

# The call for Applications for the 2020 academic year for CydRe, the EPCC Research cycle of Cité du design - ESADSE / Saint-Etienne

Applications for students and professionals wishing to train in design research from the 2020-2021 school year within the research platform of the EPCC Cité du design-École Supérieure d'Art and Design Saint-Étienne (Saint-Etienne Higher School of Art and Design). This call is open for:

- One applicant in Azimuts Design & Research Post-Diploma
- Three applicants in DSRD (Diplôme Supérieur de Recherche Design, Design Research Higher Diploma)

Deadline for submission of applications:

**September 2, 2020**

Face-to-face or Skype interview on:

**September 10, 2020**

Start date:

**October 1, 2020** (the date will be adaptable depending on the specific conditions for graduation)

Please note:

> In view of the closure of some establishments, those students whose graduation has been delayed until the fall of 2020 are authorized to apply.

> For matters of relevance, student researchers must apply with a research subject that fits into one of the issues developed by one of the research entities articulated around the Cité du design-ESADSE research platform (cf. description of labs, studios, and research units within the establishment). In view of the platform's program for the coming year, particular attention will be paid to projects linked to the Saint-Etienne territory.

## Host institution

**The Public Institution for Cultural Cooperation (EPCC, Établissement Public de Coopération Culturelle) Cité du design - École supérieure d'art et design (Higher School of Art and Design), founded in January 2010, includes the Cité du design and the Saint-Etienne School of Art and Design in one facility: the former arms factory of Saint-Etienne.**

Supported by the City of Saint-Étienne, Saint-Étienne Métropole, the Auvergne - Rhône-Alpes Region and the French State (Ministry of Culture), it is a platform for higher education, research, economic development, and the promotion of design and art. The main missions of the Cité du design are as follows:

- raising awareness of design among the public at large;
- developing innovation through design;
- design research;
- hosting high-profile events such as the Saint-Etienne International Design Biennial, and annual exhibitions in Saint-Étienne and abroad.

## The stakeholders of research

Research within the Cité du design-ESADSE platform is an assembly of several components which includes the CyDRe (ESADSE postgraduate cycle), the Cité du design research studios, the Units, the ESADSE research labs, graduate level initiation to research (MA Object, MA Space, MA Design of Public Policy, etc.). Over thirty people are involved in research within the Cité du design-ESADSE platform.

## 1) The Labs

### a) The research studios of the Cité du design

#### > Deep Design Lab

In-depth explorations of the materialities and visual representations of the Anthropocene.

Head of the studio: Simone Fehlinger, designer, researcher

Created in September 2019, the “Deep Design Lab” is a design-research studio at the Cité du design Saint-Étienne, in collaboration with the Urban School of Lyon (EUL). The studio explores the artifacts at stake in the relationship between the Western human being and nature, within the framework of the Anthropocene concept - a concept that designates human activity as a geological power. The term «deep» refers to in-depth design, challenging the modern, colonial vision of design (and the world). By questioning the performativity of design and its ability to create social and political values, the projects carried out within the “Deep Design Lab” seek to generate, through objects and images, non-anthropocentric attitudes.

#### > Design of Instances

Three-dimensional exploration of a civic and democratic representation

Head of the studio: Fiona du Mesnildot, designer, researcher

The project for a Design of Instances program began in 2015 by looking at the experiences of policy design carried out since 2008. Through its top-down approach, the design of public action effectively obliterates civil representation as the latter operates under its own conditions of expression. Here, we intend to demonstrate the capacity of collective bodies with amateur and semi-amateur practices to serve as a model for the development of new configurations (new designs) of space, democratic tools, and beyond that, a bottom-up reproduction of democratic representation.

This research program is called «design of instances» because we intend to give it a concrete, programmatic dimension, the result of which will be the foreshadowing of representation spaces (instances) on a collective scale, whose reproducibility (instantiating) would be a part of the design process - i.e. in the era of technical reproducibility (W. Benjamin).

### b) The Units

The Units are microstructures of research, places of gestation of methods which question design. They are steered by the two heads the platform in order to constitute a reflexive base of research tools and methodologies.

#### > Unit: Everyone can design, even designers

Designer Researcher, head of the postgraduate course: Ernesto Oroza  
<https://www.ernestooroza.com/>

In continuation of a series of research projects carried out in the cities of Havana (Cuba) and Miami (USA), this unit proposes the city of Saint-Étienne as a new territory for discursive research to question the social division of labor and its impact on culture. This research mainly focuses on exploring the limits of design, and questions the contemporary notions of production, creativity, and subject-object interactions.

It focuses on the contemporary typologies of objects, and the productive forces deployed in the parts of the city and of culture that systematically resist established protocols.

