



# LES BIJOUX S'IMPRIMENT EN OR

3D printed gold jewellery design contest

## CONTEST RULES

EDITION 2021





### Article 1 - Organiser

Francéclat, the professional committee for economic development governed by Act no. 78654 dated 22 June 1978, listed on the SIREN directory as number 775 571 268, whose head office is located 22, avenue Franklin Delano Roosevelt - 75008 Paris, is organising a contest called *Les bijoux s'impriment en or*. The contest is open from 9 a.m. (Paris Time) February 26<sup>th</sup>, 2021 and closes at 8 p.m. (Paris Time) November 30<sup>th</sup>, 2021.

### Article 2 - Aim of the contest

The aim of this contest is to explore and promote the possibilities offered by additive manufacturing technology in precious metals in the field of jewellery through original designs specifically produced by candidates and freely inspired by the defined theme (cf. article 5 below).

### Article 3 - Who can enter?

This contest has three categories:

- The Designer Award, open to freelance designers in France;
- The Manufacturer Award, open to craftsmen and jewellery production companies duly registered in France;
- The Student Award, open to students in French and European jewellery schools, (at least BMA level or equivalent), and colleges of design and applied arts (at least BMA diploma or level 5 diploma and higher).

Candidates for the Designer Award and the Student Award declare that they are free of any exclusive commitment to any company in the jewellery sector.

Students under 18 may take part as long as they have permission from one of their parents or legal guardian.

Entry in the contest is free of charge.

### Article 4 - How to enter?

A videoconference to present the contest, and in particular the technical specificities related to additive manufacturing technology, will be organised on March 26<sup>th</sup>, 2021.

Candidates wishing to enter the contest must send by email to Francéclat — preferably in French, failing that in English — ([concours@franceclat.fr](mailto:concours@franceclat.fr)) by May 11<sup>th</sup>, 2021 at 12 p.m. (Paris Time) at the latest, the entry form duly completed and at maximum 2 proposals of gold part of jewellery that may be made in one single piece using additive manufacturing technology, without subsequent assembly<sup>1</sup>, using the standard form, which must include the following elements:

- a description of the technical features of the project (type of piece, size and functional information, alloy- yellow or white gold- and finishing required).
- a detailed sketch (or 3D representation) of the piece, including any additional views or cross-sections that could be helpful to understand the project.

Except for earrings presented in pairs, each proposal may only concern one piece.

Prior to the examination by the jury, Francéclat will ensure that each proposal is in line with the additive manufacturing technology. Irrelevant proposals will be discarded.

After the first selection which will be carried out by the jury at the end of May 2021 (cf. article 6), candidates whose projects have been chosen must provide, by June 29<sup>th</sup>, 2021 at the latest, virtual images of their project as well as a CAD file so that Francéclat can produce them in precious metal using additive manufacturing technology.

Whether at the sketch or CAD file stage, candidates must design pieces integrating the production constraints specific to additive manufacturing technology. In particular, the pieces must fit into a cylinder with a diameter of 90 millimetres and a height of 70 millimetres, corresponding to the maximum build envelope, and be no heavier than 100 g. The selected pieces will be produced in yellow or white gold, depending on the colour indicated by the candidate, but subject to the availability of gold powder. If necessary, Francéclat will contact the candidate to choose the most appropriate gold colour as a replacement.

*1- Each piece may consist of several connected elements, without requiring any assembly after production.*

Stone setting is not the focus of this contest. However, if the design of the piece uses the setting possibilities offered by additive manufacturing and does not require the services of a stone-setter, a maximum of 5 synthetic stones per piece may be included. In this case, the candidate shall supply them. Francéclat, on presentation of supporting receipts, will refund a maximum of 200 euros to the candidate.

The candidate should factor in the specific features inherent to the finishing of pieces produced by additive manufacturing.

As the aim of this contest is to explore and promote the possibilities offered in the jewellery sector by additive manufacturing technology in precious metals, **the candidates must ensure that the pieces they submit cannot be easily produced by lost wax casting or machining.** Francéclat (see above) will examine each project to filter out such possibilities.

### Article 5 – Theme of the contest

The designs submitted by candidates will have to be inspired by the theme *Archaïc futuriste* illustrated in appendix 1 by a moodboard taken from *Francéclat's Influence 2021* trend book.

This is only provided to illustrate the theme and is not a substitute for the candidate's imagination, who must in any case propose an original design. The jury will pay particular attention to this parameter in its selection and will automatically discard any project directly adapted from the sketches featured in the moodboard.

### Article 6 – Selection of projects and prizes

The jury of the contest *Les bijoux s'impriment en or* consists of professionals chosen by Francéclat for their knowledge of the jewellery and design sector and/or their expertise in the field of additive manufacturing.

The jury will meet twice (cf. article 7):

- for the selection of a maximum of 2 creative proposals per category.

