

HRD DESIGN
AWARDS
2020

INTERNATIONAL
DIAMOND & GEMSTONE
JEWELLERY COMPETITION

Happiness — A New Beginning



HRD Antwerp is pleased to announce the launch of the 17th edition of the HRD Design Awards, the world's leading design competition in creative and innovative diamond and gemstone jewellery.

HRD Antwerp will organize the HRD Design Awards from **11th May to 14th June 2020** via an online module, with a theme that will be an inspiration for others in the current global crisis:

HAPPINESS | A New Beginning, the theme of the competition

Designers are invited to delve into their thoughts of happiness, in order to produce brilliant diamond and gemstone jewels.

WHY PARTICIPATE?

- The HRD Awards introduces designers to the international jewellery scene.
- This international competition is open to all.
- Participation is free of charge (on individual basis only).
- The competition offers a promotional platform and stimulates creativity.
- Unique opportunity to experiment with diamonds and gemstones.
- The winning designs will be exhibited and promoted worldwide at exhibitions, international jewellery shows, events and galleries as well as marketed online through HRD Antwerp's website and social media handles.
- An expert jury of international renown will judge your design.

THE THEME IS YOUR HAPPINESS FOR THOUGHT.

Happiness: Given the current global situation we all hope for a better future where happiness will be abundant. Our happiness is what defines us. What we depict in life through tough times is what we are.

Your challenge: Exploring ways of imparting happiness through a unique design using diamonds, coloured stones and a thought for a better world.

Your inspiration: Your favourite moments of happiness when you travelled the world, your family, your friends, your work, the moment you achieved your first success but not limited to these.

The icing on the cake: Your exceptional design being brought forth before the world through a unique partnership with HRD Antwerp.

Win-Win: An agreement will be drawn up to the benefit of all partners involved. For designs manufactured, the manufacturer/retailer will give x% royalty to designer and y% to HRD Antwerp. Jewels sold need to be accompanied by a customized HRD Antwerp Diamond Certificate or a Diamond Jewellery Report with reference to the HRD Awards.

JURY AND SELECTION

A professional jury will pre-select the designs that will enter the next stage of the competition: the final selections

INTERNATIONAL EXPERTS

The winning jewels will be selected by an international jury of jewellery experts.

GRAND FINALE AND AWARD CEREMONY

A live video telecast that gathers captains of industry, the experts of the international diamond and jewellery world, international media and trade press as well as the finalists.

DEADLINE FOR REGISTRATION AND SUBMISSION OF DESIGNS

- Registration will commence from 11th May 2020.
- All designs have to be submitted on or before 25th May 2020.
- Email us the duly filled participant registration form on:
hrddesignawards@hrdantwerp.com
- A unique registration number will be assigned which will be quoted on all designs submitted and all further email communication.
- HRD Antwerp will accept only one registration per person.
- It is mandatory to always use the same e-mail address for any communication.
- Participants will receive a unique registration number which needs to be used for any communication and to be mentioned on the submitted designs.

RULES AND PROCEDURES

Categories

1. Diamond
2. Coloured stone/ gemstone

Each category will be sub-divided into jewellery type:

1. Ring
2. Necklace
3. Bracelet/ Bangle Bracelet
4. Earrings

AWARDS

- **Best Designer 2020**
- **Runner Up (Best Designer) – 2**
- **Category-wise awards (1 per sub-category)**
 - Diamond Ring
 - Diamond Necklace
 - Diamond Bracelet/ Bangle Bracelet
 - Diamond Earrings
 - Coloured stone Ring
 - Coloured stone Necklace
 - Coloured stone Bracelet/ Bangle Bracelet
 - Coloured stone Earrings
- The winning designer will be awarded scholarship for a maximum of three HRD Antwerp courses at a location of their choice or the option of maximum three online courses.
- The finalists will be awarded with scholarship for a maximum of two HRD Antwerp courses at a location of their choice or the option of maximum two online courses.

