Entries open for the 6th Orange Young Designers Competition

- The theme for this 6th edition: “Let’s reinvent money with Orange”
- A competition open to young designers, makers, creatives and digital enthusiasts
- A team of Orange experts to support these young talents
- Design at the heart of Orange’s innovation strategy

Orange has launched the 6th edition of its design competition, and for the first time it is open to a new group of entrants, without a degree requirement. The competition invites these young creatives, as well as design students from partner schools and recent graduates (1) to put their creativity to work on the theme “Let’s reinvent money with Orange”. Entries to the competition are open from 22 May to 30 June 2017.

This year, along with students from partner design schools and graduate designers, Orange is inviting young creatives, makers and innovation and digital enthusiasts to develop their creativity around the theme “Let’s reinvent money with Orange”. These young entrants must impress the jury with their ideas and dreams on our future relationship with money.

The 6th Orange Young Designers Competition is an opportunity to think about the future of societal issues. A real stepping stone for the creators of the future, it requires entrants to leave their comfort zone by working on unusual problems, pushing their creativity to the limits.

To take part in the competition, they must register on the concours-design.orange.com website from 22 May to 30 June 2017 and submit a cover letter along with a portfolio featuring at least 3 projects.
All of the selected entrants will take part in two workshops supported by Orange design teams, marketers and sociologists in the autumn, before delivering their final project to Orange on 11 December 2017.

**Young talents supported by a jury of experts chaired by Constance Guisset**

Orange design and marketing teams, external design experts, sociologists, journalists, manufacturers and institutions will assess the different projects and select the most impressive. Constant Guisset, a unique French designer whose work focuses on visual illusion and surprise, will chair the jury of this year’s event, alongside Orange deputy CEO Marc Rennard.

The 3 prizes will be awarded to the winners on 15 February 2018. All of the projects will be exhibited for several days in a prestigious location in Paris.


**Experience design, an Orange strategic mission**

Design is an important source of innovation at Orange, which designs and creates the products and services of tomorrow. It starts with very human questions to design services dedicated to people, in collaboration with people. It looks at the context of the future user’s life in terms of the usefulness, usability and the aesthetics of the new services, as well as the progress and enjoyment that it will provide to the user. At Orange, design’s role is to make technologically complex solutions simple and intuitive in a context where practices and techniques are developing rapidly.


Find out more about the rules and terms for the 6th Orange Young Designers Competition: [concours-design.orange.com](http://concours-design.orange.com)

[1] All entrants must be aged between 18 and 30 and be a resident of Metropolitan France (excluding overseas territories and departments), the European Union or Switzerland.

A propos d’Orange

Orange est l’un des principaux opérateurs de télécommunications dans le monde, avec un chiffre d’affaires de 40,9 milliards d’euros en 2016 et 155 000 salariés au 31 décembre 2016, dont 96 000 en France. Présent dans 29 pays, le Groupe servait 263 millions de clients dans le monde au 31 décembre 2016, dont 202 millions de clients mobile et 18 millions de clients haut
débit fixe. Orange est également l’un des leaders mondiaux des services de télécommunications aux entreprises multinationales sous la marque Orange Business Services. En mars 2015, le Groupe a présenté son nouveau plan stratégique « Essentiels2020 » qui place l’expérience de ses clients au cœur de sa stratégie, afin que ceux-ci puissent bénéficier pleinement du monde numérique et de la puissance de ses réseaux très haut débit.

Orange est coté sur Euronext Paris (symbole ORA) et sur le New York Stock Exchange (symbole ORAN).


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