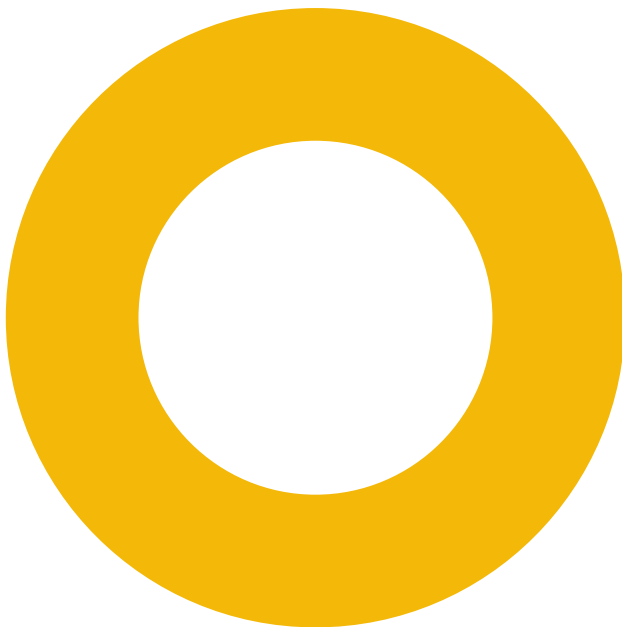




BUREAU
design mode
métiers d'art



**2020
Activity Report**



**design
fashion
art professions**

Editorial

The Bureau of Design, Fashion and Art Professions implements the City of Paris' policy in these three activity sectors. Its mission is to support the development of professionals, federate the ecosystem and encourage creative talents, who are the strength of our economy and sources of prestige and attractiveness, through awards and labels.

What with lockdowns, cancellations of events and exhibitions and the fall in tourism, art, fashion and design professionals were unfortunately among the most affected by the crisis in 2020. In this context, the Bureau of Design has maintained and stepped up its support to companies so as to enable them to withstand this unprecedented crisis and continue their development by integrating the new challenges they face.

Yet the year was also marked by a few breaths of fresh air, including the Paris Design Week. Following a call for projects for outdoor installations, several of the City's courtyards hosted the resulting works along with large audiences happy to be able to attend design events again. The collaboration between the City and Paris Design Week becomes closer every year, with involvement of the Cultural Affairs Department, the Communication Department, and the Tourist Office. 2020 also saw the first edition of France Design Week, for which the Office acted as a contact point for the Île-de-France region.

Although exceptionally held in digital versions, the awards of les Grands Prix de la Création, le prix Savoir-faire en transmission, and le "Fabriqué à Paris" (Made in Paris) label were inspiring, moving events shared with our winners and partners.

Lastly, I should like to applaud the entire team of the Bureau for having overcome these difficult times with great professionalism and their ability to adapt and innovate in all circumstances, and extend my warmest thanks to its members for their unwavering commitment to all those who maintain Paris' status as the Capital of Creation.

Happy reading!

© Sophie Robuchon - Ville de Paris



**Olivia Polski, Deputy Mayor of Paris,
responsible for commerce, crafts, liberal
professions, and art and fashion professions.**



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Focus: Paris Design Week

The 10th edition of Paris Design Week mobilised a great many City of Paris locations and actors. Outdoor installations were there for the public to discover in the courtyards of the Historical Library of the City of Paris, Hôtel de Coulanges and Hôtel d'Albret an exhibition entitled *Économie de matières* by les Ateliers de Paris was presented at BHV Marais, while works by Ecole Boule graduates were on display in the windows of le Viaduc des Arts, a selection "Fabriqué à Paris"-labelled creations was presented at la Boutique Paris Rendez-Vous, and open days were held at la Villa du Lavoir and les Ateliers de Paris.

As regards les Ateliers de Paris residents: Units, Karl Mazlo, Formel, Maison Julien Vermeulen, Natacha&Sacha and Wendy Andreu exhibited their work at l'Espace Communes, which is reserved for rising talents. Designer André Fontes and metal sculptress Mylinh Nguyen took part in talks as la Fondation Bettencourt Schueller winners.

With its rich and highly diverse programme, the event was a breath of fresh air for everyone involved in and passionate about design. An all-too precious opportunity to wander, discover and exchange during the health and social crisis.

150,000 visitors

15 outdoor installations

15 participating city of Paris locations



© Installation dans la cour de l'Hôtel de Coulanges



© Économie de matières by les Ateliers de Paris au BHV Marais

Alix Vic Dupont, head of the development and promotion department, Department of Cultural Affairs



© Fred Mauviel

The Department of Cultural Affairs wanted to work alongside the Bureau of Design, Fashion and Art Professions and Paris Design Week teams on the organisation and hosting of this event, which found a perfect venue at Hôtel d'Albret and whose themes for thought also reflected the Directorate's internal work. It therefore seemed natural that it should host the work of one

of the collectives chosen to contribute to the programme developed by the Paris Design Week teams. The Ublik collective, which produced a work centred around the issues of recycling, re-use of materials and the circular economy, was in complete

harmony with the Department's ways of thinking. Hence, apart from the DAC's determination to stay in contact with Parisian audiences and provide events under its roof, the installation was highly relevant to the work carried out by its teams. Through this first edition held at Hôtel d'Albret, the Directorate established a fruitful working relationship which it hopes to continue in the venues under its responsibility, as well as in a dialogue between the wonderful collections that it conserves and the world of design. We await the next edition impatiently!

Franck Millot, director of the Maison & Objet fair



The collaboration between Paris Design Week and the Bureau was particularly fruitful during this 10th edition, which was held from 3 to 12 September 2020: events included creation of an outdoor installation itinerary taking in several City of Paris institutions located in Le Marais, an exhibition of works by les Ateliers de Paris residents, and an exhibition of works by graduates

of the City's art schools. The pandemic led us to increase numbers of joint initiatives in order to help designers and all actors in Paris' design and art professions sector to develop their activities during this critical period.

