

INTERNATIONAL HAT'S  
ART COMPETITION

14<sup>th</sup> edition - 2023



renewal



LA CHAPELLERIE  
ATELIER-MUSÉE DU CHAPEAU

CONTEST  
RULES



*Willing to highlight and preserve the know-how related to hat making, and to promote the current development and design of hats as favoured fashion accessories, the Hat Museum in Chazelles-sur-Lyon (France) is organizing an international contest sponsored by **Stephen Jones**, open to French and foreign designers.*

## **ART. 1 - REGULATION**

Participating in the contest means approving the conditions stated in the articles below and enclosing a signed entry form with the hat entering for the contest. This is a personal application and only the name of the actual person having designed the hat shall be mentioned on the display labels and in the exhibition catalogue. Accepted participants : milliners, hat designers and makers having designed and made the hat entering the contest. No age limit.

## **ART. 2 - THEME**

The chosen theme is : « **Renewal** ».

The Hat Museum is turning 40 years old this year! What better way to celebrate how far we have come than looking toward the future? After two years of crisis it is only natural that we need new prospects and crave reinvention. So let's imagine the hat of tomorrow!

Participants are encouraged to submit designs expressing change, resilience, sustainable development... Creations can also illustrate cycles, either natural (seasons, generations) or historical (Renaissance, Roaring Twenties).

Innovative techniques and/or the use of felt are recommended.

### ART. 3 - HEADGEAR SELECTION CRITERIA

- Each designer will make sure that their creation is easy to wear (size, proportion, balance, comfort, etc...) in the spirit of an «everyday» or «event» accessory rather than an art object. They must therefore constantly have in mind this question: what would I like to wear or see worn?
- The head size must be of 57 cm diameter (22.5 inches or 7-1/8) to be fitted by judges.
- Neither outside nor inside label allowing the maker's identification will be permitted. The designer is encouraged to add a technical description and/or a photo/sketch describing how to wear the headgear. The organizers reserve the right to remove any sign, showing the designer's name or logo.

### ART. 4 - PRIZES

The jury, whose president will be **Stephen JONES**, will award 10 prizes (more details page 6), ranging from 1 500 euros to supplies bundles and equipment.

### ART. 5 - JUDGING PANEL

- The panel will be presided by Stephen JONES and include different well-known figures from fashion and hat world.
- The panel will judge the pre-selected hats, with no previous knowledge of the designers' names, respecting the anonymity condition.
- Verdicts will be definitive and will not be commented on.
- Prize winners will be personally notified within a few days after the panel's decision. No result will be given by phone.

## ART. 6 - SENDING OF HEADGEAR

● **Headwear shall be sent between 15<sup>th</sup> January and 20<sup>th</sup> February, 2023.**

● Shipment address :  
INTERNATIONAL HAT'S ART  
COMPETITION 2023  
ATELIER-MUSEE DU CHAPEAU  
31, rue Martouret  
42140 CHAZELLES-SUR-LYON  
FRANCE

● The entry form (duly filled in and signed) and the participation fees specified in article 8 shall be sent together with the headgear. No package with freight collect shall be accepted.

● **The organizers will not, in any case, bear the custom clearance costs.**

The labels for parcels coming from foreign countries shall specify : **“samples without any commercial value nor insurance value”**. On your customs declaration, if you have to fill in an insurance value, **please do not write a value higher than 40 € (35 £ / 43 \$US / 62 \$AUS / 5558 ¥)**. If this value is higher, the French Customs will demand us to pay a duty so we will refuse your package.

You can tick the box “other” in the item category, and add “hat for exhibition” if the reason for export is required.

**The designers will make sure that they conform to custom regulations.**

● Participants are highly advised to make sure their works are carefully and appropriately packaged.

## ART. 7 - REGISTRATION FEES

As a contribution to the contest general expenses, the following registration fees shall have to be paid:

- 15 euros for French participants
- 30 euros for members of the European Union (except Norway), Swiss and French Overseas
- 35 euros for participants from Norway, Eastern Europe outside European Union, Maghreb
- 60 euros for participants from Asian Countries, Russia, Australia, Americas and Africa

Entries not including such fees shall not be retained.

Terms and conditions of payment :  
check payable in France, postal order,  
bank transfer (IBAN : FR76 1426  
5006 0008 77114456 829 – BIC :  
CEPAFRPP426)

## **ART. 8 - HEADGEAR SHIPMENT AND DISPLAYING**

- The Hat Museum shall not be liable for any damages of hats resulting from poor packaging or handling of packages during shipment. Candidates are advised to pay great attention to the packaging of headgear and if necessary to contract insurance for shipment.

- Headgear not chosen during the pre-selection will be returned to their designers by April 2023.

- **Selected hats (about 90) will be displayed from May 27<sup>th</sup>, to October 22<sup>nd</sup>, 2023 in the temporary exhibition hall of the Hat Museum.**

- The Hat Museum will contract an insurance to avoid damage and theft for the whole exhibition period.

- The creativity prize, the craft prize, the innovation prize and the ready-to-wear prize will be kept and will become part of the museum's collection. Other hats will be returned to their owner during the last quarter of 2023.

