



ESADSE (Saint-Etienne Higher School of Art and Design) and Cité du design : exchanges that professionalise the course

The School and the Cité du Design have been united since 2010 in an EPCC (public institution for cultural cooperation). This association is a real asset for the School, which benefits from the Cité du Design's activities and networks: talks, research programmes, etc. As the Cité du Design has direct links with the professional world, this provides the ESADSE with many opportunities to meet and get involved in projects with professionals, in particular through workshops organised with companies. The School is also fortunate in being able to take advantage of exhibition organising skills, a true field of experimentation for the students. In 2011, 2012 and 2014, as part of their course, the second year students on the ESADSE's art course were able to work alongside professionals on exhibitions in partnership with the FRAC Provence-Alpes-Côte d'Azur, the FRAC Auvergne and the Institut d'Art Contemporain – Villeurbanne Rhône-Alpes.

The Saint-Etienne Design Biennial: an immersion in the organisation of a major cultural event

The ESADSE is the only art and design school in France to be fully involved in an international event such as the Saint-Etienne International Design Biennial. It was the school that originally started this event: it created and organised the first four editions (from 1998 to 2004). Since 2006 it has handed over the reins to the Cité du Design, which now organises the Biennial. Evidence of the increasingly professional nature of the event, this handover has enabled the ESADSE to concentrate on the programming and to develop actions with other higher education institutions. The event thus constitutes an original way of enhancing training, fostering exchanges and heightening visibility.

By participating in the design, installation and mediation processes, the students are able to get involved in real, concrete projects. Accordingly, in 2015, the ESADSE organised and took part in different exhibitions: "On savait, on savait que ça n'allait pas durer", "L'Essence du beau", "ça aurait pu !"; students' work produced as part of ESADSE projects in partnership with companies (Tôlerie Forezienne, Rondino, Céralep, ...) was also selected and presented during the Biennial. As for the ESADSE's postgraduate Design & Research course, it organised the "Tu nais, Tuning, Tu meurs" exhibition in partnership with the Musée d'Art et d'Industrie.



Unique resources for students

State-of-the-art equipment: the School's 5 departments possess a considerable range of high-quality machines:

Publishing department – Etching press, screen printing, lithography, linocut/offset printing, large format digital printing.

Digital department – Macs and PCs, 3D software, graphics software, vector graphics design software, image processing software, scanners, printers.

Modelling department – Ceramics, forge, thermoforming, moulding, metalworking, joinery, cabinet-making, 3D printer and scanner.

Photography department – Conventional photography, small, medium and large format, digital photography, studio, conventional black and white lab/large format digital printing.

Video & sound department – Digital shoot unit, film set, digital editing, analogue editing, sound studio.

A media library

The media library is specialised in art and design, with an emphasis on contemporary artistic creation and writing in connection with the teaching offered. Books, magazines, exhibition catalogues, films, cartoon books, end-of-course dissertations... in all, almost 37,000 documents, which are constantly being added to and which make the media library an essential resource within the School. It aims to provide the resources necessary to the students' research and plastic arts projects, to help and guide them in getting to grips with the diversity of contemporary art and thinking and to support them in their experiments. It participates in the enrichment of specialist Art & Design databases, in particular a database of references of articles accessible online (www.bsad.eu).

The Cité du design's materials library:

Over 800 materials to inspire all kinds of projects. Knowledge of materials and their innovative and creative potential is a major issue for both designers and artists. Oriented towards advanced materials, eco-design and know-how local to the Rhône-Alpes region, the materials library enables ESADSE students and teachers to root their projects and teaching in specialist technical knowledge and close relations with the fabric of local industry and research.