We were lucky that the favourable health context during these weeks in September allowed these exhibitions and events to take place and benefit from a high influx of design lovers and professionals.

It was in the same collaborative spirit that Paris Design Week, the Bureau and the APCI joined forces to contribute to creation of the first edition of France Design Week, a networking of all initiatives promoting design in France, synchronised with Paris Design Week: over 250 events in some twenty cities! A diverse, highly stimulating edition that encourages us to launch new initiatives in September 2021.

Support: Les Ateliers de Paris incubator

The two incubators accommodated 41 project developers in 2020. Hosted and supported collectively and individually (advice and training) for one year, renewable once, residents also benefit from wide exposure of their projects, along with news through our communication tools and a great many opportunities to expand their networks, develop their marketing activities and sell their products and services.

12 news
professionals
accommodated

800m² spread
over 2 sites

91 applications
submitted
following the call
for applications

Maxime Bellaunay, craftsman



© Nicolas Bruiez

I discovered les Ateliers de Paris residency during a traineeship; of all my traineeships, that one really stuck with me and left me with a single thought: "that's what I want to do next; I want to set up my own studio!" A few years later, newly graduated from École Boulle, I joined the incubator.

What with the support provided by its experts, the various training courses on offer and sharing experiences with other residents, the residency was a real springboard for my project's development and helped me mature and look at my practice objectively. I only fully understood the term "incubator" at the end of my residency: I went in still something of a student, I came out a professional. Over the course of those two years, my workshop helped give form to my ideas, enabled me to experiment with them and give them concrete expression. The incubator aims to be a centre for research, presentation and reception, it's each resident's showcase. I was able to exhibit my work at les Ateliers de Paris internal events as well as outside, during Paris Design Week and Biennale Émergence.

The residency is also a vector of encounters and, in my opinion, that's one of its strongest points. You become a member of a wide network of residents, who all gradually become friends. One of the encounters that was most beneficial to me was my meeting with Keikou Nishimura, a Japanese lacquer craftsman with whom I collaborated on the occasion of the Savoir-faire des Takumi programme, one of the exchange programmes set up by the Ateliers.

Today, I'm continuing with my research in my new studio. Although my residency is over, it's almost as if it's been indefinitely extended. I still exchange with the other residents, make appointments with the incubator's experts and take part in the programmes it organises. Joining les Ateliers de Paris means integrating a network that stays with you and supports you throughout your professional projects.

And also

New residents in 2020

Nicola Lecourt Mansion / Naomi Gunther and Gabin Ducourant, Gunther Paris / Xavier Montoy / Laureline De Leeuw / Jean-Baptiste Sénéquier / Tony Jouanneau, Atelier Sumbiosis / Rose Ekwe / Benjamin Benmoyal / Charles Pottier / Cécile Canel and Jacques Averna, CanelAverna

2nd year residents in 2020

Kim Hou and Paul Boulenger, About a Worker / Maria Boyarovskaya and Artem Kononenko, Boyarovskaya / Marie Cabirou, Marie Mas / Jonathan Coat and Alexis Reymond, Atelier Prosper / Céleste Durry, Studio Rice / Tom Formont and Roman Weil, Units / Nelson Fossey, A.d.n. / Cyril Guillemain, Petite Nature / Natacha Poutoux and Sacha Hourcade, Natacha et Sacha / Marianna Ladreyt / Flora Langlois / Maxime Mathias, Rimasùu / Aloys Picaud / Samuel Tomatis

Departing residents 2020

Quoi Alexander / Anne Lopez / Fanny Prudhomme / Gabriela Alexandrova / Lucie Touré / Flavien Delbergue / Marie Berthouloux, Studio Ekceli / Célia Suzanne / Clémentine Despocq / Léna Perraguin / Maxime Bellaunay / Simon Lextrait



© Marie Préchac

Lucie Touré, paper designer



© Matthieu Gauchet

I joined les Ateliers de Paris incubator at a relatively early stage in my company's development. When I arrived, I had already completed the outlines of my project and designed a collection of samples, but I needed support in several areas, including customer prospecting and development, drafting a business plan and participating in trade fairs.

During my residency, I continued with my research and development and starting working on a larger scale while attending numerous training courses. I also received expert one-on-one assistance on communication and drafting a business plan. This helped me obtain funding, in particular by becoming a Fondation Banque Populaire awardee. Joining the Ateliers de Paris network enabled me to get greater exposure and meet various actors in the creative sector; I also took part in Révélations, my first professional exhibition. Being able to exchange with fellow residents was also of great help as we were able to share our knowledge and experience on a daily basis. More specifically, I was able to meet the designer Flavien Dulbergue, with whom I collaborated for les JEMA (Journées Européennes des Métiers d'Art) in 2019. Thanks to the close ties we developed during our respective residencies, we now share a studio.

And also

Like many professionals, residents were unable to access their studios during the first lockdown. To help them through this difficult time which had a major impact on their activities, and like other economic actors housed by the City of Paris, they were exempted from paying their rent for six months. In parallel, so as to better assist departing residents in their search for new premises, they were able to extend their residencies for two months.

Support: The CoWac programme

The CoWac programme, for Coworking and Accompaniment, provides project developers with the opportunity to use one of the eight workstations set up in the gallery and benefit from individual support through four meetings with consultants. In addition to the support it provides, the programme also aims to foster interaction with other entrepreneurs and reap the benefits of les Ateliers de Paris network.

13 applications received

5 projects selected

100 dedicated m²

Laureline De Leeuw, designer



© Matthieu Gauchet

Paking part in the CoWac programme organised by les Ateliers de Paris helped me meet new people. More than a shared reception area, CoWac was an opportunity to take the time to discuss topics that are of key importance to the creator's profession, from administration to communication, with professional interlocutors, during meetings and training sessions. Six months of

supervised personalised work enabled me to evolve on solid foundations. It helped me better define my offer, and I later joined les Ateliers de Paris incubator.

And also

Unfortunately, the health situation hugely impacted the programme. As simultaneous accommodation of entrepreneurs in the coworking area was not appropriate, we preferred not to join new companies.

