

Call for projects

Rue de la République du design

Theme

So many towns and cities are affected by the loss of their town centre shops. Shops are moving out to the outskirts of towns to create new modes of consumption. The trend is upsetting the balance of traditional city centres.

This is also happening in Saint-Etienne. Historically a very lively shopping street, Rue de la République du design is a major thoroughfare between Châteaueux station and Place de l'Hôtel de Ville. In a few years, the image of the «Rue de la Rép'», with its prestigious shops, has changed. The number of vacant shops has increased, leaving an unattractive street.

Issues

What are the new ways of living in cities? What will shops and modes of consumption of the future be like? What are the new local economic models? How can we rethink the social exchanges that occur in city centres? What activities bring life to the streets? What urban services need to be developed: digital shopfronts, temporary shops, showrooms, pop-up stores?

Project

Rue de la République du design is an experimental project examining the new ways of inhabiting and occupying city centres. On the occasion of the Saint-Étienne International Design Biennial, the Rue de la République du design will become a veritable laboratory, a chance to revive both its retail premises and its public spaces.

Rue de la République du design is an opportunity to develop and enhance various local, national or international initiatives and is aimed not only at retailers, but at cultural operators, creative artists, designers, entrepreneurs and any other professionals or students who might be interested. We are inviting any sponsors of projects to participate who have innovative activities to propose (pop-up store, social centre, venue for clubs, associations or dialogue groups, place of work, production, trading or service, venue for exhibiting, distributing or disseminating material, etc.) or other ideas (events, performances etc. - experimental, one-off, temporary, permanent) to occupy the spaces available or promote already established shops.

Working shifting work **9 mars - 9 April** Call for projects
Promesse paradigms **2017**

Rue de la République du design will not only be accommodating a selection of projects resulting from the Rue de la République du design call for projects, but also other content generated by the Biennial.

Premises to be occupied: the vacant shops on Rue de la République du design, Square Joseph Hubtmann, and the end of the Avenue Denfert Rochereau (towards Place Fourneyron).

Deadline for candidatures: Monday 11 July 2016 midnight

Incomplete applications will not be considered.

Contact : republiquedudesign2017@citedudesign.com

Exhibition regulations

Rue de la République du design

Important dates:

- **Application deadline: Monday 11 July 2016 midnight**
- Selection committee's response: by the end of September 2016
- Deadline for submitting the technical data sheets for the projects selected*: Monday 7 November 2016.
- Preparation of the premises and installation of the projects: between January and March 2017
- Dismantling of the projects: from 9 April 2017

**the technical data sheets will be completed online, on the website.*

Application:

1. Each candidate may present one or more projects, which may or may not be connected to the general theme of this tenth edition of the Biennial, theme «Shifting work paradigms».

2. The selection committee will be made up, among others, by a panel of experts, elected representatives and professionals from the sector.

The selection will be finalised in September 2016

3. Management, allocation and delivery of the spaces

- The spaces will be allocated according to the type of project and the requirements specified by the candidates to set up the shops, association premises, services, events, exhibitions, etc.
- The spaces made available must be accessible to the public throughout the Biennial, from 9 March to 9 April 2017.
- The premises will be made available long enough in advance to allow for preparation and installation, under an occupancy agreement or lease, which will be provided once the projects have been selected and the premises allocated.

4. Preparation of the premises

Some of the spaces may require some renovation work. This can be done by the project sponsor and tenant. Possible compensation for such work may be negotiated on a case by-case basis under the terms of the occupancy agreement or lease that will be granted to you once the projects have been selected and the premises allocated.

5. Outputs provided to participants

Feedback will be given by a team of experts. The scientific study («usage report») produced will be provided to the participants, local authorities, traders and the general public.

6. Transformation into long-term occupancy

In the eventuality of project sponsors offering to transform the project into long-term occupancy of the premises, a study will be carried out and, if appropriate, assistance provided by the Cité du Design and its partners: EPASE, Saint-Etienne Métropole and Ville de Saint-Etienne. It will need to be negotiated with the holder of the occupancy rights.

7. A technical data sheet for completion and a set of participation rules to be signed will be made available to the project sponsors selected from October 2016.

8. Participation in the call for projects is free and will not give rise, under any circumstances, to any compensation of participants who have submitted a project that is not selected.

9. The members of the panel and the people with access to the applications submitted under this call for projects undertake to treat as confidential all the information relating to the projects of candidates not selected.

10. The selection committee reserves the right to accept or refuse projects that do not meet its selection criteria (relevance of the project to the «Shifting work paradigms» theme; relevance of the initiative to the Saint-Etienne district; feasibility of the project; process and approach involved in the concept) or by necessity in the event of numerous proposals being received which cannot all be accommodated in the spaces available.

11. The Cité du Design undertakes to assist project sponsors with the implementation of their initiatives. It will therefore liaise with the local actors involved, assist project organisers, with its partners, in finding premises and negotiating terms, help to adapt the concept to the theme of the 2017 Biennial, etc. The Cité du Design will also promote these initiatives as part of the 2017 Biennial. In order to achieve a satisfactory threshold effect, the Cité du Design will also propose installations connected to the 2017 Biennial in this street.

- 12.** The implementation of the project will be the responsibility of the project sponsor, who will be considered as the project owner.
- 13.** Incomplete applications will not be admissible and will not be submitted to the selection committee for consideration.

Contact: republiquedudesign2017@citedudesign.com

<http://www.biennale-design.com>