



17

Arc International - Pyrex
Product innovation in the technological context of businesses
17. P. Chamié
“Pyrex Degré” project

Dassault Systèmes
Catia Design Studio solution experimentation:
“Imagine & Shape” new design software
18. E. Cardinaud
Clothes peg project



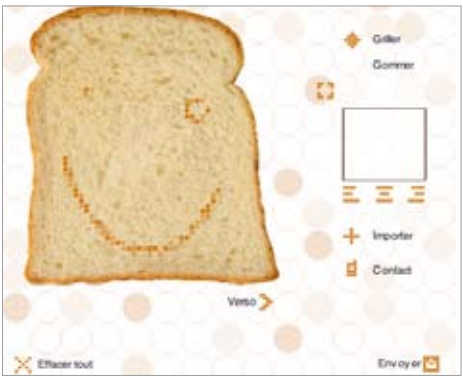
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19

ANAT (Atelier national d'art textile)
Material research project in lighting
19. D. Saltet
“Papilles scientifiques” project
20. F. Mahé
Silk dress project

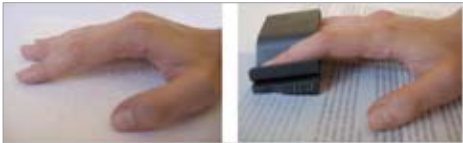
Orange - France Télécom R&D
Prospective reflection on new domestic terminals
21. M. Excoffon
“Albert Toast” project, a toaster that enables message-writing



21



20



22



23



23

Minattec Ideas Laboratory - CEA / Leti
Research on new uses using nanotechnologies
22. Ch. Moussalem – Reading system for the partially sighted
23. V. Blouin – Reflection on note-taking and mobility
24. S. H. Huynh – Increased protection

ADN (Atelier de Design Numérique)
Prospective reflections on uses and interactions
25. A. Demay, D. Roffat – “PDL BlankPage” project



24



24

Credits photos ENSCI-Les Ateliers : Véronique Huyghe



Combining competitiveness and quality of life



3



3

Kenwood design (Japon)
Réflexion prospective
« pour le plaisir de manipuler le son »
1. L. Lobet
Projet « High familiarity »
2. C. Huet, C. Baltazar
Projet « K motion »

Orlim
Reflection on applying an innovative motorisation technology
(Project created with the support of the VIA)
3. C. Delomier, M. El-Oulhani
Oscillating fan project



1

Les Ateliers (Paris Design Institute) acts at the junction of the arts, science and technology, economics, and the human and social sciences.
The school prepares tomorrow's designers to be **players in economic and social innovation** through the originality and scope of their proposals, “architects” of a “better life”.

Les Ateliers teaching and research activities are developed around a **contemporary vision of industry** that focuses on services as much as products and combines material and immaterial technologies (from new materials to ICT and CAD), placing practice and use at the heart of creation.

Specialised in product design, Les Ateliers has extended its range of intervention to other design fields : **communication, public space, service design...** Today the school is present in most fields of technological and non-technological innovation.

Les Ateliers maintains close links with the **world of business and industry** in the context of short-, medium-, and long-term partnerships.
It is currently reinforcing its ties with **scientific research** centres and complementary higher education institutions (technology, management, the human and social sciences).

A state-run “industrial and commercial establishment” supervised by two ministries (Ministry of Culture and Ministry of Industry), Les Ateliers proposes a 5-year “**industrial designer**” **programme** certified at Level 1 (National Register of Professional Certifications).

Les Ateliers also offers a 5-year “**textile designer**” **course** leading to an ANAT degree (Atelier National d'Art Textile) and the specialist postgraduate Master's degree in “**Design and Contemporary Technology**”.

The Les Ateliers project

According to the 2008 review of its teaching project, Les Ateliers has retained four main avenues of development for the coming years:

ASSERTING A STRONG AND ORIGINAL POSITION

Faced with today's uncertainties and complexity and the deep rifts that are unsettling our societies, Les Ateliers trains designers who are able to **grasp complexity** and assert themselves as **players who can bring about change**.

In a world marked by an element of dehumanisation, ENSCI stands as a “pole of resistance” where the responses to the existential challenges of our times lie in poetry, cultural diversity, simplicity, sustainability, quality of life...

Taking on eventual contradictions and finding solutions, **Les Ateliers trains designers who will be innovative players able to contribute to a company's competitiveness on world markets**.

REINFORCING OPENNESS AND NETWORKING

Les Ateliers stands at the junction of academic fields which facilitate cooperation with universities and higher education establishments in France, Europe, and the world.

The school is at the heart of a cluster that associates it with engineering, managerial and architecture schools as well as human and social science faculties in the Île de France region. **Paris Design Lab®** creates synergies, promotes research and innovation, and contributes to Paris's reputation as a world “design capital”.

