Intelligent Street Furniture

Intelligent Street Furniture

JCDecaux

INTELLIGENT STREET FURNITURE

MOBILIER URBAIN INTELLIGENT

ICI, PARIS EXPERIMENTE

Cities have always been at the heart of major developments in our society with the advent of digital technology prompting us to consider its role in the urban environment. Current and future use of the technology as well as universal access and visibility are all central to this debate.

While private companies and city authorities have championed 'virtual intelligence' projects, increasing the visibility of these opportunities to the public has been a challenge for all sta-keholders in the urban environment. This issue has particular relevance to JCDecaux, a company that has worked with municipalities in the transformation of cities for the past 45 years.

We believe that Street Furniture - present in many cities and already providing a host of services - is ideally suited to providing urban areas with innovative services using digital intelligence.

When the Paris City authorities launched their invitation to submit projects for "Intelligent Street Furniture", JCDecaux had a unique opportunity to experiment, to offer new uses, and to test new services for city-dwellers.

This led to the creation of six innovative projects, six physical representations of the digital services offered by a city to its "users", with a view to making Paris a city that is easier to understand, more familiar, and accessible to all.

JCDecaux's projects

6 Intelligent Street Furniture projects offering new services will be installed throughout the year. They have been developed along 5 major themes:

Discover	Learn	Share	Work	Enjoy

"Décodeur Urbain"
Paris at your fingertips

Digital Totem
High Definition news

Concept-Bus Shelter
A world of services

e-Village
Paris is a village!

Digital Harbour
100% connected

Play
Digital playground

The **technology** partners

JCDecaux's **content** partners

Patrick **Jouin**

Mathieu **Lehanneur**

Awards & Accolades

JCDecaux

Awards &
Accolades

Award-winning innovative concepts

In 2012, JCDecaux's Intelligent Street Furniture range received three awards. The awards recognized the innovative qualities of the furniture, the range of digital services provided, the company's outstanding organizational skills from initial design to production and its success in working closely with multiple partners and start-up firms.

**Best digital poster
or street furniture implementation**
Daily DOOH Gala Awards 2012

The Daily DOOH Awards pay tribute to the greatest achievements in digital out-of-home advertising worldwide.

JCDecaux's Intelligent Street Furniture range in Paris was awarded the 2012 "Best Digital Poster or Street Furniture Implementation" prize.

The judging panel praised the six digital services provided by JCDecaux, which have helped make the city more accessible for everyone living, working and visiting the French capital.

JCDecaux and its innovative start-up partners won the 2012 Alliancy Innovation Prize for the six Intelligent Street Furniture projects installed in Paris.

Based on the principle that joining forces is the best way to achieve excellence and to offer innovative products, the Alliancy Prize awarded by the *Club des Partenaires IT* is given in recognition of partnerships at the outset of promising innovations.

JCDecaux was awarded the Prize for Business Value *(Prix de la Valeur Métier)* in the 2012 IT Management Cup, organized by the editorial teams of the *Monde Informatique* and *CIO* magazines.

This award honours cross-functional operational projects carried out within a company. The choice of JCDecaux for this prize was based on the cross-functional dimension of joint work undertaken by the company's different departments to create and launch the Intelligent Street Furniture project in the city of Paris.

JCDecaux

Discover the "Décodeur Urbain"
Paris at your fingertips

Access to information in public places - for people simply wanting to find their way around or to discover things to do - is a major concern for cities.

While street maps and smartphones can provide part of the solution, they don't meet the important criteria of delivering content-rich information that is accessible for everyone. Similarly, street maps can offer the public easy and free access to information but can't provide the flexibility of updated and tailored information. While Smartphones can be customised and updated in real-time, people have to buy the phone, making them less universally accessible.

JCDecaux believed that a solution could be found that could combine the accessibility of a printed map along with the customisation and access to real-time information provided by personal mobile devices.

This led to the development of JCDecaux's "Décodeur Urbain", a large multi-touch screen available in key locations across Paris, providing a range of services with tailored content relevant to people on the move.

An easy-to-use consumer interface

A graphical interface developed by Use Design, an agency specializing in ergonomics and tactile interfaces, to meet three objectives :

>> Encourage city-dwellers to interact by presenting the range of content offered by the "Décodeur Urbain" in a simple, user-friendly way,

>> Provide rapid access to relevant information,

>> Develop an interface that is intuitive and universally accessible, especially for people who are less familiar with digital technology.

Content organised around 4 themes

Getting around
Providing content-rich, localised information in real-time.

Things to do locally
Offering city-dwellers a choice of local services, relevant to them.

Discovering Paris
Helping city-dwellers and tourists to learn more about the city.

