



2027 TOILE DE JOUY AWARD

With the collaboration of the Versailles Campus

Art Déco et années folles (Art Deco and the roaring 20's)

8th edition

Last update: 20th of August 2026

Christophe Philippe Oberkampff, founder of the Jouy-en-Josas' manufactory, built his factory's reputation on the richness, diversity and quality of the patterns on its fabrics. The archives show that the manufacturer paid constant attention to the creativity of the designs printed on fabric. The fame of these prints, known as 'Toile de Jouy', stems from the constant renewal of the sources of inspiration for its designers and engravers.

This eighth edition of the TOILE DE JOUY AWARD, entitled 'Art Deco and the Roaring Twenties', echoes the Museum's 2027 heritage exhibition entitled 'Art Deco Textiles and Wallpapers: The Art Workshops of the Department Stores (1910–1930)'. The exhibition forms part of the museum's mission to document the legacy of printed fabric production at the Jouy's Manufactory, and the evolution of decorative arts in Europe since the 18th century. It explores the decisive role played by the design workshops attached to the department stores of the time (Le Bon Marché, Le Printemps and Les Grands Magasins du Louvre) in the development of the applied and decorative arts, particularly textiles, in the early 20th century. These design studios conceived the elements of a 'total art' (furniture, works of art and decorative objects, tapestries, wallpapers, printed textiles, etc.) and launched the major ornamental trends of the period. They popularised new styles such as the one retrospectively termed 'Art Deco', which epitomised the modern taste of those years. Having emerged in the 1910s, it reached its peak from 1920 onwards before declining in the mid-1930s. It flourished during a period of intense social, cultural and artistic activity in the interwar years, known as the 'Roaring Twenties'. People sought entertainment and a carefree spirit, under the strong cultural influence of the United States. This Art Deco style takes its name from the 1925 International Exhibition of Modern Decorative and Industrial Arts, which helps to characterise it as a movement that broke with the organic and fluid style of Art Nouveau, the artistic movement that preceded it at the turn of the 20th century. It saw a revival of classical rigour and restraint, as if a return to order following the period of the



World War, characterised by pronounced symmetry, geometrisation, simplification and the synthesis of forms. This style encompassed all areas of the decorative arts, from furniture to wall decorations and decorative objects.

Participants are given the opportunity to draw inspiration from the world and codes of traditional boteh, palms and peasley patterns to imagine new drawings for printed fabrics, inspired by the style of the Toile de Jouy produced at the Oberkampf's factory.

Following on from Toile de Jouy, the Art Deco style has left a profound mark on the history of ornamental design. It is within this creative tradition that we invite entrants to the 2027 Toile de Jouy Prize to make their mark, by imagining, reinventing and modernising patterns inspired by this major milestone in decorative and textile design.

The 2027 TOILE DE JOUY AWARD is open to students and practising professional designers. Each entry is judged on the basis of its creativity, its graphic and structural quality (adherence to the design layout), its originality, its aesthetic appeal, its relevance and its adherence to the set theme. The winner of each category will receive a prize of 1,000 euros, awarded by Maison Casal and Maison Lelièvre. This year, the People's Choice Award will also be supported by a prize of 500 euros awarded by the Association des Amis du Musée de la Toile de Jouy. The 2027 edition is organised in partnership with Campus Versailles. The rules for the TOILE DE JOUY AWARD set out below may be freely viewed and downloaded throughout the duration of the competition on the Toile de Jouy Museum website: <http://www.museedelatoiledejouy.fr>.

RULES

CONTENTS

ARTICLE 1. OBJECTIVES AND ORGANISATION OF THE TOILE DE JOUY AWARDS

ARTICLE 2. PARTICIPATION AND APPLICATION CONDITIONS

ARTICLE 3. ELIGIBLE WORKS

ARTICLE 4. SUBMISSION AND COMPOSITION OF PROJECT FILES

ARTICLE 5. COMPETITION CALENDAR, SELECTION PROCESS AND JURY

ARTICLE 6. PRIZES

ARTICLE 7. LIABILITY

ARTICLE 8. AUTHORISATIONS RELATED TO PROJECTS CREATED FOR THE 2025 TOILE DE JOUY AWARDS

ARTICLE 9. INTELLECTUAL PROPERTY, PUBLICATION AND TRANSFER OF RIGHTS



ARTICLE 10. PROCESSING OF PERSONAL DATA

ARTICLE 11. FILING, ACCEPTANCE AND AMENDMENT OF RULES

ARTICLE 12. DISPUTES

APPENDIX 1. ENTRY FORM / REGISTRATION

APPENDIX 2. CERTIFICATION

APPENDIX 3. AUTHORISATION TO RECORD, REPRODUCE AND REPRESENT THE IMAGE OF A PERSON OR IMAGES OF THE PROJECT SUBMITTED FOR THE TOILE DE JOUY AWARDS

APPENDIX 4. TRANSFER OF RIGHTS RELATING TO A WINNING MOTIF TO THE MUSÉE DE LA TOILE DE JOUY

APPENDIX 5. STATEMENT REGARDING WHETHER OR NOT ARTIFICIAL INTELLIGENCE TOOLS WERE USED IN THE DESIGN OF THE PROJECT



ARTICLE 1. OBJECTIVES AND ORGANISATION OF THE TOILE DE JOUY AWARDS

1.1 The Toile de Jouy museum (hereinafter “the Museum”), a ‘Musée de France’ and the municipal museum of the town of Jouy-en-Josas, represented by its mayor, and the Association des Amis du Musée de la Toile de Jouy (hereinafter “the AMTJ”), represented by its president, have joined forces with Campus Versailles and come together to create the “2027 TOILE DE JOUY AWARD”.

