

# VILLAGE DES CRÉATEURS

THE STRUCTURE OF ECONOMIC DEVELOPMENT OF FASHION AND DESIGN COMPANIES IN RHÔNE-ALPES

**DESIGNERS'  
PORTRAITS**

**SHOPPING LIST**

**THEY ARE ALSO  
AT NOW! LE OFF**

**2014 AWARDS**

**MAISON & OBJET:  
VDC DESIGNERS  
AT THE TRADE FAIR**

**INTERVIEW:  
SERGE BENSIMON**



The Objet-éponge created by Roxane Andrès with Marlène Rifford, trace multiple and inextricable movements. Intertwining wisps of porcelain creates filigree objects with no beginning or end that swing between material existence and abstract art.  
Photo © Roxane Andrès.

➔ Following an exhibition on the Berges de Seine for the D'Days festival in May 2014, the Village des Créateurs presents four designers during Paris Fashion Week in the now! le Off fringe festival at the Cité de la Mode et du Design. Adrian Blanc, Aurélie Richard, Benjamin Faure and Roxane Andrès are four intrepid new designers from the young generation, drawing on eclectic sources of inspiration.

This is also the mission of the Village des Créateurs: to support budding fashion and design brands in the Rhône-Alpes region and provide them with the services they need to suit their businesses; to lead a network of start-up businesses to create a community of creative minds who exchange, share and work together on constructing projects with a view to building links between fashion and design.

Armed with this cross-functional approach, the Village des Créateurs plays a crucial role in the economic development of creative industries in the Rhône-Alpes region.



Village des Créateurs, la boutique, a "white box" to give expression collections designers of the Rhone-Alpes.  
Photo © Loïc Benoît.

## Village des Créateurs a place of exchanges

Created in 2001, the Village des Créateurs supports a network of 70 fashion and object design brands in the Rhône-Alpes region. The Village des Créateurs is its business incubator, located in the slopes of the Croix Rousse hill, the creative district of Lyon. It comprises 12 spaces (workshop-boutiques, offices and showrooms) on two-year rental terms, the Café where creators, designers, customers, and tourists can get together in a relaxed atmosphere, and the VDC office with its team staff who works closely with the brands on a daily basis.

It also now houses Village des Créateurs, la Boutique, known as VDCIB, which opened in March 2014. This multi-designer fashion and design concept store displays collections and objects by the VDC creators and designers in an area designed by Emmanuel Chevalier. Its simple, uncluttered space is fully adaptable to accommodate exhibitions, and parties based around the world of design.



# DESIGNERS STOP OFF AT THE NOW! LE OFF FRINGE FESTIVAL

The Village des Créateurs has taken over 18m<sup>2</sup> at the now! le Off fringe festival which is dedicated to all things avant-garde and up-and-coming designers. Four member designers are exhibited within a striking backdrop that spills over into the outside space.

## ADRIAN BLANC

Bold and original designs

A graduate from ECAL (Lausanne) and ESAD Reims, young French designer Adrian Blanc spent part of his life in India where he learnt new ways to understand the world that surrounds us. His approach combines high-tech designs with aesthetics to create projects with his hallmark romantic feel.

Adrian Blanc works mainly with raw materials, in collaboration with local craftsmen. Forming close links with traditional methods has enabled him to create new and original designs.

Floty Flota



The *Floty Flota* project is inspired by the marine world, in a floating glass candle holder to illuminate a lake with a lyrical feel. An entire cosmos of shapes, colours and symbols! From buoys to lighthouses, everyday objects can be re-used or recycled into a multitude of specific items and uses...

[www.adrianblanc.fr](http://www.adrianblanc.fr)

## AURÉLIE RICHARD

Combining femininity with materials

As creator of her own HyttDesign line, Aurélie Richard designs collections that combine textile materials with the purity of wood. She draws her inspiration from the gently changing seasons and the world of log cabins. A chic and muted log cabin, of course, to whisk you away from it all on a voyage of discovery...

