



Evolving Legend of Salvatore Ferragamo



Salvatore Ferragamo

COMPETITION FOR YOUNG FOOTWEAR DESIGNERS

Museo Salvatore Ferragamo

“There is no limit to beauty, no saturation point in design, no end to the materials a shoemaker may use to decorate his creations so that every woman may be shod like a princess and a princesse may be shod like a fairy queen. There is no limit to the materials I have used in these fifty years of shoemaking (. . .). I have used diamonds and pearls, real and imitation; gold and silver dust; fine leathers from Germany, Britain, America, and wherever else they may be found. I have used satins and silks, lace and needlework, glass and glass mirrors, feathers (. . .). I have used fish, felt, and transparent paper, snail shells and raffia, synthetic silk woven instead of raffia, raw silk, seaweeds and wool.”

“I love feet. They talk to me. As I take them in my hands I feel their strengths, their weakness, their vitality or their failings. A good foot, its muscles firm, its arch strong, is a delight to touch, a masterpiece of divine workmanship. A bad foot (. . .) is an agony. As I take these feet in my hands I am consumed with anger and compassion: anger that I cannot shoe all the feet in the world, compassion for all those who walk in torment.”

“Shoemaker of Dreams”. The autobiography of Salvatore Ferragamo, London 1957.

Excellence in the selection of materials, care over detail, creativity (meaning continual innovation), constant development of new constructions, original materials and solutions to improve fit: these are the basic commitments that define all Salvatore Ferragamo footwear.

Equally important are the craft techniques used for many products and the capacity of each product to serve different uses, thus satisfying the dynamism of life today and discerning consumers who recognize quality, functionality and exclusiveness in a product.

Such are the principles that should inspire participants in this competition for young footwear designers that the Ferragamo Museum is organizing for 2009-2010.

Ferragamo has a solid tradition of competitions that scout for and support new talents in the footwear sector: the first competition was organized in 1998, to celebrate the centenary of the founder’s birth, and was followed up by competitions in 1998, 2001 and 2008.

Commitment to young people, confidence in their resources and energy and a passionate vocation for transferring and developing know-how in the field of footwear design and production have always been a part of Ferragamo’s high profile.

Since the end of 2006, when the new Salvatore Ferragamo Museum was opened to the public in spacious new premises in Palazzo Spini Feroni in Florence, the granting of scholarships for young fashion and design students has become regular practice and is funded by the annual takings of the Museum’s ticket office.

The 2009 competition is open to all students attending a course in the current year at international fashion and design schools.

COMPETITION RULES:

Prospective participants in the competition must send the following by e-mail to museoferragamo@ferragamo.com by 10th January 2010:

- 1) a photo of their prototype in jpg format and the relative technical drawings;
- 2) a short explanation of the model, in English;
- 3) the form attached hereto, duly compiled in every field, together with a CV and a photo in digital format;
- 4) a letter on the school’s headed notepaper attesting to registration on a course.

Originals of prototypes and technical drawings must be received by 10th February 2010.

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Participants have complete freedom regarding the type of shoe and construction techniques but the footwear model must be designed to be produced, presented and sold in Salvatore Ferragamo stores throughout the world. Furthermore, there must be a strong focus on the materials used, as required by the finest Ferragamo traditions.

In assessing the prototypes, the jury will look particularly closely at:

- the quality of the technological solution (meaning the shoe's industrial reproducibility and any technical/constructive innovations);
- the model's creativity and originality in use of materials;
- capacity to innovate in terms of footwear functions.

Model must reach the Ferragamo Museum by the date indicated above, together with the form attached hereto (fully compiled) and a photo of the prototype, by registered and insured mail (addressed to: Competition Salvatore Ferragamo, Museo Salvatore Ferragamo, Via Tornabuoni 2, 50123 Firenze - ITALIA).

Models received by the aforementioned inviati date will be assessed by a commissione Commission appointed by Salvatore Ferragamo Italia S.p.A. and formed by di international technical and style experts and representatives of the trade press. The models will be officially presented in Florence by February 2010.

The prize giving event will also be held on this occasion.

The winner will be informed by e-mail.

The Commission's judgment is final.

PRIZES:

The winner of the competition will be given a scholarship worth € 15,000.

At the exclusive discretion of Salvatore Ferragamo Italia S.p.A., the three top ranking models in the competition may be reproduced in limited series and sold, bearing the wording "Competition Giovani Stilisti della Calzatura per Salvatore Ferragamo" in major Salvatore Ferragamo stores.

The winner of the competition will enjoy full reimbursement against duly submitted fiscal documentation of his or her travel, food and accommodation expenses incurred for taking part in the prize giving event at the Museum in Florence. Lastly, Salvatore Ferragamo Italia S.p.A. reserves at its own discretion the right to offer one or more of the top ranking participants in the competition a 3 to 6 month internship in its design department in Florence.

All the models submitted to the competition will be presented to the international press and the public during the prize giving event.

Participants in the competition must guarantee that the work they submit is the exclusive product of their own intellectual effort and therefore satisfies the requisites of novelty and originality.

The models and technical drawings, including those that do not attain ranking, will remain the property of and be exclusively available for use by Salvatore Ferragamo Italia S.p.A., which may dispose of and use them for the purposes it deems most suitable, including, but not limited to, recording, reproduction and publication in any media, including digital.

None of the documentation sent in for the purpose of taking part in this competition will be returned.