

CALL FOR PROPOSALS



# ARE YOU TALKING TO ME?

USES AND APPLICATIONS OF CONNECTED OBJECTS

Exhibition with the UNESCO Creative Cities of design

June 29 – July 17, 2017 / Enghien-les-Bains

September 14, 2017 – January 7, 2018 / Saint-Etienne

## PARTNERSHIP

CENTRE DES ARTS – Enghien-les-Bains, City of « media arts » - UNESCO Creative Cities Network

CITÉ DU DESIGN – Saint-Etienne, City of design - UNESCO Creative Cities Network



## 11TH ANNUAL MEETING OF THE UNESCO CREATIVE CITIES NETWORK IN 2017

The city of Enghien-les-Bains in France has been selected for hosting the 11th Annual Meeting of the UNESCO Creative Cities Network (UCCN) from the 29th of June to the 2nd of July 2017. As well as the meetings, the Centre des arts would like to transform Enghien-les-Bains into a spectacular live museum of creative expertise. Multidisciplinary artistic performances will take place in the city's main buildings, parks and gardens and will give participants, both UCCN's members and inhabitants, a simultaneously poetic, sensory and immersive experience. The goal is to raise people's awareness about the UCCN and to display the know-how and skills from creators and artists from all the cities of the network. As a consequence, the Centre des arts would like to cooperate closely with the coordinating cities of each cluster as well as the member cities to set up some interdisciplinary artistic proposals.

## A DESIGN CLUSTER EXHIBITION

The Centre des arts already hosted various outstanding design exhibitions. Among them, *Hyperactive* with Matali Crasset in 2009 ; *Intérieur jour* with the FRAC Ile-de-France (about reinventing the furniture) in 2008 ; *The Other* with Arik Levy and *Towards infinite and beyond* with Takahashi in 2007 ; *Ame de diva* with Maurizio Galante and *Extra sensory* about the interaction between fashion and new technologies in 2006 ; *Domeau et Perres, 10 years for design for 12 French creators* in 2002. In context of this event, the Centre des arts will organise a collective exhibition, dedicated to connected objects, in collaboration with the design cluster of the UNESCO Creative Cities Network. This exhibition, untitled *Are you talking to me? Uses and applications of connected objects*, will take place from the 29th of June to the 17th of July 2017. This event aims to promote the network and its activity to the population and the visitors; and to reflect the artistic effervescence of the 22 design cities, UCCN's members - Buenos Aires, Berlin, Montréal, Nagoya, Kobe, Shenzhen, Seoul, Shanghai, Saint-Etienne, Graz, Beijing, Bilbao, Curitiba, Dundee, Helsinki, Turin, Bandung, Budapest, Detroit, Kaunas, Puebla and Singapour – through the question of connected objects.