### > Unit : DST Unit (Deconstruction of Technical Segments)

Designer, Director of the Research Platform, Scientific Director of the Saint-Etienne International Design Biennial: Olivier Peyricot

Continuing the work undertaken in the exploration of the technical and cultural strata that constitute an object, an arrangement (DDI) or a system (such as the Working Promise biennial), this unit explores some environments (the Strates-Manuel project) or objects (automobile) used to deconstruct technical trajectories (as opposed to the technical tendency of the advocates of technical evolutionism - Alain Gras 2007) and their modes of governance. The aim is to produce teaching tools, methodologies and devices to consolidate a design culture.



Portrait E. Oroza © DR

### 2) Saint-Etienne Higher School of Art and Design Postgraduate course - CyDRe: Design Research Cycle

Designer, researcher, teacher, head of CyDRe: Ernesto Oroza  
<https://www.Esadse.fr/fr/la-recherche/051015-presentation>

This Postgraduate course is open to students and experienced professionals who wish to train in design research; a unique educational environment within the research platform of the Cité du design-ESADSE.

The objective of this research path is to train a community of researchers working on research located on the territory and included in the contemporary research themes debated on the platform.

Under the responsibility of the Editorial Director, the Postgraduate course publishes the Azimuts research journal. <https://revue-azimuts.fr/>

Students are enrolled in one of three educational paths:

DSRD: Higher Diploma in Design Research. A school diploma issued by ESADSE and recognized by the Ministry of Culture. Duration of the course: 3 years.

Arts Doctorate, with a specialization (major) in Industrial Arts, built in partnership with the Jean Monnet University. Doctoral contract leading to the defense of a thesis.

Design and Research Post-Diploma: Azimuts (2 years of graphic research around the journal) or Residency (1 year of artistic research or design focused on production of form - 2 or 3 years of after-school experience required for applicants) leading to a school certificate issued by the EPCC Cité du design-ESADSE.

Students are assessed by ad-hoc juries during their oral presentations (composed of invited professionals and teachers-researchers from the establishment).



Désobéissance Technologique (documentation de la recherche), 2007. Photo E. Oroza

### 3) Research supported by the Saint-Étienne Higher School of Art and Design Graduate Level

> Images\_Récits\_Documents (IRD, Images\_Narratives\_Documents)

Teachers-researchers, laboratory managers: Kader Mokaddem, Jean-Claude Paillason

<https://www.Esadse.fr/fr/la-recherche/171012-laboratoire-images-recits-documents>

The research work of the IRD team is articulated with the teachings of the two specializations (majors) of the school, more particularly those of the Space major, at the intersection of art and design practices. It is stemmed from a questioning on the status and function of the sensitivity of images in knowledge systems. The lines of research are broken down as follows: reality and its image; the image document; stories and scriptures; knowledge visualization; the economy of images.

### > Laboratory for Modern Studies (LEM)

Teachers-researchers, laboratory managers: Denis Laget, Karim Ghaddab, Romain Mathieu

<https://www.Esadse.fr/fr/la-recherche/171012-laboratoire-d-etudes-des-modernites-lem->

The LEM focuses its research work on the experimentation of contemporary practices by orienting theoretical approaches on praxis. The hypothesis of the LEM is that the diversity of contemporary practices is due to a diversity in modernity, which is not one, but multiple. By relying on its various avatars, what is at stake is to reveal the permanence, resilience, continuities, breakaways, and transformations which form our contemporaneity. The work of the LEM is mainly focused on research carried out with students intending to become artists.

### > Random(lab)

Teachers-researchers, laboratory managers: David-Olivier Lartigaud, Damien Bais, Jérémie Nuel, François Brument

<http://www.randomlab.io/>

<http://labo-nrv.io/>

Random(lab) is a place of practical and theoretical research devoted to experimentation in the digital domain, with the practice of the project method as the basis of research. The working hypothesis is examined via one or more projects which question it and test it in multiple creative forms. The goal of the work is not to understand or reproduce known processes, but to go beyond, towards experimental areas allowing to propose, open, or even redefine new areas of reflection and experimentation for digital technologies.

### 4) Azimuts research journal

<https://revue-azimuts.fr/>

Founded in 1991 under the supervision of Jacques Bonnaval by postgraduate students from the École des beaux-arts de Saint-Étienne (Saint-Étienne School of Fine Arts), the Azimuts journal reviews the current state of design research. It is both a place for reflection and discussion on the contemporary fields of design, a field of graphic experimentation, and a support for communication and promotion of research objects.

With the aim of presenting and debating the subjects and methods of design research, it welcomes productions, projects, and the points of view of personalities from the world of design, but also from outside this environment.

