

*4<sup>th</sup> competition*

# détournement de matières

*interpretations of lace and embroidery for new applications*

## *Context*

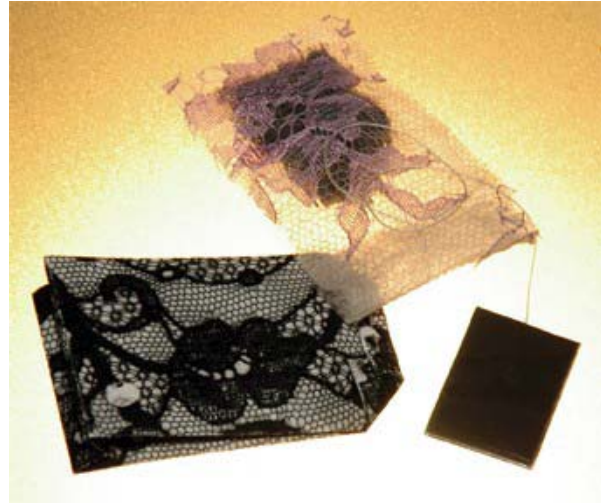
Following the success of the first three competitions, the **4<sup>th</sup> competition**, "New uses for materials-Interpretations of lace and embroidery for new applications" 2010 has now ended.



This competition, henceforward to be biennial, is intended for students at schools of fashion, applied arts, design and architecture (6 schools participated in 2005, 11 in 2006 and 13 in 2008).

Its object is **the creation of new materials for previously unconsidered applications, using lace and embroideries provided by professional** members of the FFDB.

It is intended to stimulate curiosity, a new look at these products and an exploration of their potential, whether for fashion or design.



The results of the previous competitions already surprised and charmed visitors to exhibitions held at the **Musées Royaux d'Art et d'Histoire in Brussels**, the **Cité de la Dentelle et de la Mode de Calais**, the **Musée Caudrésien des dentelles et broderies**, as well as the "Ethical Fashion Show" at the Carrousel du Louvre, "**Créations & savoir-faire**" and **Interfilère et Artisans Passion**. Further exhibitions are being planned for the **Cité de la Dentelle et de la Mode de Calais** and for the **Interfilère** trade show in September.



### ***The 4<sup>th</sup> competition***

**Twelve schools** (more than **200 projects**) demonstrated their enthusiasm to take part in the 2009/2010 competition: the textile department at ENSCI, the Ecole Nationale Supérieure des Arts Appliqués et des Métiers d'Art Olivier de Serres (ENSAAMA), the Ecole Nationale Supérieure des Arts Décoratifs (ENSAD), the Ecole de la Chambre Syndicale de la Couture Parisienne (ECSCP), the Ecole Supérieure des Arts Appliqués aux Industries de l'Ameublement et de l'Architecture (Ecole Boule), the Ecole Nationale Supérieure d'Art de Limoges Aubusson (ENSA), the Ecole Supérieure d'Art et de Design de Reims (ESAD), the Ecole Supérieure des Arts Appliqués et du Textile de Roubaix (ESAAT), ESMOD Paris, the Ecole La Martinière Diderot - Pôle Supérieur d'Arts Appliqués de Lyon, La Cambre (ENSAV) Brussels and the Lycée Choiseul at Tours.

As before, the students produced their projects using **materials supplied by**

- **Lacemakers:** Codentel, Cosetex, Dentelles Dessalces, Dentelles Laurence, Dentelles Méry, Desseilles Fabrics, Jean Bracq, Noyon Dentelle/Darquer, Solstiss, Sophie Hallette and Vedem Velay

- **Embroiderers:** Albert Guégain et fils, Bacus Groupe, Charles Lapierre, Linge au Cœur, Lucien Casez and Potencier Broderies.

By the reinterpretation and updating of lace and embroidery, the objective is to stimulate **creative and exploratory work** by a new approach, the recomposition or even reinvention of lace and embroidery with a view to **new and unthought of uses** for fashion, textiles, or design. It also encourages exchanges between professionals and future designers. Earlier competitions have already led to the discovery of astonishing compositions thanks to specific treatments and blends with other materials.

This year, the laces and embroideries were **cut out, distressed, coloured** with retroreflective paint, Indian ink, or sprayed, **sewn, heat bonded, coated** with adhesive, or latex, **cast** in resin, **in association** with wool, linen, tulle, knits, technical fabrics, paper, cardboard, wadding, metal, plastic, glass fibre, plexiglass, aluminium, copper, nails, or bone ... **for a very wide variety of amazing results:** light fittings, furniture, decorative objects, public address, kitchen tools, jewellery, fashion accessories, sport or safety applications, graphic art ...

After due consideration, **23 projects** were selected and **4 were awarded prizes** in the Fashion / Textile and Design categories. The prize giving took place on the evening of 9<sup>th</sup> June 2010 at the offices of the Fédération Française des Dentelles et Broderies.



The 1<sup>st</sup> prize for Fashion / Textile was awarded to **Anaïs Moussard** from La Martinière Diderot, Pôle Supérieur d'Arts Appliqués de Lyon, for her project entitled *Lace in pools*



The 1<sup>st</sup> prize for Design was awarded to **Anna Larvor** from the Chambre Syndicale de la Couture Parisienne for her project entitled *Wicked Board*



The 2<sup>nd</sup> prize for Fashion / Textile was awarded to **Lise Crétiaux** from La Martinière Diderot, Pôle Supérieur d'Arts Appliqués de Lyon for her project entitled ***Metallic embroidery***



The 2<sup>nd</sup> prize for Design was awarded to **Hélène Sempéré** from the ESAD de Reims for her project entitled ***Délicat'attitude***

The winners received grants from 400 to 600 euros, donated by the Crédit Mutuel, Eurovet (organisers of the Interfilière and SIL trade fairs) and the FFDB, for work experience with our members Noyon-Dentelle, Solstiss, Sophie Hallette and Potencier Broderies, together with coupons of lace and embroideries, sewing boxes fitted out by Bohin France, yarns and sewing articles, embroideries and bobbin lace from Barrois Toulemonde and J.Toulemonde, and bobbins of Lurex® metallic yarn from Sildorex.