

'Orange spreads your wings' young designer winners

The third edition of the international Orange Young Designers ideas competition featured five schools from France, UK and South Africa, whose 47 talented young designers produced 32 projects on 'the personal digital space of tomorrow'.

The selected schools were:

- From France - ENSCI Les Ateliers Paris (industrial design school), Strate in Sèvres and ESADSE, the école supérieure d'art et design St Etienne (ESADSE)
- From the UK - The Faculty of Arts, Design and Social Sciences at Northumbria University
- From South Africa - The Cape Peninsula University of Technology

Winners

A jury of professionals from various backgrounds (design professionals, experts from the media and the digital world, trend observers, property and telecoms professionals), chaired by Delphine Ernotte Cunci (executive director of Orange France) and Margaret Gould Stewart (director of product design, Facebook), awarded three prizes, each one of them accompanied by €5,000.

The winners were:

- The 'Design for all' prize was awarded to Melissa Smith (Faculty of Arts, Design and Social Sciences at Northumbria University) for the project 'Time'. It is a concept that appeals to everybody, covers the totality of human experience, between the real world and the virtual world and makes it possible for us to free ourselves from our connections
- The 'Concretisation' prize was awarded to Mathieu Delacroix & Charles Haumont (école supérieure d'art et design St Etienne - ESADSE) for their project Aeon, which obliges us to resolve the issue of the sentimental and legal future of our digital data very quickly
- The 'Vision' prize was awarded to Guillemette de Brabant (ENSCI Les Ateliers) for the project Lascaux that deals with the digital tracks we leave behind and that we are prepared to share. Its visionary component lies in the proposed extension of the smartphone

Exhibitions

Over 2014, a number of free exhibitions open to the public will now be held in Paris and other regions to show the new set trends produced by the competition and promote the work of these young talents.

- From 4-27 April 2014 at the Cité du Design in St. Etienne - in an original setting, the company will be inviting visitors to discover the 32 projects produced by the competition
- From 19-25 May 2014 at the Designer's Days event at the Orange store on the Champs Elysees in Paris. Visitors will be able to see the creativity of the students, including the three competition winners' projects and discover the latest innovations from the company
- From 12-15 June 2014 at the Futur en Seine event, the digital festival sponsored by Orange, in the Village des Innovations at the Gaîté Lyrique in Paris. Futur en Seine invites the public and professionals to discover the latest French and international digital innovations through themed exhibitions
- From 2-8 July, at the Open Museum event held in the Palais des Beaux Arts in Lille, also sponsored by Orange, to give a carte blanche to unexpected artists and creators in a museum and encourage connections between the arts. The exhibition will then continue in the very large store in Lille.

To see the highlights of the competition and all the projects entered by the students from the five partner schools, go to

www.design.orange.fr/presentation-des-participants/.

For more, visit: <https://www.bizcommunity.com>