

# TRY AGAIN?

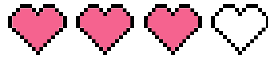
INDUSTRIAL UPCYCLING INITIATIVE

OPEN CALL 1



# LIONEL JADOT

OPEN CALL: RETHINKING INDUSTRIAL GLASS FOR FIXTURE HOTEL



## TRY AGAIN? x Lionel Jadot

As part of the **TRY AGAIN?** initiative, this open call invites designers and makers to rethink industrial glass components, particularly glass syringes originating from a former stock of GlaxoSmithKline (GSK), not as technical waste, but as a resource with strong creative potential.

This edition focuses on the transformation of these industrial elements into lighting fixtures intended for hospitality environments such as hotels, bars, and restaurants. Originally designed for strictly technical use, these objects are here reinterpreted as raw materials: to be repurposed, assembled, and revalued into lighting pieces that question conventions of form, function, and durability. Participants are invited to develop either a lighting fixture reproducible in small series or a more monumental lighting piece, integrating these glass components in an inventive and deliberate way.

Selected proposals will benefit from the mentorship of designer and interior architect **Lionel Jadot**, who will integrate the winning piece into one of his ongoing architectural or interior design projects. The final location will be determined according to the proposals received and the projects under development at the time of selection. Conceived with real production and architectural integration in mind, this call positions reuse as a driver of contemporary creation, demonstrating that innovation can emerge from the reinterpretation of existing resources.

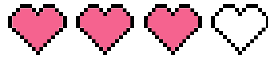
## OBJECTIVE & MISSION

Participants are invited to design a **concept, model, or prototype of a lighting fixture integrating reclaimed glass** components provided through the TRY AGAIN? initiative (particularly the glass syringes), and intended for high-traffic hospitality environments such as hotels, bars, or restaurants.

Two design approaches are possible:

- **A lighting fixture reproducible in small series**, suitable for spaces such as guest rooms, corridors, or intimate areas.
- **A monumental or sculptural lighting piece**, conceived for a lobby, entrance hall, or central architectural space

Proposals should demonstrate a balance between aesthetic desirability, technical feasibility, sustainability, and production potential, while reflecting a concrete approach to reuse as a driver of creative practice.



## SELECTION CRITERIA

### 1. Use of materials

- The primary material must consist of reclaimed glass containers provided through the TRY AGAIN? initiative
- The components must remain visible and identifiable in the final object
- Assemblies should ideally allow for easy disassembly and repair
- A rational use of materials is encouraged to avoid overly complex or costly construction
- Complementary materials should, whenever possible, come from upcycling or circular material sources (material libraries, partners, fab labs, etc.)

### 2. Modularity & reproducibility

- Objects should be reproducible in small series or designed with modularity and repairability in mind
- All additional materials must be listed and financially estimated
- Manufacturing methods and production processes should be clearly explained and costed whenever possible

### 3. Context of use & technical standards

Lighting fixtures must be designed for public-access environments and comply with applicable safety standards.

Applicants should take into consideration the following elements:

- Materials must demonstrate appropriate fire behaviour for public environments and avoid untreated highly flammable materials
- Projects should refer to the European fire classification standard EN 13501-1 (Euroclasses A1-F)
- Electrical components must comply with European regulations and carry CE marking
- Lighting fixtures must avoid excessive overheating
- Electrical components must not be accessible without appropriate protection

All wiring, sockets, and electrical elements must be certified and commercially available.

Lighting fixtures must either: be directly connectable, or integrate an existing certified lighting system. The use of standard lighting components available on the market, such as a standard E27 socket and bulb base, is strongly recommended in order to avoid specific certification procedures.

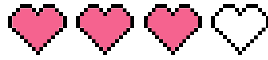
### 4. Values & vision

Proposals must reflect the core values of TRY AGAIN? :

- creativity
- collaboration
- transparency

Applicants are encouraged to incorporate:

- co-creation processes with end users
- a clear social or contextual dimension of use



## SELECTION PROCESS

The selection process will take place in two phases.

### Phase 1 - Pre-selection based on application file

Applicants must submit a PDF including:

- Portfolio
- Moodboard of the project (maximum 1 page)
- Concept description including the techniques and materials involved (maximum 500 characters, in English).

The jury will conduct an initial selection based on the submitted applications.

### Phase 2 - Project development and presentation

Three shortlisted candidates will be invited to present a more developed proposal including a model and/or prototype to the jury.

Candidates will be asked to present a proposal including:

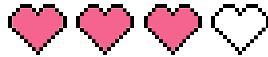
- a moodboard and design statement ;
- a detailed presentation of the project ;
- sketches or preparatory drawings ;
- visuals of the object (a partial or non-functional prototype is accepted).

To facilitate this phase, stocks of glass containers will be made available at several locations across Brussels so that candidates can access the source material and integrate it directly into their design process. These materials will notably be accessible through MAD Brussels and partner locations.

Following the jury's deliberation, each of the three finalists will receive €500 (excl. VAT) as compensation for their work.

The final winner will receive €4500 (excl. VAT), including the €500 compensation for Phase 2, covering:

- preparation of technical plans and drawings ;
- exchanges with cultural authorities and jury members to develop a production-ready design
- prototype acquisition ;
- production rights should the object be manufactured by another entity, with production chosen and managed by the designer ;
- royalties in the event that the object is commercially produced.



## COMMITMENTS

### Lionel Jadot commits to:

- associating his image with the project ;
- mentoring the winning designer through three development calls ;
- integrating the resulting piece into one of his ongoing architectural or interior projects whenever possible.

### TRY AGAIN? commits to:

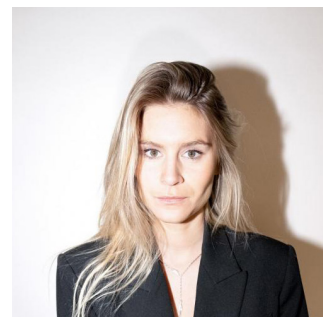
- promoting the final result through a communication campaign and integrating it into a real project context ;
- awarding the €4500 grant to the selected designer and the €500 to the two non-selected finalists ;
- supporting connections between the production partner and interior architects or companies interested in integrating the object into their projects.

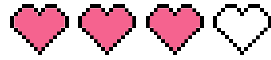
## MEET THE JURY

The jury is at the heart of the project: a collective of experts who will actively support the finalists in the evolution of their proposals and help connect their projects to production and dissemination networks.

### The jury includes:

- **Lionel Jadot** - designer and artistic director of Lionel Jadot Ateliers & Zaventem Atelier
- **Charly Wittock** - production and feasibility expert
- **Clémentine Le Guerec** - designer and representative of the TRY AGAIN? initiative
- **Juliette Huercano** - Business Advisor at MAD Brussels





## TIMELINE

Call launch: 17 March 2026

Application deadline: 19 April 2026

Phase 1 - Jury preselection: 4 May 2026

Phase 2 - Prototype / model presentation & final jury: 3 June 2026

Winner announcement: by Friday, 5 June 2026

## QUESTIONS ?

For any questions regarding this open call: [tryagain@impact-valley.com](mailto:tryagain@impact-valley.com)



**TRY AGAIN?**

# TRY AGAIN?

YES



NO