IDEAL DESIGN

Presented at the end of academic course work, the simultaneous Design Parade and VIA / Les écoles exhibitions provided an opportunity to scout potential emerging talent selected by a panel of experts. A young generation has thus been revealed to an audience of professionals – journalists, producers, and manufacturers. This face-to-face between schools and young designers helped to shed light on the nature of the training and the projects presented. Looking at these 2010 candidates, it appears that a majority of designers are busy redesigning the household landscape where object and furniture still hold a dominant share. One may wonder about the necessity and potentiality of relationships developing with future producers in order to materialize these projects.