

Van Cleef & Arpels



THE MIDDLE EAST EMERGENT DESIGNER PRIZE

Announcement of Prize: 13 March 2016, Van Cleef & Arpels exhibition at Design Days Dubai

NATURAL INSPIRATION

For Van Cleef & Arpels, Nature has been a cherished source of inspiration since inception, and the natural world has long been a rich source of inspiration for designers: both in terms of providing available materials and in the unique, complex structures that have evolved over time to create supremely efficient, functional forms.

Working with natural materials and/or forms that are indigenous to their immediate surroundings, designers are asked to create design objects that serve a specific purpose suitable for contemporary lifestyles, reflecting the influence of the natural world, both in the materials used and in their structure. These objects may be fixed or may, like many natural forms, be adaptable to changing circumstances and conditions to offer an alternative form or function.

Van Cleef & Arpels and Tashkeel in partnership with Design Days Dubai are calling to emerging designers from the region to submit design proposals, for objects inspired by nature. Submitted proposals should be of design products that take full advantage of the intrinsic qualities of the materials used and have a clear function. The call is only open to previously unrealized projects; applicants should submit digital files (photos of maquettes, renderings and/or sketches) of the proposed work. Please note that submissions should not be in the form of jewelry pieces and/or watches.

Designed to support and nurture emerging talent across the Middle East, the winner of the prize will receive a production budget of AED 30,000 to produce the work, plus a traveling allowance of AED 5,000 to attend Design Days Dubai 2015. The final piece will be unveiled on the opening day of Design Days Dubai 2015. The winner will also be awarded with a week-long trip to Paris to attend courses led by the Mains d'Or™, master craftsmen in high jewelry creation, at the exclusive L'ECOLE Van Cleef & Arpels.

Submission Guidelines

- The call is open to all artists and designers living in the Middle East to submit an original design work.
- Previously exhibited or produced projects will not be accepted.
- Applicants can submit only **one design proposal**. Submissions must include digital files (photos of maquettes, renderings and/or sketches) – a maximum of five images. All images must be in high resolution JPEG or Tiff formats – 300dpi.
- Application forms and images must be submitted not later than Thursday 31 Dec. 2015.
- Shortlisted artists/designers will be informed by email by Thursday 13 January 2016.
- The total prize of AED 35,000 must cover:
 - AED 30,000 for materials, production of the work, shipping costs to and from Dubai (the designer may prefer to produce the work in Dubai).
 - AED 5,000 for flights and accommodation to be present for the first 3 days of Design Days Dubai.
- The artist/designer retains full ownership of the concept and final work.
- A completed application form together with digital files should be emailed to submission@tashkeel.org (Subject: VAN CLEEF & ARPELS DESIGNER PRIZE 2016, name of designer).
- For any enquiries please email: tashkeel@tashkeel.org

Application form

First name (preferred equivalent in Arabic if known)	Last name (preferred equivalent in Arabic if known)
Date of birth	Gender
Email	Mobile
Address	Website, relevant links and social media
Nationality	Occupation

CV/Bio - personal information and previous projects (up to 10 most recent projects and/or exhibitions)

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Proposed Work

Title	Medium/materials	Dimensions	Date conceived
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Concept statement (minimum 100 and maximum 250 words)

Specific installation requirements, if required

Signature	Date
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