

FRENCH DESIGN BY VIA LAUNCHES

Le FD100

100 DESIGNER AND INTERIOR DESIGNERS WHO ARE SHARING LE FRENCH DESIGN AROUND THE WORLD

A project supported by **PHILIPPE STARCK**, sponsor of Le FD100

Beginning January 16th, 2019

“France is a crossroads of paths running through Europe with an enriching potential for fertile sediments.

But it is just a crossroads. Don't expect delirious extravagances or a Calvinist-style austerity. France is a land of digestion, of reflection and of weighing in.

This permanent weighing in calls for rigor plus a talent for being both critical and self-critical that propels the European creator in France to perpetually seek quality and timelessness.

Ultimately, we are not as bad as we believe or as funny as we are seen to be.

The success of this unique alchemy gives us the right to be pretentious, or some may say ambitious, according to one's interpretation.”

Philippe Starck

WHAT IS Le FD100 LIST?

In January, VIA launches Le FD100, a list of 100 designers and interior designers who are sharing Le French Design around the world. This list is not a ranking but rather a **photograph of French creation** at a given moment: it includes the country's leading names as well as its most promising profiles and stars of tomorrow. All convey **the essential values of le French Design**: art de vivre, creativity and industry, elegance and a touch of luxury, sustainable innovation, audacity, savoir-faire, balance, heritage, cultural openness and panache.

WHY THIS LIST?

Le FD100 is a reward but it is also a responsibility.

The jury particularly noted a certain elegance, audacity and sense of balance when studying the 500 projects proposed.

These values are nourished by our history, trained in our schools and accompanied by our craftsmen and manufacturers. But they must also be expanded in a design world without borders.

To accompany this development and travel without cutting us off from our roots, le FD100 will be a reference point that gives an ongoing image of le French design and its evolutions as seen internationally. Once the list of those selected has been published in numerous countries and languages, various gallery and online exhibitions will be held. On January 16, 2019, the day the prizes will be awarded, an online data base will open that presents each project and shares a vision of design throughout the world.

This collective representation is made up of French designers, some who have long been ex-patriots, as well as foreigners who have moved to France because of their empathy with our values. It champions an attachment to quality in creation for a world that will be better conceived, more ethical and responsible and that counts on the strength and emulation of a community for sustainable innovation ...

*“The French Touch means the audacity to welcome talents from abroad”
Christian Blanckaert, former Director of Hermès International and a member
of the think tank of 40 well-known personalities brought together by VIA*

A PRESTIGIOUS, INTERNATIONAL JURY

VIA launched a call for applications that was open until September 17, 2018. Over 170 projects were received and shown to a jury made up of directors of public institutions, curators, gallery owners and prestigious well-known personalities in the international design field.

LIST OF JURY MEMBERS:

Agnès KWEK

Jury President
DesignSingapore Council Ambassador
(Singapore)

Christopher TURNER

Keeper of Design, Architecture and
Digital, V&A Museum (London)

Alain DUFOUR

Secretary-General, World
Sustainable Design
Framework/Design Summit
(Montreal)

Jochen EISENBRAND

Chief curator, Vitra Design Museum
(Weil Am Reihl, Germany)

Cristina GRAJALES

Founder of Cristina
Grajales Gallery
(New York)

Miryon KO

Executive Officer Communications &
Programs, 21_21 Design Sight
(Tokyo)

Cherine MAGRABI

Curator and founder of House of Today
(Beirut)

Anthony MOREY

Executive Director and Curator,
a+d Museum (Los Angeles)

Suvi SALONIEMI

Chief Curator, Design Museum
(Helsinki)

Maria WETTERGREN

Founder of Maria
Wettergren
Gallery (Paris)

Ikko YOKOYAMA

Acting Lead Curator, Design and
Architecture,
M+ museum for visual culture
(Hong Kong)

The jury met in Paris on November 6th, 2018 to deliberate and establish **the prestigious list that will be introduced to the public on January 16th, 2019 at Paris' Musée des Arts Décoratifs in the presence of Philippe Starck.**

“By training so many people in these professions, there is ultimately a strength, an energy and an army of French designers”

Patrick Jouin, designer

THE MAJOR DIRECTIONS OF THE SELECTION

The list, an indicator of the reality of creation and the porosity between its different fields, is a balanced breakdown between architects, product designers and interior designers. 50 years of French creation are thus represented from studios created in the 1970s to new ones created within the last 1 to 3 years.

Le FD100 incarnates an area that is increasingly invested by women who make up almost 40% of the selection.

Finally, le French Design also owes its prestige to designers spread over an area at different scales: 15% are based in the Paris region and 20% have their main offices abroad.

Projects, projects, projects ...

From a luxury hotel in Sri Lanka to a restaurant in Tbilissi, Georgia or a wine cellar along the banks of the Douro River in Portugal, from a company headquarters in the City of London to a museum in New Delhi, from the interior design of an ocean liner, yacht or private jet to a hair salon in New York, from handmade furniture for a hotel in Nigeria to the conception of an innovative neighborhood in Shanghai, from ethical preoccupations in Thailand to monumental installations in Kazakhstan, from renovations of apartment buildings in Warsaw to urban furniture in Miami, from a shopping mall in Stockholm to a casino in Macao, from a collection of furniture for co-working in Turkey to a gigantic alabaster table delivered to California ... every project bears witness to the imagination, intellectual flexibility and desire to share ... and thus create a better, more sustainable world, since they have been ... “designed” better.

Jean-Paul Bath, VIA CEO

“Behind each realization is a woman, man or team who has also been nourished by our roots and history, trained in our schools, accompanied by our craftsmen and manufacturers.”

Bernard Reybier, CEO of Fermob and President of VIA.

LE FRENCH DESIGN BY VIA, THE FIRST FRENCH DESIGN PLATFORM FOR ENCOUNTERS, TRENDS AND EXHIBITIONS

For almost 40 years, le French Design has been imagining tomorrow's french *art de vivre* for generations that are always more connected, nomadic and seeking sense and emotions, but which must also be more frugal and eco-conscious.

The mission of the VIA association (Valorisation de l'Innovation dans l'Ameublement-Promotion of Innovation in Furniture Design), created in 1979 by CODIFAB (Committee for Development of the French Furniture and Wood Industries) and France's Ministry of Industry is to develop and promote creation and innovation in furniture, decoration and layout of private and urban spaces in France and internationally in an open, worldwide market with a 7% annual growth.

Through “le French Design”, VIA wishes to give an international readability and visibility to an eco-system nourished by France thanks to its schools, designers, skilled craftsmen, industrial savoir-faire and cultural heritage.

Being at once the definition, standard bearer, home to tribes of professionals and non-professionals plus incorporating exhibitions, films, conferences, values and prospective reflections, French Design by VIA inspires and opens up to the world.

Le FD100 in numbers

174 candidates from design studios
with a total of over 1500 employees
and 200 million euros in fees

350 finalized or currently-being-finalized design projects,
330 of them in interior design
in over 50 countries

International recognition with
302 exhibitions
127 prizes
904 publications



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