

Press Kit



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Du Sens dans l'Utile

An enlightened dialogue between production and creation.

A Commitment

Du Sens dans l'Utile is first of all the result of the commitment of a woman of passion and conviction: Françoise Darmon. Pioneer in design, she has been campaigning for 30 years to defend creation in the production process. Her reflection and work aim to promote an enlightened dialogue between two actors : business leaders and designers ; creators of economic wealth on the one hand and creators of cultural wealth on the other.

Her in-depth knowledge of the company, her privileged relationship with the greatest designers and the numerous projects that she was able to accompany within the agency Creative Agent Consultants (created in 1984), offer a sharp eye and an expertise regarding the creation process of the objects of our environment.

A vision

Françoise Darmon considers design as a lever of competitiveness. She also believes in the social and cultural role of companies. Companies shape the immediate environment.

Working to reconcile business leaders - confronted with industrial and financial constraints - and designers - able to “think differently” when it comes to objects- she underlines the fundamental question of meaning in the production process. On the basis of this conjunction of two requirements and languages, she published in 1992 a first edition of ***Du Sens dans l’Utile***. Today she presents eight examples of companies that have taken up the challenge to her thinking by integrating the new constraints arising from the revolutions of the 21st century.

An ambition: from producing "more" to producing "better and less"

Our era is characterized by the development of digital and social networks, the appearance of smart and connected objects, new issues raised by eco-responsibility, protection of nature and globalization.

In a world of overconsumption, production processes have become a gigantic machine producing an ever-increasing number of “objects/waste” becoming less sustainable. If the use value remains essential, it is urgent to ask the question “*Du Sens dans l’Utile*” and to bring back the human being to the center. However, a language of objects remains. Design – as a reflection or revelation of identities – is not an isolated action, it is the manifestation of a thought, of a reflection on the world of today.

Design, at the heart of the strategy of the eight companies presented in *Du Sens dans l’Utile*

Creating the objects of our environment is not a trivial act. Humankind has always been accompanied by objects, be they monuments in a city, furniture in the home, clothing, or the tools required for everyday life. And these have always changed with advances, civilizations and cultures.

The eight companies presented have a value of exemplarity and pedagogy for companies dealing with innovation issues. How have the upheavals of the present world - societal, technological, economic - have led entrepreneurs to rethink their activity? How are they confronted with creators to meet the challenges of digital and eco-responsibility? How do they organize themselves to create smart and innovative products to differentiate, gain competitiveness and improve profitability? *Du Sens dans l’Utile* answers to these questions interviewing actors involved in some of the most beautiful projects of the last years. Business leaders and designers expose their vision and the story of a production carried out in common.

Françoise Darmon

Consultant in Design, Teacher,

Founder in 1984 of the agency Creative Agent Consultants, Françoise Darmon devoted her professional life of consultant to the promotion of creation and design as an essential factor of competitiveness in the company. As such, she has been involved with numerous projects on behalf of leading companies. In 1992, she published a first book on the contribution of design to the industrial world. She was the originator of the legendary television series Stories of Objects, composed of five documentaries on design, co-produced and edited by the Center Pompidou (1995-2000). The DVD co-produced by TF1 Vidéo and the CNDP-Ministry of National Education includes the small stories teaching bonus. Françoise Darmon has been working for several years to pass on her expertise to the managers of tomorrow in large schools. Françoise Darmon is the author of a program of continuing education and intervening at the ESCP from 1985 to 1993. She creates in 2012 the Ateliers Design Du Sens in the Utile at the University Paris Dauphine. She has been teaching design for five years, as part of the Master Luxe program led by Denis Darpy, a university professor. Françoise Darmon, a committed sponsor, collaborated in the creation of the French design collection at the Israel Museum, Jerusalem in 1993. A member of ADIAF, she participated in the Marcel Duchamp Prize selection committee in 2017; President of the Friends of the Palais de Tokyo Discovery Award from 2011 to 2015. She is a member of the Friends of the Guerlain Foundation and a member of the GAD - Acquisition Group for the design of the MNAM-Center Pompidou.

In collaboration with

Mélina Gazsi, journalist and author,

Dominique Paulvé, journalist and writer,

Sophie Tasma-Anargyros, journalist, writer and writer.

