

# Johnson Matthey

## Sustainable Design Award

DEADLINE  
Nov 25<sup>th</sup>

Johnson Matthey NY invites you to enter a new competition, the *Johnson Matthey Sustainable Design Award*. Targeted at emerging designers who are looking to begin building their portfolio in platinum, the aims of the award are to help sustain the design and manufacture of platinum jewelry in America. The leading supplier of semi-fabricated platinum jewelry products in the USA, Johnson Matthey is proud to bring you this award, with kind sponsorship from Platinum Guild International, Rare Creative, Carrera Casting Corporation, as well as media sponsor, MJSA. The winners will be announced at an exclusive invitation-only awards party during MJSA's Expo NY in March 2011. Please note that participation in Expo NY is NOT a requirement of this competition.

- The competition is open to American based designers, whether independent or working for a manufacturer or retailer
- Designers are invited to submit a drawing or image of a new and unique piece in platinum
- The competition is open to **emerging designers** with less than 5 years as a jewelry designer but postgraduates or final year students may also enter
- Any type of jewelry is eligible e.g. neckwear, ring, wrist-wear, earrings
- Stones and other materials can be included, but the piece should be predominantly metal
- The design should be new, innovative, and sustainable (for more information on Johnson Matthey NY sustainability see [www.jmny.com](http://www.jmny.com))
- The piece should be wearable and have commercial viability
- It must be technically possible to make up the piece in platinum

### What can I win?

A panel of established judges will select three winners who have submitted the most creative designs. These winners will then be required to make their pieces. As well as the honor of winning this new award, the winners will receive the following prizes, totaling more than **\$30,000** in value, including:

- A \$1,000 grant towards the production of their winning design
- Technical consultancy with Carrera Casting Corp in NY City, including advice on CAD/CAM, laser techniques, and FREE labor for casting the winning piece
- Professional photography of the winning pieces will be provided courtesy of Rare Creative, an industry-leading boutique creative studio. These shots may be used for the winner's own marketing campaigns
- Inclusion in a celebratory ad in MJSA Journal and official press release
- Being presented with the award at the exclusive Johnson Matthey Sustainable Design Award party, held at a prestigious NY location during MJSA Expo NY on Monday March 14<sup>th</sup> 2011, where the winning pieces will be showcased to leading platinum manufacturers and designers, trade press, and industry socialites
- A one-year artisan membership of MJSA; including complimentary subscription to MJSA Journal, free back articles, and discounts on MJSA Press books!
- Inclusion in the Design Gallery of PGI's consumer website [www.preciousplatinum.com](http://www.preciousplatinum.com), along with designer profiles.
- Inclusion in PGI's Editor Day - an opportunity to showcase your talent to the USA's top trade, fashion and bridal magazine editors
- Inclusion in PGI-USA's Digital Editorial Library USB, which is sent to more than 65 of the top jewelry editors and Hollywood's top stylists
- A winner's roller box poster featuring the winning product, for use at your own exhibitions, as well as a prestigious certificate and trophy
- The winning pieces and background on the designers will feature in Johnson Matthey NY's Platinum & Palladium Times newsletter

### Are there rules?

- The predominant metal/material of the piece must be 950 ppt PLATINUM
- The piece must not have won an award/competition before nor should it have been retailed either through a manufacturer, retailer or independently
- If you are selected as a winner, it is essential that you have the budget to make the platinum piece **or have a sponsor**
- You can submit as many entries as you wish
- You do **not** have to send in an actual piece to enter the competition. You will only be required to make your design should you be selected as a winner

### How do I enter?

To enter please send a submission to [sustainabledesign@jmusa.com](mailto:sustainabledesign@jmusa.com), including:

- Your name and contact information (include email address and telephone)
- Your company name of affiliation and number of years in business
- Drawings, renderings or photographs as a pdf file to [sustainabledesign@jmusa.com](mailto:sustainabledesign@jmusa.com). Please keep images to between 1 and 3 MB
- A statement describing your design, inspiration and thought processes. Although not essential you may also include progression drawings/back up material
- The deadline is Thanksgiving (Nov 25th) 2010, with designs judged in December and the winners notified by the Holidays. Winning pieces will need to be finished by Friday, February 11th, 2011 to meet photographic and publication deadlines

If you have any questions please call Mark Danks on (212) 245 6790 or email [mark.danks@jmusa.com](mailto:mark.danks@jmusa.com)

