



International Design Competition

"Young designers, looking into the future ..."

2010 Edition

RULES

Article 1 – Presentation of the competition

The Professional Association of Jura Eyewear Manufacturers "Le Syndicat professionnel des Lunetiers du Jura" (referred to hereinafter as the « Association »), 114 bis, rue de la République, BP 90045 39402 Morez Cedex, France, is organising between 01.10.2009 and 30.09.2010 inclusively, the international design competition entitled « jeunes créateurs, à vous de voir/young designers, looking into the future » (referred to hereinafter as the « Competition»), a description of which is available from the following address: www.designjura.com

The Association has made considerable investment, both in terms of intellectual and material effort, in designing and organising this Competition, to bring to it a mark of quality and originality and improvement from year to year by means, in particular of the choice of selection criteria, as well as the specific work of publicising and organising this Competition within the framework of which some participants may have the opportunity to work with professionals in the eyewear industry.

2010 Competition 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... This new edition will focus on the coherence and comprehensiveness of the overall approach to the life cycle of the proposed eyewear.

This contemporary theme should allow future designers to highlight their specific skills, in stylistic terms of course, but also their ability to anticipate as well as their capacity to question and revisit the elements that make up the product in all its dimensions. The quality of this holistic vision and the reasoning behind the design propositions for the projects will be a key element in the Jury's evaluation and selection.

Article 2 – Aims of the competition

- To provide an opportunity for design students not working in the eyewear industry to give expression to their creative talents and inspiration in the eyewear sector,
- To act as a springboard for the most creative entrants,
- To breathe new life into the French eyewear design and to communicate this throughout the industry.

Article 3 – Entry and registration conditions

3.1 Entry into the competition does not depend on membership of the Association. Terms of refund of the costs are set out in article 13 below.

3.2 Those entitled to take part in the competition:

- Design students enrolled in a course of higher education in France or abroad (on presentation of a certificate of attendance in higher education) not exercising any professional activity relating to eyewear within the meaning of the paragraph below:
 - Not receiving an income (and not having received an income for the past three years) from a company operating in any capacity in the eyewear sector.
 - Not involved (or not having been involved for the past three years) in any project (or contract) with any company operating in any capacity in the eyewear sector, which may have led to one or more products or communication media being created.

Entrants to the competition undertake to withdraw their entry if, during the course of this competition they become involved in professional work relating to the eyewear industry within the meaning of the paragraph above.

3.3 To register for entry, all you need to do is:

- Complete your entry form on line (www.design-jura.com), print it off and send it to the Association,
- Attach to this package :
 - Two original copies of the letter of agreement of transfer of rights for reproduction and use for the competition's communication requirements, duly initialed on each page and signed by you (one copy being then also returned to you, having been initialed and signed by the Association).
 - One copy of your proof of identity,
 - One copy of a valid student's card.

The entry form and letter of agreement of transfer of rights (the latter being referred to as the "letter of agreement") are attached to these rules (Annexes n°1 and 2) and can be downloaded from the following website: www.design-jura.com.

These documents must be sent to the Association by post to the following address:
Les Lunetiers du Jura - B.P.90045
39402 Morez Cedex – France

Within the period set in article 5 below, postmark being proof of posting.

3.4 For people wishing to enter as a team, it is stipulated that each entry may be proposed by two or three people maximum, in which case:

- The team members complete one entry form together and,
- Each of the team members :
 - Complies with the criteria indicated in paragraph 3.2.
 - Signs and initials two copies of the letter of agreement, subject to the conditions set out above.

Entry is limited to one project per candidate or team of candidates. Teams may be multidisciplinary.

3.5 No organizer, no member of the panel of judges, associate, employee, person having been involved directly or indirectly in the devising of the competition, or members of their family, can enter the competition or assist a candidate.

3.6 A receipt indicating your registration number will be sent to you by e-mail on receipt of your entry. This number is necessary for participation in the competition; it must be requested from the organizers in the event of its loss.

For teams, only one registration number will be allocated per team, and will be sent to one of the two or three candidates (the candidate whose name appears on the entry form as being candidate n°1).

3.7 The following shall be considered to be void and will involve elimination of the entry:

- Any consignment that has not been sent with sufficient postage, sent to the wrong address, sent after the closing date, sent by anyone not eligible to participate,
- Any incomplete, incorrect or deleted entry,
- Any entry without a valid e-mail address,
- Any entry not accompanied by the required substantiating documents.

