

FASHION, INTERIOR ARCHITECTURE, VISUAL COMMUNICATION: APPLIED ARTS

Although programs in crafts and applied arts are similar, graduates of the first are likely to land jobs in craft workshops as cabinetmakers, woodworkers, jewelers, upholsterers, or weavers, whereas applied arts graduates are likely to be found in the offices of interior architects and decorators, graphic designers, publishers, advertising agencies, or fashion houses. Crafts programs generally begin at the secondary level in vocational and trade schools and require two years of postsecondary study. Applied arts programs begin at the bac+2 level, often at the same schools.

CRAFTS AND APPLIED ARTS

The Web site of SEMA, the Société d'Encouragement aux Métiers d'Art, lists more than 600 training opportunities in crafts fields. The SEMA database includes full information on these short programs, most of which are coupled with an apprenticeship. <http://metiersdart-artisanat.com/0sema/phare/accueil.htm>

Applied arts programs are aimed at students wishing to earn a postsecondary qualification. Technical degrees include the brevet de technicien supérieur (BTS) and its equivalents, requiring two years after the secondary baccalauréat. Higher degrees in applied arts require three to five years of study. Most programs at this level, regardless of speciality, are found in schools of art operated under the authority of the Ministry of Culture. (See the files on "Cultural Heritage," "Design," and "Plastic Arts.") A few of the major schools and their concentrations are listed here under the major applied-arts categories. A good command of French is required in nearly all cases, particularly in the public institutions, which offer high-level instruction and advanced degrees at no cost to students who pass the rigorous entrance exams. Private schools are likely to offer a wider array of student services, but they charge tuition (€ 6,000 to 10,000 annually). Private schools offer international students a good opportunity to accumulate a good portfolio and perfect their French before taking the entrance examinations for prestigious public institutions such as ENSAD (École Nationale Supérieure des Arts Décoratifs), the École Nationale Supérieure des Beaux-Arts, the École des Métiers de l'Image, the École Nationale Supérieure de Création Industrielle, the École Supérieure des Arts et Techniques, the regional schools of fine arts, the national schools of architecture, the École Nationale Supérieure des Arts et Techniques du Théâtre, and so on.

INTERIOR ARCHITECTURE AND DECORATION

- ▶ **École Supérieure d'Arts Appliqués BOULLE** under authority of the Ministry of National Education, <http://www.ecole-boulle.org/>, application forms available from the school, entrance requirements vary with degree sought. DSAA (diplôme supérieur d'arts appliqués) programs in interior architecture or furniture design.
- ▶ **École Professionnelle Supérieure d'Arts Graphiques et d'Architecture EPSAA**, under authority of the City of Paris, <http://www.epsaa.fr>, application forms available from the school, March deadline for graphic arts
- ▶ **CAMONDO**, private, operated by the Union des Arts Décoratifs, see file on "Design," http://www.ucad.fr/ecole_camondo/
- ▶ **École Supérieure des arts et techniques ESAT**, private, <http://www.esat.fr>, requires baccalauréat, interview, and portfolio presentation. Four-year program in interior architecture/decoration. Three-year program in graphic arts/illustration.

BOOK DESIGN, GRAPHIC ARTS, COMMUNICATION

- ▶ **École Supérieure ESTIENNE des Arts et Industries Graphiques**, operated under authority of the Ministry of National Education, <http://lyc-estienne.scola.ac-paris.fr/>, entrance requirements vary with degree sought. Estienne offers the DSAA in typographic design and communication. Application forms available from the school.
- ▶ **École Supérieure d'Arts Graphiques et d'Architecture Intérieure PENNINGHEN**, private, <http://www.esag.tm.fr/>, entrance exam for secondary-school graduates. Five-year program includes one year of preparation. Degrees in graphic arts (recognition applied for) and interior architecture (degree recognized as level 2).

- ▶ **Institut Européen de Design de Toulon**, <http://ied.var.cci.fr/>, private, operated by Toulon chamber of commerce. Students admitted with bac+2. Two-year degree programs in product design and in graphic design and multimedia. Cooperative agreement with Salford University in Britain.

