



# 足金

**Jewellery Design Competition 2018**

**首飾設計比賽 2018**

**Organiser 主辦機構**

Hong Kong Jewellers' & Goldsmiths' Association  
香港珠石玉器金銀首飾業商會

**Sponsors 贊助機構**

Hong Kong Trade Development Council  
香港貿易發展局  
World Gold Council  
世界黃金協會

## “The Age of Distinctively Gold”: Capture the spirit of our time to revitalise gold jewellery

The wheel of time moves as quickly as our society advances. The customer base is constantly renewing: “millennials” born after 2000 are gradually becoming the main customer segment, which is highly sought after by the market. Observing the consumption behaviour and stylish tastes of the “millennials” has become the key to uncover new opportunities to explore into the future market for gold jewellery.

“Millennials” yearn for a unique and unrestrained lifestyle. They hope to gain recognition from the society, stay connected with the mainstream, and at the same time, demonstrate their own individualities. Primarily, “millennials” have these consumption philosophies: chic and stylish, personalised, design-oriented. They tend to look for something special behind the design, culture, characteristics and emotions of a product.

“Millennials” do not have a strong attachment to the material used in jewellery; they are faintly interested in the cultural connotations of gold jewellery; they look for design concepts and they prefer individuality. All these show that the new consumption segment of “millennials” have consumption concepts that are radically different from traditional ones.

This is the time to refresh the embedded meaning of gold jewellery, so that it relates to “millennials”. We need to highlight a higher-level cultural connotation of gold. The objective is to revitalise gold jewellery so that it connects with the consumption mindset of the young consumer demographic of “millennials”. Gold jewellery should be a carrier of young individualities, accentuated through fashionable and innovative designs and fused with the essence of modern culture.

Designs of “The Age of Distinctively Gold” should explore into the three directions listed below:

**Individuality in the Mainstream** - “Millennials” look for a differentiator that blends into the mainstream. How do we strike a balance between these two aspects, so that the concept of individuality can be organically merged with mainstream ideas?

**Cultural Revitalisation** - To revitalise its connotations so that “millennials” can pass on its legacy, traditional culture must be manifested in a renewed manner in respond to changes in time.

**Innovation and Rhythm** - “Millennials” attach much importance to design concepts. We must put our unbounded imagination to work, capturing the spark of creative innovation and injecting the rhythm of our time in our works so that the inner voice of the youth can be heard.

## Chuk Kam Jewellery Design Competition 2018

Rules & Regulations Organized by Hong Kong Jewellers' & Goldsmiths' Association and sponsored

by Hong Kong Trade Development Council and World Gold Council, the 17th Chuk Kam Jewellery Design Competition 2018 is opened to the public. The competition is divided into three groups: Open Group, the Fashionable 18K Group and Student Group. All groups are expected to design concept of “The Age of Distinctively Gold: Capture the spirit of our time to revitalize gold jewellery” of World Gold Council on the three themes: “Individuality in the Mainstream”, “Cultural Revitalisation” and “Innovation and Rhythm” Participant should seek sponsorship from a jewellery manufacturer, who is willing to produce the jewellery items from the sketches once they are chosen as the winning models. If the winning sponsorship company is an exhibitor of the Hong Kong International Jewellery Show 2018, a winning banner will be displayed in its booth as a congratulation.

1 Objectives | To stimulate the creativity and to raise the standard of craftsmanship of Chuk Kam jewellery industry.  
| To stimulate the market demand of Chuk Kam jewellery.

2 Groups, Main Themes & Categories of Designs

Groups | Open Group – persons interested in the design of Chuk Kam Jewellery (Chuk Kam - gold fineness of not less than 999.)  
| The Fashionable 18K Group – gold fineness not less than 750  
| Student Group – full time students

Main themes “Individuality in the Mainstream”, “Cultural Revitalisation” and “Innovation and Rhythm”

Categories • Rings • Earrings • Chains • Bracelets • Brooches / Pendants • Others

| Each entry should be composed at least 2 of the below categories.

| Participants may not submit more than two designs under each main theme.

| Each designing sketch must be mounted on a 10” x 14” cardboard, and submitted to the Association together with an entry form.

3 Judging Criteria

| The panel of judges will select the contesting pieces base on 1. the practicability and its potential to stimulate the Chuk Kam jewellery market demand (30%), 2. the properties of Chuk Kam and creativity(30%), 3. craftsmanship(20%), and 4. the attractiveness (20%).

| In the preliminary screening, a number of designs will be chosen from each category. Entrants of these designs will be informed and instructed to have the designs produced into Chuk Kam jewellery items, which are to be submitted for final judging.

