the temperature. Like a blind on a window, the blades turn, the front white as clouds, the back grey as the rain, the slice revealing in the background the good weather.

L'ALCHIMIE, Valentin Devos

Butter captures smells in fridge and it occurs without direct contact. My challenge was to turn this unpleasant transformation into a new satisfactory culinary process. At this point I realized that butter was a material capable of capturing personality, seasons, memories... I was working somewhat like a creative perfume maker being able to create new identities.

MIRAGES, Victor Le Fessant

This is why I decided to turn the development of my researches towards a set of coffee cups. I have chosen a 3D printing technique : the selective laser sintering which is appropriate for a small serial production. It gives a lot of freedom to design complex shapes that can't be produced in a viable way by casting.



LAGRANGE THÉODORE

GARY, Théodore Lagrange

Gary changes its position over the days and seasons, physically embodying the weather forecast. The overall position of the object varies, as each axis embodies a specific datum: temperature, wind or rain. The more the temperature has a chance to drop, the wind to rise or the rain to fall, the more the respective axes bend. It's all hunched down when the weather is bad, but stands up when it gets better.

GREAN FOAM, Carla Noircler

I wanted to work on a new typology of object that allow to extract astringent from the kiwi with simple shaping gestures. Finally, the well-known relation between the texture and the taste of kiwi is changed and we are more attentive on what happens in our mouth. I wanted to bring this taste in the eatings habits of today into putting it in value through the kiwi and into introducing a new way of tasting this daily fruit.

TEMPO, Victor Ohlmann

My project is about gesture and music. By using objects it allows the user to discover new songs. I'm proposing four small objects on a tray connected to a speaker. You can manipulate those objects in many ways in order to change the parameters of your song researches.

FOLLOW ME IF YOU CAN, Arthur-Donald Bouillé

This project considers the inter-connectivity of objects as a possible interaction technique between an individual and several objects. A lamp and a mirror that come alive to express a kind of jealousy regarding to the relationship that the user can have with one or the other object. The mirror and the lamp play thanks to their reflective or luminous assets to attract the attention of the captured individual as soon as he seems to be moving away from it.

3.

Game ChangHer NYC

In partnership with WantedDesign, Eyes on Talents to present Game ChangHer NYC. This poetic and sensitive exhibition highlights creations signed by key women designers from France and the United States.

Without opposing male and female talents, Game ChangHer NYC will celebrate the universality of design, seen here through the prism of the feminine. Aimed by the intrinsic mission of disclosure and springboard shared by WantedDesign and Eyes on Talents, Game ChangHer NYC will allow the guest designers to show their selected pieces in a singular but panoramic dialogue, thought as an echo of the imperial need of our time: "Be a Game ChangHer! The world has enough followers!"

Game ChangHer NYC will present the work of **Lani Adeoye, Nina Cho, Pauline Deltour, Claire Lavabre, Inès Le Bihan, Nao Tamura, Marie Victoire Winckler.**

Additional support for women artists has been provided by CHANEL Fund for Women in the Arts and Culture.

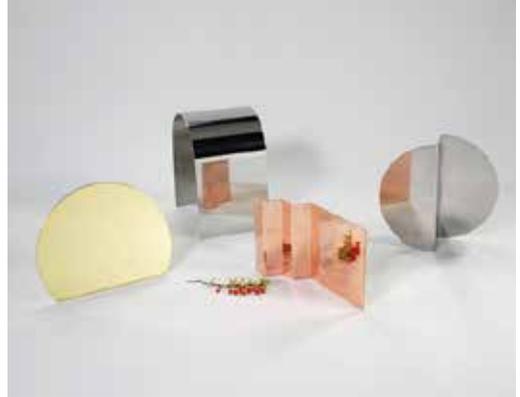
Game ChangHer NYC



Claire Lavabre

Currently, designer in residency at Villa Medici, French Academy in Roma. Claire is graduated from ENSCI/Les Ateliers de Paris with honors in 2012. Since when she has worked with Ronan and Erwan Bouroullec, Inga Sempé and Leon Ransmeier on furniture design projects, scenography for exhibition and photographs of objects and exhibitions. In parallel, she founded her own design studio to develop various design projects. She is particularly fond of using mirrors, lights and frames to play with optical effects and blur, blend or multiply images in installations that explore the magic of reflections and question notions of identity, duality and vanity.

