

# Biennale internationale design

## Saint-Étienne

10 ANS 15 → 30 NOV.2008



**ELSA FRANCÈS**

Designer

Born 3 January 1966 in Paris.

### DETAILS

Cité du Design  
15 rue Henri Gonnard  
42000 Saint Etienne

### QUALIFICATIONS:

1985 / 1991

Industrial creation Higher National School, Paris Graduate  
One term at the University of Montréal, Québec (1986). Industrial Creation Section

1988

Beaux-Arts at Cergy Pontoise. Communication major

1983 / 1985

Beaux-Arts at Versailles : Plastic Arts Initiation Certificate

1983

Baccalauréat in living languages (English, Spanish, Russian)

### PROFESSIONAL ACTIVITIES:

**Since September 2005: Director of the Saint Étienne Cité du Design**

The Saint Étienne Cité du Design, which is currently being set up, is intended to be a creative resource centre dedicated to innovation and future creation via design. The Cité already comprises teaching activities (ERBASE), exhibitions (Design Two-yearly Celebration) and publishing (Azimut) etc.

*Press/media:*

*La Gazette (October 2005), Le Progrès / la tribune (October 2005), Design fax (October 2005).*

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**From 1993 to June 2005: Member of the Tim Thom team, Thomson.**

Appointed by Philippe Starck in 1993, Elsa Francès joined Tim Thom - the Thomson European design team - for the purpose of conceiving new products: Television sets, video, audio, and telephony equipment for the Thomson, Saba and Telefunken. She took part in designing and realising the "dream products" exhibited at the IFA in 1995.

In 1997, after Philippe Starck left, she was placed in charge of prospective design at Tim Thom, and in 1999 became "design manager" of the Thomson Scenium European product range.

In 2001, Tim Thom became a world team: the American and European teams were merged under the directorship of Gérard Vergneau.

Elsa Francès became "worldwide strategic design manager": she designed the structure and operating modes of the "strategic design" team, made up of eight people (graphic designers, product designers, Europeans and Americans) which she directs in Paris and Indianapolis.

In 2004, she became "strategic and creative design manager", thus bringing together the worlds strategic activity department and directorship of product creation in Europe.

*The main products she designed for Thomson:*

2003 - LCD Screen (prototype) / 2002 - Overhead Projector 117 and 107 cm (Thomson product 42JH68E, 46JH68E) / 2002 - 1/16th Television Set (Thomson Scenium Range - 32WD610S, 32 WZ 620S, 28 WZ 620S) / 2002 - Wireless Headphones WHP 840/940 (Thomson Home solutions) / 2001 - 112 cm Overhead Projector (Thomson Scenium Range - 44TW610S, 44JW610S) / 2001 - Wysius Plasma Screen (Thomson Wysius Range) / 2001 - Corner Scenium / 1998 - Porcelain Radio or "Radio pylon" (dream product) / 1997 - 4/3 Television Set (25DG, 28DG) / 1997 - Printer (research prototype) / 1997 - "Thom pack", multimedia combo (dream product, combo with Jean-Michel Policar) / 1997 - Decoder / 1996 - Visiophone (research prototype, Artistic Director Philippe Starck) / 1995 - 4/3 and 19/6th Television Set Range (Artistic Director Philippe Starck) / 1996 - Wireless Telephone Range (Artistic Director Philippe Starck - T5300, T5800, T6850) / 1995 - "Aloo" Wireless Telephone Range (Artistic Director Philippe Starck) / 1995 - Rock n'Rock, Telefunken CD player (dream product- Concept P.Starck, design E.Francès) / 1995 - "Fuga", Telefunken stereo CD player (dream product- Artistic Director P.Starck, concept and design E.Francès) / 1995 - Telefunken 4/3, mono and stereo 55 cm Television Set (Artistic Director Philippe Starck) / 1995 - 4/3, 63 and 70 cm Telefunken Television Set (Artistic Director Philippe Starck - DS 2868L, DS2560H) / 1994 - 16/9th "Cinevision" Television Set, Telefunken, (Artistic Director Philippe Starck) / 1993 -, SABA Video Cassette Player (Artistic Director Philippe Starck - VR 504S).

*Press/media:*

Archi-Créé (March 03), Jalouse (no. 58 -March 03 - page 141 "Rétrofuturisme"), Intramuros (no. 101, no.99, no.98 -Pub TimThom, no.98 - article "le triomphe du consommateur" [Triumph of the Consumer], no.95 "page 28, no.89 "l'électroménager, la tendance de la séduction) [domestic appliances, a tendency to be seductive], ID Magazine (April 2002 -published by Tim Thom), Elle Décoration (article by Tim Thom), Marie-Claire (porcelain radio photo -Greece 2001), Paris Première

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(2002 private interviews with Brigitte Fitoussi), France Culture: (2002, private interview with Claire Fayolle), IT magazine (general article on Tim Thom by Jean-Charles Gaté– 2001), Archi design (general article on Tim Thom, "Laboratoire d'idée" [Ideas Laboratory] by Laurence Picot), Le Populaire 10.10.00 –

Article on "Radio en céramique" [Ceramic Radio]), Marie-Claire maison (" Porcelain Radio " article 12.99 page 86), Design report (1998 page 14 - Article on the "Fuga" project) etc...