Culture & information
Providing users with entertainment when taking a break or waiting for a bus.

In the version designed for the initial launch, the "Décodeur Urbain" includes the applications and content developed by the following partners:

- AFP
- AfterMidnight
- DisMoiOù
- Le Routard
- Mystères de Paris
- PagesJaunes
- Parcours
- ParisBouge

- Quizz in Paris
- RATP
- RMC/BFM association
- Taxis ranks
- Vélib' cycle racks
- Yourbandeals

An open platform capable of welcoming all types of content

From the outset, we wanted to make the "Décodeur Urbain" an open platform capable of hosting all the different types of relevant content that would gradually emerge as the project got underway. This is why we opted for an Android environment, an open system used by a large part of the mobile application development community.

In order to offer a varied and interesting range of services, we launched a competition with the Paris-based developer community - the Paris Android User Group (PAUG).

JCDecaux's in-house teams developed several mapping applications: a map of the Vélib' docking stations including dynamic bicycle availability data, a map of taxi ranks, a neigh-bourhood map covering the 4 districts where the "Décodeur Urbain" is located, highlighting places of interest: JCDecaux automatic public toilets, restaurants, cafés, theatres, etc.
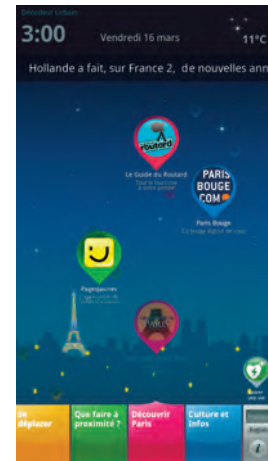
Changing the look & feel depending on the time of day
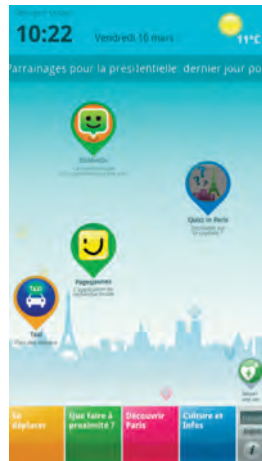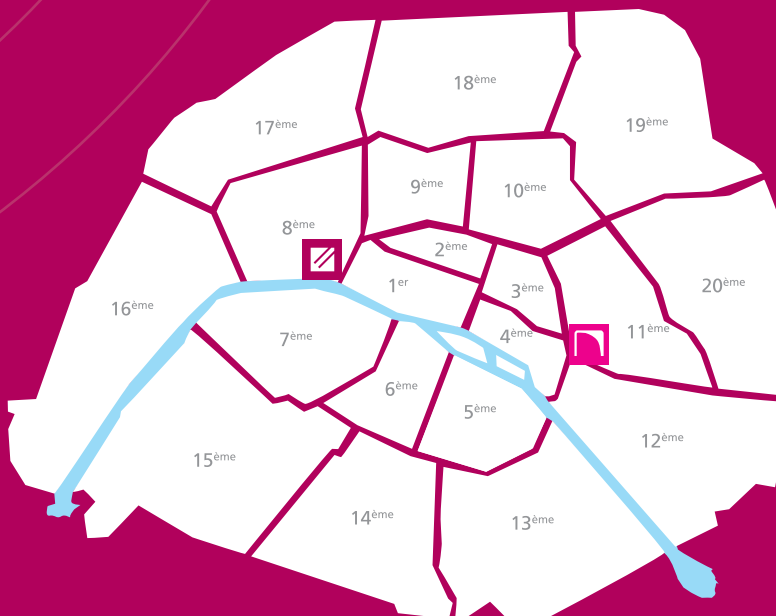

| Dawn | Day | Dusk | Night |

Discover
the "Décodeur Urbain"
on the Concept-Bus Shelter
and the Digital Harbour

Rond-Point
des Champs-Élysées

Place de la Bastille

18ème

17ème

19ème

9ème

10ème

8ème

2ème

1er

3ème

20ème

16ème

7ème

4ème

11ème

6ème

5ème

12ème

15ème

14ème

13ème

JCDecaux

Discover the Concept-Bus Shelter
A world of services

Above and beyond its traditional function of protecting passengers from the elements, bus shelters can be used to offer city-dwellers a range of new services deploying the latest technologies.

This was the thought process behind the creation of the Concept-Bus Shelter. Designed by Patrick Jouin, this innovative bus shelter has exciting new features that are designed to ease the customer journey, making it more enjoyable and engaging.

