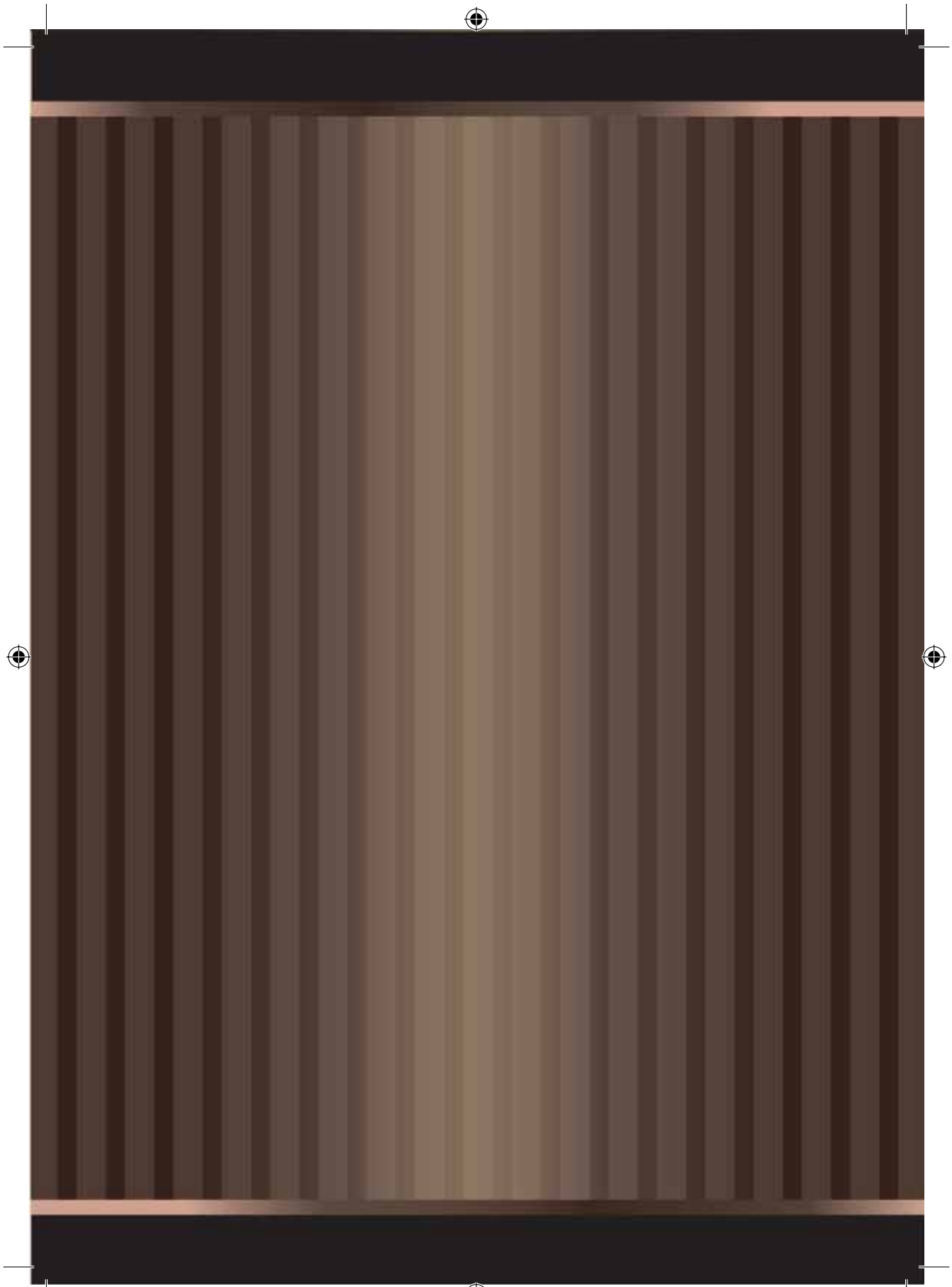




Singapore  
Jewellery  
Design Award

2009





Singapore Jewellers Association officially took over the management of “Rotary Jewelry Design Award in May 2008 and this design award has since been renamed as the “**Singapore Jewellery Design Award**” .

This vocational service programme which was started in year 2001 by Rotary Club of Singapore East, would continue with its mission to work closely with all design institutions.