### Publications:

"Il y aura l'âge des choses légères" [The Age of Lightness Shall Arrive] (Interview with Thierry Kazazian on the theme of sustainable development- published by Victories Editions), " Active light " (Interview with Jean-Charles Gaté – Dézidés production – published by sortie de secours 2003), " ON OFF - new electronic products " (presentation of the Wysius Range by Brice D'Antras - Laurence king – 2001 Thomson Wysius - page 74, 75), "Les bons génies de la vie domestique" [The Good Geni of Domestic Life] (Photos of the "dream products " including the porcelain radio – exhibition catalogue Centre Pompidou 2002), "Design and Utopia" (Interview on Utopia and future design with Christine Colin - les Villages 2000)... "Présence de l'Objet" [Presence of the Object] (published by Grégoire Gardette -Ceramic Creation of the Craft), "Dictionnaire international des Arts Appliqués et du design" [International Dictionary of Applied Arts and Design] published by Editions du regards).

### Exhibitions:

"Saint Etienne Design Biennial " (2002), " L'Observateur du Design "(at La cité des Sciences et de la Villette – 2002), "Objets sensibles" [Sensitive Objects] (Salon Now January 2002 -exhibition designed by Chantal Hamaide), "Les bons génies de la vie domestique" [ The Good Geni of Domestic Life] ("dream products" exhibition – Centre Pompidou 2001).

## From 1998 to 2005: Teaching, relations with schools.

2005, research workshop at the Beaux-Arts in Bordeaux.

2004/2005 : Member of the ENSCI 2004 jury, for Thomson with Ensai,  
Managing a research laboratory, concerning new MP3 products and flat screens.  
Teachers: Elsa Francès and Bernard Moïse (one trimester).

March 2004, Conference at the Limoges École de Design.

2002/2003, member of diploma juries.  
Valenciennes Ecole de design, Créapôle, ENSCI, Ecole Camondo.

2000/2001, "OFF/ON" European design competition, Thomson.  
Design and organisation with the APCI. Development of the winning prototype project with the VIA.

In 2001, managing a future theme design creation workshop at the Valenciennes Ecole de Design.

2000, for Thomson with the ENSCI, commissioned to carry out an advanced product survey and follow-through on the MP3 compression format.  
Teacher: Philippe Comte (one trimester).

2000, Conference on design and future design at the Nantes Ecole de Design.

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2000, for Alcatel with the ENSCI,  
Management of a research laboratory focused on the mobile cell phone.  
Teacher: Elsa Francès and Jean-Michel Policar (one trimester).

July 1999, Post graduate Jury member at Ensad (furniture section).

1998, for Thomson with the Ensai,  
Commissions to carry out a survey and follow-through of advanced products focused  
on new sound and image technologies at the Ensai.  
Teacher: Matali Crasset (one trimester).

### *Press:*

*Architecture à vivre [Living Architecture] (Juin 2002 page 16 - "On/off" competition), Intramuros (no.100 Page154 "off/on"), IT magazine (general article on Tim Thom and "Off/on" competition by Jean-Charles Gaté – 2001), Intramuros (no.95 "page 28 - "off/on" competition article by Chantal Hamaide), Chronique design, Apci (no.53 – Special "off/on" competition).*

### *Publications :*

*"ON OFF - new electronic products " (by Brice D'Antras and Mel byars – Laurence King - 2001- Design carried out by Ensai students for the Alcatel survey on mobile telephony - pages 64,65,66,67).*

### *Exhibitions:*

*Institut d'Art Visuel (exhibition on Tim Thom in the IAV premises in Orléans, exhibition on future design destined for design students and commissioned by Jocelyn de Noblet, 2002), CEBIT (Alcatel exhibition, Design work carried out by Ensai students in the course of the mobile telephony survey, 2000).*

## **From 1998 to 2003: Furniture design with Jean-Michel Policar**

2002/2003, placing "So Watt" and "La Conic" from Ligne Roset on the market:  
Exhibition at the Paris and Milan Furniture Salons Permanent VIA labelling and catalogue naming.

2000, creation of the "On air" lamp:  
Permanent VIA naming, and exhibition at the 2001 Paris and Milan furniture salons.

2000, creation of a luminous installation, "The Arc of Triumph has taken the place of the Etoile":  
Creators' "Christmas Tree". Exhibition at the Georges Pompidou Centre.

1998, creation of the "De Lumineux" table:  
Permanent VIA naming, and exhibition at the 1999 Paris and Milan furniture salons.  
Table created and commercialised by Ligne Roset. Product acquired by the Fond National d'Art Contemporain.  
Design 2000 observer.

