



Singapore Jewellery Design Award 2010



Organiser



新加坡金钻珠宝公会
SINGAPORE JEWELLERS ASSOCIATION

Key Partner



Rotary Club of Singapore East

Sponsors

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Rotary Club of New Territories (Hong Kong)

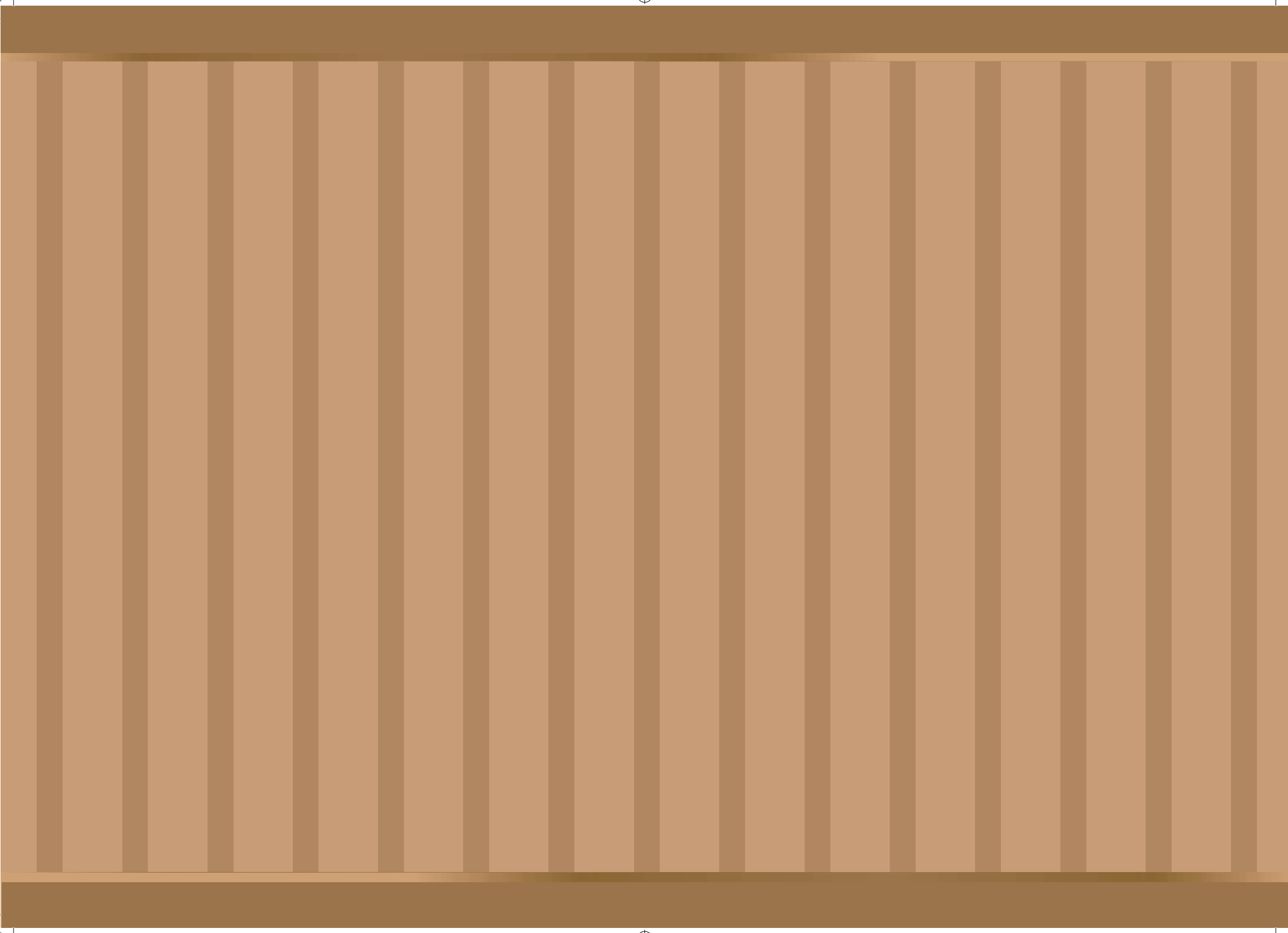


DEWAK TO ED-CATME



SPRING & FRIENDSHIP

solitaire



SINGAPORE JEWELLERY DESIGN AWARD (SJDA) 2011

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 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 will be given to the winner if his/her winning jewellery is 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.

