

A large, close-up photograph of flax and hemp fibers, showing their natural texture and color variations from light beige to golden brown. The fibers are arranged in a way that creates a sense of depth and movement. The image is framed by a green border on the left and a purple border on the top and right.

**THE EUROPEAN CONFEDERATION
OF FLAX AND HEMP | CELC
IS AN OFFICIAL PARTNER
OF THE 16TH INTERNATIONAL
FESTIVAL OF DESIGN OF HYERES
AND THE 6TH INTERNATIONAL
FESTIVAL OF INTERIOR DESIGN
OF TOULON
— 23 TO 26 JUNE 2022**

© S. Randé – European Confederation of Flax and Hemp | CELC

The European Confederation of Flax and Hemp | CELC is an official partner of the Design Parade of Hyères and Toulon 2022 which is being held from June 23 to 26 and thus strengthens a partnership initiated in 2017 with Villa Noailles.

European Linen today combines all ecological and creative aspirations and is a source of inspiration for new generations of designers.

The versatility of this vegetal fiber and its ability to combine new aesthetic possibilities with more responsible practices opens up the field of possibilities in terms of creativity.



© S. Randé – European Confederation of Flax and Hemp | CELC

- Facilitate access to European Linen textile and technical innovations;
- Support the finalists as closely as possible, and in particular the interior designers who compete in the Design Parade Toulon, in their Linen sourcing;
- Provide an endowment of Linen raw materials to integrate into their personal project;

These are CELC's commitments in this 3-year partnership renewed in 2021.

By supporting the finalists of Design Parade Toulon 2022, CELC encourages the values of differentiation and allows the development of creative and sustainable projects which will be exhibited throughout the Festival at l'ancien Archevêché as part of this competition.

Involved in supporting young creation and raising young talent's awareness towards the material, CELC plays a real role of industrial and cultural mediator, mobilising its members to provide material to the finalists.

For this edition, the spinner Safilin (FR), the weavers Lemaitre Demeestere (FR) and Libeco (BE) as well as the flax fiber insulation producer Cavac Biomatériaux (FR) responded to the various requests.

To present Linen, its qualities and virtues, to the finalists, and guide the sourcing of European Linen, a dedicated workshop was organised at the Linen Dream Lab, CELC's exploratory showroom, accessible by appointment and viewable online www.linendreamlab.com. It is also an opportunity to review the steps taken to strengthen the traceability of this European fiber, in particular around the LCA (life cycle analysis) of the scutched flax fiber certified European Flax®, a tool for value chains which reinforces transparency on the sustainable quality of the fiber, based on a proven technical itinerary which takes into account the 16 criteria in accordance with the European Commission's environmental labeling methodology.

Linen is a virtuous material which proves it. The European Flax® and Masters of Linen® certifications attest of the origin and environmental values of Linen and thus chart the course that will enable brands and designers to respond in a proven way to the requirements of their communities. Linen is at the forefront of all the aspirations of the time, it meets both the new demands of consumers, the commitments of brands who want to be sustainable and take into account the evolution of international regulations.

Safilin, Lemaitre Demeestere and Libeco, all of these companies have the certification Masters of Linen®.



© European Confederation of Flax and Hemp | CELC

THE FINALISTS' WORKS

This year, they are 5 among the 10 finalists, of Design Parade Toulon, to have exploited the creative resources of Linen.



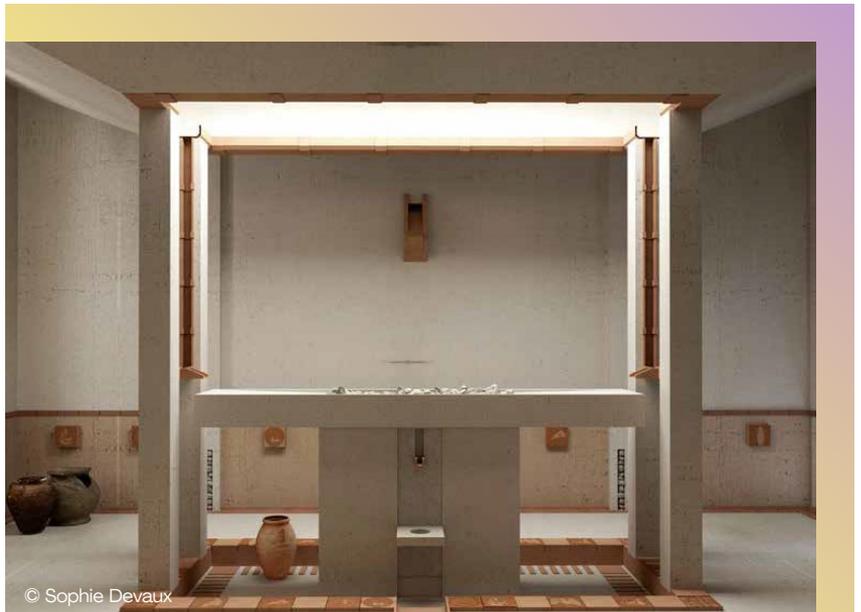
The visual artist and designer, **Jeanne Tresvaux du Fraval** imagined a nap room, a sort of dream of ecological utopia, which connects the vital links of rest and the need for comfort and more generally our relationship to time. In her approach which questions the material, Linen ideally finds its place. While the walls are embellished with large bars to hang any object necessary for tranquility, a series of modules are stacked on the floor. Between futons, quilts and mattresses, they are padded with Flax/Linen, supplied by the producer of flax fiber insulation Cavac Biomaterials. The natural padding material of futons, allows sounds to be felt. Initially intended for thermal and sound insulation, it softens the atmosphere. «These materials have smells, sounds, textures and tell stories. They bring out memories of well-being» says the designer.