Support programme: "À la carte"

Accessible to Île-de-France companies in the creative sector, with a view to providing them with support in all stages of their development, short training courses and individual meetings with experts are available all year round. They tackle the strategic aspects of entrepreneurship, from economic model to communication, and from business plan calculations to legal issues and export.

28 trainings courses

255 participants

300 individual meetings

Support: premises and real estate

In February 2020, la Caserne des Minimes was inaugurated in the 3rd arrondissement. This new location, which now houses eight commercial premises, is the latest addition to a group of seven sites covering 18,085 m² dedicated to fashion, design and fine craftsmanship. In total, thanks to support from the City of Paris, close to 240 premises with affordable rents are occupied by over 270 companies from the three sectors.

Eight other sites should be created by the end of the mandate, including la cité artisanale Taillandiers in 2021, located in the 11th arrondissement. This new 742-m² industrial hotel will provide some twenty workshops.

Every year, the Bureau helps around fifty project developers find premises.

18,000 dedicated m²

8 projects underway

240 dedicated premises

50 project developers supported each year

Judith Bourdin, textile designer, creator of the denovembre brand



© Matthieu Gauchet

I'd already been thinking about moving to larger, unshared premises. I finally decided to opt for premises with a commercial lease when I came across la Caserne des Minimes' call for applications. When I discussed it with other more or less established brands, they all of them agreed that having your own sales outlet (at the same place as your creation and manufacturing site) enabled you: to

get to know your clientele, adjust your offer where necessary, test out products without delay, increase exposure, have a place that embodies your brand's identity, balance out the different sales channels (BtoB, BtoC and online), and set up showrooms. Based on my short experience (3 months), I already share this opinion, despite the current context.

I now believe that the significant increase in rent and the investment required to do up the premises can be absorbed by the direct sales generated. My monthly expenses have increased fivefold what with my current rent and having to repay the loan I took out for work that had to be carried out, but I have the opportunity of making direct sales every week.

I'm thrilled with all of the perspectives of developing products, communication, networking and events that this new project has opened up for me.

And also

In order to continue assisting companies, all training sessions and individual meetings were held remotely from mid-March onwards. During the 1st lockdown, training courses were provided free of charge. The training programme for the last quarter took account of new requirements by focusing on digital technologies, for communication and sales alike.

In 2020, due to the health crisis, the City of Paris decided to implement six-month rent exemptions for some of these dedicated locations, depending on the activities carried out by their tenants.

Federating an ecosystem: In situ

The exhibition entitled *Pierreplume®*, *le textile recyclé, un gisement pour la création* was presented from 3 to 12 September at la Galerie des Ateliers de Paris as part of Paris Design Week. Organised by Premices and co, a design agency specialising in the circular economy, it highlighted the process by which their pierreplume® recycled textile was developed for use in architecture and design.

800 visitors
to the Pierreplume®
exhibition

1000 during
pop-ups

Amandine, Camille and Jérémie from collectif Premices



With the exhibition *Pierreplume®*, *le textile recyclé, un gisement pour la création*, our aim was to present our work on developing the Pierreplume material, a recycled textile surfacing, as well as our

collaborations with various designers from les Ateliers de Paris network among others.

This exhibition provided an opportunity for the official launch of our Pierreplume® brand during Paris Design Week 2020. Despite the health context, which prevented us from holding an official preview, the launch was a great success in terms of audience and exposure alike. Many professionals from the sector (architects, designers, and creators) attended and subsequently requested samples of the material.

We also benefited from a lot of press coverage in specialist magazines, thanks to support from the 14septembre news agency, which was in charge of the event's communication. As a result, magazines such as Intramuros, La revue du design, Milk and AD published articles on the project.

The results of this experience were rewarding and we would like to thank the Bureau for its trust and assistance.

And also

Despite the health context, les Ateliers de Paris pop-ups were maintained over two weekends in September and three weekends in December. A dozen or more resident and former resident creators were able to make the most of the public's visits to sell their works. The health situation reduced the number of visitors, but the creators were happy to keep on with these meetings in compliance with health guidelines.

Federating an ecosystem: Off-site

Biennale Émergences

From 8 to 11 October 2020, Centre national de la danse – Pantin

La Biennale Émergences is organised by Est Ensemble, a Grand Paris creative area with an ecosystem centred around art and design professions. An economic and cultural event, la Biennale has been held in Pantin, the sector's current showcase, since 2010, and provides a forward-looking perspective on the role of know-how in modern creation.

Under the aegis of Frédéric Bouchet, General Curator, and Didier Courbot, Associate Curator and Director of the A1043 Gallery in Paris, this sixth edition of la Biennale took on a new format, providing an exhibition itinerary designed around a chosen theme: "Ressources".

With: Maxime Bellaunay, Karl Mazlo, Lena Perraguin, SCMP Design Office, Flavien Delbergue, Formel Studio, Canel Aversa, Lucille Viaud.

5,500 visitors

8 Ateliers de
Paris residents
on show

Frédéric Bouchet, commissaire général de la Biennale Émergences



In a context in which ecological issues are becoming central, this edition aimed to highlight the changes creators are now making with regard to use of the resources they require, whether material, technical or intellectual.

Following a call for applications, 100 exhibitors out of 580 applications were selected by a jury of professionals including Françoise

Seince, Chief of the Bureau of Design, Fashion and Art Professions. In over 2000 m² of exhibition space at the Centre national de la danse, 5,500 visitors were able to acquaint themselves with many emerging French and European talents over a period of four days.

The rigorous selection showcased a dozen or more former and current Ateliers de Paris residents, as well as a number of Grand Prix de la Création de la Ville de Paris award-winners.

And also: 100% Vilette

The Office also took part in the 100% Circulaires festival, which was held from 3 to 20 September by Vilette-MaKerZ, and in a related conference on design challenges in a circular economy (overall design / ecosystems and economic models, circular design / object and materials, territorial ecology and change of scale, regenerative design).