The objectives of this award are:

- 1. To encourage the creations of jewellery design in line with market needs;*
- 2. To promote Jewellery Design in Asia*

This competition is open to all students of art schools in Asia, who are not currently under full-time employment in the jewellery trade.

The most outstanding designs will be selected and made into jewellery to be marketed alongside other jewellery of leading jewellery retailers.

The ultimate validation of a successful design is market acceptance. Winners will have the satisfaction of knowing how many pieces are sold at the end of a year from the date of competition.

Contact:

Singapore Jewellers Association  
38D North Canal Road  
Singapore 059294

Tel : (65) 6533 4053

Fax: (65) 6533 0867

Email: [info@sja.org.sg](mailto:info@sja.org.sg)

Website: [www.sja.org.sg](http://www.sja.org.sg)

**ORGANISER**

Singapore Jewellers Association

**KEY PARTNER**

Rotary Club of Singapore East (RCSE)

**SUPPORTING ORGANISATIONS**

Rotary Club of New Territories (Hong Kong)  
Rotary Club of Bangkok East (Thailand)  
SPRING Singapore (Standards, Productivity and Innovation Board)  
Diamond Exchange of Singapore (DES)

**SUPPORTING SCHOOLS**

Nanyang Academy of Fine Arts  
Raffles Design Institute  
Raffles Design Institute (China)  
Hong Kong Institute of Vocational Education (Lee Wai Lee)

**SPONSORS**

Aspial-Lee Hwa Jewellery Singapore Pte Ltd  
Highlight Printing Services

**JUDGES**

Tony Chan (Larry Jewelry (1967) Pte Ltd)  
Chia Yi Ni, Jessica (Ho Bee Goldsmith & Jewellery Pte Ltd)  
Oscar Cousy (Artist)  
Julia Goh (Solitaire Media Private Limited)  
Gim Lee (Consulus Pte Ltd)  
Lew Cher Meow (Meyson Trading and Design Pte Ltd)  
Tan Ching Yam (Art Empire Gallery)  
Jani Wyler (Artist)  
Yee Heng Chiong (Diamond Exchange of Singapore)

**OFFICIAL MAGAZINE**

Solitaire Media

## MESSAGE FROM THE PRESIDENT OF SINGAPORE JEWELLERS ASSOCIATION

On behalf of the Singapore Jewellers Association, I would like to congratulate all the finalists and winners of the Singapore Jewellery Design Awards 2009 for their wonderful achievements.

This year marks an exciting new chapter for the Association as we have officially taken over the management of the jewellery design competition and had renamed it as "Singapore Jewellery Design Award" so as to bring us closer to our vision of transforming Singapore into a distinctive Jewellery Design City.

Since 2001, the competition has been providing a nurturing environment for our young designers to pursue their aspirations. With the move towards greater excellence in jewellery design, I hope the competition would continue to provide an international platform for local and overseas design students to showcase their designs.

The enthusiastic response from the schools is encouraging and I am heartened to see that so many young designers are making an effort to participate in this competition. Students who took part in this competition would surely pick up useful tips such as understanding of the market demand and technical feasibility to prepare them for the industry.

To further promote the designs of the students, the designs from the 30 finalists including the winning designs would be showcased in the forthcoming Singapore International Jewellery Show. This enables the students' designs to make their first appearance in an international arena.

Originality and creativity are key factors to succeed in competitive environment. I urge students from all design institutes to leverage on this opportunity by sending in the best creations to impress the panel of judges as well as professionals from the jewellery trade.

Last but not least, I would like to express my sincere appreciation to our key partner, Rotary Club of Singapore East for its unfailing effort to support this project, and also to all the sponsors, supporting institutions and agencies, judges as well as the committee members for their valuable advice and contributions to make this project a successful one. I believe that this is the beginning of our friendship and partnerships to promote jewellery design in Asia and the journey would be a fruitful and rewarding one.

Ho Nai Chuen  
President  
Singapore Jewellers Association

## MESSAGE FROM THE PRESIDENT OF ROTARY CLUB OF SINGAPORE EAST

Congratulations to all the winners and finalists for the Singapore Jewellery Design Award 2009.