## PARTNERSHIP BETWEEN CENTRE DES ARTS AND CITÉ DU DESIGN

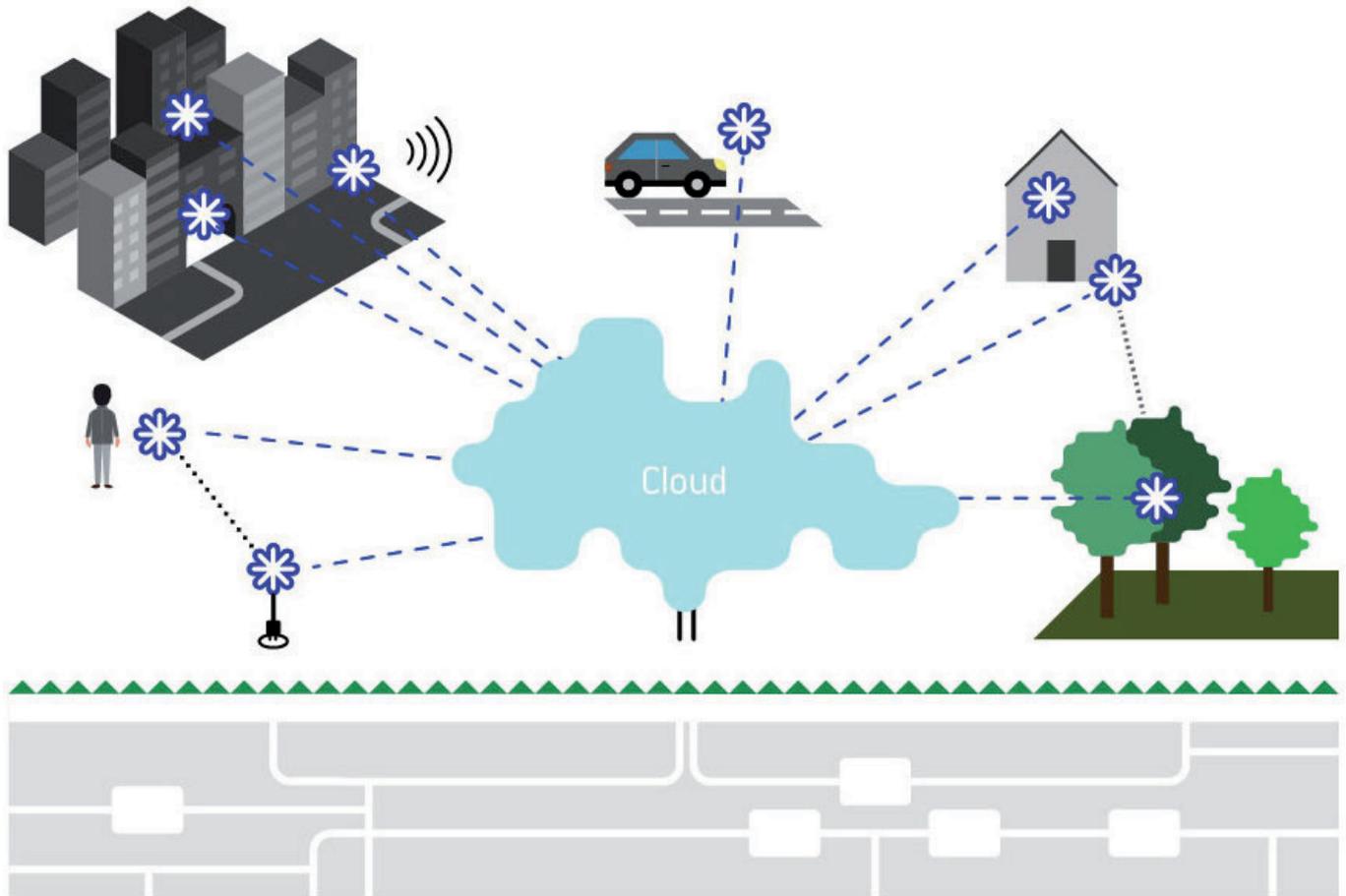
For the preparation of this exhibition, the Centre des arts chose to join to link itself to a French partner: Saint-Étienne, City of design of the UNESCO Creative Cities Network and more specifically to the Cité du design, regarding its expertise and skills. The Centre des arts of Enghien and the Cité du design of Saint-Etienne will closely work together for the coordination and the curating of this exhibition. In this context, links will be created between the Biennale Internationale Design Saint-Etienne 2017 untitled *Working Promesse, shifting work paradigms*, which will take place from March, 9th to April, 9th 2017 and this collective exhibition. Therefore, in September 2017, the exhibition *Are you talking to me?* will be presented in the French Tech/Design Tech space of the Cité du design in Saint-Etienne.

## DIGITAL PUBLICATION

Within the framework of the 11th UCCN Annual Meeting in 2017, a digital publication about the experience of this collaboration will be designed to demonstrate the dynamics of the 22 UNESCO Creative Cities of Design. The project will be developed in both official languages of UNESCO: English and French.

# THEME

## ARE YOU TALKING TO ME? Uses and applications of connected objects



In less than 10 years, the terms “connected devices”, “Internet of Things”, “smart things” and “smart cities” have already invaded technophile vocabularies and our collective imaginations, like the beginnings of an *Eldorado* heralded by the service market. By talking to each other, such objects will be able to help us to make decisions, identify needs and organise our lives. By exchanging information via the web, these devices will be programmable and responsive, enslaved to our wellbeing. For better or worse, they promise a sea change in our lifestyles, supporting our habits but also confusing our true needs. The wealth of potential afforded by embedded technology is explored by designers and startups<sup>1</sup> to show possible scenarios of future living environments. But what is fascinating, as a user, is how we connect objects by our own will, their capacity to organise themselves by their own volition, autonomously. This ability to track (or control?) remotely turns us into puppetmasters, like children playing with tin soldiers, moving them about as they construct their improvised stories. The communicating object would be an extension of our power of imagination. It would be autonomous and foreknowing, like a devoted butler<sup>2</sup>, able to anticipate our every whim. It augurs the complete automation of our living environment, linked to other objects by a network of digital synapses. By interconnecting our environment in this way, the Internet of Things transforms our living spaces into a kind of worldwide hybrid brain<sup>3</sup> including intelligent machines, streaming media (web), permanent interconnections (Wi-Fi) and in the midst of all this dense communication<sup>4</sup>, human presence.

