



Applications Now Open for the 2027 Sergio Cereda Eyewear Design Award

International Competition Returns to MIDO | Milano Eyewear Show, Challenging the Next Generation of Designers to Explore “The DNA of Design”

NEW YORK, N.Y. — June, 2026 — Applications are now open for the **2027 Sergio Cereda Eyewear Design Award**, an international competition recognizing the next generation of eyewear designers and celebrating creativity, innovation, craftsmanship, and strategic brand thinking.

Presented during **MIDO**, the world’s leading international eyewear exhibition, taking place **February 6–8, 2027, in Milano, Italy**, the Award honors the legacy of legendary eyewear designer **Sergio Cereda**, whose work transformed the industry through his unique ability to understand the DNA of a brand and translate it into iconic collections.

Founded by **Harvey Ross** and presented in partnership with the **Ross Viva Family Foundation**, **MIDO | Milano Eyewear Show**, and the **Cereda Family**, the competition continues to bridge education and industry while inspiring emerging designers from around the world.

2027 Theme: “The DNA of Design: Eyewear Reimagined”

The 2027 competition invites participants to think beyond aesthetics and approach eyewear through the lens of identity, storytelling, and purpose.

Entrants may choose to reinterpret the design philosophy of an existing brand, movement, or aesthetic that inspires them, or they may develop an entirely original concept of their own. Rather than replicating an existing look, participants are encouraged to understand what makes a brand distinctive and express that vision through thoughtful, original design.

The goal is to create eyewear that reflects a cohesive point of view and demonstrates an understanding of how design, materials, lifestyle, and emotion come together to create lasting impact.

Updated Competition Format

For 2027, participants will design **a complete collection rather than a single frame.**

Each applicant must submit **either**:

- A collection of **three original optical frame designs**, or
- A collection of **three original sunglass designs**

The three designs should work together as a unified collection while demonstrating originality, versatility, and a consistent design language.

Entrants will submit a **one- to two-minute video presentation** explaining the inspiration behind their collection, their creative process, and how their designs embody the DNA of the chosen brand or original concept. The video presentation will play a significant role in the judging process.

A Message from Harvey Ross

“Sergio Cereda understood that exceptional design begins with understanding. Before he ever designed a frame, he immersed himself in a brand’s identity—its customer, its materials, its history, and its purpose. He believed great designers create collections, not just products. This competition reflects that philosophy by challenging students to think strategically, communicate their ideas, and design with authenticity.”

A Message from Lorraine Berton, the President of MIDO

“Sergio Cereda’s legacy reminds us that true creativity begins with understanding identity, purpose, and context before form. Through this competition, we want to encourage the next generation of designers to think beyond objects and to develop a vision capable of connecting design, innovation, and storytelling. Supporting young talent in this journey is part of MIDO’s commitment to shaping the future of the eyewear industry”.

A Growing International Platform

The Sergio Cereda Eyewear Design Award has quickly established itself as a respected global platform for emerging talent.

The 2026 competition attracted over 120 applications from around the world, including leading design institutions around the world such as:

- Istituto Marangoni Milano, Italy
- Savannah College of Art and Design (SCAD), USA
- LABA – Libera Accademia di Belle Arti di Brescia, Italy
- IED Torino, Italy
- ITS Cosmo Fashion Academy, Italy
- Politecnico Milano, Italy
- Muthesius University of Fine Arts and Design, Germany

By bringing together students from internationally recognized schools, the competition continues to foster innovation, cross-cultural collaboration, and the future of eyewear design.

Distinguished 2027 Jury

Entries will be evaluated by an accomplished panel of industry leaders and design experts:

- **Harvey Ross:** Founder of Viva International Group, CEO of Optyx New York and HMR Holdings
- **Lorraine Berton:** President, MIDO | Milano Eyewear Show and ANFAO
- **Stefania Cereda Oppermann:** Design Consultant, EssilorLuxottica
- **Caterina Cereda:** Strategic Consultant, Co-Founder Sergio Cereda Archive
- **David Friedfeld:** President of Clear Vision Optical
- **Giovanni Vitaloni:** Founder Vanni Eyewear
- **Bruno Palmegiani:** Eyewear Designer

Judging Criteria

Submissions will be evaluated on:

- Creativity and originality
- Cohesion and consistency across the three-design collection
- Interpretation of brand DNA or originality of concept
- Innovation and forward-thinking design
- Craftsmanship and aesthetic excellence
- Material awareness and market relevance
- Quality and effectiveness of the video presentation
- Overall storytelling and creative vision

Awards

- First Place: \$10,000 USD
- Second Place: \$5,000 USD
- Third Place: \$3,000 USD
- Fourth Place: \$2,000 USD (Harvey's Choice Award)

A total of **\$20,000 USD** in awards will be presented during **MIDO 2027** in Milano.

Applications Are Now Open

Applications are officially open, and **all entries must be submitted by November 30, 2026.**

The official competition criteria and application are available at:

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

Students, educators, and design institutions are also encouraged to follow the competition on Instagram at **@sergioceredaaward** for application updates, important announcements, competition news, and behind-the-scenes content throughout the submission period.

Winners will be announced and recognized during **MIDO 2027**, held **February 6–8, 2027, in Milano, Italy**. Exact Time & Date TBA

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