



FONDATION  
D'ENTREPRISE  
**HERMÈS**



# MANUFACTO, THE SKILLS FACTORY

A new programme  
in schools

PRESS KIT

## The Fondation d'entreprise Hermès is launching a new programme in schools, introducing pupils to the world of artisanship.

Under the title **Manufacto, the Skills Factory** ('**Manufacto, la fabrique des savoir-faire**'), the programme aims to promote artisan skills to the public at large. A pilot version of the scheme was launched in schools in 2016, by the Fondation d'entreprise Hermès and the Paris Board of Education (Paris' public schools authority), in collaboration with France's national artisan apprentice schemes, the Compagnons du Devoir et du Tour de France, and in partnership with the École Camondo (school of decorative arts, Paris).

**Manufacto**'s pilot year took place in six Paris schools, working with pupils aged 6 to 18. Three skilled group leaders – an artisan joiner or leather-worker, an assistant and a teacher – worked with pupils to create their own decorative objects through a series of practical, technical workshops.

Based on the outcomes of the successful pilot year, the programme has been adapted for development on a larger scale. In 2017, **Manufacto** will be extended to twenty schools, reaching some 600 pupils and involving the public school authorities of Paris, Créteil and Nice.

The programme introduces participants to the creative artisan skills employed in fine wood and leather work, in addition to those employed for saddlery and upholstery, in the coming year. The programme's existing partners – the Compagnons du Devoir et du Tour de France and the École Camondo – will be joined by the villa Noailles, in Hyères.

 Watch a film  
about Manufacto online:  
*Manufacto, The Skills Factory #1*



# EDITORIAL

The Fondation d'entreprise Hermès was created in 2008, reflecting the core commitment to the practice and transmission of artisan excellence that has underpinned the house of Hermès from its beginnings. Central to the Foundation's activities is the valorization of artisan skills and expertise to the public at large, expressed a broad range of programmes and support to that end. Two major programmes – the Skills Academy and **Manufacto, the Skills Factory** – offer concrete answers to identified needs in the worlds of design and artisanship today.

Artisanship as a sector is too often overlooked by the public at large. Convinced of the importance of raising young people's awareness of artisan careers, the Foundation launched a new programme for schools in 2016: **Manufacto, the Skills Factory**. Pupils discover artisan skills by making objects of their own and observing professional artisans at work. The scheme's pilot year demonstrated the beneficial outcomes of the artisan-led workshops for individual pupils and class groups: participants acquired new skills and greater self-confidence, while learning to collaborate and support each other in the group sessions. The programme is goal-oriented, with a finished product, while at the same time encouraging participants to engage with others and make new discoveries at each stage of the process. Pupils in the six classes taking part in 2016 showed genuine enthusiasm for the practical, hands-on experience of making: this aspect of the programme was the key to its unmitigated success.

**Manufacto, the Skills Factory** complements the Foundation's Skills Academy, established in 2013: held every two years, the Skills Academy enables professional designers, artisans and engineer to work together over a nine-month period. Both programmes reflect our commitment to encourage innovation in design and artisanship, in response to society's emerging and future needs.

Reflecting the Foundation's emphasis on long-term collaboration and the development of its activities over time, **Manufacto** is being rolled out progressively, towards an annual programme of twelve workshops per class, across the school year. The scheme's pilot year was made possible through the support and enthusiasm of our partners, in particular the Paris public schools authority, the Compagnons du Devoir et du Tour de France apprenticeship scheme, and the Camondo school of design and the applied arts (Paris). For the current academic year 2017/2018, **Manufacto** will be extended to twenty classes, thanks to our partnership with the public schools authorities in Créteil (south-east of Paris) and Nice, and our collaboration with the villa Noailles in Hyères.

We all share the same commitment and enthusiasm to the programme's continued success, for our young participants.

## CATHERINE TSEKENIS

*director of Fondation d'entreprise Hermès*





*“Manufacto forges connections across the generations: artisan skills are handed down, and pupils gain an understanding of the creative processes involved in the making of a new object, from concept through to manufacture.” – Marie, school principal*

*“For me, as a teacher, Manufacto has been a great opportunity to combine theory and practice. It brings the classroom to life.”  
– Gertrude, high school teacher*



*“Thanks to Manufacto, I saw pupils who had experienced difficulties at school discover a new field, in which they could excel.”  
– Catherine, primary school teacher (ages 9-10)*



photos Benoit Teillet © Fondation d'entreprise Hermès





*“I was really amazed at what you can do with a piece of leather, a thread and two needles.” – Fatou, age 10*



*“When I look at this lamp I know, now, how much work went into it. The workshops have changed the way I look at objects.” – Adèle, age 10*