An ideal working environment:

- An auditorium seating 296
- 2 110 m² seminar rooms
- 3,676 m² of production workshops
- 2184 m² of work space for students
- 2 exhibition spaces, 800 m² and 1200 m

The ESADSE in figures (2015-2016):

- 355 students enrolled for the 2015/2016 academic year
- 40 lecturers
- 5 teaching assistants,
- 24 technicians and administrative staff
- 487 candidates took the entrance exam in 2015
- 60 accepted for the 1st year
- Graduates: 55 DNAP (national diploma in plastic arts = 3 years' higher education) and 41 DNSEP (national postgraduate diploma in plastic arts = 5 years' higher education = Masters level) in 2015





ESADSE - Wood-metal workshop © S. Binoux



ESADSE - Publishing workshop © S. Binoux



ESADSE - Design option space © S. Binoux



HertzII Workshop © S. Binoux

A School created to develop industry

Design was created in 1857 to train designers and in particular to meet the needs of local ribbon makers, who were seeking to increase the decorative diversity of their products. Ever since its foundation therefore it has been closely linked to the industrial expansion and economic development of a city that was in the front of modernity in industry throughout the 19th century, particularly in the arms, cycle and ribbon industries.

A School that is open to the world

Aware that a European and an international dimension are essential for an art school, since 1990 the ESADSE has been developing a strategy of international cooperation through a number of different actions: exchanges of exhibitions, artists, lecturers and students, European programmes and international projects. A network of 60 partner schools is active around the world (33 in Europe and 27 outside Europe), to encourage international mobility. Each student has the opportunity to spend a semester abroad during their fourth year of study.

The ESADSE is a member of several international networks:

ELIA (European League of Institutes of Arts): Founded in 1990, the ELIA is an international network of higher education and artistic training institutions with 350 member establishments in 47 countries, covering the fields of architecture, dance, design, media studies, fine arts, music and drama.

CUMULUS: This network set up in 1990 as an international academic forum aims to improve higher education and research in art, design and media studies.

And it has the benefit of the Cité du Design's international networks, in particular the UNESCO Cities of Design network, of which Saint-Etienne has been a member since 2010 alongside Buenos Aires, Berlin, Montreal, Nagoya, Kobe, Shenzhen, Seoul, Shanghai, Graz, Beijing, Bilbao, Dundee, Curitiba, Helsinki and Turin.

Art and Design are the core of the course

Art and Design: two singular, but complementary disciplines

The course is structured along two lines: art and design, which are closely woven together to respond to changes in the socio-economic landscape. The art option offers a unique training framework where the student's project has to be measured against critical examination. It includes a programme of interventions by renowned guests and is supported by trips and visits to exhibitions necessary to the openness of mind required by the option: Russia (Moscow, St. Petersburg), Scotland, New-York, Berlin, Brussels, the Venice Biennale (of contemporary art), ... The design option gives students the knowledge and methodology to become responsible designers, concerned to maintain the balance between man and his environment and major players in social innovation. The ESADSE emphasises the complementarity of the two disciplines. This is why the students are able to take part in joint seminars, workshops, talks and engage with the other discipline. It is these cross-disciplinary experiences and transverse approach that give the teaching of art and design at ESADSE its specificity.

A five-year course to develop creativity and a vocational approach.

Year 1 is generalist year intended to prepare students intellectually and artistically for the the different pathways possible at the School.

Years 2 and 3 form the core of the course and students prepare to take the DNA (national diploma in art) If they pass the DNA and the teaching team gives its approval, students go on to project phase of their training, culminating in taking the DNSEP (national postgraduate diploma in plastic arts), which is equivalent to a Masters. This two-year course is organised around the development of the student's specific personal project. To help to professionalise the students, the School sets collaborative projects with companies and

various institutions: Tôlerie Forezienne, STAS, Groupe La Poste, Institut Paul Bocuse, Rondino, Office du Tourisme, Céralep, Focal, Orange, Weiss, Casino, Entreprise Polissage Ray, Verrerie de Saint-Just, ...