Participating Students

- Each participating student will receive a certificate of participation.

HOW TO PARTICIPATE?

Students can view the competition details and download the entry form via website : 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 or (65) 6533 4053.

SINGAPORE JEWELLERY DESIGN AWARD 2010

Singapore Jewellery Design Award is a vocational service programme which aims to:

- Encourage the creations of jewellery design in line with market needs;
- Recognize aspiring young designers;
- Promote Jewellery Design in Asia

This competition is open to all students of art schools in Asia, excluding those who are currently under employment in the jewellery trade. It seeks to develop the potential of young designers and to enable exchanges between students.

Thirty outstanding designs 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.

The most outstanding designs would be selected and made into jewellery to be marketed alongside jewellery from leading jewellers.

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

Organiser :

Singapore Jewellers Association

38D North Canal Road

Singapore 059294

ORGANISER

Singapore Jewellers Association

KEY PARTNER

Rotary Club of Singapore East (RCSE)

SUPPORTING ORGANISATIONS

Rotary Club of New Territories (Hong Kong)

SPRING Singapore (Standards, Productivity and Innovation Board)

Diamond Exchange of Singapore (DES)

SUPPORTING SCHOOLS

Nanyang Academy of Fine Arts

Raffles Design Institute

Hong Kong Institute of Vocational Education (Lee Wai Lee)

Jewellery Design and Management International School

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)

Julia Goh (Solitaire Media Private Limited)

Gim Lee (Consulus Pte Ltd)

Tan Ching Yam (Art Empire Gallery)

Jani Wyler (Artist)

Yee Heng Chiong (Diamond Exchange of Singapore)

OFFICIAL MAGAZINE

Solitaire Media

PAST PUBLICITY AND ACTIVITIES IN 2009

All 30 top designs were showcased in Singapore International Jewellery Show 2009

Winner interviewed by Razor TV

<http://www.razor.tv/site/servlet/segment/main/news/34064.html>

Winning design was published in Asiaone - Plush

<http://plushasia.com/article/4590>

PAST PUBLICITY AND ACTIVITIES IN 2009



Award ceremony graced by Mr S Iswaran, Senior Minister of State, Ministry of Trade and Industry, held at Suntec Convention Centre on 30 July 2009



Winners and Mr Charles Chan, Chairman of SJDA organising committee



An outing with all winners

MESSAGE FROM PRESIDENT OF SINGAPORE JEWELLERS ASSOCIATION

I would like to congratulate all the finalists and winners of the Singapore Jewellery Design Awards (SJDA) 2010.

SJDA serves as an international platform for students to showcase their creativity via designs and aims to transform Singapore into a distinctive Jewellery Design Hub.

This year's winning designs will be showcased in the forthcoming Singapore International Jewellery Show 2010 held at Marina Bay Sands Convention Centre. This enables the students' designs to make their first appearance in an international arena.

I am pleased to announce that the Association shall be embarking on Local Enterprise and Association Development (LEAD) programme and SJDA is one of the enhanced strategies to attract young talents to join this prestigious industry. I am confident that the competition would continue to blossom exponentially in the near future.

I would also take this opportunity to thank our key partner, Rotary Club of Singapore East for its unfailing support; all sponsors who supported this project relentlessly, institutions, agencies, judges as well as the committee members for their time and efforts to make this project a successful one.

Ho Nai Chuen
President
Singapore Jewellers Association

MESSAGE FROM PRESIDENT OF ROTARY CLUB OF SINGAPORE EAST

The Rotary Club of Singapore East would like to express a warm greeting to all participants of this year's Singapore Jewellery Design Award. Rotary Club of Singapore East was the initiator of this award in 2001 and therefore our soul still lies with the award even though we have handed over the organization of it to the Singapore Jewellers Association in 2007.

As our club still takes part in the jury, we're always surprised about the works of the entire participating young and talented designers.

The Rotary Club of Singapore East congratulates all Prize-Award winners and we wish all of them a wonderful future and many more awards to win.