The Azimuts journal is an educational tool that offers CyDRe students the ideal conditions for graphic and editorial exploration. Designed as a biannual publication dedicated to the dissemination of design research, Azimuts is the central theme of research of students enrolled in the Design and Research Post-Diploma: Azimuts. The program is completed by the invitation of a graphic designer or collective group from outside the establishment who participates in the pedagogy and the technical orientation of the activities required in the production of the journal.



Azimuts 51 © DR

## The learning path of the CyDRe (design research cycle) within the Cité du design-esadse research platform

This path aims to build a community of designers-researchers linked to the territory by the purpose of their studies and by the local resources involved in their research projects. By local resources, we mean economic and material, social, and intellectual resources (brought by the platform and its networks) and programs of activities on the territory including the Biennale Internationale Design Saint-Étienne (Saint-Étienne International Design Biennial).

### 1) CyDRe offers a common educational program which aims at:

- experimenting with research and production tools and techniques
- creating dynamics of engagement with communities and the territory.
- anchoring the student's research project in the issues raised by one of the seven research entities of the Cité du design-ESADSE

Part of the program is built on the invitation of local and international practitioners as well as researchers from various fields such as participatory theater, archival practices, or alternative pedagogies and activism. They will allow students to learn from diverse experiences and consolidate their approaches while building strong professional links with communities and networks. The program is supplemented by course modules given by different researchers actively involved in the platform, such as an epistemology of design research, research methods, keynote presentations, presentations of research corpora, etc.

This course, shared within the entire CyDRe, aims to:

- > Allow the researcher student to develop research frameworks
- > Develop:
  - the social skills of students to link up with research communities;
  - the critical skills of students-researchers for reinterpreting and re-using the tools and methods used in other disciplinary fields;
- > Build a theoretical base on design research
- > Stimulate experimentation and the development of research tools and techniques (investigation, form production, showing current research...)

### 2) CyDRe then offers four specific, unique educational paths, each leading to a diploma:

#### a/ Higher Diploma in Research Design (DSRD, Diplôme Supérieur de Recherche Design)

Languages: French and English

The DSRD is aimed at student designers who are looking to develop a design research practice oriented on the Saint-Etienne territory, in connection with the communities. It is anchored in a long-term, 3-year research plan. The DSRD designer-researcher must have a taste for confrontation with the production of form, and for a dialogue with local communities. This training is for designers wishing to pursue a career in design research, teaching in art schools, or in community-oriented social activities. In order to foster a localized, committed form of design research, the platform puts student researchers at the heart of a network of academic, institutional, and associative relationships. This environment allows them to direct their research in a singular territory through its productive urban and social history. In this sense, this program encourages students to take an interest in vernacular productive practices that meet the needs and problems of communities.

In a permanent dialogue with the supervisory research team of the postgraduate diploma and under certain conditions (of consistency and quality in particular), the student is able to focus his or her research on several objects, and to invest in the collective projects of CyDRe, which are the Azimuts journal and the Biennale Internationale Design Saint-Etienne (Saint-Etienne International Design Biennial).

After the student-researcher has spent 3 years in the Research Design Cycle, validated by a final presentation before an independent jury, the ESADSE delivers them the Higher Diploma in Design Research of the ESADSE, a school diploma supported by the Ministry of Culture.

## **b. Doctorate**

Language: French

> Arts doctorate with a specialization (major) in Industrial Arts, in partnership with the Jean Monnet University.

3-year Doctoral contract

The doctorate is exclusively reserved for students holding a Master's degree. There is no opening at present; the next call will take place in January 2021.

The doctorate is aimed at students who have a high level theoretical base and a pronounced taste for the production of form. During these three years of doctorate, the student will build a dialogue between theory and form production while meeting the requirements of the University framework. This training is mainly intended for researchers wishing to make a teaching career as a researcher at University or in an art school.

The "industrial arts" major of the "Arts" Doctorate relates to the practices of creation and production likely to be massively disseminated and widely used, implying high-volume manufacturing or depending on modes of generation which are specific to the industrial or post-industrial culture. This is particularly the case for design productions (object, space, graphics, publishing, digital) or works of photography, printmaking, film, new media, etc. Because of the importance of the practice in these disciplines, the first specificity of the "industrial arts" major of the Arts doctorate is to accommodate forms and formats of the thesis, where creative work can - as the case may be - have as much of importance as theoretical or descriptive elaboration.

The «Industrial Arts» major is a specialized subject of the «Arts» doctorate of the Saint-Etienne Jean Monnet University (UJM) proposed by ED 484 «3LA» within the CIREC EA 3068 and pertaining to the 18th section of the CNU (National Universities Council).

> Les chercheu·se·rs présent·e·s sur la plateforme encadrent (s'ils sont > The researchers present on the platform supervise (provided they have completed their habilitation to lead research projects) and/or co-supervise theses produced in international establishments (UJM, EnsadLab, IOTS, University of Paris 1 etc.).