Having traditionally forged close relations with companies (see page 3), Les Ateliers is extending its networks to the world of research, partnering up with laboratories from both the public and the private sphere.

Moreover, furthering Les Ateliers' goal of **intercultural awareness**, “strengthened partnerships” are being developed in Europe, North America, and Asia with a number of particularly innovative universities and schools.

RESEARCH

Higher education cannot be dissociated from research. Les Ateliers has chosen three main avenues of research in fields of public interest:
- design, environment, and energy;
- design and health;
- design, public space, and mobility;
and is strengthening its links with public research institutions. Furthermore, Les Ateliers casts **a critical eye on 21st-century “industry”**. As the founder of the **Entretiens du nouveau monde industriel** (New Industrial World Talks) with the Centre Georges Pompidou and Cap Digital, the school is working in particular on:
- understanding new social practices and the new use values of the contemporary “artefact”;
- elaborating new product design models, both material and immaterial;
- analysing the impact of transformational and/or ubiquitous technologies.
The relationship between design, innovation and business competitiveness finds its place in the research programmes. These are mainly developed within the Paris Design Lab®. Some will find their place in chairs of research.

CONTINUAL TRAINING

In a school of industrial design, undergraduate and continual training* are linked and sometimes inseparable. Finding the vocation and preparing for the profession of designer can sometimes occur after embarking on a professional path.

Analysis of the performance of innovative and successful corporations shows the **need to link design to a company's various functions. Engineers and managers** need to know and understand the logic and practice of designers (both those working in-house and in agencies) in order to work better with them, and vice versa.

(*currently being programmed)

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4



5

Hermès
Innovation research in the field of luggage
4. S. Na Soontrorn
Research on the relations between material and form

Tag Heuer (Switzerland)
Innovation in watches
5. A. Chiron, S. Beneteau - "Zéon" project

Hennessy
Packaging research for "Paradis" cognac
6. F. Massin
Box and display project



7



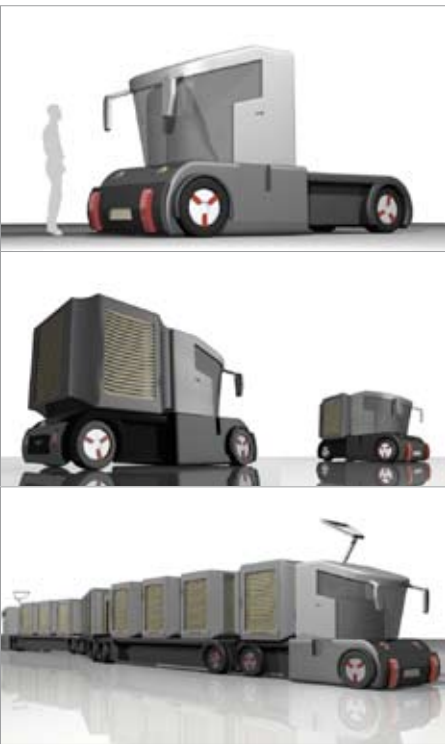
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8



9



11

Visa Europe (UK)
Service innovation project for Visa bank card
7. J. Bataillou, J-M. Chaineaux, M. Venot - "Visa travel" project

Centre Pompidou
Overall prospective prefiguration project for a space dedicated to teenagers
8. M. Abdelramane-Dilliah, G. Abrial, J. Andrieu, L. Barroso, F. Berger, R. Daufresne, A. Genova, D. Hanriot-Collin, A. Willaume, B. Wulf.



10



12

SNCF
Innovation research into travel comfort
9. A. Epstein, G. Lacoua - "Alcôve" project
10. P. Charrié, S. Malcotti - Project for refitting the buffet bar in high-speed TGV trains

Drast (Ministry of Transport) + Transit Consulting
Research on an "acceptable" future for heavy goods vehicles
11. A. Logerot
"Mayon" project

Two wheels and an engine project
12. S. Borrat, E. Gobin
"Bollyd" project



The expenses incurred by Les Ateliers' partner firms are eligible for French tax credits for research.

Les Ateliers develops a study- and research-based pedagogy with its partners in the world of industry, services or research.

Les Ateliers is focused on innovation and gives particular emphasis to "real-life" projects in partnership with business and industry. A major part of the school's project-based pedagogy and teaching resources is devoted to these partnerships. The school takes special care to select and define appropriate study themes and research topics for its partnerships and elaborates project-specific formats adapted in terms of schedule, rhythm, team size, and material resources.

