



Lunetiers du Jura

INTERNATIONAL EYEWEAR DESIGN COMPETITION 2010

A FRAMES' LIFE

5.5 PRESIDENT OF THE 2010 JURY

The Jura federation of eyewear manufacturers gathers around 40 companies from the Jura. It represents an integrated network of companies which designs and makes more than 2,000 new models per year, works and innovates for more than 100 brands, and produces more than 10 million frames per year, half of which are exported all over the world.

The Jura federation of eyewear manufacturers organizes in 2010 the 8th edition of their International Eyewear Design Competition « Young creators, looking into the future ».

This competition is « a major event in the eyewear industry. It allows students from all over the world to express their talent and to build bridges between industrials and designers. Within 10 years, the International Eyewear Design Competition allowed 5.500 creators (students and young professionals) from 55 countries to show their creativity ».

Jérôme Colin, President of the Jura federation of eyewear manufacturers.

www.lunetiers-du-jura.com

2010 THEME

A FRAMES' LIFE

« As a further part of its investigation into the role of the designer in our product-rich society, 5.5 designers challenges you to design a pair of frames whilst making an in-depth examination of the entire product life cycle. Think outside the box and don't just concentrate on the stylistic approach.

Tell the frame's story: anticipate the high points of its existence, from its gestation (when it is designed), birth (the manufacturing process), childhood (how it is marketed), the highlights of its life (its usage) until its death, and after... »

5.5 designers

USEFUL INFORMATION

- . The competition is open for design students in France, Europe and the rest of the world.
- . Individual registration or by team with a maximum of 3 people.
- . Online registration: www.design-jura.com
- . Registration and submission of projects by January 30th 2010
- . Initial selection by the panel of judges by February 2010 (15 projects selected)
- . Final selection and award ceremony: June 24th 2010 in Paris (place to be confirmed).

CONTACT

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In addition to the award prizes (1st prize, 4.000€, 2nd prize, 2.300€, 3rd prize, 1.500€ and special prize, 500€), the 15 finalist projects will be prototyped in partnership with a company from the sector. These prototypes will be exposed during trade shows in France and abroad, in museums and different exhibitions.

www.design-jura.com

THE 2010 PANEL OF JUDGES

The panel of judges is chaired by **5.5 designers** :

Vincent Baranger, Jean-Sébastien Blanc, Anthony Lebossé and Claire Renard created their design agency in 2003.

Jean-Sébastien Blanc and Claire Renard, both students at Olivier de Serre (Paris), were finalists of the 2002 competition and had been awarded with a special prize for innovation. They were thus very pleased to be chosen as Chairmen of the 2010 panel of judges.

The « Reanim » project, which yielded the medicine for objects concept, heralded their rise in the world of design. They have worked for major companies and institutions such as Baccarat, Bernardaud, LaCie or the Pompidou Centre.

In 2006, they received the Paris - Grand Prix de la Création - and many of their projects are part of the permanent collections from prestigious museums and from the National Found for Contemporary Art (Fond National d'Art Contemporain - FNAC).

www.cinqcinqdesigners.com

2010: an international panel of judges

- . PIERRE BAILLY BASIN, Optician
- . FRÉDÉRIC BEUVRY, Corporate Manager SEB Group
- . DR. SILKE CLAUS, Directrice, Bayern Design GmbH
- . EMMANUEL GALLINA, Designer
- . OLIVIER GOJO, Optician
- . SOFIA JACOBSSON WARFAA, Designer, Ergonomidesign
- . FRANÇOIS LENFANT, Design Manager, EMEA GE Healthcare
- . SYLVAIN MARCOUX, Sales & PR Manager Camper
- . MARION VIGNAL, Journalist, L'Express Styles

The previous chairmanship

- 1997. ROGER TALLON, Designer
- 1998. JEAN-PIERRE VITRAC, Designer, Design Pool
- 2000. MATALIE CRASSET, Designer
- 2002. MARC SADLER, Designer
- 2004. GABRIELE PEZZINI, Designer
- 2006. OLIVIER SIDET, Designer, Radi Designers
- 2008. MARC BERTHIER, Designer, Eliumstudio Paris