Walter Wyler
President
Rotary Club of Singapore East

SJDA2009 WINNING DESIGNS ON SALE FROM AUGUST TO DECEMBER 2009

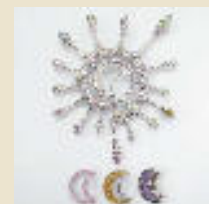
Manufacturing Sponsor : Aspial-Hwa Jewellery Singapore Pte Ltd



Woon Sai Ching
Nanyang Academy of Fine Art (NAFA)



Liu Xin Li
Nanyang Academy of Fine Arts (NAFA)



Yeung Ming San
Hong Kong Institute of Vocational Education



Rebecka Varvouzos
Raffles Design Institute



Chen Nga Lee, Cathy
Hong Kong Institute of Vocational Education



Rebecka Varvouzos
Raffles Design Institute

AWARD WINNING DESIGNS

Category C

Name : Rebecka Varvouzos
 School : Raffles Design Institute
 Country : Singapore



White Gold Diamond Earring

- Inspiration: From the road less travelled an emotions we least expect it.



My Voice

"It is with great honour that I humbly accept a prize at the 2010 Singapore Jewellery Design Award. Many talented designers had taken part in the competition this year and to have mine chosen amongst the winners brings me great confidence as I will soon enter the professional industry and will be striving to make my mark. By having others appreciate my work gives me faith not only in my designs but also in myself in such a tough industry. I would like to express my sincere gratitude to the Singapore Jewellers Association for this recognition. Special thanks to my lecturers and mentors Sandra Tjia Fee and Juile Ross - Thank you for your invaluable advice and guidance throughout my course"

ABOUT SJDA 2010

THEME - EVOLVE INSPIRATION

- *The best way to predict the future is to invent it.*
- *By morphing the past and the present, the old and the new, we are creating an innovative future.*
- *In contrast to the Modernist's vision of the future, create a futurism that is both innovative and yet at ease with the past, incorporating historic elements and the familiar, building on these to design uniquely beautiful post-modernist jewellery.*

Judging Criteria

- Originality and creativity of the design
- Market Appeal

Category A

- Ladies Interchangeable Pendant or Earring (2 ways of wearing)

Specification

- Type of jewellery: Pendant or Earring
- Gems to be used: Diamonds and Semi Precious
- Gold type: Any Gold Type
- Submit at least one design

Category B

- Men's Jewellery

Specification

- Type of jewellery: Pendant or Ring
- Gems to be used: Diamonds and Semi Precious
- Gold type: Any Gold Type
- Submit at least one design

Category C

- Jewellery for Casual Wear

Specification

- Type of jewellery: All forms of wearable jewellery.
- Gems to be used: Free to choose
- Gold type: Any Gold Type
- Submit at least one design

RESULTS OF SJDA 2010

Total Participants: 86
Total Design Entries: 295

Category A Winner: 2 Category A Finalists: 10
Category B Winner: 2 Category B Finalists: 10
Category C Winner: 2 Category C Finalists: 10

WINNERS

Category A

Lam Hoi Kiu
Hong Kong Institute of Vocational Education

Silvia Tjahyadi
Nanyang Academy of Fine Arts

Category B

Tan Sok Lim, Serin
Nanyang Academy of Fine Arts

Lim Pau Ling, Pauline
Nanyang Academy of Fine Arts

Category C

Silvia Tjahyadi
Nanyang Academy of Fine Arts

Rebecka Varvouz
Raffles Design Institute

LIST OF THE 30 FINALISTS

Category A

Singapore

Silvia Tjahyadi
Any Almira A
Hidemi Kanda
Faure Philipre
Ong Ying Hui, Renee
Rebecka Varvouz
Syerin Altriena Tjandra

Hong Kong

Chan On Kei Angel
Lam Hoi Kin
Tsui Chi Kit

Category B

Singapore

Hidemi Kanda
Puja Surtani
Any Almira A
Lim Pau Ling, Pauline
Seah Wah Ting, Mavis
Tan Sok Lim
Faure Philipre
S. Siva Kuma
Theresa Maharani Dewi Kurnya
Nurli Fatanah Ab. Latiff

Category C

Singapore

Tan Yi Xin
Ong Ying Hui, Renee
Rebecka Varvouz
Hidemi Kanda
Silvia Tjahyadi
Seah Wah Ting, Mavis
Tan Sok Lim
Celeste Chen Ping

Hong Kong

Mak Mei Lin
Cheng Nga Yan

AWARD WINNING DESIGNS

Category C

Name : Silvia Tjahyadi
School : Nanyang Academy of Fine Arts
Country : Singapore



White & Yellow Gold Aquamarine Pendant

- Inspiration: From a Koi Fish Pond. The White Gold symbolizes water ripples – an Asian element of peace, beauty and tranquility. The Yellow Gold symbolizes a Koi in a sea of calm.



