



Jewellery Council
of
South Africa

Collection Awards Design Competition 2017

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:

“JEWELLERY FOR HIM”

For thousands of years, men have worn RINGS to signal status, wealth, commitment and association. A ring can send a message that he's not available, that he is part of a fraternal brotherhood, that he is from a culture not afraid to display wealth on the hands or he just wants to be trendy!

For a man especially, wearing a ring beyond the wedding band is a statement on its own.

Attention all Designers, Manufacturers, Students, Learners and Apprentices - allow your creative juices to flow. Design a RING for Him!

Think out of the box ... use materials of your choice ... wow us at this year's Jewellery Council Collection Awards Design Competition.

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Sponsors:



REQUIREMENTS:

The competition is open to everyone! Whether you are a professional designer, manufacturing jeweller, student, apprentice / learner, we invite you to wow us with your designs.



There will be two categories namely:

- Handmade
- CAD

RULES FOR ENTRY:

Rules related to entries include the following:

1. Entrants are invited to design and manufacture a **ring** 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 ring. 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 “Jewellery for Him” (refer to the Entry Form)
3. Each entrant may enter only 1 piece in either the Handmade or CAD Category.
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.



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HOW TO ENTER:

1. Entrants to the competitions must send their finished jewellery items, in the form of a ring, 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: 11 September 2017 at 12:00



JUDGING:

1. Judging which will be conducted by the industry. This includes visitors and exhibitors to Jewellex Africa 2017 on the first two days only, namely 8th and 9th October.
2. A winner and a runner-up will be selected in each of the two categories, namely CAD and Handmade jewellery.
3. The Prize Giving will be held in the Piazza at the Jewellex Exhibition on 10 October at 12:00.

PRIZES:

1. *The overall winner in the Handmade Jewellery Category will receive the following:*

- A Trophy of Excellence kindly sponsored by **Ekurhuleni Jewellery Project (EJP)**
- 750g of fine silver, kindly sponsored by **Cape Precious Metals (CPM)**
- A Jewellers bench toolkit with manufacturing specific tools, kindly sponsored by **Metal Concentrators.**
- 250g Argentium Silver, kindly sponsored by **Piyuvé Jewellers**

2. *The overall winner in the CAD Design Jewellery Category will receive the following:*

- A Trophy of Excellence sponsored by **Ekurhuleni Jewellery Project (EJP)**
- 750g of fine silver, kindly sponsored by **Cape Precious Metals (CPM)**
- CAD Designer Toolkit, kindly sponsored by **Metal Concentrators.**



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- 250g Argentium Silver, kindly sponsored by **Piyuvé Jewellers**
3. The Runner-ups in each of the 2 above categories will receive the following:
- 250g of fine silver each, kindly sponsored by **Cape Precious Metals (CPM)**

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

Both overall winners 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.

PUBLICITY AND PROMOTION:

1. The two winners in each category 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 2017
Entries and finished jewellery items to be submitted	11 September 2017
Final judging by trade at Jewellex	8 and 9 October 2017
Awards Ceremony	10 October 2017
Publicity	October 2017 to October 2018



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