The Rotary Club of Singapore East (RCSE) is happy that following the handing over the management of this competition to the Singapore Jewellers Association (SJA), the competition has grown to greater heights.

As this jewellery design competition was initiated and successfully developed under the wing of RCSE, the club is proud and thankful to its members who worked long hours with high esteem to make this vocational project possible. We are extremely glad to see that this project has grown to such a size and importance now.

We are sure that under the leadership of the SJA, this design competition will bring higher awareness and attract even more attention to the jewellery design in Singapore and other Asian countries. It will also inspire more young students and designers to excel their standards.

I would like to thank the SJA, all the sponsors and its committee members for their valuable contributions. My thanks also extend to members of the RCSE, notably PP Charles Chan, PP Ng Cheng Quee and Rtn. Lucas Low for their exceptional support and works in this design competition.

On behalf of all members of the Rotary Club of Singapore East, I wish the Singapore Jewellery Design Award many fruitful years.

Erich Erber  
President (2008-2009)  
Rotary Club of Singapore East

## THEME - MYSTERIOUS FEMININITY

### Judging Criteria

- Originality and creativity of the design
- Market Appeal

### Category A: Ladies' Diamond Pendant for Evening wear

Type of jewellery: Pendant

Stones to be used: Specific Size of diamonds

Setting in any gold type.

Submit at least one design.

### Category B: Ladies' jewellery in Colored Gem (Precious or Semi Precious) for Casual wear

Type of jewellery: Pendant

Gems to be used: Diamonds; Semi Precious (Blue Topaz, Amethyst, Citrine, Peridot, Smokey Quartz, Lemon Quartz, Rose Quartz)

Setting in any gold type.

Submit at least one design.

### Category C: Jewellery for evening wear (free design concept with no restriction on gem use)

Type of jewellery: all forms of wearable jewellery.

Stones to be used: Free to choose.

Setting in any coloured gold.

Submit at least one design.

## RESULTS OF SJDA 2009

Total Participants : 97  
Total Design Entries : 320

Category A Winner : 2  
Category B Winner : 2  
Category C Winner : 2

Category A Finalists : 10  
Category B Finalists : 10  
Category C Finalists : 10

### WINNERS

#### Category A

Liu Xin Li  
Nanyang Academy of Fine Arts

Woon Sai Ching  
Nanyang Academy of Fine Arts

#### Category B

Yeung Ming San  
Hong Kong Institute of Vocational Education

Rebecka Varvouzos  
Raffles Design Institute

#### Category C

Chen Nga Lee (Cathy)  
Hong Kong Institute of Vocational Education

Rebecka Varvouzos  
Raffles Design Institute

### LIST OF THE 30 FINALISTS

#### Category A

**Singapore**  
Liu Xiu Li  
Pameline Sin Li Rong  
Syerin Altriena Tjandra  
Woon Sai Ching

**Hong Kong**  
Chen Nga Lee, Cathy  
Cheng Mei Ting  
Chin Lai Ying, Jacqueline  
Chung Siu Wah, Jasmine  
Kwong Wai Man  
Tang Hiu Fai

#### Category B

**Singapore**  
Rebecka Varvouzos  
Melissa Juwono  
Syerin Altriena Tjandra

**Hong Kong**  
Cheng Mei Ting  
Fung Cheuk Man  
Jim Yau Sze  
Kwong Wai Man  
Tse Man Shan, Jade  
Wong Yu Ting  
Yeung Ming San

#### Category C

**Singapore**  
Putri Anindita  
Rebecka Varvouzos  
Zhang Xiao Yue

**Hong Kong**  
Chen Nga Lee, Cathy  
Cheng Mei Ting  
Ho Kwan Po  
Or Hau Fan  
Siu Nai Kit  
Tam Ngan Ping  
Tang Hiu Fai



## VOICES OF WINNERS

*"It is a great honour for me to be selected for the Singapore Jewellery Design Award 2009, a good beginning to start my journey as a jewellery designer.*

*I have learnt and gained a lot of confidence while participating in this competition. Special thanks to Desmond John Chin, my lecture at Nanyang Academy of Fine Arts, for giving invaluable advice on the competition.*

*Taking inspiration from the waves of the women's clothing. I tried to capture the shapes and form through the drape of the fabric using lines.*

*I hope to become a successful and famous jewellery designer in the future. Thank you."*

