

Pretty designs

Three budding jewellery designers from the Nanyang Academy of Fine Arts highlight the inspiration behind their winning entries

by leong pheh phei

IT IS her third try in the Singapore Jewellery Design Award (SJDA) and the first time she's bagged a prize, so Ms Pauline Lim Pau Ling is naturally ecstatic.

Her winning entry, a yellow gold citrine ring or pendant, was one of two designs that won in the men's jewellery category in this year's SJDA.

Ms Lim describes her interpretation of the theme Evolve: "The circular half represents the past and the clean straight lines represents the future."

"They meet at the 'point' corner where the gemstones are set, which gives a vision of an upward or forward, progressive future."

Ms Lim, 43, whose childhood dream was to become a designer, says: "Winning this competition meant a lot to me. It is a stepping stone to becoming a leading jewellery designer."

Her schoolmate, Ms Serin Tan Sok Lim, 21, bagged the other prize in the same category. She designed her piece with office workers in mind.

She explains: "For office workers, their work is somewhat rotational, therefore I wanted to design something interesting to spice up their life."

It took her almost a month to come up with her winning design that is inspired by a jigsaw puzzle.

Organised by the Singapore Jewellers Association (SJA), the SJDA is opened to all students of art schools in Asia.

Its objective is to develop the potential of young designers and to enable exchanges between students.

This year, the SJDA will be showcasing 30 outstanding designs at the Singapore International Jewellery Show.

Winners will have the rare opportunity to see their designs turned into physical jewellery pieces. These will be marketed and sold alongside collections by Lee Hwa Jewellery.

Aspial-Lee Hwa Jewellery is the sponsor of the SJDA for the second year running.

Mr Kean Ng, business director of Lee Hwa, says: "We strongly believe in encouraging more up-and-coming designers into the jewellery scene, bringing novelty and refreshing ideas to the industry, which is in line with our strong emphasis on encouraging innovation."

Mr Ho Nai Chuen, president of the SJA, adds: "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."

First-time participant Silvia Tjahyadi, 28, is doubly happy because she won two prizes in the SJDA.

She says: "There were times when I had doubts if I took the right step to go back to school to study as a jewellery designer."

"But to have my designs appreciated and recognised in this competition has been a great encouragement for me."

Ms Tjahyadi's winning entry in the ladies interchangeable pendant or earring category was inspired by the use of lace to create a modern yet traditional piece.

Her other winning entry in the jewellery for casual wear category was inspired by a koi fish pond.