Summary

JCDecaux-Aurel design urbain

Jean-Claude Decaux, founder-Philippe Starck

Fondation d'entreprise Galeries Lafayette-Rem Koolhaas

Galeries Lafayette, Berlin-Jean Nouvel

L'Oréal Luxe-Viktor&Rolf

Saint-Gobain-les Sismo

Renault-Laurens van den Acker-Ross Lovegrove

Nouveaux commanditaires-Fondation de France-matali crasset.

JCDecaux

Creator of the objects in our environment

JCDecaux – Caterina & Marc Aurel

A bus shelter that prefigures the smart city

JCDecaux

JCDecaux company, which was founded by Jean-Claude Decaux in 1964, is now led by his three sons and has become an international group with offices in 76 countries, the leading company in the world in outdoor advertising. Design plays a central role in the strategy, it is the cornerstone of the group development.

Sales revenue (2016) : 3.39 billion euros with 3 to 4% devoted to Research and Development

Jean-Charles Decaux

Chairman of the board of directors and co-EO of JCDecaux

« Design is the primary common denominator of our products throughout the world »

To make cities more connected, more convivial and more sustainable, without losing sight of the central element of the city: the inhabitant. The new generation at JCDecaux sees street furniture in terms of modernity, environmental impact, accessibility and design.

Sylvain Larray

Director for Graphic, Digital and Asset Design from 1998 to 2016, discusses design and the creation of Marc Aurel's street furniture.

« The collaboration with the designers Marc and Caterina Aurel combined modernity with references to the past. »

A new design always has to conform to our vision of street furniture, with a stylish appearance and robust construction, in accordance with quality and environmental design standards.

Caterina & Marc Aurel

Designers, co-founders of Aurel Design Urbain

« Combining usefulness with the elegance that is at the heart of all our creations »

Designers and co-founders of Aurel Design Urbain

Designing street furniture is at the intersection of industry and design, between the hand, expertise and thought. We felt this need to humanize the public realm.

Aurel Design Urbain

Caterina and Marc Aurel have shared a vision of the city and of public space, enriched with their experiences in the fields of design, lighting, town planning and architecture.

Combining their experiences and their approaches, they have forged a collaboration that transcends the divides between architecture, town planning and design, to develop a unique vision of—and language about—the city.

JCDecaux – Philippe Starck

The Tournesol street light : object by night, sculpture by day

Jean-Claude Decaux

Founder and honorary president of JCDecaux

« I like designers who draw their products themselves »

Jean-Claude Decaux, entrepreneur, creator of the bus shelter, a marketing tool, is inseparable from the history of his company. He thus developed a unique creative approach for his street furniture, based on collaboration with the greatest European designers and architects. His main objective was to fill the longstanding void that has existed in lighting since the street light designed by Jacques Ignace Hittorff.

Philippe Starck

Creator, designer and architect Designer of the “Tournesol” street light, emblem of the street furniture collection

« I work through a sort of rational intuition »

Philippe Starck's theory concerning the disappearance of objects and Jean-Claude Decaux's innovative concept of mobility led to the pivoting street light, which is an object by night and a sculpture by day, and emblem of the collection.

This tireless, rebellious citizen of the world sees it as his duty to share his ethical and subversive vision of a fairer planet, and creates unconventional places and objects whose aim is to be “good” before being beautiful. His deep understanding of contemporary mutations, his determination to change the world, his early concern for environmental impact, his love of ideas, his determination to defend the intelligence of the useful—and the usefulness of intelligence—have led him from iconic creation to iconic creation.

Fondation d'entreprise Galeries Lafayette - Rem Koolhaas

A tower for art : an interdisciplinary structure and production support

Guillaume Houzé

President of Lafayette Anticipations – Fondation d'Entreprise Galeries Lafayette

« Giving artists the time and support they need »

Historically, art and culture have always been part of the Galeries Lafayette Group's DNA. The creation of the Fondation Galeries Lafayette is a reminder of how important links with artists have been in the company's strategy and identity. According to Guillaume Houzé, Rem Koolhaas is "one of the most important thinkers of urbanism in the past 30 years," a world-famous architect and theoretician, and was the obvious choice to collaborate with on this project and propose an interdisciplinary place of freedom for creating and producing art.