Cheryl Woon Sai Ching  
Nanyang Academy of Fine Arts  
Winner of Category A

*"I would like to take this opportunity to thank the organising committee of Singapore Jewellery Design Award and Nanyang Academy of Fine Arts for their support and encouragement to enter this Jewellery Design competition.*

*In this competition, I gained confidence and with their confirmation. I think this will be a big encouragement for me to pursue further in this Jewellery Design Field."*

Liu Xin Li Nanyang  
Academy of Fine Arts  
Winner of Category A

*"Singapore Jewellery Design Award 2009 was an event for students to showcase their abilities in jewellery design.*

*I would like to take this opportunity to express my sincere gratitude to the Singapore Jewellers Association as it offered me a good opportunity to gain experience before I actually entered the jewellery industry.*

*Furthermore, the competition was not only a recognition of my design but also a great honor to me.*

*By participating in this competition, I am equipped with further knowledge and greater confidence for my academic and career development. Thank you very much.*

*I will surely encourage others to participate in future competitions."*

Yeung Ming San  
Hong Kong Institute of Vocational Education (Lee Wai Lee)  
Winner of Category B

## VOICES OF WINNERS

*"From this process I've really learnt to believe in myself and I now know that, in the end, hard work really pays off. I never would have believed that I would or actually could win this award.*

*I found it very interesting to be able to get professional help from people who have a lot of experience in this area and that inspired me to put in more effort into my work. Now I'm really looking forward to seeing how my design is going to look like in real life, not just on a piece of paper.*

*This is the first time for me to have something of my own produced professionally and I'm very proud of myself and my designs."*

Rebecka Varvouzos  
Raffles Design Institute  
Winner of Category B and C

---

*"First, I am excited that my design has won the Singapore Jewellery Design Award. I would like to thank the Singapore Jewellery Design Award organising committee which provided me with great opportunity to show my abilities in jewellery design. It has been four years since I studied jewellery design. In this competition, I have not only gained the experiences, it also provided an opportunity for me to scale for greater challenges with creativity and inspiration.*

*I sincerely thank my design teachers because they had always give me strong support and taught me a lot about jewellery design. Thank you from the bottom of my heart. I adore jewellery and for this reason, I would never give up to work in the jewellery. I hope to become a well known & successful designer in future."*

Chen Nga Lee (Cathy)  
Hong Kong Institute of Vocational Education  
Winner of Category C

## AWARD WINNING DESIGNS

Category A  
Name: Woon Sai Ching  
School: Nanyang Academy of Fine Art (NAFA)



**Inspiration:** The design concept of this pendant is from the pleats of a woman's skirt. It represents a lady's behavior – elegant, pretty etc.

### Student's rendering



### Specification

Gold Type – Yellow Gold / Plated White Gold  
Gem Type – Diamond



## AWARD WINNING DESIGNS

Category A  
Name: Liu Xin Li  
School: Nanyang Academy of Fine Arts (NAFA)



**Inspiration:** Idea from rock and gap representing a woman's strength and frailness.

### Student's rendering



### Specification

Gold Type – Yellow Gold / Plated Black Gold  
Gem Type – Black Diamond

Front View



Back View



## AWARD WINNING DESIGNS

Category B  
 Name: Yeung Ming San  
 School: Hong Kong Institute of Vocational Education



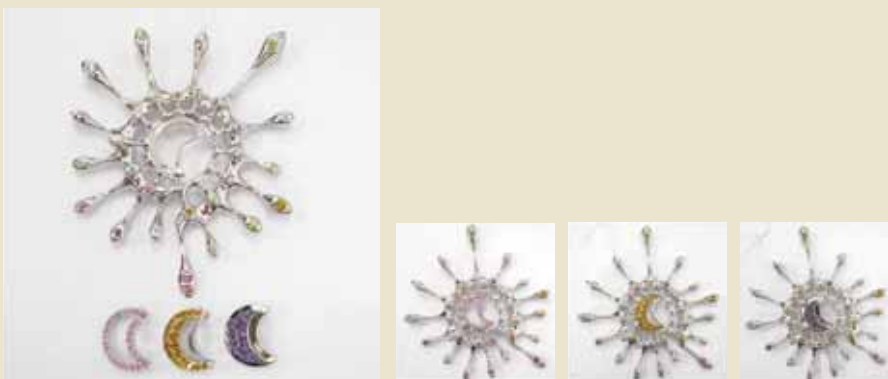
**Inspiration:** Hera, the goddess of Moon, represents women, marriage and authority in Greek Mythology. In the pendant, the moon shape can be exchanged. Lemon Quartz represents wealth and power. Rose Quartz stands for love, marriage. Amethyst symbolizes wisdom.