Article 4 – Competition procedure

4.1 This competition will take place in five stages for candidates meeting the entry and registration conditions set above. Each of these stages will take place in accordance with the schedule set out in article 5 below.

First stage: The candidates send their entry to the Association subject to the following conditions:

The candidates must send a file no larger than 5 slides including at least a summary of the project sales pitch, a view of the product and its life scenario in electronic format (.jpeg or .pdf – 72 dpi resolution – RVB colour – 800 x 600 pixels in landscape format – WinZip compression compatible for sending via e-mail).

Stage two:

Initial selection: The panel of judges will select a maximum of 15 projects from those presented.

Stage three:

Each selected candidate / or team must then compile detailed technical specifications (plans, materials, etc.) which will be used for the development of the prototype. If the candidate wishes, the prototype may be produced in partnership with an eyewear company suggested by the association. An agreement signed between this company, the candidate and the Association will in such cases set the conditions of partnership and any terms of the allocation of transport and accommodation, raw materials and manpower costs. This agreement will emphasize that it is the responsibility of the candidate to supervise the execution of his or her project to obtain a result for which he or she will assume responsibility. The Association shall not be held liable for the quality of the prototypes.

Once the prototype has been made, it will allow for more comprehensive promotion of the project using one or more media left to the choice of the applicant (plates, booklets, slides, videos, etc.) that should allow the jury to comprehend the entirety of the proposed solution (usage and life cycle scenario).

Stage four: Final meeting of the panel of judges: based on the prototype and media supplied, the panel of judges will draw up its list of prize-winners, consisting of between two or four candidates and / or teams of candidates.

Stage five: Award of prizes

4.2 In order to guarantee the anonymity of the projects submitted to the panel of judges, these must be signed or bear any distinctive mark. **Each project must be numbered by the candidate** (the registration number must appear in the upper right corner, in black characters against a white background) and will be presented anonymously to the panel of judges.

Article 5 – Calendar

Attention please: the competition calendar has been changed !

Competition launch: November 2nd 2009

Registration and submission of projects: by March 15th 2010

Initial selection by the panel of judges on March 25th 2010

Submission by the selected candidates:

- All the detailed technical specifications by May 10th 2010
- The support(s) selected by the candidate to promote its project by September 3rd 2010

Completion of prototypes, if necessary, in a partner company between May 10th and September 3rd 2010.

Final meeting of the panel of judges: September 24th 2010, Paris

Awards ceremony: September 24th 2010, Paris

The dates of the meetings of the panel of judges may be modified without however involving any postponement or bringing forward of the dates for sending in the files.

Article 6 – Selection criteria

6.1 Generally speaking, for each project, the Jury will assess the creative and personal thinking and its compliance with the theme of the competition, the creation of an innovative design concept and the quality of the presentation (in graphical and editorial terms).

6.2 For its selections, in addition to the general criteria mentioned above, the Jury will use the following criteria:

- Consistency between the specifications supplied and the project selected.
- Presentation of all the technical aspects required for production of the prototype.
- Coherence of promotional material and the media chosen in relation to the project presented.
- The stance of the applicant with regard to major social issues.

6.3 In general no complaints may be made concerning the decisions of the panel of judges, which shall remain free and in accordance with all the criteria listed above.

Article 7 – Composition of the panel of judges

Chaired by 5.5 designers (Vincent Baranger & Jean-Sébastien Blanc)

- Pierre Bailly Basin, Optician, France
- Frédéric Beuvry, Design and Ergonomics Director, Schneider Electric, France
- Dr. Silke Claus, Managing Director, Bayern design GmbH, Germany
- Emmanuel Gallina, Designer, Italy
- Olivier Gojo, Optician, France
- Sofia Jacobsson Warfaa, Industrial Designer, Ergonomidesign, Sweden
- François Lenfant, Global Design Manager, EMEA GE Healthcare, France
- Sylvain Marcoux, Sales & PR Manager Camper, Spain
- Marion Vignal, Journalist, L'Express Styles, France

Article 8 – Prizes

8.1 The prizes will be awarded in accordance with the selection of the panel of judges which will reward between 2 and 4 projects per category:

First prize: 4.000 (four thousand) euros

Second prize: 2.300 (two thousand three hundred) euros

Third prize: 1.500 (one thousand five hundred) euros

Special prize: 500 (five hundred) euros

In any event, the total value of the prizes will be entirely distributed. They will be sent within two months of publication of the awards to the address indicated by the winners.