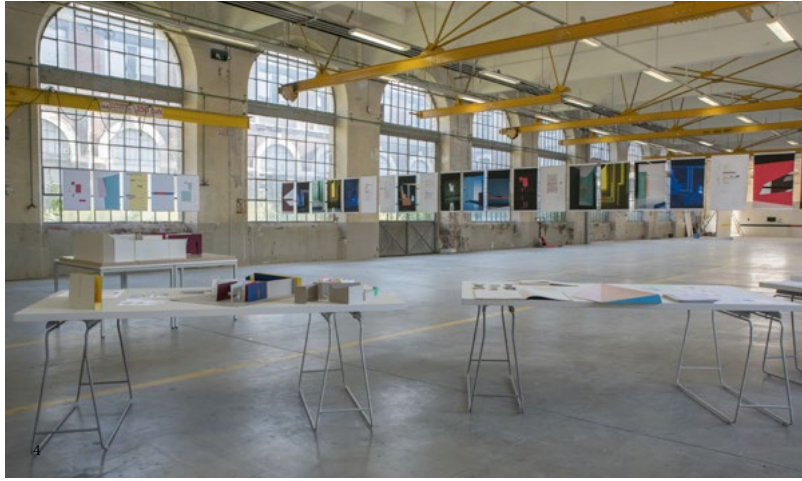
Its links with regional cultural institutions are also strength: organisation of exhibitions with the FRAC Auvergne, projects in partnership with the Musée d'Art Moderne et Contemporain de Saint-Étienne Métropole, collaboration with contemporary art galleries or placements for students working on the issue of dissemination and monstration.

Activities that stimulate creativity

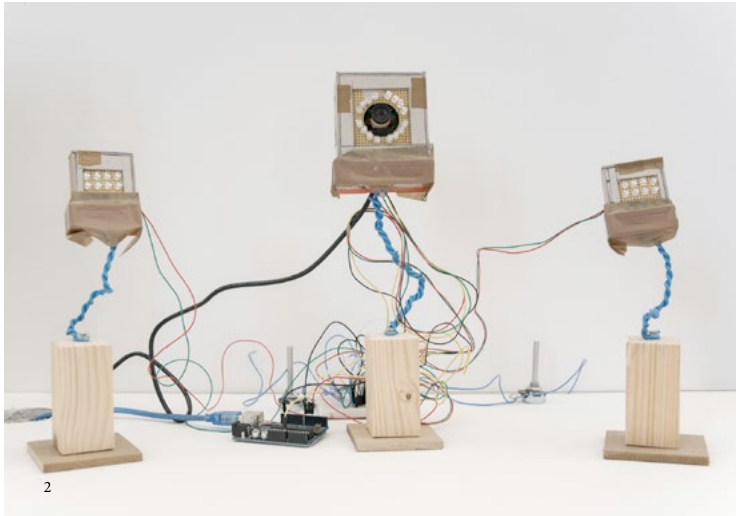
Conferences and talks, numerous workshops, projects and off-site exhibitions are regularly programmed: participation in the COP21 Official Stamp competition in partnership with the La Poste group, participation in a design competition in an exclusive partnership with Rondino, the "Tu nais, Tuning, Tu meurs" exhibition at the Musée d'Art et d'Industrie, exhibitions at the Galerie Bernard Ceysson, workshop on urban furniture with Tôlerie Forezienne presented during the 2015 Biennial and at Paris Design Week 2015, a video and musical creation workshop with the Conservatoire Massenet, a workshop entitled "Un objet à danser" in partnership with the Centre Chorégraphique de Montpellier, participation in the Paris Designer's Days in June 2015, study trip to the FID in Marseille, etc. During the 2014-2015 academic year, the School hosted, as part of its cycle of talks: Alessandro Ludovico, Jean-Baptiste Fastrez, Olivier Filippi, Peter Bil'ak, etc..