### Student's rendering



### Specification

Gold Type - Yellow Gold / White Gold/ Plated Black Gold/ Plated White Gold Gem  
 Type - Tourmaline, Citrine, Topaz, Peridot, Amethyst



## AWARD WINNING DESIGNS

Category B  
 Name: Rebecka Varvouzos  
 School: Raffles Design Institute



**Inspiration:** Inspired by the Swedish folklore about fairies; mysterious women who live in the forest. When fog appears you can see them dancing in circles over the meadows

### Student's rendering



### Specification

Gold Type - White Gold

Gem Type - Diamond, Topaz, Garnet, Peridot, Amethyst.

Front View



Back View



## AWARD WINNING DESIGNS

Category C  
Name: Chen Nga Lee (Cathy)  
School: Hong Kong Institute of Vocational Education



**Inspiration:** These earrings' concept comes from hair accessories for parties. The lady is adorned in sensuous dressing and gorgeous flowing hair accessories with part of her face hidden that bring out the mysterious beauty in her.

### Student's rendering



## AWARD WINNING DESIGNS

Category C  
Name: Rebecka Varvouzos  
School: Raffles Design Institute



**Inspiration:** A curvy design with soft lines and a mysterious glow, inspired from the Scandinavian folklore about elves, stunning forest, the beautiful girls who lived with elves could be seen dancing over the meadows leaving a trail in the shapes of white circles.

### Student's rendering





## SALES RESULT OF LAST YEAR AWARD – ROTARY JEWELRY DESIGN AWARD 2007/2008

Manufacturing Sponsor : Larry Jewelry



No of pieces sold : 2 pieces

LEE CHI YAN  
(Category A - RJDA 07/08)

School : H.K. Institute of Vocational Education (Lee Wai Lee) -HONG KONG  
Sponsor : Rotary Club of New Territories - HONG KONG  
Organizer : Rotary Club of Singapore East and Singapore Jewellers Association



No of pieces sold : 1 piece

NATTAPONG SANPOONSUP  
(Category A - RJDA 07/08)

School : Chulalongkorn University – THAILAND  
Sponsor : Rotary Club of Bangkok East – THAILAND  
Organizer : Rotary Club of Singapore East and Singapore Jewellers Association

PAST PUBLICITY AND ACTIVITIES

**OH, MANI!**  
Larry Jewelry celebrates masculinity with glamour and style

From classic luxury watches to modern watches, Larry Jewelry has a watch for every man. From classic luxury watches to modern watches, Larry Jewelry has a watch for every man. From classic luxury watches to modern watches, Larry Jewelry has a watch for every man.

Larry Jewelry's pieces are crafted with impeccable skills to the highest standards and quality is ensured by a stringent control process.

**俊文珠宝 (Larry Jewelry)**  
最新 男士首饰大优惠

俊文珠宝以精湛工艺、优质的钻石珠宝著称的独立珠宝 (Larry Jewelry)，在最新推出系列期间，推出多款男士珠宝首饰，让男士们以优惠价拥有多款高级珠宝。

除了热卖，俊文珠宝推出的最新男士系列，包括 "Artistry" 及 "Person" 系列。这些系列都是今年区域性珠宝设计比赛获奖的作品。

"Artistry" 艺术系列珠宝，"Person" 系列男士的个性；"Vitality" 凸显男士的活力；"Aptitude" 体现男士们的天赋与才能，不过设计名称都突显了男士珠宝的仪表、个性与品味。

俊文珠宝是国际著名的 "丽泽钻" (Lazare Diamonds) 经销商，以手工雕琢精湛的 "丽泽钻" 拥有世界上最高品质的美钻。不过不论你选择的是 "丽泽钻"、高纯度天然钻石、还是经过的翡翠、纯净的珍珠、或是闪耀的蓝宝石等，俊文珠宝都能满足你的需求。

