

BRIEFING
DéFI ALU 1998
Under the Chairmanship of Andrée PUTMAN

Through the DéFI ALU competition, SOGECAP, part of the ARTEM group of companies, helps launch new talents. Since its establishment in 1988, DéFI ALU has already promoted five generations of young designers.

For this **sixth edition** of the competition, SOGECAP's aim remains unchanged: **to foster a greater appreciation** of the cosmetic applications of metal. DéFI ALU provides students with an opportunity to express their creativity using aluminium and a predetermined theme on which to base their designs. The competition attracts **massive interest from international design colleges** with an average of 450 entrants and some 350 individual or group projects each year.

Theme: "PARIS-NEW YORK, aluminium takes off"

Designers, the marketing department of an international cosmetics company asks you to think about a perfume range based on the theme of Paris-New York. This prospective research provides you with considerable freedom of choice to elaborate on this theme and use aluminium in it.

The jury, comprised of professionals will be focussing on the originality of the project, the use of aluminium, the coherence and industrialisation potential of the concept developed.

Work to be carried out:

- **2 x 1:1 scale models**, to be made based on 2 identical fragrance bottles selected by you from among our 3 standard proposals (A, B and C) provided by SOGECAP as soon as your entry is registered.
- **2 overall dimensioned drawings and 2 views (one for each bottle)**, all mounted on one stiff A3 card backing (**no other format will be accepted**)
- **1 data sheet** (supplied) to be completed with explanations of the concept so that the jury understands your approach.

Schedule:

- The **competition is open from 27 October 97 until 20 March 98.(closing date for applications).**
- **From 27 October 97, you can consult the DéFI ALU 98 file and have an entry form filled out** by the various members or entities of your school depending on how it is organised: Management, Secretariat, Head of External Relations, teachers, heads of design sections, etc.
- As soon as your entry form is received, you will be issued with a registration number that should be quoted on all documents sent in for the competition.

Closing date for submitting is Friday, March 27 1998

On 28 May 1998, SOGECAP will present 3 prizes of 25,000, 15,000 and 10,000 francs.

The 100 shortlisted projects will be featured in a special publication.

Contact DéFI ALU : Marie-Paule BONICI - SOGECAP - (33-1) 43 07 98 50

PARIS-NEW YORK, when aluminium takes off

1988: SOGECAP, part of the ARTEM group of companies, launches the new **DéFI ALU** competition for design students. This sixth edition of **DéFI ALU** invites them to explore the **theme PARIS-NEW YORK**, a mythical journey taken by the great designers. If the art of perfumery requires finesse and precision, **transcending materials** to convey the full subtlety of the scent through the design of the bottle requires just as much creativity and skill.

PARIS-NEW YORK, two very different emblematic cultural metropolises known for their **eclecticism**. Two leading cities where aesthetes rub shoulders with aficionados, sophisticated visitors, **innovators** of all kinds... attracted by the **fertile artistic life**, the rich heritage, the **ethnic diversity**, the universe of **luxury** and fashion, the **creative** and technological potential and, the variety of services... Each city pulses with an **infectious energy** that sparks **new trends**.

In short: reflecting trends, spiritual convergence, cultural references, artistic emulation, architectural contrasts, ethnic diversity, the search for initiation, sense of luxury... We invite you to give us your interpretation in aluminium – which can be as broad as you like – of the theme PARIS-NEW YORK, and create designs for two identical perfume bottles.

As the **twenty-first century dawns**, innovations abound, but **noble, authentic, eternal materials**, combining **refinement and lightness** are still the favourites. In addition to these characteristics, the **luxurious** quality of metal and its sophistication down to the very last detail, its **tactile qualities**, its **compatibility with perfume** and its **environmental advantages** are much appreciated.

For you, the challenge lies in finding the right combination of metal shaping operations that will enhance and show your design off at its best: i.e. shaping, polishing or brushing, colouring, and, depending on your needs, silk-finishing, printing, silk screen printing, engraving, stamping.

COMPETITION RULES

DÉFI ALU 98

ARTICLE 1: AIM

The aim of the competition is to design the metal casings for 2 identical perfume bottles. This may include:

- the cap
- the collar
- the body casing

ARTICLE 2: ENTRY CONDITIONS

The competition is **solely for non-professionals**. It is open to students registered for the academic year 1997-98 on a design or industrial design course. Candidates must be at least 18 years of age.

ARTICLE 3: DURATION OF COMPETITION

The competition is open from Monday 27 October 1997 until Friday 20 March 1998 (closing date for applications).

