



12^e édition
Biennale
Internationale
Design
Saint-Étienne

STAS COMPETITION – BIENNALE INTERNATIONALE DESIGN SAINT-ETIENNE "A Streetcar Named DESIGN – 2025"

BIENNALE INTERNATIONALE DESIGN SAINT-ÉTIENNE 2025

The next edition of the Biennial will be held from **22 May to 6 July 2025**. The theme of this 13th edition will be "**Ressource(s), présager demain**", with the central question: faced with the production challenges of the 21st century, what resources are designers working with today to prepare for tomorrow?

The 2025 Biennial will be organised on two sites: **the Cité du design (La Platine) and the Halles Barrouin**. Each will host one of the two main exhibitions of this edition. Alongside these exhibitions, there will be four other exhibitions and events organised on site each week. A programme of events will also be held throughout the metropolitan area.

*General Curator: **Éric Jourdan, designer, General Director of the EPCC Cité du design-ESADSE***

*Artistic and Scientific Director: **Laurence Salmon, Director of Cultural Development, EPCC Cité du design-ESADSE***

The STAS:

The *Société de Transport de l'Agglomération Stéphanoise*, or STAS, runs the public transport system on behalf of district authority, Saint-Étienne Métropole. With 72 regular lines including 3 tram lines, the STAS transports over 46 million passengers every year across an area covering more than 600 sq. km.

Saint-Étienne is one of the very few cities in France to have always kept its trams since they were first introduced. The tram network has operated without interruption since its creation in 1881 and is an integral part of Saint-Étienne's heritage.

Thus, **Saint-Étienne's trams are part of the district's identity as well as very much a part of what's happening there now.** This is why the STAS is a partner of the Métropole and helps it to publicise its major events. On several occasions it has used the trams as a medium of communication covering them in the colours of landmark events (all over wrap advertising).

The CAF trams:

In 2017, a number of new trams came into service in Saint-Étienne, larger and notable for their special design. Built by CAF, these 16 "new generation" trams offer today's passengers maximum comfort: ergonomic seats, warm materials, air conditioning, high- performance video protection system, audible and visual passenger information and WiFi. Noted for their dimensions and their design inspired by the presence of Saint-Etienne in the UNESCO Creative Cities of Design Network, they are destined to make an impression on several generations of travellers.

Biennale Internationale Design Saint-Etienne:

Next May will see the opening of the 13th edition of the Biennale Internationale Design Saint-Étienne. It is expected to welcome 250,000 visitors keen to discover the thousand and one facets of design. Professionals, the general public and students from all walks of life will come together across the Saint-Étienne Métropolitan area and its multiple exhibition sites. Covered by 1,800 local, national and international media outlets, this event makes Saint-Étienne the place to be next spring for all those interested in Design. As one of the Biennale's historic partners, the STAS wishes to take advantage of the event to launch the competition for design students:

- in the French schools belonging to the network of the National Association of Public Art and Design Schools (ANdEA).
- Internationally, for ESADSE partner schools and schools in the UNESCO Creative Cities network.

1/ STUDENTS CONCERNED

The competition is open to students or groups of students enrolled in 2024/2025 in a 4th, 5th, 6th year and post-graduate (and/or post-master) design course in one of the French schools in the ANDEA network (National Association of Public Art and Design Schools), schools in the UNESCO Creative Cities network and the Esadse's partner schools worldwide.

2/ COMPETITION THEME: "Ressource(s), présager demain"

Context:

The Cité du Design and ESADSE (Higher School of Art and Design of Saint-Étienne) organise events throughout the year - exhibitions, meetings between designers and businesses, conferences, open days - and every two years the Biennale Internationale Design Saint-Étienne.

The 13th edition of the Biennale Internationale Design Saint-Etienne will run from 22 May to 6 July 2022.

Launched in 1998 by Sainbt-Etienne Higher School of Art and Design, this event is unique in the way it reaches extremely diverse and constantly growing audiences: professionals (designers and businesses), the general public, schools and higher education, journalists, etc.

The 13th Biennale Internationale Design Saint-Étienne will be taking place at two locations in Saint-Étienne: La Platine (Cité du design) and Les Halles Barrouin, on the theme of " Ressource(s), présager demain ". This new edition will be an integral part of the new dynamic of the Cité du design district.

The competition

The aim of the competition is to create a total covering for a CAF tramway train, which will be put into service for the 13th Biennale Internationale Design Saint-Étienne (May 2025).

