



Le FRENCH DESIGN INCUBATOR

Launched in 2016, in partnership with Ameublement français, CODIFAB and FCBA, le FRENCH DESIGN INCUBATOR is the first project incubation platform dedicated to French furniture.

Le FRENCH DESIGN INCUBATOR enables the development of innovative collaborations between designers and editors/manufacturers and guides them with the aim of bringing their joint project to market. The Innovation Label is awarded to a collaboration dealing with a design innovation issue; they will then enjoy full tailored support from the FCBA.

The 2021 FRENCH DESIGN INCUBATOR boasts 14 collaborations with **product design** or **strategic design projects** that go beyond the conception of an object : the creation of two new editors, brand repositioning, design applications for innovative material, and the creation of a furniture collection based around eco-design and short production chains.



“ART 77,5”

Label Innovation of 2020 – NOMA x Charlotte Juillard

How does it work?

Speed Dating Object Design

Every year, this professional meeting between designers and manufacturers, editors and decorators generates **more than 500 appointments**. This “marathon”, of up to 16 one-on-one meetings, gives designers immediate access to companies and useful contacts and lets professionals meet creative minds and envisage collaborations: product creation, collection management, artistic direction, etc.

The selection committee brings together specialist journalists, FCBA experts, design and interior design school members, high-tech specialists fablab, as well as Ameublement français and le French Design by VIA.

A year of targeted guidance

- Access to **tools and studies** from le French Design by VIA and Ameublement français: photo gallery, co-contracting platform, sector studies (furniture, e-commerce, and bathrooms), standard contract models...
- Organisation of **workshops** : workshops with the FCBA on eco-design, innovative materials, etc., meetings with marketing and communication specialists, advisors in financing, business planning and distribution, and a specialised law firm...
- **Subscriptions to fablab, techshop and matériauthèque**
- Possibility of financing with access to IFCIC funds
- **Added visibility** thanks to press relations and specialised media partnerships : IDEAT, INTRAMUROS... And an exhibition at [le French Design by VIA Gallery](#) at the end of the incubation
- **Innovation Label**: analysis > co-design > 3D modelling > 3D printing > virtual testing

IN A FEW NUMBERS

Over 30 projects presented to a selection committee each year

1 year of work

Over 120 hours of meetings with experts and workshops

Objective for the concretization rate: 90%

58 incubated projects since 2016

daunay@via.fr

pointreau@via.fr

lefrenchdesign.org

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