PARTICIPATION CRITERIA

1. The competition is international and open to professional and non-professional designers, students, graduates, teachers, jewellers, goldsmiths, etc.
2. Participation is by an individual and not a company.
3. Participation is free of charge.
4. Only manual designs will be accepted.
5. All designs shall be completely rendered.
6. All designs must be original and not copied.
7. Designs if found to be copied will be disqualified and participant will not be eligible to continue with the participation.
8. Only one design per category per designer shall be accepted.
9. All designs shall have the name of the design (if any) on the top right corner.
10. All designs shall have the registration number as provided by HRD Antwerp on the bottom right corner.

DESIGN SUBMISSION

1. Designs to be submitted in a zip folder not exceeding 9MB in total via email to hrddesignawards@hrdantwerp.com with the participation registration number.
2. Specifications for emailing designs:
 - a. Size: A4 (210 x 297 mm.)
 - b. Full colour
 - c. Top and bottom should be marked
 - d. Max dpi
 - e. PDF or PNG format
 - f. Always mention the registration number on the design
3. Technical information
 - a. Inspiration: Your source of inspiration based on the theme "Happiness" (A New Beginning) should be explained in a written text of 10 lines maximum.
4. Measurements of jewellery piece
5. Materials used + detailed description of diamonds and gemstones used (number, shape, size). Minimum total weight is 1 ct, maximum total weight of diamonds and gemstones used is 25 ct.
6. Any changes to the submitted designs shall be disregarded.

CRITERIA FOR JEWELLERY DESIGNS

Submitted entries must be original designs, which have previously not been put on display or commercialised.

Diamond Category

1. Diamonds must be an absolutely indispensable part of the jewel in the diamond category.
2. A diamond jewellery design should contain a minimum total of 1.00 ct of diamonds and a maximum total of 25.00 ct.
3. Precious metals and/or other materials used need to correspond with the aura of the diamonds in the jewellery item.
4. This does not exclude new and innovative materials.
5. Fancy shapes and fancy colour diamond can be used in a moderate way.
6. Rough diamonds are NOT ACCEPTED.
7. Designs will be judged according to originality, wearability, the creative use of diamonds and technical skill.

Coloured Stone Category

1. Coloured stones must be an absolutely indispensable part of the jewel in the coloured stone category.
2. A coloured stone jewellery design should contain a minimum total of 1.00 ct of coloured and a maximum total of 25.00 ct.

3. Precious metals and/or other materials used need to correspond with the aura of the coloured stones in the jewellery item.
4. This does not exclude new and innovative materials.
5. Rare coloured stones can be used in a moderate way.
6. Designs will be judged according to originality, wearability, the creative use of diamonds and technical skill.

SELECTION OF FINALISTS AND WINNING JEWELLERY DESIGNS

1. An international jury will select the finalists based on the jewellery design.
2. From these final designs the international jury awards the winning design.
3. The decision of the jury and its composition is final and not contestable.
4. All designs will be numbered and judged anonymously.
5. Every member of the jury will be provided with sufficient time to evaluate the designs.
6. Each design has to be accompanied by a technical description and the source of inspiration.
7. Only jewellery designs receiving a minimum of 3 votes will be considered.
8. Jury members will discuss about the remaining jewellery designs, where each member of the jury can clarify his or her opinion.
9. The jury members will judge on innovation, technique, source of inspiration, and the creative use of diamonds and coloured stones.
10. The jury members vote for the finalists.
11. The jury members will vote for the winning jewellery designs and best designer among these finalists.
12. The final winners will be announced on **14th June 2020**.
13. During 2020 and 2021, the HRD Awards collection remains at the disposal of HRD Antwerp for promotional use worldwide (an extension of this period is always possible).
14. Participants cannot be in direct contact with any jury member.
15. Finalists shall be intimated via email about the results.
16. Winners will be announced via our Facebook, Instagram and LinkedIn pages.
17. For any dispute, participants can contact us on hrddesignawards@hrdantwerp.com

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FOR ANY ASSISTANCE, CONTACT US ON:

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