French Design: No Taste for Bad Taste

4 December 2017 - 14 January, Paradiso Plaza, Miami

In collaboration with the Institut Français, VIA (Valorisation de l’Innovation dans l’Ameublement) has created the No Taste for Bad Taste exhibition that epitomizes the elegance of French Design to be enjoyed on an international scale. New Yorkers and Muscovites alike can sample the melting pot of cultural heritage and creativity that is French art de vivre. Brazilians and Turks can discover our designers, manufacturers and artisans, united by the same values of balance, audacity, openness, and of course panache!

So Starck, so Bouroullec... so French Design. 40 international figures from the world of the arts – including a MoMA curator, an Indian designer, a philosopher and fashion designers – have selected their 40 favorite showpieces. These 21st century pieces are considered to be iconic and will travel the world. Framed by Jean-Charles de Castelbajac’s poetic scenography, the exhibition is a celebration of 40 years of VIA’s support for future design.

Inaugurated April 5th, 2017 at the Institut français in Milan, the exhibition will be featured at the Paradiso Plaza in Miami’s Design District, from December 4th 2017 to January 14th 2018.