Rem Koolhaas

Architect, founder of the agencies OMA and AMO

« The Foundation, a hybrid space, a curatorial machine, a "tower for art" »

We shifted our attention to an exploration of centrality, its influence on the surrounding spaces, and to the potential that this centrality offered them

Lafayette Anticipations –Fondation d'Entreprise Galeries Lafayette

Created in 2013 by the Galeries Lafayette group on the initiative of Guillaume Houzé, Lafayette Anticipations-Fondation d'Entreprise Galeries Lafayette supports contemporary artists and designers. It is based in the Marais neighborhood of Paris, in a 19th-century industrial building covering 2,000 square meters refurbished by Rem Koolhaas and his agency OMA (Office for Metropolitan Architecture). When it opens in autumn 2017 it will be the first multi-disciplinary center of its kind in France.

Rem Koolhaas

Rem Koolhaas founded OMA in 1975. In 2000, he was awarded the Pritzker Prize for his career in architecture. He worked for a while as a journalist and scriptwriter, writing has occupied a central role in his architectural practice. He has written a number of key publications: *Delirious New York* in 1978 and *S,M,L,XL* in 1995, a 1,200-page synthesis of the work of OMA.

Galleries Lafayette, Berlin – Jean Nouvel

Transparency and cones represent the essence of the department store

Georges Meyer

President and CEO of the Galleries Lafayette (1964–1998)

« We have a clear vision of the department store »

The Galleries Lafayette participated in a prestigious international competition launched on April 14, 1991 for an extraordinary site—Friedrichstrasse in former East Berlin, nicknamed “the ray of light ». Its president, Georges Meyer called Jean Nouvel to participate in this project. For the president, Georges Meyer, Jean Nouvel’s very innovative concept, with its central idea of transparency and cones, a reference to Ferdinand Chanut’s cupola, encapsulates the essence of the project.

Jean Nouvel

Architect

« The first spark in the revival of Friedrichstrasse »

For Jean Nouvel, the construction of a department store on a major artery had to be an event and an attraction. “Halfway between abstraction and figuration, artificial and natural light, we want to create an interplay, a subtle, seductive decorative setting that explores the revealed and the hidden, darkness and light, the intelligible and the sensitive.”

Galleries Lafayette Group

A leader in city center retail and a fashion specialist, the Galleries Lafayette Group is a private, family retail group, heir to 120 years of history in retail and distribution.

A key player committed to creation and a major private employer in France with 57 stores in France, 4 abroad, 5 outlets and 4 Le Gourmet, 4.6 million visitors online, 3.8 billion euros retail sales, 280 shops and 14,000 employees,

Jean Nouvel

Jean Nouvel opened his first firm in 1970. His views and commitment to the insertion of architecture in the urban context and the endlessly renewed originality of his projects throughout the world have helped to forge his international image. Recognition of his work has been reflected in numerous prizes both in France and abroad, including the prestigious Pritzker Prize, which he was awarded in 2008.

L'Oréal Luxe – Viktor&Rolf

Conceptual glamour by fragrance artists

Guillaume de Lesquen

International General Manager—Designer Brands Fragrances—President Worldwide Ralph Lauren—L'Oréal Luxe

« We are driven by the idea of creating, inventing and reinventing »

In 2002, L'Oréal Luxe approached the designers Viktor&Rolf with a unique opportunity to make a dream come true: to imagine and create a perfume. The launch of Flowerbomb in 2005 marked the beginning of a long collaboration. L'Oréal provided the designers its expertise. The design work centered for the most part on sharing and interpreting the designers' concept.

Viktor Horsting & Rolf Snoeren

Fragrance artists

“Creating perfumes provides an incredible opportunity to express what we are: storytellers”

Viktor&Rolf provided their artistic vision of what a perfume should be. The words “detonators of ideas” then yielded a drawing and served as the prelude to the creation of a fragrance. They wanted to give their perfumes a strong identity, centered on the notion of “conceptual glamor.”

L'Oréal Luxe

L'Oréal Luxe division was created in 1964 with Lancôme. It is now composed of 20 brands. Commitments: improving the environmental and social impact of all our products by 2020: a commitment embodied by “Sharing Beauty with All”—Sustainable consumerism: innovation packs with rechargeable editions, reusable elements at points of sale, encouraging people to recycle, etc.—Supporting numerous initiatives, in particular: supporting local economies, providing access to drinking water, supporting initiatives in favor of women.

