

**ELITE** 2024  
DESIGN  
AWARD

# *MODERN* HERITAGE

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# ELITE<sup>2024</sup> DESIGN AWARD

## BRIEF

### PROJECT SUMMARY

Welcome to the seventh edition of the Elite Design Award contest, organised by luxury bed and mattress manufacturers Elite. Here at Elite, we're keen to support creativity and promote innovation in design. The bed is the centrepiece of any bedroom, and we're inviting creative talents to reimagine the shape of the bed itself.

The theme for this seventh edition of the contest is "**Modern Heritage**". Designers are invited to offer their take on our best-selling Chloé bed, an embodiment of timeless excellence. We're looking for innovative concepts that further enhance the bed's styling without losing any of its supremely comfortable feel and enduring appeal. Special care must be taken with the detailing and the choice of materials.

### **Chloé**

With its **quilted headboard**, the *Chloé* bed highlights Elite's expertise in upholstery. The carefully stitched headboard delivers a remarkable sensation of comfort. The interplay of light and shadow on the stitching produces a subtle relief effect, adding a touch of sophistication and vibrancy to the bed's styling.

Contestants are invited to come up with an outstanding design that reflects our firm's excellence and appeals to our most discerning customers.





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## 1. ELITE BEDS COMPANY PRESENTATION

### ***“ 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 automated tools, Robert Caillet, the founder's son, sought to integrate progress within his company by marrying craft and mechanisation. In his view, and successive generations, progress was key to the manufacture of a good mattress.

Artisanal production offers the freedom and opportunity to choose high-quality natural materials (Swiss wool, Alpaca wool, Cashmere, horsehair, Camel wool, Tussar silk, etc.). Expertise in combining these different materials and rigorous design combine to produce exceptional mattresses and beds. These fine materials are part of Elite's recipe for a good night's sleep. From the beginning, the family business was careful to select only environmentally friendly, sustainable raw materials. Production continues to take place in Switzerland, relying on a relationship of trust with partners and the expertise and attention to detail of Elite's master craftsmen. The ethical, ecological and social responsibility of the owners, employees, partners, and customers is an essential part of the company's DNA.

Since 2006, Elite's CEO François Pugliese has continued the time-honoured tradition of Elite and its family-oriented, entrepreneurial spirit. The company vision is to mobilise all the resources it requires to develop new business opportunities. Its vision is guided by three priorities: personalised consultations, guaranteed quality and a commitment to innovation.

## 2. POSITIONING OF ELITE

The House of Elite seeks to forge its own distinctive path and prioritise craftsmanship and wellbeing. It is sensitive to creating extraordinary customer experiences and offer bespoke solutions. Furthermore, it strives to ensure sustainable and environmentally friendly production.



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From consultation with clients to manufacture, Elite's employees are constantly on hand to meet their customers' every demand. The pursuit of excellence and dedicated work are the values that Elite wishes to convey in the design and manufacture of all its products. As a result, the company is defined by its quality guarantees and commitment to innovation internally and by using the finest quality materials and the talents of its experienced craftsmen.

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

### 3. COMPETITION CHALLENGES

Beds have been viewed as symbolic objects and have developed over time. In the 17<sup>th</sup> century, they were considered objects of great value, and it was common practice to receive visitors while lying in one's bed. They also provided a display area that told stories of power with hunting trophies hanging above. Today bedrooms are more private spaces compared to days passed. While they are still used as decorative and functional objects of one style or another, they are no longer deemed as important within our living spaces.

The purpose of this competition is to rethink the important role of the bed in the bedroom environment. The bed is essential for our wellbeing, and the design should be suitable for our current modern lifestyles while retaining the essence of authentic traditional craftsmanship.

The design proposal is intended for private individuals and should tell a story that considers the user's experience in the bed and the area around it. It can be designed to be placed centrally in the bedroom or against a wall.

The project should highlight the unique character of the bed, both in terms of its use and the quality of the details of manufacture, as well as the assertion of the volumes, materials and assemblies.

The applicant must include the high-end and luxurious spirit, noble character and longevity of use for which Elite's beds are renowned. This high-end angle can be approached through the expression of a dream or an emotion reflecting on the



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pace of our always-connected working lives. The bed is intrinsic to the experience of waking and sleeping and is one of our most important daily activities.

The applicant is strongly encouraged to draw on the expertise and know-how of Elite Beds and its production methods. The purpose is to combine imagination with the remarkable skills of high-quality cabinetmaking, upholstery and leatherwork and incorporate them in the design details.

The applicant's proposal must include a bed base and headboard designed in line with the theme. The proposal is intended for individuals who dream of owning a unique bespoke piece. The applicant must take into account the manufacturing constraints specified by Elite.

#### 4. AIMS OF THE COMPETITION

- » Showcase Elite's expertise
- » Innovate and boost the field of creative bed design
- » Transform ideas to functional product
- » Give students and young professionals the opportunity to be exhibited at the Milan Design Week 2024

#### 5. TECHNICAL CHARACTERISTICS AND CONSTRAINTS (MATERIALS, TECHNIQUES, FORMAL RESTRICTIONS)

In order to combine style and comfort, the bed base must be a minimum of 10 cm to 12 cm deep. Elite mattresses are 22 cm to 35 cm deep. The design should be based on a king-size mattress that is 180 cm wide and 200 cm long. **These technical constraints must be adhered to in all proposed solutions or risk being disqualified.**

The logo for the Elite Design Award 2024 is a white circle with a dotted border. Inside the circle, the word "ELITE" is written in a large, bold, black sans-serif font. To the right of "ELITE", the year "2024" is written in a smaller, black sans-serif font. Below "ELITE", the words "DESIGN" and "AWARD" are stacked vertically in the same large, bold, black sans-serif font.

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## 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
- » Students of design, architecture, interior design and engineering schools
- » Any person wishing to innovate in bed design
- » Individually or in a 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 people.
- If multiple registrations.

### **Dates**

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

Registration for the competition will take place between 1<sup>st</sup> September and 1<sup>st</sup> November 2023.

Candidates will receive a personal link to send their bed design.

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

The deadline for submitting projects is 11<sup>th</sup> December 2023 (00:00 UTC+2).

Projects will be submitted using the personal link sent to candidates when they registered.



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## 7. COMPETITION PROCESS

- » **September 1<sup>st</sup> 2023** Opening of registrations
- » **November 1<sup>st</sup> 2023** deadline for registrations
- » **December 11<sup>th</sup> 2023** Submitting projects using the personal link sent after your online registration (00:00 UTC+2)
- » **January 2024** **selection of the projects by the jury**
- » **February 2024** announcement of the 3 winners\*
- » **16-21<sup>st</sup> April 2024** presentation of the projects and awards ceremony at the Elite Gallery Milan during the Milan Design Week 2024.

*\*The winners will be personally informed by email. All other participants will be informed via social media.*



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## 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**