

IGI JEWEL Design Competition 2020

IGI JEWEL

JEWELRY DESIGN CONTEST

FUSION COLLISION AND FUSION
CREATE NEW CLASSIC



CONTEST ORGANIZER:
INTERNATIONAL GEMOLOGICAL INSTITUTE

CONTEST DESIGNATED PARTNER:
HOUSE OF JEWELRY CREATION
(DESIGNER PLATFORM OF YUYUAN JEWELRY FASHION GROUP)



Application Entrance: IG official website and WeChat public account QR code
Registration E-mail Box: jewelrycontest@igi.org

Competition Theme

Collision and Fusion

Each collision and fusion of civilizations will produce a classic era, in which a beauty or a treasure will be born and praised even hundred years later.

The gem goes in this way: Gemstones are formed by the geological collision and the elements fusion afterwards, as the beautiful emeralds formed when hydrothermal fluid permeating the black shale;

The design also goes in same way: When western industrial civilization and eastern ancient culture encounters they created the charming Art Deco style, which is still popular today.

Nowadays, the collision and fusion of cultures in different regions and classes occurs even more frequently.

With the theme of "Collision and Fusion", please use jewelry design to show your observation and thinking.

Theme Interpretation

Collision and Fusion

Collision:

The chemical composition of gemstones is often distributed in different geological layers. The rocks in nature are not static. They always experience constant impacts or collisions and afterwards all kinds of brilliant gems crystallize underground.

The earth is far more active than we imagined. In the deep underground of our consciousness or unconsciousness, collision is the eternal theme. It will bring high pressure, high temperature, ups and downs, and broken. But only after such collisions can there be treasures such as emeralds and agates.

Fusion:

A hundred years ago in the West, industry was developing dramatically fast and rapidly transferring society to the modern age. While worshipping industrial civilization, people were also amazed by the beauty of exotic traditions from the East. The integration of civilizations between East, West and the whole world has created a glorious era. The Art craft movement, Art Nouveau style, and Art Deco style were born and are still praised by us 100 years later. Such integration has historically brought classic era. Today's cultural fusion is unprecedented. Then what era will we create?

Design

Requirements:

Participants are required to design practical works that within a budget of US\$3,000. Design work is not limited to materials.

Schedule



Deadlines & Timeline

- 16th Jul. : Entry forms acceptance launching.
- 16th Jul. – 20th Aug.: All entries will be reviewed online by an expert judging panel. The entries should offer **software or sketch design** for artworks before 20th .
- 1st Sep: Announcement of Shortlisted Works.
- 1st Sep – 1st Nov: Shortlisted works fabrication period.

During the fabrication period, the entries should cooperate with IGI for the fabrication relating files, as 3D electronic drawing and clarification including measurement, material and craft.

Top entries will be judged by an industry expert judging panel via a virtual and fair selection process and rewarded as **One Champion** and **Two Second places**, as well as a winner will be determined in each category (**Four Outstanding awards**)

- November : Winners will be announced publicity.

Competition Organizer

- IGI International Gemological Institute

Designated Partners of the Competition

- House of Jewelry Creation

Competition Guidance Unit:

- UNESCO 'Creative City' (Shanghai) Promotion Office

Special Competition Consultant

- Professor Mao WEN

Who has 25 years of experience in the jewelry industry, including nearly 20 years of management and jewelry marketing work in the world gold association;

Competition Support Unit (In no particular order):

- Shanghai FOSUN Foundation
- Shanghai Jewelry Design Association
- Shanghai Gold & Jewelry Trade Association
- Shanghai Gemstone and Jade Industry Association
- Shanghai Diamond Industry Association

Co-organizers of the competition (In no particular order)

- Le Arti Orafe Jewelry School & Academy, Italy
- Jewelry Design in China University of Geosciences, Wuhan
- Jewelry Design in Beijing Institute Of Fashion Technology
- College of Design and Innovation, Tongji University
- Shanghai Jianqiao University
- DGI Dianchi International gemstone center, Dianchi college, Yunnan University
- Shanghai Institute of Visual Arts
- Kunming Metallurgy College of innovation and entrepreneurship College, Yunnan University for Nationalities
- Kunming Metallurgy College
- Jewelry College of Yunnan Vocational College
- Shanghai I SAY Jewelry Designers Association
- Shenzhen Jewellery Designers Association
- Xiamen Jewellery Designers Association
- Bao Chuang Jia
- Orange Designers Union
- Guangzhou Diamond Trading Center

Categories and Awards

Groups:

- Diamond Category
- Colored gemstone Category
- Gold Category
- Creative materials Category

Award Establishment:

- One champion, **Special Jury Awards**
¥ 8000 cash * + IGI Graduate Gemologist full scholarship + overseas study tours
- Two second places, **Special Jury Awards**
¥ 4000 cash * + IGI Diamond Gemologist full scholarship + overseas study tours
- One **Outstanding Design award** in **each group**, four in total
¥ 2000 cash * + Full scholarship for IGI courses
- **Finalists for excellence Award** (20 crafts as planned)

Categories and Awards

"IGI Elite" Million Support Program

Elite finalists will have chance to receive support from famous jewelry brand and design platform to develop the professional jewelry career in famous corporate in industry and even build a new brand as own.

