

# ARTS & CRAFTS

**ELITE** 2025  
DESIGN  
AWARDS

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# YOUR DESIGN, OUR CRAFT

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## COMPETITION CHALLENGES

For its 8<sup>th</sup> edition, the prestigious Elite Design Awards, organised by Maison Elite, celebrates the emblematic **"Arts and Crafts"** movement. Born as a reaction to the industrialisation of the 19<sup>th</sup> century, this movement advocated a return to craftsmanship, the use of natural materials, and the creation of objects that are both beautiful and functional. It valued quality, simplicity, and the beauty of handmade objects, as well as the integrity of manual work—values that are cherished by Maison Elite. Explore and reinterpret traditional craftsmanship through the lens of contemporary design and contribute to perpetuating this unique heritage!



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## 1. ELITE BEDS COMPANY PRESENTATION

### ***“A simple, vibrant, true story”***

Elite is part of the craft tradition of Master Upholsterer Jules-Henri Caillet and was created in Yens-sur-Morges in Switzerland in 1895. Initially, the family specialised in upholstery and then went on to gain expertise in mattress manufacturing and build a reputation in the region. With the advent of automated tools, Robert Caillet, the founder's son, sought to integrate progress within his company by marrying craft and mechanisation. In his view, and successive generations, progress was key to the manufacture of a good mattress.

Artisanal production offers the freedom and opportunity to choose high-quality natural materials (Swiss wool, Alpaca wool, Cashmere, horsehair, Camel wool, Tussar silk, etc.). Expertise in combining these different materials and rigorous design combine to produce exceptional mattresses and beds. These fine materials are part of Elite's recipe for a good night's sleep. From the beginning, the family business was careful to select only environmentally friendly, sustainable raw materials. Production continues to take place in Switzerland, relying on a relationship of trust with partners and the expertise and attention to detail of Elite's master craftsmen. The ethical, ecological and social responsibility of the owners, employees, partners, and customers is an essential part of the company's DNA.

Since 2006, Elite's CEO François Pugliese has continued the time-honoured tradition of Elite and its family-oriented, entrepreneurial spirit. The company vision is to mobilise all the resources it requires to develop new business opportunities. Its vision is guided by three priorities: personalised consultations, guaranteed quality and a commitment to innovation.

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## 2. POSITIONING OF ELITE

The House of Elite seeks to forge its own distinctive path and prioritise craftsmanship and wellbeing. It is sensitive to creating extraordinary customer experiences and offer bespoke solutions. Furthermore, it strives to ensure sustainable and environmentally friendly production.

From consultation with clients to manufacture, Elite's employees are constantly on hand to meet their customers' every demand. The pursuit of excellence and dedicated work are the values that Elite wishes to convey in the design and manufacture of all its products. As a result, the company is defined by its quality guarantees and commitment to innovation internally and by using the finest quality materials and the talents of its experienced craftsmen.

Elite is part of a long tradition of bed making and seeks to innovate and lead in the design of premium beds. This competition aims to foster new ideas through the combination of design and traditional craftsmanship.

## 3. COMPETITION CHALLENGES

Beds have been viewed as symbolic objects and have developed over time. In the 17<sup>th</sup> century, they were considered objects of great value, and it was common practice to receive visitors while lying in one's bed. They also provided a display area that told stories of power with hunting trophies hanging above. Today bedrooms are more private spaces compared to days passed. While they are still used as decorative and functional objects of one style or another, they are no longer deemed as important within our living spaces.

The purpose of this competition is to rethink the important role of the bed in the bedroom environment. The bed is essential for our wellbeing, and the design should be suitable for our current modern lifestyles while retaining the essence of authentic traditional craftsmanship.

The design proposal is intended for private individuals and should tell a story that considers the user's experience in the bed and the area around it. It can be designed to be placed centrally in the bedroom or against a wall.

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The project should highlight the unique character of the bed, both in terms of its use and the quality of the details of manufacture, as well as the assertion of the volumes, materials and assemblies.

The applicant must include the high-end and luxurious spirit, noble character and longevity of use for which Elite's beds are renowned. This high-end angle can be approached through the expression of a dream or an emotion reflecting on the pace of our always-connected working lives. The bed is intrinsic to the experience of waking and sleeping and is one of our most important daily activities.

The applicant is strongly encouraged to draw on the expertise and know-how of Elite Beds and its production methods. The purpose is to combine imagination with the remarkable skills of high-quality cabinetmaking, upholstery and leatherwork and incorporate them in the design details.

The applicant's proposal must include a bed base and headboard designed in line with the theme. The proposal is intended for individuals who dream of owning a unique bespoke piece. The applicant must take into account the manufacturing constraints specified by Elite.

## 4. BRIEF FOR EDITION 2025

Born in the late 19<sup>th</sup> century in Great Britain, the "**Arts and Crafts**" movement emerged as a reaction to the growing mechanisation and industrialisation of the time, which threatened to devalue manual labour and the aesthetic qualities of everyday objects.

The "**Arts and Crafts**" movement advocated a return to craftsmanship, the use of natural materials, and the creation of objects that are both beautiful and functional. **It valued the quality, simplicity, and beauty of handmade items, as well as the integrity of manual work.** Creations from this movement were often characterised by clean forms and simple lines. Drawing inspiration from these principles, we invite you to create beds that celebrate the fusion of art and craftsmanship.

**Keywords to guide your creation:** Craftsmanship, Quality, Authenticity, Harmony, Functionality, Tradition, Elegance, Timelessness.

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We are looking for designs that incorporate the values of the Arts and Crafts movement into bed design. Submitted projects should:

- » Promote craftsmanship: Highlight manual skills and traditional techniques in the design and production of the products.
- » Embrace Modernity: Integrate contemporary trends and innovations
- » Combine aesthetics and functionality: Design objects that are not only beautiful but also functional and comfortable, providing optimal well-being to users.
- » Value materials: Use high-quality, natural, and durable materials.
- » Promote sustainability: Integrate environmentally friendly practices in the choice of materials and manufacturing processes.

## 5. AIMS OF THE COMPETITION

- » **Showcase Elite's expertise**
- » **Innovate and boost the field of creative bed design**
- » **Transform ideas to functional product**
- » **Give students and young professionals the opportunity to be exhibited at the Milan Design Week 2025**

## 6. TECHNICAL CHARACTERISTICS AND CONSTRAINTS (MATERIALS, TECHNIQUES, FORMAL RESTRICTIONS)

In order to combine style and comfort, **the bed base must be a minimum of 10 cm to 12 cm deep**. Elite mattresses are 22 cm to 35 cm deep. The design should be based on a king-size mattress that is 180 cm wide and 200 cm long. **These technical constraints must be adhered to in all proposed solutions or risk being disqualified.**

*Regarding the conditions of participation, the calendar and the other clauses, please refer to the 2025 Rules.*