

SILMO

OPTICS &  
EYEWEAR  
PARTNER  
SINCE 1967

presents

# 2022 Optical and Eyewear Design Competition

*Application package*





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# THE SILMO



*Partner in Optics and Eyewear since 1967*

The SILMO organises events and generates valuable content to guide all the industry's professionals in developing their businesses.

## **SILMO Paris, World Optical Fair**

An essential event that assembles international experts each year to focus on the future of the optical and eyewear world.

42 countries are represented among 950 exhibitors, 1,500 brands, 860,000 ft<sup>2</sup> of exhibition space and 37,000 visitors. (2019 figures)



"A trade fair appreciated for its diversity and extensiveness, where talented people and companies gather to prepare the future of the industry and provide good vision and beautiful eyewear to the entire world"

Amélie Morel,  
Chairwoman of  
SILMO Paris.



# The competition

*Design above all*

**Set out to discover the world of optical and eyewear design!**

In 2022, the SILMO launches the Optical and Eyewear Design Competition

This competition aims to stimulate creation and innovation, and to reveal the future talents set to design tomorrow's eyewear.

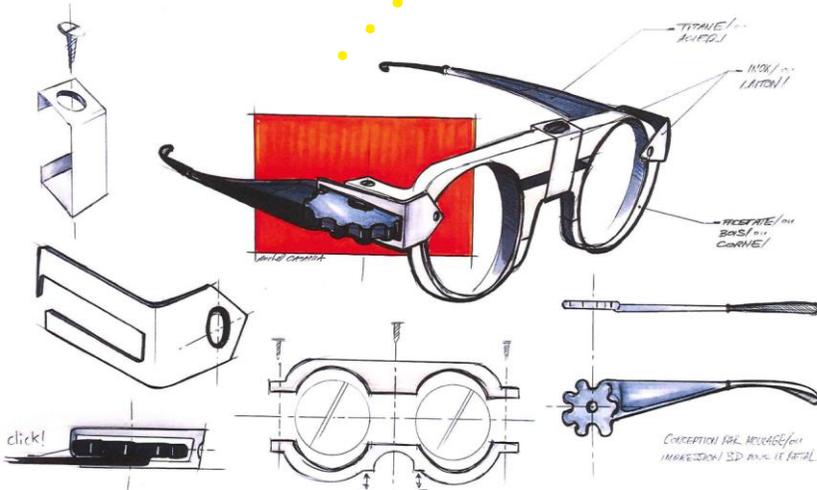
An opportunity to demonstrate your expertise and vision, and to discover a field of countless possibilities that is perpetually in search of new talents.

The competition is open to all students over the age of 18 who are currently enrolled in a design programme and who can demonstrate having already completed at least three years of higher education or the equivalent.

If necessary, students may work in collaboration with other students in engineering who meet the same criteria in terms of age and education level.

SILMO

OPTICAL  
DESIGN 2022  
CONTEST



# It's up to you!

## Gain visibility!

The Silmo scouts out talent and catalyses trends, offering you a platform for expression.

Lenses, frames, connected products, low vision, equipment for opticians or manufacturers... It's up to you to come up with the innovative designs for tomorrow's products and services!

To seize your chance and participate in the 2022 Optical and Eyewear Design Competition, submit your project – which must feature an innovative optical object design – to us before midnight on 3 June 2022.

The projects that the panel selects will go on to be developed and prototyped in collaboration with the SILMO's industrial partners, and will be examined by a professional panel in September.

The winner and his or her school will be featured in the press releases announcing news from the competition. If desired, the SILMO will also give them an opportunity to exhibit their work and projects at the 2023 SILMO trade fair.



# Statement of work

## Precise expectations, total freedom

The range of *Optical objects* is intentionally broad to allow for the students' maximal creative freedom. The projects will be examined according to several criteria:

- the creative, innovative design dimension
- the usage and function of the proposed product
- the inclusion of a social and environmental responsibility aspect
- the intrinsic feasibility of the project

In order to be examined, the submitted project must include a digital A3 poster, a statement of intent of 1,500 characters maximum, a technical notice, and the filed-in registration form (form and rights-of-use agreement)



# The panel

## **An expert panel**

A panel made up of design professionals and interdisciplinary experts will gather in September 2022 to select the best applicants.

The definitive composition of the panel will be unveiled during the second quarter of 2022 and will be accessible on the SILMO website.

## **An accomplished chairman**

The panel will be presided by Emmanuel Gallina. He is a graduate of the E.N.A.D (Limoges), I.A.V (Orléans), and Politecnico di Milano, where he earned a Master's degree in design & management. Today he works as a designer, artistic director, professor, lecturer and workshop instructor.



# Awards and prizes

## **A prize deserving of the challenge**

After a pre-selection phase, the organiser will select the top ten projects. The applicants selected at the first session will have their projects prototyped, and they will be invited to the awards ceremony in September.

The panel will award a prize to the competition's winner and his or her school. The lump sum of ten thousand (10,000) euros will be awarded jointly and in equal shares to the winning school and student (or group of students, if the project was a collective undertaking). The student and school will also get the opportunity to exhibit the project at the 2023 SILMO trade fair.

Two cheques of 5,000 euros will be bestowed at the awards ceremony on 23 September 2022. In the case of a collective project, the leading student will be responsible for sharing out the amount allocated to the group of students.



# The key dates



## Step N°1

June 3<sup>rd</sup>: Deadline for student project submission: the date of the electronic receipt will be considered proof of timely submission.

## Step N°2

June: Pre-selection phase of the best applicants.

## Step N°3

July: Electronic announcement of selected applications

## Step N°4

July - September: Prototyping phase of selected designs.

## Step N°5

September: the panel selects the winner

## Step N°6

23<sup>rd</sup> September: Awards ceremony at the trade fair



## To Take part

Nothing simpler, click here: <https://concoursdesign-silmo.sokhar.com>

A question, do not hesitate to contact us by email at: [silmo@14septembre.com](mailto:silmo@14septembre.com)

THANK YOU

More information : [silmoparis.com](http://silmoparis.com)