



DESIGN PARADE Flax-Linen: a winner on many fronts



The 17th Design Parade took place from June 22-25, 2023.

Just like every year, the international festival organised by **Villa Noailles** included two events: one at the former Bishop's Palace in Toulon for **interior architecture** (presided by **Aline Asmar d'Amman**), and another at the Villa Noailles in Hyères for **design** (presided by **Noé Duchaufour-Lawrance**).

This year, the winners' projects relied on sustainable materials and eco-friendly techniques. Linen was front and centre in three projects recognised by the Jury: "*Chambre tapissée pour cigale en hiver*" (*Upholstered bedroom for cicadas in winter*) by **Clément Rosenberg** (Grand Prix Design Parade Toulon Van Cleef & Arpels); "*Lou Cabanoun*" by **Emily Chakhtakhtinsky & Marisol Santana** (Mobilier National Prize); and "*Les heures chaudes*" (*The hot hours*) by **Théophile Chatelais & Hadrien Krief** (Prix du Public).

Supported by the **Alliance for European Flax-Linen & Hemp** in their work, each of the winners explored the versatility of Linen which is made from flax plant fibre in their work through unique and meaningful uses of the textile.

As the only plant textile fibre originating in Europe, Flax is a rare product that accounts for less than 0.5% of textile fibres consumed around the world. Today, three-quarters of all Flax is produced in Europe, and France is a global leader in Flax growing. Driven by its belief that European Flax is destined to open up new aesthetic possibilities in lifestyle and design, the Alliance for European Flax-Linen and Hemp offers contest participants training to demonstrate the environmental and social virtues of Flax-Linen at its Paris Linen Dream Lab showroom and supports them in their Flax sourcing.

THE JURY IN FOCUS

- DESIGN PARADE TOULON



Aline Asmar d'Amman ©Say Who

ALINE ASMAR D'AMMAN, PRESIDENT OF THE JURY AT DESIGN PARADE TOULON

From Beirut to Paris, Aline Asmar d'Amman is reinventing architecture. Originally from Lebanon, she has embraced an international career in architecture and is the founder of Culture in Agriculture. Whatever projects and regions it may be working on, her agency builds bridges between cultures while also strengthening ties between past and present.

Aline Asmar d'Amman tells stories with her powerful and evocative architecture. The most famous ones are set in Paris: she worked on renovating the Hôtel de Crillon and decorating Le Jules Verne, the famous restaurant on the Eiffel Tower.

Last year, she designed the architectural scenography at the Lebanese Pavilion at the Venice Biennale. In Toulon, there are truly a thousand and one projects brimming with creativity.

THE JURY

Aline Asmar d'Amman
President of the jury
at Design Parade Toulon
Architect and founder
of Culture in Architecture

Victoire de Taillac
Co-founder of Officine
Universelle Buly

Gay Gassmann
Author and editor

Pierre Hermé
Pastry chef

Judith Housez Aubry
Essayist and novelist

Oliver Jahn
Design consultant
and curator

Rabih Kayrouz
Fashion designer

Agnès Liely
Director of International
Visual Merchandising
at Chanel

**Harry Nuriev
et Tyler Billinger**
Crosby Studios, interior design
and furniture

Lindsey Tramuta
Author and journalist

**Madeleine Oltra
et Angelo de Taisne**
Interior architects, winners
of the Grand Prix Design
Parade Toulon Van Cleef
& Arpels Design Parade 2022
and the Visual Merchandising
Prize awarded by Chanel 2022



AWARD-WINNING PROJECTS

GRAND PRIX DESIGN PARADE TOULON VAN CLEEF & ARPELS

"CHAMBRE TAPISSÉE POUR CIGALE EN HIVER" (UPHOLSTERED BEDROOM FOR CICADAS IN WINTER) BY CLÉMENT ROSENBERG:

Known and used for centuries for its thermal regulation and insulation properties, European Flax caught the attention of Clément Rosenberg, an alumnus of Duperré and Ensci-Les Ateliers. This winner designed a cocoon based on the depiction of a coat of arms representing the Mediterranean coast of France. A cicada is perched in its centre, shown in stages from larva to winged adult.

For his 100% Linen project, Clément Rosenberg used Linen draped with a fabric provided by Belgian weaver Libeco quilted with a fabric by Biofib'Isolation, a producer of Flax fibre insulation. No matter its shape, the fibre creates a comfortable, soft barrier that promotes the cicada's metamorphosis in this unique burrow. What a cosy spot for a winter escape!

