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French Design in NYC
May 10–23, 2018

OUI DESIGN aims to foster creative exchange in design between France and the U.S. It is the first program initiated by the French Embassy and FACE Foundation to support fruitful and durable partnerships between design professionals on both sides of the Atlantic. Through a diverse program comprised of exhibitions, workshops and talks during NYCxDESIGN, New York City's official city-wide celebration of design (May 11-23, 2018), Oui Design features collaborative projects exploring new modes of production at the intersection of design, art, and crafts.

François Azambourg and Douglas Vase 10th Anniversary

WantedDesign Brooklyn

May 17 – 21, 2018

The *Douglas Vase* is a series of blown glass created by French designer François Azambourg in 2007, in collaboration with the International Glass Art Center (CIAV) in Meisenthal, France. During his research, Azambourg focused on revolutionizing the mold, a key tool for serial vase production. After testing various wood species, Azambourg found the softwood Douglas Fir, and instantly associated its outstanding shaping capability with his project. With the unique surface texture and the inventive spirit embedded in the creative process, the Douglas Vase marked a significant stage of François Azambourg's career, and the pioneering position of the CIAV.

In celebration of the Douglas Vase's 10th anniversary, François Azambourg and the glassmakers from Meisenthal decided to revisit the Douglas Glass Series, and produced more than 200 unique pieces and glassware sets in France in 2017. In New York, they will collaborate with glassmaker and designer Leo Tecosky and the Brooklyn Glass studio to create a new series on the Douglas Vase. The resulting pieces will be displayed at WantedDesign Brooklyn, along with the original series produced at CIAV and documentation about the process.

May 15, 1-4pm: Demonstration by François Azambourg and the Brooklyn Glass studio.
Brooklyn Glass, 142 13th St, Brooklyn.

May 17-21: Exhibition at WantedDesign Brooklyn, Industry City Sunset Park, 274 36th St, Brooklyn.

Daily Connection, a Conscious Design Project with EnsAD School

WantedDesign Brooklyn

May 17-21, 2018

For 250 years, EnsAD (French National School of Decorative Arts) has discovered and cultivated a myriad of unique talents in France. As part of its ongoing project Bamboo for Paris, ten students participated in a workshop on the promotion of bamboo as an eco-friendly material of the future. The program took place in 2017 at the Domaine de Boisbuchet, a research and design center based in the southwest of France. Established by French designer Alexander von Vegesack in 1986, Boisbuchet invites the most inspiring architects and designers from all over the world to lead workshops every year. Surrounded by inspiring architectures in natural settings, the EnsAD students created objects and models with bamboos that can be reproduced on an industrial scale. Their works are presented at WantedDesign Brooklyn, as part of the *Conscious Design* exhibition.

This project is conceived by EnsAD V.I.E Studio (Vegetal/Imagination/Economy).

May 17-21: Exhibition at WantedDesign Brooklyn, Industry City, 274 36th St, Brooklyn.



Akari Unfolded: A Collection by YMER&MALTA

The Noguchi Museum

Through January 27, 2019

Inspired by traditional manufacturing methods of Japanese Gifu lanterns, Isamu Noguchi sculpted the first of his lamps with washi paper and bamboo frames in 1951. He named these works "Akari," a Japanese term referring to both illumination and weightlessness. To honor the creative spirit of this iconic design, The Noguchi Museum organizes a series of exhibitions devoted to Akari light sculptures.

Within such a framework, Akari Unfolded: A Collection by YMER & MALTA presents a selection of 26 lamps created by the leading French design studio, founded and led by Valérie Maltaverne. In collaboration with six designers, YMER&MALTA seeks to produce and showcase the works that combine traditional savoir faire with contemporary sensibilities. The resulting designs resonate with Noguchi's legacy, not only in the visual forms, but also in their capability to transform the environment and to transcend the boundaries between crafts and new technologies. The project is curated by Dakin Hart, Senior Curator at The Noguchi Museum.

May 11, 6PM: Tour guided by Valérie Maltaverne and Dakin Hart at The Noguchi Museum, followed by a cocktail reception. The Noguchi Museum, 9-01 33rd Rd, Queens, NY.





Mural by Camille Walala at Industry City

WantedDesign Brooklyn
Inagural event May 17-21, 2018

Commissioned by WantedDesign, as part of Oui Design, Camille Walala will create a permanent monolithic mural for the facade of a prominent but aesthetically neglected building in Industry City, Sunset Park. It will be both the biggest commission she has undertaken in New York, and the largest facade she has reinvented anywhere. The completed work will be unveiled during NYCxDESIGN, May 17-21.

A purveyor of positivity, Camille Walala creates with vibrant colors and bold patterns. From micro to macro scale, her work harnesses optimistic typography and exuberant geometries to activate environments that stimulate the senses and inspire joy. A graduate in Textile Design from the University of Brighton, she launched her eponymous fashion and textiles brand in 2009. As her signature "tribal pop" style gathered widespread attention in the field of interior design, she began to create large-scale public art and initiate high-profile collaborations with international brands and publications.

BEGINNING MAY 17: Permanent mural on view at Industry City, 274 36th St, Brooklyn.

MAY 21, 12:30PM: Talk with Camille Walala. WantedDesign Manhattan, Terminal Stores, 269, 11th Ave, NY.