在新加坡热卖会期间购买，一两款款式还有 20% 至 30% 的折扣。

俊文珠宝与嘉德信于：  
 嘉利街 (Paragon) - #01-12  
 义顺街 (Huge Avn. City) - #01-11A

"Vitality" 凸显男士的活力  
"Artistry" 充满浓浓的艺术气息

**Profile**

**Liza Swandayani**

**Nationally**  
Recognized  
Jewelry Designer  
since 2009

**Programme**  
The Master of Design (M.Des.)  
Singapore Institute of Design

**Achievements**  
2009 - 2010: Singapore Jewelry Competition Winner (Singapore)  
2009 - 2010: Singapore Jewelry Competition Winner (Singapore)  
2009 - 2010: Singapore Jewelry Competition Winner (Singapore)

She has been awarded the Master of Design (M.Des.) award for her work in jewelry. This award is a recognition of her exceptional work in jewelry design. She has also been recognized for her work in jewelry design.

Her jewelry designs are recognized for their exceptional quality and design. Her work has been featured in several international jewelry exhibitions.

Her jewelry designs are recognized for their exceptional quality and design. Her work has been featured in several international jewelry exhibitions.

**SINGAPORE Jewellery Design Competition 2009**

新加坡珠宝设计大赛

Supporting Partners 支持伙伴

Patron	Ministry of Education (MOE)	2009-2010	新加坡教育部
Sponsoring	Ministry of Education (Singapore)	2009-2010	新加坡教育部
Organizer	Ministry of Education (Singapore)	2009-2010	新加坡教育部
Official Sponsors	Ministry of Education (Singapore)	2009-2010	新加坡教育部
Sponsor	Ministry of Education (Singapore)	2009-2010	新加坡教育部
Official Sponsors	Ministry of Education (Singapore)	2009-2010	新加坡教育部

The Competition Theme of year 2009 is: **Mysterious Femininity**  
 "新加坡珠宝设计大赛" 的主题: "女性美的神秘和魅力"

1. 参赛者: 18岁至25岁, 新加坡公民或永久居民。  
 2. 参赛者: 18岁至25岁, 新加坡公民或永久居民。  
 3. 参赛者: 18岁至25岁, 新加坡公民或永久居民。

## SINGAPORE JEWELLERY DESIGN AWARD (SJDA) 2010

### ABOUT THE COMPETITION

The competition consists of Preliminary and Final rounds to select the best designs.

- There are a total of three Categories.
- The Finalists will be advised by professionals on their designs taking into consideration the important aspects of manufacturing / marketing viability. The original concepts of the designs would remain unchanged.
- The winners' designs will be made into jewellery and marketed alongside with other jewellery in the sponsor's retail outlet/s.
- Winners will be informed of the number of pieces sold at the end of the year from the date of the prize presentation.
- The winners of the respective categories will be entitled to part of the revenue from the sales of the winning jewellery.

### PANEL OF JUDGES

The panel of judges will comprise jewellers, designers and professional appointed by the Organiser.

### JUDGING CRITERIA

- Originality and creativity of the design
- Market appeal

### AWARDS

There will be six (6) Winners [two (2) from each Category] and 30 Finalists.

#### Prizes : Winners

- Trophy and Certificate will be presented to each winner at the opening ceremony of Singapore International Jewellery Show.
- Additional cash incentive of 10% of net sales to the winner if his/her winning jewellery was sold during the result year (conditions applied).
- The winners' design will be showcased in the Singapore International Jewellery Show and in the SJDA booklet and in any of its publicity.

#### Finalists

- Each finalist will receive a certificate.
- All finalists' designs will be showcased in the Singapore International Jewellery Show.