Paul Bonlarron has imagined a space called the toilet with shells, mixing in this project the earth and the sea. For this shell rendering, he used 3-meter Linen threads for their finesse and solidity, provided by Safilin spinner, at the end of which are suspended capiz shells, a tribute to the art of rockery. Each wire will have to support a weight of approximately 24g of shells. The whole forms a translucent curtain, and certain shells are worked in such a way that they become shimmering like a central mirror.

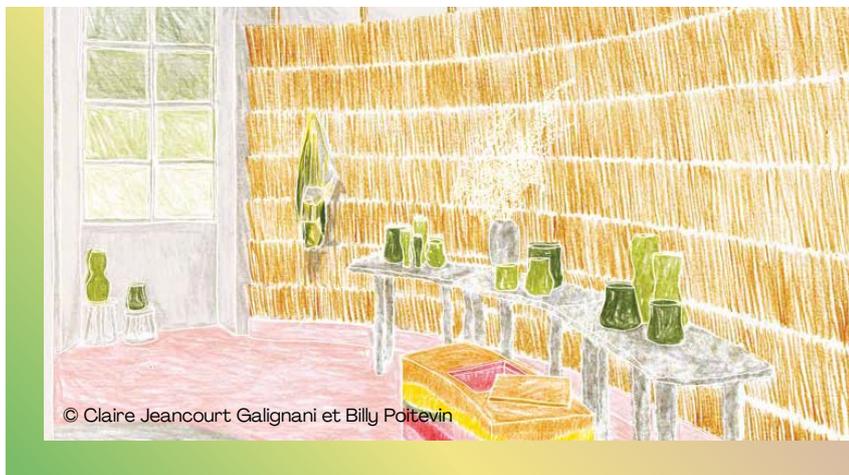


In the solarium of **Léa Ollivier and Carla Genty**, baptised Primo Sole, body exposure is combined with the cultivation of a Mediterranean endemic plant: Calendula. Evoking the solar and floral experience, Primo Sole is a metaphor that links the fragile reaction of the skin to the one of a plant under the fiery heat. This place, which invites you to strut around on soft curves, uses natural Linen curtains for their thermoregulatory, breathable and insulating qualities, as protective filters, these Linen curtains are provided by the weavers Lemaitre Demeestere and Libeco.

Linen curtains are also protecting the Atrium of **Sophie Devaux**, built around the symbolism of water, they are provided here by the weaver Libeco. Through its thermoregulatory properties, Linen thus blocks out the summer heat and the overwhelming light from outside. It sifts the temperate softness of the patio and preserves its freshness.



© Sophie Devaux



© Claire Jeancourt Galignani et Billy Poitevin

In their search for natural materials for their project entitled “*Le sel, la Sagne et la Salicorne*” which is part of an enhancement of Camargue coast, **Claire Jeancourt Galignani et Billy Poitevin** have suspended a jacket made of European Linen on a bamboo panel structure, the fabric supplied by Libeco has been re-embroidered with Camargue wool dyed with seaweed, which brings a touch of color and above all creativity to the decor.

To combine desirability and modernity, all these finalists have chosen Linen, an agro-creative vegetal fiber, for its proven, unique and inspiring qualities that respect people and the planet, thinking about tomorrow’s world.

ABOUT THE VILLA NOAILLES

Every summer, the villa Noailles organizes DESIGN PARADE in the form of two international competitions. The first in Hyères - since 2006 - focuses on design, the second, in Toulon - since 2016 - on interior architecture. Through this new proposal, unprecedented in France, DESIGN PARADE will make it possible to approach, during an extended weekend, all aspects of the decorative arts in contemporary creation. DESIGN PARADE's ambition is to highlight the young generation in these complementary disciplines and to present international designers to professionals, journalists and the public through exhibitions and conferences. To accompany the young creation, the festival approaches as much the craft industry, the know-how of exception as the industry, notably thanks to the support of its partners.

www.villanoailles.com

@villanoailles

ABOUT THE EUROPEAN CONFEDERATION OF FLAX AND HEMP | CELC

THE FEDERATING AUTHORITY OF WORD'S FLAX/LINEN AGRO-INDUSTRY

Western Europe is the world leader of Flax fibre production: France, Belgium and The Netherlands account for 80% of world's production!

As the only European agro-industrial organization federating all the stages of production and transformation for flax/linen & hemp - 10 000 European companies in 14 countries - CELC leads this industry of excellence in a globalised context. This mission relies on the innovative and environmental values of these natural fibres, guaranteed by traceability labels EUROPEAN FLAX® and MASTERS OF LINEN®, and promoted to trade and consumer through a dedicated campaign.

Press Services

Fashion
France & International

2e BUREAU

Hugo Howlett
M: +33 (0)6 18 08 10 55
celc@2e-bureau.com

Decoration & Lifestyle
France & International

14 SEPTEMBRE

Emilie Reboul
M: +33 (0)6 11 34 18 16
emiliereboul@14septembre.fr

Marina Zanetta
M: +39 349 552 22 60
marinazanetta@14septembre.com

CELC Contacts

Linen Dream Lab® Paris

15 rue du Louvre,
75001 Paris - France

Odile Idkowiak
Communication Director
M: +33 (0)6 89 42 14 17
odile.idkowiak@europeanflax.com
www.europeanflax.com

Strategic Partners

UK - GGHQ

Gill Gledhill
M: +44 (0)2 072 500 589
gill@gghq.co.uk

IT - ELEMENTI MODA

Ornella Bignami
M: +39 (0)2 55 18 17 83
el.moda@elementimoda.it