



Jewellery Council
of
South Africa

Collection Awards Design Competition 2018

Attention: Designers, Manufacturers, Students and Learners

The Jewellery Manufacturers' Association of South Africa (JMASA), a division of the Jewellery Council of South Africa, invites you to enter the

Jewellery Council Collection Awards Jewellery Design Competition

THEME: "RETRO JEWELLERY"

Retro jewellery refers to pieces created in the 1940's and 1950's - a period during which jewellery designers were largely influenced by the changes accompanying World War II.

Big, exaggerated, ostentatious and bold pieces are a classic example of this era. Does it twinkle? Does it jangle? Does it sparkle? Then it is quite likely that it is a retro piece. The bigger, the better may as well have been their motto!

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RULES FOR ENTRY:

Rules related to entries include the following:

1. Entrants are invited to design and manufacture a **pair of earrings**, which can be sold commercially. No other variations will be accepted.
2. Entrants will be required to submit the following:
 - 2.1 A fully manufactured pair of earrings. No renderings or technical drawings will be required.
 - 2.2 A description of the item and the materials utilised (refer to the Entry Form)
 - 2.3 A short paragraph on the inspiration for the design within the theme “Retro Jewellery” (refer to the Entry Form)
3. Each entrant may enter only 1 piece.
4. Any material may be utilised such as precious metals, brass, wood, plastic, copper, diamonds, synthetics, etc.
5. The item needs to be a wearable, commercial item. No ramp pieces will be accepted.
6. Designs must be original and may not have been offered for sale, publicly displayed or entered in any previous competitions.
7. There will be a restriction on the retail value of the item of R5000.
8. The JMASA and the Jewellery Council of SA takes no responsibility for loss or theft whilst jewellery is in its possession. Entrants will therefore be responsible for insurance of their jewellery.
9. The JMASA reserves the right to disqualify entries not conforming to all of the above specifications.

HOW TO ENTER:

Entrants to the competitions must send their finished jewellery items (earrings) to:

The JMASA
The Hamlet, 27 Ridge Road, Parktown, Johannesburg, 2193

Inquiries: Bavina Vassan on (011) 484-5528 or via email on bavinav@jewellery.org.za

Deadline: 17 September 2018 at 12:00

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JUDGING:

1. Judging which will be conducted by the industry. This includes visitors and exhibitors to Jewellery Africa 2018 on the first two days only, namely 6th and 7th October.
2. A winner, 2nd and 3rd places, as well as the top 7 will be announced. Please note that there will not be two categories (CAD and Handmade) as in previous years.
3. The Prize Giving will be held in the Wine Bar & Rest Area on 8 October at 13:00.

PRIZES:

The overall winner will receive:

- A Trophy of Excellence kindly sponsored by **Ekurhuleni Jewellery Project (EJP)**
- 1kg of fine silver to the value of R7000.00, kindly sponsored by **Cape Precious Metals (CPM)**
- A Jewellers bench toolkit with manufacturing specific tools to the value of R7000.00, kindly sponsored by **Metal Concentrators (METCON)**
- A cash prize to the value of R500.00

The first runner-up will receive:

- 500g of fine silver valued at R3500.00, kindly sponsored by **Cape Precious Metals (CPM)**
- A Jewellers bench toolkit with manufacturing specific tools to the value of R5000, kindly sponsored by **Metal Concentrators (METCON)**

The second runner-up will receive:

- 500g of fine silver valued at R3500.00, kindly sponsored by **Cape Precious Metals (CPM)**
- A Jewellers bench toolkit with manufacturing specific tools to the value of R3000, kindly sponsored by **Metal Concentrators (METCON)**

TOP 10 FINALISTS will each receive a Certificate from the Jewellery Council of SA

The winner, as well as first and second runner-ups will receive free membership of Jewellery Manufacturers' Association of South Africa for one year as well as have free access to the JCSA Trade Test Certificate.

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PUBLICITY AND PROMOTION:

1. The winner and two runner-ups will be required to submit a head and shoulders photograph of themselves, as well as a short Resumé for publicity purposes.
2. The collection will be promoted within the jewellery trade as well as to the consumer.
3. Finished pieces will be photographed for publication in consumer and trade publications and the press (depending on funds)
4. SA Jewellery News magazine will carry a story on the competition and will feature the winning designs and sponsors.
5. The top 10 pieces with the designers and sponsors will be featured on the Jewellery Council website and Facebook page.

TIMING:

ITEM	TIMING
Distribution of entry forms	April 2018
Entries and finished jewellery items to be submitted	17 September 2018
Final judging by trade at Jewellex	6 and 7 October 2018
Awards Ceremony	8 October 2018
Publicity	October 2018 to October 2019

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