Le French Design By VIA Launches Le FD100
100 DESIGNER AND INTERIOR DESIGNERS SHARING LE FRENCH DESIGN AROUND THE WORLD

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PARIS, Jan. 24, 2019 /PRNewswire/ -- In collaboration with PHILIPPE STARCK, Le French Design by VIA (Valorisation de l’Innovation dans l’Ameublement - Promotion of Innovation in Furniture Design), unveiled Le FD100, a list of 100 luminaries recognized for their industry sharing Le French Design around the world. To mark the occasion in the spirit of French Design, the country’s leading legends of design and promising stars of tomorrow were gathered at the Museum of Decorative Arts (MAD) in Paris on January 16, 2019 for le FD100 awards ceremony and a live photograph of French creation.

A prestigious jury of directors of public institutions, curators, gallery owners and prestigious well-known personalities of the international design field met in Paris on November 6th, 2018 to deliberate on 500 proposed projects completed outside France within the past 2 years, in over 50 countries, to establish le FD100 list. Project submissions ranged from a retail boutique in Shanghai and a sofa ensemble made in the USA to a casino design in Macao. Each recognized convey the essential values of le French Design: art de vivre, creativity and industry, elegance and a touch of luxury, sustainable innovation, audacity, savoir-faire, balance, heritage, cultural openness and panache.
"Each project [submitted for Le FD 100] bears witness to the imagination, intellectual flexibility and desire to share the values of French Design, thus creating a better, more sustainable world," says Jean-Paul Bath, VIA CEO.

Various gallery and online exhibitions will be held throughout the global community beginning in February 2019 to support the values of le FD100, a design world without borders.

"France is a land of reflection and of weighing in ... plus a talent for being both critical and self-critical that propels the European creator in France to perpetually seek quality and timelessness," says Philippe Starck.

The collective representation of le FD100 is made up of French architects, product designers and interior designers. Within the diverse group, 15% are based in the Paris region and 20% having their main offices abroad. Women make up almost 40% of the selection.

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To download event images, please click here.

For the complete press kit with le FD100 list, jurors, and related projects, download media assets, or contact:

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