ÉCOLE SUPÉRIEURE
D’ART ET DE DESIGN
DE REIMS

Reims School of Art and Design - one of the most ancient French schools of fine arts - is well established in the XXIst century. Reputed for the excellence of its training, the School offers a particular pedagogy based upon the intervention of professionals in the art and design industries, open to the European exchanges and the cultural globalisation. Its dynamics – which spread its reputation outside of our borders – enables its students to get various experience opportunities and meetings in the field of creation, research and potential study. The ESAD of Reims is a public institution which delivers national diplomas: It is a quality label and a guarantee of the public service values. The designer pushes the limits of what can be questioned in its form, its use and its mode of conception. Art is the base of design as it is taught in Reims: In an author’s approach that protects from the standardisation of the moment and dependence on the brand. Art and design are taught across disciplines. Product design – the major specialisation at ESAD – is taught with space, graphic and digital design. Food design was born in Reims almost ten years ago and is currently a laboratory open to all students and engaged in many partnerships. These outlooks give the students more responsiveness and a variety of competences moving with the times.

◆ MAIN PROGRAMMES OF STUDY

The ESAD of Reims offers a 3-year degree in Art or Design, and a 5-year degree in Design. The 3-year training prepares the student for the Diplôme National d’Arts Plastiques (DNAP), whereas the 5-year training prepares the student for the Diplôme National Supérieur d’Expression Plastique (DNSEP).

◆ RESEARCH

The complex nature of the relationship between research and creation lies at the heart of the problematics of parallel focusing on research in the “Master’s” and post-diploma years. There must be continuous alignment of practical and theoretical research. At ESAD, therefore, research is developed in two directions: basic research, carried out alongside university and institutional partners, and research and development supported by the socio-professional world. In contrast to other disciplines, whose contours and content remain relatively stable, research in art or design cannot be subject to a pre-existing programme and cannot simply let itself be a transposition of scientific research methodologies to the field of creation. Each project, each new proposition, requires the set-up of new fields of experiment. Bringing theoretical implications to bear, research on creation and a critical approach to design accompany or extend artistic production itself. ESAD prioritises directing its research activities towards achievement of projects and the set-up of experimental research. The development of the two Food Design and Vegetal Design project workshops bear witness to this. Service design is a field that opens up at the meeting-point of fields of design touched upon at ESAD – “product/space/multimedia/interactivity” in particular. This gives design and research into design a contemporaneity and path for development in line with Europe’s positioning as a world player in the tertiary sector.

◆ STRENGTHS

The École des Beaux-Arts de Reims was founded in 1748 at the initiative of Louis-Jean Levesque de Pouilly in order to “enlighten industry”. Housed in a wing of the present Town Hall, it taught mathematics, geometry, physics, drawing, painting and sculpture. Pupils studied in the midst of works by Cranach, Dürer, Lebrun, Poussin and Rubens, selected from the private collection of its Director, Monsieur Ferrand de Monthelon, which was transferred to the Musée des Beaux-Arts de la Ville following its creation in 1794. The school was placed under the supervision of the Ministry for Culture and Communication, as were fifty-seven other of France’s schools of fine arts, and came under municipal control. Renamed the École Supérieure d’Art et de Design (ESAD) in 1992, the present institution is a result of this filiation and continues to accord the same importance to the relationship of Art with its social and economic environment. The founding members being the City of Reims, the State and other Regional and Departmental communities. This major change in status goes alongside an educational development programme over the coming three years. Among the main features for the school are focus on research in the 4th and 5th years, launch of a specialised post-diploma in food design, and reintroduction of a highly specialised “products and space” Art major in the upper years.


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