The theme:

The theme of this competition for students is to mark the 13th edition of the Biennial and to focus on the Biennial's baseline: "**Ressource(s), présager demain**". So, while the '2025' element will have to appear in the visual production, the baseline of this new Biennial will be at the heart of the students' production. **Each candidate will be free to interpret the central theme, "Ressource(s), présager demain"**. All their work must echo this theme. The Biennial brand must be integrated into the visual (Biennial logo).

This year, to give added emphasis to the international dimension of this competition, **2 prizes will be awarded**, giving rise to 2 endowments.

- An international prize, reserved for international students from the UNESCO Creative Cities and Design network and the network of Esadse partner schools abroad.

- And a national prize, reserved for French students from the ANDEA network.

The winner of each prize will receive €4,500.

3/ TECHNICAL SPECIFICITIES

Based on the document enclosed, the participant is expected to propose an original creation corresponding to the competition theme. Each proposal must respect the dimensions, surface areas and specific technical details of the tram. The participants may accompany their proposal with any supplementary items they deem relevant (samples, views in situation, roughs, etc.).

All of the proposals will be assessed by a Jury, which will meet on Thursday 3 April 2025 to select the two winning proposals for total covering.

The STAS, accompanied by a specialised service provider, will then assist the winning participant with the production of the visual to be used on the tram. **IMPORTANT:** successful applicants will be contacted from 3 April to provide a file in HD by 07 April 2025 at the latest.

The STAS will supervise the installation of the visual and reserves the right to modify it, particularly for safety reasons. In this respect, it is strongly recommended to ensure the total visibility of the cabin windows, the visibility of the side windows (micro-perforated vinyl and installation of graphic elements on these supports accepted only if partial) as well as the clearing of openings or hatches. To ensure an aesthetic finish, it is strongly recommended that these technical constraints are taken into account in the participant's proposal.

Reminder:

All creative proposals:

- Must be owned by you.
- Must be original (within the legal meaning).
- Must be duly protected.
- Must not reproduce or imitate any commercial brand or trademark.
- Must not create a risk of disputes relating to any rights, distinctive signs or earlier creations belonging to third parties.
- Must not infringe any intellectual property rights or constitute unfair competition or passing off.
- Must not be used or exploited by the designer or any third party that has the right to use it without their agreement.

NB:

We remind you that you and you alone are responsible for the originality of your creative proposals.
We also remind you that it is your own responsibility to protect your creative work.

4/ ORGANISATION OF THE COMPETITION

Calendar:

Publication of the competition: launch on Tuesday 21 January 2025

Submission of proposals: deadline before midnight on Friday 28 March 2025 (date of e-mail)

Jury: Thursday 3 April 2025

5/ COMPETITION APPLICATION

The logo of the « Biennale Internationale Design Saint-Etienne » must be requested by e-mail at designtramcompetition2025@citedudesign.com

Applications should be sent with the registration form (downloadable from the Cité du design - Esadse website) to:

designtramcompetition2025@citedudesign.com

Deadline for applications: Friday 28 March 2025

6/ SELECTION OF PROJECTS

- Graphic proposal linked to the theme

The projects will be assessed on the following basis:

- The innovative and forward-looking character of the project proposed,
- Originality, creativity and relevance to the 13th edition of the Biennale theme
- Staging and story-telling.

The Jury reserves the right not to award any prize if the results do not live up to expectations.

7/ THE JURY

The jury will meet on Thursday 3 April 2025.

The jury will choose a winner in each category. The author or authors of the winning production will receive €4,500 for the international prize and €4,500 for the national prize.

The jury will be made up of:

- 1 person representing the STAS
- 1 person representing the Cité du Design/Biennale Internationale Design Saint-Étienne
- 1 person representing the Higher School of Art and Design of Saint-Etienne
- 1 professional designer
- 1 person representing a company partnering the Biennale Internationale Design Saint-Étienne 2025
- 1 person representing Saint-Etienne Métropole

8/ ANNOUNCEMENT OF RESULTS/PRIZES

The award ceremony will be organized during the Biennale 2025.

The winners of the 2 prizes selected by the jury will each receive €4,500. In the case of several winners being nominated for each prize (ex-aequo winners or collective work), the amount will be shared out in proportion to the number of winning participants.

The winners selected will benefit from the media/press support set up during the Biennial.

The winners will be invited to the award ceremony to be held on the opening day of the Saint-Étienne 2025 International Design Biennial on 21 May 2025.

The visual selected for each prize will be unveiled during the Biennial and used on a tramway train for an indefinite period (a rights assignment contract will be signed).

The winners authorise the Cité du design and STAS to publish a description of their project as part of the information and communication tools linked to the Biennale Internationale Design Saint-Étienne 2025, as well as on all media illustrating the project.

This provision concerns all institutional and general public communication media: press kits and releases, website, video footage.