Projects should be sent to SOGECAP and must arrive between Monday 23 and Friday 27 March 1998, date as evidenced by the postmark. Any project arriving after the closing date will be disqualified.

ARTICLE 4: INDIVIDUAL OR TEAM PROJECTS

A project may be presented by a maximum of 5 people. No individual or team may present more than one project.

For team projects, **a team leader must be appointed.**

There is no limit to the number of projects that may be submitted from any one college.

All individual projects must be accompanied by proof that the entrant is enrolled as a design student.

ARTICLE 5: ENTRY CONDITIONS

Each college will receive a set of standard bottles from which entrants must choose a model. Two bottles will be sent to each student or team, as well as a competition pack including the theme, the competition rules and registration forms.

Students wishing to take part in the competition must hand in their entry forms to their tutor/coordinator for **DÉFI ALU 98** who will send all the forms to **SOGECAP**.

In confirmation that their entry has been accepted, each student will receive the bottles they have chosen as well as a numbered entry certificate.

ARTICLE 6: CONTENT OF THE PROJECTS

Projects must be sent to SOGECAP by Friday 27 March 1998 at the latest, date as evidenced by the postmark, in the following form:

- **2 overall dimensioned drawings and 2 views** (one for each bottle), all mounted on one stiff A3 card backing
- **1 data sheet explaining both the creative concept and the technological aspect**
- **2 models scale 1:1**

The projects will be grouped by college. The member of staff responsible for coordination will contact the competition secretariat to organize the despatch of the projects. **Incomplete projects will be disqualified.**

COMPETITION RULES

DéFI ALU 98

ARTICLE 7: MATERIALS AND COLOURS

Do not forget that aluminium is available in a range of colours.

As well as aluminium, other materials which have a technical role in the project design (plastic, glass etc.) will be accepted.

Warning: the use of existing items in perfumery or elements of prototypes that are in the process of being industrialized will lead to disqualification.

ARTICLE 8: THE JURY

The jury is made up of recognized professionals:

- Packaging design consultants
- Marketing managers from the perfume industry
- Development managers from the perfume industry
- Purchasers from the perfume industry
- Representatives from professional bodies
- Journalists
- A representative from SOGECAP

ARTICLE 9: CRITERIA FOR JUDGING

The criteria for judging the entries are as follows:

- **Adherence to the theme**
- **Originality of the project**
- **The potential for industrialisation**
- **Use of aluminium**
- **Coherence of the concept (attached sheet to be completed and included with the design)**
- **Quality of the execution**

From all the projects entered (250 in 1996), the jury will select:

- **100 shortlisted projects** which will feature in an exhibition and publication. Of these 100, **ten candidates** will be awarded a diploma and 3 will receive a **DéFI ALU 98** prize including a cheque
 - 1st prize: 25,000 FFr**
 - 2nd prize: 15,000 FFr**
 - 3rd prize: 10,000 FFr**

ARTICLE 10: PRESENTATION OF THE PRIZES

The 100 shortlisted candidates will be invited to a gala evening where their project will be presented and the prizes awarded.

ARTICLE 11: RETURNING THE PROJECTS

The projects will be returned to the colleges within 3 months of the prize-giving. For individual entries, the projects will be sent directly to the students also within three months. In the event of loss, theft or accidental damage, no compensation will be made to the candidate.

ARTICLE 12: MODIFICATION

The competition organizers reserve the right to modify or cancel this competition, for whatever reason, in which case SOGECAP cannot be held liable.

COMPETITION RULES
DéFI ALU 98

ARTICLE 13 : LEGAL PROTECTION OF THE CANDIDATE

We strongly recommend that candidates copyright their designs, even though candidates automatically retain ownership of their project and of the right to use it under the law of 11 March 1957 on the protection of intellectual and artistic property.

ARTICLE 14 : INTERPRETATION OF THE RULES

Interpretation of these rules is the direct responsibility of the competition organizing committee set up by SOGECAP.

**PERSONAL ENTRY FORM
DéFI ALU 1998**

Final entry date: Friday, March 27, 1998
Original document to be photocopied

Registration number:.....
(Leave blank)

Competitor(s) accepting to present a metal casing project for the series of bottles

A B C (Circle the series selected)

Family name:.....

Given name(s):.....

Date of birth:...../...../19.....

Full address:

.....
.....
.....

Tel.:

In the case of a team, please state above, the name, address and telephone of the project leader and below the family and given names of the other team members:

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.....
.....

School name:

Coordinating teacher's name:

Date:...../...../19.....

Signature:

