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The INSTITUT FRANÇAIS DU DESIGN celebrates 65 years of JANUS labels at a special ceremony at the Quai D'Orsay

“In a rapidly changing world, the JANUS is an award that distinguishes undertakings who successfully create the subtle harmony of innovation, design, industry and the humanities.”

The Institut Français du Design held its 65th JANUS Label award ceremony on 17 December 2018 in the Salon de l'Horloge at the Quai d'Orsay, the exact spot where Robert Schumann delivered his declaration laying the foundations of Europe 68 years earlier.

- Ceremony presided by **Jean Baptiste Lemoyne**, secretary of State at the ministry for Europe and Foreign Affairs;
- **76 labels awarded** in the domains of industry, commerce, health, living space, city, prospective, and also brands, the sensorial, components and materials, service, fashion and well-being; Emphasis on the **human dimension of design**;
- Valorisation of the **“5Es”** : Economy, Ergonomics, Esthetic, Ethic and Emotion;
- Emphasis placed on design at the service of the human;
- **14 “Excellence” awards** for realisations that optimise all the qualities sought after today and corresponding to the “5E” criteria.

Chaired by Anne-Marie Sargueil, president of the French Design Institute, the JANUS jury comprises 72 members. The jury met for 20 sessions during the 2 years 2017-2018 to select the winners of this latest edition of the JANUS. In the course of their work sessions, the members of the jury examined the defining factors of design in 2018, the place it holds in society and how it is promoted. Discussed at the press conference preceding the award of the labels, aspects of answers to this question were given through the voices of three eminent members of the JANUS labels jury; Anne-Frédérique Gautier, Director of Marketing & Brands, **ARISTON THERMO Group**, Elisabeth Lecq, referent with **French Tech ALSACE**, and Mathieu Riou-Chapman, Global Brand Manager at **PEUGEOT**.

In their opinion, the notion of design is increasingly difficult to define. Cross-disciplinary and multifaceted, design contributes across the board to the development of companies' projects. Upstream of strategy, prospective, R&D, design-thinking, the definition of products or services. Downstream when commercialising products and services via physical and digital marketing, advertising and communication.

In the end, design is a reflection of brand identity. It contributes to “*infusing spirit into physical or digital matter*”, rendering the designer a “*scenographer*” of their product or service.

The winners of the 2018 JANUS labels were all invited to answer a simple question: ***what have you done to improve the lives of your customers?*** If the ROI of design is becoming increasingly evident, along with its relevance as a catalyst for growth, importance was placed on the human dimension design should incorporate. Building a more sustainable world, contributing to enhancing health, initiating a return to authenticity, improving comfort and embracing connected communication are the new objectives of design.

Anne-Marie Sargueil introduced the ceremony with the projection of a photograph of 5-week old baby Blanche, calling for companies and designers, through their realisations, to act for her future, for tomorrow's world, a world which must transform itself and which has to be conceptualised from the point of view of the daily lives and habits of people.

For Jean Baptiste Lemoyne, secretary of State at the ministry for Europe and Foreign Affairs, “*The JANUS label has become a veritable institution. A precursor in its in-depth conception of durable goods, and awarding the innovations that improve the daily living conditions with respect for the consumer, companies and the environment, the JANUS label is the reflection of a France that is bold, a France that is daring and, through concept innovation, exerts an influence on the wider world*”.

Please find below the full list of winners and for any further information you may require see the website www.institutfrancaisdudesign.fr.

(Click on the link to go to the full sheets of the realizations.)

Mentions Excellence

- Barrisol - Lampe Butterfly
- Casino - Petit Casino
- Christofle - Boutique Christofle Saint-Honoré Paris
- Crossject - Zénéo
- Essilor - Eye Protect System
- Flunch - Flunch Café
- HOP ! - Air France
- Keolis - Nouvelle identité visuelle
- Swincar - E-spider
- MédiaKiosk - Le nouveau kiosque de presse
- Schmidt - Latitude
- Sea Bubbles - Modèle T
- SNCF Gares & Connexions - B.A.R.Y.L (poubelle mobile)
- Still - RX20 Chariot élévateur électrique
- Tarkett - Outil d'aide à l'éveil des enfants

Winners of the JANUS 2018

- AB Design Concept - Tasse à café Delissea
- Arc France - Lumikit
- Armony Concept - Signalétique de AccorHotels Arena
- Barrisol Clim - La Clim Barrisol
- Barrisol - Lampe Butterfly
- Beneteau - Seadrive Concept
- Bioaxial - Universal CODIM
- Casino - Petit Casino
- Carrefour Klindo
- Carrefour Bookeen - La liseuse Nolim
- Celsius Arcueil - Centre commercial La Vache Noire
- Ceralep - Sémaphore Urbain
- Chic des plantes !
- Christofle - Boutique Christofle Saint-Honoré Paris
- Comet Group - Comet Meetings
- Courrir - Concept Wood
- Crossject - Zénéo
- Délifrance - Délifrance Boulangerie & Bistro
- E. Leclerc Jouet - Réseau jouets E. Leclerc
- E. Leclerc Optique - Dix sur Dix
- Edmond de Rothschild - Création de la marque d'art de vivre Héritage
- Eklo - Eklo Hotels
- Electrolux - SpeeDelight
- [Elisabeth de Senneville](#)
- Envie de salle de bain
- ERAM - Atelier 27
- Essilor - Eye Protect System
- Flunch - Flunch Café
- Frey - Shopping Promenade
- Galeries Lafayette - Nouveau Magasin Marseille Prado
- Gerflor - Clic Révolution Création
- Groupe ADP - Paris Aéroport
- Groupe Brandt - Collection Fascination
- Hager - Gallery
- Keolis - Nouvelle identité visuelle
- KI ET LA - Lunettes CraZyg-Zag
- Kiloutou - Création de la nouvelle identité
- Korp Média - C2 All Around
- La bouche rouge - Rouge à lèvres
- Lacoste - Boutique Lacoste
- M. Moustache - L'échoppe M. Moustache
- Magnisense - MiAG
- Mairie de Lège-cap-Ferret - Nouvelle identité visuelle de la commune
- Swincar - E-spider
- MédiaKiosk - Le nouveau kiosque de presse
- Mobotix - Objet connecté vidéo
- MyBrain Technologies - Melomind
- Optical Factory - Nouveau concept commercial
- Peugeot - Vélo pliant
- Safran - Siège Skylounge
- Saint-Gobain - Miralite Connect
- SAS Monnet - GelProtech
- Schmidt - Latitude
- Sea Bubbles - Modèle T
- SGM - Laniakea
- Sisley - La maison Sisley
- SNCF Gares & Connexions - B.A.R.Y.L (poubelle mobile)
- Still - RX20 Chariot élévateur électrique
- Studio Twins - Maase
- Tarkett - L'atelier Tarkett
- Tarkett - Outil d'aide à l'éveil des enfants
- The Cover Studio - Cover Prothétique
- Thibierge - Le carnet Thibierge
- Tôlerie Forezienne - Botanic Twist
- Treippenmeister - SENZU, l'escalier du bien être
- Tupperware - T.S. SpeedyMando

- Haribo - Le fil du partage
- HOP ! - Air France
- Hypnotik - Shop in shop dédié à la peinture
- JCDecaux - E-vls
- Vaonis - Stellina
- Velum - Halo
- Vuillet Vega - Sign 450
- Wibes - Sneakers éthiques et engagées
- Worten - Magasins Worten
- Yellow and co - Footfall

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