Federating an ecosystem: Support to associations

Every year, the Bureau of Design, Fashion and Art Professions provides human, logistical and financial support to associations with territorial reach or involved in recurring events. Initially, €70,000 was given to 15 associations in the sector. The health crisis severely penalised companies, whose commercial opportunities were much reduced. Professional organisations carry out important work in mounting events that provide opportunities to meet consumer audiences with a taste for fine craftsmanship. This is why it was deemed appropriate to support these associations by granting them an additional one-off subsidy of €42,000.

112,000 €
paid out

42,000 € on a
one-off basis

Camille Tréhout and Léa Van Impe for ParisPotier



© Thomas Deschamps

Our Saint-Sulpice Céramique event aims to promote ceramics while enabling visitors to acquaint themselves with the work of 110 ceramic craftspeople and artists. The 110 ceramists were selected after considerable research, with a view to bringing together a variety of works on Place Saint-Sulpice, representing a range of trends in ceramic creation.

Saint-Sulpice Céramique is not only a market, it also includes daily lectures, free workshops for adults and children held several times a day, with a different theme for ceramists to work on each year in order to create a common scenography throughout the event, which also provides exhibitors with an additional sales area.

In order to promote our event among a wider audience, we developed our communication on various social networks, as well as among an informed audience with publications in the specialist written press: Elle Deco, Milk Décoration and La Revue de la Céramique et du Verre.

A guided tour of the square provided by a member of the association was also available to professional opinion leaders and visitors upon appointment. The subsidy granted by the City of Paris enabled us to offer a diverse four-day event that required a significant amount of organisation and communication work in order to ensure that large numbers of visitors would come to discover or rediscover ceramics and their creators.

Our sincerest thanks to the City of Paris and the Bureau of Design, Fashion and Art Professions teams for their loyal financial and emotional support over so many years.

Given the current situation, this support is all the more important. We are well aware of our responsibility to continue with this convivial rendezvous for visitors and ceramicists, for whom it is a major economic event. The subsidy we received helped cover the costs of a number of initiatives and the communication and advertising budget. Attracting visitors with no knowledge of ceramics requires a lot of work.

During the 2020 edition, we had to limit the number of people who could attend lectures in order to comply with health measures. As these lectures are sources of information for novices and connoisseurs alike, it seemed a good idea to film them so as to ensure as many people as possible could benefit from them. The subsidy will enable us to record some of the lectures and disseminate them on Facebook and YouTube.



© Saint-Sulpice Céramique

And also

In total, €112,000 was allocated to:

- Agence pour la Promotion de la Création Industriel
- Artisans de Belleville
- Association des artistes et artisans d'art ou 4A
- Association des professionnels de la mode et du design de la Goutte d'Or
- Ateliers Cours de l'industrie
- C14-paris
- D'un bijou à l'autre
- Elements terre et feu
- Flashmode paris
- Institut National des Métiers d'Art
- L'atelier Maurice Arnoult
- Pages
- Paris potier
- Terramicales
- Viaduc des Arts

Federating an ecosystem: Relations with the territory

More specifically, the Bureau assists four associations with event organisation. Such was the case for professionals from le Viaduc des Arts during Paris Design Week, who exhibited works produced by École Boulle students in their windows, along with some of their own work at the INMA (l'Institut National des Métiers d'Art).

Workshop visits for current and former incubator residents, craftspeople working on City of Paris' sites, were also organised to promote encounters with and discovery of craftspeople and resource centres in our territory. They also had the opportunity to acquaint themselves with two Fab Labs, Station F and HomeMakers, and visit the Chanel exhibition at Palais Galliera. The Bureau wanted to give the floor to Luc Dognin, whose active involvement helped coordinate the manufacturing of masks by the association's members during the pandemic.

110,000
masks made by
the Goutte d'Or
Cooperative

80 tailors

20 workshops
involved



© Matthieu Gauchet



© Matthieu Gauchet

Luc Dognin interview Chairman of the Goutte d'Or Association



© Xenia Chaus

Luc Dognin is a leather designer and has chaired the Fashion and Design Professionals association, La Goutte d'Or, since 2015. The association has 26 members in this Paris neighbourhood.

The aim of the association and its chair is above all to develop "made in Paris" products and turn Goutte d'Or into a manufacturing site.

The association and the cooperative demonstrated their ability to adapt to circumstances quickly.

The cooperative produced a total of 110,000 masks, with help on management from the association, mobilising 80 tailors and 20 workshops.

The operation gave the association and the cooperative further exposure in the neighbourhood (8 new tailors are set to join the cooperative) and helped attract new customers.

The partnership between the City of Paris and the association is several years old and is the result of a desire to develop manufacturing across the territory, preserve know-how and promote employment at local level. The Goutte d'Or Cooperative was created with a view to pooling a service offer in the garment sector. The two entities complement each other: the association's role is to improve visibility while the cooperative aims to develop know-how.

During the health crisis, the City of Paris wanted to provide Parisians with masks and, naturally enough, reached out to the Goutte d'Or association to ask for its involvement in the production of masks manufactured by social and solidarity economy organisations.

Federating an ecosystem: Partnerships with schools of applied arts

The City of Paris wanted to work with the Design and Art Professions Campus with a view to promoting the diversity and quality of the City's various schools dedicated to creative professions (Boule, Estienne and Duperré Schools of Applied arts, Higher Professional School of Graphic Arts and Architecture of the City of Paris, and vocational secondary schools), in order to develop ties between these schools, create dialogue between creation and research, and continue to assist in their students' professional integration.

30 institutions

2,000 pre-
baccalaureate
students
4,600 post-
baccalaureate
students

Héloïse Leboucher, campus Paris-Gobelins operational director



The Art and Design Professions Campus was the fruit of collaboration between l'Académie de Paris, la région Île-de-France, and Mobilier National, in collaboration with the City of Paris, all of which wanted to create an infrastructure focusing on policies supporting the art and design sectors, in a spirit of innovation, transmission and improvement of training programmes.

