



ENTHRALLING LINEN AT DESIGN PARADE 2023



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The Alliance for European Flax-Linen & Hemp, official partner of the 2023 Design Parade - Toulon and Hyères

Design Parade 2023 will take place from **June 22-25**. The annual international festival organised by **Villa Noailles** consists of two components: **interior design** (chaired by Asmar Amman) at the Old Bishop's Palace in Toulon and **design** (chaired by Noé Duchaufour-Lawrance) at the Villa Noailles in Hyères.

This year's event will once again highlight the innovative approach and virtuous ecosystems used by the new guard of French and international designers, as well as established names.

The Alliance for European Flax-Linen & Hemp supports these efforts by offering contestants training at the Parisian Linen Dream Lab showroom, where they can learn about the social and environmental virtues of Linen, and receive sourcing support with linen, a material to be used in their projects, made exclusively by Alliance members.

As the only plant fibre originating in Western Europe, Flax accounts for less than 0.5% of textiles fibres produced around the world. Today, three-quarters of global scutched fibre production is based in Western Europe, and France is the global leader.

Destined to create new aesthetic opportunities, Linen is extremely popular among modern designers who have a fresh perspective on this plant material. They are including it in their designs and installations, weaving new stories with materials achieved through local expertise as part of the art of combining eco-design and differentiation.

This year, **European Flax-Linen is making an appearance at the Design Parade in four projects by finalists of the contest in Hyères and Toulon**, as well as in **exhibits by Paul Bonlarron** (2022 National Furniture Award) and **Noé Duchaufour-Lawrance**, president of the jury. Their designs and installations attest to the versatility and creative, innovative and responsible resources of this textile in the lifestyle sector. Linen as never seen before!

EUROPEAN FLAX-LINEN IN THE FINALISTS' PROJECTS

Architect and scenographer **Emily Chakhtakhtinsky** and set designer and artist **Marisol Santana** are plunging head-first into the rocky landscapes of the South with "**Lou Cabanoun**", a beehive-hut that reinterprets the spirit of Provence. Linen is staunchly sculptural in this space: the woven and plaited rush beehives sewn using linen ribbons produced by the French company **Satab**, whereas the "veil" is made of large sections of linen provided by Linen weaver **Libeco**. The latter is dyed with extracts of weld, chestnut and St John's wort and enhanced with an all-over beeswax pattern.



©Emily Chakhtakhtinsky et Marisol Santana "Lou Cabanoun"



©Clement Rosenberg "Chambre tapissée pour cigale"

European Flax-Linen is used for its temperature regulating and insulating properties in the project "**Chambre tapissée pour cigale en hiver**" [carpeted room for cicada in winter] by **Clément Rosenberg**, an alumnus of the Duperré school and of Ensci-Les Ateliers. In the form of draped fabric provided by Belgian weaver **Libeco** and quilted fabric from **Biofib'Isolation**, this material provides a comfortable, soft space that helps the cicada transform in its burrow.

In the installation "**Les heures chaudes**", **Théophile Chatelais** and **Hadrien Krief** incorporated a large piece of Linen fabric by **Pierre Frey** as a functional mobile piece, used both as natural air conditioning and a structural element. Suspended from a rail on the ceiling, it creates different spaces depending on how it is positioned and can be dipped in a fountain to cool the room as air flows through it.



©Théophile Chatelais & Hadrien Krief "Les heures chaudes"



Florian Meca - "Voyager"
©Patrick Sagnes

The most spectacular use of Linen can be seen in the project by **Florian Meca**, a student at Ensci-Les Ateliers and Tectona prize finalist who designed a stackable dining chair for the contest. What's so special about it? The seat and back of the chair are made of laminated Flax fibre composite, made possible by the participation of **Eco-Technilin**, a leader in technical fibre applications.

EUROPEAN FLAX-LINEN IN WORKS BY ESTABLISHED TALENT



Flax fibre showcases its uniqueness throughout **Paul Bonlarron's** installation "*Le Jardin Secret de Bleu Chardon*". Outside the contest, the designer is presenting his latest piece, which he created during his residency at Mobilier National: "*Cabinet aux mirages*". A Linen sheer provided by Italian weaver **Cotonificio Albini**, dyed with natural colours, and printed in an oven using an artisanal process for the direct transfer of plants and flowers, reimagines medieval windows covered in stretched skin. The fibre is also reinvented in a harvest bouquet, woven with a Flax stalk from Italian weaver **Linificio & Canapificio Nazionale** by artist and weaver **Marie Baffard** with the use of dried flowers.



The Portugal-based French designer **Noé Duchaufour-Lawrance**, president of the jury at Design Parade Hyères this year, created an immersive experience in three rooms at Villa Noailles, marking the first chapter of his Made in Situ label in France. In "*Piscine*", "*Salle de squash*" and "*Sautoir*", noble and timeless materials such as black cork from northern Alentejo, Portugal, **Libeco** Linen woven in Belgium and hand-patinated terracotta tiles from Raujolles, France can be seen in situ, as living travel journals with their own unique shapes.

VILLA NOAILLES CENTENNIAL CELEBRATION



Exactly one century ago, the philanthropic couple of Charles and Marie-Laure de Noailles received a plot of land located in the highlands of Hyères as a wedding gift, on which they commissioned young architect Robert Mallet-Stevens to build "an interesting little house to live in". Every year since it became the property of the Hyères commune in 1973, this jewel of modernist architecture transforms into an important cultural hub. **To mark its centennial, this summer the villa will unveil a rich program to honour its history and this unusual architectural adventure.**



ABOUT

The Alliance for European Flax-Linen & Hemp is the only European agro-industrial organisation that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

A platform for reflection, market analysis, dialogue, and strategic orientation, the Alliance for European Flax-Linen & Hemp presides over an industry of excellence in a globalised context. It encourages dialogue with national and European public authorities.

The Alliance for European Flax-Linen & Hemp creates an environment that fosters competitiveness of industrial businesses as part of its three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibres worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It promotes, initiates, and organizes strategic reflections and research on its fibres to be able to provide all of its interlocutors with evidence-based economic data, environmental information, and reliable scientific evidence.

The Alliance for European Flax-Linen & Hemp strives to increase the international visibility of its fibres, whose technical and environmental properties inspire global creation and open new opportunities for industrial innovation. It guarantees the traceability of Flax fibre thanks to the EUROPEAN FLAX™ and MASTERS OF LINEN™ certifications.

The Alliance for European Flax-Linen & Hemp is the new name of the CELC, an association founded in 1951. Western Europe is the number one Flax-producing region in the world [France, Belgium, and the Netherlands account for 3/4 of production].

European Flax™: A traceability guarantee for premium Flax fibers grown in Western Europe for all markets. It is a plant-based fibre, the product of ecofriendly agriculture grown without irrigation or GMOs.*

Masters of Linen™: 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.

*Except in exceptional circumstances.

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