## **ART. 9 - CATALOGUE - PRESS - FASHION SHOW**

- Some hats will be photographed for the catalogue as well as for the advertising of the exhibition and the Hat Museum, on various paper or digital media. By entering the contest, participants agree with the royalty-free publishing of their works.

- Some hats may be chosen for a fashion show organized by the Hat Museum for the award ceremony and the exhibition's public opening.

# 10 prizes & awards

An **official awards ceremony** as well as a fashion show of the selected hats will take place on **Saturday, May 27<sup>th</sup> 2023** at the "Chapellerie" site, in the Hat Museum. Designers will be warmly welcome to visit the exhibitions (temporary and permanent). Every candidate will receive a personal invitation to the ceremony, which will be followed by a cocktail and a dinner in the evening.

For this 14<sup>th</sup> edition, the program will be enriched with the **1<sup>st</sup> meeting of the newly founded "Fédération Française des Artisans du Chapeau" (French Hat Guild)**. A day will be dedicated to hat professionals in the form of round tables, discussions and visits to suppliers, on **Friday, May 26<sup>th</sup>**.

### **CREATIVITY PRIZE - STEPHEN JONES**

- 1 500 euros
- A bundle of fur felt cones
- A bundle of ribbons - Mokuba or Julien Faure

### **INNOVATION PRIZE**

- 500 euros – Patrons Club
- A hatblock kit with round crown + spinner + millinery knife - Atelier du Formier
- A bundle of fur felt cones
- A bundle of ribbons - Mokuba or Julien Faure

### **TECHNICITY PRIZE**

- 125 euros - Swiss shop « Coup de chapeau »
- A bundle of supplies - H.A Schmid (200 euros value)
- A batch of raw material - De Vroey Hats (250 euros value)
- A bundle of ribbons - Mokuba or Julien Faure

### **PRIZE FOR BEST INTERPRETATION OF THE THEME**

- A bundle of supplies - Ultramod (300 euros value)
- A bundle of fur felt cones
- One year subscription to the *Hat Magazine*

### **CRAFT PRIZE**

- 1 500 euros - Chazelles-sur-Lyon city
- A bundle of fur felt cones
- A bundle of ribbons - Mokuba or Julien Faure

### **READY-TO-WEAR PRIZE**

- 500 euros - Patrons Club
- A wooden hat block - Tino Ré, block maker
- A bundle of fur felt cones
- A bundle of ribbons - Mokuba or Julien Faure

### **PRIZE FOR BEST CONCEPT**

- 125 euros - Swiss shop « Coup de chapeau »
- A bundle of supplies - H.A Schmid (200 euros value)
- A bundle of supplies - De Vroey Hats (250 euros value)
- A bundle of ribbons - Mokuba or Julien Faure

### **THREE JURY'S PRIZES**

For each prize:

- A bundle of ribbons - Mokuba or Julien Faure
- A bundle of fur felt cones

### **PUBLIC PRIZE**

- The public prize will be awarded at the end of the exhibition, to the hat having won most visitors votes, hats already awarded by the professional jury excluded.
- A bundle of supplies

# partners

## FINANCIAL

- DRAC Auvergne-Rhône-Alpes
- Région Auvergne-Rhône-Alpes
- Conseil Départemental de la Loire
- Communauté de Communes Forez-Est
- Commune de Chazelles-sur-Lyon



## RAW MATERIAL PARTNERS

- Atelier du Formier - France
- Coup de Chapeau - Suisse
- De Vroey Hats - Belgique
- Hat Magazine - Royaume-Uni
- Julien Faure Rubans - France
- Mokuba - France
- Schmid Testadura - France
- Tino Ré - Formier - France
- Ultramod - France



the HatMagazine



MOKUBA



## PATRONS CLUB

- Brosse - Chazelles-sur-Lyon
- Chéri Bibi - Combressol
- Expert comptable Erecap - Chazelles-sur-Lyon
- Eurex - Chazelles-sur-Lyon
- Magasin Intermarché - Chazelles-sur-Lyon
- Thonnerieux Assurances - Sainte-Catherine



BROSSE

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ERECAP

EUREX



LA CHAPELLERIE  
ATELIER-MUSÉE DU CHAPEAU

CHAZELLES-SUR-LYON (FRANCE)

00 33 4 77 94 23 29



[www.museeduchapeau.com](http://www.museeduchapeau.com)



# entry form

Mr, Mrs

Name

Forename

Address

Post code

City

Country

E-mail

Website

Home phone

Mobile phone

Headgear title

I create hats as:

Professional designer (craftsman, artist...)

Amateur

I pay:

Cash (in parcel, according to local regulations)

Postal order

Bank transfer

BIC : CEPAFRPP426

IBAN : FR76 1426 5006 0008 7711 4456 829

the amount of:

15 euros - continental France

30 euros - European Union (except Norway), Swiss and French Overseas

35 euros - Norway, Eastern Europe outside European Union, Maghreb

60 euros - Asian Countries, Russia, Australia, Americas and Africa

I have read and accepted all the terms and conditions for participation.

This form is to be enclosed with the hat entering the contest, together with the payment of the registration fees as specified, to the following address :

INTERNATIONAL HATS'ART COMPETITION 2023 –  
Atelier-Musée du Chapeau – 31, rue Martouret –  
42140 CHAZELLES-SUR-LYON – FRANCE

READ AND  
APPROVED

SIGNATURE