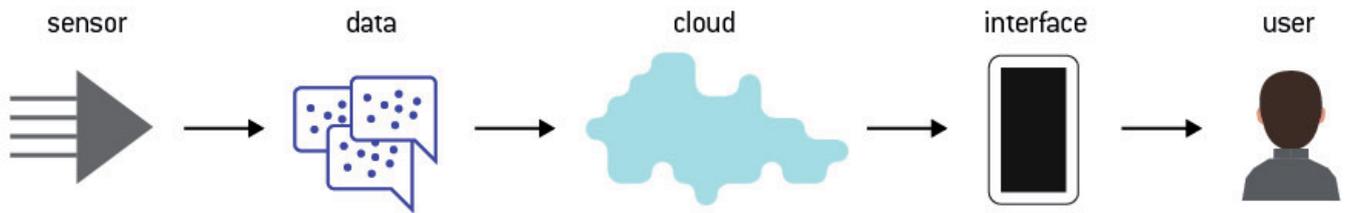
<sup>1</sup> “Startups that create embedded sensors for physical things have been snapped up by larger companies at a rapid pace, with deals for IoT startups totaling more than \$30 billion in the past four years.” Max Moruzzi, senior principal research scientist at Autodesk. 17/09/2016 <https://techcrunch.com/2016/09/17/how-smart-materials-will-literally-reshape-the-world-around-us/>

<sup>2</sup> See article “Bienvenue dans l’ère des silicon valets”, Jean-Laurent Cassely 08.07.2016 Slate.fr

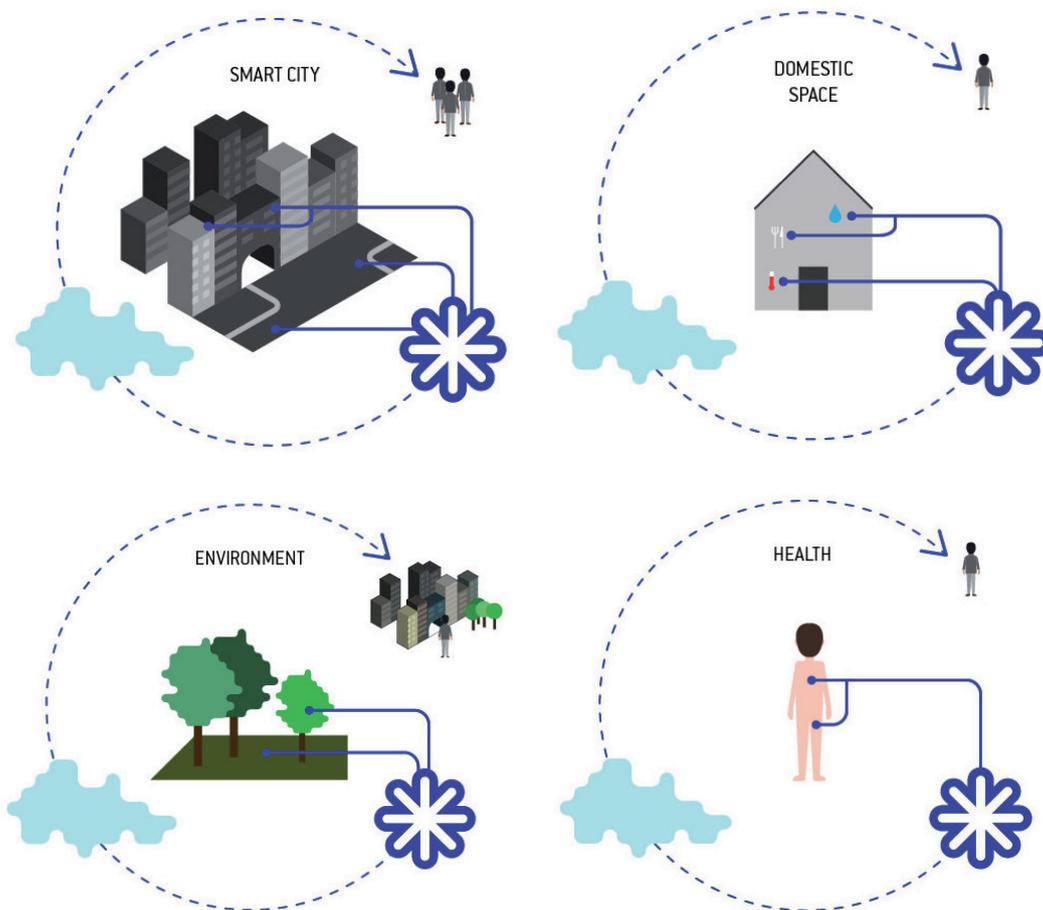
<sup>3</sup> See *Les Rêves cybernétiques* de Norbert Wiener, Pierre Cassou-Noguès, Paris, Éditions du Seuil, Science ouverte coll., 2014

