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launched

prize



Launch of 2nd Prix Émile Hermès, a new triennial award open to designers worldwide aged under 40.

The **Prix Émile Hermès** establishes design as a key focus for the Fondation d'entreprise Hermès, complementing the Foundation's distinguished record of support for the visual and performing arts.

Following the prize's first European edition in 2008, the second Prix Émile Hermès (to be awarded in 2011) will be **open to entrants from all over the world**, with a particular **focus** on support for **young designers**.

The triennial award aims to promote new, creative thinking in the applied arts and design from designers at pivotal stages in the development of their careers. The award aims to support the winner in the launch of a new phase in his or her professional life.

The award will recognize designs exploring the meaning and purpose of the object, and responding to society's current and future needs.

The prize will acknowledge new criteria for 2011: a keen awareness of the craft skills and industrial manufacturing expertise required for the production of each entry, and a sustainable, environmentally friendly approach to the manufacturing and distribution of the finished product.

The Prix Émile Hermès is aimed at

- professional designers, graduates from schools of design, architecture, decorative arts, fine arts, or engineers.
- professional, non-graduate designers or engineers with at least three years' proven experience in the field of design;
- final-year students on masters programmes at schools of design, industrial design, architecture and the visual, applied or decorative arts.

Entrants must be aged 40 years or under by 30 November 2010.

The members of the jury and the theme were announced on September 15, 2010, along with the call for entries for the award.

#### **Amount of the award**

1st prize ----- 50 000 euros

2nd prize ----- 25 000 euros

3rd prize ----- 15 000 euros

#### **Key Dates**

September 15 – November 30, 2010 ----- Applications online at [prixemilehermes.com](http://prixemilehermes.com)

December 1, 2010 – February 15, 2011 ----- Submission of projects and designs (also online)

mid-March, 2011 ----- Jury meets to select final shortlist

March 31, 2011 ----- Announcement of finalists

April 1 – June 30, 2011 ----- Prototypes in development

June 30, 2011 ----- Prototypes delivered to the Foundation

July 2011 ----- Final jury meeting to assess prototypes

October 2011 ----- Presentation of the awards

Conditions and rules of entry for the Prix Émile Hermès are available online :  
<http://www.prixemilehermes.com>

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