

Le FRENCH DESIGN PRESENTS

Nomadic nuances

Furniture branded

Le FRENCH

DESIGN 100

Scenography
Atelier du Pont



An exhibition dedicated to an exclusive selection
of design and interior architecture pieces
from the 100 winning projects of the 3rd edition
of *Le FRENCH DESIGN 100 Awards*

DESIGNERS:

Döppel Studio, Thomas Delagarde Studio,
HALL HAUS, Marine Peyre Editions, le cann, JNOB,
Jean-Charles de Castelbajac, Constance Frapolli, Elise Fouin
Design Studio, Christophe Delcourt, Hartis Paris, Alexandre
Labruyère, Walter & Moretti, Mroz + Boullier, Tristan Lohner,
Bina Baitel Studio, Carbone 14, Guillaume Delvigne, Humbert
& Poyet, Thierry d'Istria, RDAI, Frédéric Sofia, Reda Amalou,
Constance Guisset, Fred Rieffel
and Jean-Louis Iratzoki.

15.04 - 18.05
2024

Institut français Milano
Palazzo delle Stelline
Corso Magenta 63, Milano

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Milan, 21 March 2024. On the occasion of the 63rd edition of the Salone del Mobile, *Le FRENCH DESIGN* - a platform promoting innovation in furniture and interiors - brings the best of transalpine design to Milan, enhancing its taste, research and the French touch that distinguishes French design around the world. From 15 April to 18 May 2024, the Institut français Milano is hosting the exhibition *Nomadic nuances, Furniture branded Le FRENCH DESIGN 100*, which presents a selection of the most interesting creations by the winning interior designers of the third edition of *Le FRENCH DESIGN 100 Awards* to the wide public of Milan design week.

Supported by the City of Milan, the exhibition is the second stage of the show that was initially presented in Paris - at *Le FRENCH DESIGN GALERIE*, from 17 January to 22 March 2024 - where 34 pieces from the award-winning projects resulting from the collaboration between 27 designers and as many manufacturers, were displayed.

In Milan, *Nomadic nuances* focuses on a selection of 31 pieces - furniture, objects and projects and tailored or unique creations for hospitality, retail and residential sectors - through which the dynamism and creativity of the French manufacturing sector is recounted, as well as the richness of innovative design in terms of realization, sustainability, novelty of uses, craft and industrial skills, and the ability to exert an ever-increasing international influence.



**FRENCH
DESIGN**

Creativity and expertise

For Laurent Le Bon, Chairperson of the Centre Pompidou and of Le FD100 2024 jury- *“Le FRENCH DESIGN is a unique initiative that brings together designers and artisans/manufacturers/publishers around the same project and supports the project through to completion. This helps build bridges between different professions and gives new impetus to the development of innovative projects that also take into account social issues such as sustainability, reuse and eco-design.”*

Resulting from the collaboration between 26 designers and an equal number of manufacturers, these outstanding *“Made in France”* pieces embody *“the vitality of French design in an international arena”* and highlight *“an abundance of creativity that brings to the fore the demands of formal research, technical expertise capable of mastering all the dimensions of a project, while calling on the extraordinary skill of our manufacturers, who are an infinite resource of materials and shapes for designers.”*



Circular scenography

As in the first stage in Paris, the exhibition set up at Institut français Milano is realised by the architecture and interior design studio *Atelier du Pont* (Anne-Cécile Comar & Philippe Croisier): an innovative and sustainable scenography based on *vintage* displays and furniture sourced in French brocantes, in a reuse of materials that encourages a circular economy.



The exhibition is part of 5VIE Design Week 2024.

During *the Milan Design Week 2024*, Le FRENCH DESIGN offers a digital version of *Le FRENCH DESIGN MILAN MAP*, an essential tool for orientation among the many proposal of the French creativity in Milan. This is a condensed, Milan-specific version of the global Le FRENCH DESIGN MAP, on which the institution has been working in recent years.

Le FRENCH DESIGN is partner of the *Mobilier national* which presents the exhibition "*Paris-Milan: il mobile mobile*" in San Bernardino alle Monache Church from 16 to 21 April 2024. For this event, the *Mobilier national* has brought together pieces by top designers and craftsmen to showcase contemporary French design and expertise. In a scenography designed by Madeleine Oltra and Angelo de Taisne (winners of the Toulon Design Parade in 2022), the exhibition evokes the world of a "Paris-Milan" train and the timeless atmosphere of longdistance trains, symbols of elegance and innovation, where mobile furniture, "mobile mobile", sets the scene.

L'Ameublement français and Le FRENCH DESIGN introduce in Milan *the FRENCH LIVING IN MOTION* tour, which brings together over 80 French designers, manufacturers and craftsmanship across the city and the Salone del Mobile to unveil the full vitality of the French spirit. Among its flagship exhibitions: "*Monolithes*", located in the heart of Brera, offers a sensory immersion between monumental minimalist art and futuristic primitivism, and reveals unique pieces showcasing the rare craftsmanship of five exceptional French manufacturers: Atelier Alain Ellouz, Duvivier Canapés, Manufacture Robert Four, SIGébène, and Maison Taillardat.

Le FRENCH DESIGN 100

Since 2019, Le FRENCH DESIGN organizes *Le FRENCH DESIGN 100*, the only design awards in France that enhances the international importance of French designers and interior designers. The Awards aims at selecting for each edition the 100 objects (furniture, decorations ...) and spaces (hotels, shops, restaurants ...) that best represent French design in the world.

Le FRENCH DESIGN 100 focuses on French creativity, including both the key figures in the national scene and the most interesting profiles of those who will be the stars of tomorrow, all sharing the ability to express the essential values of French design through their projects.

Le FRENCH DESIGN 100 pays tribute to the entire *"ecosystem of designers, manufacturers and unique skills, all essential elements of our French art de vivre"*, says Jean-Paul Bath, CEO of Le FRENCH DESIGN.

Le FRENCH DESIGN promotes innovation in furniture and interior design. As an industry figure head for forty years, it deciphers trends in contemporary lifestyles and launches studies and perspective projects that encourage cross-disciplinary meetings between creators, designers, architects, scientists, craftsmen, manufacturers and furniture editors to imagine tomorrow's living spaces. It supports companies in their creative transformations, by incubating their projects and contributing to their promotion. Through exhibitions, conferences and a strong digital presence with images and 3D, it promotes a French lifestyle on the five continents. As a player that helps French brands grow and expand in a world that looks formeaning and emotion, Le FRENCH DESIGN defines a future that will be more digital, nomadic and sustainable.

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The Institut français Milano is located in the Palazzo delle Stelline, across from the building that houses the Last Supper. The institution showcases the vitality of contemporary French art and cinema by inviting the public to read and debate through teaching and promotion of the French language. Being based in Milan, a capital of design, the Institut français Milano's programming also gives a place of honor to design, especially during Salone del Mobile. The exhibition *Nomadic nuances, Furniture branded* Le FRENCH DESIGN 100 renews the attention for the most recent designs from beyond the Alps, creating an echo between design and contemporary art: a strong image of French design, capable of still filling the gallery in Corso Magenta 63 with an enthusiastic and connoisseur audience.

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