<sup>4</sup> See *Objets bavards*, Bruce Sterling, published by Fyp, 2009

# PROCESS



In context of the exhibition *Are you talking to me?*, the 22 design cities, members of the UNESCO Creative Cities Network are invited to propose a preselection of 5 to 10 connected objects in the following fields:



Each of the 22 design cities provides a preselection of 5 to 10 objects including at least:

- 2 students projects
- 3 projects of professionals (designers, companies, starts-up)

One at least object per city will be exhibited at the Design pavilion in Enghien-les-Bains.

# EXAMPLES

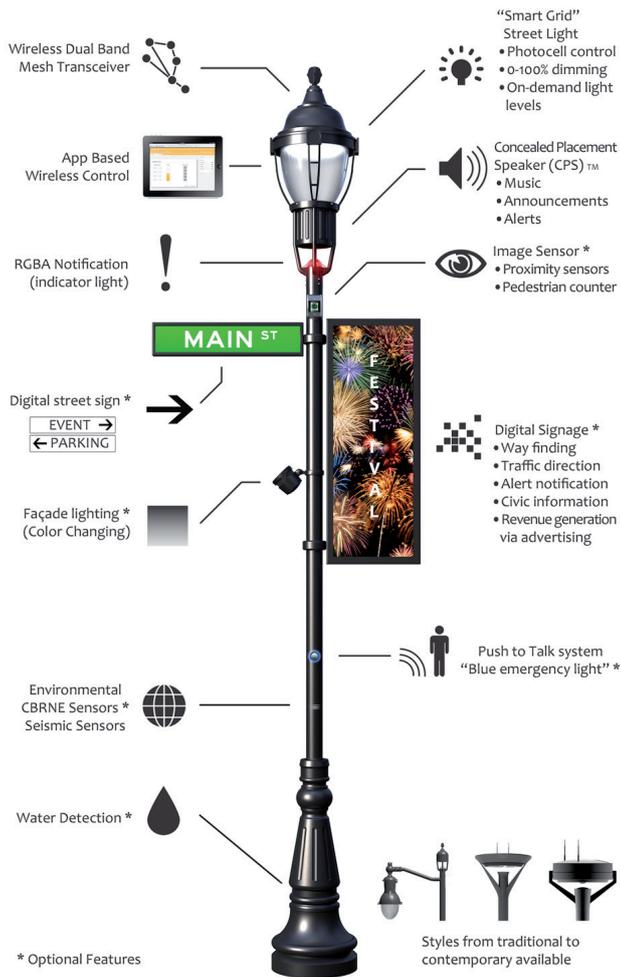
## SMARTCITY



Soofa - Soofa bench, USA, 2014.

### Soofa bench

Equipped with photovoltaic panels, the bench charges phones and provides Wi-Fi. It contains numerous sensors to monitor its immediate environment (air quality, foot traffic and radiation.)



Amsterdam Smart Lighting, NL, 2015.

### Smart Lighting

The lighting can be adjusted for a range of situations via remote operation or sensors, helping improve security and save energy.