- China International Import Expo booth display
- IGI official website, Alumni Association and "GEM TALK" provide promotion support
- Exhibition with IGI at jewelry exhibitions at home and abroad
- "House of Jewelry Designers" creates an exclusive publicity platform
- Offline display of works among China main cities

- Bonus, trophy and certificate
- Opportunity to attend awards ceremony and invite witnesses
- Award winning works could have chances to be commercialized and marketed
- One place of scholarship for IGI courses and one place for overseas study tours
- Accept the interview and report of domestic and foreign jewelry media

* Awards establishment: 3 winners and 2 second places of special awards and 4 outstanding designer awards are selected from the 20 finalists. The same author won't win the award repeatedly, it will be awarded according to the highest award.

*The cash income tax of the bonus needs to be paid by the winner

Jury (In no particular order)

- Stephen Webster, Famous British jewelry designer
- David Gotlib, Famous Belgian jewelry brand owner and designer
- Paola de Luca, Founder of The Futurist Ltd. Luxury and jewelry forecasting website
- Alexandre Corrot, CEO and Artistic Director of French jewelry brand DJULA
- Bai Ou, Director of creation and art department of the National Museum
- Mauro Vegliante, Architect, designer and art director with ARKSIGN studio in Florence
- Maria Laura La Mantia, Independent designer of jewelry and accessories, enameller for high jewelry
- Philip Sajet, famous Netherlands Modern jewelry designer

Invited Art Jury: Ms. Wang Jin Yuan (Chairman of FOSUN Foundation and FOSUN Art Center)

Purpose and Criterion

Competition Purpose

- This competition aims to promote the development of international jewelry design and strengthen the exchange of jewelry design talents at China and abroad.
- The competition is open to designers, jewelers, craftsmen, teachers, students, enthusiasts and so on, whether professional or not. The participation is free of charge.
- The judges will comprehensively judge the participants works from the perspective of the creativity of the works, the use of materials, the cost of the budget, the feasibility of processing, and the comfort of wearing.

Competition Criterion

- Materials from endangered species such as coral, ivory and tortoiseshell shall not be used.
- The category materials submitted by the contestants should become the focus of the design work. For example: If the "Diamond Category" is delivered, the diamond should be the main stone of the work
- **Submission requirements:** only one work is allowed to submit in each category. The same work cannot be selected for two awards at the same time
- **Design budget:** Although there is no need to make a finished product at the submission stage the contestants need to control the cost of the work within 3,000 US dollars

Purpose and Criterion

Intellectual Property Rights and Protection of Works :

- Originality requirements: entries must be original design. Once plagiarism and infringement are found, the contestants will immediately lose their qualifications. The organizing committee has the right to disqualify the contestants for infringement and plagiarism at any stage of the competition and the awards they receive are entitled to be withdrawn.
- According to international conventions, contestants must sign in the form and agree that the organizer and the organizing committee have the right to use submitted works for free in various publicity activities. And they should promise that (IGI)International Gemological Institute has part of copyright of the shortlisted works and the related image rights as media advertising, publication and exhibition rights. The participants could reserve the right of authorship.
- Contestants should ensure that their entries are created exclusively for the competition and have not previously been published in other competitions, media or commercial events.
- All entries must not be submitted in more than one draft. No other competition or publication is allowed before the results of this competition. If the works are submitted to other competition or organization separately during the competition, the organizer will not be responsible for the possible violation of copyright, patent or disputes arising from subsequent publicity.

Entries Submission

Criteria

- The artwork should be submitted as one entry (The set of designs is allowed to be submitted in the entry, with one page for each piece of jewelry)
- Stackable pieces, such as stackable rings or bracelets, may be submitted as the set of drawings under an entry.
- The entries have no restrictions on style, design or choice of jewelry item.
- The shortlisted entries should submit the sketch design (please indicate the size, material and craft) and mark the name of the work.
- It is not allowed to mark the names of competitors, selection agencies and other relevant information on the renderings

Notes for submission of works

- Design works should be sent to email in the form of electronic draft to Jewelry.Contest@igi.org. The registration number should be attached in the lower right corner of the work.
- The work should include application form, design draft and design explanatory document; the set should be sent in the form of a zip file, in which the single page should not exceed 5MB and the file size should not exceed 15MB.

Specifications

- Drawing size: A4 (210 x 285 mm)
- Full color
- The top and bottom of the work need to be identified
- Image accuracy: 150 - 300 DPI
- Draft format: PNG or JPG
- Please note the name of the work (if any) in the upper right corner of the design draft. Please note the registration number in the lower right corner.
- Please note that all submitted works will not be returned and all participants are requested to keep their own copies.

Copyright & Disclaimer

Copyright & Important Disclaimer

- IGI would have the right to print, publish and broadcast the artworks worldwide in all media without any commercial purposes.
- For any commercial purpose, it only depends on entrants' intentions, IGI would not involve in it.
- IGI legally undertakes not to use the participants' submitted works which are not shortlisted in this competition in any commercial way, neither immediately nor later.

Promotional activities awarded to the winners

- The finalist jewelry pieces will be displayed at "IGI JEWEL Design Competition 2020" (Nov 2020) and the winners will be invited to the Award ceremony
- The winning pieces will be published in the promotional materials of the organizer.
- The winning pieces will be published on the Exhibitions as flow:
 - The China International Affair
 - "House of Jewelry Designers" exclusive publicity platform
 - "GEM TALK" provide promotion support
 - Alumni Association
- The organizer retains the rights for the Conditions of Entry & Rules, printing, publishing and exhibition
- In case of any disputes, the decision of the organizer will be final.