By establishing this award, which recognises the creation of a contemporary design in the spirit of the printed fabrics produced at the Manufacture Oberkampf, the Museum, the AMTJ and Campus Versailles (hereinafter “the Organisers”) aim to:

- raise awareness of and promote 18th- and 19th-century printed fabrics, known as ‘Indiennes’, ‘Perses’ or ‘Toile de Jouy’, a heritage collection of which is held at the Museum.
- enhance the AMTJ’s outreach activities amongst its members, as well as amongst textile manufacturers, interior designers, elected representatives and the general public.
- to demonstrate that heritage and creativity are not incompatible.
- to enable students and designers to meet professionals from the textile industry as well as specialists in the decorative arts, thereby facilitating the start of their careers by providing them with exceptional visibility.

1.2 These Rules (hereinafter “the Rules”) govern the 2027 TOILE DE JOUY AWARD. The Rules may be freely viewed and downloaded throughout the duration of the competition on the Toile de Jouy museum website: <http://www.museedelatoiledejouy.fr>.

1.3 The 2027 TOILE DE JOUY AWARD will take place from **02 September 2026 to 13 May 2027**, with the theme ‘**Art Deco and the Roaring Twenties**’. This theme applies to both existing categories of entrants, as set out below.

1.4 The 2027 TOILE DE JOUY AWARD is open to two categories of entrants: ‘Students’ and ‘Professional Designers’. In each category, the jury will shortlist 10 projects (phase 1), from which a winner will be selected (phase 2) to receive the 2027 TOILE DE JOUY AWARD (phase 3).

1.5 The 2027 TOILE DE JOUY AWARD is awarded by a jury, in each category, to a design project that draws inspiration from the fabrics produced by Jouy’s factory and fits within the competition’s annual theme..

The 2027 TOILE DE JOUY AWARD is also awarded to a third winner as the “2027 People’s Choice Award”, whose design will have been selected by a majority vote from the public present at the Versailles Campus and on social media, from among the designs shortlisted by the jury.

ARTICLE 2. PARTICIPATION AND APPLICATION CONDITIONS



2.1 The competition is open to any individual residing in France or abroad, regardless of their nationality, with the exception of anyone who has been directly or indirectly involved in the organisation of the 2027 TOILE DE JOUY AWARD.

2.2 Projects must be submitted in either French or English.

2.3 In each category, entries for the 2027 TOILE DE JOUY AWARD may be submitted either individually or as a group of candidates (maximum 2 to 3 people) in accordance with the conditions set out below.

2.3.1 A group consists of people belonging to the same category. It is understood that each group shall appoint an administrative representative from amongst its members, who shall be responsible for the joint registration (Appendix 1) and for ensuring the cohesion of the group of candidates. Each member of the group undertakes individual commitments to the Organisers (Appendices 2, 3, 4 and 5).

2.3.2 The group's representative shall have the casting vote in the event of a disagreement within the collective. The Organisers reserve the right to disqualify from the 2027 TOILE DE JOUY AWARD any collective that is unable to reach an agreement.

2.4 Throughout the competition period, each individual entrant or group of entrants may submit only one project, either in their own name or in the name of the group's representative. It is strictly forbidden for any one entrant to compete in the 2027 TOILE DE JOUY AWARD in both categories and/or using multiple contact details (email or postal addresses) and/or to enter using an account held in another person's name.

2.5 Entrants in the 'Students' category must be of legal age on the date of their entry for the 2027 TOILE DE JOUY AWARD. Students must be enrolled in their final year of a degree course in art, design and/or fashion.

2.6 Professional designers who are currently working must be of legal age on the date of their entry for the 2027 TOILE DE JOUY AWARD.

2.7 Failure to comply with the conditions set out in this article will invalidate the participation of all those involved, particularly in the event of multiple or fraudulent entries by an entrant or a group of entrants.

ARTICLE 3. ELIGIBLE WORKS

3.1 Accessible documentation

For their research, entrants will have access to the following works (available on reservation at the Toile de Jouy Museum's library):

1. RIFFEL, Mélanie et ROUART, Sophie, *La Toile de Jouy*, éditions Citadelle et Mazenod, 2003
2. GRIL-MARIOTTE, Aziza, *Les Toiles de Jouy, histoire d'un art décoratif (1760-1821)*, éditions Presse Universitaire de Rennes, 2015
3. GRIL-MARIOTTE, Aziza, *Motifs d'artistes, une histoire du design dans l'industrie textile depuis le 18^e siècle*, catalogue d'exposition, Musée de la Toile de Jouy, Jouy-en-Josas, du 16 juin 2023 au 14 janvier 2024, éditions Silvana Editoriale, 2023.

