



SINGAPORE'S FIRST ART DE VIVRE À LA FRANÇAISE BRINGS TOGETHER ICONIC FRENCH DESIGNERS FOR THREE-DAY TRADE EXHIBITION

SINGAPORE – The country's inaugural *ART DE VIVRE à la Française* design event, showcasing French cultural heritage and the concept of French Living Art through luxury furniture, décor and lighting, will be held from 8-10 March 2017. Signaling growing interest in French design, the event is organised by Business France, the national agency that supports the international development of the French economy, and is responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

After the first successful international run in Shanghai last year, Singapore was the next natural choice for *ART DE VIVRE à la Française*. "Singapore is an attractive and vibrant lifestyle hub in Southeast Asia with many Singaporeans eager for design trends and new experiences," says HE M. Marc Abensour, Ambassador of France to Singapore. "The *Little Red Dot* is destined to be the next design capital of Asia thanks to its unique exposure to the various cultures and its increasing curiosity in discovering innovative and exciting parallels."

Mr. Christophe Futin, Trade Advisor, Fashion, Lifestyle & Health at Business France, adds, "The Singapore market has always been an important one for Business France, and we have helped more than 40 French brands enter the market since 2014. France exports of furniture and lighting to Singapore increased by 36% in the last five years, and is now the 10th largest supplier to the country. As Singapore is known to be the Southeast Asian hub for the management of regional operations, notably with most of the world's largest architecture firms setting up their regional headquarters here, *ART DE VIVRE à la Française* will be a key event for the country's vibrant design community."

ART DE VIVRE à la Française will showcase French cultural heritage and the concept of French Living Art through a unique scenography created by French-born, Singapore-based designer, Isabelle Miaja. Spread over two floors of the historic Inverturret House on Gallop Road – significantly, the former residence of the French ambassadors between 1939 to 1999 – Miaja seamlessly incorporates the



work of the designers to highlight the individuality of each brand while maintaining a harmonious flow throughout the space.

The luxury brands represented at ART DE VIVRE à la Française are a mix of heritage and contemporary brands, including eight with the *Entreprise du Patrimoine Vivant* (Living Heritage Company, or EPV) label; the EPV is a mark of recognition of the French State, put in place to reward French firms for the excellence of their traditional and industrial skills. Please see the Annex for extended information on each brand.

The brands on showcase are:

Furniture & Lighting	Décor	Tableware
<ul style="list-style-type: none">• Charles Paris• Lamellux• Pouenat• Sébastien Barrau	<ul style="list-style-type: none">• Isidore Leroy (Wallpaper)• Longwy (Porcelain)• Orylag (Fur)• Pierre Frey (Textiles)• Ulgador (Wallpaper, Ornamentation)	<ul style="list-style-type: none">• Christofle• Cristallerie de Montbronn• Laguiole en Aubrac

ART DE VIVRE à la Française is sponsored by Biologique Recherche and D-Vine, and also supported by Air France, Gold Emotion, Skypremium, Goodrich and ESI.

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