Fall/Winter 2014-15



As a result of her desire to re-enchant our everyday lives with uncluttered and velvety items, Aurélie Richard works on varied projects with a 'cosy design' feel. Through her various creations, she draws on her delicate and sophisticated way of working to bring new meaning to materials such as wicker or rattan with the *Edward* ceiling light, the *Songe* accessory or the *Halo* light fitting. Inspired by the magical and clever use of wood, she takes elements, textiles and materials and uses a dash of imagination to assemble and transform them into fragile and aesthetic items such as her *Rêverie* rug and her *Al'is chic* and *Forget-me-Not* vases. With unforgettable names that roll off the tongue, these items conjure up life's fleeting moments.

[www.hyttdesign.com](http://www.hyttdesign.com)

## BENJAMIN FAURE

Simple and aesthetic

As the co-founder of the EDIZ design studio, Benjamin Faure works in a variety of fields and more specifically in furnishings and lighting. His accomplishments focus on essentials both in terms of the shape and manufacture of the object. Creating the unexpected and constantly seeking new types of products is a common thread that runs through his designs.

Spotlight, Hexagone, OneSnake & Outlight



Benjamin Faure's design objects are sometimes quirky and always feature a striking visual effect. With his *Outlight lamp*, the designer plays around with the boundaries between the lamp's function and shape. The frame is therefore the key element of the design, resulting in a visual illusion and a fun design. The *Spotlight* collection unveils brightly-lit graphic effects. Benjamin Faure presents *One Snake*, a decidedly modern and ultra-graphic book case. With its geometric lines, it goes beyond a simple storage function to truly become a space of expression.

[www.benjaminfaure.com](http://www.benjaminfaure.com)

## ROXANE ANDRES

Ways and means

Roxane Andrès is a visual artist, designer and a doctor of visual arts and design. In her workshop in Lyon, she develops a creative approach that's both theoretical and practical. With her connections to hospitals, her research is concentrated on themes linked to medicine. Her work encourages opening up new horizons and is testament to her desire to break down barriers with the use of diverse techniques and multi-faceted design.

Objets éponges, Hasard & Cheminée



The *Objets-éponges* created by Roxane Andrès trace multiple and inextricable movements. Intertwining wisps of porcelain creates filigree objects with no beginning or end that swing between material existence and abstract art. Like some kind of exquisite corpse, the *Hasard* project forms a series of objects emanating from the meeting of two materials, a dialogue between two techniques, unveiling 'happy' coincidences and unlikely encounters. With random textile coils and spirals, the *Cheminées* are in tune with the idea of creating difference within repetition. The mixture of colours due to the recycled nature of the wool adds to the random appearance of the finished product.

[www.roxaneandres.com](http://www.roxaneandres.com)

# SHOPPING LIST

	<p>←</p> <p><b>TABLE VERSO</b> Entreautre</p> <p>Design by Thomas Merlin, Valchromat, aluminium, 3 colors</p> <p>Price: 205 € On sale at <a href="http://www.shop.entreautre.com">www.shop.entreautre.com</a></p>		<p>←</p> <p><b>CENTRE DE TABLE EURIS</b> Rémi Casado</p> <p>Edited by Matière Grise</p> <p>Price: 55 € On sale at VDCIB, 19 rue René Leynaud, 69001 Lyon</p>		<p>←</p> <p><b>TABOURET COCO</b> Marron Rouge</p> <p>Price: 160 € On sale at VDCIB, 19 rue René Leynaud, 69001 Lyon and at <a href="http://www.marronrouge.com">www.marronrouge.com</a></p>
	<p>←</p> <p><b>LAMPE MICRO</b> Anais Bretonnet</p> <p>Price: 150 € On sale at VDCIB, 19 rue René Leynaud, 69001 Lyon</p>		<p>←</p> <p><b>TABLE À CAFÉ FRAGMENTS</b> Mademoiselle Dimanche</p> <p>3 layers of eco-approved épicea Handmade silkscreen print, re versible tray 4 colors available.</p> <p>Price: 198 € On sale at Galeries Lafayette Maison 35 Boulevard Haussmann - 75009 Paris and at <a href="http://www.mademoiselledimanche.com">www.mademoiselledimanche.com</a></p>		<p>←</p> <p><b>COUSSINS GOUTTES</b> Unique en Série</p> <p>Handmade silkscreen print</p> <p>Price: 45 € On sale at VDCIB, 19 rue René Leynaud, 69001 Lyon</p>