Other books may help candidates explore the topic in greater depth (available from specialist libraries):



1. BENTON, Charlotte, BENTON, Tim, WOOD, Ghislaine (dir.), L'Art déco dans le monde. 1910-1939, Tournai, La Renaissance du Livre, 2003 [Art deco. 1910-1939, Londres, Victoria and Albert Museum, Londres, V&A Publications, 2003].
2. CERMEN, Jérémie (dir.), Les années 1910. Arts décoratifs, mode, design [Actes du colloque international tenu au Centre André Chastel et au Mobilier national du 19 au 21 mai 2016], Bruxelles, Peter Lang, 2021.
3. GADY, Bénédicte (sous la dir.), 1925-2025, cent ans d'Art Déco, Musée des Arts Décoratifs de Paris, 2025.

A reference is also available online:

1. CERMEN, Jérémie, MINNAERT, Jean-Baptiste (dir.), Héritages et patrimoines de l'Art déco, numéro de la revue en ligne In Situ. Revue des patrimoines, n°55, 2025, available online : <https://journals.openedition.org/insitu/43887>

3.2 Project concept

For the concept of their projects, participants must bear in mind the following points:

- The project must reflect the annual theme, which is identical for students and for professional designers.
- The works created will be produced using diverse techniques as chosen by the entrant (drawings, painting, graphic tablet, etc.).
- The project must be original (i.e. be the expression of the free and creative choices of its author).
- The project cannot be a creation already available on the market.

3.2.1 The use of Artificial Intelligence (AI) in project design

The use of Artificial Intelligence to create candidates' projects is permitted and will not result in a penalty, provided that it is acknowledged and justified by the participant(s) and used sparingly, appropriately and consistently.

The organisers and members of the judging panel reserve the right to disqualify or not select an entry if the use of artificial intelligence is not declared or justified, and if it overshadows the candidate(s)' personal creativity.

It should be noted that Artificial Intelligence must remain a supporting tool and must never replace the design and creative work of the candidate(s)

Each participant must complete and sign a statement indicating whether or not they have used one or more artificial intelligence tools. If so, they must list which ones and explain why they used them (Appendix 5 of the Rules).

3.3 Project presentation

- Each candidate or group of candidates shall submit a proposal that meets the following specifications:

Students	Professional designers
<u>The final design, created in 'raisin' format (50 x 65 cm), and its title, chosen by the candidate:</u> - This final design must be presented as an	<u>The final design, created in 'raisin' format (50 x 65 cm), and its title, chosen by the candidate:</u> - This final design must be presented as an



all-over pattern or repeated at least three times so as to demonstrate the repetition and/or the design's pattern <u>The stylistic development and/or creative process</u> that led to the final design presented, on a maximum of three A3-sized sheets - research, sketches, explanations, drawings, full-scale design, mood board...	all-over pattern or repeated at least three times so as to demonstrate the repetition and/or the design's pattern <u>The stylistic development and/or creative process</u> that led to the final design presented, on a maximum of three A3-sized sheets research, sketches, explanations, drawings, full-scale design, mood board... <u>A technical specification sheet</u> for the design created, showing how the design would look when applied to a product or decorative item, along with the colour ranges in which it can be produced, so as to assess the professional designer's ability to visualise the finished product and create a design that is ready for production as it stands
---	--

- Entrants assemble their project files according to the conditions defined in article 4 of the Rules.
- Each entrant or group must be able to send the Musée de la Toile de Jouy the image of their all-over design in digital format (jpeg) in 1080 x 1080 px, in case that the jury pre-selects their design for communication on social networks or following an express, reasoned request from the Museum. Each design must therefore have been scanned by its creator before being submitted to the Toile de Jouy museum.

ARTICLE 4. SUBMISSION AND COMPOSITION OF PROJECT FILES

4.1 Applications must be submitted in full or sent by **6.00 pm on 22 February 2027 (French date and time;** where applicable, the postmark will serve as proof of the date of posting) to the Toile de Jouy Museum.

4.2 Files must be sent by recorded delivery or courier service or delivered in person to the Toile de Jouy Museum, "**PRIX TOILE DE JOUY 2027**", 54 Rue Charles de Gaulle 78350 Jouy-en-Josas.

4.3 Each file must be sent flat in the packaging chosen by the candidates, with the exception of the shipping tubes.

4.4 Each file must contain:

Students	Professional designers
<u>The registration form</u>, duly completed and signed, specifying the chosen category (Appendix 1 of the Regulations); <u>The declaration</u>, completed and signed by the candidate or by each member of the candidate group (Appendix 2 of the Regulations); <u>The authorisation form</u>, completed and signed by the	<u>The registration form</u>, duly completed and signed, specifying the chosen category (Appendix 1 of the Regulations); <u>The declaration</u>, completed and signed by the candidate or by each member of the candidate group (Appendix 2 of the Regulations); <u>The authorisation form</u>, completed and signed by the