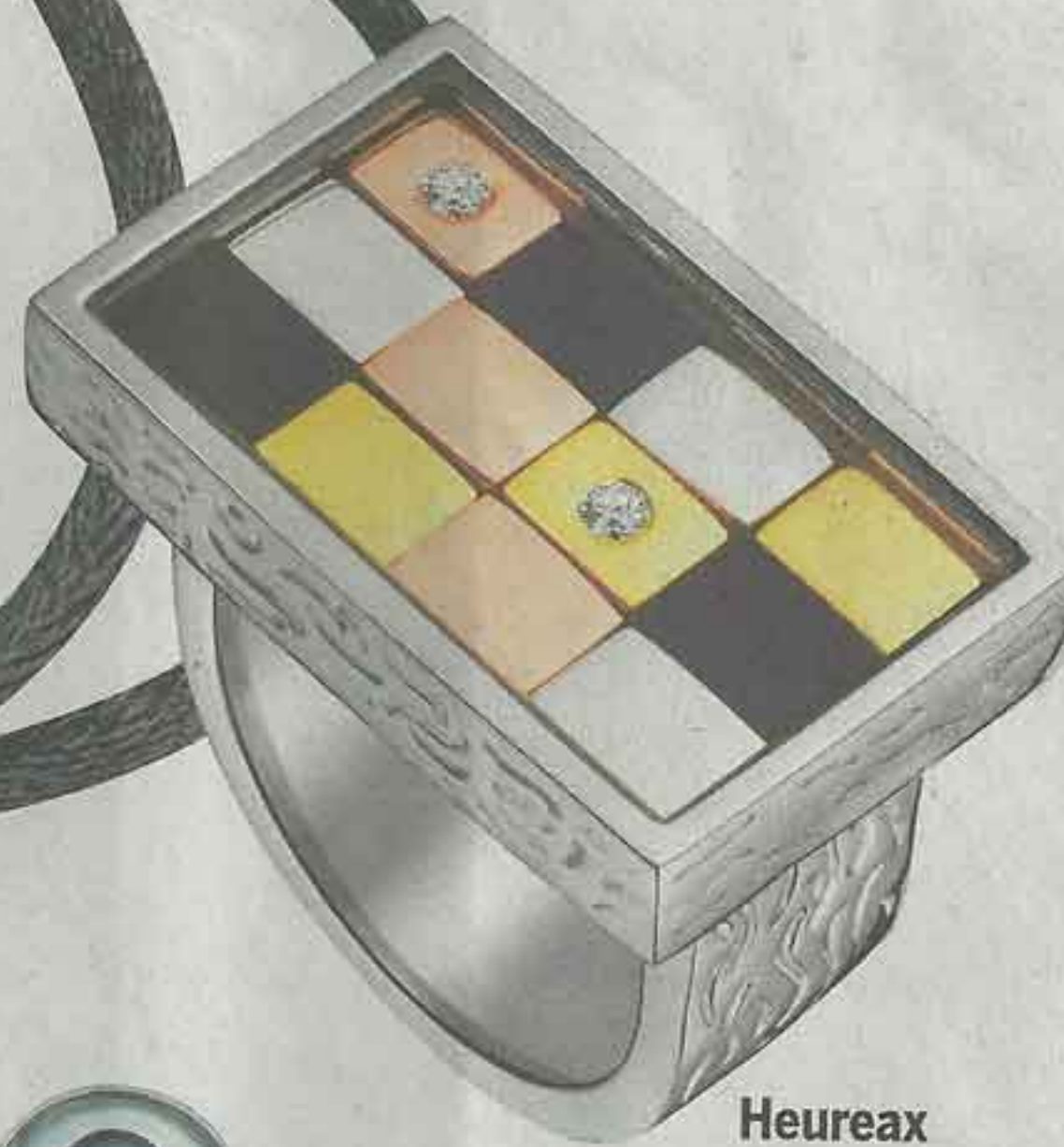
"The white gold symbolises water ripples — an Asian element of peace, beauty and tranquility. The yellow gold symbol-



In Avanti



Ripple di Tranquillita



Heureax



Dentelle

Winner in Category A Ladies' interchangeable pendant or earring

Dentelle by Ms Silvia Tjahyadi is a pair of earrings featuring two white gold centerpieces of diamonds or pearl. It integrates the ancient craft of lace-making with an added contemporary twist with the elaborate patterns and textures, adding incomparable flair and symbolising the circle of life — a head turner in its own right.

Winner in Category B Men's jewellery

Heureax by Ms Serin Tan Sok Lim is inspired by the jigsaw puzzle which serves as a connection between the past, present and future. Incorporating onyx, white, yellow and rose gold in its design, the inclusion of diamonds in the ring further highlights the piece's futuristic inspiration, without compromising on its distinct masculinity.

Winner in Category B Men's jewellery

In Avanti by Ms Pauline Lim Pau Ling amalgamates the past and the future in its markedly unique design — the circular portion of the pendant represents the past while the clean straight lines and sharp pointed corner depict a vision of the upward and progressive future. Set with citrine in yellow gold, the pendant cum ring illustrates the boldness of a contemporary, forward-looking man of the 21st century.

Winner in Category C Jewellery for casual wear

Ripple di Tranquillita by Ms Silvia Tjahyadi is a white-and-yellow gold aquamarine pendant that represents a koi pond, an Asian symbol of peace, beauty and tranquility. The theme of "Evolve" is captured succinctly by the growing ripples in white gold, radiating from a diamond centerpiece, encapsulating an intricately fashioned koi of yellow gold.



Pauline Lim Pau Ling



Serin Tan Sok Lim



Silvia Tjahyadi



SINGAPORE INTERNATIONAL JEWELLERY SHOW 2010

An International Jewellery, Gems, Accessories & Lifestyle Exhibition

29 July – 1 August 2010
Marina Bay Sands, Singapore
(Hall B & C | Booth H06)

Exclusive privileges awaiting all Jewel Card Members



QUEENS OF OUR TIME

Powered. Free-spirited. Confident.

Presenting different outlooks that are portrayed by women in modern society, TianPo proudly unveils Queen DIVA.

313@SOMERSET | CENTREPOI | HOLLAND VILLAGE | VIVO CITY
GATEWAY POINT | CITY SQUARE | PRC'S PARK COMPLEX | TAMPINES 1 | WEST MALL

TIANPO
Bold is Beautiful