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SEPTEMBER 2026
PARIS NORD VILLEPINTE

SILMO d'Or 2026

Joachim Froment, President of the Jury

For this new edition of the SILMO d'Or, SILMO Paris has entrusted the presidency of its jury to Joachim Froment, an industrial designer and creative director based in Brussels.



] When design goes beyond the object to reinvent our relationship with the world

Through this appointment, the SILMO d'Or shines a spotlight on a contemporary vision of design, where technology, emotion and systemic thinking come together to rethink our relationship with the objects and uses of tomorrow.

] Designing objects that create lasting emotions

A graduate of the Royal College of Art in London, Joachim Froment has developed a singular approach to design, shaped as much by engineering as by artistic resonance. He advocates a “symbiosis between poetry and industry,” a vision in which the object is no longer limited to its function, but

becomes a vector for experience and interaction.

After starting his career in Copenhagen alongside leading Scandinavian names, he co-founded Futurewave, a design and technology studio collaborating with global leaders such as Renault, LVMH, Richemont and pioneering tech companies, with the ambition of redefining our relationship with contemporary objects.

] A holistic approach to design

His vision goes beyond human-centred design, advocating instead an “ecosystemic” approach in which products are conceived as essential links within a circular system. From furniture to mobility, from lighting to consumer electronics, his creations are driven by the same pursuit: deepening the connection between the user, the object and its environment.

Recipient of several international distinctions — including the iF Design Awards, Good Design Awards and Core77 Awards — Joachim Froment has developed a creative language that is at once forward-looking, sculptural and sensitive, guided by the principle of “Agape,” where human experience and the future of our ecosystem coexist with elegance.

] A presidency driven by new dialogues between design and technology

Through this presidency, the SILMO d’Or continues its ambition to explore creative territories where innovation, usage and emotion engage with the major transformations shaping today’s world.

Joachim Froment’s cross-disciplinary perspective, at the intersection of design, technology and human experience, will accompany an edition focused on creations that push the boundaries of innovation and shape the uses of tomorrow for contemporary optics.

More than ever, it all starts here.

Join us from September 25 to 28 at Paris Nord Villepinte to discover the nominees and winners of the SILMO d’Or

2026.



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