

The official launch of R3iLab on September 6th

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Christian Estrosi will officially launch the R3iLab as part of a conference on immaterial innovation organized by Maison&Objet.

The official launch of the *Réseau Innovation Immatériel pour l'Industrie* will take place on September 6th 2010 as part of a **conference on immaterial innovation** organized by [Maison&Objet-Meuble Paris](#), to be attended by Mr. Christian Estrosi, the Minister for Industry.

During this conference which is due to start at 14h30 and is open to the public, there will be a debate and two round-table discussions during which the members of the R3iLab board, experts, industry experts and designers will intervene to define the issues facing immaterial innovation, as well as the network's mission to promote the performance of the creative industries. The event will be officially opened by Mr. Christian Estrosi.

The mission of the network

These debates will enable to better outline the strategic issues of immaterial innovation, to present and comment the different missions of the R3iLab to promote the creative industries. These actions will be presented by Elizabeth Ducottet, president of the Thuasne group and member of the Governing Board of the R3iLab.

Tech & Design, a program to illustrate the approach

Six players from the Tech&Design 2010 program initiated by R3iLab will present this market-based approach: Thierry Simon (Le Bourget) and Patrick Norguet ; Jean-Pierre Yvon (Véritable Cherbourg) and Mathieu Lehanneur; Henri de France (Sofila); Maroussia Rebecq (Andrea Crews).

A round-table discussion will enable these industry players and designers to outline the perspectives open to industry from immaterial innovation in a concrete manner. They will present the work already carried out by the Tech & Design 2010 team, the objective of which is to create a crossover between the technological knowhow of industry and the imaginations of designers. This program is part of the 4 first operational collaborative projects initiated by the R3iLab network.

Debating the urgency of innovation

Nelly Rodi, President of NellyRodi SA, member of the R3iLab Governing board, Dominique Jacomet Director of the IFM, member of the R3iLab Governing board, Lionel Ochs ethnographer and anthropologist, consultant for Méthos agency and a number of industry figures (Hervé Descottes, President of Le Tanneur, Philippe Joffard, President of Lafuma, Paul de Montclos, President of Garnier Thiebault, Anne Sebaoun, Head of development at Toulemonde Bochart, Jacques Tankéré, President TexInov) will debate the subject of immaterial innovation, *a source of added value for small and medium-sized businesses and the creative industries.*

Where:

Salon Maison&Objet
Parc des expositions Paris Nord Villepinte
Amphithéâtre 402 – Hall 4

When:

September 6th, 2010, from 14h30 to 16h00. **Open to all.**

The full program:

Download the [program of the September 6th conference](#)

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