

**bold-design celebrates 15 years**

Events + Retrospective • January 16–20, 2025 • 100 ECS, 12th arrondissement – Paris

To celebrate 15 years of creativity and innovation, bold-design invites you to its retrospective + immersive exhibition at 100 ECS – the iconic location that served as their very first studio in 2010. A week of events showcasing the richness and creativity of 15 years of encounters and dialogues with partners, clients, and friends.

# DIALOGUES

• an exhibition • key spaces • events •

**Maison BOLD** • An immersive scenography presenting furniture and object from various editors.

**Cœur 3D** • A spotlight on bold-design's 3D printing projects, showcasing diverse materials (PLA, ceramics, metal, bio-composites, etc.).

**Case Studies** • Documentation of bold-design's creative process through case studies, highlighting dialogue and collaboration.

**Transmission Wall** • A visual space illustrating the studio's educational and collaborative dimension through workshops at design schools and artist residencies in France and abroad.

### 3D Printing Demonstrations

**Photo Booth** • Photobooth X bold

**Roundtable** • Pierre & Vacances and La Quincaillerie moderne in partnership with Design Spot.

**Pop-Up Store** • La Quincaillerie moderne X bold

**Scenography** • In partnership with Procédés Chenel

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### Practical Information

January 16–20, 2025 • 100 ECS, 100 rue de Charenton, Paris 12

Metro: Gare de Lyon, Reuilly-Diderot, Ledru-Rollin

Opening Hours • 10 AM–6 PM • Free Admission • Guided tours available by appointment.

Opening Night • Friday, January 17, 6:30 PM–00:00 PM

Roundtable • January 17, 02:00 PM–03:30 PM

Pop-Up Store • January 17–18

### About bold-design

Founded in 2009 by Julien Benayoun and William Boujon, bold-design is a renowned design studio known for its innovative projects. Since 2016, the studio has been exploring the potential of 3D printing, incorporating diverse materials and focusing on eco-design. This retrospective celebrates 15 years of experimentation and collaborations with its design-world partners.

**Press Contact** For press inquiries, interviews, or visuals

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## Bold-design

- A studio founded in 2009, charting a singular course over 15 years to imagine objects, furniture, and spaces.

Two founders, William Boujon and Julien Benayoun, friends since meeting during their studies, bring complementary creative visions.

A unique approach, blending style & technique, boldness & simplicity, research & sharing. A continuous dialogue with ideas, materials, and humanity emerges from the intersections of these diverse worlds.

In 2016, the studio began standing out with daring projects in 3D printing, ranging from plant-fiber vases to micro-architecture initiatives using leather waste—a project recognized by the French Ministry of Culture’s «Mondes Nouveaux» program.

Also acknowledged by the Centre National des Arts Plastiques (CNAP), which acquired several of their collections in 2019, and by the 2021 “Symbiose” exhibition, bold-design consistently pushes the boundaries of design.

Since 2018, bold-design has embarked on sensitive experiments in the Drôme region at 8Fablab, exploring 3D printing with clay and other eco-responsible materials.

Traditional craftsmanship and know-how equally captivate them.

In 2023, bold-design participated in the “VISION AND TRADITION” residency and creation program, co-organized by the Institut Français and the Instituto de América Latina during Mexico Design Week. The studio highlighted contemporary uses of natural fibers like wicker and rattan, collaborating with master Mexican weaver Cirilo Martinez.

Through workshops for students and professionals, William and Julien emphasize the importance of collaboration and knowledge-sharing in design practice, firmly believing in the value of dialogue and collective experience.

