



## BRIEF

### Project Summary

Elite seeks to support creation and innovation by design by offering designers the opportunity to reflect about bed frames, namely the base and headboard, items which are at the core of our daily lives. For the second edition, Elite wishes to valorize the theme «**Upcycle Bed**». Its aim is to revisit traditional codes and innovate in terms of overall experience, aesthetics and design details.

### 1. Company presentation of Elite

*“A simple, vibrant, true story”*

Elite is part of the craft tradition of Master Upholsterer Jules-Henri Caillet and was created in Yens-sur-Morges in Switzerland in 1895. Initially, the family specialised in upholstery and then went on to gain expertise in mattress manufacturing and build a reputation in the region. With the advent of auto-mated tools, Robert Caillet, the founder’s son, sought to integrate progress within his company by marrying craft and mechanisation. In his view, and indeed that of successive generations, progress was key to the manufacture of a good mattress.

Artisan production offers freedom of choice and the opportunity to use high-quality natural materials (Swiss wool, alpaca wall, cashmere, pure tail hair, camel wool, Tussar silk, etc.). Expertise in combining these different materials and rigorous design combine to produce exceptional bedding. “Fine materials for a good night’s sleep”: from the outset, the family business was careful to select only environmentally friendly, sustainable raw materials. Production, which still takes place in Switzerland, relies on a relationship of trust with partners and expertise and attention to detail by company employees. This leads to ethical, ecological and social responsibility both on the part of partners and customers as on that of its employees.

For the last 14 years, Elite’s CEO François Pugliese has continued the time-honoured tradition of Elite and its family-oriented, entrepreneurial spirit. The





company is keen to mobilise all the resources it needs to develop new business opportunities and its vision is guided by three priorities: consultation; guaranteed quality; and a commitment to innovation.

## 2. Positioning of Elite

Elite house seeks to forge its own distinctive path and prioritise craftsmanship and wellbeing. It is alert to customer experience and offers bespoke solutions. It strives its utmost to ensure that its products are both sustainable and environmentally friendly.

From consultation to manufacture, Elite's employees are constantly on hand to meet their customers' every demand. A job well done, the pursuit of excellence – these are the values that Elite seeks to convey in designing its products. The company is defined not only by its quality guarantees and commitment to innovation internally, but also by its fine, delicate materials and the talents of its craftworkers.

Elite is part of a long tradition of bed making and seeks to advance the design of premium beds. This competition seeks to foster new ideas through the combination of design and traditional craftsmanship.

## 3. Competition challenges

Beds can be viewed as symbolic objects which have developed over time. In the 17<sup>th</sup> century, they were objects of great value and it was common practice to receive visitors while lying on one's bed. They also provided a display area which told stories of power with hunting trophies hanging above. Nowadays, they are more private and while they are still used as decorative objects of one style or another, they are not deemed sufficiently important within our living spaces.

The purpose of this competition is to rethink beds and their environment as objects designed for current lifestyles, while retaining the essence of authentic





traditional craftsmanship. The proposal is intended for private individuals and should tell a story which takes account of the area around the bed (whether it is placed centrally, against a wall, etc.) and the particular experience of its user. The project should describe the distinctive character of the bed both in terms of its use and the quality of its design details much as if it were an item of haute couture and also describe the volumes, materials and assemblies used.

The environmental challenges we face force us to change our bad habits if we want to continue to enjoy the planet's resources. The theme «**Upcycle Bed**» is very appropriate; upcycling is the action of recovering materials or products that are no longer used in order to transform them into materials or products of superior quality or utility. It is therefore a matter of sharing, exchanging, lending, repairing instead of producing by programming obsolescence.

To this theme, the applicant must add the high-end and luxurious spirit, noble character and longevity of use for which Elite's beds are renowned. This high-end angle can also be approached through the expression of a dream or an emotion either consonant with or dissonant from the pace of our always-connected working lives. This object is effectively intrinsic to the experience of waking and sleeping and may gain in importance in daily activities.

You are strongly encouraged to draw on the expertise know-how offered by Elite and its current production methods - cabinetmaking, upholstery and leatherwork; the idea is to fuse imagination with the expertise of high-end cabinetmaking companies which offer remarkable skills in design details. **The use of at least one natural, recyclable and/or locally sourced material is mandatory.**

The applicant must propose a bed support (bed base and headboard) related to this theme. The proposal is intended for individuals who dream of a unique piece. The applicant will take into account the manufacturing constraints indicated in the present specifications.





#### 4. Aims of the competition

- » Show Elite's expertise
- » Boost creative design in the field of bedding
- » Transform ideas to product
- » Give students and young professionals the opportunity to be exhibited at the Milan Design Week 2021

#### 5. Technical characteristics and constraints (materials, techniques, formal restrictions)

In order to combine style and comfort, the bed base must be a minimum of 10cm to 12 cm deep. Elite mattresses are 22 cm to 35 cm deep and we shall work on the basis of a mattress which is 180 cm wide and 200 cm long. **These technical constraints must be absolutely adhered to in all proposed solutions or risk disqualification.**

#### 6. Participation conditions

The Elite Design Award is open to anyone longing to one of the following categories:

- » Graduates from schools of design, architecture, interior design or engineering
- » Practitioners without qualifications, but who can provide evidence of having worked in the areas of design, architecture or interior design
- » Any person wishing to innovate in bedding
- » Individually or in team (2 people max.)





#### **Disqualification:**

- **If the evaluation criteria, technical characteristics and constraints are not met.**
- **If more than one project is sent by team or individually.**
- **If the project contains more than 3 pages or less than 3 pages.**
- **If the team contains more than 2 persons.**
- **If multiple registrations.**

#### *Dates*

##### **A. Registration Process:**

Registration for the competition will be open from, September 1<sup>st</sup> to November 1<sup>st</sup> 2020. Candidates will be given a registration number.

##### **B. Submission deadlines:**

Projects may be submitted from November 1<sup>st</sup> to December 13<sup>th</sup> 2020 (midnight, Geneva time, as recorded by the date and time of the email) to the following address: [eda@elitedesignaward.ch](mailto:eda@elitedesignaward.ch). The registration number is required to submit the project.

## **7. Competition process**

- » **September 1<sup>st</sup> 2020:** competition launch
- » **November 1<sup>st</sup> 2020:** deadline for registrations and the issue of registration numbers
- » **December 13<sup>th</sup> 2020:** project submission (as recorded by the date and time that the email is sent)
- » **January 2021:** selection of the projects by the jury
- » **February 2021:** announcement of the winners\*
- » **13-18<sup>th</sup> April 2021:** presentation of the projects and awards ceremony at the Elite Gallery Milan during the Milan Design Week 2021.





*\*The winners will be informed by email. The non-winners participants will be informed via social media only.*

## 8. Selection criteria

The following criteria will be used to assess the proposals :

- » Consistency with the positioning of Elite (craftsmanship, luxury, well-being)
- » Quality of the presentation and narration (clarity)
- » Aesthetic quality of the project
- » Functional quality of the project (use and experience)
- » Technical and functional feasibility
- » Creativity and originality of the response to the theme and specifications

## 9. Prizes

- » 1<sup>st</sup> prize **5'000 CHF**
- » 2<sup>nd</sup> prize **3'000 CHF**
- » 3<sup>rd</sup> prize **2'000 CHF**

