

An exceptional partnership between design and fine watchmaking

Paris, France and Nyon, Switzerland, 14 November 2024 - ENSCI-Les Ateliers (École Nationale Supérieure de Création Industrielle) and Manufacture Dominique Renaud announce the launch of a project workshop focusing on watchmaking design and a new approach to the reading of time. This project combines their shared values of creativity, innovation and technical expertise, bringing together the excellence of fine watchmaking and design.

A shared vision of excellence and innovation

The ENSCI-Les Ateliers, a historic institution of French design, is recognised as one of the best design schools in the world, ranked in the top 30 worldwide and in the top 5 in Europe*. The school stands out for its innovative teaching methods, based on project-based learning and individualised courses. Students learn by experimenting, iterating and navigating uncertainty, while developing a socially responsible approach to design.

The Manufacture Dominique Renaud, founded in 2023, stands out for its innovative and comprehensive expertise within the Swiss watchmaking industry, aimed at supporting independent creation through a production, distribution, marketing and management infrastructure. Inspired by the vision of Dominique Renaud, the Manufacture brings together teams with complementary skills, all dedicated to helping ambitious brands turn their watchmaking projects into reality. The Manufacture develops exceptional in-house projects, such as the Renaud Tixier brand, which showcases this unique model of support for creation and accompaniment of innovative projects. The success of this 1^{ère} year of operation is a real testament to the soundness of this approach to independent watchmaking.

Youth, sharing and open-mindedness

The Manufacture Dominique Renaud stands out for its values of sharing and open-mindedness, which make it an ideal partner for working with ENSCI design students and professionals. This context makes it possible to welcome new ideas, opening the way to original creations and concrete applications. Thanks to this partnership, the students benefit from an exceptional immersion experience. They work in an environment where their creativity and inventiveness are not only encouraged, but also supported by the industrial expertise of all our respective teams.

Time exploration and technical design

For four months, ENSCI students will explore and interpret abstract concepts such as the perception and reading of time, and translate them into concrete applications on all or part of the watch. Guided by professional designers from the ENSCI and experts from the Manufacture Dominique Renaud, they will conceive and design projects in which every technical and aesthetic detail will enrich the ultimate purpose of the creation. By combining unique know-how and innovative ideas, this workshop will illustrate the importance of creating synergy between higher education and industry, in the service of watchmaking innovation.

*Source: QS Ranking

About the ENSCI - Les Ateliers

Founded in 1982, the École Nationale Supérieure de Création Industrielle (ENSCI-Les Ateliers) is the only French state school entirely dedicated to industrial design. Taking its inspiration from the Bauhaus and Black Mountain College, the school offers an innovative teaching approach based on project-based learning. It offers two Master's degrees (Textile Designer and Industrial Designer) and a doctorate in design with the Université Paris-Saclay. The ENSCI-Les Ateliers also offers three Specialised Masters via its Lifelong Learning programme (FTLV). Under the supervision of the Ministries of Culture and Industry, it collaborates with major academic institutions to promote design. For more information, visit www.ensci.com.

About Manufacture Dominique Renaud

Founded in 2023, the Manufacture Dominique Renaud is an innovative player in Swiss watchmaking, dedicated to supporting independent creation through a comprehensive infrastructure. Inspired by the vision of Dominique Renaud, the Manufacture relies on the work of a number of teams with complementary expertise, placed at the service of ambitious brands. The Renaud Tixier brand, developed in-house, is a perfect illustration of this unique model: transforming ideas into tangible projects with strong growth potential. Based in Nyon, the Manufacture Dominique Renaud offers designers a unique setting in which to develop their watchmaking projects to the full. For more information, visit www.renaudtixier.com

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Laurent Massaloux, Romain Cuvellier, supervisory designers, Christine Moriceau and students from ENSCI Les Ateliers - Dominique Renaud, Julien Tixier, Michel Nieto and employees of the Dominique Renaud factory.



Dominique Renaud presents his DRO1 watchmaking manifesto to students at ENSCI Les Ateliers.



Michel Nieto CEO of Manufacture Dominique Renaud, presents the history and DNA of the Manufacture to students at ENSCI Les Ateliers.