



DS AUTOMOBILES

# PRESS RELEASE

Paris, 29 November 2022

## DS X MÉTIERS D'ART: OUTLINING THE SECOND DS AUTOMOBILES DESIGN COMPETITION



- Following the success of the first DS x MÉTIERS D'ART design competition, DS Automobiles is launching a second edition to highlight new talent.
- In 2022/2023, the DS x MÉTIERS D'ART design competition, christened DS LUMEN, aims to highlight work on the effects of light through material by applying it to the grille of New DS 3 E-TENSE, the 100% electric model.
- Started by DS Automobiles, DS x MÉTIERS D'ART is a design competition open to artists living in France.

Embedded in DS DESIGN STUDIO PARIS, the CMF (Colours, Materials and Finishes) division embodies the perfect combination of design, luxury and expertise. Consisting of a team with varied creative backgrounds, the designers are continually seeking exactly the right lines, textures and shades. This research is backed up by the remarkable expertise of the upholstery and paint workshops, the excellence of partner suppliers but also the creative craftspeople, who DS Automobiles has always worked with to make its concept cars stand out by developing proposed future materials with a high quality and exclusive finish.

Driven by this search for creativity and distinction, the DS Automobiles team launched a design competition for the best creative craftspeople in France, in partnership with the Studio Métiers Rares. From the first competition, appealing to professional artists' innovative powers through a technical and aesthetic challenge enabled a deepening of the creative and innovative bond between DS Automobiles and these professionals who are either established or emerging from art's creative scene.

Launched in 2021, the first DS x MÉTIERS D'ART resulted in the design of an exclusive DS 9 interior trim by the winner Anne Lopez. A graduate in Fine Art from Paris and the École d'Art Mural Versailles, she draws inspiration especially from movement and the effect of the wind on nature.

From November 2022, the DS x MÉTIERS D'ART – DS LUMEN design competition will come to be divided into four stages. To start with, candidates have to register an account. An internal committee will appoint ten entrants who have to make samples with an allotted budget. Chosen by a jury made up of the DS Automobiles team and leading figures in the fields of art and design, three finalists will then be invited to create a part for New DS 3 E-TENSE's grille, still within a defined budget. The jury will decide the winner of the competition, who DS Automobiles will entrust to make a covering for New DS 3 E-TENSE's grille, as well as a grant of 5,000 euros.

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*We are committed to finding and promoting talent among French artists. Motivated by the success of the first DS x MÉTIERS D'ART which gave rise to the creation of an exclusive interior for DS 9, we are eager to start this second one with the themes of light and transparency that are important to us. The medium of expression will be the grille of New DS 3 E-TENSE. 100% electric, this model can be rid of the traditional limitations of cooling to offer a new surface on which the artists can freely express all their creativity, savoir-faire and expertise.*

**Thierry Metroz, Design Director**

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The DS x MÉTIERS D'ART design competition is only for professionals located in France. Participants can sign up on <https://www.dsautomobiles.fr/fr/marque-ds/appele-a-creation-ds-x-metiers-d-art/appele-a-creation-2eme-dition.html> from 29 November 2022 and send in their entry up to 6 January 2023.

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**PHOTOS CAN BE DOWNLOADED FROM**

**<https://sharing.oodrive.com/share-access/sharings/W5195ZLI.yqqSq9z4>**

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## ABOUT DS AUTOMOBILES

Driven by the spirit of the avant-garde and backed by an exceptional heritage, the DS brand, born in 2014, aims to embody the French art of travel. Remarkable products, discernible French luxury savoir-faire, coupled with a suite of bespoke services, DS Automobiles offers a unique experience before, during and after every journey.

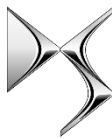
Designed for customers looking to stand out who want to travel the world and enjoy every moment, DS models combine refinement and technology. With New DS 3, DS 4, New DS 7 and DS 9, the DS brand offers a global range.

Based on numerous records since its entry into Formula E in 2015, including double Teams' and Drivers' titles, DS Automobiles is at the forefront of electrification by already selling each of its models with an electrified version. Under the E-TENSE label, DS Automobiles offers 100% electric powertrains as well as plug-in hybrids with up to 360 horsepower and 4-wheel drive. From 2024, every new model launched by DS Automobiles will be 100% electric.

For its discerning customers, DS Automobiles has crafted a suite of exclusive services, called "ONLY YOU, a wealth of attention."

With a presence in 41 countries, the DS brand has created and is developing an exclusive distribution network that includes 400 DS STORES throughout the world.

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Spirit of Avant-Garde