As the leading territory for craftspeople and designers, Île-de-France, provides professionals with a vital stage and a wide range of training programmes characterised by the excellence of the institutions involved, the diversity of training courses on the offer, and the presence of renowned cultural partners. A centre for transmission and exchange located

on les Gobelins manufacturing site, the Campus houses 30 training institutions, from vocational secondary schools to higher schools of design. It relies on close collaboration with partner companies and professional federations, and creates synergies between economic and educational actors with a view to providing suitable responses to the challenges of professional careers, rapid concrete results for ambitious training courses, and effective professional integration serving the sector and the Île-de-France region.



© Mobilier national, Isabelle Bideau

And also

The Bureau coordinated schools of applied arts' participation in Paris Design Week. Projects developed by students at École Boule were presented in the windows beneath the Viaduc des Arts' arches, and the Duperré and Estienne schools were also present in Espace Communes alongside other schools of applied arts.

Lighting Award – 2nd edition

Organised by the GIL – syndicat du luminaire with the Bureau, le Prix du Luminaire (Lighting Award) is a creative competition open to students at schools of applied arts.

It is awarded to four creations in the following categories: functionality, innovation, expression and favourite. In the special context of the health crisis, twenty students completed their projects and presented a prototype along with a full application file. The jury examined all the projects and selected four: The Functionality Award went to Nicolas Eymard from Ecole Bleue, the Expression Award to Suzanne Desouhant from ENSCI-Les Ateliers, the Innovation Award to Ruben Valdez from Ecole Bleue and the Jury's Favourite Award to Manon Fernandez – Sigma.

International

In 2020, for its 2nd edition, the *Savoir-faire des Takumi* programme brought together ten art professionals from Île-de-France and ten artists from Kyoto. Pairs were teamed up during an initial workshop in Paris and the dialogue continued in Kyoto. The first pieces were exhibited at la Galerie, rue du Faubourg Saint-Antoine in early January, but the highlight was the exhibition at the Collect Art Fair in London, where a carefully selected group of international galleries provide an overview of contemporary art professions. The programme continued in Japan with an exhibition at Takashimaya.

20 participating creators

2 workshops

Anaïs Guéry, textile creator



I took part in the *Savoir-faire des Takumi* programme for three years. It was a springboard in many ways. It enabled me to improve my knowledge of Japanese culture, from which I'd already drawn a good deal of inspiration. Thanks to the programme, I developed my work in pairs with other artists and it was exhibited at the Collect Art Fair in London. And finally, it guided me

towards a more artistic niche. The programme includes two workshops, one in France and the other in Japan, enabling participants to really get to know each other, narrow down shared problems and launch creative projects. This year, work sessions were held online, which was fine with me as I was working with my partner Yohko Toda for the second year running.

I think the variety of know-how represented, pieces on display and exhibition venues attracts different types of buyers/enthusiasts in France and Japan and helps develop parallel networks and niches.

In conclusion, I'd like to underline the artistic and human relations developed during the programme: they constitute a solid cultural bridge between Paris and Kyoto, which enables me to continue delving into Japanese culture in terms of inspiration and commercial development alike.

Communication

The Bureau of Design, Fashion and Art Professions has officialised its change of name, for better understanding of its various missions. The name *Ateliers de Paris* mainly refers to the incubator and no longer reflected the Office's many actions, from provision of assistance to coordination of les Grands Prix de la Création and the "Fabriqué à Paris" label.

To accompany the transition, the Bureau chose a bold, highly original graphic identity which it will unveil on its new website in June 2021.

119 articles in the press

website visitors: 101,412 a year

10,000 newsletter subscribers

taux d'ouverture 36%

Domitille Pouy, artistic director CL Design agency



© Julien Discrit

Entrusted with creation of the Bureau of Design, Fashion and Art Professions' new logo and graphic charter, we were immediately faced with the length of its name. How do we set about creating a strong signature despite this constraint? We decided to highlight the word "Bureau" and use the other words – design, fashion and art professions – as a signature.

The Bureau's graphic universe had to be identity-building and unique, but also had to know how to take the backseat when presenting a creator's work. Here, the word "Bureau" is composed of simple geometric shapes that form letters and symbolise the various entities grouped under the organisation's name. These shapes are also stamps that mark the Bureau's three main missions: a rectangle for les Ateliers de Paris, a circle for les Grands Prix de la Création de la Ville de Paris, and a semicircle for le prix Savoir-faire en transmission.

These shapes come to life in the graphic universe. They create motifs to decorate covers and accessories and add a signature to certain images. The palette has been reduced to three colours for the launch: yellow and sea green are combined with the City of Paris' navy blue.

And also

The Bureau of Design, Fashion and Art Professions relies on its website and social networks to disseminate news about the incubator's network and residents.

A Facebook group was launched in 2020, to bring together the community of le prix Savoir-faire en transmission prize winners. It has 45 members.

The newsletter format has also changed, throughout the year, in order to provide information on the aids implemented by the City of Paris, la Région Île-de-France and the State for companies and independent workers, and to propose activities, podcasts and virtual tours available from home.

Prizes and labels: Prix Savoir-faire en transmission prize

Le prix Savoir-faire en transmission awards aim to enable young adults and retraining adults with professional projects for integration into the art professions sector, to complete their training through a full-time year-long placement in a professional's studio. In 2020, the city of Paris rewarded twelve winners from among 28 candidates, for a total budget of €120,000.

\$120,000 granted
by the city of Paris
and our sponsor
Fondation Rémy
Cointreau

for 12 awardees

3 awardees
under permanent
contracts

5 have created
their own company

4 are still in
traineeships



© Françoise Seince



© Françoise Seince

Aude Froment, 2020 prix Savoir-faire en transmission prize winner and Stéphane Bondu, director of Atelier de l'Objet



© Marjolaine Costé

Aude Froment: At the end of my one-year training course, a CAP in jewellery art and technique, I wanted to continue training and improving. After some research, I found City of Paris' prix Savoir-faire en transmission awards and

decided to apply for a placement with the Atelier de l'Objet, where I'd already undertaken a three-week traineeship.

