

## IDIS CHAIR

Since 2015, the IDIS research Chair (Industry, Design & Social Innovation) initiates socially innovative design projects.

Paying close attention to the specificities of the territory where it is based and its agents, the team of the IDIS Chair supports social innovations which are “person-centred” as well as “milieu-centred”.

Integrated within the Highest School of Art and Design (ESAD) of Reims - France, the IDIS Chair develops practice-led research in various formats: by hosting young designers in residence, by associating Master students to collective projects run with companies, research laboratories, associations, civil society.

[www.chaire-idis.fr](http://www.chaire-idis.fr)  
[www.esad-reims.fr](http://www.esad-reims.fr)

## Folie Végétale / Vegetal Folly

Partnerships : the Pôle IAR / CoDEM BatLab / Eco Technilin / les Compagnons du Devoir (Companions of Duty)

The construction sector is looking for all kinds of ways to limit the environmental impact of building.

New, more energy-efficient materials that come from local resources are one such solution.

Technological innovation thus brings considerable added value to a specific area. *Folie Végétale* has adopted this approach.

By working closely with the bio-based materials industry, the goal is to meet the demand for applications of sector companies by supplying innovative products made from linen and hemp. The tiles made from these materials have different plastic and mechanical qualities that lighten the weight of a roof, which affects the load on the frame. The prefabricated frame that was created in collaboration with the apprentices *Compagnons du Devoir de Muizon* highlights a variety of carpentry techniques that marry new technologies with traditional practices.

In this project, the designer has merged cultures and practices by connecting research labs with various modes of production that otherwise might never have crossed paths.



Vegetal Folly  
by Jules Levasseur



## THE LINEN INDUSTRY

Partnerships : CELC - European Center for Linen and Hemp / CENT - Centre Européen des Non-Tissés / FRD - Research and Development in Fiber / Carpet'Système / Deltracon / EcoTechnilin / Janser / Jos Vanneste / Lemaitre Demeestere / Libeco / Rubis / Safilin / Van Robaeys

Students in the Master 1 Course in Product Design at ESAD of Reims and students in the Bachelor 3 / Master 1 Course in Textile Design at ENSAV La Cambre in Brussels have teamed up to share their knowledge and perceptions of the linen industry. Linen is a local product par excellence, as almost all the stages of its production can be found to occur in Flanders and Champagne-Ardenne, from its cultivation to its transformation into fiber and then into textiles. The only stage for which production has moved elsewhere is the threading.

From raising the crop to packaging the final product, the design students considered this industry in terms of its functional, economic, technological, as well as poetic aspects. The collaboration between the two schools sought to bring together different but complementary know-hows: product design as it is taught at ESAD of Reims, and textile design as it is taught at La Cambre. By working together, students developed interior objects that provide insulation and comfort by tapping into the agricultural materials industry, a rapidly growing sector in the Champagne-Ardenne region that does not yet have applications and development in the product sphere.

«Mesh» is a wall to be used in waiting areas. It is in fact built in the form of webbing, and it comes in two forms and colors. This product reexamines the notion of comfort by offering a new way to sit without actually sitting down.

The webbing is made from linen, cotton, and recycled cotton thread that has been custom knit to provide comfort, lightness, and solidity. It hangs between a metal bow and a lathed beech base that give it its shape.

«Crack» gathers two opposing materials, vegetable and mineral, and offers a tactile experience through manipulation. Linen fiber results from the first transformation of the plant, it is used here as a structuring element. Linen is transformed by a manual needling operation, in order to hook the fibers together to become the core of the mineral. This experimental research produces a new material and explores the limits of its fragility.

«Petit pays» (Small Country) is not just a decorative rug. It revisits the very notion of what comfort means. When you walk across this rug, your feet will love how they sink into it and slide across the different textures. It's also a supple surface that seduces our hands and calls out to our whole body, asking us to lie down on it and rest.

The rug is 100 % linen, with an envelope made of linen felt and various woven textiles, and it is decorated throughout with linen seeds.

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CRACK  
by Chloé Kowalka & Elfie Poire



MESH  
by Alya Ennouri, Pauline Santoni  
Eugénie de Bergeyck & Iris Soleil



SMALL COUNTRY  
by Célestine Brun  
& Lili Nocton