# DOMESTIC SPACE



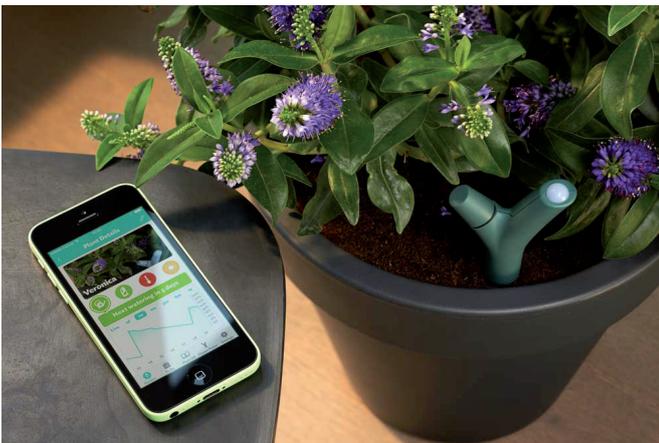
Nest - Learning Thermostat, USA, 2012.

**Nest** is a smart thermostat that automatically adapts to the seasons and your own schedule after analysing and registering your habits. For instance, Nest will switch off the heating and put it back on when you return home. You can also control it remotely via an app on your smartphone. Nest will also notify you of energy savings made.



Philips - Hue, NL, 2012.

**Hue** controls your lighting including its colour and intensity. It can function with Nest, and welcomes you by switching the lights on when you come home or off when you go out. Lamps can be controlled remotely via your smartphone. It can also simulate your presence when you're away and synchronise your lighting with music or your TV.



Parrot - Flower Power, France, 2014.

**Flower Power** comprises a sensor you plant in soil and an app. First you have to select the name of the plant from a library of over 6,000 species. Then, the moment the sensor detects your attention is needed (lack of water, light, etc.), the data is sent via Bluetooth (4.0 Low Energy) to your smartphone or tablet. Flower Power analyses four parameters essential to your plant's health: soil moisture; fertiliser; temperature, and sunlight.

# ENVIRONMENT



Plume Labs - Pigeon Air Patrol, UK, 2016.

**Plume Labs** equipped pigeons with tiny backpacks with pollution sensors all over London to measure pollution levels in different parts of the city.



Aerochromics - Reactive shirts, USA, 2016

**Reactive Shirts** is a range of garments that change colour when pollution is detected (carbon monoxide, fine particles and even radioactivity).

# HEALTH



Withings - Aura, France, 2015.

## Aura

Dawn simulator, wake up with your Spotify playlist, red light function to get off to sleep easier. Aura notifies you about temperature, lighting and noise to make sure the optimum conditions are set for a good night's sleep. A sensor detects what sleep phase you are in and determines the best time biologically to wake you up in the morning.



Withings - Tensiomètre, France, 2011.

# CATEGORIES

- Objects already available on the market or currently under a process of commercialisation
- Models or prototypes

# CRITERIA

THE OBJECTS WILL BE SELECTED IN ACCORDANCE WITH THE FOLLOWING CRITERIA:

- Must be a connected object in one of the fields quoted before (smartcity / domestic space / environment / health);
- Must have been produced in or after 2015;
- Easy appropriation by the audience;
- Concept easily illustrated in a graphic way;
- Technical feasibility.

# MUTUAL COMMITMENTS

## > WHAT DOES CENTRE DES ARTS, ENGHEN-LES-BAINS COMMIT TO:

- Centre des arts, Enghien-les-Bains is responsible for *Are you Talking to me?*'s exhibition design, production and digital publication;
- Centre des arts, Enghien-les-Bains will cover part of the transportation costs of your object(s). These arrangements will be detailed on a later stage;
- Centre des arts, Enghien-les-Bains and Cité du design will cover the insurance of the objects during the exhibitions in Enghien -les-Bains and Saint-Etienne, and during the transportation between the two cities. The transport insurance from and to the owner city remains at the participant's charge and responsibility;
- Centre des arts, Enghien-les-Bains will promote the object and your city, as a UNESCO Design City (newsletter, website, print).

## > WHAT IS EXPECTED FROM THE UNESCO CREATIVE CITIES OF DESIGN:

- Each UNESCO Creative Cities of Design is responsible to pack, insure, ship and custom-clear its respective exhibition material, according to our set schedule;
- Each UNESCO Creative Cities of Design is responsible to attend the exhibition opening on June 29, 2017 with their respective delegation;
- Each UNESCO Creative Cities of Design is responsible to promote this exhibition in its communication materials dedicated to its participation to the UNESCO Creative Cities Network (newsletter, website, print).

