



evolvea

JEWELLERY-CONTEST

INTERNATIONAL JEWELLERY DESIGN COMPETITION 2013

A new and exciting jewellery segment is emerging as one of the most keenly anticipated developments in the sector in recent years. Reflecting unprecedented levels of cultural fusion; our designs will unite traditional designs, yet with character and uniqueness that will be inspired with vision and mission to centre on the use of precious stones to bridge socio-cultural classes.

A team of international entrepreneurs are creating a new and highly innovative jewellery brand. The range will be focussed on unique product design and innovation and launched in multiple countries.

We seek to highlight our heritage and tradition with a new design language interpretation from our rich cultural world mix of influences, patterns, materials and designs. The contest should reflect an outcome of a unique avant-garde design, with identity and inspiration, and to be competitive at an international level.

The word Evolvea is born from the words "emerge, expand, evolve". Jewellery has always played a central role in the evolution of mankind. It has been used to represent cultures, as well as a status symbol to demonstrate success.

Fundamentally, these drivers remain with us, but the definition of the parameters has become more dynamic. Hence, we are inviting innovative designers to join us on this exciting journey in the evolution of Jewels.

Throughout history there have been a number of simple ideas that have translated into timeless iconic pieces of distinction and desire. Ideas taken from everyday life, e.g. Egg (Faberge), Zip (Van Cleef Arpels), Tube Ring (Bulgari), Snake (Bulgari), Panther, Trinity (Cartier). More recently contemporary designers with brilliant yet simple iconic designs such as Loree Rodkin to Verdura, Vhernier, Thum.

THE BRIEF

Our competition challenges you to create a very unique yet simple design that will emphasize the focus on quality and detail, expressing the rare touch that the design is inspired and able to evolve the piece from an everyday simple object or from nature, or art or architecture. The challenge is to create a simple, subtle, yet sophisticated piece using precious stones.

Thought should also be made on how the design could evolve and be extended into the luxury accessories field i.e. precious handbags. Contestant's designs will be judged on the following criteria:

- **Interpretation and concept**
- **Execution of the design**
- **Innovation and development**

The contestant will be a jewellery designer who knows how to reinterpret traditional materials and use contemporary and traditional design techniques.

The design should focus on one of the following items:

- Ring
- Necklace
- Bracelet or Earrings

VISION

To see between the past, the present and the future, in order to grasp in one piece all the knowledge from your past, today present and interpret your vision.

The panel of judges are looking for:

- New visions of contemporary design using simple materials
- The story behind your design
- Inherent sophistication, presented in a simple and slick way
Timeless Appearance
- Focus on precious stones (not diamonds)
 - > Topaz, Peridot, Tormalin (Rose, Green) Amethyst, Garnet, Citrine
 - > An item can be presented with one or many precious stones, different ideas can be proposed, as long as it is submitted as a separate competition entry
- Variation with Deep Red Coral, Material gold, (yellow, rose, white) for Woman, Material for Men can be use also bronze/silver
- Design could be incorporated for use with other accessories (broche with leather bags)
- Target market: age ABC1, Male and Females Aged, 25-55

The Competition is open to designers both from Italy and abroad.

Each participant may present several different ideas as long as separate competition entry forms are used.

REGISTRATION

In order to enter the competition, please visit the competition website:

www.evolveajewellerycompetition.com

Provide a photo of yourself - format JPG 300 dpi

Documentation (word or pdf) which includes:

- Your biography
- A brochure or catalogue of recent works via email
- Provide examples of work if you have exhibited before

All fully completed design should be submitted no later than the **1 February 2014**.

AWARD

The total prize money of 10,000 Euros will be shared in the following way:

1° award: 6.000 Euro

2° award: 2.500 Euro

3° award: 1.500 Euro

The winning designers will have the possibility of being involved in the production of their design at a later stage.

SPONSOR

3C - Global services and ecommerce for B2B and B2C

D'AMATO GEMS - Seller and distributor precious stones

DUKE SA - Swiss holding and Investment Company

OPERA - One of the main producers of high-level jewellery in Italy

YOUNG JEWELERS ASSOCIATION OF ITALY - The First

Relational Network dedicated to Skilled Trades & Tradesmen of sector

LUX MADE IN - The first Social Commerce of sector