These pieces, a maximum of 6, will be produced by Francéclat using additive manufacturing technology (powder bed fusion) and will serve as a basis for the jury's final selection.

- for the designation of the winning piece in each category among the two finalist pieces made by additive production in precious metal by Francéclat.

During these two meetings, the jury will use the scoring grid provided by Francéclat to select the pieces that make the most of the possibilities offered by additive manufacturing.

The Designer Award and the Manufacturer Award are worth 6,000 euros. The Student Award is worth 1,500 euros.

The manufactured pieces, a maximum of 6, will be exhibited at the end of November 2021 during the award ceremony of *Les bijoux s'impriment en or* contest, provided that the sanitary context allows it.

The finalists of each category will be invited to the cocktail evening during which the prizes will be awarded to the 3 winners.

Francéclat reserves the right to freely organise other presentations of the manufactures pieces in order to communicate on and promote additive manufacturing technology in precious metal. The finalists will be informed of this.

### Article 7 – Indicative timetable

March 26<sup>th</sup>; 2021: videoconference for presenting the contest and focus on the technology

May 11<sup>th</sup>; 2021: deadline for the submission of the creative briefs

Late May; 2021: first jury meeting for the selection of the pieces that will be produced (maximum of 2 per category)

June 29<sup>th</sup>, 2021: deadline for the submission of virtual images and CAD files by short-listed candidates

Mid-November 2021: second jury meeting for the designation of the winning piece in each category

Late November 2021: exhibition of the printed pieces and award ceremony for the 3 prizes

Francéclat reserves the right to change the timetable if necessary, the more distant dates being already to be specified later. All candidates would be notified as soon as possible.

## Article 8 – Intellectual property rights and transfer of rights

All candidates commit to submit new and original designs to Francéclat. They should be fully owned by the candidates who shall guarantee Francéclat against third-party claims.

Any candidates whose project(s) will be carried out by Francéclat transfers to the latter, free of charge, the exclusive rights to communicate on and use their design(s) until December 31st, 2022. After this date, Francéclat may continue to communicate freely on the design(s) that the candidate may freely use.

Francéclat, as the owner of the pieces made for the contest, commits not to market them.

Candidates acknowledge that they freely accept, with full knowledge of the facts, online posting, reproduction and public representation of their video(s) and/or photo(s), including of the piece(s) they have designed. Candidates also authorise Francéclat to post videos and/or photos as part of its communication on its website or any other media for a period of ten (10) years. This authorisation may under no circumstances give rise to any right and/or remuneration other than the allocation (if applicable) of the endowment described in this document.

Francéclat commits to mention the name of the candidate when presenting or using his or her work in any document or event (professional meeting, press/public relations operation, exhibition, etc.) aimed at promoting design/innovation and production techniques. In all its actions towards the press, Francéclat will ask the different media to mention the names of the candidates but cannot be held responsible if this information is not taken up by journalists.

In compliance with applicable laws and regulations in force regarding the protection of personal data, any candidate may exercise his or her rights by writing to the following address: Francéclat – 22, avenue Franklin Roosevelt – 75008 Paris, France.

## Article 9 – Acceptance of the rules and disputes

By entering this contest, the candidate commits to abide by all of these rules.

Francéclat reserves the possibility to invalidate at any time and without notice the participation of any candidates who has not complied with these rules, without being held responsible.

Francéclat will examine any duly motivated request and sent by registered letter with acknowledgement of receipt within fifteen days after the award ceremony.

Any complaint regarding the production by Francéclat of pieces using additive manufacturing technology based on CAD files submitted by the candidates will be declared as inadmissible, as Francéclat solemnly commits to produce each piece with the same attention and to treat all candidates equally.

Any complaint regarding the scoring and choices by the jury will be declared as inadmissible.

## Article 10 – Modification and/or cancellation of the contest

Francéclat reserves the right, for any reason whatsoever, to modify, extend, shorten, suspend or cancel the contest, without its liability being incurred. No compensation may be claimed by the candidates.

## Article 11 – Applicable law and allocation of jurisdiction

These rules are governed by French law. Candidates and Francéclat will strive to solve any dispute occurring regarding the contest in an amicable way.

In the event of a persistent disagreement as to the application or interpretation of these rules, and failing an amicable agreement, any dispute will be submitted to the competent courts within the jurisdictions of the Court of Appeal of Paris.