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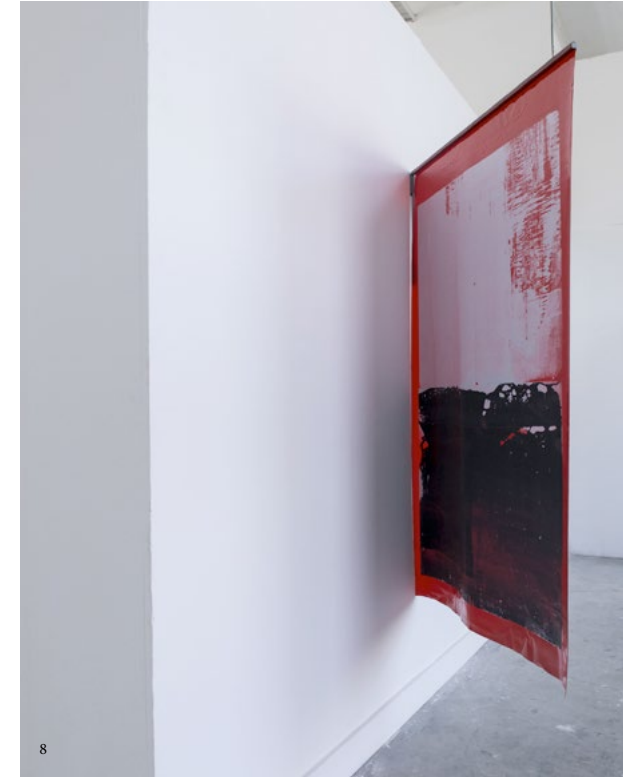


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1. Anne Cynthia Behadir - DNSEP Object Design 2015 © S. Binoux
 2. Sylvain Jule - DNSEP Graphic Design 2015 © A. Caunes
 3. Fanny Myon - DNSEP Graphic Design 2015 © A. Caunes
 4. Fanny Bisiaux - DNSEP Graphic Design 2015 © A. Caunes
 5. Carol Landriot - DNSEP Object Design 2015 © S. Binoux
 6. Jonatan Tijou - DNSEP Object Design 2015 © S. Binoux
 7. Diane Lentin - DNSEP Art © S. Binoux
 8. Jérémy Pierre - DNSEP Art 2015 © S. Binoux
 9. Maxime Burnichon - DNSEP Object Design 2015 © S. Binoux
 10. Mauve Farris - DNSEP Art 2015 © S. Binoux



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Training

The ESADSE (Saint-Etienne Higher School of Art and Design) course lasts a total of 5 years: It leads to two national diplomas: the DNA (national diploma in art), after three years and the DNSEP (national postgraduate diploma in plastic arts), which is equivalent to a masters after five years of study. Each year, between 300 and 350 students attend the ESADSE. As well as these two courses, the ESADSE also offers a Design Research Cycle.

An exceptional site

The School and the Cité du Design are both based on the site of the old Manufacture d'Armes and since 2010 they have formed an EPCC (public institution for cultural cooperation). This association is a real asset for the School, allowing it to benefit from the Cité du Design's activities and networks: exhibitions, talks, research programmes, etc. The two institutions share the La Platine building, which offers three seminar rooms, an auditorium and two exhibition rooms - 1,300 and 800 m² - as well as housing a media library, a materials library, a greenhouse and a restaurant. An arrangement that encourages and facilitates contacts between students, researchers and professionals.

Two options: art and design

The Art option

The Art option is the original and privileged space where the different fields of the plastic arts, the theoretical issues raised by the social and cultural sciences and the issues specific to creativity in the plastic arts collide. As well as teaching artistic skills and practices (photography, drawing, painting, video, volume, sound, installation and new technologies), the ESADSE also offers a unique educational environment where students constantly have to measure themselves against a range of critical critical views. Their practices are also enriched by an extensive and regular programme of activities, visits to exhibitions, workshops and seminars as well as numerous institutional partnerships.

The Design option

The teaching of design at the ESADSE combines the imperatives of learning to master knowledge between soft skills and know-how. The technical, analytical, anthropological and economic dimensions are core concerns in the curriculum. The different fields in which design is applied that are covered by the course include: furniture, product design, urban planning, exhibition and stage design, service design, etc. This construction of a reasoned way of thinking combining knowledge of the cultural background and technical skills is one of the major advantages of the design teaching offered at the School.

