

D' DAYS

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PRESS RELEASE
Paris, 5 October 2016

D'DAYS PROGRAMME ANNOUNCEMENT: 3 EVENTS IN 2017 – SAVE THE DATE!

Design improves the world's habitability by rethinking relations between objects, humans and their environment.

It is the primary mission of the D'Days Association to promote the benefits of design and its creators, by demonstrating the multiple fields of expression of the discipline: space, message, product.

Through their work, the association is engaged in developing better awareness and recognition of design as an artistic and creative discipline, but also as an essential economic driver.

D'Days aims to transmit the best practice of design to reinforce its credibility, legitimacy and appeal.

It is within this logic that D'Days is organizing three key events in Paris in 2017:

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THE GRAPHIC DESIGN FESTIVAL JANUARY 2017

Co-produced with Artevia.

More than just the month of resolutions, January 2017 will be a month-long exploration of the graphic design that affects our daily lives. Graphics, typography, visual identity, animation, interactive design, and artistic direction – the Graphic Design Festival will bring together talent, professionals and creativity.

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THE FESTIVAL OF DESIGN 2 – 14 MAY 2017

12 days to celebrate design and making in Paris, the global centre of the discipline. 12 days to reunite a diverse range of actors from the world of design around a communal dynamic and energy. Exhibitions in the central nave of the Musée des Arts décoratifs, a partnership with the Biennale Révélations at the Grand Palais (press release to follow) as well as other iconic venues in Paris, will all feature in this flagship D'Days event, assembled under the theme « Let's Play ».

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THINK LIFE FORUM OCTOBER 2017

Co-produced with Artevia.

Thinking about design as an essential tool to construct tomorrow: the Think Life Forum is a prospective platform that assembles a variety of intelligence – designers, architects, researchers, entrepreneurs, economists... to envisage new ways of living. The Forum makes transformations into new opportunities and the future into a chance.

The Graphic Design Festival programme will be revealed in the following weeks.

DESIGN IS YOURS

For further information:

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