# MAISON & OBJET: VDC DESIGNERS AT THE TRADE FAIR

## ANDRÉA VAGGIONE ①

Craft Espace des Métiers d'Art Hall 5A

As a designer of contemporary jewellery, Andréa Vaggione works with silver like an sculptor. Combining craftsman expertise with designer inspiration, her designs are in tune with the heartbeat of everyday life. Her work is delicate and refined, essentially inspired by botany and the plant world.

## MARRON ROUGE ③

Hall 1 Stand C98

As the founder of the Marron Rouge brand, Jean-Marc Attia offers 'eco-design' collections of fashion accessories and decorative items. As an environmentally-aware designer with a passion for Indian culture, ethics and sustainable development are right at the heart of his approach. All his designs are made from recycled materials and contribute to supporting social projects and NGOs. A green designer creating ethical pieces.

## BUZZEBIZZ ②

Hall 6 stand L127

Specialising in the sale of personalisable covers and skins as well as other kinds of cases and protectors for smartphones, the Buzzebizz brand offers products which are exclusively made in France. From production to printing, the brand uses local businesses to create fun products to suit your style and personality!

## VÉRONIQUE DE SOULTRAIT ④

Hall 1 Stand D55

Véronique de Soultrait is a multi-faceted designer. Trained at the Beaux Arts in Lyon, she is a committed bargain-hunter and collector. Her bed linen collections bring a new twist to the art of crochet. In her workshop, she recycles, dyes and joins together these unique pieces to give them a new lease of life that's both traditional yet modern. These designs feature 'boho chic' styling, with a very French twist which gives them all their charm and romantic feel.



© DR



© DR



© Aline Périer



© DR

## THEY ARE ALSO AT NOW! LE OFF



© Andrée Jardin



© DR

## AMAURY POUDRAY

As a former resident of the Passage Thiaffait at the Village des Créateurs, Amaury Poudray presents a new collection of tables for Paris Design Week, created in collaboration with Remy Barrere Gears. This brand new collaboration combines their expertise. The designer is also exhibiting his Pukka desk brushes for the Andrée Jardin brand at *Maison&Objet*.

## FLORENT DEGOURC

As an independent designer for Ligne Roset, Florent Degourc presents his objects for the *Now! le Off* fringe festival: his *Gaspard* chair, *SoCal* shelving and *Solutré* lamp. With a minimalist aesthetic and Scandinavian style, his designs reveal his taste for simplicity.

# 2014 AWARDS: VDC PRIZE WINNERS

Winner of the 2014 Young Designer Prize  
at the Ateliers d'Art de France

## PAUL VENAILLE



© Cécile et Guillaume Van Santen

In June, Paul Venaille was among the winners of the 2014 Young Designer Prize at the Ateliers d'Art de France. This competition rewards avant-garde design and artistic creation.

Paul Venaille was selected for his pop-art and lyrical creations. This independent designer focuses on cabinet-making, led by his passion for creation as well as the freedom of design and production that goes hand-in-hand with this profession. In his opinion,

the contact with materials, manual experimentation and the physical transformation of an object are all truly essential. His explorations into the properties of wood lead him towards a sense of aesthetics and advanced design which in turn go beyond the actual function of the object. He brings a fun dimension to his projects whilst exploring the relationship between the user and the object. You can find Paul Venaille items at *Maison&Objet* 2014.