"Flax is a fibre that can be described as alive, in other words, it reacts to temperature and humidity, taking on a particular shape depending on its state. I'm convinced that there are so many things to discover in this respect."

Clément Rosenberg



"Chambre tapissée pour cigale en hiver" by Clément Rosenberg ©Luc Bertrand



Clément Rosenberg ©Say Who



AWARD-WINNING PROJECTS

MOBILIER NATIONAL PRIZE

"LOU CABANOUN" BY EMILY CHAKHTAKHTINSKY & MARISOL SANTANA:



"Lou Cabanoun" by Emily Chakhtakhtinsky & Marisol Santana ©Villa Noailles

Architect and scenographer Emily Chakhtakhtinsky and artist and set designer Marisol Santana designed a dry-stone beehive hut as a tribute to the traditional stone walls of Provence (also known as restanques) and the agricultural traditions of the region. A southern French sanctuary for meditation and reflection on possible solutions for climate change through its choice of renewable materials such as Flax and the expertise and uniqueness of beekeeping.

Flax-Linen plays a sculptural role in this rocky space: the beehives made of woven bulrush and cattails were sewn using strands of Flax provided by Satab, whereas the "voilette" (veil) is comprised of large sections of Linen made by Flax specialist Libeco. The veil was dyed by textile artist Chloé Sonnet using mignonette, chestnut and St John's wort extract, magnified with an all-over beeswax pattern. A unique blend of plants and minerals awakens the mind and the senses.

"Why Linen? Because of its low environmental impact. Lou Cabanoun is a project about preserving the environment, so it was very important for us to work with a low-waste textile harvested in Europe. It was clear to us that we were going to work with Linen."

**Marisol Santana
& Emilie Chakhtakhtinsky**



Emily Chakhtakhtinsky & Marisol Santana ©Say Who

AWARD-WINNING PROJECTS

PRIX DU PUBLIC

"LES HEURES CHAUDES" (THE HOT HOURS) BY THÉOPHILE CHATELAIS & HADRIEN KRIEF:



Théophile Chatelais & Hadrien Krief ©Say Who

Théophile Chatelais & Hadrien Krief invite us into a sweltering summer afternoon. As temperatures shoot up, architecture becomes a refuge from the heat.

The winners used a thousand-year-old Mediterranean technique for cooling a room: hanging wet fabric in front of an open window. Once again, the thermoregulatory properties of Linen played their part. Here, a design by Maison Pierre Frey acted as natural air conditioning near a fountain. The fabric was suspended from a ceiling rail, gently touching the water and cooling the room with airflow.

"Linen is a simple and natural material, which suits our space perfectly. With its excellent capillarity, this fabric is the perfect addition to our project involving water and the curtain ritual."

**Hadrien Krief
& Théophile Chatelais**



"Les heures chaudes" de Théophile Chatelais & Hadrien Krief ©Villa Noailles



ABOUT

The Alliance for European Flax-Linen & Hemp is the only European agro-industrial organisation that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

A platform for reflection, market analysis, dialogue, and strategic orientation, the Alliance for European Flax-Linen & Hemp presides over an industry of excellence in a globalised context. It encourages dialogue with national and European public authorities.

The Alliance for European Flax-Linen & Hemp creates an environment that fosters competitiveness of industrial businesses as part of its three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibres worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It promotes, initiates, and organizes strategic reflections and research on its fibres to be able to provide all of its interlocutors with evidence-based economic data, environmental information, and reliable scientific evidence.

The Alliance for European Flax-Linen & Hemp strives to increase the international visibility of its fibres, whose technical and environmental properties inspire global creation and open new opportunities for industrial innovation. It guarantees the traceability of Flax fibre thanks to the EUROPEAN FLAX™ and MASTERS OF LINEN™ certifications.

The Alliance for European Flax-Linen & Hemp is the new name of the CELC, an association founded in 1951. Western Europe is the number one Flax-producing region in the world [France, Belgium, and the Netherlands account for 3/4 of production].

European Flax™: A traceability guarantee for premium Flax fibers grown in Western Europe for all markets. It is a plant-based fibre, the product of ecofriendly agriculture grown without irrigation or GMOs.*

Masters of Linen™: Guarantee of traceability for linen made by European companies on European and Euromed 1 sites. A textile of excellence, local at all stages: from the vegetal European Flax™ fibre to yarn and fabric.

*Except in exceptional circumstances.

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