



PRAVDA
V Ó D K A

Royal Collection

**JEWELLERY DESIGN
COMPETITION 2011**

In association with the
Jewellery Council of South Africa

*Extravagant prizes up for grabs and a chance
to have your designs made into
a Royal Reality...*

COMPETITION RULES

*P*ravda Vodka and the Jewellery Council of South Africa invite you to enter **The Pravda Royal Collection Jewellery Design Competition 2011. Aimed at established designers as well as learners and apprentices.**

Pravda's royal beginnings date back to 1572 to the reign of Polish King Augustus III. It is the vodka reserved for the most special of occasions and is affectionately referred to as the "jewel of vodkas"- no other vodka is custom-made with such passion, precision and care.

In a similar style, customised jewellery reflects and complements fashion - with certain pieces revered as symbols of royalty. These traditions continue to shape the jewellery industry today, thanks to a new generation of burgeoning jewellery creators who constantly push the boundaries of design.

Using the symbolic blue Swarovski crystal featured on each bottle of Pravda Vodka; entrants are invited to design a range of jewellery fit for a King or Queen...

Extravagance is key

**Think bold, outrageous, provocative and flamboyant...
Think tiaras, sceptres, neckpieces, brooches,
arm pieces and rings...**

For more information visit www.jewellery.org.za
Entries close 2 May 2011

Designer Categories

1. The competition is open to any individual or firm operating in South Africa.
2. The competition is open to entrants in two design categories:

Design Category 1 - Students and Apprentices/Learners:

Any person studying art, design or jewellery manufacture at an established institute, college or art school in South Africa, or who is registered as an apprentice / learner at a manufacturing operation. The Council will once again request the training institutions to include the competition as part of the curriculum at each of the Universities that offer a course in jewellery design and manufacture.

Design Category 2 - Designers:

A practicing designer and manufacturer whose goods are offered for sale.

Rules for Entry

1. Rules related to entries include the following:
 - 1.1 Pravda Vodka will sponsor and own the 10 finalist pieces.
 - 1.2 Each entrant may submit a maximum of six designs and may win a maximum of one prize.
 - 1.3 Designers must design around the blue Swarovski crystal that will be supplied by Pravda Vodka.
 - 1.4 Each design may not have more than 20 Swarovski crystals, the dimensions of which are 10mm x 8mm in an oval shape and foiled at the back.
 - 1.5 Designs should ideally consist of Swarovski crystals, any synthetic gems and silver as the metal of choice.
 - 1.6 Precious metals and stones such as gold and diamonds should be excluded in order to keep costs manageable.
 - 1.7 Each design must be accompanied by a technical drawing and a detailed costing.
 - 1.8 Designs must be original and may not have been offered for sale, publicly displayed or entered in any previous competition.
 - 1.9 Designs selected as finalists will be manufactured into finished jewellery.
2. Rules related to the cost of entries include the following:
 - 2.1 There will be a restriction of R5 000.00 on the value of each design submitted by entrants (wholesale price including labour). This excludes the cost of the Swarovski crystals.
 - 2.2 Designs will not be judged according to the value of the piece.

How to Enter

1. Entries must be in the form of design renderings for the preliminary judging.
2. Design renderings must be in colour and submitted on paper not larger than A4 in size (297mm x 210mm).
3. Design renderings must be fixed onto a backing sheet. Envelopes must be supported to prevent the rendering from being damaged whilst in the mail.
4. No wording or names should appear on the front or back of the sketches. Explanations and manufacturing specifications should be written on the entry form.
5. Design renderings must include a technical drawing indicating the manufacturing specifications, method of construction and materials to be used.
6. The Jewellery Council of South Africa and Pravda Vodka reserve the right to disqualify entries not conforming to all of the above specifications.
7. Entrants to the competition must send their design renderings together with an official entry form to the Jewellery Council of South Africa, to be received on or before 2 May 2011.

Postal address:

The Jewellery Council of S A
Suite 112, Regus Building
P O Box 1549
HOUGHTON
2041

Physical address:

The Jewellery Council of SA
Suite 112, Regus Building
23 Wellington Road,
PARKTOWN
2193

Judging

1. Judging criteria to include the following:
 - Interpretation of the theme
 - Manufacturability
 - Innovation including the use of materials
 - Fashion

2. An expert panel of judges will be selected and will include designers, technical experts as well as representatives from the fashion industry.
3. The preliminary judging of the renderings will select up to a maximum of ten designs made up as follows:
 - 5 x designs in Design Category 1 (Student / Apprenticeship)
 - 5 x designs in Design Category 2 (Professional)
4. The final judging of the finished pieces will select an overall winner as well as a first place in each of the 2 design categories above.
5. The judges' decisions are final. The Jewellery Council reserves the right to withhold any prize or prizes, should the judges consider entries to be of insufficient merit. The right is reserved to return entries not conforming to all of the competition rules.

The Collection

1. The designs selected at the preliminary judging are to be made up into finished pieces.
2. These pieces will form the 2011 Pravda Royal Collection.

Production of Collection

1. As Pravda Vodka will sponsor and own the 10 finalists pieces, the Jewellery Council will take the responsibility to oversee the production of these finalist pieces.
2. Manufacturers from within the Jewellery Manufacturers' Association of SA and Cape Small Jewellery Manufacturers Association will be approached to manufacture the 10 finalists' pieces.
3. The five finalist professional designers may select to make up their own pieces.
4. Manufacturers will be encouraged to allow the students to be involved in the manufacture of their designs. This will assist further with skills development and possible job opportunities for the student.

