

# Van Cleef & Arpels Middle East Emergent Designer Prize 2020 Edition 7: Flora



Van Cleef & Arpels



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Deadline: 10 pm (GMT+4), 25 April 2020

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## About the Prize

Established in 2013, the Van Cleef & Arpels Middle East Emergent Designer Prize is presented in collaboration with Tashkeel. It seeks to nurture emerging talent across UAE, Saudi Arabia, Kuwait, Oman and Bahrain while creating global awareness by highlighting the region's best designs.

Each year, emerging designers who are resident in the above countries are invited to submit proposals for functional products that embody a particular theme, which can be interpreted through materials, forms, functions and techniques.

Finalists are commissioned to create their products. The designer behind the winning product receives a five-day trip to Paris to attend courses led by the acclaimed Mains d'Or, master craftsmen in high jewellery creation, at the exclusive *L'ECOLE Van Cleef & Arpels*, an institute dedicated to accentuating the methods behind the world of jewellery creation and watchmaking.

Previous prize-winners have been Salem Al Mansoori (Edition 1); Vikram Divecha (Edition 2); Ivan Parati (Edition 3); Ranim Orouk (Edition 4); Hamza Omari (Edition 5); Julia Ibbini (Edition 6).

## About Van Cleef & Arpels

Founded in 1906 in Paris' Place Vendôme, Van Cleef & Arpels came into being following Alfred Van Cleef's marriage to Estelle Arpels in 1895. Always striving for excellence, the Maison has become a worldwide reference through its unique designs, its choice of exceptional stones and its virtuoso craftsmanship, offering jewels and timepieces that tell stories and bring enchantment to life. Over the years, the Maison has remained faithful to this highly distinctive style characterized by creativity, refinement and poetry. Whether inspired by nature, couture or works of the imagination, its collections evoke a timeless world of beauty and harmony.

Visit [vancleefarpels.com](http://vancleefarpels.com)

## About Tashkeel

Established in Dubai in 2008 by Lateefa bint Maktoum, Tashkeel seeks to provide a nurturing environment for the growth of contemporary art and design practice rooted in the UAE. Through multi-disciplinary studios, work spaces and galleries located in both Nad Al Sheba and Al Fahidi, it enables creative practice, experimentation and dialogue among practitioners and the wider community. Operating on an open membership model, Tashkeel's annual programme of training, residencies, workshops, talks, exhibitions, international collaborations and publications aims to further practitioner development, public engagement, lifelong learning and the creative and cultural industries.

Visit [tashkeel.org](http://tashkeel.org) | [make.works/uae](http://make.works/uae)

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**“The prize was a tremendous boost which came at a crucial time. I was able test the boundaries of my skills that would never have been realised without the support from Tashkeel and Van Cleef & Arpels.”**

**Julia Ibbini**

Winner, Edition 6





**“The design industry in the region is relatively young and such initiatives give designers a much-needed boost to innovate, take risks and explore.”**

**Hamza Omari**

Winner, Edition 5



**"A true once-in-a-life-time  
experience that opens up a door  
of unlimited opportunities."**

**Ranim Orouk**

Winner, Edition 4

# Van Cleef & Arpels



**“Winning the Van Cleef & Arpels prize was simply life-changing. It afforded me so many great opportunities that made me the designer I am today.”**

**Salem Al Mansoori**

Winner, Edition 1

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**VAN CLEEF & ARPELS MIDDLE EAST EMERGENT DESIGNER PRIZE  
EDITION 7: FLORA  
IN COLLABORATION WITH TASHKEEL**

Van Cleef & Arpels and Tashkeel are calling emerging designers living within UAE, Bahrain, Oman, Saudi Arabia and Kuwait, to submit design proposals for the seventh edition of the **Van Cleef & Arpels Middle East Emergent Designer Prize** in response to the given theme 'Flora'.

Flora is defined as all plant life present in a particular region or time, generally naturally occurring native plants. Within the natural biological process of flora, there is an abundance, a plentiful force, infinite in its energy, everlasting and ongoing, always adapting and changing to ensure harmony with its surroundings. Through such resonance, manmade designed structures and environments mimic the natural flora.

Taking inspiration from specific flora found in the Arabian Gulf, designers residing in UAE, Saudi Arabia, Kuwait, Bahrain and Oman are invited to submit designs for functional design pieces that explore the transient beauty of flowers through the theme of 'Flora'.

Our discovery of flora led to the practice of natural philosophy. Since the beginning, the line, pattern, texture and form inherent in the beauty of plants has been explored. This philosophy regarded plants not just as bodies that are collected for their rarity and curiosity but also as objects that experience constant metamorphosis. Such fundamental natural processes serve as fitting models to explain the ephemeral cycles of transformation within as well as life itself.