To meet city-dwellers' expectations about access to information in public spaces, we decided to make the "Décodeur Urbain" an integral part of the Concept-Bus Shelter. The "Décodeur Urbain" is a multi-touch screen – available in two sizes (42 or 22 inches), that offers a range of applications and content that is relevant to people in the city. This interface was designed as a platform that can support any innovative service, with a simple and attractive user interface, that is accessible to all.

The Concept-Bus Shelter, a wealth of original features

The Concept-Bus Shelter, designed by Patrick Jouin, is an innovative, multi-service bus shelter offering a wide range of features:

>> Unprecedented comfort: rear access, large bench and roof

>> A large "Décodeur Urbain", combined with a screen that is accessible to people in wheelchairs: these screens offer all users a range of relevant applications organised around four themes

>> A touchscreen to view local classified ads

>> Sockets to recharge electronic devices

>> A glazed roof providing lighting or filtering out the sun's rays

>> A defibrillator connected and remotely monitored by a GPRS network

>> Free WiFi connection

>> High definition Transport Information, easy to read from a distance for people travelling by bus

>> A large 72-inch screen displaying high-quality images of the local area and the city, from the invention of photography to the present day

Discover the
Concept-Bus Shelter
in Place de la Bastille >>
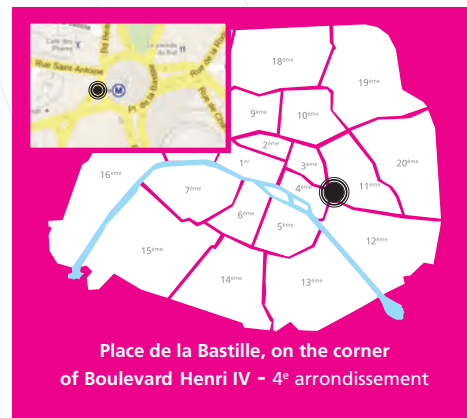
Place de la Bastille, on the corner of Boulevard Henri IV - 4e arrondissement

1 Digital display, 72-inch screen Images from the Parisienne de Photographie picture gallery and the City of Paris

2 Wider bench along its entire length

3 AFP news feed, bus waiting times

4 Glazed roof, acting as a filtering and lighting system

5 Defibrillator

6 42-inch "Décodeur Urbain"

7 22-inch e-Village screen displaying classified ads

8 22-inch "Décodeur Urbain", accessible to wheelchair users.

9 USB sockets, to charge mobile phones

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PARIS
EXPERIMENTE

A rich and multi-disciplinary innovation process

A year-long collaborative process between the designer and JCDecaux's teams refined the initial concept and led to the development of the groundbreaking street furniture item. The initial design stages focused on creating an object capable of hosting all the innovations and services we created.

Two processes went hand-in-hand, each contributing to the development of the Concept-Bus Shelter prototype:

> Transformation of the design into the reality of mechanical and electronic engineering, necessary to create an appropriate street furniture item : choice of materials, innovative manufacturing processes, etc.

> The search for relevant content for the user interfaces: In addition to the development of major partnerships, a key step in this process was the invitation to the Paris Android developers' community to submit applications for the "Décodeur Urbain".

**Our partners in the development
of the Concept-Bus Shelter...**

DOC   Métalforming   AGC
                              GLASS UNLIMITED

JCDecaux

DIGITAL
HARBOUR

Discover the Digital Harbour
100% connected

When people want to relax in the city, they typically head for the public parks, gardens and benches. Yet there is a rising demand for intermediate spaces, places where city-dwellers can find peace and quiet as well as access to services such as the Internet.

This was the vision that inspired our creation of the Digital Harbour, a unique place in the public space, web-connected and designed for everyone wanting to work, rest and look up information.

Design created by
Mathieu Lehanneur.

Digital Harbour, a short break… with an Internet connection

The Digital Harbour provides the following services:

>> Free WiFi connection: Internet access is indicated by an illuminated circle on the Digital Harbour, a real urban beacon

>> Seats for working alone or with others: swivel seats enable users to enjoy a moment of privacy or to interact with other people

>> Sockets to power and recharge electronic devices

>> The opportunity to use "Décodeur Urbain" applications thanks to a large 42-inch screen installed in the center of the Digital Harbour

>> Enjoy a break in a peaceful environment, thanks to the seats and the plant-covered roof

