French flair on show

Michelle Ng

Most exhibitions have barriers to prevent visitors from touching the items on display.

But at Sir Tase for Bad Taste, Sir Scratch, Sir Rouxelle.Roll, Sir Le French Design, visitors are encouraged to touch and the items are essentially interactive.

The exhibition, which celebrates French design, is part of the annual Vitality! France Singapore Festival, which celebrates all things French. It runs until Nov 4 at the National Design Centre.

France has always played a central role in French design. Traditionally, French furniture producers have been ahead of the game, especially when it comes to innovation and design.

Anni Albers, a Danish artist who lived in France, was one of the first to bring modern design to the French public.

At the media preview last Friday, Mr Jean-Paul Baffet, chief executive of Le French Design by VIA, said: "Good design is universal. It cross-pollinates languages and cultures. It can be appreciated and remain relevant across national boundaries. For us, French design is a perfect vehicle to promote this concept of universal design."

The show features works by renowned French designers, such as Pierre Paul and Pierre Roux.

French design is well-represented in Singapore, with many French designers working in the city.

Mr Baffet said his goal was to showcase the diversity of French design, which has grown from being a niche market to a global phenomenon.

"French design is a very rich and diverse field," he said. "We want to show the different facets of French design, from furniture to fashion to food and design in general."

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Mr Jean-Paul Baffet said: "It is a great opportunity for Singaporeans to experience French design in a new light."