

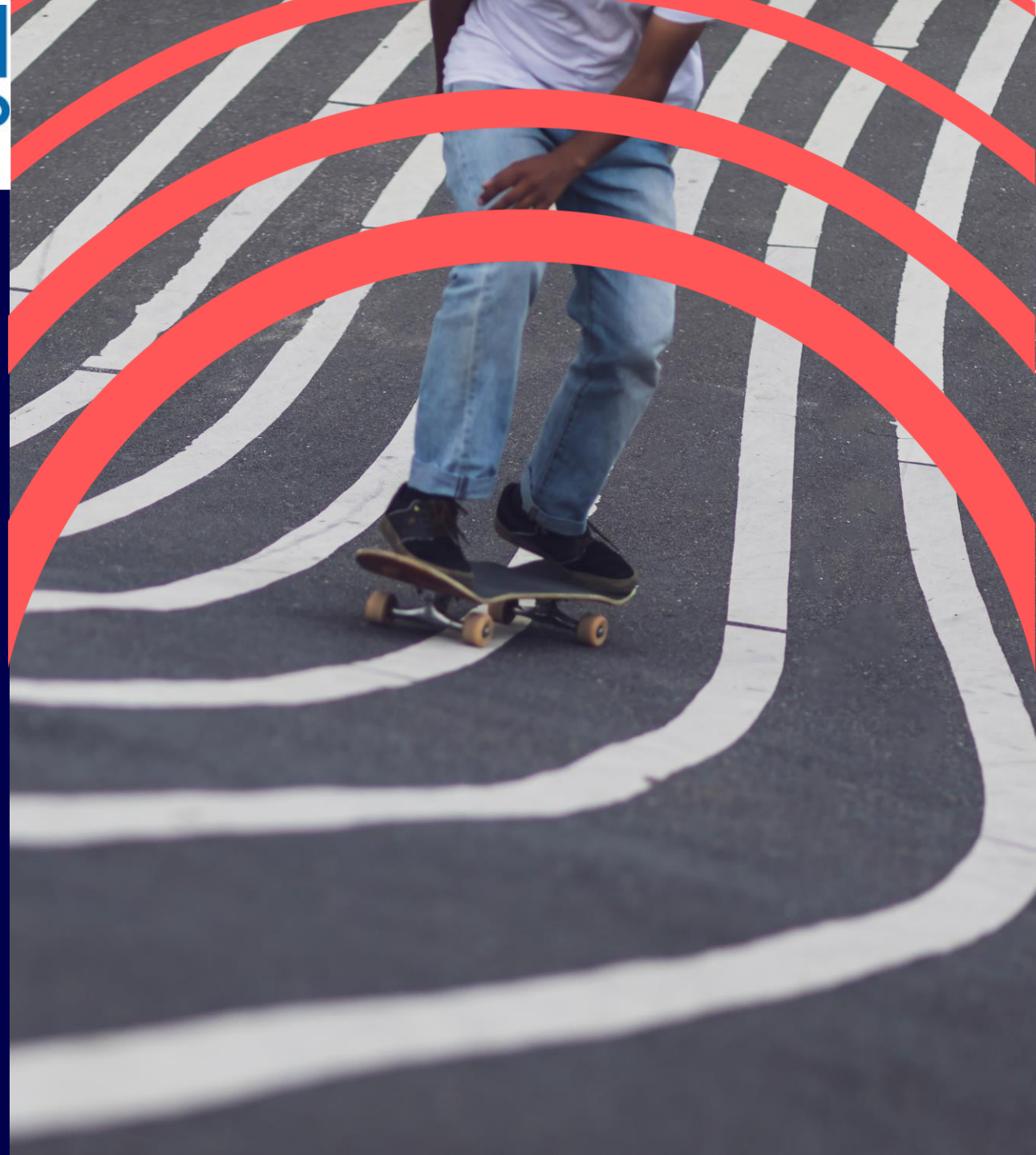


ACTIVE DESIGN : INNOVATIVE AND CREATIVE SOLUTION FOR ALL



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International Affairs Manager
Cité du design ESADSE



SAINT-ETIENNE UNESCO CREATIVE CITY OF DESIGN AND UNESCO INCLUSIVE & SUSTAINABLE CITY

Cité du design
 Ecole supérieure d'art et design



unESCO
 Membre du Réseau des Villes créatives

— ville —
INCLUSIVE + DURABLE

Organisation des Nations Unies pour l'éducation, la science et la culture
 Coalition internationale des villes inclusives et durables – ICCAR



Saint-Étienne

Le design change Saint-Étienne

Design urbain n°3
 Le salon place Jean-Jaurès
 C'est l'heure du thé « Salon 21 S »
 créé par Marc Aurel/la Tôlerie forézienne.

