



aux Ateliers de Paris



La lampe à poser "Humbler" - design Alex Balle



"Geric", une exécution en gris sur du feu Anagris, design Jean Casseur en collaboration avec Tristan Chamaud Héroux.

A CROSS-SECTION OF TALENT AT ATELIERS DE PARIS

In the heart of the capital, the Ateliers de Paris directed by Françoise Séance, is all about young talent. Under its auspices, young fashion designers, craftspeople and designers who are finishing their studies receive help to set up business or a workshop, are provided with contacts or exposure via exhibitions, and promotion through scholarships and prizes.



Françoise Séance, directrice des Ateliers de Paris, avec l'artiste Fabrice pour Intramuros.

In 2000, at the initiative of the great defender of arts and crafts Lyne Cohen-Solal, the city council of Paris acquired seven workspaces to accommodate newly graduated arts professionals in that most delicate phase of the early days after the end of studies. Françoise Séance, former journalist for the magazine *Motifs d'Art*, was asked to direct and develop the project. In September 2011, she opened seven supplementary workshops (called *Ateliers*) in Paris and invited artists where the chosen young designers benefit from a place to work in, help with legal matters, assistance with getting appointments, programmed visits to businesses and access to various competitions and exhibitions on which Ateliers de Paris collaborates. The other gamble of the initiative is the purposeful connecting of these parallel worlds from which the residents come – design, fashion, and craftsmanship – so that the young professionals learn to communicate among themselves with the aim of breaking down barriers and getting them to work on projects together. Françoise Séance campaigns to promote exchanges and associations that support economic growth and wellbeing among the independent arts. The balance has to be put into place the moment the Commission chooses the residents. Experience has

shown that while exchanges between fashion designers and craftspeople happen naturally, the reverse direction – the flow between craftspeople and designers – must be worked at. In order to show the potential of such collaboration, she organised the show "Design and Craft Professionals" in spring 2011 in which 20 finished projects were shown, the fruit of successful partnerships between established designers, craftspeople and/or businesses. Françoise Séance also represents the Ateliers de Paris in its partnerships (with VIA, the Union Chamber of Jewellers – BCCI – and the French Federation of Lacemakers and Embroiderers) within the network of initiatives for industry (FOCAL), the programme run by Marc Maestrà together with Olivier Fourrier (Hermès) and Jean-Luc Colonna d'Istria (Maison Martin Margiela) which set up two-way partnerships between a designer and each of the 8 businesses involved in the programme. Whenever possible, she launches competitions and organises the calls to tender for projects that ought involve a designer, a fashion designer or a craftspeople. Examples include those for the television station ARTE (wall coverings), Paris (posters), the *Prévisions Nation* (fashion), Today, she is working actively on the 2013 launch of

"Prévisions de la Ville de Paris" (City of Paris Breeding Ground) which will offer a work space to designers at reduced cost for a period of three years. Françoise Séance also manages six exhibitions per year around the *Faubourg Saint Antoine* or at external locations (such as the recent one at the *Maison Design Museum*). Such international events encourage exchanges between Paris and other major capitals (Stockholm, Buenos Aires, etc.). Another competition for which she is responsible, part of the *vanitas Grand Prix* of the City of Paris, invites Parisian designers to test out their creativity abroad. The *Grand Prix*, awarded in each of the three categories – design, fashion and crafts – to established designers since 1958 and to young talents since 2005, have in the past awarded some of today's guests: Françoise Aumont, Ronald et Zoran Borozovic, Ingeborg Sorensen and Mathieu Lemaire.

* For example, over the last three years the Ateliers de Paris have supported: Jean Courvoisier, Pierre Fautsch, Olivier Gatti, Nicolas Stader, Gregory Lacombe and Jean-Sébastien Lagrange (formerly John Doe), Lily Alkard, Lili Berlin, Arzu Fındık, Stéphanie Babin, Thibaut Restoin and Julie Rebfaïn.