

Steel's aluminium mantilla, designed by Studio Joran Briand Associés, will be presented at the Biennale Internationale Design

On the occasion of the Biennale Internationale Design, taking place from 9 March to 9 April 2017 in Saint-Etienne, France, the design studio Joran Briand Associés will present as part of an exhibition at the Saint-Etienne Tourist Office: the Steel shopping-centre development featuring spectacular architecture, led by Apsys, and the aluminium mantilla structure specially created for this project.

A prototype of the mantilla structure in its actual size, a first preview of this exhibition, will be presented on the forecourt of the Saint Etienne train station.

A poetic object inspired by local markers, this mantilla structure will be one of a kind. Creating it will be a technical feat owing to the assembly of components derived from extruded materials, constructed using an innovative process.

Steel's innovative roof design will be one of the most impactful features at the entrance to the city of Saint Etienne.

**The exhibition "Processus de fabrication de la résille métallique Steel"
(the manufacturing process of the Steel aluminium mantilla structure)
From 9 March to 9 April at the Saint-Etienne Office du Tourisme, Biennale du Design
Art exhibition on 14 March at 12:00pm**

About Studio Joran Briand

Created by the designer Joran Briand in 2011 and joined by Arnaud Berthereau in 2016, the studio operates in the fields of object design, interior design, scenography, graphic design, and signage. Its philosophy is very simple: make the most possible out of the least possible. This approach, which could be called "frugal", seeks to create the perfect balance between form and function, whilst simultaneously optimizing responses to financial and environmental constraints inherent to every project. Find out more: www.joranbriand.com/infos/

About Steel, the next-generation retail park in Saint-Etienne

Strategically located at the entrance to Saint-Etienne, Steel will become a new figurehead for the city of design. Architectural impact, iconic design, environmental excellence, a fun customer experience full of surprises, a powerful merchandising mix... All these ingredients will make Steel a new benchmark for retail parks. The project's architecture has been designed by the firms Sud Architectes and Atelier Rivat. *70,000 sqm - 60 shops and restaurants*

About Apsys

A property developer, Apsys designs, builds and manages iconic places, at the heart and the entrance of cities. The ambition of Apsys and its 340 employees is to breathe life into cities and communities! Present in France and Poland since 1996, Apsys manages a portfolio of 31 shopping centres (including Beaugrenelle and Manufaktura, both winners of the ICSC European Shopping Centre Award, Posnania and Vill'Up, both opened in 2016), and is leading six projects under development, including Muse, which will be opening in October 2017. Find out more: www.apsysgroup.com/

Perspective of the Steel retail park from the entrance to Saint-Étienne



Perspective credit: Sud Architectes

Steel Perspective:



Perspective credit: Sud Architectes

Steel at night perspective



Perspective credit: Sud Architectes

Exhibition poster Graphic design: Studio Joran Briand Associés

