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## PRESS RELEASE

Biennale Internationale Design Saint-Étienne - 11<sup>th</sup> edition:  
The contest opens internationally!

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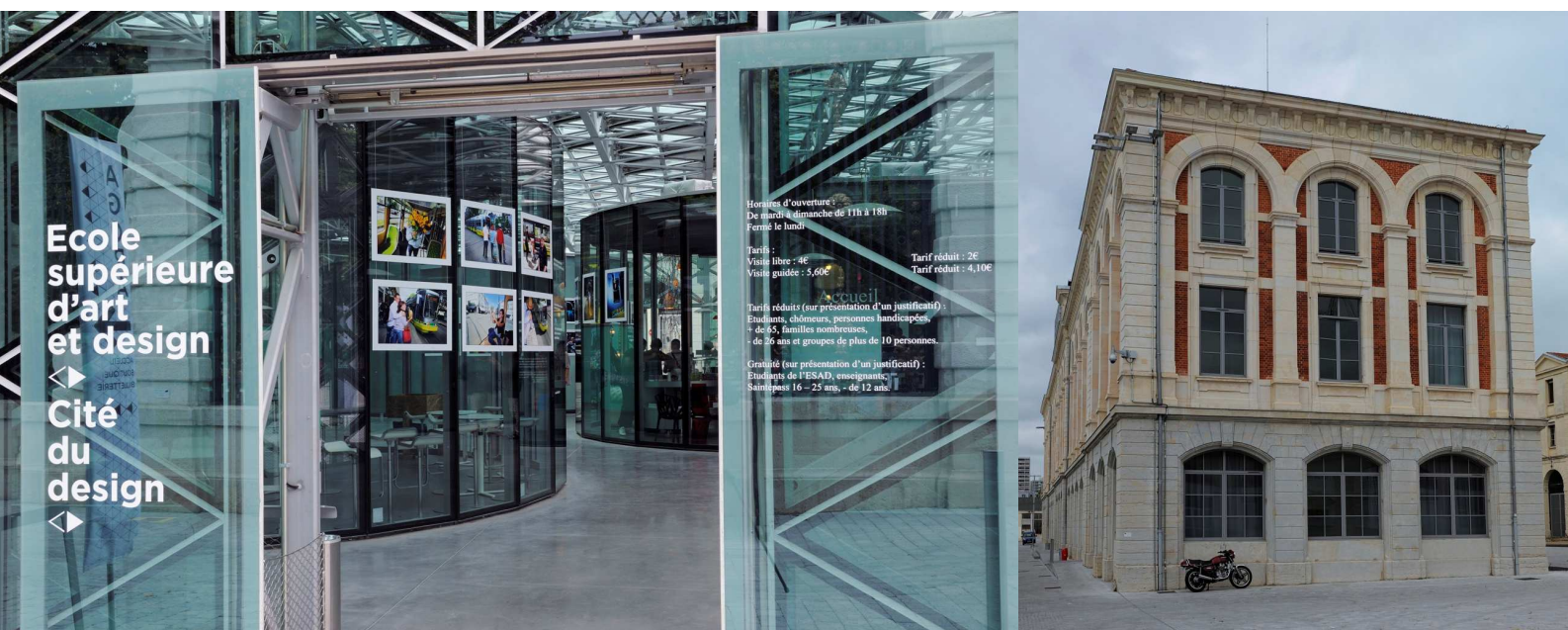
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In 2017, during the Biennale Internationale Design Saint-Étienne 10<sup>th</sup> edition, the contest "a tramway named design" for design students from all over France was organized. Given the success of the event, the contest of the 11<sup>th</sup> edition of the Biennale will be open to all schools within the UNESCO Creative Cities Design Network.

## The Biennale of Design, an international must-attend event

Professionals, public, students from all around the world come every year in Saint-Étienne metropolitan area, during a month, in exhibition spaces installed especially for the event. Relayed by local, national and international medias, this important event makes Saint-Étienne a reference for design.

This event aims to show the evolution of design, from the search for beauty to the design of the service, through critical and social design. The Biennale highlights design as a social and political tool, leaving its primary role related to the object.



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## **"A tramway named design", a creativity contest**

The goal? To imagine and design a full covering for one of the tramway of Saint-Étienne Métropole. The company STAS, an historical partner of the Biennale Internationale Design Saint-Étienne, took advantage of the 2017's event to initiate this contest addressed to students in master's degree in design school and also publicize the winner's work.

"Working Promesse: Mutations of Work", was the theme of both previous Biennale Internationale Design Saint-Étienne and "a tramway named design" contest. During the 2017 Biennale, many topics were discussed such as digital work, the emergence of sharing economies or the reconfiguration of the world of work.

The winner obtains a check of 5 000€, an amount which allows him to make beautiful projects. The victory is not ephemeral... Indeed, every year, the winner will see his tramway circulating on the STAS's network, and even after the end of the event; a creation that will mark spirits of several generations.

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## In 2018, the Biennale's contest opens internationally!

Due to the success of the Biennale Internationale Design Saint-Étienne 10<sup>th</sup> edition, STAS, Saint-Étienne Métropole and the Cité du Design have decided to renew the experience and to see further, by proposing the contest to students from all around the world, studying in design schools of the UNESCO Creative Cities Design Network.

Once again, STAS proposes to use a CAF tramway as a support for creation. This year, the Biennale explores a new theme devoted to "designing common ground", community and diversity. A new theme that will require the creativity and personal thinking of each candidate.



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## A prestigious visibility for the winner

With more than 46 million of passengers transported each year, STAS is the most important urban transport network of Loire's department. Its tramway, an integral part of the city's identity, is responsible for the transport of 80 000 passengers per day! The winner of the competition will see his tramway become a permanent visual marker of the Biennale Internationale Design Saint-Étienne 10<sup>th</sup> edition. A unique experience for the winners, future designers, who will be able to add this exceptional project to their business card. A good way to boost their first steps on the job market!

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## Lucas Marques Lima, flashback on his victory

This young student, studying in first year of Master in Prospective Design, won, thanks to his incredible creativity, the contest of the Biennale Internationale Design Saint-Étienne 10<sup>th</sup> edition.



Native from Brazil, he imagined a geometric black and white design which represents the effort of humanity constantly seeking to reveal the unknown, tame the aleatory, transform and transform itself, organizing chaos and hazard into models, tools, circuits, ideas, life.

It was not the first time he imagined a vehicle's design. Indeed, he had already made several visuals for buses in Rio de Janeiro during an experience as a graphic designer in an Brazilian agency.

Today, its tramway is the pride of the 404 000 residents of Saint Étienne Métropole. In circulation on the tram lines since March 13<sup>th</sup>, 2017, it will remain for a very long time as a remarkable marker of the 2017's Biennale.

Who among you will take up the challenge of the 2019's Biennale's tramway?



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