## Design contest Les bijoux s'impriment en or

2021

*The inspiration theme of this edition is entitled : **Archaïc futuriste**.  
Extracted from Francéclat's Influences 2021 trend book, this theme is  
illustrated by the mood-boards below.*

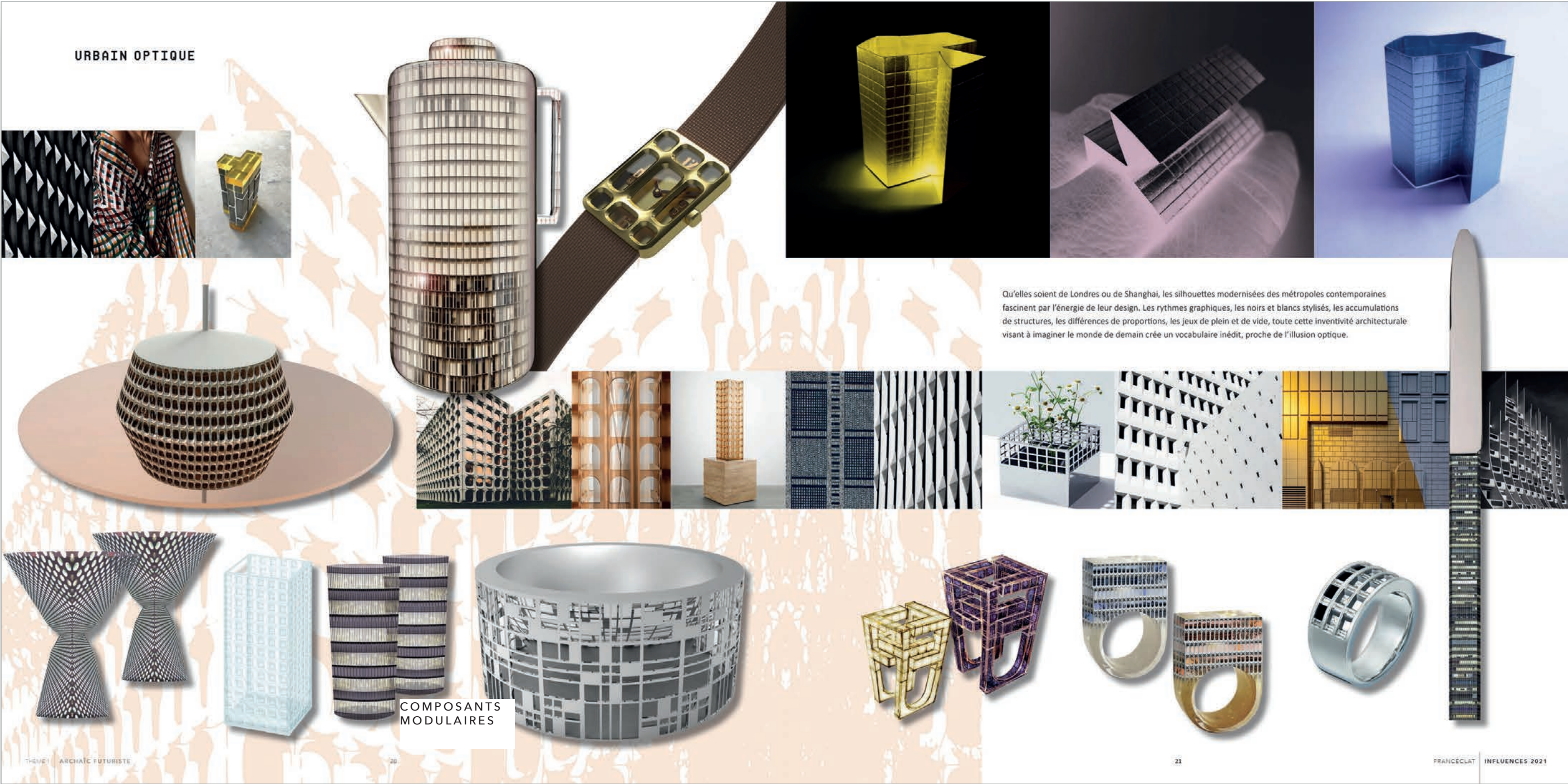
The 3 selected orientations (URBAIN OPTIQUE, REFLETS and INTERSTELLAIRE) draw a future made of organic materials coupled with the latest technologies, where the brutalism of volumes mixes with precious metal alloys.

Rigorous but complex geometries, sets of solids and voids provoke kinetic and hypnotic sensations inspired by the modernity of contemporary architectural landscapes.

Surfaces with moving reflections are made up of wefts, lattices and micro-structures which by their thwarted rhythms generate moiré, blurred and iridescent effects.

In a perfect balance of fluidity, undulation and twinkling, the elements are placed side by side and combined in a brilliant and stellar inspiration, to compose an astonishing technological poetry.







## REFLETS

Omniprésents dans les villes futuristes, où le verre prend le pas sur le béton, les reflets jouent avec la lumière et transforment les surfaces à l'infini. Avec eux se multiplient : les effets de damiers, de quadrillages, de rayures, de pointillés, renouvelant d'un écho futuriste le répertoire classique des tramés, des chinés, des dégradés. Au programme aussi, des brouillages, des moirages, qui évoluent à chaque mouvement du corps ou selon le moment de la journée.