8.2 For teams, the prize will be sent to the person that the candidates have designated as candidate number one on the entry form, who will be responsible sharing it with his / her team-mate. The candidates guarantee the Association against any action relating to such distribution, for which the candidates will be responsible.

8.3 The candidates selected at each of the stages will be informed within a maximum of 15 days by e-mail or post. Those who have not been selected will be notified by post within two months. All candidates can follow the progress of their entry and update their details on the website (priority update after selections), identifying themselves by the registration number allocated to them on registration.

8.4 The candidates alone will be responsible for the accuracy of the address given to the Association, so that prizes refunded due to any difficulty in the name or the address of the recipients will be neither reallocated or resent and will remain the property of the Association.

Article 9 - Promotion and publication of the results

9.1 The competition enjoys international recognition. Results are widely circulated using various promotional and publication tools.

9.2 For all projects sent to the Association complying with these competition rules and subject to article 11 below:

- Digital media reproducing all the eyewear models (designs) received will be distributed to the all the companies that are members of the Syndicat National Lunettes de France.

9.3 The finalists and prize-winning students shall benefit at the least from one or more of the following exhibition opportunities:

- Exhibition at the SILMO international eyewear show in Paris in 2010.
- Publication on the Federation of Jura eyewear manufacturers' web site.
- Other exhibitions or promotional media depending on advertising and promotional opportunities.

Article 10 – Transfer of rights for reproduction and use for the competition's communication requirements

10.1 We take this opportunity to remind you that entry into the competition is subject to signature, under the conditions set out in article 3 of these rules above, of the letter of agreement transferring property rights of use and reproduction to the Association for all communication initiated by the Association concerning the competition. These rights concern the designs (eyewear models) and contributions (plans, specifications and other elements protectable by property rights directly linked to the designs, etc.) presented by the candidate for his/her participation in the competition.

10.2 Under the terms of the letter of agreement, the candidate undertakes to declare if he or she has applied for any registration, such as, in particular submission of an 'enveloppe Soleau" or registration of any design or model.

The Association expressly recommends that entrants should register an "enveloppe Soleau" with the INPI, in France, or any other equivalent measure with overseas authorities (the INPI website as well as access to the page concerning in particular "enveloppes Soleau" can be consulted via the following addresses: www.inpi.fr and <http://www.boutique.inpi.fr/inpiboutic>. It is also possible to register an European community model on the Office of Harmonization for the Internal Market website www.oami.europa.eu

10.3 In addition to the guarantee clause provided for in the letter of agreement, the following is agreed:

- Any entrant sending in their projects in the context of this competition shall accompany it with a declaration (in a sealed envelope), signed by the latter, in he or she certifies and guarantees that he or she is the exclusive and sole author, that he or she is not directly and/or indirectly violating the rights of any third party,
- The candidate shall ensure that any photograph or graphic representation used in the presentation of his or her project is copyright free,
- Any use of existing packaging or other pre-existing elements not belonging to the candidate shall be a cause for disqualification, should the panel of judges or the Association perceive such use, without the Association or the panel of judges being obliged to verify the absence of such use.

The Association undertakes to respect the integrity of the work carried out. All modifications shall be subject to approval from the author.

Article 11 - Exclusions

It is stipulated that projects shall be excluded from the competition if they offend the conscience of the panel of judges as being of a nature prejudicial to morals or public order.

Should this occur, the entries concerned shall not be considered, the candidates cannot take part in the competition or in particular have their projects reproduced on any electronic media distributed by the Association.

Article 12 – Liability

12.1 The Association cannot be held liable if, due to incidents of force majeure or unexpected events, the allocation of prizes has to be cancelled, postponed or changed, or the duration of the competition shortened, extended or interrupted.

12.2 Incidents of force majeure are considered here to be the following circumstances, without this list being exhaustive – strike, fire, accident, injury or death, flood or other catastrophe, regulations or laws, defects or technical delays, in particular by a supplier or subcontractor, defects or delays by host/server, pulling out by a financier or any occurrences preventing the progression of the competition and/or delivery, and, in general, any technical

impossibility arising from unforeseen events in Internet network and/or the postal system.

12.3 The Association also refuses any liability concerning malfunction of the (or on the) Internet network or postal system, preventing the proper progress of the competition, in particular due to external malicious acts, and the entrants shall refrain claiming such liability in cases that are beyond the control of the Association and in particular in the event of loss, theft or accidental damage to the projects, disruptions or loss of mail by postal services or by the Internet. No compensation will be paid to entrants for any losses suffered in this way.

