



Alliance for European  
Flax-Linen & Hemp

Press Release

July, 5<sup>th</sup> 2024

# European Flax-Linen wins two awards at Design Parade 2024

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The 8th Design Parade took place from 28 to 30 June 2024. The international festival, organised by the Villa Noailles, took place as it does every year in two parts: at the ancien évêché de Toulon for interior architecture, and at the villa Noailles in Hyères for design.



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# TWO EUROPEAN LINEN PROJECTS WIN AWARDS AT DESIGN PARADE 2024:

Supported by Alliance for European Flax-Linen and Hemp, the winners have each, in their own way, explored the versatility of this plant fibre through inspiring designs.

Their projects have highlighted the environmental and functional properties of European Flax-Linen.



VISUAL MERCHANDISING PRIZE,  
BY CHANEL:  
**LISA BRAVI & ROMAIN JOLY,**  
« **Mistralou** » project



CITY OF TOULON PUBLIC PRIZE:  
**CLÉMENT ROUVIER**  
« **On Air** » project

By encouraging young people to familiarise themselves with the Linen industry, the Alliance is banking on as many encounters with stakeholders as possible, potentially stretching the boundaries of creation.

Through workshops, one-to-one meetings and group support, the Alliance continues to promote and pass on its expertise in the Linen Dream Lab, its Paris showroom dedicated to Flax-Linen.

Flax-Linen is grown in Western Europe, particularly in France (Normandy and Hauts-de-France), Belgium and the Netherlands. The naturally humid climate, the fertile soils and the historic know-how of the Flax growers all contribute to the quality of European Flax-Linen.

This specific geographical area accounts for three quarters of the world's Flax-Linen production and enables a quality production valued around the certification of origin called European Flax™.





# FOCUS ON THE WINNERS' FLAX-LINEN PROJECTS

**Lisa Bravi & Romain Joly, wins the Visual Merchandising Prize, by Chanel for their project « Mistralou »**



**Incorporating European Flax™ certified into their project featuring books adorned with Flax-Linen.**

With support from weaving companies **Enrico Sironi and Fratelli Graziano, members of the Alliance.**

The designers immerse us in the intimacy of a Provençal villa where the mistral, a fleeting and mischievous wind, invites itself into the reading room through the half-open windows. This delicate breeze grazes the walls and caresses the furniture, almost making the padded walls quiver as if on the verge of coming to life. Through the windows, you can see the mistral wind sweeping across the landscape. The furniture, fashioned from threaded buttons, seems suspended in time. In places, an old layer of wallpaper reappears on the walls, conjuring up old stories whispered into being by the mistral. This powerful wind, characteristic of the region, becomes the master of the premises, shaping a landscape of textiles, Linen-textile books and buttons.

## A WORD FROM THE DESIGNERS

*“For us, the book’s object is essential in our space, as it is truly characteristic of a library. That’s why we were able to give it a breath of fresh air by imagining books open, ready to fly away. Working on books’ subject was one of our first ideas and we really chose linen because it’s a natural fibre. We chose linen from weavers Enrico Sironi and Fratelli Graziano. Linen reacts very well to starching, which gives the material an almost cardboard-like appearance. With the starch, the linen material shrinks, making it possible to have books that are strong enough to be sculpted. This process enabled us to hold the pages together using pleating and sewing techniques.”*

[Discover the project on video](#)





## Clément Rouvier wins the City of Toulon Public Prize for his son projet « On Air »

**Incorporating European Flax™ certified Flax-Linen into the designer's project presentation and communication and other events during the festival.**

With support from the weaving company **Lemaitre Demeestere, a member of the Alliance.**

"On Air" combines the history of rock'n'roll with Provence! Inspired by the Rolling Stones' visit to Villefranche-sur-Mer on the Côte d'Azur in 1970, the designer has created a music studio that has evolved with the asperities of the Mediterranean basin. The project is a poetic and technical exploration of sound and light, rooted in the natural elements of southern France. It consists of several installations: lithopone, Gaïa guitars, Aurora chandelier and Sonorium. Each piece uses local materials to create objects that resonate both visually and acoustically."



### A WORD FROM THE DESIGNER

*"I asked myself, 'What would a Mediterranean recording studio look like? The project explores natural materials vibrations such as terracotta, Scots pine, rock and bronze, in harmony with 'silent' pure linen. Linen is an obvious choice for me, because it's a material that I really enjoy working with. In fact, I've watched a lot of videos of people making rope in the olden days: I was interested in this historical aspect. In my project, the linen material is fairly light and can be painted onto the textile, reinforcing the link with nature. Seen from the outside, it's a useful medium for blocking out the light, somewhere between strength and transparency. The freedom offered by Linen is quite incredible."*

[Discover the project on video](#)



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# ABOUT

The Alliance for European Flax-Linen & Hemp - an association created in 1951 – is the only European agro-industrial organisation on a worldwide level, that brings together all the stakeholders in the European Flax-Linen and Hemp value chain.

Western Europe is the world's leading producer of Flax-Linen fibre (France, Belgium and the Netherlands account for three-quarters of this production).

The Alliance for European Flax-Linen & Hemp has a triple mission: to inform members, brands and consumers, to support the European ecosystem and expertise, and to promote European Flax-Linen and Hemp globally as preferred sustainable, premium fibres.

It brings together more than 10,000 companies in 16 European countries and bases its actions on the values of collective action, innovation, scientific validation and respect for people and the planet.

It creates a favourable environment for the competitiveness of industrial companies and works to enhance the international visibility of European Flax-Linen and Hemp. The technical and environmental qualities of these plant fibres are inspiring designers around the world and are opening new prospects for industrial innovation.

It guarantees the traceability of Flax-Linen fibre through the European Flax™ and Masters of Linen™ certifications.



## EUROPEAN FLAX™ :

THE GUARANTEE OF TRACEABILITY FOR PREMIUM QUALITY FLAX FIBRES GROWN IN WESTERN EUROPE FOR ALL END USES.

A plant fibre, produced through integrated crop management farming, without irrigation (barring exceptional circumstances) or GMOs.



## MASTERS OF LINEN™ :

THE 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.

Please visit the Alliance's website and subscribe to its social channels.

New website: [allianceflaxlinenhemp.eu](https://allianceflaxlinenhemp.eu)  
[@flaxlinenhemp](https://twitter.com/flaxlinenhemp)

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