> www.clairelavabre.com



Nina Cho

Nina Cho is an artist and designer, currently based in Detroit. Nina was born in the United States and raised in Korea, where she studied Woodworking and Furniture design at Korea's art school, Hong-Ik University. She then earned an MFA in 3D Design at the Cranbrook Academy of Art in the United States. She has been recognized as an Honoree of Sight Unseen's 2015 American Design Hot List, presented in partnership with Herman Miller and featured as one of Five Breakout Designers of 2015 in Artsy based in the USA. She was nominated for the Pure Talents Contest at Imm Cologne in 2016. She has been invited to shows nationally and internationally in 2016, including exhibitions in London, Milan, Cologne, Frankfurt, Toronto, Seoul, Miami, Detroit, Chicago, Washington, D.C. and New York City.

> www.ninacho.com

Game ChangHer NYC



Lani Adeoye

Prior to moving to New York and studying at Parsons - 'The New School', Lani Adeoye spent time in Management & IT Consulting, working with Fortune Global 100 clients following her graduation from McGill University, where she earned her Bachelor's degree in Commerce. Her versatility as a designer is a testament to her eclectic roots and diverse life experiences, having lived in four major cities, namely Lagos, Montreal, Toronto and New York. Studio-Lani's creative process is driven by Conceptual Curiosity, Handcrafted Craftsmanship and a strong appreciation for her West African Heritage. Blurring the lines between Art and Design, Studio-Lani creates functional sculptures, with a unique identity and a contemporary sensibility. Studio-Lani won the Furniture category for Wanted Design's Launch Pad in New York City for her 'Talking Tables Collection'. And her 'Sisi Eko' floor lamp recently received the Silver Award at the European product design awards competition. Her work was also featured in Rising Talents - 'Salone Satellite' during Milan Design Week.

> www.studio-lani.com

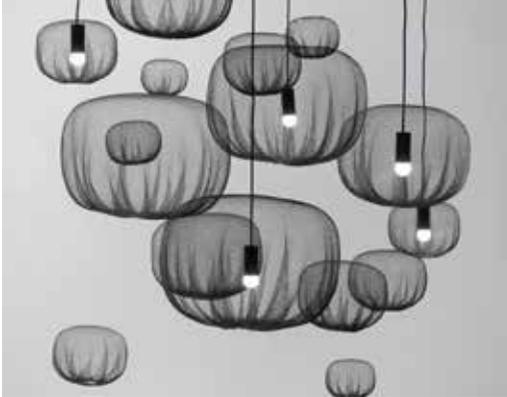


Pauline Deltour

Pauline Deltour was born in 1983 in Landerneau, France, and studied applied arts and design at the Olivier de Serres (ENSAAMA) in Paris, and holds a degree in Industrial Design from the National School of Superior Decorative Arts in Paris, in 2006. Between 2006 and 2009, she worked as a designer and project manager at Konstantin Grcic Industrial Design in Munich, and from winter 2009 on the management of his own design studio in Munich, Germany. She is currently working on a wide range of industrial products and furniture, jewelry, the environmental design for public spaces. His clients include Alessi, Bree, Muji, or the city of Munich.

> www.paulinedeltour.com

Game ChangHer NYC



Inès Le Bihan

Inès Le Bihan focuses on developing a unique design language, centered on the user, simple and rooted in functionality. Le Bihan enjoys connecting traditional methods with innovative manufacturing techniques and technologies.

> www.ineslebihan.com

Nao Tamura

Nao Tamura is a designer in the most modern terms. Her talents cross-over cultures, languages, disciplines, concepts and styles with consistency of smart thinking always at the heart of her work. She is truly global in her insights and execution. As a product of Tokyo and New York City creative communities, her solutions are equally at ease in the world of 2-D and 3-D with an uncanny ability to find that emotional connection with the audience. Nao defies the kind of categorization that the industry status-quo often insists upon. Her unique solutions are more than simply design and possess a rare balance of innovation and beauty.

> www.naotamura.com

Game ChangHer NYC



Marie Victoire Winckler

After studying Fine Arts in Reims, France, and obtaining her Master degree in Milan, Marie-Victoire worked in Italy, as a consultant for Cassina, the prestigious furniture designer.

In 2008, she joined Patricia Urquiola's studio in Milan, before moving to Paris and joining India Mahdavi's studio in 2011. With them, she worked on projects for personal homes, hotels and restaurants such as the Mandarin Oriental in Barcelona, the Cloître in Arles, the Sketch in London, but also for brands such as Louis Vuitton, Baccarat, Rosenthal, Petite Friture and Carwan.

