



Le FRENCH DESIGN 2059 Think Tank: prospective mission statement.

Le FRENCH DESIGN is a visionary organization created 40 years ago by the Ministry of Industry. It has a **transversal mission**: to transform through *design thinking* the creative industries, with the objective of promoting a sustainable lifestyle, adapted to a new era mainly characterized by the rise of nomadic behavior and digitalisation.

Le FRENCH DESIGN is an incubator and a trends laboratory at the service of designers and architects, a place of **imaginative and referrent** experimentation, aiming at anticipating, rather than merely observing the present scenery, and hypothesising tomorrow's living frameset. This mission requires a transdisciplinary approach, without mental boundaries. Meetings with researchers, artists, philosophers, entrepreneurs, nourish such reasonings.

The study 'Le FRENCH DESIGN 2059' has brought together the ideas of thinkers and scientists to define the 4 trends that will shape the future : Sustainable disruption of design, Nomadic living spaces, What after brands? and Art de vivre in digital transition.

These suggested initiatives are now being pursued through interviews and workshops, in the form of a **think tank comprising specialists, researchers, academics, journalists and numerous contributors**. The initiatives are applied to living spaces and developed in the form of real or virtual "**demonstrators**" (interviews, case studies, talks, texts or exhibitions). Click [here](#) for more information about the first theme: Sustainable disruption of design.

Le FRENCH DESIGN is a commitment to a **sustainable future**. It will have to meet the emerging needs for traceability, transparency, to establish a kind of sustainable good practices manual. It will help place **digital tools** at the service of sustainable development by simulating the possibilities, to ensure that the consumer does not merely put-up with design but becomes involved in it. It will make the transition from a mass market product conceived to be obsoleted, to a sustainable design, to the boom of the vintage concept, and to the development of a second life market. It must meet the needs for flexibility of an **agile and versatile** lifestyle and of novel stakeholders for whom **brands** will become synonymous with commitment, transparency and heritage.

Welcome to Le FRENCH DESIGN Thinking.

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