As I was lucky enough to benefit from the experience, I can say that it's a real opportunity, both for the host company and for the trainee, for lots of reasons. First of all, the length of the placement meant that I could consider the future and adopt a pace over a full year which freed me from the feeling of urgency that comes with shorter periods of time.

This longer period affords the opportunity to learn to plan projects over time and work on several orders at the same time. The placement's length and continuity are also very important for the company, as they enable it to assess the trainee's progress over time and provide them with continuous and therefore high-quality learning.

My training involved support and advice on all aspects and stages of jewellery making, provided by qualified, experienced workshop employees. I worked with other members of the team on collections for large companies such as Dior, as well as on projects for private individuals. I was in direct contact with customers, which helped me to develop a range of skills. I was involved in design, customer relations and advice, and quotation and supplier management. These are essential parts of a jeweller's job.

The 10,000-euro grant meant that I could focus fully on my integration into the Atelier's team and concentrate on the projects I was working on.

Stéphane Bondu, maître de stage: Over the course of the year, we were able to test Aude's interpersonal skills and manual proficiency. Despite her lack of experience prior to the traineeship, Aude was able to put her knowledge into practice, and improve and harness her skills. The results were positive! Her personality and motivation have led us to offer her a job. The scheme is of real use and the Atelier de l'Objet hopes to welcome other applicants in the future and renew the experience.

And also

The 2020 awardees:

- Alicia BERTRAND with Atelier Flory Brisset in embroidery
- Gabrielle CATTELAÏN with Emmanuel Carlier in bow-making
- Aude FROMENT at Atelier de l'Objet in jewellery
- Tiziano KRAEMER with Emile Jobin in harpsichord manufacture
- Lily LAFLEUR at Mademoiselle Chapeaux in hat-making
- Marie LECONTE at Atelier Hervé - Ébéniste in cabinetmaker
- Ludivine MENU at Atelier Follaco in decorative painting
- Aglaé MIGUEL at Manufacture Pinton in the manufacturing of tufted rugs
- Yann MIRADA at Atelier du Meuble Contemporain in cabinetmaking
- Karine POLLASTRO with Marion Fillancq en jewellery
- Antoine SAVIGNAT at Paris Print Club in engraving and typography
- Laura SAVRY-CATTAN at Atelier Dablanc in creation and restoration of stained-glass windows

Due to the health crisis and the strict two-month lockdown, the winners of the 2020 prix Savoir-faire en transmission awards could not be accommodated or trained in their respective workshops. Hence, in order to ensure they received the training initially provided for, the City of Paris extended their placements by two months and increased its grants in consequence.

Prizes and labels: Grands Prix de la Création

Since 2003, les Grands Prix de la Création de la Ville de Paris have showcased and rewarded six talents from the design, fashion and art professions sector. Every year, juries are chaired by three prominent figures from the creative world. In 2020, Mathias Kiss presided over the art professions jury, Sakina M'sa chaired the fashion jury and Matali Crasset chaired the design jury.

250 applications received

3 juries

€108,000 in grants

15 sponsors and partners



© Mii



© HORS STUDIO

Mii, winners of les Grands Prix de la Création in the accomplished fashion category

© Bureau Bedass © Sarah Balhade



When we launched Mii eight years ago, we didn't yet fully realise the time, commitment and battles the project would involve. It wasn't just a brand we were creating. It was a project that aimed to contribute to protection of the Bengal region's outstanding textile craftsmanship, which is inscribed on the Intangible Cultural Heritage List. Over the years, we gradually involved hundreds of

craftspeople in our adventure. Being creative wasn't enough for us. We wanted to control manufacturing, so we set up our workshop so as to be able to provide craftspeople with an organised, protective and controlled working environment and our customers with a perfect final product. We didn't count the hours it took to succeed. At the same time, we developed

the Mii universe, a creative, fresh, positive, fun environment! Yet we'd never communicated on our project. We took part in les Grands Prix de la Création in order to promote our brand and commitments.

We wanted to take photos and make videos of our know-how and disseminate them to a wider audience. The grant has enabled us to do so with all the necessary resources. We also wanted to complete our Franco-Indian journey and further highlight the dialogue between our two cultures in our collections.

For several years now, we've dreamt of having a line designed around French know-how. This type of launch always requires significant investment. The award came when we were already in mid-launch, but it certainly helped us a great deal.

And also

Due to the health crisis, the juries and candidates could not meet at the Town Hall for this edition, but the Bureau was up to the challenge and organised three juries by videoconference. The candidates all recorded videos presenting their careers and creations. Jury members studied all candidacies at home, after which online meetings were organised to discuss and decide on the six talents winning les Grands Prix de la Création 2020. Despite exchanges being held remotely, debate was lively and wide-ranging. The results were announced during a 100% digital ceremony with over 150 people in attendance.

Les Grand Prix de la Création is awarded to a professional for the quality of their project and accomplishments, creativity, development strategy, commitment to passing on know-how, and innovation. The award is open to experienced professionals and well-developed companies and brands.

The Up-and-Coming Talent Award rewards professionals with promising projects. The award serves as an encouragement.

Les Grands Prix provides winners with €18,000 grants. The City of Paris provides €8,000 for each award and the remainder is contributed by private partners through the Ateliers de Paris Endowment Fund: the Galeries Lafayette Group, the Fédération Française du Prêt à Porter Féminin, ESMOD, Fondation Rémy Cointreau, and Victoire.

In addition to the grant, winners benefit from the exposure and services on offer from partner media outlets and associates: Exhibition at the Joyce Gallery in February 2021, presence at the Première Classe fairs and during the Paris Design Week in September 2021. Media partners Intramuros, AD Magazine, FashionNetwork.com, La Gazette Drouot, and digital partner Eyes on Talents further increase their visibility. And finally, Ipcamp, a content protection solution, provides them with free access to its services.