4 Conditions for participation

| The names of all entrants, sponsors, and logos of sponsoring companies should not be shown on the designing sketches nor on the jewellery. The judges will not be given the names of entrants during the selection.

| The Chuk Kam jewellery pieces can incorporate other materials such as semi-precious stones, pearls, diamonds, gem stones, etc. However, glass and plastic, etc are not allowed. Ornaments cannot exceed 20% of the finished piece.

| Except the Fashionable 18K Group, all jewellery pieces must be made of Chuk Kam with a gold fineness of not less than 999.

| For items participating of The Fashionable 18K Group, the minimum gold fineness is 750. Components of the other materials, such as Chuk Kam, semi-precious stones, pearl, diamonds, gem stones are allowed as long as they do not exceed 20% of the items. Glasses and plastics are not acceptable materials.

| If any discrepancies are found between a submitted item and its original design, or its gold- fineness does not match its marked indication, the entry will be disqualified.

| Winners may not disclose his/her Chuk Kam Jewellery Design Competition 2018 result prior to the formal announcement of the winners by the Association.

| The Organizers will exercise maximum care in handling all entries. However, the Organizers shall assume no liabilities for damages or losses of any kinds.

5 The winning jewellery pieces will be handled by the Association, the Hong Kong Trade Development Council and World Gold Council for display in exhibitions held in and outside Hong Kong.

6 The Association have all the rights to publicize and advertise all the designs and finished jewellery items for future exhibitions or other uses.

7 To support the organiser’s promotional and exhibition requirements, winning entries must be kept for at least 12 months after they are returned to the sponsoring company.

8 Address for entry submission

Hong Kong Jewellers' & Goldsmiths' Association

13/F., Hong Kong Jewellery Building, 178-180 Queen’s Road Central, Hong Kong

For enquiries please call Ms Cheung of the Association at 25439633

(In the event of ambiguity, please refer to the Chinese version.)

# 「黃金個性時代」：抓住時代脈搏，活化黃金首飾

時代巨輪急遽向前，社會急速轉變，隨著消費者的更新換代，2000年後出生的「千禧一代」慢慢成為市場炙手可熱的消費主力，洞察「千禧一代」的黃金消費行為與品味，已經成為探索未來黃金首飾市場的新契機。

「千禧一代」渴望獨特、自由自在的生活。他們期望得到社會的認可，與主流保持聯繫，同時又想展示自己的個性。「千禧一代」的消費心態都以「愛時尚」、「展個性」、「重設計」為主，偏向追求對產品的設計、文化、個性與情感等背後的元素。

他們對於首飾材質概念的弱化、黃金首飾文化意義的淡薄、設計理念的追求、個性的偏愛，都展示了「千禧一代」——這一個新消費群體顛覆傳統的消費觀念。

現在正是更新黃金首飾的內涵，使其與「千禧一代」息息相關。我們要讓黃金彰顯出更高的文化內涵，讓金飾活化，與「千禧一代」的年輕消費者心理相連，更多的是一種通過時尚創新的設計、融入現代文化的要素，成為年青人個性的載體。

「黃金個性時代」的設計潮流可以循以下3個方向探討：

**個性·主流** - 「千禧一代」既要獨立個性，也要融入主流，如何可以在兩者之間取得平衡，令個性的概念可以與主流觀念有機地融合？

**文化·活化** - 傳統的文化隨著時間轉移，表現的方式應該因應時代而更新，才可以活化內涵，讓「千禧一代」繼續傳承。

**創意·脈搏** - 「千禧一代」重視設計理念。我們要運用天馬行空的想像，抓住瞬間的創意靈感，注入時代的脈搏，去表達年青人心聲。

## 足金首飾設計比賽2018

**參賽規則** 由香港珠石玉器金銀首飾業商會主辦，香港貿易發展局及世界黃金協會贊助，第十七屆「足金首飾設計比賽」，歡迎各界人士參加，比賽分為公開組、時尚K金組及學生組，以世界黃金協會「黃金個性時代：抓住時代脈搏，活化黃金首飾」設計理念之「個性·主流」、「文化·活化」及「創意·脈搏」為主題組別。參賽者須由一家珠寶首飾公司贊助，並承擔在入選後，代其將設計圖樣製成首飾。若得獎贊助公司為香港國際珠寶展2018之參展商，其參展攤位內將展示得獎之恭賀橫額。

1 比賽目的 | 提高足金首飾的創作和工藝水平。

| 提高促銷足金首飾，迎合市場需求。

2 組別、主題組別及首飾類別

組別 | 公開組 — 對足金首飾設計有興趣之人仕(足金成色為不低於999)