## **c. Design and Research Post-Diploma: Azimuts**

Languages: French, English

This two-year training course is aimed at student researchers in graphic design wishing to conduct their research project using the journal. Azimuts is a learning medium for experimenting, building, producing one's design research within the platform. This involves experimenting with the editorial treatment and production of a research journal published by a higher education institution for educational purposes.

Design research today requires new ways to formalize and disseminate its content, and seeks to invent its own space in contemporary cultural production. Azimuts is an ideal tool for this purpose and to come up with a novel approach.

The CyDRe offers students of the Design and Research Post-Diploma: Azimuts a great context for collective work with other researchers of the DSRD and the doctorate, who will be responsible for their own production tasks and for editing content for the journal. An experienced graphic designer will be associated with the program to serve as teacher and liaison with students of the Design and Research Post-Diploma: Azimuts.

The researcher students will appropriate the journal as a research and experimentation project. It is a total experience - from the editorial project to distribution - to experiment with graphic language and editorial protocols in the best possible conditions.

The editorial treatment of the Azimuts journal is led under the direction of the designer and postgraduate course head Ernesto Oroza, and is carried out by the personal contribution of the post-diploma students within the research platform of the establishment. Each student author participating in the development of the Azimuts journal, while not being entitled to a distinct right on the whole, merges his or her personal contribution in it. The production of the Azimuts journal is therefore subject to the regime of collective work, and its property reverts to the Cité du design-ESADSE.

After the student-researcher has spent 2 years in the Research Design Cycle, validated by a final presentation before an independent jury, the ESADSE delivers them a certificate in Design Research of the ESADSE, a school diploma supported by the Ministry of Culture.

#### **d/ Postgraduate diploma in design and research: residency**

Languages: French, English

The Postgraduate diploma in design and research: residency is aimed at experienced researchers who wish to produce forms of research within the platform of the Cité du design - ESADSE. Applicants must have a taste for the production of form, exhibition, sharing of current research and interaction with students and researchers present on the platform but also with dwellers on the territory.

As its name suggests, this residency allows the designer to work on one or more design research projects in interaction with the ecosystem of the platform and in interaction with the territory.

After the student-researcher has spent 1 year in the Research Design Cycle, validated by a final presentation before an independent jury, the ESADSE delivers them the Higher Diploma in Design Research of the ESADSE, a school diploma supported by the Ministry of Culture.

## The 2020 call for applications for the 2020-2021 school year

Contact: [cydre@esadse.fr](mailto:cydre@esadse.fr)  
Information: +33 4 77 47 88 51

Three places are open in DSRD and one place in Post-diploma design and research: Azimuts

### CONDITIONS OF ADMISSION

Applicants to DSRD and Doctorate must hold a DNSEP or a Baccalaureate + 5-year equivalent diploma (MA), or be able to justify a professional experience of at least 5 years in the field of design. For foreign students, knowledge of French is desired; for all applicants, fluency in English essential.

#### a) Application file:

The selection of applicants is determined according to the course, motivation, and ability to come within the scope of the research platform of the Cité du design - ESADSE.

1. Applicants must fulfill the digital registration form mentioning the educational path desired by the student : <https://forms.gle/CoBJCzyHwbpPKgP18>
2. In plus, the applicant must send by e-mail to Esadse at [cydre@esadse.fr](mailto:cydre@esadse.fr) (object : "CyDRe-candidature 2020-2021 »), a digital file containing the following documents
  - the registration form mentioning the educational path desired by the student
  - a copy of the diplomas;
  - 1 curriculum vitae mentioning the higher education course and/or any activities related to the professional sector;
  - 1 personal work file (photos, drawings, models, texts, publications, editions, etc.) along with a structured (if necessary illustrated) presentation of the research to come, and the professional project which motivates the training (in 1 page);
  - 1 detailed cover letter;
  - 1 optional letter of recommendation.

The applicants are selected according to their profile, and then assessed by an admissions committee.

#### b) Reception conditions

The postgraduate course permanently welcomes 5 student-researchers in DSRD and 9 postgraduate students, as well as doctoral student researchers in partnership with the UJM. Students enrolled at ESADSE each benefit from student status, a research grant of EUR 4,000 per year, a residence, and a dedicated workspace open 24 hours a day. They can count on the presence of an educational team of teachers and researchers and occasional speakers depending on the nature of the projects. They also have privileged access to all the intellectual and material resources of the ESADSE and the Cité du design (workshops, documentation center, material library, digital center, research center, laboratories, etc.).

Students in Post-diploma and DSRD must pay the registration fees to ESADSE and subscribe to a student social security scheme.

For information, a new call with new opportunities will be launched at the end of 2020.