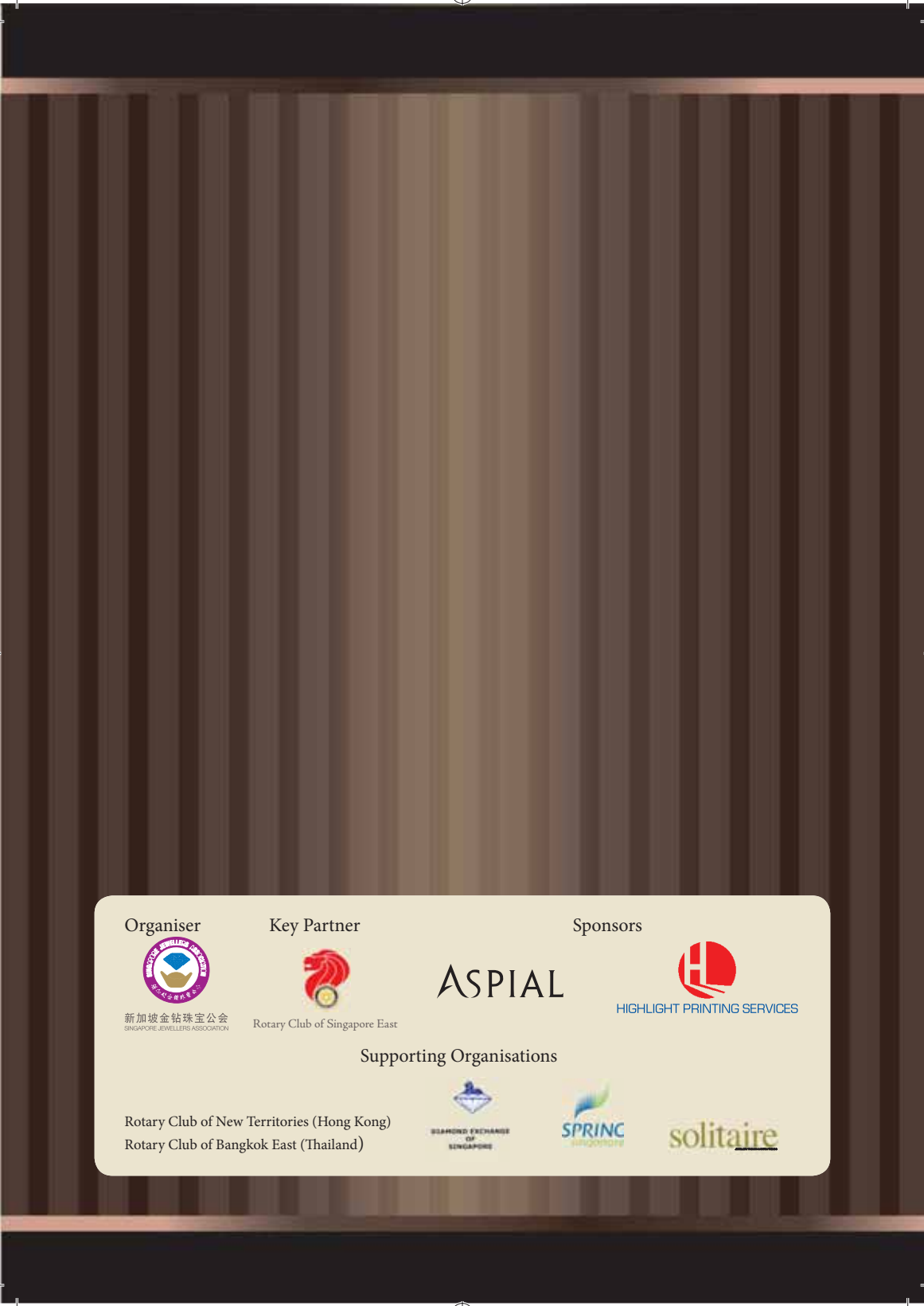
#### Participants

- Each participating student will receive a certificate of participation.

### HOW TO PARTICIPATE?

Students can view the competition details and download the entry form in August 2009 via website : [www.sja.org.sg](http://www.sja.org.sg). The organiser will be sending its invitation to the design institutions to participate in this competition.

For any clarification, please contact the organiser at [info@sja.org.sg](mailto:info@sja.org.sg) or (65) 6533 4053.



Organiser



新加坡金钻珠宝公会  
SINGAPORE JEWELLERS ASSOCIATION

Key Partner



Rotary Club of Singapore East

Sponsors

ASPIAL



HIGHLIGHT PRINTING SERVICES

Supporting Organisations

Rotary Club of New Territories (Hong Kong)  
Rotary Club of Bangkok East (Thailand)



DIAMOND EXCHANGE  
OF  
SINGAPORE



SPRING  
SINGAPORE

solitaire