



INTERNATIONAL  
DESIGN  
EXPEDITIONS

## **New Markets, New Products, New Profits, New Partners**

International Design Expeditions (IDE) brings together innovative young designers with real life situations, placing creativity at the heart of socio-economic development and local renewal. IDE unites forward thinking local businesses with designers from all over the world,  
to discover groundbreaking solutions for all our pressing needs.

IDE is an established team of European professionals with expert knowledge, huge combined experience and a strong professional network. IDE functions as a respected specialist design platform whose purpose is to become a leader in local initiatives for global sustainable innovation.

IDE takes the most talented young designers into real life circumstances offering strategic support, and a unique opportunity for professional development; creating a new generation of innovators with real life experiences, problem solving on a local level with  
local partners.

Each project is dedicated to a vital environmental theme, raising awareness of fundamental local issues and the need for creativity  
in the quest for sustainable solutions.

# THE EXPEDITION :

A collaborative journey to explore and produce on the spot.

Creative team incorporates the designers, the experts together with local businesses to tackle the unpredictable.

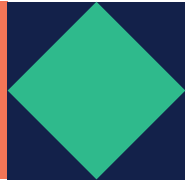
Typologies of landscape or urban settings for specific places:

Events will cover the output of local producers and manufacturers, enterprises and social associations working through a design process together to foster better connections between people and their localities.

## **The inaugural Programme is water/IDE**

Water is one of the most pressing issues of our time. In addressing these challenges water/IDE aims to inspire designers in collaboration with local manufacturers in their search for innovation to improve the way we understand, use and protect this finite natural resource.

# IDE IS THE MODEL



**IDE moves where Design meets Innovation, with a multi-disciplinary approach, breaking barriers between culture and production and bringing ideas of international talented young designers.**

## **IDE associates:**

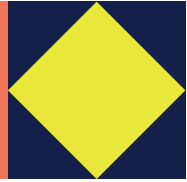
- Design schools or networks of design schools offering a post graduate program to their international students willing to begin abroad their professional life
- Business schools
- Regional centers of enterprises ( Centro de Empresas Gijon, Chamber of commerce...
- Promotion centers for design ( Design Council, Cité du design Saint Etienne, Lille-Design..)
- Large Entreprises
- Private sector collaboration

## **IDE offers three Formats**

- CO CREATION - 5 months
- COMMUNITY LINK - 5 Days
- FIOTILLA DESIGN INFILTRATION - 3 Days

# CO-CREATION

Expedition / 5 months

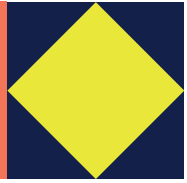


**To be part of the future, local companies challenge the present, working with designers.**

- Designers and producers team up, one to one, during a five months residency (link forward the residency page), working part time in a producer places and part time in a creative studio :
  - . 10 creative teams sharing a brief developed in a city, fitting local needs.
  - . Following an efficient methodology : Individual and collaborative moments of dialogues taking into account economical, artistic, social, cultural differences.
  - . Work is carried out and fulfilled with a prototype to be exhibited.
- A renowned International Advisory Committee accompanies, nurtures and extends multiple points of views.
- IDE protects all Copyrights during the Expedition.  
At its completion, designers will assign exclusive exploitation to the Producers/ Manufacturers/SME's for the two following years.

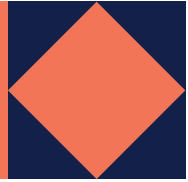
# CO-CREATION

Expedition / 5 months



# COMMUNITY LINK

Expedition / 3 days



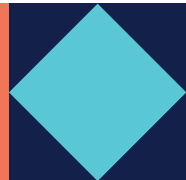
## IDE matches designers to the community projects in local settings for issue based workshops

- Bringing young designers in direct contact with local public to think and imagine solutions. Patrimony, environment, landscape, urban settings, public uses.
- Young designers build together with the public
- Events will foster better connections between people and their communities



# FLOTILLA FOR DESIGN INFILTRATION

Expedition / 5 days



IDE brings a team of selected young designers and operates a Think Tank for and with Entreprises to activate innovation and competitiveness.





# TEAM

## **Catherine Ferbos-Nakov**

Currator

President of International Design Expeditions

## **Mathilde Bretillot**

Designer and teaching at École Camondo, Paris

Creative director of International Design Expeditions

## **Elisabeth Rebeyrol**

Administrative & Financial Advisor of International Design Expeditions

## **Jill Silverman van Coenegrachts**

Director of jsvcPROJECTS/london

Strategic Advisor of International Design Expeditions

# ADVISORY COMMITTEE

## **Alain Berteau**

Architect, Designer, Entrepreneur

## **Gérard Bloch**

Legal Adviser, Attorney in Intellectual Property

## **Gilles Clément**

Gardener and Writer

## **Richard Deacon**

Artist

## **Guy Horsmans**

Counsellor, former Dean of the Law School of ucl

## **Gilles Tiberghien**

Philosopher and Art Historian

## **Guy Tortosa**

Art Critic and Essayist

## **Denys Zacharopoulos**

Artistic Director of the Municipal Art Gallery of the Museums and Collections of the City of Athens, Artistic Director of the Macedonian Museum of Contemporary Art

# COMMUNICATION

## **IDE worldwide communication**

. A strong local and international communication platform, broadcasting on the ground, in real time. New dedicated website, live streaming of Design and Manufacturing in Situ.

. Local Exhibition and Public Lectures.

. Water/ IDE creates a link between global water issues and local businesses to find innovative applications.

. IDE is member of World Design Organisation , therefore the expedition will be supported by an active global network for its communication and dissemination.

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