*“The thing I was proudest of? Working on a successful project from start to finish.” – Johanna, age 11*

*“I never thought I’d work hard at anything because I always get distracted, but with Manufacto, I concentrated and did my best.” – Maxence, age 14*



*“I want to go on to a specialized school for the applied arts.” – Marcel, age 14*

*“I discovered how much I enjoyed making something with my own hands.” – Ahmed, age 11*

photos Benoit Teillet © Fondation d'entreprise Hermès





The aim of **Manufacto, the Skills Factory** is to highlight craft skills which, for the most part, have the value of being highly creative professions. They lead to the creation of numerous companies, and can allow some craftsmen to travel around the world, so as to promote French knowhow.

Through the discovery of the materials, skills and creative gestures that belong to the crafts of wood and leather, **Manufacto** aims to highlight an openness to the world of craftsmanship.

This programme is the fruition of a series of reflections by the Fondation d'entreprise Hermès which, for several years, has been focusing on highlighting the contemporary development of arts and crafts. This approach can in particular be seen in its support for NGOs and associations, both in France and abroad, as well as the launching of the Skills Academy in 2014.



photos Benoit Teillet © Fondation d'entreprise Hermès

## WHAT ARE THE **MAIN OBJECTIVES** OF **MANUFACTO, THE SKILLS FACTORY**?

- Allowing students to discover the gestures associated with the world of craft skills.
- Adding value to hand crafts among students and educative teams.
- Giving an aesthetic approach to students, thus leading them to examine the roles of the objects around them, as well as their forms and materials.
- Allowing students to discover new aptitudes thanks to “non-academic” teaching.
- Promoting the values conveyed by these crafts, such as transmission, mutual help and rigour.



## ITS MAIN WORKING PRINCIPLES

During the 2017-2018 school year, twenty classes (ages 10 to 14) are concerned, spread out over twenty state schools in Île-de-France and Provence-Alpes-Côte d'Azur areas: six primary, ten middle and four high schools.

Each class that volunteers to take part in the programme **Manufacto** will be able to experience the transformation of materials and the production of an object during a cycle of 12 technical practices workshops. It has been decided to make this a long-term project, so as to turn this initiation into a structural learning curve.

The cycle takes place during school hours, in the classroom. It also includes visits to workshops. Planned with the schools, these actions will be spread out over a period of four to five months, from November to May.

At the end of the cycle, each student will be able to keep the object which he or she has made. While the finished object is a goal, the steps in its production will introduce the students to encounters, discoveries and the pleasure of making.



photographies Benoit Teillet © Fondation d'entreprise Hermès

Caroline Ziegler & Pierre Brechet of the BrechetZiegler studio, both teachers at the École Camondo, created ten objects especially for the programme (lamps, a stool, loud-speakers, a pencil case, a wallet, and a brief-case), each corresponding to a stringent design specification. Making each item involves a range of manual skills, adapted to the ages of the pupils taking part.

Each pupil receives a personal log-book, designed by the programme's teachers, with fun illustrations by graphic artist François Olislaeger. The log-book helps each pupil understand the materials, tools and gestures involved in the making of an artisan object.

In the future, it is planned that **Manufacto** will extend its partnership to other local Boards of Education.

For the present school year 2017/18, a middle school in Hyères (pupils aged 11 to 14) and a high school in Toulon (pupils aged 15 to 18) are the first schools outside the Paris region to take part in **Manufacto**, with teaching and support from the villa Noailles, a member of France's national Compagnon du Devoir apprenticeship programme, the Apsara joinery workshops (in Toulon's area) and design students from the école supérieure d'art et de design Toulon Provence Méditerranée.



# PRESS IMAGES

High-resolution visuals available for download at: <http://www.fondationdentreprisehermes.org/Acces-presse>  
(password on request)

Photos Benoit Teillet © Fondation d'entreprise Hermès







## FONDATION D'ENTREPRISE HERMÈS

The Fondation d'entreprise Hermès supports men and women seeking to learn, perfect, transmit and celebrate the creative skills that shape our lives today and into the future.

The Foundation operates eight major programmes with a combined focus on skills, creativity and transmission:

**New Settings** for the performing arts, **exhibitions** and **artists' residencies** for the visual arts, **Immersion** for photography, **Manufacto, the Skills Factory** and our **Skills Academy** for the discovery and perfection of artisan trades. **H<sup>3</sup>** is the Foundation's worldwide programme of support for organisations whose work reflects these central aims. Our **Biodiversity** programme enacts a core commitment to protect fragile ecosystems for future generations.