Discover **the Digital Harbour** at the Rond-Point des Champs-Élysées

>>

Rond-Point des Champs-Élysées
8e arrondissement
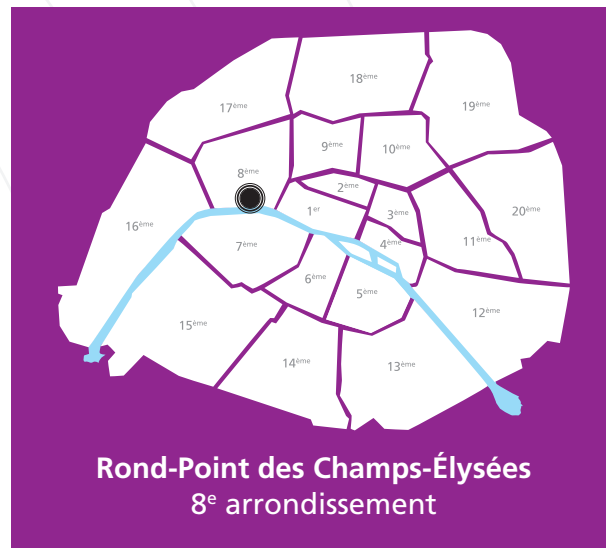
1. Free WiFi access indicated by the illuminated circle

2. A 42-inch "Décodeur Urbain" touchscreen

3. Seats equipped with USB sockets to recharge electronic devices

4. Self-maintaining plant-covered roof

5. Load-bearing elements covered with laminated wood

6. 2 sockets to plug in electronic devises

The Digital Harbour, from initial idea to final installation...

Starting with an initial planning stage involving designers, engineers, experts in information technologies and marketing, the key principles of the Digital Harbour were agreed and Mathieu Lehanneur submitted a design outlining the challenge of making the leap from conception to actual production.

Once the different mechanical and data-connection equipment had been assembled, a special study was conducted into how best to integrate plants onto the roof of the Digital Harbour. Key considerations included weather conditions, roof space and the life expectancy of the unit, to ensure plants were selected that could grow and develop self-sufficiently.

Our partners in the development of the Digital Harbour...

THIERRY HUAU
INTERSCENE

ISS FACILITY SERVICES

métalforming
les techniciens du métal

JCDecaux

DIGITAL TOTEM

Discover the Digital Totem
High Definition news

Paris has had Electronic Bulletin Boards on its streets for more than 20 years. These billboard displays enable the municipal authorities to broadcast information about the city in the form of text messages, and to include news submitted by different non-profit organisations.

Thanks to developments in digital displays, it is now possible to test the potential of new technologies.

The JCDecaux Digital Totem was designed with the following objective in mind: to offer the City of Paris communications service the benefits of the latest technological progress provided by outdoor digital displays in terms of legibility, animated content, and the remote updating of content.

The Digital Totem, Digital Technology enhancing the City's Communications

The Digital Totem makes it possible to display – and bring to life – the City's communications.

It can broadcast:

>> More legible, animated information in full colour, enabling the public to discover the cultural wealth of Paris.

>> Real-time news with Twitter updates from The City of Paris account : @Paris

Discover
the Digital Totem
at 12 rue Saint-Denis,
on the corner of
rue de Rivoli

>>

Corner of rue de Rivoli – rue Saint-Denis
1er arrondissement

PARIS INFORMATIONS ......

MAIRIE DE PARIS

PARIS VU PAR HOLLYWOOD

EXPOSITION GRATUITE À L'HÔTEL DE VILLE
TOUS LES JOURS SAUF DIMANCHES ET JOURS FÉRIÉS / DE 10H À 19H

JCDecaux
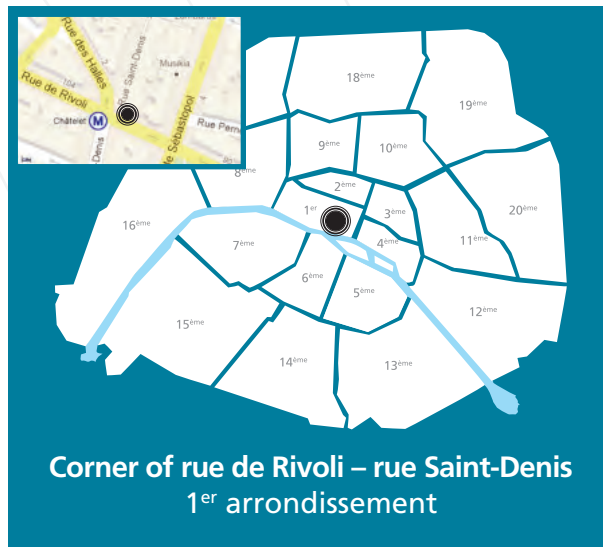
A brightly illuminated,
72-inch colour screen

Controlled by an efficient management tool:
>> Remote control system,
   24 hours a day, 7 days a week
>> All types of broadcasting
>> 100% secure
>> Remote breakdown monitoring

High quality colour image, full HD

Level of brightness adapts to the ambient
light through a photoelectric cell

Digital Totem,
a technical challenge

The main challenge in producing the Digital Totem – a street furniture item based on a design by Patrick Jouin that includes a large 72-inch screen – was managing its content display.