The granddaughter of a wool refiner from Rabat, Morocco, Marie-Victoire grew up between Berlin, Paris and Rome in an environment inspired by arts and crafts. She loves exploring and gathering inspiration and craftsmanship from different creative worlds, thus enriching her cosmopolitan style. In 2016, she opened her own design studio to create furniture and objects, bringing together contemporary design and arts and crafts techniques.

> www.mvwinckler.com

Highlights from our Partners

Elodie Blanchard: Fabrications

Award-winning French artist and designer Elodie Blanchard brings her signature vision and playfulness to the FIAF Gallery this spring with a special exhibition featuring four unique projects created with a wide range of textiles and stitching techniques, in collaboration with WantedDesign, as part of NYCxDESIGN. Blanchard will lead two interactive workshops for families on Sat, May 4 & Sat, Jun 1 at 11:30am. where kids will be invited to use recycled materials and threads to form their own colorful masks.

Elodie Blanchard is an artist working at the intersection of fiber art, performance, and design. Known for her textile designs, large-scale fiber sculptures and installations, and costume-driven performances, Blanchard uses humor and joy in complex and surprising ways, inviting the viewer to participate in a serious kind of play.

French Institute Alliance Française (FIAF)
22 East 60th Street NY 10022
Exhibition: Wednesday, May 1– Saturday, June 1
Opening: Wed, May 1, 6:30–8:30pm
Workshop for families: Sat, May 4 & Sat,
Jun 1 from 11:30am–1pm

Ateliernovo

The Ateliernovo popup store will showcase the savoir-faire of French artisans and artists beyond their home market featuring one-of-a-kind or limited-edition decorative pieces and accessories that bring a unique touch to living spaces: Home Décor, Wall Art, Fashion, Kitchen and Dining, Furniture, Kids Corner.

Ateliernovo offers a curated selection of exceptional French homeware, gifts and artwork that celebrate materials, excellence in craftsmanship, and manufacturing traditions.

May 8 to May 24, 2019
96 Grand Street, New York, NY

Smarin

Smarin presents a transdisciplinary performance for Wanted Design's 2019 Opening Celebration Party in Brooklyn. The Bounce Station is a choreographed exhibition of 30 sChaises and a tutorial video inviting the visitors to freely experiment the bouncing sChaise and be initiated to a choreography easy to perform. Every afternoon, live performances will be presented by the team.

Smarin is a French design studio founded in 2013 by Stephanie Marín. The sChaise is the latest proposal of smarin among Therapeutic Objects and displays through Mechanics using good practice will lead us to develop a conscious state of awareness and well-being.

Open Celebration Party Bounce Station
Live featuring Cyril Atef aka PAPATEF
Wednesday, 15 May, 5 :30 am–6 :30 pm

During Wanted Design
The Bounce Station
Everyday 2:00 – 5 :00pm

Wanted Design Brooklyn Kids workshops
Saturday 18 May, 5:00–6 :00 PM

Sponsors and Partners

CLÉMENT SULLIVAN (ENSCI-LES ATELIERS/ALESSI)



WantedDesign Brooklyn (May 16-20)
Industry City - 274 36th St, Brooklyn, NY

WantedDesign Manhattan (May 18-21)
Terminal Stores, 269 11th Avenue, NY

**[WANTED
DESIGN]**



CULTURAL SERVICES
FRENCH EMBASSY
IN THE UNITED STATES

**OUI
DESIGN**

Oui Design is a program created by the Cultural Services of the French Embassy and its partner FACE Foundation, in order to foster creative exchange in design between France and the U.S.



**INSTITUT
FRANÇAIS**



CHANEL
FUND FOR WOMEN
IN THE ARTS & CULTURE



**NYC
DESIGN**

Oui Design is supported by Institut français-Paris, the French Ministry of Culture, FACE Foundation, the Florence Gould Foundation. Additional support for women artists has been provided by CHANEL Fund for Women in the Arts and Culture. Additional support for WantedDesign projects has been provided by XL Airways. Oui Design logo by Antoine et Manuel.

Partners: Industry City, Wanted Design, NYCxDESIGN, Eyes on Talent, Ecole Nationale Supérieure des Arts Décoratifs (EnsAD), Ecole nationale supérieure de création industrielle (ENSCI - Les Ateliers), Strate School of Design, Ecole Boullé, Alessi, International Glass Art Center (CIAV), Neal Feay, Procédés Chanel, Corning Museum of Glass, Glass Lab, FIAF, Ateliernovo, and Smarin.

COVER: ELYSE GRAHAM + CIAV