TEXTILE DESIGN, FASHION DESIGN, ENVIRONMENTAL DESIGN

- ▶ **École Supérieure des Arts Appliqués DUPERRÉ**, administered by Ministry of National Education, <http://www.esaa-duperre.scola.ac-paris.fr/>, Three-year program.
- ▶ **École Supérieure des Arts Appliqués et du Textile de Roubaix**, <http://www.esaat-roubaix.com/> public, admission open to holders of two-year degree in applied arts. Two-year DSAA degree in textile design. Application forms downloadable from school's Web site.
- ▶ **École Nationale Supérieure des Arts et Industries textiles ENSAIT**, Roubaix, <http://www.ensait.fr/>, public school of engineering, admission limited to holders of two-year postsecondary science degree. Entrance examination.
- ▶ **École Supérieure des Arts Appliqués de Bourgogne**, public, <http://webpublic.ac-dijon.fr/nievre/colas/index.htm>, admission open to holders of two-year degree in applied arts. Two-year DSAA degree programs in interior architecture, visual communication, and industrial design.
- ▶ **LA MARTINIÈRE**, public, <http://www.lamartiniere-terreaux.com/>, admission open to holders of two-year degree in applied arts. Two-year DSAA degree programs in textile design. Application forms downloadable from school's Web site. La Martinière also offers DSAA programs in interior architecture, visual communication, and industrial design.
- ▶ **Institut Français de la Mode, IFM**, <http://www.ifm-paris.org/> association operating under authority of Ministry of Industry. Admission open to holders of four-year postsecondary degree. IFM offers graduate programs in textile and fashion management and in fashion design recognized as level 1 degree (master of science). Instruction in French and English. IFM is a cofounder of the Franco-Sino Fashion Trades Center in Suzhou (Jiangsu province).
- ▶ **École Supérieure des Arts et Techniques de la Mode ESMOD**, private, <http://www.esmod.com>, campuses in Europe, Asia, and Latin America, three-year program leading to degree recognized as level 3 (bac+2). Graduates may enroll directly in Université Lumière Lyon II (see "Universities" below).
- ▶ **École de la Chambre Syndicale de la Couture Parisienne**, private, <http://www.modeaparis.com/vf/ecoles/>, three-year program in fashion from design to manufacture. Admission open to holders of baccalauréat; interview
- ▶ **Mod'Art International**, <http://www.mod-art.org/>, private, secondary graduates may apply to three-year program in fashion design. Holders of bac+2 degree may apply to 2–3-year program in fashion management. The school also operates a fashion institute at the University of Shanghai.

VISUAL COMMUNICATION, SPATIAL DESIGN

- ▶ **École Nationale Supérieure des Arts Appliqués et des Métiers d'Art (ENSAAMA) Olivier de SERRES**, <http://www.lyc-olivier-de-serres.scola.ac-paris.fr/> public, admission requirements vary with degree sought, three-year DSAA programs in interior architecture, visual communication, and industrial design
- ▶ **École Supérieure de la Communication visuelle**, <http://www.ecv.fr>, private, campuses in Bordeaux, Paris, Aix, Nantes. Baccalauréat required for admission to preparatory year.

Entrance examination for admission to three-year degree program recognized as level 2.

- ▶ **École Maryse Eloy**, <http://www.ecole-maryse-eloy.com/> private, graphic and multimedia design, publishing, advertising. Four-year degree program recognized as level 2.

SCHOOLS OF GENERAL STUDY

- ▶ **CREAPOLE ESDI**, private, <http://www.creapole.fr>, five-year programs in most fields of applied art, interior architecture, fashion, and design. Admission open to secondary-school graduates who can demonstrate aptitude. International student services include intensive language training. See file entitled "Design."
- ▶ **Institut Supérieur des Arts Appliqués LISAA**, private, <http://www.lisaa.com/>, textile design (two-year program), graphic arts, illustration, and Web design (two or three years), interior architecture and design (three years). Admission requirements: baccalauréat, interview, portfolio presentation. Degrees recognized as level 3.
- ▶ **École Supérieure des arts Modernes ESAM design**, private, <http://www.esamdesign.com/> baccalauréat and interview required for three-year programs in interior architecture and visual communication.
- ▶ **Écoles de Condé**, private, <http://www.ecoles-conde.com/>, most programs require three years and lead to BTS or prepare students to compete for admission to schools of art.
- ▶ **Institut Supérieur des Arts, IESA**, <http://www.iesa.fr>, private. European group trains students for careers in the art business, cultural affairs, event management, and multimedia, offering three-year programs in Paris, London, Florence, and Brussels. Instruction in French and English.

JOINT INTERNATIONAL STUDENT PROGRAM

Four prominent schools of applied arts (Boule, Duperré, Estienne, and ENSAAMA) have established a joint program for international students who have completed two or three years of postsecondary study. Applicants are admitted based on their CV and portfolio. After spending 3–12 months at one of the four participating schools they earn a certificate describing their coursework, accompanied by comments from their instructors. Certain conditions apply. To learn more, visit: <http://perso.wanadoo.fr/esaa-duperre/Sections/classe%20internationale.htm>

UNIVERSITY DESS PROGRAMS RELATED TO FASHION

Several universities offer DESS programs in management of organizations and firms in arts and culture. (See file on "Cultural Administration and Management.") At least two of them offer a specialization in fashion:

- ▶ **Université Lumière Lyon II**, master's in fashion design, bac+4 level, http://www.univ-lyon2.fr/article.php3?id_article=177
- ▶ **Université de Marne-la-Vallée**, DESS in management of luxury-products and arts industries, requires at least bac+4, <http://www.univ-mlv.fr>

USEFUL LINKS

- ▶ **University programs in art and applied arts** <http://www.culture.gouv.fr/culture/infos-pratiques/formations/arts-plast-formation.htm>
- ▶ **AFAA Chronicles**, available online or from Documentation Française <http://www.afa.asso.fr> <http://www.ladocfrancaise.gouv.fr/>
- ▶ **Fashion Sites** <http://www.modefashion.net> <http://www.modeaparis.com>
- ▶ **Search Engines** <http://www.cndp.spinoo> <http://www.metiersdart-artisanat.com/>