The Royal Pravda Collection Awards at Jewellex 2011 Function

1. Designers will be acknowledged with their Awards at the opening cocktail event of the Jewellex 2011 function to be held in July 2011.
2. All Student/Apprentice and Designer finalists will be invited to attend the Awards Presentation as guests of the Jewellery Council of South Africa and Pravda Vodka.

Prizes

1. The overall winner will receive a cash prize of R20 000, as well as a 'Trophy of Excellence'.
2. The two first place winners in each of the design categories will receive a cash prize from Pravda Vodka in the amount of R7 500.00 each.
3. The 10 finalists will receive a trophy and certificate.

Property and Protection

1. Design renderings will remain the property of the entrant.
2. All non-winning entries will be returned as soon as possible after the preliminary judging has been completed.

Publicity and Promotion

1. Each of the finalists in both categories will be required to submit a head and shoulders photograph of themselves, as well as a short résumé, for publicity purposes.
2. The collection will be promoted within the jewellery trade locally and internationally, as well as to the consumer.
3. All publicity to focus on the partnership, thereby providing equal publicity opportunity for the Council, Pravda Vodka and designers.
4. Finished pieces will be photographed for publication in consumer and trade publications, the press and for use at the Awards Presentation.
5. SA Jewellery News magazine will carry a story on the competition and will feature the winning designs.
6. The full collection, together with the designers and sponsors will be featured on the Jewellery Council website.
7. Renderings and photographs of the finished pieces will be exhibited at each of the Universities and other training institutions if time permits.
8. The collection and the renderings will be exhibited at the annual Jewellex Trade Fair – July 2011.
9. All publicity will be conducted between August 2011 and July 2012.
10. Pravda Vodka will utilise the collection for approximately 9 months after the awards for road shows in shopping centres around the country.
11. An attempt will be made to exhibit the collection at international exhibitions.
12. If time permits, each of the winners of the competition will be offered the Collection for exhibition in their stores in order to provide them with a vehicle to gain local publicity, not only for the Collection but for their stores as well.

Timing

ITEM	TIMING
Launch of competition at Jewellex Africa 2010	24 July 2010
Distribution of entry forms	26 July 2010
Entries to be submitted	2 May 2011
Preliminary judging (selection of finalists – from sketches)	5 May 2011
Notification of finalists	9 May 2011
Finished pieces to be submitted	5 July 2011
Photography of pieces	7 July 2011
Magazine photography	11 July 2011
Final judging (selection of pieces)	14 July 2011
Awards Dinner	Jewellex 2011
Collection to be exhibited at Jewellex Africa 2011	Jewellex 2011
Exhibition at International Jewellery Shows	Aug '11 – Jul '12
Publicity	Jul '10 – Jul '12



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COMPETITION ENTRY FORM

You are required to complete this form in full. This form should be sent to the Jewellery Council's offices together with your renderings / designs on or before 2nd May 2011.

Entries arriving after this time will not be eligible for the judging.

Entries to be addressed to:

Postal address:

The Jewellery Council of South Africa
Suite 112, Regus Building,
P O Box 1549
HOUGHTON
2041

Physical address:

The Jewellery Council of South Africa
Suite 112, Regus Building
23 Wellington Road
PARKTOWN
2193

Tel: (011) 544-7958 * Fax: 086 582 0018

Email: admin@jewellery.org.za

Website: www.jewellery.org.za



Professional Student/Apprentice

Name of entrant: _____

Name of company/institution: _____

Year of study (if applicable): _____

Physical address: _____

Code: _____

Postal address: _____

Code: _____

Tel (W): () _____ Fax: () _____

Tel (H): () _____ Cell: _____

E-mail: _____

Certification

- I submit herewith my design rendering.
- I confirm that this design was created by myself/my firm.
- This design and all its component parts, is my absolute property and I certify that it has not previously been offered for sale or exhibited.
- I agree to place my design under the responsibility of the Jewellery Council of South Africa for the duration of the competition, with the understanding that it will be manufactured into jewellery, should I be judged a finalist.
- I certify that all information I have listed on this entry form is, to the best of my knowledge, true.
- I agree to abide by the rules of the competition.

Signed: _____

Designs Submission

Rendering 1

Wholesale price: _____

Description of the piece (no more than 40 words): _____

Inspiration (no more than 40 words): _____

Rendering 2

Wholesale price: _____

Description of the piece (no more than 40 words): _____

Inspiration (no more than 40 words): _____

Rendering 3

Wholesale price: _____

Description of the piece (no more than 40 words): _____

Inspiration (no more than 40 words): _____

Rendering 4

Wholesale price: _____

Description of the piece (no more than 40 words): _____

Inspiration (no more than 40 words): _____

Rendering 5

Wholesale price: _____

Description of the piece (no more than 40 words): _____

Inspiration (no more than 40 words): _____

Rendering 6

Wholesale price: _____

Description of the piece (no more than 40 words): _____

Inspiration (no more than 40 words): _____

Rendering 7

Wholesale price: _____

Description of the piece (no more than 40 words): _____

Inspiration (no more than 40 words): _____

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Thank You For Entering

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