

ADMAF Design Fund 2022
In support of
L'École Van Cleef & Arpels

CALL FOR APPLICATIONS

Deadline: 18 April 2022

About the Award

ADMAF's Design Fund creates bespoke collaborations that take emerging Jewellery designers based in the UAE and medium sized jewelry- design focused businesses and our partners on a transformative journey to create the future brands of the region and beyond. The fund utilizes our global and local connections and partnerships with the freshest creative thinking in the world.

The fund supports projects that:

- Push the borders of design, creativity and innovation
- Are sustainable businesses now and in the future
- Are backed by a financially feasible business model
- Founded by a UAE National Designer

The winning candidate will receive:

- **AED 50,000** cash prize
- Mentorship and coaching from industry experts
- An opportunity to attend L'École Van Cleef and Arpels in Paris (Summer 2022)
- An opportunity to produce and showcase their winning design to a national and international audience at the Abu Dhabi Festival 2023

About ADMAF

Founded in 1996, ADMAF is one of the oldest not-for-profit cultural organizations in the Arabian Gulf. Pioneering new artistic practices, it seeks to deepen global cross-cultural dialogue and inspire a renewed interest in the creativity of the UAE and Arab world.

Often in partnership with leading national and international institutions, it delivers multidisciplinary initiatives for people of all ages, backgrounds and nationalities through Abu Dhabi Festival, year-round youth platforms and community programmes.

About L'École Van Cleef & Arpels

Founded with the support of the Maison Van Cleef & Arpels in Paris in February 2012, LÉCOLE Van Cleef & Arpels is the world's first school established for the public to discover the savoir-faire, history and culture of fine jewellery and watchmaking. A school like no other, it presents a unique opportunity to enrich knowledge through experimentation and dialogue. Although located in an 18th century mansion in Place Vendome – the cradle of Parisian jewellery - LÉCOLE travels around the world in a spirit of values of open sharing and transmission. Having previously visited Tokyo, New York and Hong Kong, the school arrives to Dubai with the most ambitious program presented so far.

Timeline

- 31 January 2022: Call for Applicants
- 18 April 2022: Application deadline
- 16 May 2022: Selection of the winners
- August 2022: Winner attends L'École Van Cleef and Arpels in Paris
- March 2023: Winner showcases the physical representation of their winning piece at Abu Dhabi Festival 2023

Admission and selection criteria

Competition entrants will be expected to submit an original jewelry design (that has not been created yet). **The Design must be inspired by the word "FLORA"**. The winning design will be strong in and cover all the following criteria:

- **Design:**
 - How does the design relate to the theme, FLORA?
 - Will the creation have any symbolic meaning? What will it represent? What is the style?
 - Why have you chosen this piece?
 - What is the intention/ use?
- **Savoir-Faire:**
 - Which process will be followed for making the creation?
 - Which tools will be used and why?
 - Which jeweler's techniques will the candidate use? How well were the techniques mastered?
 - Has he/she developed / perfected any skills?

- **Materials:**
 - Which type of materials has the candidate chosen to use?
 - On what basis has he/she selected the materials?
- **Financial Feasibility:**
 - How well has the designer thought about the business model behind the collection?

How to enter

- 1- Fill in the both the application form and the Business model canvas, found on: www.admaf.org/initiatives/awards/
- 2- Send your full application package (Application form, business model canvas, supporting documents) to: education@admaf.org, noting that the subject of the email should be as follows: Your Name - ADMAF Design Fund 2022

Requested documents:

- Application form
- Business model canvas (to be submitted online)
- Any supporting documents (plans, sketches etc.) that support the entry (to be submitted online)

Guidelines and terms:

- By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions.
- The competition is open to Emirati nationals aged between 18 and 35 years
- The competition is free to enter
- Only completed entries will be accepted
- Competition entrants will not receive payment for their entries
- In entering the Award, applicant warrants that their entry is completely original under his/her own creation, all content therein is accurate and lawful, and does not contain material that is harmful, libelous or defamatory to, or material that may infringe the right of, any person or entity in any nature. The applicant will be obliged to indemnify any damage ADMAF may suffer as a result of any inconsistency to the foregoing.

- Applicants will retain ownership of copyright for their entry. After submission to the competition, ADMAF has the right to use the nominated work in connection with the competition. ADMAF has the right to copy, display, publish and make available all nominated work in any format (whether online or in print or otherwise) in connection with the competition.
- The jury selects one winner, and their decision is final.
- The nominator will facilitate the winning applicant's attendance and participation in the Award Ceremony during Abu Dhabi Festival 2023.
- The winner agrees to appear in all photography and film associated with the award and will be requested to sign a waiver accordingly.
- The winner agrees to exhibit their work during any activity taking place in Abu Dhabi Festival 2023 or any other activity organized by ADMAF or L'École Van Cleef & Arpels during 2023.
- The winner agrees to join the ADMAF Alumni and contribute to the promotion of future editions of the award.
- The winner must claim the prize within 12 months of receipt.
- The applicant's contact details will be added to the ADMAF database in order to receive future updates from the Foundation.
- Payment will be provided in installments dependent on meeting agreed milestones and targets set between the winner and their mentor/coach.

Please feel free to contact us at education@admaf.org if you have any questions.