Starting with information broadcast in a loop that could include video or moving images, JCDecaux's IT teams developed a system that could publish real-time flows of information displayed directly on the screen, within a specific graphic framework.

The inclusion of the Twitter feed from the City of Paris in a format suitable for display on a large screen, capable of being understood by the uninitiated yet retaining all the specific characteristics of the social network, was an exciting challenge for JCDecaux's IT specialists.

JCDecaux would like to thank the Communications Department of the City of Paris as well as to the webmasters responsible for paris.fr and @Paris for their active involvement in the development of content for the Digital Totem.

JCDecaux

e-VILLAGE

Discover e-Village
Paris is a village!

Paris is a world capital with a rich local life that is simultaneously organised (neighbourhood councils, for example) and spontaneous.

Local initiatives and residents are highly active when it comes to creating content about their area. With today's wide range of advertising media (including Internet, posters and local press), the challenge is to find the best way to publish this hyper-local information and to make it accessible to as many people as possible.

Created by JCDecaux and designed by Patrick Jouin, the e-Village totem was designed as a solution to this demand for local information that is easily accessible in public spaces.

e-Village, local information within easy reach

The e-Village totem is comprised of three multi-touch screens, including one designed for users in a wheelchair. It has been specifically designed to provide access to local classified ads.

Initially, e-Village will display advertisements for jobs in Paris in partnership with MappingJob.com (Derichebourg Group).

Discover
e-Village
Place Maubert
and Place Léon Blum

>>
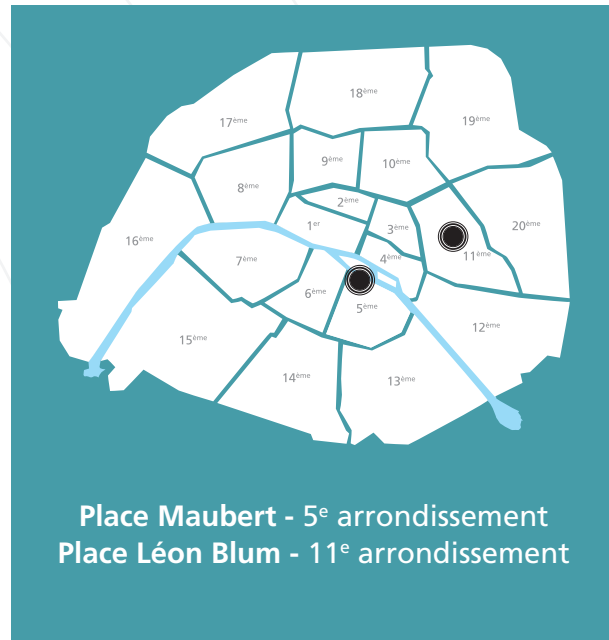
Place Maubert - 5e arrondissement
Place Léon Blum - 11e arrondissement

1 22-inch multi-touch displays

A 3-sided totem allowing simultaneous and private interaction.

A screen positioned at a low level for individuals with reduced mobility. The design includes easy access for people in wheelchairs.

e-Village was developed in partnership with:

DERICHEBOURG

Mapping Job
Un emploi près de chez moi

JCDecaux

Discover Play
The digital playground

Designed by
Mathieu Lehanneur.

While cities are designed to facilitate mobility, they are also places where people want to relax, with large areas dedicated to leisure activities in parks and gardens across the city.

The city has welcomed suggestions for new recreational activities in the parks, benefiting residents who view them as their own garden and tourists who use the parks as a welcome break during their visit.

This led JCDecaux to create the Play table, a piece of street furniture esigned for the gardens and parks of the City of Paris.

▶ Play, a new way to have fun in the city

The Play street furniture item is comprised of two large touchscreens inclined for greater visibility.

Each screen (play table) provides access to a selection of games.
Each table and screen unit can be rotated around an off-centre axis, allowing two different configurations:

>> Two players on seats fixed to the ground can play opposite one another
>> A player in a wheelchair can play alone or with another player on the fixed seat

The ability to rotate the table also makes it possible to adjust the position of the screen for the player sitting on the fixed seat or in a wheelchair.

An open system

The digital Play table is based on an open platform using application standards currently used for games played online on the Internet or on smartphones; this makes it easier to include games developed by all types of editors.

The first games proposed on the digital Play table have been developed by our partner PlayTouch

Discover **Play** Square du Temple >>

Square du Temple
3e arrondissement

1 A swivelling table providing access for a wheelchair

2 2 large multi-touch screens

3 Very high-quality colour image, full HD

MOBILIER
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PARIS
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JCDecaux

Our
PART
NERS

The **technology** partners
of JCDecaux for the Intelligent
Street Furniture projects

The following companies contributed
their expertise and innovative
technologies to develop JCDecaux's
"Intelligent Street Furniture" project.

