PARIS DESIGN WEEK
8–16 SEP. 2017  #PDW17  WWW.PARISDESIGNWEEK.FR

Press Release - May 2017

PARIS DESIGN WEEK announces 7th edition: the international design event returns to Paris on 8-16 September 2017 to coincide with MAISON&OBJET PARIS

The creative industry celebrates the end of summer simultaneously with MAISON&OBJET PARIS.

Now well established on the international design scene after six consecutive years running, PARIS DESIGN WEEK is ideally positioned in the year. At a moment when specifiers of the design, interior, fashion and art industries all flock to Paris, PARIS DESIGN WEEK is the best opportunity to discover a new spot, a new collection or a new talent in the City of Light.
On the programme for this 7th edition:

6 thematic footpaths provide a variety of perspectives on the event and a chance for the public to learn more about design:

- #fashiondesign, for uncompromising style,
- #artdesign, for everything ranging from cultural objects to one-off pieces,
- #makeitsodesign, for DIY trends,
- #fooddesign, for the eye and the mouth,
- #projets, for those contemplating remodelling their homes and
- #savoir-faire, for an emotional approach to craftsmanship.

4 of the most vibrant design hubs in Paris will be a buzz during the event: Saint-Germain-des-Prés, Les Halles–Marais–Bastille, Opéra–Concorde–Étoile, and Barbès–Stalingrad.

5 festive evenings will be held in a different area every day, giving a chance to visitors to discover or rediscover the places where trends emerge, as well as meet with the professionals exhibiting at MAISON&OBJET and the major names in French and international design.

Thursday 7 September: Saint-Germain-des-Prés
Friday 8 September: Les Halles Marais–Bastille
Saturday 9 September: Now! Le Off – Les Docks–Cité de la Mode et du Design
Monday 11 September: Opéra–Concorde–Étoile
Tuesday 12 September: Barbès–Stalingrad

Over 200 participating venues will join the event (design showrooms, boutiques, galleries, workshops, restaurants, hotels, museums and various institutions) to celebrate a pluralistic approach to design through exhibitions, temporary installations and innovative products.

The Now! Le Off exhibition will spotlight over a hundred New Design Talents and Emerging Design Brands at Les Docks–Cité de la Mode et du Design, from Saturday 9 to Wednesday 13 September. Hailing from all over the world, these talents will present unique prototypes and collections.

The Talks will provide a stage for those who make design every day. Organised in collaboration with French design magazine Intramuros, they will be held at Les Docks–Cité de la Mode et du Design.
RADO STAR PRIZE France 2017

PARIS DESIGN WEEK and watchmaker RADO have renewed their partnership for the fifth year in a row. This year, RADO is once again organising the RADO STAR PRIZE France contest, open to the New Design Talents exhibiting at Now! Le Off.

This contest rewards the most creative and innovative projects among those chosen to exhibit. The winners will receive their awards during the official launch party, to be held at Les Docks–Cité de la Mode et du Design on Saturday 9 September 2017.

The winner of the RADO STAR PRIZE – Jury Award will be presented with a 5,000 prize and a RADO watch. The winner of the RADO STAR PRIZE – Public Award, chosen by the online votes of visitors, will receive a RADO watch.

The two winners of the RADO STAR PRIZE contest will also be given a chance to exhibit their work at MAISON&OBJET PARIS in September 2018, providing access to a world of business opportunities.

“Now! Le Off is a wonderful opportunity to present a new collection. Visitors often consider it an extension of MAISON&OBJET PARIS, which is why thousands of people visit it every year, including many professionals. After my participation in Now! Le Off, I was asked to contribute one of my pieces for the “Wild Things” exhibition, by Li Edelkoort and Philip Fimmano, presented at Kortrijk’s Biennale Interieur in October 2016. Today, Panam Panama table lamp and wall lamp, for which I received the RADO STAR PRIZE 2016 – Public Award, are expected to launch at Le Bon Marché Rive Gauche, as part of their 2017 Spring-Summer selection.”

Léa Baert, winner of the RADO STAR PRIZE 2016 contest – Public Award

Floor Lamp «Panam Panama» available at Bon Marché Rive Gauche - spring/summer 2017 © Romain Ricard
Call for projects –RADO STAR PRIZE France 2017, the contest is open!

This call for projects is directed to the New Design Talents who have been selected to exhibit at Now! Le Off. Applications will be reviewed by a selection committee made up of professionals. The call for projects will remain open until 9 June 2017.

Application forms are available for download on: www.parisdesignweek.fr

About RADO
Innovative design and high-tech, scratch-resistant materials: these are the essential hallmarks of the RADO brand. The design concepts behind these creations are guided by the intrinsic nature of the materials used. At RADO, timepiece styling is intimately linked to more intangible values, and the watchmaker has ceaselessly sought out revolutionary new ideas. This philosophy of transcendence and tangible interpretations of the imagination has garnered numerous international design awards.