applicant or by each member of the applicant collective (Appendix 3 of the Regulations); <u>The undertaking to assign rights</u>, completed and signed by the applicant or by each member of the applicant collective (Appendix 4 of the Regulations); <u>A declaration</u> stating whether or not artificial intelligence tools were used in the creation of the project, completed and signed (Appendix 5 of the Regulations); One (or more) <u>curriculum vitae</u> of the participant(s); <u>A 14-line presentation of project</u>, including the title of the design produced; A 'raisin' format (50 x 65 cm) presentation of the final design (all-over) (see Article 3.3 of the Regulations) <u>Documents detailing the stylistic development and/or creative process</u> of the project in A3 format (see Article 3.3 of the Regulations, maximum of 3 sheets);	applicant or by each member of the applicant collective (Appendix 3 of the Regulations); <u>The undertaking to assign rights</u>, completed and signed by the applicant or by each member of the applicant collective (Appendix 4 of the Regulations); <u>A declaration</u> stating whether or not artificial intelligence tools were used in the creation of the project, completed and signed (Appendix 5 of the Regulations); One (or more) <u>curriculum vitae</u> of the participant(s); <u>A 14-line presentation of project</u>, including the title of the design produced; A 'raisin' format (50 x 65 cm) presentation of the final design (all-over) (see Article 3.3 of the Regulations) <u>Documents detailing the stylistic development and/or creative process</u> of the project in A3 format (see Article 3.3 of the Regulations, maximum of 3 sheets); <u>The technical data sheet</u> showing the design in context (see: Article 3.3 of the Regulations)
--	---

4.5 The Organisers reserve the right to verify the accuracy of the information provided by participants.

4.6 Upon receipt of each project file within the above-mentioned deadlines (by post or by hand), the Musée de la Toile de Jouy will send an acknowledgement of receipt to the participant. This email confirms receipt of the project file, and the participant is entered in the 2027 TOILE DE JOUY AWARD, provided the file is complete.

Any incomplete or late entry will not be taken into account, and may be recovered by its author(s) within six (6) months of receipt, at the Musée de la Toile de Jouy.

4.7 Project files received in full and on time will not be returned to participants during the competition.

At the end of the competition, project files that have not been shortlisted may be collected by their authors from the Museum (they may not be returned by post), within one (1) year of the date on which the 2027 TOILE DE JOUY AWARD is awarded. At the end of this period, any files not returned will be destroyed by the Museum team.

The Toile de Jouy Museum will keep all project files shortlisted in phase 1 and/or winning project files in phase 2.

4.8 Participants are responsible for the costs of preparing their projects and taking part in the competition.



ARTICLE 5. COMPETITION CALENDAR, SELECTION PROCESS AND JURY

5.1 From 23 February 2027, each complete project proposal received will be assessed by a selection committee comprising textile professionals, members of the Association des Amis de la Toile de Jouy, staff from the Toile de Jouy museum and the Campus Versailles, and elected representatives from the municipal council of the town of Jouy-en-Josas, under whose jurisdiction the museum falls (1st jury).

5.2 The selection of projects in Phases 1 and 2, as defined in Article 1.4, shall be made by a majority of the jury members and in accordance with the following criteria:

Students	Professional designers
Creativity;	Creativity;
Relevance of the project and adherence to the set theme;	Relevance of the project and adherence to the set theme;
Aesthetic appeal;	Aesthetic appeal;
Graphic quality;	Graphic quality;
Structural quality (inclusion of the design report);	Structural quality (inclusion of the design report);
Originality;	Originality;
	The ability to visualise the finished product and create a design that is ready for production;

5.2.1 Phase 1: pre-selection by the jury

On the basis of the aforementioned criteria, the committee pre-selects 10 projects in each category.

By 22 March 2026 at the latest, the Museum will contact only the authors of the shortlisted projects personally to inform them that their projects have progressed to phase 2 (see below).

No information will be provided before this date.

5.2.2 Phase 2: public vote and selection of the winner for each category

From 30 March to 30 April 2027, the 20 shortlisted projects will be exhibited by category at the Campus Versailles (Grandes Écuries du Roi) and will be visible to the press and the public on social media and the websites of each institution, until the day of the 2027 TOILE DE JOUY AWARD ceremony.

Throughout Phase 2, each shortlisted project will be put to a public vote on the organisers' social media platforms, at the Musée de la Toile de Jouy and at Campus Versailles (where a ballot box will be provided with forms to be completed). For their vote to be validly counted by the jury, each voter must provide their full name



(surname and first name) and may vote only once. Multiple votes cast by the same person will be considered invalid and will not be counted. Any positive public expression of support for a design will be counted as a vote in its favour. Any vote for which identification proves impossible or inaccurate will not be counted. In the event of a tie between two designs, the “2027 People’s Choice Award” will be awarded to the youngest designer.

For Phase 2, the jury will convene at the Musée de la Toile de Jouy. It will comprise leading figures from the world of interior design, journalists from various media outlets (radio, television, print media), designers and architects, as well as figures associated with the heritage of the Manufacture Oberkampf and the textile industry, and members of the Musée de la Toile de Jouy and Campus Versailles. The full list of jury members will be published three (3) days before the Phase 2 selection meeting on the Museum’s website and at each venue where the shortlisted projects have been exhibited. No jury member may validly take part in the public vote to determine the annual People’s Choice Award; consequently, any public expression of opinion by a member will not be counted.