AGC, a leader in flat glass

AGC Glass Europe produces, processes and distributes flat glass chiefly for the construction industry (external glazing and indoor decorative glass), the automotive industry, the solar industry.
Its baseline "Glass Unlimited" reflects the possibilities and potential offered by:
glass as a material to meet a growing variety of needs: comfort, energy control, health & safety, aesthetics; innovation in products and processes, derived from sustained research in advanced glass technology.

AGC Vertal Sud-Est, a group subsidiary specialising in contemporary glass for street furniture, produced the glass roof of the Concept-Bus Shelter acting successively as a lighting or filtering system.
www.agc-glass.eu et www.agc-vertal-se.fr

DOC Solution, Operational Connected Defibrillators

DOC Solution provides automated connected defibrillators benefiting from remote monitoring and geolocation services. The company provides a solution for companies and local authorities wanting to contribute to the fight against cardiac arrest.
DOC Solution is a member of the Cœur Urgence (Emergency Heart) Association specifically set up to help save victims of cardiac arrest by minimising access time to defibrillation for each patient. The activities of Cœur Urgence are recognised by the French Cardiology Federation and the Red Cross.

A DOC Solution defibrillator is installed in the Concept-Bus Shelter.

Interscene, the passion for plants

Thierry Huau, a landscape architect and town planner, manages Interscene, an agency that takes a comprehensive approach to plants with a view to conserving our heritage, at every level, in line with the specific characteristics of each individual place. conservation at all scales, serving the signature of a place. The scope of Interscene's activities is vast: large-scale urban developments but also the conservation of historic sites. From Kykkos monastery in Cyprus to the Pontchartrain estate – the largest perspective envisioned by the landscape architect Le Nôtre – its expertise strives to bring the landscape back to life.

Thierry Huau created the green roof of the Digital Harbour on behalf of JCDecaux.

www.interscene.fr

ISS France, leader des Facility Services

The ISS Group is a Danish company present in 50 different countries, serving 200,000 customers in Europe, North America, South America, and Australia. ISS is currently the largest group worldwide in the area of Facility Services.
In France, ISS employs 35,000 people providing a range of services to businesses and communities in the fields of reception management, parks, healthcare & prevention, logistics & production as well as cleaning.

ISS will be responsible for the upkeep of the green space on the roof of the Digital Harbour.

www.fr.issworld.com

Metalforming, the specialist in complex metallic components

Metalforming is run by TCM (Tôlerie Chaudronnerie de Montreuil), a company created in 1938 involved in a wide range of design and manufacturing work, from locksmith activities to ironwork, work on sheet metal and stainless steel.

Metalforming was commissioned by JCDecaux to produce the sophisticated metal parts for the Concept-Bus Shelter and Digital Harbour.

www.tcm-sa.fr

Use Design, user interface design

Use Design works on projects involving usability, user interface design, digital identity creation and innovative interaction concepts for a vast diversity of clients and businesses.
The agency uses a collaborative and iterative process with a user centric approach. Use Design invents usability and visual design solutions for products and services interfaces, to allow all users an efficient and user-friendly user experience.

JCDecaux entrusted Use Design with the graphic creation of the home page of the "Décodeur Urbain" and e-Village home screens.

www.use-design.com

Our PARTNERS

JCDecaux's **content** partners for the Intelligent Street Furniture projects

Most of the "Intelligent Street Furniture" projects submitted to the Paris City authorities by JCDecaux feature screens, including the "Décodeur Urbain", the e-Village, Play and Digital Totem. We have worked with many partners to offer city users a wide range of relevant and entertaining content. Our approach is to provide the greatest possible number of people with access to this information.

We have ensured that our systems are flexible and able to accommodate new content and applications over time. The aim is to enhance users' experience of these new services in the streets and parks of Paris and to respond to their requirements.

Our major partners

AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

The AFP real-time news feed is displayed in the Concept-Bus Shelter and "Décodeur Urbain".
The AFP application is also available on these screens.

www.afp.com

RMC/BFM Association

The aim of the RMC/BFM Association, created by Alain and Isabelle Weill is to promote prevention and information about medical action. Its first target is to make defibrillators generally available in companies and public places.