Major threads and specialisations

If art and design clearly cover different areas in the creative field, if they orient the paths students will take and direct them to different careers, they are always ways of defining two differing positions or postures, from which each of them can, within its own boundaries or from the the other's territory, be questioned, taken apart or reconstructed...

The Art option: In this space, which is both complex and free of transmission of knowledge and experiences, the students on the art course have two main areas in which to develop over their core course (from year 3 on) and during the project phase. These major subjects are to be understood as "colourings" of the course. The main subjects are:

- Images
- Constructions

They make their appearance at the beginning of Year 3 when the student chooses between them, and they are then developed during the project phase. The DNSEP in Art remains a generalist diploma and does not specify which main thread was followed

The Design option: The design option, beyond the necessarily open, across-the-board and all-encompassing approach that the discipline imposes, given the large number of societal, productive and economic mechanisms it touches upon, offers three areas of specialisation during the project phase, which characterise the DNSEP. These three specialisations are:

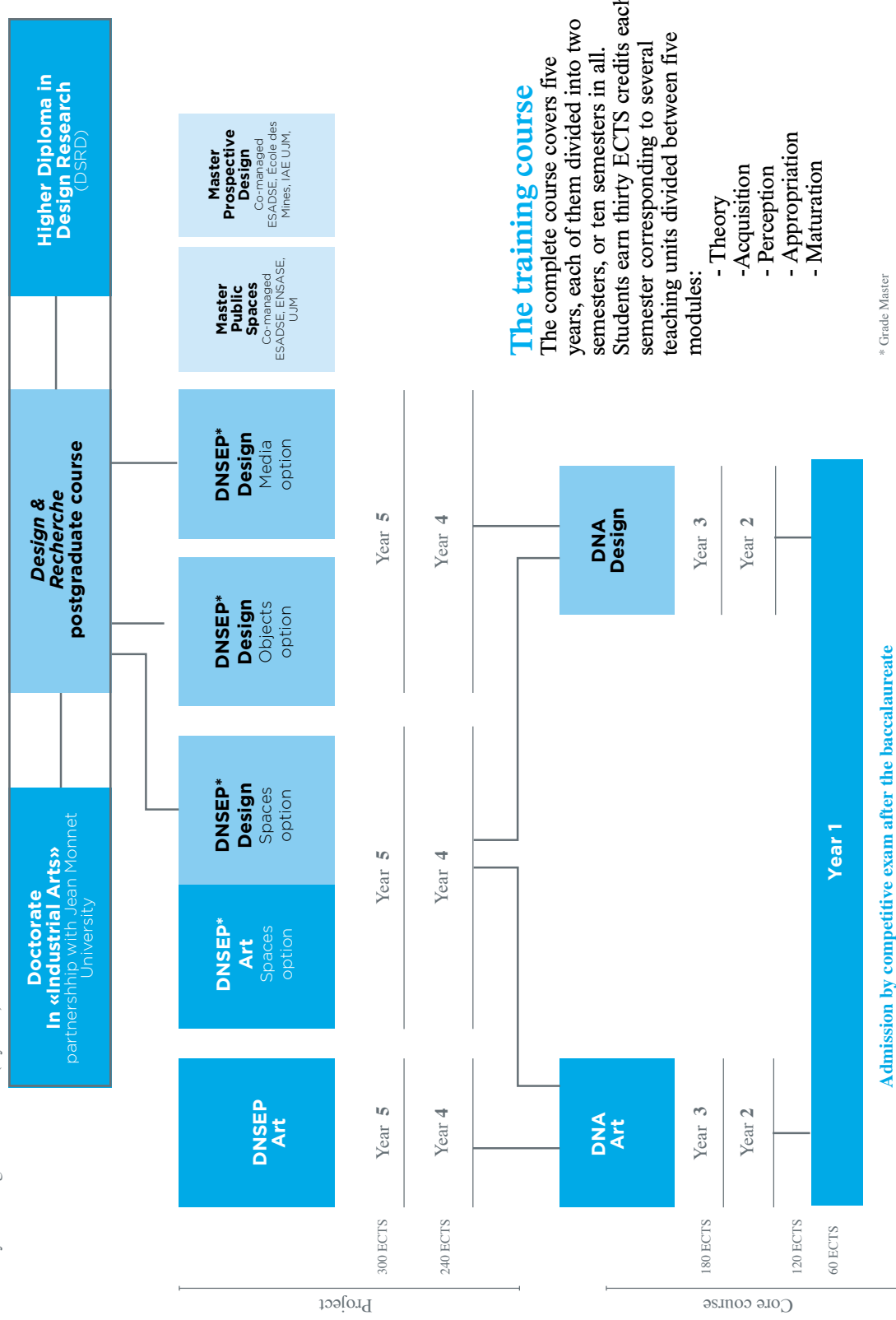
- Objects
- Spaces
- Media, with two subdivisions:
 - graphics
 - contemporary digital practices

