

Atelier-Musée  
du  
**CHAPEAU**

**CONTEST  
RULES**



**The art  
and  
manner**

**INTERNATIONAL HAT'S  
ART COMPETITION - 15<sup>th</sup> edition**



*Willing to highlight 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: makers having designed and made the hat entering the contest. No age limit.

## **ART. 2 - THEME**

The chosen theme is « **The art and manner** ».

Painted, drawn, engraved, sculpted, photographed, filmed, sung, narrated... hats star in every forms of artistic expression.

Participants are encouraged to submit a design inspired by a piece of art, to reinterpret an artwork, or even to invent a hat where there is none.

Creations can also illustrate how fashion and art intertwine, and how a hat may be wearable art.

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

### ART. 3 - HEADWEAR 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 organizers reserve the right to remove any sign showing the designer's name or logo.
- Designers must add an explanatory note describing the techniques and materials used, and stating their vision of the theme.
- Designers are required to give a title to their creation, and to supply a picture showing the way to fit it on a head, if necessary.
- Hats which entered a previous competition will not be accepted.

### ART. 4 - PRIZES

The jury, whose president is **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 professionals from the fashion and hat worlds.
- 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 HEADWEAR

- **Headwear shall be sent between 20 January and 21 February 2025.**

- Shipment address :

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 7 shall be sent together with the headwear. No package with freight collect shall be accepted.

- The designers will make sure that their shipment conforms to customs regulations.

- The customs declaration for parcels coming from foreign countries shall specify :

- ***Samples without any commercial value***

- ***Hat for exhibition.***

- **The insurance value must be a number between 3 € and 40 € (33 £ / 43 \$US / 66 \$AUS / 6630 ¥), otherwise the parcel will be held by customs until clearance fee is paid. The organizers refuse to pay any duty.**

## ART. 7 - REGISTRATION FEES

As a contribution to the contest general expenses, the following registration fees shall have to be paid by the participants, according to the country the parcel is sent from and back :

- 15 euros for France

- 30 euros for European Union, Swiss and French Overseas

- 35 euros for countries outside European Union (United Kingdom, Norway...) and Maghreb

- 60 euros for countries outside Europe (Australia, Canada, Japan, Russia, USA...)

Entries not including such fees shall not be retained.

Terms and conditions of payment :

- check payable in France or

- bank transfer to IBAN : FR76 1426 5006 0008 77114456 829 – BIC: CEPAFRPP426)

## ART. 8 - HEADWEAR SHIPMENT AND DISPLAY

- The Hat Museum shall not be liable for any damages of hats resulting from poor packaging or handling of packages during shipment. Participants are advised to pay great attention to the packaging and if necessary to contract insurance for shipment.
- Hats not selected for the exhibition will be returned to their designers by April 2025.
- **Selected hats (about 90) will be displayed from 25 May to 2 November 2025 in the temporary exhibition hall of the Hat Museum.**
- The Hat Museum will contract an insurance to avoid damage and theft for the whole duration of the exhibition.
- The creativity prize and the craft prize will be kept and become part of the museum's collection. The other hats will be returned to their owner during the last quarter of 2025.

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

- Hats will be photographed for the catalogue as well as for the advertising of the exhibition and of 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. The designers of these hats will be notified.



# 10 prizes and awards

An **official awards ceremony** as well as a fashion show of the selected hats will take place on **Saturday 24 May 2025** at the Hat Museum.