JCDecaux, which is a member of the association, wanted to highlight its mobile application, known as Sauver une vie ("Save a life") on the "Décodeur Urbain". The application provides clear and educational instructions based on videos, texts and diagrams about first aid and the right way to use a defibrillator.

www.associationrmcbfm.fr

Derichebourg

The DERICHEBOURG Group underlined its commitment to job-seekers through its subsidiary DERICHEBOURG Multiservices with the creation of MappingJob. MappingJob, a website specialising in job searches, sets out to meet the different needs of applicants and recruiters. Taking a different approach from other sites, job offers can be registered free of charge and potential candidates are guided through the content using an interactive map.

Mapping Job provides the content displayed on the screens of the e-Village "Intelligent Street Furniture" designed to allow the public to view the local classified ads.

www.derichebourg.com et www.mappingjob.com

PagesJaunes

PagesJaunes – Yellow Pages – is the French leader in local advertising and information on the Internet (pagesjaunes.fr, pagespro.com) and in mobile (sites and applications) and print media (the PagesJaunes and PagesBlanches printed directories). PagesJaunes is also one of the leaders in France in directory enquiries by telephone and SMS (118008) and in online small ads (annoncesjaunes.fr) and is France's largest website developer.

The PagesJaunes is provided on all the "Décodeur Urbain" units in JCDecaux's range of "Intelligent Street Furniture".

www.pagesjaunes.fr

La Parisienne de Photographie

The Parisienne de Photographie photo gallery has been scanning the iconographic heritage of Paris (museum collections and libraries) under a public service delegation contract since 2006. This semi-public company owned by the City of Paris is also responsible for managing Roger-Viollet collections, 6 million photographs donated to the City in 1985, and for selling the related picture rights via its subsidiary, the Roger-Viollet photographic agency.

A selection of images from the Parisienne de Photographie photo gallery is displayed on the large screen installed in the Concept-Bus Shelter.

www.parisiennedephotographie.fr et www.roger-viollet.fr

PlayTouch

PLAYTOUCH is a French developer and publisher of casual games. Founded in 2010 by veteran of the mobile gaming industry, PLAYTOUCH has developed an innovative cross-platform offering the exact same gaming experience to all users regardless of their digital support: Mobile, TV, PC & Tablet.

www.playtouch.net

RATP

With 14 metro lines, two RER (regional express train) lines (A and B), three tram lines, 350 bus routes and automatic shuttle services connecting two airports, the multimodal network operated by the RATP in the Paris region is one of the largest in the world.
In 2011, the revenues posted by the RATP Group stood at €4.98 billion.
In 2012, €1.851 billion euros will be invested almost exclusively to modernize and renovate the RATP networks.

RATP provides the passenger information displayed in the Concept-Bus Shelter.

www.ratp.fr

The applications available on the "Décodeur Urbain"

Applications identified in Paris Apps, the guide to mobile apps about Paris

www.parisapps.paris.fr

After Midnight*
developed by Oz et Perez

Paris Bouge
developed by Paris Bouge

Yourbandeals*
developed by GeoAd

* These two applications were awarded prizes by the City of Paris when Paris Apps was first launched in 2011

Applications resulting from the applications competition launched by JCDecaux in September 2011

Dis Moi Où
developed by
Badtech

Guide du Routard
developed by
Cyberterre

Mystères de Paris*
created by
Big5media

Quizz in Paris*
produced by
Pottier

RATP
developed by
Applidium

Parcours*
created by
Objectif

* These three applications won prizes in the competition – they were specifically created for the "Décodeur Urbain"

PATRICK JOUIN

The substance of design

Everything began in 1977 for this spiritual son of the Pompidou Centre. Patrick was 10 years old and his parents took him on a life-changing journey to visit this highly controversial building, at the heart of a storm of both positive and negative criticism.

Obsessed with the goals and strength of this institution, Patrick Jouin decided to study at the National School of Industrial Ceramics (ENSCI). In 1999, the year when the Pompidou Centre reopened to the public and organised its flagship exhibition Les bons génies de la vie domestique ("The little helpers in domestic life"), Patrick Jouin founded his agency. For Patrick, "the beauty of design lies in the immense chain that binds us all together, from the user to the manufacturer, from past to future."