The 2020 awardees:

Art professions

Talent Émergent : Laura Cambon - Glass creator
Grand Prix : Nicolas Pinon - Lacquer

Fashion

Talent Émergent : ABOUT A WORKER
Grand Prix : Mii

Design

Talent Émergent : Grégory Granados
Grand Prix : Hors Studio

Prizes and labels: Fabriqué à Paris label

The *Fabriqué à Paris* label aims to promote the diversity and quality of Parisian creation. Since its launch, it has rewarded and labelled uniquely Parisian craftspeople and products.

The 2020 edition received 365 applications, and 331 products and product ranges obtained the label, including:

156 in Fashion
and Accessories

39 in the
Food Crafts

72 in the
Home Creations

64 in the
Manufactured
Products



© Studio Rice



© Coltesse

Céleste Durry, fashion creator



As a Parisian very much in love with my city, I am honoured to have received the second prize for the Parisians' Favourite Award, which has always inspired me for each new collection! The act of creation is only fully completed by sharing and the satisfaction of pleasing the public. Nothing is more rewarding than seeing somebody who feels good and happy wearing clothes that I've

designed; after all, it is the person who's wearing them that brings the clothes to life and gives them their purpose. So I'm delighted that the public voted for Studio Rice and I thank them warmly for doing so; I'd also like to thank the City of Paris for giving me the opportunity of sharing my vision and my world.

And also

To help promote the "Fabriqué à Paris" label, labelled craftspeople took part in Paris Design Week for the first time, at the City of Paris shop, Paris Rendez-Vous. Since then, the shop in rue de Rivoli has regularly hosts labelled creators throughout the year, in line with the current season and theme.

This year once again, labelled craftspeople took part in the Christmas Market set up on the Town Hall's forecourt for close to three weeks.

A platform dedicated to the "Fabriqué à Paris" label was created to promote labelled products and, through them, their creators. The new tool provides a map which shows the geographical locations of all labelled creations and creators.

Endowment fund

Le Fonds was particularly active in 2020, with a 35% increase in sponsorship donations in one year. Les Grands Prix de la Création and le prix Savoir-faire en transmission benefited from our major sponsors' great generosity. Online contributions from smaller donors were also significant, thanks to an animated film calling for donations, produced by Sophie Poupaert, a former resident and new Fund administrator.

Sophie Poupaert, graphic designer, Fund administrator



My residency at les Ateliers de Paris was an opportunity beyond all expectations. An experience that continues long after it's over, even five years later.

So putting my skills at the service of the Fund for les Ateliers de Paris was an obvious choice for me. It's my way of showing my gratitude for everything I've gained, and also of getting involved in adding value

to and promoting creative professions, a cause very close to my heart.

I became involved in le Fonds pour les Ateliers de Paris in 2019 through skills sponsorship. We started by reworking the FUND'S graphic identity, from logo to communication media. Then, in 2020, we portrayed the FUND'S dream in collaboration with the team, in an illustrated world animated in motion design: rue du Faubourg Saint-Antoine to Bastille repopulated by fashion creators, designers and craftspeople.

That project is now one of the ones I am most proud of! Skills sponsorship is a win-win opportunity for both parties. A percentage of the value of the mission carried out through this sponsorship is tax-deductible on issuance of a tax receipt. It's an indirect way of being paid for my work. For work that is all the more meaningful because it's carried out for a cause and actions that I hold dear.

In late 2020, the team of le Fonds asked me to join the Board of Directors. I jumped at the opportunity, touched by the trust placed in me and delighted to become further involved.

€151 500
of donations

collected from
41 sponsors including
4 majors:

Fondation
Rémy Cointreau,
Galeries Lafayette,
ESMOD, Société
d'Exploitation
de la Tour Eiffel

And also

Le Fonds pour les Ateliers de Paris maintained close relations with its sponsors from the first lockdown onwards: personalised exchanges, sending newsletters, posts on social network, and collaborative work on initiatives and projects.

Partners

Despite a difficult economic and health context, existing partnerships were strengthened and new partnerships concluded as from the first lockdown, in particular to the benefit of les Grands Prix de la Création and le prix Savoir-faire en transmission. International partnerships with Japan and the Netherlands were continued online, with new projects planned for 2021.

Guillaume Houzé, director of image and communication, Galerie Lafayette group



As one of Ateliers de Paris' partners since 2015, the Galeries Lafayette Group has renewed its support for les Grands Prix de la Création 2020. Since its creation, the Group has made access to creation in all forms – fashion, applied arts and design – one of the founding values of its identity.

It upholds its founders' century-old commitment, with the conviction that a society is measured by its artists. The Group is happy to share this vocation with le Fonds pour les Ateliers de Paris, which rewards young creative talents every year.

20 professionals
supported through
FRC and Galeries
Lafayette
sponsorship

6 Grands Prix
de la Création
awards

5 Prix de
Perfectionnement
aux métiers d'art
awards

9 grants to assist
craftspeople
with the purchase
of equipment

Caroline Martin-Rilhac, general delegate Fondation Rémy Cointreau (FRC)



We have continued to support the Bureau of Design, Fashion and Art Professions in 2020 in three main ways: subsidising nine newcomers' acquisition of tools and, raw materials and any other supplies they require to practice their profession, with le Fonds pour les Ateliers de Paris guiding allocation of such support; our continuing support to les Grands Prix de la Création de la Ville de

Paris – Art Professions category – through substantial aid, proving the need to continue to highlight our outstanding talents. Lastly, by pursuing our commitment to le prix Savoir-faire en transmission how in order to encourage our young craftspeople in training and those changing their career paths to find the best possible conditions for their year of apprenticeship alongside master craftspeople.

Passing on knowledge is now more than ever at the heart of our activities on behalf of craftspeople, and we're seeing major disparities in the regions they are located in. We believe it's important to build bridges together to promote solidarity and ensure the effectiveness of the help we provide to up-and-coming and well-established talents alike. The many schemes on offer from the Bureau provide strong, committed support to these craftspeople, and Fondation Rémy Cointreau is very happy to have worked alongside it for all these years.