The jury thus constituted will meet no later than **Thursday 13 May 2027** to:

- select a winner from each category: Students and Professional Creators;
- to determine, in accordance with the above-mentioned terms and conditions, the winner of the ‘2027 People’s Choice Award’, whose entry receives the highest number of valid and counted votes following the public vote on the Organisers’ social media platforms and at Campus Versailles.

It is understood that the winning design in one of the "Student" or "Professional Designer" categories for the year 2027 may also be the winner of the "2027 Public’s Favourite Award".

5.2.3 Phase 3: TOILE DE JOUY AWARD ceremony

For this edition, the awards ceremony for the winner of each category will take place at the Toile de Jouy museum on **Thursday 13 May 2027**.

The 2027 TOILE DE JOUY AWARD ceremony is open to all participants in the 2027 edition.

Unless a specific date is stated, the date of the 2027 TOILE DE JOUY AWARD ceremony marks the start of all deadlines set out in the Rules.

ARTICLE 6. PRIZES

6.1 The 2027 TOILE DE JOUY AWARD represents:

- For the winner of the “Students” and “Professionals designers”:
 - a prize of €1,000;
 - free entry for a period of one year to the Toile de Jouy museum;
 - the prominent display of his/her project among those of other participants exhibited at the Musée de la Toile de Jouy or any other partner location;
 - the opportunity to be put in contact with a designer and/or manufacturer expressing a particular interest in his/her motif;
 - publicity and visibility as a winner of the 2027 TOILE DE JOUY AWARD for a period of one (1) year in the TOILE DE JOUY AWARD section of the Museum’s website and on digital or paper



media associated with the TOILE DE JOUY AWARD.

- For the “2027 People’s Choice Award” winner chosen by public vote via the Organisers’ social media, at the Museum and the Campus Versailles :
 - A prize of €500
 - free entry for a period of one year to the Toile de Jouy museum;
 - the opportunity to be connected with a designer and/or manufacturer expressing a particular interest in his/her motif ;
 - the prominent display of his/her project among those of the other participants exhibited at the Toile de Jouy museum or any other partner location.
- For each participant whose project is shortlisted (phase 1):
 - two free entries to the Toile de Jouy museum (valid for one (1) year);
 - the display of his/her project at the Musée de la Toile de Jouy or any other partner location until the time of the 2027 TOILE DE JOUY AWARDS ceremony;
 - publicity and visibility of the submitted project for the duration of the competition and the opportunity to be put in contact with a designer and/or manufacturer expressing a particular interest in his/her motif.

6.2 The results will be officially published on 14 May 2027 on the museum’s website (<http://www.museedelatoiledejouy.fr>) and displayed in the museum’s foyer. The winners’ projects will be given special prominence amongst the shortlisted projects on display.

6.3 If they are unable to attend the 2027 TOILE DE JOUY AWARDS ceremony, winners will be personally informed by email of their prize and will have a period of three (3) days to acknowledge receipt. In the absence of any reply within this period, the Organisers reserve the right to award the prize to another participant in the same category, whose project has been shortlisted. In such cases, no subsequent claim can be made by the original winner and the Organisers cannot be held responsible for this.

6.4 Each participant whose project is shortlisted (phase 1) will receive the entries to the Museum to which they are entitled by email.

6.5 Each participant in the 2027 TOILE DE JOUY AWARD will receive a personal invitation to the awards ceremony by email.

ARTICLE 7. LIABILITY

7.1 The free participation by each entrant in the 2027 TOILE DE JOUY AWARD (individually or as a group) implies acceptance without reserve of the conditions governing the organisation of the competition detailed in these Rules, as well as the results as announced by the jury. The Organisers reserve the right to disqualify at any time and without prior notice of any entrant who has not complied with these Rules.

7.1.1 Projects are selected by the jury on the basis of objective criteria but the jury’s evaluation nevertheless remains subjective. The jury’s decision is final in terms of the results of the selection process for phases 1 and 2.



7.1.2 For the duration of the competition and after publication of the results, participants in the 2027 TOILE DE JOUY AWARD have no recourse against the members of the jury and/or Organisers concerning the choice of shortlisted projects and/or winners, as well as the counting of votes for 2027 People's Choice Award.

7.2 The Organisers ensure the proper conduct of the entire 2027 TOILE DE JOUY AWARD process, with regard to these Rules, particularly the conservation and integrity of the shortlisted projects presented to the public in phase 2.

7.3 The Organisers may cancel all or any component of the 2027 TOILE DE JOUY AWARD if it appears that fraudulent activity has taken place in any form, within the context of the conduct of the competition or selection of the winners.

In such an event, the Organisers reserve the right (i) not to award prizes to those involved in fraudulent activities and (ii) to refer the matter to the relevant authorities.

7.4 The Organisers cannot be held liable if, for reasons beyond their control and particularly in the event of force majeure or unforeseeable circumstances, due to a participant in the 2027 TOILE DE JOUY AWARD or a third party, external causes (such as social disputes, interventions by civil and military authorities, natural disasters, pandemics or health crises, fires, water damage, malfunction or interruption of the telecommunications network or electricity network), the 2027 TOILE DE JOUY AWARD process has to be altered, postponed or partially or entirely cancelled. No claim or request for compensation of any kind may be requested by the entrants.

