



Mrs. Léthicia Rancurel
Director
Lyon Urban Data/ TUBA organization

Lyon, July 27th 2016

Topic : Support Lyon's application to **Interaction Week #18**

Dear IxDA Board members,

As an experimentation place, dedicated to Smart City projects and involving design approach, TUBA (www.tuba-lyon.com) is very pleased to know that Lyon is on the rank to host the Interaction Week in February 2018.

Our multi-disciplinary team, including designers, will be part of this main international event in Lyon. We support the Interaction Week #18 as a great opportunity for local companies, including startup, designers and media producers to collaborate and link on future projects.

In addition to the technical and communication supports. As we operate the TUBA, unique and innovative 600 sqm place, in the heart of the business district of Lyon, our team propose to organize networking and creative events to strengthen the link between companies and creative designers. We are currently hosting more that 80 meetings and partnership event per year. Some exemple can be found on our website : www.tuba-lyon.com. Our ecosystem implies today more than 40 partners, including big companies, schools, clusters, research labs (mathematicians, designers, sociologists, ...) and a community of more than 200 startups.

For attendees, it will be the opportunity to discover our structure. The LAB, first, which is an open place dedicated to involve citizen in the process of innovation of the City of tomorrow and then the MIX where we build projects using or generating big data with all the partenrs and a qualitative ecosystem.

By selecting Lyon, you can be assured of the warmest of welcome and our undivided attention in making this event a success.

We look forward to welcoming you.

With my best regards,

Mrs. Léthicia Rancurel
Director