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13



14

Electrolux (Italy - Sweden)
Cooking: research on the food cycle
13. I. Berthezène, R. Pascal
– Reflection on the "chain": storage preparation, cooking and cleaning

Dassault Systèmes
Catia Design Studio solution experimentation:
"Imagine & Shape" new design software
14. Q. Vaulot, V. Blouin
Tap project

Roset - Cinna
Research on lights and materials
15. M. Sarrazin
Manufactured by Roset
16. S. Bourotte
Manufactured by Cinna



15



16

MAIN RECENT PARTENAIRES:

Digital information and communication technologies: Orange France Télécom - Kenwood Design (Japon) - Alcatel Lucent - Thomson multimedia
Télécom Paris - Dassault Systèmes - Université Paris 8 - Laboratoire Paragraphe / CITU
CEA / Minatec Ideas Lab - FING - Laser / Echangeur - Cap Digital - Microsoft - SFR
Institut de Recherche et d'Innovation / Centre Pompidou...

Habitat and living environment equipment: EDF - Legrand - Tefal - Technal
Newell Rubermaid - Habitat - Couzon - Groupe CMH - IRFA - Via - Electrolux (Italie, Suède) Leroy Merlin - Hardy / Roux - Ministère du logement / PUCA - Groupe SEB - Pyrex...

Transport: Renault Design - APCI - Ministère des Transports / DRAST - SNCF...

Distribution and commercial space: Institut Français du Merchandising - FNAC
Ubisoft - EDF - Photo Service - Monoprix - Illy Caffé (Italie)...

Services: RATP - Visa europe - Sodexo - SNCF - Nestlé...

Luxury goods: Hermès - Cognac Hennessy - Tag Heuer (Suisse) - Louis Vuitton...

Accessories and personal equipment: Pentel (Japon) - Delsey - Cébé - Salomon...

Packaging: Lipton / Unilever - Danone - Erreti (Italie) - Vetrerie Bruni (Italie)
Carrefour ...

Public space: Ville de Paris - Euroméditerranée - Ville de Montreuil...

Exhibitions and museology: Lille 3000 - Musée d'Art Moderne de Troyes - Knoll
Cité des Sciences et de l'Industrie - Ferme du Buisson - CNAM - Salon Innova (Portugal)
Musée El Mirador (Chili) - Centre Georges Pompidou / Programmation Jeune Public...

Reflection on technologies and materials: Elumin8 (UK) - Asklé - GE Plastic
Actilux - Dupont de Nemours - Alusuisse - Arcelor - Habitat - École Centrale Paris
Laboratoire de Réhologie du Bois - Ecole Polytechnique Fédérale de Lausanne (Suisse)
Futuramat - Natene ...

The teaching programme

All programmes at Les Ateliers are based on a project-oriented approach combining theory and practice. Students learn to master the necessary knowledge and tools—from the most traditional to the most contemporary—and to grasp the cultural, economic, technological, and social contexts of their future professions. Teaching relies as much on learning new digital and image technologies as working in wood, metal, plastic, and textile workshops. In addition to the regular teaching staff, the school calls on outside personalities for lectures, seminars or workshops. Prior to graduation, all students undertake an obligatory semester-long professional internship in France or abroad; many of them also study abroad on a university exchange programme. Every year Les Ateliers trains 250 students of all nationalities. To date it has graduated 548 industrial designers and 200 textile designers (ANAT) and awarded 130 specialist Masters degrees.

Open to the world

The international dimension of Les Ateliers allows students to confront intercultural working situations and prepares them to work as industrial designers in a globalised economy. This cultural mix is implemented through exchange programmes and privileged links with international schools and universities. Les Ateliers students have the opportunity to spend six months studying in the best schools in the world, with Les Ateliers welcoming foreign "interns" every semester in return. Other students choose to do an internship in a design agency or with a company abroad. The goal is for 80% of ENSCI students to have spent at least one semester abroad by 2012. Aside from traditional academic exchange activities and the need for all Les Ateliers students to acquire a sufficient aptitude in English to guarantee smooth exchanges, the school regularly organises international seminars that draw on an extensive network of partners and professionals abroad. The goal is to enable each student to position him or herself in a very open world.

Les Ateliers develops international collaborations, notably through study and research partnerships held in project workshops of European and foreign firms. Recent partners include: Electrolux (Italy/Sweden) – Pentel (Japan) – Tag Heuer (Switzerland) – Illy Caffé (Italy) – Visa Europe (UK) – Elumin8 (UK) – Kenwood (Japan) – EPFL (Switzerland).

Les Ateliers is seeking to increase its cooperation with foreign companies in order to diversify its approaches to design. It would also like to encourage its French partners to accompany the school in the various initiatives that open it up to the world. To this end, the school can benefit from the business sponsorship actions defined by Law N° 2003-709 of August 1st 2003.

The role of companies

Les Ateliers maintains close relations with business and industry.

These take diverse forms: study and research partnerships, workshops, internships in agencies and firms in France and abroad, visits to firms and industrial sites, professional meetings, and lectures. Furthermore, many industry professionals come to the school for seminars and workshops and to participate in the project studios. They also take part in the school's various juries: admissions, evaluations, and graduation.