

# AVEYRON

## SAVOIR-FAIRE - INDUSTRY AND CRAFTSMANSHIP



A hallmark  
of the Aveyron



Aveyron  
la vitalité

# PRINCIPAL COMPANIES

5-20 employees
  20-100 employees
  100+ employees

## STONEMASONRY

1 CBU Maleville	2 BATIROC Pont de Salars	3 VERMOREL Salles-la-Source
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## CERAMICS

4 TERRES CUITES DE RAUJOLLES Creissels	5 WURFEL Saulières
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## CABINET MAKING

6 AFB COSTES Saint-Côme	14 Mouroret	22 LACOMBE PIERRE Millau
7 ALLEGUEDE Nauccelle	15 EBA Ste Geneviève	23 MARTY ET FILS Sébazac Concourès
8 ALRAM Rodez	16 EBENISTERIE BELMONTAISE Belmont	24 MENUISERIE MARC Entraignes
9 ART ET STYLE Réquista	17 ENCAUSSE Rodez	25 PUJANTE Druelle
10 ATELIER DU ROUERGUE Rodez	18 FRAYSSE Moyrazès	26 SEGUY Rodez
11 BALDET Durenque	19 GV CREATIONS Le Monastère	27 SOUYRI Rodez
12 BONNAFE Camars	20 JSR Bozouls	28 TDR La Primaube
13 CAYRON Nuces	21 LACOMBE Ebéisterie La Loubière	

## IRONWORKS

29 LES FORGES DE RODEZ Rodez	30 POUGET Espalion
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## CUTLERY

31 ATELIER DE SAUVETERRE Sauveterre	35 LAGUIOLE CREATION Montezic	
32 LA COUPELLERIE DE LAGUIOLE Laguiole	36 LA FORGE DE LAGUIOLE Laguiole	
33 LE COUTEAU DE LAGUIOLE Laguiole	37 LAGUIOLE TRADITION Espalion	
34 LAGUIOLE AVEYRON Estaing		

## INTERIOR DECOR

38 AMALGAM Espalion	41 ETAINS DU ROUERGUE Villeneuve
39 ARTS TISSES DE FRANCE LA LICORNE Sauveterre	42 VER'ART Onet-le-Château
40 DRIMMER Rodez	

## LEATHER GOODS

43 ARNAL Rodez	44 PECHDO Millau	
45 ALRIC Millau	47 MERCIER Millau	49 RICHARD Creissels
46 LAURET Millau	48 PEAUSSERIE AVEYRONNAISE Millau	
50 ATELIER DU GANTIER Millau	52 GANKOS Millau	54 VIGUIER Millau
51 MARY BEYER Millau	53 GEPO Millau	
55 MIDICUIR Millau	56 MC CUIR CAPDEBARTHES Sauveterre	57 ROMIGUIER ARTISANAT Latour/Sorgues
58 BELTRAMMI Millau		

## CLOTHING DESIGN

59 MARYSE CEPIERE Ambrayrac	61 CONFECTION 2012 Decazeville	63 MAGECO Villefranche de Rouergue
60 CANAT Millau	62 ATB Brusque	64 CATHERINE ANDRE Millau

## PUBLISHING

65 FIL D'ARIANE EDETEUR Rodez	67 EDITIONS SUBERVIE Rodez
66 EDITIONS DU ROUERGUE Rodez	

## PRINTING

68 HERAIL IMPRIMEUR Rodez	71 GRAPHI Luc-Primaube	74 REMY ET CANITROT Rodez
69 CAUSSES ET CEVENNES Millau	72 GRAPHO St-Rémy	
70 COOPIM Olemps	73 MAURY EDITIONS Millau	

# History as the source of today's talents: traditions perpetuated by craftsmen

The industry and crafts of the Aveyron are broaching the 21st century positively, with a diverse range of skills open to new technologies and to opportunities worldwide.

This traditional savoir-faire retains its own character and remains faithful to the spirit, the heart and the hand of man.

Its identity is deeply rooted in the mists of time. It has thus given the département of Aveyron (a former province of Rouergue) a great deal of its local character and contributed in no small part to its exceptionally rich heritage.

## Sculpting stone and the Megalithic remains

The Neolithic era saw the appearance of the first dolmens, sepulchral tombs. It is from this époque that the first evidence of stone extraction dates, which produced the first Menhir statues, curious anthropomorphic steles.

With over 1,000 listed dolmens, Aveyron counts more megalithic monuments than any other département in France. Blessed with an exceptional range of different types of rock, Rouergue has for centuries supplied carved stones using expertise handed down from one generation to the next, required for the construction of mighty cathedrals.

## Working with wood

The civilising influence of wood has carved its imprint on the former province of Rouergue.