12.4 Finally, it shall not be held liable under any circumstances in the event of problems of direction or loss of e-mail or post.

12.5 The Association reserves the right to postpone, change, cancel or repeat the competition if circumstances demand this, in particular in the circumstances listed above. Under no such circumstances shall it be held liable.

Article 13 - Reimbursement

Costs incurred by candidates whose projects have been accepted at the end of the initial selection for the creation of prototypes, will be refunded up to a maximum of 500 (five hundred) euros by the Association in the following manner:

- The candidate shall supply the Association with the corresponding invoices and proof of payment
- Cost per kilometer will be refunded on the basis of € 0.4/km
- All requests for refunds shall be received by 15 September 2010 (postmark shall be considered proof of posting).

For the prize-winners, traveling expenses to the prize-giving ceremony will also be refunded by the Association, as set out above.

Article 14 – Data protection

14.1 Personal data collected in the context of this competition will be treated in accordance with the Law dates 6 January 1978 concerning data records, files and data protection, in the version modified in particular by the Law dated 6 August 2004.

14.2 The entrants shall be informed that personal data concerning themselves stored in the context of this competition is necessary in order for their entry to be considered. Under articles 38, 39 and 40 of this law, anyone entering the competition shall have the right to oppose handling of their personal data, right of access, correction and deletion of data concerning themselves.

14.3 Any request for access, correction, opposition or deletion shall be sent by mail to the following address:

Les Lunetiers du Jura - B.P.90045
39402 Morez Cedex – France

14.4 Personal data gathered during the course of this competition is intended for the Association. The latter may have occasion to communicate the data to eyewear companies that are members of the Association, should the latter request such data, in order to facilitate contact between the candidate and the aforementioned companies. The candidates may refuse such transmission of data by ticking the box provided for this purpose on the entry form (Annex n°1).

Article 16 – Insurance

The designs will be insured by the organizer for the duration of the selection and exhibition.

Prototypes will be kept by the Association.

Article 17 - Acceptance

Entry into this competition implies acceptance of these rules, including all its Annexes n°1 to 2, without reservation or restriction.

Article 18 – Applicable law

The validity, interpretation and execution of these rules as well as its Annexes n°1 to 2, shall be governed by French law. .

Article 19 – Disputes

In the case of a dispute, the parties hereby undertake to contact the ARDI Rhône Alpes Centre du Design and specifically Miss Charlotte Rix Nicolajsen, 41 rue Garibaldi, 69006 Lyons, France, before taking action before a court of law or any other authority whatsoever.

The ARDI Rhône Alpes Centre du Design shall receive the complaints of the parties and shall attempt reconciliation, in order to find an amicable settlement to the dispute within a deadline of 2 months. When this period has expired, the parties are free to take any action they may deem fit.

Article 20 – Deposition of the rules

The full rules for this competition have been deposited with SCP Daigremont Chapuis – Huissiers de justice associés – 10, rue Pergolèse, 75782 Paris cedex 16, France.

These rules can be obtained on simple request to the address given in article 3.3 or on website www.design-jura.com.

Written in Morez, 7th October 2009

Town* : Citizenship :
Post code * Country:.....
Tel: Fax :
email* :

Name of school *
Town *
Country
Diploma taken :.....
Educational level :.....
Tutor responsible :

Please do not forget to attach your student ID, without which we will be unable to accept your participation in the competition.

Candidate n° 3

Last name* : First name* :

Date of birth * Day Month Year
..... /..... /..... Sex* F M

Address*
.....
.....

Town* : Citizenship :
Post code * Country:.....
Tel: Fax :
email* :

Name of school *
Town *
Country
Diploma taken :.....
Educational level :.....
Tutor responsible :

Please do not forget to attach your student ID, without which we will be unable to accept your participation in the competition.

The candidate(s) who has read article 14 of the competition's rules accepts that the present information is destined for the Association which will keep it with your agreement.

