



FOR IMMEDIATE RELEASE

Sergio Cereda Eyewear Design Award Expands Globally to the World's Most Prestigious Eyewear Design Schools

Presented by the Ross Viva Family Foundation and MIDO | Milano Eyewear Show

Applications now open for 2026; \$10,000 Grand Prize; Winners to be honored live at MIDO Exhibition in Milano

[New York, 14 July 2025] — The **Sergio Cereda Eyewear Design Award**, presented by the **Ross Viva Family Foundation** in partnership with the **MIDO Exhibition in Milano**, is proud to announce its global expansion for 2026. Now open to the world's most prestigious eyewear and fashion design schools, the award is a premier international platform exclusively dedicated to recognizing the next generation of visionary student designers in the optical space.

To apply: <https://optyx.com/sergio-cereda-award-application/>

While other design competitions highlight industry professionals or brands, the Sergio Cereda Award is one of the few global honors created specifically for **emerging student designers**, offering significant cash prizes, mentorship opportunities, and a live stage at the world's leading eyewear trade show — MIDO | Milano Eyewear Show.

Celebrating Rising Stars in Eyewear Design

The award made its live debut at MIDO 2025, where **Tea Rocco**, a student at **LABA School of Design** in Italy, was named the first winner. The announcement was delivered in front of hundreds of attendees. The excitement was palpable as industry professionals from around the world witnessed her breakthrough moment. The award announcement, led by MIDO President **Lorraine Berton**, set a new tone for how the industry celebrates industry heritage along with fresh talent.

Later in 2025, **Sophia Denison** of Savannah College of Art and Design (SCAD) earned the North American title during Vision Expo 2025.

2026 Awards: What to Expect

- **Eligibility:** Students under age 30 enrolled in or recently graduated from an accredited design program
- **Theme:** “Eyewear in its pure form: Balance between proportions and harmony, innovation and breaking point.”
- **Prizes:**
 - 1st Place: \$10,000 USD
 - 2nd Place: \$5,000 USD
 - 3rd Place: \$2,500 USD
- **Deadline:** November 2025
- **Live Award Ceremony:** MIDO 2026, Fiera Milano Rho, Milano, Italy

2026 International Jury

A globally respected jury will review all entries for design originality, technical execution, and vision:

- Harvey Ross – Founder, Viva International Group; CEO, OPTYX New York and HMR Holdings
- Stefania Cereda Oppermann – Design Consultant, EssilorLuxottica North America Product Team
- Caterina Cereda – Freelance Consultant
- Lorraine Berton – President, MIDO Exhibition
- David Friedfeld – President, ClearVision Optical
- Giovanni Vitaloni – Founder, VANNI Eyewear
- Bruno Palmegiani – Eyewear Designer

Quotes

“Sergio Cereda was not only my business partner for decades—he was my best friend and creative soulmate,” said **Harvey Ross**, founder of the Ross Viva Family Foundation and co-creator of the award. “This competition is my way of honoring his legacy and ensuring that his passion for bold, beautiful, forward-thinking design lives on. We’re proud to present this award alongside MIDO to elevate the future leaders of our industry.”

“We are very enthusiastic about the 2026 edition! Our dad would be very honored to know that his work is inspiring the creative minds of the new generations. We encourage the participating students to enjoy this opportunity to the fullest, and we thank Harvey and MIDO for making this happen.” **The Cereda family**

“Presenting the first winner of the Cereda Award at MIDO 2025 was a truly meaningful moment for me – said **Lorraine Berton**, MIDO President. Sergio Cereda made an important contribution to our industry, and it is a pleasure to pay tribute to his memory. In a sector like eyewear, where tradition and innovation go hand in hand, preserving and celebrating the legacy of those who shaped it is essential. I was also particularly pleased that the award went to a young woman, and now I’m really looking forward to discovering the winners of the next edition”.

About the Sergio Cereda Eyewear Design Award

Presented by the Ross Viva Family Foundation and the MIDO Exhibition, the Sergio Cereda Eyewear Design Award was created to honor the legacy of Italian eyewear pioneer Sergio Cereda. Known for his eye for elegance, technical brilliance, and commitment to mentorship, Cereda helped shape the global eyewear industry. The award is now one of the most respected honors for emerging designers and continues to celebrate bold new ideas with global impact.

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