The traditional skills of yesteryear have all but disappeared: yokes, clogs, galoshes, barrels, cartwheels, carts, tools, implements, rakes, hives, pipes, chairs were all once made out of wood. Wood turning is a dying art. And yet, these traditions, such as the technique of hollowing out wood or barrel making, go back more than 2,000 years. This "culture" derived from such a noble material has created a veritable atavism: during the 19th century, the wood workers of Rouergue were renowned sculptors, creating huge timber structures of rare beauty, as well as masterpieces for churches such as retables, pulpits and choir stalls worthy of the "imagery" of the Middle Ages.

Many of these works of the Rouergue craftsmen are classed as Historic Monuments.

## Forges and Ironworks

The art of iron working is deeply entrenched in Rouergue. Initially using surface minerals, then those extracted from below the surface; treated in furnaces and from the 12th century onwards under the press hammer.

Not industry but forges and workshops where the spirit of creativity reigned. The founding of the company Houillères et Fonderies de l'Aveyron (Mining and metal working) by the Duc Decazes saw the dawn of a new era, that of industrialised metallurgy.

## Ceramics and Pottery

During the first century AD, the confluence of the rivers Tarn and Dourbie witnessed a vast expansion; the development of a centre for gallo roman pottery in what was once part of the ancient quarter of Millau. At La Graufesenque, over 600 potters created literally hundreds of millions of vases which they baked in huge kilns.

This luxury tableware, made of fired clay and often decorated and signed by the individual craftsman, was exported throughout the Roman Empire.

## Cutlery and the art of dining

Cutlery making in Rouergue has experienced two periods of greatness: - firstly, during the 14th-15th centuries, during which the bastide of Sauveterre was one of the major cutlery centres in southern France.

- more recently, during the 19th century, with the birth of the Laguiole knife (the result of the marriage between the traditional capuchadou, a knife with a fixed blade as used by the mountain dwellers of Aubrac and the Spanish navaja). This period was fruitful, thanks to two essential raw materials readily available on Aubrac: the purity of the volcanic water in order to temper the steel blades and the cows' horn with which to make the knife handles.

Pewter ware first arrived in Rouergue in the 14th century. Moulding, turning, hammering, the craftsmen forged their reputation. The statutes of their guild date back to 1734. At the end of the 19th century, there were still 9 pewter workshops in Aveyron.

## Leather working

The art of leather working in Millau can be traced back as far as the 11th century and the financial scrolls at the end of the 12th century cite the names of those involved in leather working, from tanners to glove makers, as well as those involved in the intermediate stages.

The expertise brought by the Moors, the advances in dyeing as a result of the crusades, the advance in techniques for glove making with individual fingers, the craze, both religious and secular, for gloves as a sign of power all favoured the development of leather work and glove making.

The passing of the centuries brought new techniques and improvements in the manufacturing processes, resulting in the expansion of the industry until its zenith in 1963, when glove making accounted for some 6,000 jobs plus a further 1,100 in leather tanning and curing. Millau remains the centre for glove making in France.

# History as the source of today's talents: traditions perpetuated by craftsmen

## DECORATION AND INTERIOR DESIGN

The leading lighting manufacturer in France, the DRIMMER group (400 employees) has enlarged its range of products to include a new concept in interior design including flowers, rugs, occasional tables and cushions. Created by leading designers, products bearing the Drimmer stamp are appreciated throughout the world. The same goes for the glass workshops, working within a tradition which dates back to the Middle Ages. With other craft enterprises, VER'ART symbolises the technical mastery of this medium of light and a creative spirit expressed through anything from decorative windows to tableware. The pewter workers' guild in the province of Rouergue has a distinguished history. The company ETAINS DE ROUERGUE preserves the same values through their master craftsmen, working in their foundry and polishing workshops. LA LICORNE -ARTS TISSÉS DE FRANCE is one of only two workshops in France specialising in the faithful reproduction of tapestries. The company digs deep into its local roots to develop its craft, producing art which reflects the beauty and the skill of the works of a different era.

## LEATHER GOODS AND CLOTHING

In their workshop in Millau, the employees of Gant Causse, "GANKOS SA", preserve the valuable tradition of hand made gloves, with a unique passion based on finesse and sensuality, requiring a sense of refinement and detail much appreciated by the couturier houses in Paris, London and Rome. For the transformation of leather and its fabrication into leather goods, the companies in Aveyron have positioned themselves uniformly at the top end of the market. Born at the beginning of the 20th century with the manufacturing of gloves made out of fabric, CANAT is today one of the leading companies in women's lingerie. With her authentic style, Maryse Cepièrre has established herself as a reference in the field of women's prêt-à-porter, specialising in natural fibres. These three leading companies, like so many others, all share common values based on manual dexterity.