My Voice

“Winning the award has been a great encouragement in my education as a jewellery designer. Thus I would like to take this opportunity to thank Singapore Jewellers Association for organising the Singapore Jewellery Design Award Competition. This competition has given me the opportunity in understanding the market appeal and production feasibility in jewellery industry.

I would also like to thank my lecturers at Nanyang Academy of Fine Arts: Desmond Chin, Michael Koh and Irfan Kasmadi for their support and guidance. I hope I can improve to be a better jewellery designer in the future.”

AWARD WINNING DESIGNS

Category B

Name : Pauline Lim Pau Ling
 School : Nanyang Academy of Fine Arts
 Country : Singapore



Yellow Gold Citrine Ring/Pendant

- Inspiration: The circular half represents the past and the clean straight lines represent the future, where the 'pointed' corner gives a vision of an upward & forward, progressive future.



My Voice

"What a pleasant surprise! This is my 3rd attempt participating in this Award and finally, my design was selected for the SJDA 2010.

I would like to thank the organising committee of Singapore Jewellery Design Award for providing us this competition platform for a challenging learning experience. My sincere thanks to my lecturers at Nanyang Academy of Fine Arts: Mr Desmond John Chin, Mr Irfan Kasmadi, Mr Michael Koh and Technical Officer Mr Oh Thiam Chye, for their invaluable advice and encouragement.

To conquer Mount Everest, we need perseverance and determination. Mount Everest may be huge, tough and majestic, but it cannot grow any bigger. I can, and this Award is the first step to achieving my dream to be one of Asia's most sought after jewellery designers."

AWARD WINNING DESIGNS

Category A

Name : Silvia Tjahyadi
 School : Nanyang Academy of Fine Arts
 Country : Singapore



White Gold Diamond & Pearl Earring

- Inspiration: Lace Pattern & Texture. Lace being a significant part in history & culture, the design is a testimony that it can be turned into a contemporary design by twisting the lace-like gold piece and bend it to form a circular shape that symbolizes circle of life.



My Voice

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VOICES OF WINNERS

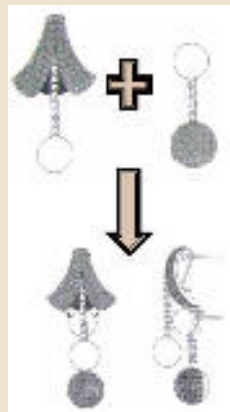
Category A

Name : Lam Hoi Kiu
 School : Hong Kong Institute of Vocational Education
 (Lee Wai Lee)
 Country : Hong Kong



White Gold Diamond Pearl & Black Sapphire Earring/Pendant

- Inspiration: From water, a dew drop that is the elixir of life.



My Voice

"It is a great honour for me to be selected for the Singapore Jewellery Design Award 2010; I was surprised and excited when the result of the Award was announced. The Award has confirmed my hard work and also helped me to build my confidence. I am sure that I will make jewellery designing my profession.

I thank God as he told me to keep up along the way of studying design; and I thank my boy friend, if it is not for him, I will not be able to submit the draft for this award, I will never have a chance to win this award.

I would also like to thank my school as it provides its students with information about competitions. This helps us to gain experience and a chance to see how other people are doing in the world in this discipline.

I will keep it up and continue to do more great work and aim to become a successful designer in this discipline. Last but not least, a Big Thank You to the convention and the judges again."

AWARD WINNING DESIGNS

Category B

Name : Tan Sok Lim, Serin
 School : Nanyang Academy of Fine Arts
 Country : Singapore



White, Yellow & Rose Gold Diamond Ring

- Inspiration: A jigsaw puzzle that is interactive with multicolored gold 'boxes'.



My Voice

"I would like to thank my lecturer and everybody who had given me opinions on my design and thank the Association for giving me an opportunity to receive this honour and showcase my design. This is a chance for me to start my jewellery journey in my future. Thank you."