A cross-disciplinary specialisation

In February 2015, the ESADSE opened a new cross-disciplinary specialisation that encompasses both the art and the design options: the Spaces option. This will lead to a DNSEP in Art with a specialisation in Spaces and a DNSEP in Design with a specialisation in Spaces from June 2016.



Cycle Design Recherche (CyDRe)



The training course

The complete course covers five years, each of them divided into two semesters, or ten semesters in all. Students earn thirty ECTS credits each semester corresponding to several teaching units divided between five modules:

- Theory
- Acquisition
- Perception
- Appropriation
- Maturation

* Grade Master

Years 1, 2, 3

Year 1: a generalist year

A generalist year, Year 1 prepares students intellectually and artistically for the different pathways that they will be able to follow at the School. The teaching units enable students to:

- acquire the basics necessary to practise the plastics arts
- improve their work and research skills
- familiarise themselves with the methodological and conceptual tools that will enable them to reflect on modern and contemporary creative art and their own production
- evaluate the quality of their own motivation and aptitudes before embarking on a higher education course in art

Evaluation and entry into year 2

The two semesters' work is judged at once by continuous assessment, by an appreciation given by the teaching staff and an end-of-year exam. At the end of the second semester, students present a personal dossier to the evaluation committee in the form of a formal display of the work they have produced. Students who have obtained the sixty credits required can enrol on the Art or Design options for Year 2. The option will be chosen in consultation with the teaching staff.

Years 2 and 3: the core of the course

Years 2 and 3 form the core of the course and students prepare to take the DNA (national diploma in art). This phase consists of teaching that combines acquisition of basics related to the options and the development of experimentations that will lead students to question their own preferences and abilities. Students must complete a compulsory placement during the core phase. This is a "short" observation placement (2 weeks) and it must be completed between semester 3 and semester 5. The placement takes place in line with the principles laid down in the national charter of 26 April 2006.

Year 2

In semester 3, students begin to study the specific field of the option chosen, whilst continuing to take some generalist classes common to both options. In semester 4, it is possible for a student to ask to swap to the other option, or it may be advised by teaching staff on the two options. If all the credits required are validated, the student will receive the CEAP (Certificate in plastic arts) awarded by the School and approved by the Ministry of Culture and Communication.

Year 3

In semester 5, priority is given to students' chosen pathways, allowing them to develop the project they will defend when they take the DNA.

The DNA (national diploma in art)

The DNA is a higher education diploma awarded after the three years of study that make up the first cycle. The diploma is awarded after:

- examination of the candidate's educational dossier
- a presentation by the student of the significant work done during the years of study
- an oral exam with a panel

Years 4 and 5 - the Project phase

Year 4

Year 4 is when the artistic project begins to emerge that will be fully developed in year 5 when the student sits the DNSEP and submits a research dissertation.