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### Film:

"Éclairer autrement" "[A Different Way of Lighting] in the series" *demain s'imaginent aujourd'hui* "[Tomorrow Needs To Be Thought up Today]. Produced and directed by and at TF1.  
4mm

### Press:

*Interior View* (no. 14 photo "dé-lumineux" no. 20 photo "la conic"), *Marie-Claire Maison* (Article about Agnès Salmon's team: 05.02), *Abitare* (03.01) *Maison Française* (Attention Objets sensibles ! [Beware, Sensitive Objects!] article by Phuong Pfeuffer - 09.01), *Le Monde* (17.02.01 et 18.01.99), *It* magazine (05.01 page 122), *Habitare* (March 2001 page 204), *Libération* (13.01.01 and 16.12.00: articles by Anne-Marie Fèvre), *Profession plastique* (05.01 - page 5), *Dizajn.net* (1.02.01) *Axis* (Article on français & polcar: n°109 et 07.00), *Figaro Scope* (Article sur français & polcar: 26.01.00), *Form* (7.99 - "Starck connection"), *Intramuros* (no. 100 page 160, and 04.01/ 06. 99 "product news"), *Paris sur Terre* [Paris on Earth] (Article on Elsa Francès by Laurence Picot: 06. 99), *Archi-design* (05.99 - "ça crée design" [They Create In A Design Way]) *Résidence* ("graines de stars" [Future Stars] - 03. 99), *Nova mag* (03.99 page 10), *Paris Match* (99)

### Publications:

*Active light* (personal interview by Jean-Charles Gaté - Dézidés production - a sortie de secours publication 2003), *Spoon* (Article on the team: 2002), *Design et Gammes* (photos produced for Ligne Roset: Les Villages 2001), *ON OFF* - new electronic products (Article on "On air" by Brice D'Antras and Mel Byars - Laurence king - 2001- page 44), *Temps denses 2* [Dense Moments 2] (Lionel Blaisse and François Gaillard - a Tétrahèdre publication - 2000).

### Exhibitions /Salons:

"design d'elles" exhibition at VIA (Dé Lumineux VIA 2002, La Conic), Exhibition on transparency (Dé Lumineux VIA 2002), VIA Labels ("So Watt" and "La Conic" VIA 2002), Paris and Milan exhibitions (with Ligne Roset and VIA :1999, 2001, 2002), "Sapins de Noël des créateurs" ["Creators' Christmas Tree" (Exhibition at the Georges Pompidou Centre-- 2000), VIA Labels (Dé Lumineux 1999), Espace Cardin (Dé Lumineux 1999), *Observer du design Magazine* (APCI 2000).

### From 1987 to 1992:

January to July 1992,  
Associate Designers, Barcelona.  
Designing bathroom furniture, luminaries, passenger bus seats etc.

1991 then 1992 to 1993,  
Guliver design, Paris.  
Designing toys, kitchen furniture, sports, hiking and leisure equipment, mail order product design and conception, corporate graphics, graphic design etc.

July to December 1990,  
Cogia Company, Paris.  
Designing portable tools and household appliances.

1989,  
Practical training sessions in Milan: Studio Georges Sowden, et Studio Isao Hosoe.

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### **JURIES / COMMITTEES:**

From 2003 on,  
Member of the acquisition committee for *Design Industriel de la Délégation aux Arts Plastiques*.

June 2002,  
Member of the Dupont de Nemours Imagineering competition jury.

2001,  
Member of the Thomson "Off/on" Design European Competition.

1997,  
Jury member of *Janus de l'étudiant* [The Student's Janus].

### **AWARDS AND COMPETITIONS:**

2003  
"Étoile de l'observer du design" [Observer Magazine Design Star]  
Thomson Scenium 44 inch Overhead projector.

2002  
"EISA"  
Thomson Scenium 44 inch Overhead projector.

2001  
"POPAI OMA"  
Commercial Furniture Category  
Corner Thomson Scenium for Thomson

1999  
"Special prize from the contemporary furniture and critics International press jury".  
"Dé lumineux" Table.

1995  
Créapac: Competition and exhibition organised by the Giépac cardboard manufacturing group.  
Project selected and manufactured: Packaging for "Great Vintage" wine.  
With the Gulliver Agency.

1993  
"Handitec" (3rd prize)  
Mass public stereo set designed according to criteria from non-sighted persons.

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## **PRODUCT ACQUIRED BY THE FOND NATIONAL D'ART CONTEMPORAIN:**

- "Dé lumineux" Table Lamp. By Ligne Roset. VIA permanent naming. 1998)
- Radio porcelaine " (Dream Product, created in partnership with Craft, Thomson 1998),
- Fougua " (Dream Product, CD wireless player, Telefunken 1995).
- Rock n'Rock" (Dream Product, wireless CD player, Telefunken 1995, Concept by Philippe Starck, Design by Elsa Francès)
- 16/9 28 inch and 32 inch Television set' Cinevision Telefunken (1994)
- VR 504S SABA video cassette recorder(October 93)
- 16/9 28 inch TV set (1994.)
- 16/9 14" TV set Study Maquette. TELEFUNKEN (1996).