The Association may have occasion to communicate the data to eyewear companies that are members of the Syndicat National Lunettes de France, should the latter request such data, in order to facilitate contact between the candidate and the aforementioned companies

If you prefer not to accept this transfer of data, please tick the box

The information received will be processed with the sole aim of registering and following up of candidates for the design competition and to keep in touch concerning developments of the competition. Those destined to receive the data are the association and its members. In accordance with the law «informatiques et libertés» relating to data protection dated 6 January 1978, you have the right of access to and the rectification of your personal information. If you wish to use this right and gain access to information concerning you, please contact the Lunetiers du Jura – young designers, looking into the future

The candidate(s) declare that they have read and accept all the terms and conditions of the rules of the competition "young designers, looking into the future" and that they have fully understood all the terms in a language they feel comfortable with or have had those terms explained to them. They declare that they accept with neither reserve nor restriction and request that the Association validates their candidature.

** In red, required text In the event of the non-communication of this required information, participation will be refused as well as the conditions set out in article 3.7 of the competition's rules.*

Letter of agreement of transfer of rights for reproduction and use for the competition's communication requirements

Each candidate accepts by participating in the International design competition organised by the Association of Jura Eyewear manufacturers that their project may be used for communication purposes concerning the competition.

Hereby, I, the undersigned:

- Name, first name

- born on [date of birth].....

- Student (note field and level of studies) :

.....

apply for entry into the International design competition " young designers, looking into the future" organised by the Association of Jura Eyewear manufacturers (hereinafter referred to as the Association), 2010 edition (hereinafter referred to as "the competition" and declare that I accept all the terms and conditions of this competition as set out in the website www.design-jura.com

I have read and understood that I remain the title holder of the intellectual property rights relating to the submitted project for the competition.

It is up to myself, to protect my project by registering, where necessary, a patent or model. The Association cannot accept liability in the event of prejudice resulting from negligence on the part of the participant and concerning the protection of intellectual property rights.

I declare that I have made a registration concerning intellectual property rights:

- An enveloppe Soleau,.....(complete with the name of the authority with which such registration has been made, the number and date of such registration)

- other registration: An enveloppe Soleau,.....(complete with the name of the authority with which such registration has been made, the number and date of such registration)

I accept to grant to the Association, free of charge, the rights to use my project, i.e. the reproduction and representation rights for the requirements of the competition's communication by the Association.

- on any media and by any processes hitherto known or unknown, in any editions or reprints, directly or indirectly linked to the activities of the Association; especially for printing and similar procedures on any support base (paper, computer disks, digital, Internet site, CD etc)

- especially for use by the reproduction of the Design and/or Contributions on a disk and/or any other medium and/or digital exploitation to be distributed by the Association to all the companies that are members of the Syndicat National Lunettes de France.

Otherwise, the Association shall have material ownership of any prototype of the Design as well as the corresponding documentation consigned to it during the course of its development in the context of the competition.

This transfer is accompanied by appropriate guarantees of use and I declare in particular:

- that I am the holder of all rights of ownership of any kind in the Design and Contributions,
- Guarantee the Association against any difficulties, claims, action, or eviction by any individual or corporate body for whatever reason bearing on rights in the Design and Contributions,

Taking into account the context of this transfer, no price shall be paid in return for the rights set out above, the reason for this being primarily the promotion from which I will benefit due to distribution of the digital media on which the Design will be reproduced.

This exclusive transfer is valid throughout the world for a period of 2 (two) years from receipt by the Association of the Design and Contributions in the context of the competition. Once the period of two years from this transfer has elapsed, the Association shall continue to have non-exclusive authorisation to benefit from all the rights described above, such rights being limited to purposes of information and promotion and being granted for the legal duration of protection of intellectual property rights.

Concerning a partnership between the candidate and an eyewear company :

Member companies of the Lunetiers du Jura reserve the right to take up the option to develop design projects during the 6 months following the awards. Should they exercise this right they shall do so by agreeing user rights with the candidate. After this date, candidates who are not about to sign contracts shall be free to offer their design project to any potential clients.

In the event that I receive an offer of a contract for series production based on the Design, I accept that for information and communication purposes

- the Association will gain visibility in terms of image in the context of the series produced and shall be mentioned in a form proposed by it,
- Ten copies of the eyewear thus produced shall be supplied to it, free of charge, for its archives, and for exhibition purposes in the eyewear museum in particular, and for uses to be agreed upon,
- The Association shall reserve non-exclusive rights as described above (reproduction, representation, etc.),
- the Association shall have access to the prototypes from which the series will be manufactured.

Signature of the participant
and initials on each page
Date

Signature for the Association
and initials on each page
Date

Done in....., in duplicate, one copy for each of the parties to this contract.