*Designers will be welcome to visit the exhibitions (temporary and permanent).*

*Each participant will receive a personal invitation to the ceremony, which will be followed by a cocktail and a dinner in the evening.*

## **CREATIVITY PRIZE - STEPHEN JONES**

- 1 500 euros
- A voucher for hat blocks (worth €300) – Mercerie de l'Atelier
- Ribbons – Julien Faure

## **INNOVATION PRIZE**

- 500 euros – Patrons Club
- A hat block kit with round crown + spinner – Atelier du Formier
- A voucher for hat blocks (worth €250) – Mercerie de l'Atelier
- Ribbons – Julien Faure

## **CRAFT PRIZE**

- 1 500 euros – Chazelles-sur-Lyon City
- A voucher for hat blocks (worth €300) – Mercerie de l'Atelier
- Ribbons – Julien Faure

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

- 500 euros – Patrons Club
- A wooden hat block – Tino Ré
- A voucher for hat blocks (worth €250) – Mercerie de l'Atelier
- Ribbons – Julien Faure

### **TECHNICITY PRIZE**

- One year of membership at the French Federation of Hat Artisans (including 2 issues of the magazine *Chapeau Passion*)
- A bundle of supplies – H.A Schmid (€200 value)
- A bundle of supplies – De Vroey Hats (€250 value)
- A voucher for hat blocks (worth €200) – Mercerie de l'Atelier
- A batch of alcohol stiffener (value €65) – CdiC Supplies
- Ribbons – Julien Faure

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

- A voucher for supplies – Ultramod (€300 value)
- A voucher for hat blocks (worth €150) – Mercerie de l'Atelier
- One year subscription to the *Hat Magazine*
- Ribbons – Julien Faure

### **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.
- The designer will receive a bundle of supplies.

### **PRIZE FOR BEST CONCEPT**

- Three years of membership at the Hat Museum association (including 6 issues of the magazine *Chapeau Passion*)
- A bundle of supplies – H.A Schmid (€200 value)
- A bundle of supplies – De Vroey Hats (€250 value)
- A voucher for hat blocks (worth €200) – Mercerie de l'Atelier
- A batch of alcohol stiffener (value €65) – CdiC Supplies
- Ribbons – Julien Faure

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

For each prize:

- Ribbons – Mokuba
- A voucher for hat blocks (worth €100) – Mercerie de l'Atelier



## FINANCIAL

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

## SUPPLIERS

- Atelier du Formier - France
- CdiC Supplies - Belgium
- De Vroey Hats - Belgium
- French Federation of Hat Artisans
- Hat Magazine - United Kingdom
- Julien Faure Rubans - France
- Mercerie de l'Atelier - France
- Mokuba - France
- Schmid Testadura - France
- Tino Ré - Formier - France
- Ultramod - France



the **HatMagazine**

MOKUBA



Mercerie de l'Atelier



## PATRONS CLUB

- Brosse - Chazelles-sur-Lyon
- Crédit Agricole Loire Haute-Loire
- Erecap - Chazelles-sur-Lyon
- Eurex - Chazelles-sur-Lyon
- Julien Faure - Saint-Just-Saint-Rambert
- Magasin Intermarché - Chazelles-sur-Lyon
- Thonnerieux Assurances - Sainte-Catherine



LA CHAPELLERIE  
ATELIER-MUSÉE DU CHAPEAU

CHAZELLES-SUR-LYON (FRANCE)

00 33 4 77 94 23 29



ateliermuseeduchapeau.com







**Mr, Mrs** **Name**

**Forename**

**Address**

**Post code**

**City**

**Country**

**Phone**

**E-mail**

**Website**

**Social networks**

**How were you aware  
of the contest?**

**Headwear title**

**I am attaching a technical and artistic explanatory note of my creation.**

<b>I pay:</b>	Cash (inside the parcel)	<b>the amount of:</b>	15 euros - continental France
	Bank transfer BIC : CEPAFRPP426 IBAN : FR76 1426 5006 0008 7711 4456 829		30 euros - European Union, Swiss and French Overseas
			35 euros - Outside the European Union (United Kingdom, Norway...) and Maghreb
			60 euros - Outside Europe (Australia, Canada, Japan, Russia, USA...)

**I have read and accepted all the terms and conditions.**

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 :

Atelier-Musée du Chapeau  
31, rue Martouret  
42140 CHAZELLES-SUR-LYON  
FRANCE

**DATE**

**SIGNATURE**