SILMO Paris 2027: 60 Years of Bold Creativity, a New Generation Ready to “Reinvent the Codes”

To celebrate its 60th anniversary, SILMO Paris is giving young designers carte blanche to explore new expressions of eyewear design, under the presidency of Belgian designer Alain Gilles.

What if tomorrow's eyewear broke free from today's conventions?

To mark its 60th anniversary, SILMO Paris is launching the 6th edition of its **Optical Design Competition**, under the theme “**Reinventing the Codes**.” An invitation to design students from around the world to explore new creative territories, challenge conventions and reimagine eyewear.

For six decades, SILMO Paris has supported the evolution of the optical and eyewear industry, showcasing the craftsmanship, innovations and talents that continue to shape the profession.

Through this competition, the show reaffirms its commitment to emerging creative talent and its ambition to encourage the next generation of designers to bring a fresh perspective to an iconic everyday object.



“Reinventing the Codes”: The Art of Reinterpreting the Essential

A functional accessory, a style statement, a means of personal expression… Over the decades, eyewear has taken on many identities and purposes, becoming a true field of exploration for designers.

What if the next revolution in eyewear design began with a different perspective?



For this anniversary edition, students are invited to challenge conventions and present their own vision of eyewear: unexpected silhouettes, bold proportions, innovative materials, original manufacturing techniques or new ways of exploring the relationship between an object and the person wearing it.

Three areas of exploration are proposed to inspire their creativity:

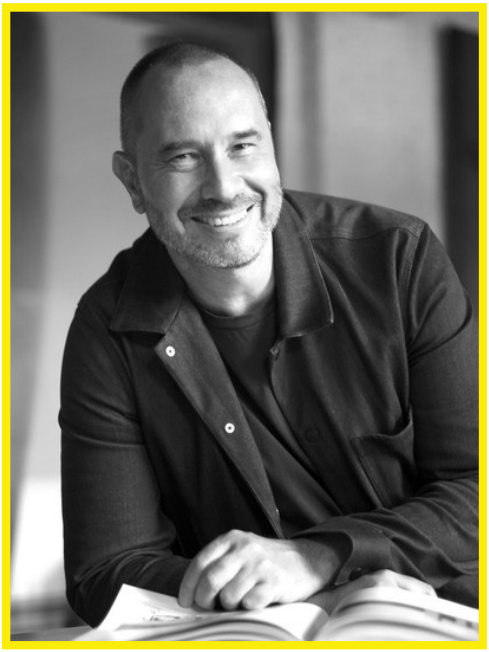
- **Freedom of Form:** Playing with volumes, structures and geometries to challenge established conventions.
- **Materials as a Means of Expression:** Experimenting with textures, colours, materials and manufacturing processes.
- **Objects and Emotion:** Imagining eyewear that conveys an identity, expresses a personality or tells a story.

These are just some of the possible directions, designed to inspire rather than limit participants’ creative freedom, encouraging distinctive creations where aesthetics, functionality and innovation come together.

Because reinventing the codes is not simply about imagining what does not yet exist, but also about seeing the familiar in an entirely new light.

Alain Gilles: A Distinctive Vision at the Head of the Jury

For this anniversary edition, SILMO Paris has appointed Alain Gilles, a Belgian designer renowned for his inventive, expressive and contemporary approach to design, as President of the Jury.



Bringing together form, function and emotion, his work stands out for its ability to reinterpret everyday objects and give them a new identity.

An approach that perfectly reflects the spirit of this 6th edition: moving beyond conventions, exploring new possibilities and encouraging bold, unrestricted creativity.

Alongside professionals from the design and optical industries, Alain Gilles will take part in selecting the most promising projects, which will be assessed according to four criteria: **innovation and design, use and function, responsible design, and technical feasibility**.

A Springboard for Turning Ideas into Reality

Beyond the creative challenge, the Optical Design Competition offers students a valuable opportunity to turn their ideas into tangible creations and showcase their talent to industry professionals.

Up to ten projects will be shortlisted, with prototypes produced and exhibited at SILMO Paris 2027.

This provides young designers with a unique platform to present their work to professionals, the media and international players in the optical and eyewear industry.

The winning project, to be announced on **Friday, 24 September 2027**, will receive a **€10,000 prize**, shared equally between the winning student and their educational institution.

More than just an award, the competition aims to serve as a genuine springboard for the designers of tomorrow, offering visibility, recognition and new professional opportunities.

How to Enter the 2027 Competition

The competition is open to students aged 18 or over who are enrolled in the **3rd, 4th or 5th year of a design programme** with the possibility of forming multidisciplinary teams in accordance with the participation requirements.

- **Application deadline**: 16 June 2027
- **Project submissions**: concoursdesign.silmo.fr
- **Winner announcement**: 24 September 2027, at SILMO Paris

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CONCOURS DESIGN OPTIQUE
2027

CONCOURS DESIGN OPTIQUE
6ÈME ÉDITION : RÉINVENTER LES CODES
60 ans de création, et tout reste à imaginer.