Design Schools Workshop: Investigating the Modern Heirloom

WantedDesign Brooklyn
May 17-21, 2018

Every May, WantedDesign brings a group of students from International design schools together to participate in the WantedDesign Design Schools Workshop, presented with Core 77. Conceived as a collaborative activity rather than a competition, teams are composed of students from different schools and backgrounds. The 2018 edition is the largest one to date with seven participating schools from around the world. Participants include Art Center College of Design, Pratt Institute and Appalachian State University from the US, Centro from Mexico, Strate School of Design from France, the Strzemiński Academy of Art Łódź from Poland and Aalto University from Finland. Art Center College of Design's Professor of Environmental Design, James Meraz and Faculty Chiara Ferrari will lead the workshop: Investigating the Modern Heirloom. The selected finalists will present their concepts to a jury of prominent design professionals at WantedDesign Manhattan.

May 22, 11AM-1PM: Public presentation at WantedDesign Manhattan, The Terminal Stores Building, 269 11th Ave, NY.

COULEUR: Pernelle Poyet, Julie Richoz & Ionna Vautrin

WantedDesign Brooklyn

May 17-21, 2018

For Oui Design 2018, Odile Hainaut and Claire Pijoulat, cofounders of WantedDesign, curate an exhibition featuring three French designers Ionna Vautrin, Julie Richoz, and Pernelle Poyet. This show seeks to illustrate the crucial role of color in design, and propose an original and inspiring "palette" with a selection of relevant artworks.

Throughout the creative process, color functions as a versatile and distinctive language for design, a sensible and emotional tool. Every subtle nuance of colors serves to define a shape, highlight a contour, transform a mood or transmit a message. While artists apply different colors to various materials and textures, the conceptualization of design is closely related to color arrangement. Therefore, the exhibition will provide viewers with a unique opportunity to discover French rising talents and their sensible exploration of color.

Ionna Vautrin graduated from l'Ecole de Design Nantes Atlantique in 2002 and has worked for Camper (Spain), George J. Sowden (Italy) and Ronan & Erwan Bouroullec (France). In 2010, she won the Grand prix de la création de la mairie de Paris and opened her own studio. She has collaborated with Foscarini, Moustache, Kvadrat, Christian Dior, Sancal, Lexon, Serralunga, SNCF, and JCDecaux.

Graduated from University of Art and Design ECAL (Lausanne, Switzerland), **Julie Richoz** won the Grand Jury Prize of the Design Parade at the Villa Noailles (Hyères, France) and opened her design studio in Paris, in 2012. Her residency at the International Center for Glass and Plastic Arts (CIRVA) in Marseille (France), resulted in a solo traveling exhibition in France and Germany.

Pernelle Poyet graduated from l'Ecole nationale supérieure de création industrielle (ENSCI) in 2015, and won the Grand Jury Prize and the Audience Prize of the Design Parade at the Villa Noailles (Hyères, France) with her graduation project Alphabet in 2016. In partnership with the Villa Noailles, she worked at CIRVA (International Center for Glass and Plastic Arts) and produced a series of vases.

May 17-21: Exhibition at WantedDesign Brooklyn, Industry City, 274 36th St, Brooklyn.





Satellite Events

La French Tech at MoMA

MoMA Design Store Midtown & Soho
May 10-28, 2018

This spring in conjunction with NYCxDesign, New York City's annual celebration of design, MoMA Design Store will shine a spotlight on the dynamic French tech startup scene. Emmanuel Plat, Director of Merchandising for MoMA Retail, and his team collaborated with La French Tech, an innovative public policy initiative that has fostered the booming French startup community, to select over twenty of the country's most innovative new technology products. The full collection will go on view and be available for sale starting May 10 at the store's Soho and Midtown locations as well as online at store.moma.org.

MoMA Design Store Midtown, 44 W 53rd St, New York
MoMA Design Store Soho, 81 Spring St, New York

Icons of French Design

International Contemporary Furniture Fair (ICFF)
May 20-23, 2018

"NO TASTE FOR BAD TASTE, so Starck, so Bouroullec... so le French Design" presents 40 masterpieces of the 21st century in a poetic scenography by Jean-Charles de Castelbajac. Organized by the VIA (Valorization of Innovation in Furnishing), in collaboration with Institut français-Paris, the exhibition celebrates VIA's 40 years of dedication to tomorrow's design. New York will be the sixth stop of its worldwide tour, after Milano, Venice, Montreal, Miami and Los Angeles.

Forty international figures from the art world—including Christian Liaigre, Pierre Yovanovitch, Paola Antonelli, Chantal Thomass, Gunjan Gupta and many more—were interviewed to define the essence of le French Design. Ten values emerged in the discussions: *Art de Vivre*, *Panache*, *Elegance and a Hint of Luxury*, *Audacity*, *Cultural Openness*, *Heritage*, *Balance*, *Creativity and Industry*, *Savoir-Faire*, and *Sustainable Innovation*. These then became the guiding principles for selecting the 40 iconic 21st century lifestyle showpieces.

MAY 20-23: Exhibition at ICFF, Jacob K. Javits Convention Center, 655 W. 34th St, New York.

MAY 21, 12PM: Talk "What is so special about French Design?" moderated by Glenn Adamson.

MAY 22, 12PM: Talk "From Fashion to Design, is there a French Touch?" moderated by Emily Orr.

ACCESS: Trade only: May 20-22. Trade and general public: May 23, 10AM-4PM.

Oui Design is a program of the Cultural Services of the French Embassy.



PARTNERS

Brooklyn Glass
Ecole Nationale Supérieure des Arts Décoratifs (EnsAD)
Domaine de Boisbuchet
Industry City
International Contemporary Furniture Fair (ICFF)
International Glass Art Center (CIAV)
International Research Center on Glass & Visual Arts (CIRVA)
The Noguchi Museum
NYCxDESIGN
Valorization of Innovation in Furnishing (VIA)
Villa Noailles
Sèvres - Cité de la Céramique
WantedDesign

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SPONSORS

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Van Cleef & Arpels

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