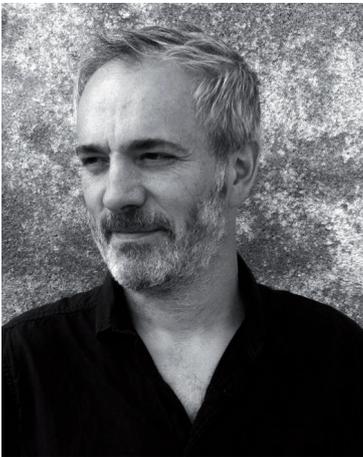
Further information about Saint-Etienne / Cité du design exhibition will be provided at a later stage.

## CO-CURATORS



**Dominique ROLAND**, Director of the Centre des arts (Cda), Artistic Director of the International digital arts Biennial Bains numériques in Enghien-les-Bains

He is also General Deputy Director of the Enghien-les-Bains Services department “Digital Innovation & Development”. Since 2014, he is the coordinator of the media arts cluster within the UNESCO Creative Cities Network, which gathers 8 other cities (Austin, Gwangju, Sapporo, Dakar, Tel-Aviv, Linz, York and Lyon). In 2005 he created the Digital Arts Network (RAN), which is made up of 35 international members. His professional path and his artistic sensibility always carried him towards projects of cultural co-operation in particular in Africa, Cuba and South-East Asia. He has been decorated by the French Ministry of Culture as Knight of the French Arts and Literature Order.



**Olivier PEYRICOT**, Designer and Director of the Research department at the Cité du Design

Director of the IDSland design agency for 15 years, a freelance designer for 5 years, he has worked on new types of objects, experimental homes, new urban forms hybridised by design, new types of mobility developed with and for industrial and service companies, as well as institutions. He taught at ENSAD Paris from 2008 to 2014. His research has been exhibited at the Centre Pompidou, the MoMA and in galleries, including Néotu, Tools Galerie and Mercier & Associés. His objects are present in the collections of the FNAC (France) and the MoMA (USA).

## GRAPHICS / SCENOGRAPHY



**Isabelle DAËRON**, Designer

Graduated from Ensci-Les Ateliers (Paris) and School of Art and Design (Reims), Isabelle Daëron designs objects, installations and spaces from a reflection on the living environment and natural elements that constitute it. For her project *Topiques*, she received some prizes: Lille design Prize (2012), Grand Prix de la Création de la Ville de Paris (2013), Audi Talents Awards (2015). Her projects were displayed in CCA Kitakyushu (Japan), Musée d'Art Moderne de la Ville de Paris, Matadero (Madrid), Complexe Suvilahti (Helsinki). Isabelle Daëron founded her studio in 2010. She is also involved in research programs for the Research Department of the Cité du design (Saint-Étienne) and teaches at Ensad (National School of Arts Décoratifs) in Paris.

<http://www.isabelledaeron.com>

# CONTACT

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# TIMETABLE

**PHASE 1 / OCTOBER 18, 2016 > LAUNCH OF THE CALL FOR PROPOSALS**

**PHASE 2 / 18 OCTOBER – 15 DECEMBER 2016 > SENDING PROPOSALS**

Each design city must send the list of proposed objects to the curators.

**PHASE 3 / JANUARY 15, 2017 > SELECTION BY CURATORS**

**PHASE 4 / MARCH 2017 > SENDING DOCUMENTATION**

Each design city provides complete documentation of the chosen objects selected by the curators.

**PHASE 5 / APRIL 2017 > SENDING MATERIAL FOR CATALOG**

Each design city provides texts and visuals for the exhibition publication.

**PHASE 6 / JUNE 29 - JULY 17, 2017 > EXHIBITION IN ENGHIEU**

**PHASE 7 / SEPTEMBER 14, 2017 - JANUARY 7, 2018 > EXHIBITION IN SAINT-ETIENNE**

# SUBMISSION

Cities may submit this preselection to curators before December 15th 2016.

For each object proposed, you have to complete a FACT SHEET and post files on line on the Centre des arts website via the following link: <http://www.cda95.fr/en/content/fact-sheet>

**Deadline: December 15, 2016**

## CREDITS

text (p.3) - @ Olivier Peyricot / sketching and illustrations (p.3, 4) - @ Isabelle Daëron