

# DESIGN IN FRANCE

KEY INFO IN

**10**

POINTS



# 1

## ▶ BUOYANT FRENCH DESIGN SECTOR

There are 30,000-40,000 professionals working in the French design sector, whose turnover has been estimated at €5 billion in 2013 by Laurent Dutheil, CEO of Le Lieu du Design.



# 2

## ▶ FLAGSHIP FIRMS EXPORT THEIR SAVOIR-FAIRE

A number of major multinational French companies (excluding the luxury sector) place great emphasis on design. They include Carrefour, Dassault Systems, Facom, Legrand, Ligne Roset, Orange, Oxylane, Renault, Schneider Electric, Seb, SNCF and Veolia. While for certain French SMEs, such as Alki, Mastrad, Parrot and Withings, design was a key factor in their businesses going global.



# 3

## ▶ DYNAMIC AND DIVERSE DESIGN ECOSYSTEM

While French designers often work as freelancers, there are also internal design centers at major companies such as the PSA Peugeot Citroën Automobile Design Network, Oxylane, Seb, Schneider Electric and Carrefour.

## 4 ▶ INTERNATIONALLY RENOWNED TRAINING PROGRAMS

A globally acclaimed network of design schools, including the *Ecole de Design Nantes-Atlantique*; *École Supérieure d'Art et Design à Saint-Étienne* (ESADSE); *École nationale supérieure de création industrielle* (ENSCI); and the *École d'Enseignement Supérieur d'Art à Bordeaux* (EBABX).

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## 5 ▶ HIGH-PROFILE ORGANIZATIONS

Promotional bodies such as the *Lieu du Design*, the French Agency for the Promotion of Industrial Design (APCI), the French Design Institute (IFD), and the *Cité du Design* bring together different design stakeholders and organize major events in France and internationally, such as the "*Observateur du design*" and "France Design".

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## 6 ▶ FRANCE ATTRACTS DESIGNERS

Neil Poulton (Scotland), Jasper Morrison (England), Arik Levy (Israel), and the American Paris College of Art have all set up in France.

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## 7 ▶ FOREIGN INVESTMENTS IN DESIGN

There have been 46 foreign investments in the French design sector since 2004, creating more than 1,300 jobs. In 2014, Chinese brand Zhejiang set up its European HQ and a design center in France.

# 8

## ▶ VALUABLE SCIENTIFIC ENVIRONMENT


Twenty-six research and higher education hubs nationwide, and numerous partnerships between design schools, businesses and laboratories, such as the Minatec IDEAs Laboratory, designing future applications for new technologies with the help of designers, manufacturers, and researchers in social and human sciences.



# 9

## ▶ SIX INNOVATION CLUSTERS IN THE DESIGN SECTOR


Cap Digital (world-class candidate cluster, Paris region), Végépolys (world-class candidate cluster, Pays de la Loire), Matikem (Nord-Pas de Calais), Mov'éo (Haute-Normandie), Pôle Véhicule du Futur (Alsace), and the European Ceramics Cluster (Limousin).





# 10

## ▶ GOVERNMENT SUPPORT FOR THE DESIGN SECTOR

Eligibility extended for France's research tax credit and innovation tax credit have been extended to design activities; designers' residences have been set up in innovation clusters; creation of the Jean Prouvet prize to rethink school furniture; and launch of design capsules to host exhibitions and raise awareness of design among the general public.

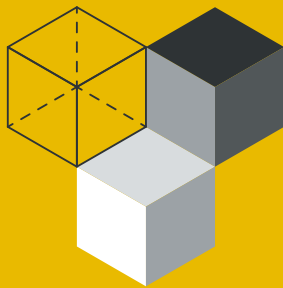


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**30,000-40,000**  
**PROFESSIONALS WORKING**  
**IN THE FRENCH DESIGN SECTOR**



**FOREIGN  
INVESTMENT  
DECISIONS  
PER WEEK**



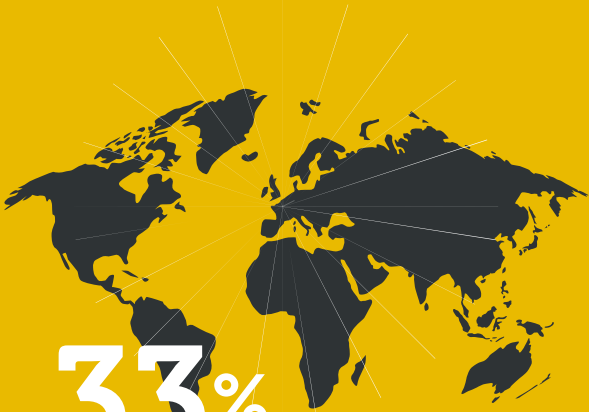
ACCESS TO A MARKET OF

65



MILLION CONSUMERS

AND GATEWAY TO THE EMEA



**33%**

**OF FRENCH EXPORTS  
ARE GENERATED BY  
FOREIGN COMPANIES**