

# Call for projects

## Biennale Internationale Design Saint-Étienne 2019 European Higher Schools of Art and Design in relation to China

The 2019 Biennale will reflect on the general public reality of design. How can design reach the larger audience by making technology accessible? How does design take up local culture and practices and transform them into creations, products, services, systems? In parallel with this theme, China is invited to deploy the present and the future of its design production in several exhibitions, including the one held by ESADSE.

### **GUEST OF HONOUR: CHINA**

Chinese production has had a lasting impact on Western countries' relationship with consumer goods over the past two decades, bringing mass design, based on productive efficiency and standardization.

Today, this great country wants end this model and take up the challenge of a design of quality as well as quantity, in order to extend its world economic influence to the cultural field. In this context, a proactive policy for the development of design courses has been put in place and our institutions that have been welcoming Chinese students for several decades, have been fully involved in it.

French and European design schools have trained several generations of Chinese designers, some of those becoming trainers back in their country.

Today, the ambition of an equal dialogue between our institutions and our cultures has become a reality: magnificent art and/or design schools deploy impressive creative training dynamics throughout China. In fashion, objects, interior design, graphics, digital area a new Chinese design employs cultural heritage data and participates in the creation of a new Chinese identity, both millenary and futuristic.

### **CALL FOR PROJECTS**

We propose to the French and European schools to highlight their collaborations with China and their contribution to the emergence of a contemporary design, in which the mutual influence of the two cultures would give rise to a Third Way. How is Chinese culture inspired by our practices? How do our practices influence contemporary Chinese design?

These questions raise by incidence the problem of traditional know-

how in industrial production, the forms of luxury, the place of history, philosophy or religion in design, the question of cultural mixing in industrial production. But also the question of diversion and imitation.

## WHO?

Select achievements that fit into this “Third Way”, produced:

- in collective workshops in partnership with Chinese schools,
- by your current or former Chinese students during their studies in France or Europe,
- in the overseas campuses of French and European schools in China.

## WHAT?

European Higher Schools of Art and Design who have run projets with China

All design fields are concerned. Priority will be given to series on the same theme, the stories that accompany a collective process, the subjects related to the meeting and mixing of cultures, methods and thoughts. We expect projects created between 2016 and 2019.

## WHERE?

The schools' projects will be grouped together within the Biennale 2019, on the “Manufacture” site, in a 500 m<sup>2</sup> exhibition space adjacent to the “China, guest of honour” exhibition.

## HOW ?

### Production

- > At the expense of the partner school: production, transportation, insurance of the works.

The installation depends on the nature of the works: installed by the Biennale or by the author according to its complexity. Under no circumstances will the Biennale cover the technical installation costs. Audio-visual material will be provided according to the availability.

- > At the Biennale's expense: scenography, maintenance, guarding and one invitation by Partner School for the vernissage.

The technical specifications and the precise timetable will be communicated later.

## Selection stages and calendar

### > Stage 1 (before 2 July 2018): expression of interest

- school fact sheet: name, e-mail address of the school contact person (to be downloaded from [www.esadse.fr/biennale2019](http://www.esadse.fr/biennale2019))
- duly completed project form (to be downloaded)

Thank you for grouping together all your school's submissions.

***Replies from the Biennale Committee on this pre-registration will be sent by the 20 July 2018***

### > Stage 2 (before 22 October 2018): finalised file on pre-selected projects:

- a registration form, signed by the referent and the person in charge of the establishment (to be downloaded from [www.esadse.fr/biennale2019](http://www.esadse.fr/biennale2019))
- a descriptive note of the project/piece (pdf : 2 pages maxi)
- technical sheet, with dimensions, weight, materials ... (to be downloaded from [www.esadse.fr/biennale2019](http://www.esadse.fr/biennale2019))
- visual materials: sketches, drawings, photographs, 3D, any support allowing to understand the artistic issues of the proposed project, and to promote the project (visuals and supports free of rights, legends with mention of the author ©).

***Replies on the final selection of the Biennale Committee will be sent by November 30, 2018***

***Delivery of the selected projects in Saint-Etienne: February 2019***

Please regroup your institution proposals.

Project proposals language: French or English

To be sent by e-mail to the following address: [biennale2019@esadse.fr](mailto:biennale2019@esadse.fr)

For more information: [relationsexterieures@esadse.fr](mailto:relationsexterieures@esadse.fr)