In such circumstances, the Organisers reserve the right (i) to postpone, shorten, extend or cancel the 2027 TOILE DE JOUY AWARD without prior notice and (ii) in the event of cancellation, to not award prizes to participants, without any liability being incurred as a result.

7.5 It is up to each participant to manage his/her project entry in the proper manner. In accordance with article 4.6 of these Rules, each project received by the Museum by post or delivered in person will be acknowledged by email acknowledging receipt sent to the individual entrant or the representative of a group. In this respect, the Organisers cannot be held liable in the event of postal delays, damage in transit and/or loss of postal or electronic mail. Any claim or request for compensation relating to delivery or receipt, of any type whatsoever, must be made to the carrier chosen by the candidate to send the file.

7.6 Participation in the 2027 TOILE DE JOUY AWARD implies knowledge and acceptance by everyone of the characteristics or limits of the Internet. It is up to each participant to take the appropriate measures necessary to protect his/her data. The AMTJ and the Musée de la Toile de Jouy remind participants of the limits of the Internet and decline any responsibility, for the duration of the competition, for the impacts of participants' Internet connection on their participation in the 2027 TOILE DE JOUY AWARD, particularly via the Museum's website.

ARTICLE 8. AUTHORISATIONS RELATED TO PROJECTS CREATED FOR THE 2027 TOILE DE JOUY AWARD

8.1 All participants in the 2027 TOILE DE JOUY AWARD grant the Organisers, free of charge and for non-commercial purposes, permission to record, reproduce and represent their image and all images relating to the project presented within the context of the competition (Appendix 3). This permission is granted within the



framework of the Organisers' activities for a period of two (2) years, tacitly renewable for a period of fifteen (15) years by successive annual periods.

Should any commercial use of a shortlisted or winning motif be envisaged after the 2026 TOILE DE JOUY AWARD ceremony, the Organisers undertake to specifically contact the author of the motif concerned to outline the conditions for doing so.

8.2 Consequently, any participation in the 2027 TOILE DE JOUY AWARD implies:

- the public display of the shortlisted motifs (phase 1) at the Toile de Jouy Museum, at the Versailles Campus and any other location chosen to promote the 2027 TOILE DE JOUY AWARD ;
- the potential distribution, for non-commercial purposes, via the Internet and/or television, on all terrestrial, cable and digital channels by any existing or future means, in all forms and/or using all existing or future media such as DVD, VOD and downloading, of any complete project submitted to the Organisers (winning project or otherwise), in accordance with the conditions defined below.
Should a distribution of one or several shortlisted or winning motifs (all categories) for commercial purposes and/or for a fee be envisaged by the Organisers, the authors of the motif(s) concerned will be contacted to discuss the associated conditions ;
- if the digital version of the shortlisted project or winning project is sent to the Organisers, authorisation for the Museum to reproduce it on any media for the duration of the competition and to keep it for archiving or communication purposes.

8.2.1 Within the context of the aforementioned distributions, the Organisers undertake to indicate on each motif distributed the first name and surname of the motif's author.

8.2.2 Each participant is advised that on the communication networks (particularly the Internet), given the current state of technology, (i) the indication of names and motif reproductions may be altered or partial and (ii) the public distribution of their motif on any media by the Organisers provides third parties with the opportunity to distribute them again. Subject to compliance with the provisions of article 8.2.1, the Organisers can in no way be held liable in this respect.

8.3 In any use made within the strict framework of the authorisations granted by each participant (Appendix 3), the Organisers ensure the integrity of the motifs created by participants in the 2027 TOILE DE JOUY AWARD. However, within the context of any communication and/or promotion of an event, the Organisers have the right i) to juxtapose a motif project with other motifs or intellectual creations already existing and (ii) to combine a motif project with any other visual element relating to the Musée de la Toile de Jouy, such as its brands and graphic charter.

ARTICLE 9. INTELLECTUAL PROPERTY, PUBLICATION AND TRANSFER OF RIGHTS

9.1 Any motif that is not shortlisted remains the entire property of its author.

9.2 On the day of the 2027 TOILE DE JOUY AWARD ceremony, each winner (Students, Professionals designers and Public's Favourite Award) undertakes to grant the Musée de la Toile de Jouy all rights to reproduce, represent and adapt the motif of which they are the author (Appendix 4), without any consideration other than the prizes as



set out in article 6 of these Rules. These winning motifs in the 2027 TOILE DE JOUY AWARD join the collections of the Musée de la Toile de Jouy, which becomes their full owner. Winners are prohibited from initiating any dispute or claim in this respect, and undertakes to refer to the Museum any third party who so requests.

9.3 On the day of the 2027 TOILE DE JOUY AWARD ceremony, each entrant and author of a motif shortlisted in a category undertakes to grant the Musée de la Toile de Jouy all rights to reproduce, represent and adapt the motif of which they are the author (Appendix 4), without any consideration other than the prizes as set out in article 6 of these Rules. Shortlisted motifs for the 2027 TOILE DE JOUY AWARD join the collections of the Musée de la Toile de Jouy, which becomes their full owner. Their authors are prohibited from initiating any dispute or claim in this respect and undertakes to refer to the Museum any third party who so requests.

