

Le Lieu du Design Paris / Île-de-France

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Le Lieu
du design



PARIS / ILE DE FRANCE

Design in Paris/Ile-de-France Region

A capital and an economic issue :

- 4000 businesses
- 30 000 jobs
- More the 1000 design agencies located in Ile-de-France = 70% of French design agencies
- A turn-over of euros 2,5 billion
- 16 Art schools, 4 engineer schools , 5 universities , 11 design schools, 5 research centers.
- More than 60% of French firms have never called upon design and less than 20% of them deem design to be strategic
- According to the Design Council, the return on investment for firms having called upon design is less than 2 years.

LE LIEU DU DESIGN :

- 1) A place for federating professionals : designers, businesses, design schools, research centers, innovation centers, structures of promotion of design... Le Lieu du Design is a platform for permanent meetings and on-going dialogues
- 2) Convince regional businesses (mainly small and medium size ones) to use design and help them to find the necessary assistance (designers, project team...) and financing
- 3) Accompany designers and help them to create their own company or design agency
- 4) Promote French design in Europe and abroad
- 5) Promoting General Public Awareness of Design's Role
- 6) In conclusion : ally successfully designers and firms for innovation and competitiveness



A place of partnerships

Le Lieu du Design has taken the initiative of proposing partnership agreements to :

- le **Centre Francilien de l'Innovation** (Paris Region Center for Innovation)
- l' **Agence pour la Promotion de la Création Industrielle** (Agency for the promotion of Industrial design)
- l'**Institut National de la Propriété Industrielle** (National Institute for intellectual and industrial protection)
- la matériauthèque **matériO** (materials library)
- la **Chambre de Commerce de d'Industrie de Paris** (Chamber of Commerce of Paris)



Le Lieu du Design, a place for bringing design and businesses together

Renan Sobaga, project leader for the Lieu du Design go to businesses to work with them on their design project, evaluate the return on investment they may expect and help them find the necessary assistance and financing. He can mobilize the network of the Lieu that content more than 5 000 professionals identified (designers, research centers, prototypists, material centers, eco-conception experts...)



CFI (Paris regional innovation center) advisors will also be promoting corporate awareness of design.

Since the Lieu's inauguration, Renan Sobaga has handled more than 350 requests from firms and designers.



Tools

The Lieu du Design includes a 220 m² exhibition hall, conference rooms for training sessions and meetings, a documentation center with more than 1000 books dedicated to all types of design and open to the public Monday through Friday from 2 p.m. to 6 p.m.

It is also home to matériO's materials resource center - entirely dedicated to innovative materials with a collection of more than 5000 samples.

In addition, the Lieu has setup a bilingual Internet site including a directory of more than 1000 designers, details regarding creation subsidies currently available, case files, as well as technology, sociology, and economy watch items distributed by the Lieu du Design to its subscribers, details regarding design training programs available in France and abroad, news about design and the Lieu, etc.

Which links at European level?

Le Lieu du Design got involved in developing links with :

- the European Commission
- a series of regions (Eindhoven, Helsinki, Flanders,...) via the ERRIN Network
- the City of Eindhoven
- the Barcelona Design Center
- the Royal College of Art...



PARIS / ILE DE FRANCE

THE TEAM

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Thank you for your attention!

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