The teaching consists of a compulsory core: theory of the arts and design, the latest developments in art and design, a methodology seminar, a writing, language and talking workshop, and a more specific block dedicated to the major and minor subjects chosen. If students have passed all the assessments, they receive the CESAP (Higher certificate in plastic arts) awarded by the School and approved by the Ministry of Culture and Communication.

Year 5

In the 1st semester, students finalise and write up their research dissertation, defining more precisely the areas they have explored in their research in Year 4 for their diploma project. The students combine theory and practice in the work they produce. The teaching staff provide support and facilitate the students' research work in the form of the monitoring of an individual project and the organisation of collective seminars. Students who have earned enough credits are authorised to sit the DNSEP.

Placements and mobility

In the first semester of Year (semester 7), students have the possibility either of spending a semester in a partner institution abroad on a student mobility programme or going on a placement in a professional environment.

Mobility

Students are strongly encouraged to spend some time on a course in a partner institution abroad. Aware that a European and an international dimension are an essential requirement for an art school, since 1990 the ESADSE has been developing a strategy of international cooperation through a number of different actions: exchanges of exhibitions, artists, lecturers and students. Students can spend a study period in one of the ESADSE's partner schools or universities. To encourage international mobility, a network of 60 partner schools has been built up around the world (33 in Europe and 27 outside Europe). Four types of grants are available to students in certain conditions, and they may be awarded more than one of them: Erasmus, Région Rhône-Alpes (Explo'Ra Sup), Département de la Loire and OFAJ (for trips to Germany).

Placement

Professional placements are intended to enable students to confront their research and personal experience with different sectors of professional activity in order to facilitate their entry into the world of work later. Placements are thus a part of the School's strategy for ensuring its students are employable after their studies. These placements may be with institutions (museum, art centres, companies, ...) or they may be more specific (artists, designers, authors, ...). Placements are subject to a written contract with the host organisation and students will produce a report to earn credits. The placement in the project phase (year 4) takes place in the 1st semester (semester 7). It can be in France or abroad. Such placements are intended to give students genuine professional experience.



1. Workshop with the Institut Paul Bocuse © P. Grasset
2. First year space © S. Binoux
3. Floats for the Saint-Étienne International Design Biennial 2015 © S. Binoux
4. Project with Tôlerie Forézienne with Lise Coirer © S. Binoux
5. Mirages exhibition workshop © S. Barcet
6. Visual Identity workshop at the Saint-Étienne International Design Biennial 2015 © S. Binoux
7. Open Day 2015 © S. Binoux
8. FRAC PACA exhibition © S. Binoux
9. Firminy workshop © P. Grasset
10. Design space © S. Binoux



Partnerships with higher education institutions

As well as the numerous inter-school projects the ESADSE participates in, the School is also involved to differing degrees in three Masters courses:

Masters in Prospective Design

This Masters is the result of a partnership between three higher education institutes in Saint-Etienne: the ESADSE, the Ecole des Mines de Saint-Etienne engineering school and the IAE (Institute of business administration) at Jean Monnet University. Created in 2013, the “Prospective Design” is the only Masters course of its kind in France, with components covering future development, social innovation, engineering and creation. This course provides a differentiation opportunity for students which includes technological innovation as a component in value creation, on an equal footing with design and economic and social innovation, thus creating a totally cross-disciplinary Masters.

This Masters can be taken after 3 years of higher education.
Enrolment is with Jean Monnet University

Masters in Public Space

This Masters is the result of a partnership between three higher education institutes in Saint-Etienne: the ESADSE, Jean Monnet University and the Ecole Nationale Supérieure d'Architecture de Saint-Etienne. This Masters brings together professional practices and research tools, on-the-ground knowledge and external references, the intelligible and the sensitive. The field of study is not limited to urban public spaces in the strictest sense, but extends to other space/time combinations, whether real or virtual, tangible or intangible. This Master relies on the multi-disciplinarity of its teaching staff who cover areas including art, architecture, landscaping, design, human and social sciences, thereby opening up the field of exploration, reflection and application.