Sales revenues : 7,662 billion euros of turnover (2016) – No. 2 in the beauty market – More than 20,000 employees throughout the world.

Viktor&Rolf

Viktor&Rolf is the avant-garde luxury fashion house founded in 1993 by Dutch designers Viktor Horsting and Rolf Snoeren. Widely recognized and respected for its provocative Haute Couture and conceptual glamour, the house of Viktor&Rolf aspires to create spectacular beauty and unexpected elegance through an unconventional approach to fashion. Viktor&Rolf's luxury products include an addictive catalog of fragrances featuring worldwide bestsellers: Flowerbomb, Spicebomb and Bonbon, which are an integral part of the Viktor&Rolf fashion universe. The fragrances, along with Viktor&Rolf Vision, complement the brand's offering and are made possible by exclusive partnerships and innovative collaboration.

Saint-Gobain – les Sismo

Design and architecture to serve sensory experience and comfort

Didier Roux

Director of research, development and innovation at Saint-Gobain

« Technology must be invisible and must serve humankind »

On October 3, 2011, the Saint-Gobain Group opened the DomoLab in Aubervilliers, an educational space covering 1,000 square meters devoted to 350 years of technical and technological innovation. It aims to develop new relationships between the various protagonists of the housing sector.

Antoine Fenoglio and Frédéric Lecourt

Designers and co-founders of les Sismo design studio

« Dialog lies at the heart of creation »

les Sismo offers a universal language of the body to convey the primordial notion of the living space. They created a fluid, dreamlike interior dotted with evolving modules devoted to three major themes: feeling, understanding and innovating.

Saint Gobain

Saint-Gobain designs, produces and distributes materials and solutions intended for the wellbeing of each person and the future of all. These materials can be found everywhere in our homes and everyday lives: buildings, transportation and infrastructure, as well as numerous industrial applications. They offer comfort, performance and security while responding to the challenges of sustainable construction, efficient management of resources and climate change. The DomoLab, Saint-Gobain Group's first habitat innovation center, is a unique place that encourages exchange and dialog between key stakeholders in construction.

les Sismo

Antoine Fenoglio and Frédéric Lecourt, designers, entrepreneurs and exhibition curators, founded the independent design studio les Sismo in 1997. After operating as a duo for nearly 20 years, les Sismo decided to open up its creative approach to 20 employees—designers, engineers, architects and developers—in order to share as much as possible a collective and collaborative ethos and to continue to be perceptive explorers of the contemporary world.

Renault – Ross Lovegrove

The TWIN'Z concept car combines architecture, interior design, furniture design and electronics

Laurens van den Acker

Director of industrial design at Renault

“A company that does not make people dream has no future.”

He describes his role as that of “a conductor in charge of 500 musicians,” and is of the opinion that “success depends on the synergy with the decision-maker.” Since 2009 the Renault design department with Laurens van den Acker has been evolving toward a style with a human approach based on the idea of the cycle of life. He called Ross Lovegrove to conceive the Twin'Z concept car.

Anthony Lo

Vice president of exterior design— Renault Group

Renault has been building cars for over 118 years and has been one of the most innovative car companies in the world. Our mission is to create the best design with reference to the history of the brand and its cultural origin. The new design direction has played an important role in the business success of Renault Group.

Ross Lovegrove

Designer

« An organic conception of design, close to the environment and nature with advanced technologies and new materials »

For Ross Lovegrove, designing a car is the “ultimate test for a designer because it combines architecture, interior design, furniture design and electronics.”

Renault Group

Founded in 1898, Renault Group is composed of three complementary brands : Renault (no°1 French brand in the world), Dacia and Renault Samsung Motors. Four lines of development for the vehicles of tomorrow are defined : safety, on-board wellbeing, lower environmental impact and innovative mobility for all. The Renault-Nissan alliance is now the fourth automobile world group. Sales revenues : 45,327 million euros - 120,136 employees in 36 countries

Ross Lovegrove

Ross Lovegrove is a designer and visionary whose work is considered to be at the forefront of innovation. Inspired by the logic and beauty of nature, his designs embody a trinity between technology, material science and intelligent organic form, creating what many industrial leaders see as the new aesthetic expression for the 21st century. There is always a deeply human and resourceful approach embedded in his designs, which project an optimism, and innovative vitality in everything he touches, from cameras to cars or trains, from aviation to architecture.