Echoing this approach, the call for the seventh edition of the Van Cleef & Arpels Middle East Emergent Designer Prize in collaboration with Tashkeel welcomes applications that seek to integrate craftsmanship and contemporary design in a design inspired by flora. The piece should take inspiration from the structural elements of flora – in part or whole – and seek to reflect man's role as guardians of Earth's delicate ecosystem.

Submitted proposals should take the form of contemporary functional products, including furniture, products or lighting. Please note that submissions in the form of designs for jewellery and/or watches will not be considered.

Vikram Divecha  
*Degenerative Disarrangement*  
Edition 2, 2014

Pavement bricks  
Variable Dimensions

Ranim Orouk  
*Glow*  
Edition 4, 2016

3D-printed glass, acrylic  
70 (L) x 70 (W) x 200 (H) cm

Julia Ibbini  
*Symbio Vessels*  
Edition 6, 2019

Wood, leather, felt  
70 (L) x 70 (W) x 100 (H) cm



Salem Al Mansoori  
*Mimicry*  
Edition 1, 2013

3D printed synthetic polymer  
10 (L) x 10 (W) x 10 (H) cm

Ivan Parati  
*TileTable*  
Edition 3, 2015

Wood, lacquer, copper  
Variable Dimensions

Hamza Omari  
*Mahad*  
Edition 5, 2017

Wood, leather, felt  
70 (L) x 70 (W) x 100 (H) cm

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## THE PRIZE

Upon completion of the winners' manufactured final piece and after the press conference, the winner will receive an all-expenses paid trip to Van Cleef & Arpels *L'ECOLE School of Jewellery Arts* in Paris for a duration of seven days.

## THE BUDGET

The total prize of AED 30,000 must cover the entire materials and production of the work. Additional sum of AED 5,000 for shipping costs to and from Dubai will be provided if necessary.

## WHO IS ELIGIBLE TO APPLY?

The call is open to all artists and designers living in UAE, Bahrain, Oman, Saudi Arabia and Kuwait.

## THE PROCESS

- Applicants will be informed by email on or by 9 May 2020.
- Shortlisted applicants will be invited for an interview on 19 May 2020.

## WHAT DO I SUBMIT?

Participants are required to submit the following:

- Completed application form (incomplete and late applications will not be considered).
- 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.

## WHEN IS THE DEADLINE?

Entries must be submitted by 10pm (GMT+4), 25 April 2020 with the subject header (Subject: VAN CLEEF & ARPELS DESIGNER PRIZE 2020 – name of applicant) to [submission@tashkeel.org](mailto:submission@tashkeel.org). Files of 10MB or larger can be submitted via [WeTransfer.com](https://www.wetransfer.com)

## TERMS AND CONDITIONS

- Submissions must be original and entirely the work of the applicant.
- Submissions in the form of designs for jewellery and/or watches will not be considered.
- Previously exhibited or produced projects will not be accepted.
- Applicants agree to be photographed, filmed and interviewed by the media.
- The design and manufacturing of the winning work is the sole responsibility of the applicant. Tashkeel will provide support and advice regarding production and shipping.
- The organisers reserve the right to decline to final product once delivered if it is deemed to be poorly executed.
- The winner retains full ownership of the concept and final work.
- The winner agrees to make the work available to Tashkeel and Van Cleef & Arpels at any time upon request.
- The winner agrees for the winning work to remain in the UAE until 31 March 2021.

**For any questions and enquiries,  
please email: [tashkeel@tashkeel.org](mailto:tashkeel@tashkeel.org)**

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**Van Cleef & Arpels Middle East Emergent Designer Prize 2020 (Edition 7)**  
**Application form**

**Applicant details**

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

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

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## Proposed Work

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Title

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Medium/materials

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Dimensions

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Year

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Concept statement (minimum 100 and maximum 250 words)

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Specific installation requirements, if required

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By signing below, the applicant agrees to all terms and conditions of the Van Cleef & Arpels Middle East Emergent Designer Prize (Edition 7).

An eligible application must include this completed form accompanied by digital files (photos of maquettes, renderings and/or sketches) – a maximum of five images (JPEG/TIFF, 300dpi). Application + digital files should be sent by email to [submission@tashkeel.org](mailto:submission@tashkeel.org) (Subject: VAN CLEEF & ARPELS PRIZE 2020 – name of applicant). Files above 10MBs can be sent via WeTransfer (please label files accordingly as per e-mail subject heading).

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Signature

Date



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