



Jewellery Council  
of  
South Africa

# Collection Awards Design Competition 2019

***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 Collection Awards Design Competition 2019

***Theme: "A Journey Through a World of Colours"***

*First made from soil, minerals, animal fats and charcoal in Africa as much as 40 000 years ago, coloured pigments have played an important role in human symbolism and psychology.*

*Colours have symbolised different concepts to different peoples across time and culture – we would love to see your use of colour in the creation of a beautiful set of earrings.*

*Use colours and materials that will **WOW** the judges this year ...*

*Let your creative juices flow ...*

## DESIGN CATEGORIES

There will be two categories namely:

***Handmade Jewellery***

***CAD Designed Jewellery***



### 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 (refer to the Entry Form)
3. Each entrant may **enter only 1 piece** in one of the categories.
4. Any material may be utilised such as precious metals, brass, wood, plastic, copper, diamonds, synthetics, enamel 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:

Entries can be delivered either by hand or couriered to the following address (**NOTE:** we are keeping the word 'jewellery' out of the address for security purposes):

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

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

Deadline: 10 September 2019

## JUDGING:

1. For the first time in many years, an expert panel of judges will be selected to conduct the judging of the competition. The judges will consist of industry experts in manufacturing as well as media and fashion industry.
2. A winner and 2<sup>nd</sup> place, as well as 3 finalists will be announced in both the Handmade and CAD categories (10 finalists in total).
3. The Prize-giving will be held at Jewellex in the Metcon Coffee Shop on Monday, 7<sup>th</sup> October at 12:00.

## PRIZES:

### Handmade Category:

*The Overall Winner will receive:*

- A Trophy of Excellence sponsored by **Ekurhuleni Jewellery Project (EJP)**
- A Certificate of Excellence from the **Jewellery Council of SA**
- A Jewellers bench toolkit with manufacturing specific tools, including findings and Cubics, kindly sponsored by **Cape Precious Metals (CPM)**
- A cash prize to the value of R7000.00, kindly sponsored by **Metal Concentrators (Metcon)**





**The First Runner Up will receive:**

- A Certificate of Excellence from **the Jewellery Council of SA**
- Silver and Findings to the value of R5000, kindly sponsored by **CPM**



**CAD Category:**

**The Overall Winner will receive:**

- A Trophy of Excellence sponsored by **EJP**
- A Certificate of Excellence from the **Jewellery Council of SA**
- A Jewellers bench toolkit with manufacturing specific tools, including findings and Cubics, kindly sponsored by **CPM**
- A cash prize to the value of R7000.00, kindly sponsored by **Metcon**



**The First Runner Up will receive:**

- A Certificate of Excellence from the **Jewellery Council of SA**
- Silver and Findings to the value of R5000, kindly sponsored by **CPM**

The 6 runner-ups (3 in each category) will receive a **Certificate of Excellence** from the Jewellery Council of SA

All top 10 winners and 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 two winners 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 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 as well as the sponsors will be featured on the Jewellery Council website and Facebook page.



## TIMING:

<i>ITEM</i>	<i>TIMING</i>
Distribution of entry forms	April 2019
Entries and finished jewellery items to be submitted	10 September 2019
Judging by trade at Jewellex	5 and 6 October 2019
Awards Ceremony	7 October 2019
Publicity	October 2019 to October 2020