Forging what is at once a cultural and managerial link in this chain, Patrick wants to wed his experience and expertise with that of his teams, industrial partners and numerous customers, as a source of collaboration: "Design is my life. I am fulfilled in this quest. With other designers, architects, lighting designers, manufacturers, craftsmen, partners... the finished product bears witness to all these moments as much as it is complete in itself."
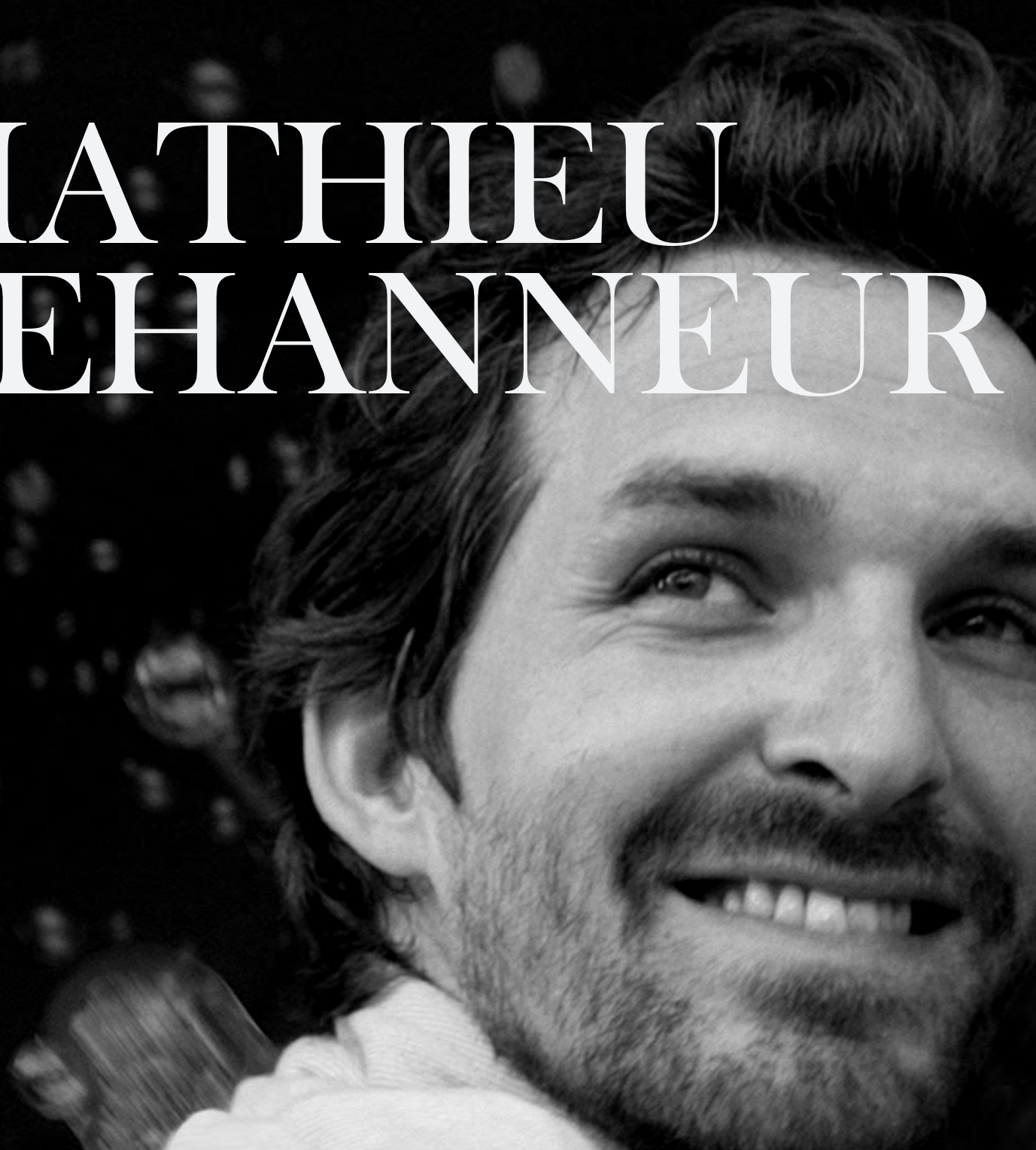
MATHIEU
LEHANNEUR

Graduating from ENSCI - Les Ateliers in 2001, Mathieu Lehanneur founded his own design and interior architecture agency the very same year. He developed an abiding passion very early on for interactions between the body and its environment, living systems and the scientific world. Blending cutting-edge technology and natural elements in his creations, he pursued exploratory design projects in the worlds of pharmaceutics, biology and astrophysics. From 2004 to 2008, he headed the post-graduate "Design and Research" unit in the ESAD St Etienne.

His works are included in permanent artistic exhibitions: MoMA (New York), SFMoMA (San Francisco), Pompidou Centre (Paris), FRAC-Le Plateau (Paris), Museum of Decorative Arts (Paris), Design Museum (Gent), Kunstgewerbemuseum (Berlin).

His customers include: AirMineral, Biotherm, Cartier, CEA, Pompidou Centre, Christofle, Chungho Nais, EDF, Hennessy, Issey Miyake, Le Laboratoire, JCDecaux, Nike, Ricard, Schneider Electric, Veuve Clicquot, Yohji Yamamoto, etc.

JCDecaux