## THE SOIL

Terres Cuites de Raujolles transforms the same schistose clay that made Graufesenque's reputation into bricks, flagstones, roof tiles and ceramic tiles. For the restoration of the Maison Carrée at Nîmes, the ceramic floor of the Château de Blois, the tiling in the Khorsabad courtyard in the Louvre, but also as far afield as Singapore, Dubai, Tokyo and nearer home in Versailles, one finds the same proof of local savoir-faire still practised and preserved.

## STONE

Whether it is for the restoration of Rodez cathedral, a flamboyant edifice in red sandstone, for that of Fonfroide Abbey, the abbatiolate at Conques or Narbonne cathedral, the employees of Vermorel, driven by their passion for stone, carve their way through time, in search of the necessary skills both ancient and modern which best express their métier.

## CABINET MAKING

In Aveyron, the number of cabinet makers is twice the national average, and craftsmanship plays an essential role. From one generation to the next, the savoir-faire of the cabinet maker and wood sculptor is handed down. A strong tradition which has embraced creativity, innovation and new technologies. So many qualities, as exemplified by leading companies such as Pierre Cayron, the leading manufacturer in France of solid wood furniture, certified ISO 9002, or Escalier Bois Aveyron, manufacturers of elegant wooden staircases.

## PUBLISHING AND THE GRAPHIC ARTS

Building on the success of its books for younger readers, Editions de Rouergue has created its own niche in the world of publishing. Its negotiations with other national publishing houses will enable the voices of the South to reach a wider audience, and the company to reinforce its position as the leading publisher in Aveyron, increasingly recognised on a national scale. The same tradition of books and graphic arts is to be found in the two leading printing companies, Graphi (part of the Infosud group) and Maury (the Maury group).

## CUTLERY

With more than 100 employees working in the shadow of the giant knife blade designed by Philippe Stark which proudly protrudes through the roof of the forge, the company Forge de Laguiole carries out the entire range of operations necessary for the manufacturing of the Laguiole knife at its site in the village of Laguiole. It symbolises the renaissance of the manufacturing of the famous sprung knife identified by its bee-fly symbol, recognised throughout the world and now a veritable cult object and status symbol. Alongside this flagship company, other cutlery workshops have sprung up, notably Laguiole-Tradition and Laguiole-Creation. So many skilled hands that give life and soul to the art of the cutler and have found expression in the re-launch of the Sauveterre knife.

## TRAINING

### APPRENTICESHIPS

With more than 1,000 students taking apprenticeships, the Chambre des Maîtres is the leading training centre for apprenticeships in the region.

### BACCALAURÉAT

One the highest success rates in France.

### FURTHER EDUCATION

BTS, IUT, IUUFM, Centre Consulaire de Formation, decentralised antennae of the university at Toulouse.

Within this framework, there are several training schemes which lead to professional qualifications (Chambre des Maîtres, Centre AFP A at Decazeville / LEP at Aubin and the Institut Supérieur de la Pierre) in the sector of Savoir-faire -Industry and Craftsmanship, notably working with wood and stone.

## RESEARCH - RESOURCES

The Institute for Research and Training in Metiers Related to Stone  
Created in Rodez at the instigation of the Compagnons du Devoir, the institute is a centre for all the métiers related to stone, offering its expertise to businesses and people (architects, engineers, designers, students) working with the material.

This organisation is unique in France. Its activities revolve around three key areas:

RESEARCH TESTING	laboratory for stones used in construction/decoration	Training
QUALIFICATION TRAINING	Professional qualifications in stonemasonry (resistance of materials, paving, use of concretes, restoration work and diagnostics Resource Centre Database (mémoire de Pierre) on stone as a material, architectural references, techniques	
BIBLIOGRAPHY	for those in the construction industry Forum; meetings, seminars	

(www.institut-de-la-pierre.com)

## Monique Causse *Managing Director, Gankos -Millau*

More than ever, glove making is a métier which must be practised with passion. As for luxury gloves, it is a question of the quality of the workmanship and the creative inspiration which digs deep into the secular memory and finds its outlet in artistic expression. It is because we have kept alive the spirit of the master glove makers of Millau that we are able to meet the needs of the most prestigious fashion houses around the world.

## Patrice Rivière *Director, Terres Cuites de Raujolles -Cresseils -Ceramics*

Ours is a company of artisans, in the best sense of the word. Much of our production is still done by hand: the extraction of the clay, modelling of the tiles, firing and enamelling. Thus, we respect the traditions of the ceramics maker but at the same time we search continuously to add imagination and inspiration. Our success on a nationwide scale is in no small part due to this alchemy; I would also include the reputation for authenticity and seriousness of the Aveyron as contributing factors.