9.4 To respect the inalienable and non-transferrable moral right of each winner, the Organisers undertake to (i) contact the winner or author of the shortlisted motif concerned if, following the 2027 TOILE DE JOUY AWARD, a designer and/or manufacturer contacts the Museum to take the project forward (work, model, etc.) and (ii) facilitate contact with the designer and/or manufacturer. A production contract for the work and/or model may then be considered.

ARTICLE 10. PROCESSING OF PERSONAL DATA

10.1 Participants' personal data are processed by the Organisers in compliance with the provisions of French data protection law No. 78 – 17 of 6 January 1978, and all existing national and European provisions relative to data protection, particularly the Regulation on Personal Data Protection (European regulation No. 2016/679, which came into force on 25 May 2018). This information, required to take part in the competition, is collected solely for the purposes of the organisation of the 2027 TOILE DE JOUY AWARD.

10.2 In compliance with the aforementioned law of 6 January 1978, participants in the 2027 TOILE DE JOUY AWARD have the right to access, rectify or delete their personal data by written request to Musée de la Toile de Jouy, "PRIX TOILE DE JOUY 2027", 54 Rue Charles de Gaulle 78350 Jouy-en-Josas.

ARTICLE 11. FILING, ACCEPTANCE AND AMENDMENT OF RULES

11.1 Participation in the 2027 TOILE DE JOUY AWARD implies, for each participant, the irrevocable acceptance without reserve of the terms and conditions of these rules in their entirety ("the Rules"). Throughout the duration of the competition, the Rules are available for consultation and downloading on the Museum's website: www.museedelatoiledejouy.fr.

11.2 The Rules may be modified at any time by the organisers in the form of an amendment, published via a notification on the Museum's website.

ARTICLE 12. DISPUTES

12.1 These Rules are governed by French law. In the event of inconsistency or discrepancy between the French language version and any other linguistic versions of these present Rules, the French language version shall prevail.

12.2 Any dispute or claim relating to the conduct or organisation of the 2027 TOILE DE JOUY AWARD must be submitted in writing and sent by recorded delivery to the Musée de la Toile de Jouy (see article 4.2), within one



(1) month of the 2027 TOILE DE JOUY AWARD ceremony.

12.3 Any dispute or claim by a participant in the 2027 TOILE JOUY AWARD can only relate to the category in which the participant has competed.

12.4 Parties will endeavour to settle any dispute or claim relating to the conduct of the 2027 TOILE DE JOUY AWARD out of court. If, in the two (2) months that follow, no agreement has been reached between the parties, the dispute may be taken before the Versailles Administrative Court, which has exclusive jurisdiction.

On behalf of the Organisers of the 2027 TOILE DE JOUY AWARD

Jean-Paul RIGAL

Mayor of Jouy en Josas



APPENDIX 1.

ENTRY FORM / REGISTRATION

I, the undersigned

Surname
First name
Date of birth
Postal address

Email
Personal telephone number
Name of a social network

that I authorise the Museum to follow for communication purposes concerning the 2026 TOILE DE JOUY AWARD.

Wish to register for the 2026 TOILE DE JOUY AWARD by presenting a motif entitled :

.....

My entry concerns the category *



STUDENTS



individual entry
group entry of a maximum of 2 to 3 entrants that I represent
the other members of which are (surnames, first names, dates of birth):

.....
.....

.....
.....

.....
.....

I/we certify:

- that I am/we are in the graduation year of **
- and acknowledge the rules of the 2026 TOILE DE JOUY AWARD published on the <http://www.museedelatoiledejouy.fr> website, and accept them in their entirety and without reserve.



PROFESSIONALS
DESIGNERS



individual entry
group entry of a maximum of 2 to 3 entrants that I represent
the other members of which are (surnames, first names, dates of birth):

.....
.....

.....
.....

.....
.....

I/we certify:

- practise the profession of :
- that I/we are working at ***
- and acknowledge the rules of the 2026 TOILE DE JOUY AWARD published on the <http://www.museedelatoiledejouy.fr> website, and accept them in their entirety and without reserve.

Signed at
On

Signature



* tick chosen category

** name and address of educational establishment

*** name and address of professional entity

APPENDIX 2.

CERTIFICATION

(to be completed individually or by each member of the group)

I, the undersigned

Surname

First name

hereby certify that:

- I am the designer of the motif entitled
that I submit to take part in the 2027 TOILE DE JOUY AWARD;
- in the event of group participation, recognise that my participation is part of a group entry and as such no parallel personal claim can ever be accepted.
- enjoy full and complete use of the motif of which I am the author, free of any limitation of rights. Consequently, I guarantee that, to date, I have not signed any contract with a third party that restricts my rights over the said motif.
- I have never before published the motif I am proposing for my participation in the 2027 TOILE DE JOUY AWARD.

Signed at.....

On

Signature



APPENDIX 3.