Nouveaux commanditaires – Fondation de France – matali crasset L'école Le Blé en herbe de Trébedan (Britany) : a gobal educational, social, artistic and ecological project

Anastassia Makridou-Bretonneau

Mediator, Nouveaux commanditaires —Fondation de France for L'École Le Blé en herbe, Trébedan

« Bringing the village back to life through the school's primary mission of education »

The program gave Nolwenn Guillou and Valérie Ronsoux, teachers at the École Le Blé en herbe. It turned into the renovation of the school and the construction of an extension. The teachers brought together inhabitants, the school children's parents and the mayor to form a group of clients who, accompanied by Anastassia Makridou-Bretonneau, commissioned designer matali crasset to design an architectural project that took account of certain pedagogical, social, artistic and ecological considerations.

matali crasset

Industrial designer

« Revealing potential for being, acting and living together »

matali crasset opted for a transitional minimalist architecture by incorporating platform-tables into the existing structures. She proposed shared mixed-use spaces and small structures dubbed "extensions of generosity," open to all the inhabitants of Trébedan.

Nouveaux commanditaires — Fondation de France

The Fondation de France's Nouveaux commanditaires program enables citizens dealing with social issues or questions of land use to involve contemporary artists in their concerns through a commission. It is unique in that it brings together three key protagonists: the artist, the citizen as client and the cultural mediator, who are all supported by public and private partners brought together around the project.

matali crasset

matali crasset created her own company in the early 2000s where she develops scenography, furniture, architecture, graphic design projects. She sees design as a quest, working from a decentered position that enables her to impact everyday life while also projecting scenarios into the future.

Artistic direction: Philippe Apeloig

Born in 1962, Philippe Apeloig studied art in Paris. After two internships at Total Design in Amsterdam, he became a graphic designer at the Musée d'Orsay in 1985. In 1987, he went to work with April Greiman in Los Angeles. In 1993, he was a resident at the Villa Medici and designed characters there. From 1992 to 2003, he taught in Paris and then at the Cooper Union School of Art in New York. In 2013 and 2015, two major retrospectives were devoted to his work: "*Typorama*" at the Musée des Arts Décoratifs in Paris, accompanied by the publication of an eponymous book, and "*Using Type*" at the Stedelijk Museum in Amsterdam.

In 2017, he created the visual identity of Issey Miyake's new seasonal fragrances, and designs three compositions for ceramics from the Manufacture de Sèvres. He also created the logo of the Yves Saint Laurent Museum in Marrakech and the signage, in collaboration with Jean Nouvel, of the Louvre of Abu Dhabi. The Ginza Graphic Gallery exhibited its latest creations this summer in Tokyo.

Editions Skira Paris

Art publishing is the specialty of Skira publishing, which publishes more than 300 titles per year, mainly in the fields of fine arts, design, fashion and photography. The group was founded by Albert Skira (1904-1973), who never ceased to show artistic ambition and an unprecedented degree of editorial - textual, iconographic, reproduction - while at the same time investing in the development of a reference fund for the history of art. He approached the most famous artists of his time to produce illustrated editions of the great texts of literature: Picasso, the *Metamorphoses* of Ovid (1931), Matisse for the *Poems of Mallarmé* (1932) or Dalí for the *Songs of Maldoror* (1934).

This approach is today as the trademark of Editions Skira. Each book, whether an exhibition catalog, a visit guide, a collection guide, a monograph or a very beautiful book, is conceived in perfect harmony with the singularity of its subject, both in its structure and its editorial content as in its graphical approach and its manufacture. Editorial management of the catalogs is supported by Editions Skira Paris. Each book is specifically taught to give it its peculiarities and qualities, from iconographic and chromatic expertise to the choice of a specific paper or ink.

Headed by Nathalie Prat-Couadau, Editions Skira Paris are today the center of the international activity of the Skira Group located in Milan, Geneva and New York. Skira Publishers are present in all distribution networks and benefit from a wide national and international distribution, from small, medium and large bookstores, to Internet (Amazon, etc.), to department stores (Fnac, etc.), museum boutiques (Rmn, etc.) or concept stores (Colette, etc.).

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