## Danièle Dastugue *CEO, Editions de Rouergue -Rodez -Editor*

When I first arrived in Rodez 20 years ago, I wanted to continue in publishing. To do that, I had to create my own publishing house. Throughout this adventure, the Aveyron has proved to be a region in which the values of profundity, belief and solidarity have been the bedrock of quality on which my company has established its image, its reputation and its growth, to the point where we are now embarking on a new adventure into the digital universe.

## Etienne Vilain *CEO, Drimmer -Rodez -Decorative Lighting*

International competition has forced us to diversify, hence the idea of relying on the dexterity and the commitment of our people to conceive and create a global concept in interior design, made from the highest quality materials: lamps, occasional tables, small furniture, floral compositions, rugs. With the help of renown designers, the success of this genuinely crafted industrial art is the result of the technical and artistic savoir-faire which is so widespread in Aveyron.

## Jean-Marie Lacombe *Director, SARL Lacombe et fils -Lioujas -cabinet maker*

Now in its fifth generation of carpenters, cabinet makers and wood turners, our company is representative of the local tradition of working with wood. The acquisition of the skills of the master craftsmen has enabled us to renew our ties with the tradition of bespoke furniture and to develop a significant business in interior planning and design. Our savoir-faire as cabinet makers gives us a unique perspective on interior architecture and our roots in Aveyron are perceived as a sign of quality.

## Géard Boissins *Director, Forge de Laguiole -Laguiole -Cutlery*

Our company symbolises the renaissance of a local savoir-faire at its place of birth. But as well as the manufacturing of knives based on traditional designs, we are also focussed on the expectations of the 21st century, part of the spirit of evolution which the cutlers of the 19th century embodied in their conception of the Laguiole knife. Philippe Stark initially, followed by others, have demonstrated how this spirit of evolution can be translated in contemporary forms. However we have never sought to industrialise the ancestral skills and manufacturing the knives still requires the same processes as forging the steel, preparing the handles, assembling the knives and polishing them.

# Aveyron : the economy

## Agriculture

Leading département for animal farming in the south of France and leader in sheep farming nationally

## Food industry

Principal centre for food production in southern France, centred around meat and dairy farming plus seed development, accounting for 4,800 jobs.

## Mechanical Engineering

With 5,000 people working in this sector, mechanical engineering represents a major sector of the local economy; the key aspects being the automobile industry, the aeronautical industry and machine tooling. It forms a key part of 'Mechanic Valley'

## Wood and Furniture

Third region nationally for furniture, accounting for 3,400 jobs.

## High Technology and Information Technology

Growing fast, now the second most important regional centre after Toulouse.

## Crafts and skilled manufacturing

Interior lighting, gloves and leather wear, cutlery, printing, clothing, like a hallmark of the département...more than 6,000 companies, accounting for 13,000 jobs.

## Building and construction

Traditionally diverse and artisan by nature, it represents the third most important economic sector in the département

## Tourism

166,000 beds, indicative of the economic importance of this sector.



## In Aveyron

The treasures of Conques - the open-cast mine at Decazeville - the bastide towns of Villefranche-de-Rouergue, Najac, Sauveterre and Villeneuve - The Lot valley - nine of the 100 most beautiful villages in France - the cathedral and city of Rodez - the Laguiole knife - Aubrac - the Templar and Hospitaller cities of Larzac - the lakes of Paraloup and Lézéou - the Tarn, Jonte and Dourbie gorges - glove making in Millau - Montpellier-le-Vieux - the cellars in Roquefort - the national park of 'Les Grands Causses' - Sylvanès Abbey...

12<sup>The</sup> most  
important  
companies

01/02/2001

in Aveyron

More than 1,500 employees

- **ROBERT BOSCH** (parts for the automobile industry)

500 - 1,500 employees

- **Société des Caves de Roquefort** (food industry)  
- **INFORSUD** (Information Technology, printing)  
- **RAGT** (seeds)  
- **SAM** (high pressure foundry)  
- **BLANC AÉRO INDUSTRIES** (aeronautical equipment)  
- **Groupe Dumeste** (Steiner, Espalux: furniture)

200 - 500 employees

- **FILTRAUTO-PURFLUX** (automobile parts)  
- **MOLY** (industrial bakery)  
- **DRIMMER** (lighting and furniture)  
- **VALMONT** (food industry)

## Partners in your development projects in Aveyron

LE CONSEIL GENERAL - LE COMITE D'EXPANSION ECONOMIQUE - LA DATAR (ADIMAC) - LA CHAMBRE DE METIERS  
LES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE RODEZ/MILLAU - LA CHAMBRE D'AGRICULTURE  
LE COMITE DEPARTEMENTAL DU TOURISME

in conjunction with the national government and the region Midi-Pyrénées



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