This Masters can be taken after 4 years of higher education.
Enrolment is with Jean Monnet University

Masters in Information Architecture

The Masters in Information Architecture provides innovative training in the design, organisation and presentation of information for users in a digital, interactive and mobile environment.

The teaching concentrates first of all on the three disciplines or skills sets:

- Information science (organisation of knowledge and resources, finding, organising, searching, retention, access to information)
- Web IT (organisation of websites, networks, multimodality, languages and W3C protocols)
- User experience (UX) (placing the user at the heart of system design to make browsing, searching, access and viewing information intuitive). The ESADSE's involvement in this skill set is through “interface design” classes taught jointly by a teacher (designer) from the ESADSE and a teacher from the Ecole Normale Supérieure in Lyon.

This Masters can be taken after 3 years of higher education.
Enrolment is with the Ecole Normale Supérieure in Lyon.

Partnerships

Partnerships with companies

Xerox FBI Loire, la STAS, FOCAL, la Tôlerie Forézienne, la Verrerie de Saint-Just, l'entreprise Polissage Ray, Orange, Société Neyret Frères, Casino, Société Rondino, Société Paul Ricard, Weiss, Société Prismaflex & Scénolia,

Partnerships with cultural bodies and institutions

The VIA in Paris, FRAC Provence-Alpes-Côte d'Azur, FRAC Auvergne, Institut d'Art Contemporain – Villeurbanne, Musée d'Art Moderne et Contemporain de Saint-Etienne Métropole, Galerie Ars Longa – Paris, Conservatoire Massenet, Festival International du Documentaire (FID Marseille), Lille Design For Change, Office du Tourisme, Centre Chorégraphique National de Montpellier, La Comédie de Saint-Etienne, Conseil Général de la Loire, Région Rhône-Alpes, Saint-Etienne Métropole, ...

Partnerships with higher education institutions

The Institut Paul Bocuse, the Ecole Nationale Supérieure d'Architecture de Saint-Etienne, l'Ecole de la Comédie de Saint-Etienne, Jean Monnet University, the ENI engineering school in Saint-Etienne, the art and design schools in the Rhône-Alpes regions, the schools that are members of the FDE network (France Design Education),



Registration

Admission to year 1 is by entrance exam

Conditions:

- to be aged under 30 years on 1 January of the year when the exam is taken
- to be preparing or already hold the Baccalaureate or a foreign qualification recognised as equivalent

If an applicant cannot meet one of these conditions, exemptions may be granted by the head of the School in certain, justified circumstances. Applicants are strongly advised to send in their request for an exemption several weeks before the opening date for the submission of applications .

NB: Applicants in the final year of high school may apply to take the entrance exam, but they will not be admitted if they fail the Baccalaureate.

Conditions of enrolment:

Three items must be submitted when enrolling for the entrance exam: an administrative application form, a dossier of artistic work and payment of the enrolment fee (€5).

Further details concerning these items and the precise details of the application procedure will go online on the School's website www.esadse.fr in December 2015.

The entrance exam consists of 2 parts:

- a written English paper
- an interview with an examining panel (covering general knowledge and the applicant's motivation)

Admission to Years 2, 3 and 4

Admission by local educational equivalences committee (CLE) – Conditions:

- to come from another art school approved by the Ministry of Culture and Communication or
- to hold a French plastic arts or applied arts diploma

Admission by the national educational equivalences committee (CNE) – Conditions:

- to hold a French plastic arts or applied arts diploma or
- to come from another artistic or cultural training course: provide the brochure detailing the syllabus of the course taken and your transcripts

Application:

- provide proof of the level of studies required or attendance of a course leading to it, based on the equivalence principle
- download the application form on www.esadse.fr and send in your application
- Non-French speaking candidates must provide a TCF certificate (French language exam), level B2.

Selection:

- pre-selection of applications
- interview

Dates to remember:

- **Enrolment in the entrance exam on the School's website will be possible from December**
- **Entrance exam: May in the year of entry**

