

DESIGN
FRANCE
WEEK



Communication
charter

Communication charter

The visibility of France Design Week relies on all the actors participating in the event, respecting the following communication principles:

1

FRANCE DESIGN WEEK COMMITMENTS

France Design Week contributes to the visibility and readability of each event. This is done mainly through the dissemination of information on the [France Design Week website](#).

For this 2022 edition, France Design Week mentions all the existing events on its platform, with the help of the interactive map allowing visitors to locate the proposals thanks to various filters, and the event pages which provide all the practical details. PDF and printed programmes are also available by territory.

France Design Week can only share this data if participants have responded to the call for projects on the website, which is available on a personal account they have created, and have filled in all the required fields.

France Design Week communicates about the event in general via its newsletter and its social networks: LinkedIn, Twitter, Facebook and Instagram. It also offers a focus on the programme of each region.

However, France Design Week is not able to create separate posts on each event. It therefore communicates on individual events by grouping them by territory and by criteria (themes, type of design, etc.), so as to highlight each regional programme but in a fairly broad manner. It is the responsibility of the regional committees to undertake the communication of each of the labelled events in their constituency, and to give them the importance they deserve.

2

PARTICIPANTS' COMMITMENTS

France Design Week contributors must use the "France Design Week" logo on all their communication media, both Web (website/blog, newsletter, social networks, etc.) and print (poster, flyer, programme, press kit, etc.), in compliance with the graphic charter communicated to them upon validation of their event by their regional referent or the national coordination.

They are also required to communicate about their participation in France Design Week before and during the event, using the national poster on their virtual and physical media (if the event is in person, via the signage provided, for example). They can share generic national France Design Week information in addition to information specific to their event(s) and the programming of their territory.

As France Design Week members are supportive of each other, they are also committed to relaying the events of other members in their region.

They are required to provide feedback on their event to France Design Week at the end of the event (report with event statistics, compulsory visuals), which will communicate on the subject in order to create continuity between editions. To benefit from additional visibility of their event on France Design Week's social networks, event organisers are asked to mention the France Design Week account (@) on their posts or stories, as well as the official hashtags #FranceDesignWeek and #FDW and the variants of the current edition: #FranceDesignWeek2022, #FDW2022, #FranceDesignWeek22, #FDW22...

About APCI

Established in 1983 by the Ministries of Industry and Culture, the APCI is the leading organisation for the promotion of design in France, is officially recognised as a non-profit charitable organisation and is the initiator of the France Design Week project.

The association's goal is to engage all publics, including businesses, in the promotion of the transformative power of design in all its dimensions, whether systemic (strategy, structure, management) or experiential (services, environments, interface, objects).

The association is active in the growth of French design's international visibility, contributes to the development and implementation of nationwide design policies and provides support and leadership to a network of regional stakeholders, by organising events such as France Design Week and setting up a network of Design Labs. Its members and partners include corporations, agencies, SMEs, start-up businesses, designers, schools and students, the latter implicated in another APCI project, Design Mode d'Emploi.



THE FRANCE DESIGN WEEK

ORGANIZATION COMMITTEE

- General coordination: [APCI](#)
- Press relations: [14 Septembre](#)

TRANSVERSAL STRUCTURES

- Relationships with design schools: [France Design Education](#)
- National scale: [Institut Français du Design](#)
- Web: [LinkedIn Group « Les Designers français »](#)

REPRESENTATIVE ORGANISATIONS BY REGION,

EACH REPRESENTING PARTICIPANTS FROM ITS OWN TERRITORY

- Auvergne-Rhône-Alpes: [Cité du Design](#), [Designers +](#), [Lyon Design](#)
- Bourgogne-Franche-Comté: [ARCADE Design à la campagne](#)
- Bretagne: [l'eclozr](#), [Design Lab Bretagne](#)
- Centre-Val de Loire: [Valesens](#)
- Corse: [SupDesign](#)
- Grand Est: [Association Innovation Design et Expérience \(IDeE\)](#), [ACCRO](#)
- Hauts-de-France: [lille-design](#)
- Ile-de-France: [APCI](#), [Bureau du Design, de la Mode et des Métiers d'Art \(BDMMA\)](#)

Paris Design Week

- Normandie: [Design!r](#)
- Nouvelle-Aquitaine: [ADI Nouvelle-Aquitaine](#), [Fédération des designers en N-A \(FDNA\)](#)
- Occitanie: [Design Occitanie](#)
- Pays de la Loire: [Advanced Design](#), [École de design Nantes Atlantique](#), [Samoa](#)
- Provence-Alpes-Côte d'Azur: [Marseille Design Méditerranée](#), [Pôle Culture & Patrimoines](#)



FRANCE DESIGN WEEK COORDINATION

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