Saint-Étienne l'expérience design

Organisation des Nations Unies pour l'éducation, la science et la culture
 saintétienne
 Cité de design
 Membre de Réseau UNESCO des villes créatives
 Mars 2015

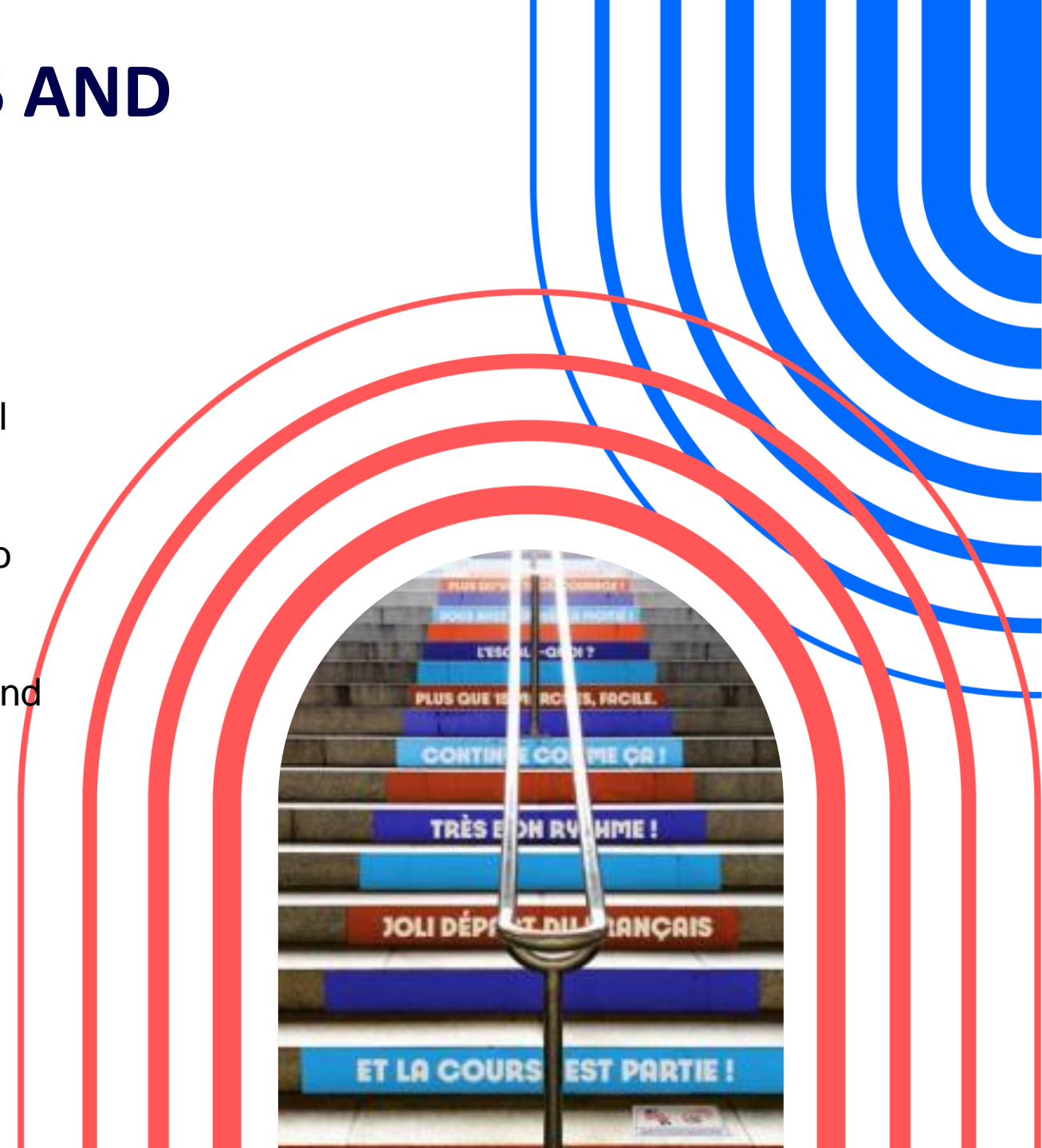
CITE DU DESIGN – ESADSE

- **TEACHING** art and design at the ESADSE (Saint-Etienne High School of Art and Design) to 350 French and foreign students, from the preparatory class to the postgraduate level.
- **DISSEMINATE** design culture to all audiences, notably with three annual exhibitions, the Biennale, editions, colloquia, conferences, a media library conferences, a library, a material resource center, a store...
- **TO SUPPORT** companies, public institutions and territories in their reflections, training and design action.