Winners of Talents de Mode 2014,  
presided over by Serge Bensimon

1st prize

**CAE.**  
REINVENTS  
WORKWEAR



© Alain Rico

Coup de cœur prize

**ATELIER RENÉE,**  
INSTINCTIVE  
DESIGNS



© Alain Rico

As graduates in Textile Fashion and Design from the Condé school in Lyon, Emma Berger and Mathilde Sothier are the founders of the brand Cae., short for CAERULEUM, the Latin word for sky blue. Cae. explores all shades of blue. The range is available for men and women, featuring graphic lines, multiple seaming and geometric insets to create a deliberately urban and contemporary style. Having won first prize, Cae. is opening a workshop-boutique at the Village des Créateurs in Lyon in September 2014, and will exhibit at the *Who's Next* trade fair in January 2015.  
— [www.cae-store.com](http://www.cae-store.com)

As a graduate of the Boule school and founder of the Atelier Renée brand, Manon Abramovicz-Fontbonne is moved in Paris. She creates collections made from silver, vermeil and gold, with the addition of precious stones such as sapphire and emerald. Atelier Renée jewellery combines spontaneous shapes with high jewellery craftsman techniques, hammering and working the materials in an almost rough and deliberately 'random' way. Having won the Coup de Coeur Prize, Atelier Renée will present its collection at the *Première Classe* trade fair in January 2015.  
— [atelierrenee.tumblr.com](http://atelierrenee.tumblr.com)



# SERGE BENSIMON

As chairman of the 2014 Talents de Mode competition organised by the Village des Créateurs, Serge Bensimon embodies the very notion of lifestyle that features in his stores.

“THIS PROFESSION CALLS FOR A VERY CLEAR VIEW OF THE WORLD”

**You were one of the very first designers to open a fashion and decoration concept store. How is this cross-functionality expressed?**

Right from the start when I created my brand, I always believed that fashion did not end at the boundaries of textiles. Our stores reflect this lifestyle feel that is now part of everyday language. But at the time, this approach was unheard-of! I've always wanted to swim against the tide when it comes to fashion. I wanted my concept store to be a place where people could feel good and inspired. Today, this concept of the 'ideal store' is really taking off, clients love it. *Home Autour Du Monde* now features in every major French town.

**You accepted the role of chairman of the "Talents de Mode" competition which showcases a young fashion designer. In addition to talent, what advice would you give to a designer-entrepreneur who is just starting out?**

I'm always delighted to be able to mentor these youngsters, especially in this city that is so dear to me and which is a hothouse for creativity and talent. It is very important to pass on our knowledge in our professions. I was really lucky to be mentored by my father and uncle when I was young. It is my duty to do the same now for the younger generation.

I was lucky enough to meet Isabelle Gleize (director of the Village des Créateurs) who convinced me to overcome my shyness and become chairman of the Talents de Mode jury this season. I can't thank her and Max Chaoul (president of the Village des Créateurs) enough, as it has given me the opportunity to meet some great people!

Here is the advice I would give:

Firstly, these young people have to understand that simply being talented is not enough. First and foremost, this profession calls for a very clear view of the world around us. You need to have your eyes and ears open, with a sense of curiosity not just for trends and movements in the field of fashion, of course, but also in terms of painting, art, design, travel, etc. All this is an incredibly rich source for design. Nothing is easy, and success will only come to those with a desire to progress and innovate.

Beyond my role of awarding prizes, I am happy to be a mentor and guide, and invite them to come and see me at my Paris showroom for more advice. They would be most welcome.

**To celebrate the fifth anniversary of your "Home Autour Du Monde" concept store in Lyon, you called on young stylists and designers to bring a new twist to your famous tennis shoes. How did your design teams organise themselves?**

It was a huge surprise! When I arrived at my concept store on the day of the 5th anniversary, I was really touched by the creativity as well as by the enormous effort put in by the designers we had invited. We had made the decision to let each one express themselves with complete carte blanche, so we had no idea what the results would be! It also meant that I was lucky enough to meet the designers on the day, and I must say that each tennis shoe reflected each of their different personalities. In fact, I would love to get back in touch with certain designers to suggest working together in the future on a production project. This is an approach I have followed in my Galerie (*Gallery S. Bensimon*) for a long time, where I have met several young designers, as well as at my *Home Autour Du Monde* concept stores which have called on new talents right from the start.

[www.bensimon.com](http://www.bensimon.com)  
[www.talentsdemode.com](http://www.talentsdemode.com)



© Tennis designed by Morgan Kirch

CTC entretien des liens privilégiés avec la création, le design, les jeunes entreprises et le Village des Créateurs

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