The Foundation's diverse activities are governed by a single, over-arching belief: *Our gestures define us.*

## THE PARIS BOARD OF EDUCATION

The Paris Board of Education is the sole Educational Authority covering just one département in mainland France. It includes 773 schools, with 350 middle and high schools, over 330,000 students and a staff of about 29,000 in all. It engages openly with players in its region, to offer pupils a wide variety of exceptional partnerships with cultural institutions and businesses at the local and international level. These richly rewarding partnerships, available across the Paris region, are a major contributor to the success of each pupil. This open approach goes hand-in-hand with efforts to dynamise research, promote innovation and, now, to spotlight the artisan professions.

## THE CRÉTEIL BOARD OF EDUCATION

The Créteil Board of Education covers three departments on Paris's eastern flank: Seine-et-Marne, Seine-Saint-Denis and Val-de-Marne. As the second biggest education board in France, it numbers almost a million pupils at 2,629 primary schools, 424 colleges and 232 lycées, together with a workforce of 77,000. The Board covers a broad range of contexts from densely populated urban zones to new towns and rural areas. The Créteil Education Board is a dynamic, innovative thought leader in its field, currently at the top of France's league table of Boards achieving the most improved results for individual pupils, and for its committed accompaniment of each student, through to success in France's national school-leavers' exam (at age 17/18), the baccalauréat.

## THE NICE BOARD OF EDUCATION

The Nice public schools authority is part of the Provence-Alpes-Côte d'Azur regional administration, with responsibility for administering public policy as defined by the French Ministry for Education.

The authority represents 1,417 schools and higher educational establishments, with 369,830 pupils and over 31,000 staff. Its Rector, Emmanuel Ethis, is committed to implementing the "100 EAC plan" for artistic and cultural education as part of the French national curriculum, as a priority target for the region.

## LES COMPAGNONS DU DEVOIR ET DU TOUR DE FRANCE

Les Compagnons du Devoir form an association whose twofold objective is a human and professional education, through transmission and journeying. Its current name is the Association Ouvrière des Compagnons du Devoir et du Tour de France. The avowed aim of Les Compagnons du Devoir is to allow each person it adopts to find fulfilment in, and thanks to, a trade, to promote crafts, professional education and being a "journeyman", while providing vocational training. To carry out these actions, the association boasts 82 Maisons de Compagnons, including 48 which house educational workshops. Each year, these workshops welcome over 10,000 people, who are following one of the three programmes on offer: initial training, mentoring through travelling (generally called Le Tour de France), and continuous training. Les Compagnons du Devoir provide training in trades involving the frequent use of manual skills, and in which the gestures require knowhow. Currently, these courses cover 30 trades, divided into 6 categories: fitting and finishing, construction, gastronomy, textile materials, the metal industry, and "life crafts".



## ÉCOLE CAMONDO (PARIS)

The École Camondo is attached to Les Arts Décoratifs. The school trains interior architects and spatial designers, with an emphasis on the contemporary and future applications of artisan, industrial and traditional expertise and innovations. The school teaches a broad, humanist programme aimed at instilling a sensitivity to the importance of artisan skills and know-how, from individual objects to large-scale urban design. Camondo graduates oversee a wide range of projects, from renovation and regeneration to design, construction, and the creation of tailored environments, with a particular sensitivity to their materiality and fabric. They draw on expertise from diverse disciplines, and explore the culture of the contexts in which they intervene. Their practice evolves as part of a continuous, fertile conversation with expert skills focused on heritage and innovation alike.

## LA VILLA NOAILLES (HYÈRES)

The villa Noailles is one of France's earliest Modernist buildings, designed by Robert Mallet-Stevens in 1924, for Charles and Marie-Laure de Noailles. Now a national centre for the arts, the Villa opened to the public in 2003 under director Jean-Pierre Blanc, with an annual programme centred on the four key applied arts of fashion, design, architecture and photography (exhibitions, festivals, residencies, workshops, lectures). The Villa Noailles aims to accompany and support emerging creative design professionals, present research into the history of the building and the artistic patronage of Charles and Marie-Laure de Noailles, and to showcase contemporary fashion, design, architecture and photography to the widest possible public, with a particular focus on young audiences. Since its opening, the Villa Noailles has organised a year-round programme of free workshops, giving children and teenagers the chance to meet and make new work with practising artists.

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If you would like to visit a participating school to report on the programme, please contact the Communications departments of the Paris, Créteil or Nice Education Board.

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## PRESS IMAGES

High-resolution visuals available for download at: [www.fondationentreprisehermes.org/Access-presse](http://www.fondationentreprisehermes.org/Access-presse)  
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