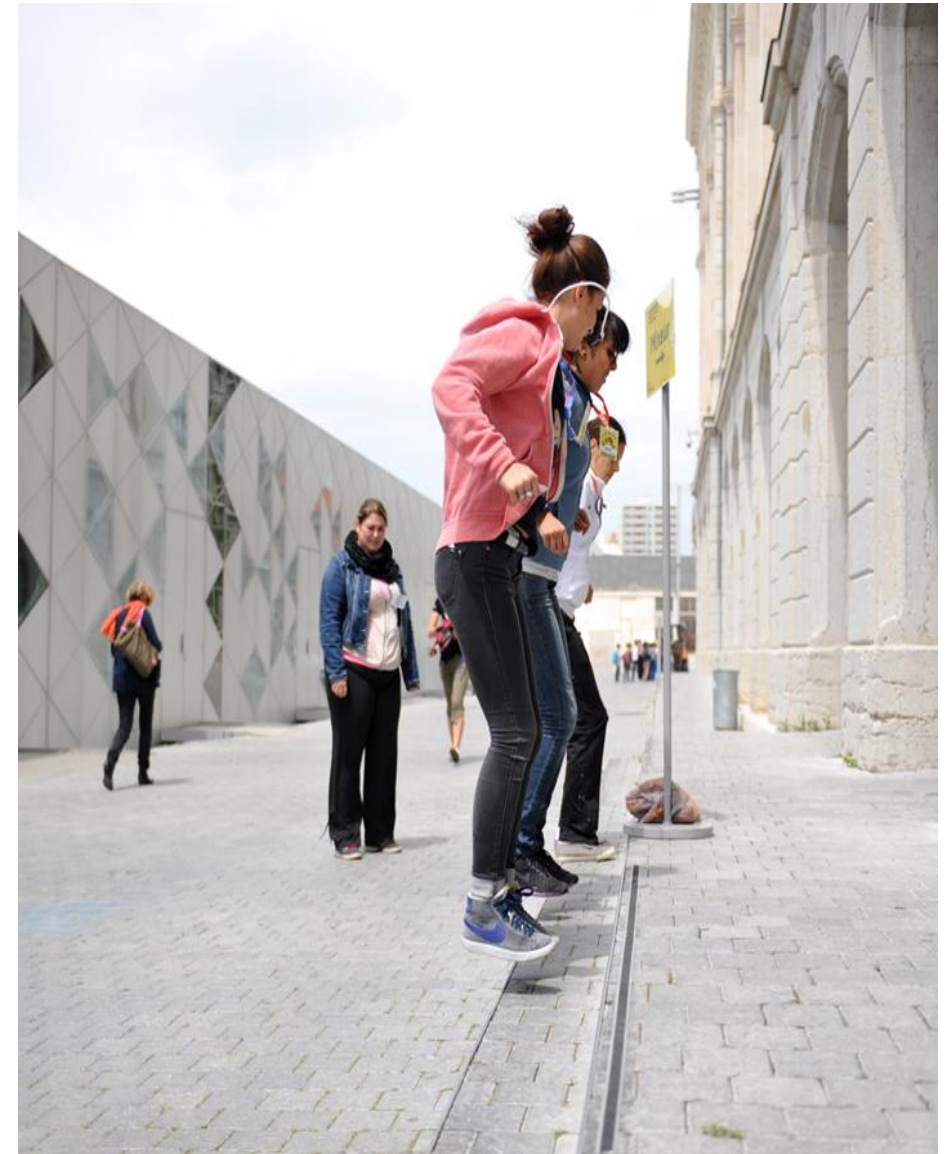


PARIS 2024 OLYMPIC GAMES AND ACTIVE DESIGN GUIDE

- **Cooperation agreement** that meets the common ambition of making the Paris 2024 Olympic and Paralympic Games, the Games of all territories and all people.
- The desire to develop active design is the result of two observations: **sedentary lifestyles**, especially among children and many city centers have experienced **difficulties in terms of vitality and attractiveness** and are looking for new ways to attract residents and visitors.
- Creation of the **Active Design Guide** for local authorities



WHAT IS ACTIVE DESIGN ?



CO-CREATION WITH USERS



DESIGN FOR ALL AND ACCESSIBILITY



EXPERIMENTATION FOR COMPANIES WITH USERS

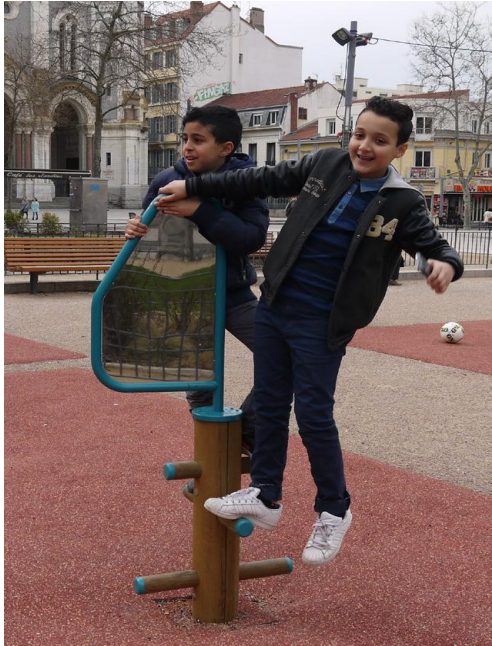


A PILOT PROGRAM IN THE CITY DESIGNERS AND BUSINESSES

BANC D'ESSAI



Biennale
Internationale
Design
Saint-Étienne



- 2019
- 2017
- 2015



ACTIVE DESIGN, OR TAKING INSPIRATION FROM AN INTERNATIONAL PERSPECTIVE



Marquage coloré au sol, Turin, © Ville de Turin

TURIN (ITALY)



Coueurs de marathon en ville. © Ville Graz

GRAZ (AUSTRIA)



Couverture d'une publication de la ville de Montréal sur le design actif

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