



Light up Cultural Spaces

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Olympia24 - J'ai osé

Heading for the Olympics in Paris in 2024, the design Olympia 24 interprets a part of France's national heritage. In memory of Lyon's great heritage as a silk-weaving metropolis, stylized silk cocoons were drawn by a calligraphy pen. Spontaneously added blue and red accents on a white background refer to the French national colors and create the easiness of summery garlands. The result is a commercial, time and genderless all-over pattern. This may get used in fashion as well as in interior design. A polyester fabric suitable for sublimation printing at Epson Deutschland GmbH, reminds of French couture silk fabrics and is now found in a sports couture sheath dress. France's national colors in a time and genderless pattern can be worn by both male and female athletes at the 2024 Olympics and thus, without aggressive nimbus, reflect national pride and – for the informed observer – a piece of France's cultural heritage: Lyon's silkweaving heritage.

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