Agenda

January

09.01.2020
Tour of the incubator by Carla Relva d'Oliva Creative Factory incubator in San Joa da Madeira, Portugal

10.01.2020
Tour of the incubators by Boris Provost, Tranoï

13.01.2020
Medal award ceremony at the 11th arrondissement's Town Hall, to individuals who bring the arrondissement to life

14.01.2020
3rd conference: Creation and ecological and social impact – Gallery

15.01.2020
Sphère at the Palais de Tokyo

17.01.2020
Maison & Objet
Rising Talents Awards France ceremony with Natacha&Sacha

19.01.2020
Foundart Ukraine interview on Rising Talents at Maison & Objet

20.01.2020
Presentation of EDO TOKYO KIRARI – design and know-how cooperation programme – Gallery

22.01.2020
Workshop on innovation in art professions, at the initiative of Région IDF, hosted by INMA
Tour of the incubator by Design Award China

28.01.2020
Meeting with le prix Savoir-faire en transmission winners
Presentation of the Olympiade Culturelle, Carreau du Temple

29.01.2020
Tour of the incubator by BPI France

30.01.2020 to 02.02.2020
Crafts & Art Professions Fair – Salle Olympe de Gouges (les 4A)

February

03.02.2020 to 19.02.2020
Up-and-Coming Talents exhibition – Joyce Gallery

04.02.2020 to 16.02.2020
Savoir-faire des Takumi exhibition – Gallery

10.02.2020 and 11.02.2020
Fabrique Nomade jury: Certification on integrating the art professions sector

13.02.2020
INMA Prix Avenir jury

14.02.2020
4th and final lecture: Creation and social innovation – Gallery

19.02.2020
Meeting with Elisabeth Fabry from the Club des Jeunes Créateurs

20.02.2020
Presentation of the Ateliers de Paris incubators at the Ville et Métiers d'art fair – National Assembly

26.02.2020
Inauguration – Caserne des Minimes

26.02.2020 au 01.03.2020
Savoir-faire des Takumi exhibition at the Collect Art Fair – London

27.02.2020
Tour of Makerversity, incubator at Somerset House – London

28.02.2020
La Caserne Selection Committee

March

01.03.2020
Launch of calls for applications for the incubator

05.03.2020
France Design Week launch meeting

06.03.2020
Collectible – Brussels

12.03.2020
Tour of the incubator by students from the Sèvres School of Applied Arts
Fondation Culture et Diversité jury: Travelling to engage in the art professions

13.03.2020
The 11th Arrondissement's Ceramics Fair

April

2 millions masks for Parisians initiative

May

12.05.2020
Biennale Emergences jury

Juin

Launch of the call for applications for the Grands Prix de la Création and the Prix de Perfectionnement awards

Launch of the call for applications for the Fabriqué à Paris label

11.06.2020
Paris Good Fashion Steering Committee

17.06.2020 and 18.06.2020
Selection jury for new incubator residents

23.06.2020
Student Partnership jury – IFM

24.06.2020
Advisory Committee on assistance to sustainable digital development of fashion brands – Ministry of Culture

Juillet / Août

Launch of the call for applications for the Savoir-faire des Takumi exhibition

07.07.2020 to 10.07.2020
Space design and object design speed dating - online

15.07.2020
Expert appraisal of Paris Shop & Design applications

21.07.2020
Jean-Luc François incubator jury

Every weekend in July
Ateliers de Paris residents' pop-up store

September

01.09.2020
Made in France – Carreau du Temple

03.09.2020
Furniture in the Circular Economy, exhibition mounted by Les Canaux

03.09.2020 to 12.09.2020
Paris Design Week

03.09.2020 to 12.09.2020
Pierreplume® exhibition – Gallery

03.09.2020 to 20.09.2020
100% Villette / VilletteMakerZ

03.09.2020 to 30.09.2020
Économie de Matières by Les Ateliers de Paris – BHV

04.09.2020 and 05.09.2020
Ateliers de Paris open days

07.09.2020 to 30.09.2020
Exhibition of Fabriqué à Paris products – Paris Rendez-vous

08.09.2020
Go for Good Talks "Paris autrement" BHV

12.09.2020 to 13.09.2020
Céramique Saint Louis by Élément Terre et Feu – Île Saint Louis

14.09.2020
Beginning-of-year meeting for new ADP residents

14.09.2020 to 17.09.2020
Savoir-faire des Takumi workshop
3rd edition – online

22.09.2020
ESMOD 4th-year Fashion Design jury

23.09.2020
Go for Good Galeries Lafayette & FFPAP

29.09.2020
Campus Design et Métiers d'Art Steering Committee

Weekends
Ateliers de Paris residents' pop-up store

October

01.10.2020
Prix du Luminaire jury : Partnership GIL – Syndicat du Luminaire X Les Ateliers de Paris

01.10.2020 to 04.10.2020
23rd edition of Saint-Sulpice Céramique

02.10.2020 to 04.10.2020
Who's Next, Impact and Première Classe

06.10.2020 to 25.10.2020
D'un bijou à l'autre – Parcours Bijoux 2020

07.10.2020
Super Superflu exhibition, Galatée Pestre, Parcours Bijoux

08.10.2020 to 11.10.2020
Biennale Émergences Pantin – Centre national de la danse Pantin

09.10.2020
Tour of École Duperré with Olivia Polski

14.10.2020
Ateliers d'Art de France Award national jury

14.10.2020
Tour of the incubator by the ICI Montreuil team

17.10.2020 and 18.10.2020
Craft Days – Belleville
Parcours Bijoux 2020 – Gallery

November

12.11.2020
Fabriqué à Paris label jury – online

19.11.2020
MIE Créart'up jury

19.11.2020 and 20.11.2020
Grands Prix de la Création de la Ville de Paris juries – online

26.11.2020
Le prix Savoir-faire en transmission jury – online

December

Call for applications and selection for the Digital Communication and Ecommerce programme.

03.12.2020
Grands Prix de la Création awards evening – online

11.12.2020
Tour of Manufacture Pinton, le prix Savoir-faire en transmission award

Weekends
Ateliers de Paris residents' Christmas shop



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