

**MJF**  
JEWELLERY  
DESIGN  
AWARDS  
2011



**GLOW YOUR DREAM!**  
**CALLING ALL JEWELLERY TALENT...**

Organized by: **Elite**  
Elite Expo Sdn Bhd  
精英展览有限公司

Sponsored by:



# 1<sup>ST</sup> MIJF JEWELLERY DESIGN AWARDS

## ABOUT THE CONTEST

In conjunction with the Malaysia International Jewellery Fair 2011 (MIJF 2011), we are delighted to announce that the inaugural of international jewellery design competition - MIJF Jewellery Design Award 2011 is finally staged!

Synchronizing to the birth of MIJF Jewellery Design Award 2011, the theme is set as "New Life". The involvement of young, passion, talented designers are bringing a New Life, astonishing inspiration, glowing hope to the jewellery industry. Simultaneously, this award is presenting a vision of driving the Malaysian jewellery industry to further develop into international standard and become the next trendsetter in global jewellery trend!

If you are a design student with great passion in becoming an internationally recognized jewellery designer, MIJF Jewellery Design Award is definitely your first step to glow your dream and to parade your creativity to the world stage!

## PRIZES

### Outstanding Award Winner x1

- Trophy and Certificate
- Scholarship for 9 weeks Jewelry Design Class from GIA Thailand

### Winners x4

- RM 3000 cash
- Trophy and Certificate
- The winner's design will be manufactured and marketed by sponsor's retail/outlet.
- The winner's design will be showcased in the Malaysia International Jewellery Fair and in any of its publicity.

### Finalists x16

- Certificate
- All finalist's design will be showcased in the Malaysia International Jewellery Fair and in any of its publicity.



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# JOIN NOW

## Theme:

### New Life

Exclaim your creativity to and outshine from others by designing a piece of jewellery that best exemplify your passion and joy of greeting the new phase of life.

## Participants Requirement:

- Open to all students of art or design schools in Malaysia and Asia.
- Participant must be under 28 years of age on the day of the competition.
- Participation is on an individual and not a company basis.
- Employees of Elite Expo Sdn Bhd, sponsors, the independent judges, student affiliated with independent judges' jewellery academy, and their immediate families are not eligible to participate in this competition.

## Design Entry Categories:

1. Necklace
2. Earrings
3. Bangle / Brooch
4. Rings

## Design Entry Specification:

Gems to be used : Free to choose  
Gold Type : 18k and above

\* The design can be for both genders

\* No entry limitation, you may entry all 4 categories



4. Rings



3. Bangle / Brooch



1. Necklace



2. Earrings

\* Photos for illustration purpose only



## JUDGING CRITERIA

The judging panel will take into account the following factors in the selection of award winning pieces:

- |  |     |
|--|-----|
| • Originality, Creativity and Innovativeness of Design | 40% |
| • Market Appeal  | 20% |
| • Wearability  | 20% |
| • Topic Relevance                                      | 20% |

The decision of the judging panel will be final.

# JUDGING PROCEDURE

Finalist will be notified on end of **April 2011**

- Total 1 Outstanding Winner from 4 winners will be selected
- Total 4 winners from 16 finalists will be selected
- Total 16 finalists will be selected (4 for each category)

- \* Outstanding winner will be voted / selected by on-ground visitors.
- \* The top 4 winner' design will be manufactured and marketed by sponsor's retail/outlet.
- \* The top 4 winners will be advised by professionals on their design taken into consideration the important aspects of manufacturing or marketing viability. The original concepts of the designs would remain unchanged.

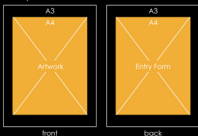
# SUBMISSION OF ENTRIES

Submission Date: **31 March 2011**

(Any entries received after 31 March 2011 will not be accepted)

- Hand Sketches and Computer-aided designs are allowed.
- Each design sheet has to render/illustrate on a single sheet in A4 size. Rendered design sheet should be mounted and presented on an A3 size dark colour cardboard/matt board.
- There should be no words/texts or descriptions appear on the design sheet.
- Name and address of the entrant, the design entry category, and a general description must be included on the back side of every design on submission.
- Photocopy of entry form is accepted.
- No restriction to the number of designs submitted per person.
- It is obligatory to fill out and submit one design with one entry form only.
- Participant will be notified via email or phone confirming receipt of entry upon the organizer received the design submission entries.
- Please submit your design sheet, one photocopy of your passport / ID and entry form to the following mailing address before 31 March 2011  
Elite Expo Sdn. Bhd.  
Address: 46, Jalan Layang-Layang 3, Bandar Puchong Jaya, 47100 Puchong, Selangor, Malaysia.

Example:



# RULES & REGULATIONS

- Submitted entries must be original designs, should not have been exposed or commercialized before, should not have been previously entered in any other design competition.
- Participant must currently be students of an art or design school and not currently under full-time employment in the jewellery trade.
- Decisions by the panel of judges are final and the panel will not enter into correspondence with any entrants concerning its decisions.
- Entry materials will not be returned and will remain the property of the Elite Expo Sdn Bhd.
- Elite Expo Sdn Bhd reserves the rights to use all entry materials for the purpose of publicity, advertising and in any promotional materials without further notice or compensation. They cannot be reclaimed by entrants in the case of any dispute.
- The designer will have the copyright of the design. The sponsor Jeweller will be granted exclusive rights to commercially manufacture and market the winning jewellery and exempted from all claims of royalties at any time.
- Elite Expo Sdn Bhd reserves the full right to modify the terms and conditions. The organizer will not be held liable for any unforeseen and unfortunate circumstance in the competition.
- Elite Expo Sdn Bhd also reserves the rights to immediate disqualify participant which found to be abusing the above terms and conditions mentioned.

## CONTACT US

For further info, please contact the organizer: 欲知详情, 请联络主办单位。

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