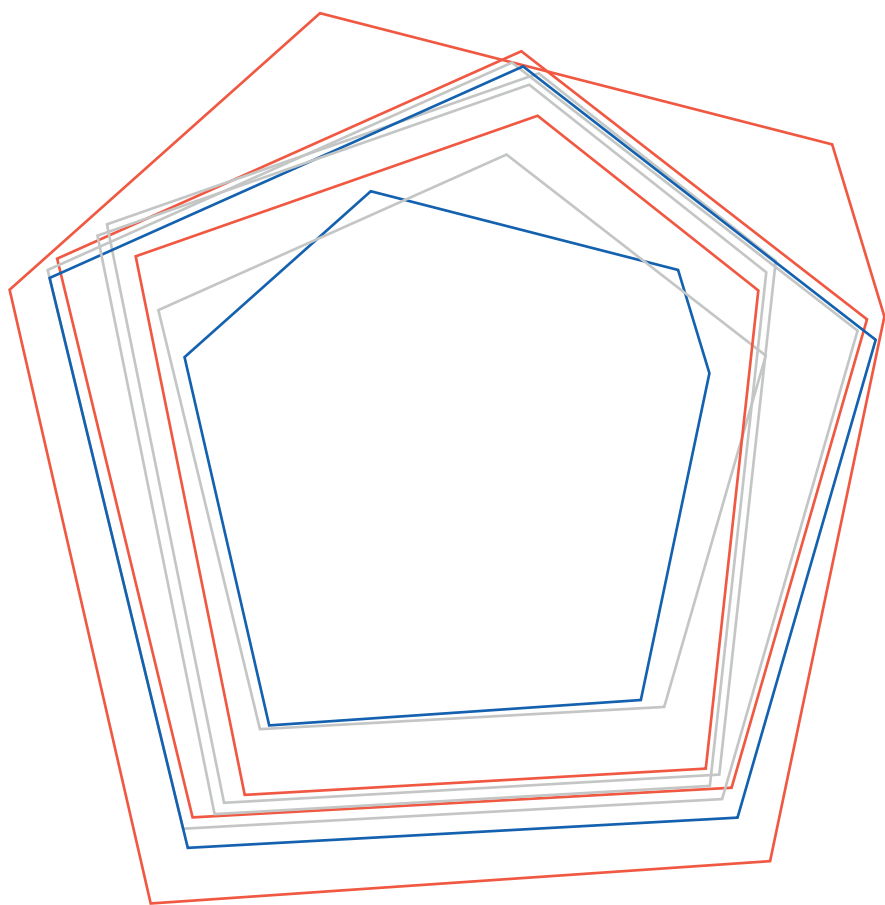


CREATIVE

FRANCE



SIIMO / so wood-designer®

LE BOURGET 2015.06

CREATIVE FRANCE

WHAT IF WE WERE TO CAST ASIDE
CURRENT PRECONCEPTIONS OF FRANCE?

Creative France chooses to surprise, by immersing you into a landscape abounding in hidden treasures with unexpectedly ingenious features. To one side, a typical French-style garden reflects France's recognized excellence and expertise. On the other, a France of creativity, innovation, disruptive technology, strong commitment and collaborative partnerships emerges.

A French-style creative culture does indeed exist, fostered by a unique approach combining cutting-edge technology, *savoir-faire* and *art de vivre*, realism and innovative applications. This combination reflects change in a society inspired by its roots but driven by its entrepreneurial spirit. The flag-bearers for this creative culture of surprises, technology, poetry and effective inspirations are mostly young businesses seeking a design edge. From an idea to its application, French creativity demonstrates its power to enrich our daily lives, to improve the quality and sustainability of products and services, and to play its part in advancing society.

In this landscape, a musical instrument stands alongside surgical pliers, an exoskeleton meets an amphibious boat, and a wall plate hangs beside a photovoltaic film. French design embodies this bold blend of culture, economy and industry, by finding a creative balance all of its own that is recognized the world over. This creative melting pot owes nothing to chance, channeling its extraordinary ability and versatility into envisaging and initiating dialogue across different professional cultures.

Projects both big and small presented in this exhibition showcase an impressive human adventure and reveal a message of optimism and confidence.

Powered by Business France

Conceptualized by Le Lieu du Design

Scenographed by Les SISMO

Awabot	4
The Bubbles company	5
Netatmo	6
Capsum	7
Holi	8
Withings	9
Ergonotics	10
Vitalitec	11
Siimo SAS	12
Cityzen Sciences	13
Lima	14
Innogur Technologies	15
Iguana Yachts	16
Echy	17
Wandercraft	18
Dualo	19
Giroptic	20
GreenCREATIVE	21
Microsoft Research-Inria Joint Center	22
Dood Studio	23
3.14 Innovations	24
Meg	25
Agence 360	26
Castalie	27
GuestViews	28
Keim	29
V&B Fliesen	30
Non sans raison	31



SIIMO SAS

WHAT IF A WOOD LATHE COULD SCULPT?

T **OBI** is a wood lathe with a patented process that turns traditional woodturning methods on their head. Instead of having a wood piece turning on itself in the machine, the wood piece stays still while the TOBI tools rotate around it – just as a sculptor would. The process can be easily adapted to any type of simple or complex shape and is very quick.

The result is beautifully crafted artisan wood products that can be made on an industrial scale. The architecturally audacious wooden sculptures are used in post and beam construction, art, street- and home furniture.

This innovative technology has been selected by MatériO.



Monsieur Jean-Paul DELEVOYE
Président du Conseil économique
social et environnemental

Christian FROMHOLZ,
PDG de Siimo
et **sowood**-designer®

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Monsieur le Ministre
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