AUTHORISATION TO RECORD, REPRODUCE AND REPRESENT THE IMAGE OF A PERSON OR IMAGES OF THE PROJECT CREATED FOR THE 2027 TOILE DE JOUY AWARD

(to be completed individually or by each member of the group)

I, the undersigned

Surname and first name:

Residing at

authorise the Organisers, free of charge and for non-commercial purposes:

1. to photograph me and/or film me individually or within a group, throughout the duration of the competition, uniquely within the framework of the conduct of the 2027 TOILE DE JOUY AWARD.
2. to use, reproduce and distribute across the world, the images and/or films representing me, as well as the images and films concerning the graphic elements of the project entitled I am submitting for the 2027 TOILE DE JOUY AWARD on the following media:
 - the Organisers' websites as well as their mobile versions and applications,
 - social media whose pages are administered by the Organisers,
 - printed communication materials associated with the 2027 TOILE DE JOUY AWARD (posters, leaflets, prospectus, etc.).

The images (photographs, screen captures) and/or films representing me individually or as part of a group as well as images and/or films containing my project alone or alongside other projects may be exploited and used, in their entirety or partially, in all forms and formats (faithful to the initial shot or cropped, cut and displayed differently), on any existing or future medium (paper, analogue or digital medium).

Any use, reproduction and/or distribution of images and/or films concerning me is valid for a period of two (2) years from the date of signature of this authorisation form, for as many publications as are required for their use either individually or incorporated in one or more audiovisual works, under the Organisers' responsibility. At the end of this period, this authorisation is tacitly renewable for fifteen (15) years, for successive periods of one (1) year, unless explicitly counter-requested by me in writing and sent by recorded delivery to the Musée de la Toile de Jouy at the latest two (2) months prior to the expiry date of the current authorisation period.

3. to keep all of the images and/or films recorded for a period of two (2) years from the date of signature of this authorisation, on a secure server. For a period of two (2) years, these images and/or films will only be used for the purposes mentioned in this authorisation. The conservation of all images and/or films is extended to fifteen (15) years for any subsequent requirements uniquely related to the communication and promotion of the TOILE DE JOUY AWARD (particularly TOILE DE JOUY AWARD anniversaries).

18



and recognise, without restriction and unconditionally, that the aforementioned authorisations associated with my participation in the 2027 TOILE DE JOUY AWARD will not entitle me to any remuneration or consideration other than the prizes expressly set out in article 6 of these Rules, should my project be shortlisted or a winner. I will not initiate any dispute or claim against the Organisers with respect to this authorisation.

It is understood that any change to my current civil status will not impact the validity of this authorisation.

Signed at.....

on

Signature *

** Write "Bon pour accord" [approved] before the signature*



APPENDIX 4.

TRANSFER OF RIGHTS TO A SHORTLISTED OR WINNING MOTIF IN A CATEGORY **TO THE TOILE DE JOUY MUSEUM**

(to be completed individually or by each member of the group)

I, the undersigned

Surname and first name:

Residing at

In the event that the motif entitled
of which I am the author and that I am presenting for the 2027 TOILE DE JOUY AWARD is shortlisted or a winner
in the category in which I have competed (Student, Professional
designer) and/or is chosen by public vote (Public's Favourite Award),

undertake to transfer free of charge to the Musée de la Toile de Jouy accepting them:

- the right to reproduce in their entirety or partially, for commercial or non-commercial purposes, in all existing and future formats, on all medium known or to be known, alone or combined with other elements;
- the right to represent, for commercial or non-commercial purposes, by all means, at any location and on all existing or future media, all networks (online and/or telecommunication) and by downloading;
- the right to adapt as a function of artistic, technical and commercial requirements, particularly via the integration of any other element (text/image).

relating to the motif of which I am the author, around the world and for the legal exploitation right period.

This transfer of rights relates to the original motif submitted by its author to the Musée de la Toile de Jouy, in both printed and digital versions.

This transfer of rights will take effect on the day of the 2027 TOILE DE JOUY AWARD ceremony.

Signed at.....

on

Signature *



* Write "Bon pour accord" [approved] before the signature

APPENDIX 5

STATEMENT REGARDING WHETHER OR NOT ARTIFICIAL INTELLIGENCE TOOLS WERE USED IN THE DESIGN OF THE PROJECT

(to be completed individually or by the group's representative)

One of the cornerstones of the TOILE DE JOUY AWARD is to encourage entrants to demonstrate personal originality, creativity and inventiveness whilst building on traditional textile craftsmanship. The use of artificial intelligence (AI), particularly generative AI, is permitted provided it complements and supports these three elements. However, projects or designs created predominantly or entirely using generative AI tools – thereby preventing the assessment of the candidates' technical skills – will be deemed ineligible by the jury members and will be automatically disqualified.

In this statement, the candidate or the representative of the group of candidates must state whether they have used AI tools and, if so, which ones and why.

I, the undersigned

Surname and first name:

Designer of the pattern (project's title).....

Produced as part of the 2027 TOILE DE JOUY AWARD

Declares:

- ☐ that I have used AI tools in the creation of this design
- ☐ that I have not used AI tools in the creation of this design

AI Tools used	Justification

Done at..... on.....

Signature