| 時尚K金組 — 成色不低於750

| 學生組 — 全日制學生

主題組別 • 「個性·主流」 • 「文化·活化」 • 「創意·脈搏」

首飾類別 • 戒指 • 耳環 • 項鍊 • 手鐲 • 針墜 • 另類首飾

| 必須由上述首飾類別中選擇兩款或以上組合成一個參賽作品。

| 每位參賽者於每個主題組別內不得遞交超過兩份作品，每份設計必須附帶一份參賽表格。

| 每張設計草圖須裱於10吋乘14吋硬卡紙上，連同報名表格遞交本會。

3 評審標準

| 將按迎合市場需求之1.實用性及銷售能力佔(30分)、2.靈活運用足金特性及創意佔(30分)、4.工藝佔(20分)、及5.美觀佔(20分)作出評選。

| 評判團將從每組別中選出入圍作品，並通知入選者把設計製成實物，進行決賽。

4 參賽條款

| 參賽草圖及首飾製成品上均不得註明參賽者或贊助公司名稱或標記。為公平起見，各參賽者於評選前後，均以編號代替。

| 足金首飾可加入其他物料，如半寶石、珍珠、鑽石、寶石等；但不能用玻璃及塑膠等物料，其比例上不得超過20%。

| 除時尚K金組外，所有依入選設計製成的首飾須用成色不低於999的足金製造。

| 時尚K金組比賽作品成色不低於750，可加入足金或其他物料，如半寶石、珍珠、鑽石、寶石等；但不能用玻璃及塑膠等物料，其比例上不得超過20%。

| 如製成品與原來設計不符，成色不符標註或成色不足，其比賽資格將予取消。

| 得獎者不得於本會公開發表獲獎名單之前，對外作任何公佈及宣傳。

| 參賽設計及產品在主辦機構保管期間將獲得小心處理。惟遇意外、損壞或遺失，主辦機構概不負責。

5 得獎作品概交由本會、香港貿易發展局及世界黃金協會在香港及香港以外地區作公開展覽

6 本會有權將所有作品製成照片及海報供日後展覽或其他用途。

7 獲獎首飾交還得獎贊助公司後，須保存不少於十二個月，以便主辦單位作宣傳或公開展覽之用。

8 作品請交往 香港珠石玉器金銀首飾業商會有限公司

香港皇后大道中178號

香港珠寶大廈十三樓

(如欲查詢詳情，請致電25439633與張小姐聯絡)

(請用正楷填寫)

參加者姓名 | (中文) ..... | (英文) .....

性別 | ..... | 身份證號碼: .....

地址 | (中文) .....

| (英文) .....

電話 | (公司) ..... | (手電) .....

| (住宅) .....

職業 | ..... | 電郵地址: .....

贊助公司 | .....

地址 | .....

電話 | ..... | 電郵地址: .....

(請將適用者✓)

組別  公開組  時尚K金組 (成色不少於750)  學生組

主題組別  個性·主流  文化·活化  創意·脈搏

飾品包括 (至少由兩款組合而成)  戒指  耳環  項鍊  手鐲  針墜  另類首飾

參賽飾品說明 | 物料明細 .....

| 重量 ..... | 價值 .....

| 主題 .....

| 設計概念 (必須填寫) .....

| .....

| .....

\* 每個主題組別不得超過兩份作品，每份設計必須附帶一份參賽表格。

聲明 本人為參賽作品之原創者，並保證該設計為全新之設計作品，版權迄未轉讓，亦未曾於香港或香港以外地區之公開設計比賽中獲獎。本人願意遵守主辦機構所訂有關比賽之一切規則及同意評判團之裁決，若本人之設計獲選後，本人負責將設計圖樣製成首飾，並於限期前送達貴會。參賽設計及產品如涉及版權或專利註冊等法律問題，主辦機構概不負責。參賽設計及產品版權皆為參賽者擁有，參賽者需自行保障其產品之版權，有關版權轉讓問題，在比賽結果正式公佈後方可隨意自行安排。

| 參賽者簽名: .....

| 日期: .....

填妥之報名表格及參賽作品設計圖樣須於二零一七年八月二十九日(星期二)下午五時前送交:

中環皇后大道中178至180號香港珠寶大廈十三樓

香港珠石玉器金銀首飾業商會 電話: 2543 9633

# Chuk Kam Jewellery Design Competition 2018 | ENTRY FORM |

(PLEASE PRINT IN BLOCK LETTERS)

Name of Entrant | (English) ..... | (Chinese) .....

Sex | ..... | I.D. Card No.: .....

Address | (English) .....

| (Chinese) .....

Telephone | (Office) ..... | (Mobile) .....

| (Home) .....

Occupation | ..... | E-mail address .....

Sponsor | .....

Sponsor's Address | .....

Telephone | ..... | E-mail address .....

(Please select as appropriate ✓)

Groups  Open Group  Fashionable 18K group (fineness not less than 750)  Student Group

Main Themes  "Individuality in the Mainstream"  "Cultural Revitalisation"  "Innovation and Rhythm"

Categories (Each entry should be composed of at least 2 of the below categories.)

Rings  Earrings  Chains  Bracelets  Brooches / Pendants  Others

Description of Design | **Materials Specification:** .....

| **Weight:** ..... | **Value:** .....

| **Theme:** .....

| **Design Concept: (compulsory)** .....

| .....

| .....

\* Participants may not submit more than two designs under each main theme. Each design must be accompanied by an entry form.

**DECLARATION** I hereby declare that I am the original designer of the participating artwork. My work is original, its copyright has never been assigned to any other parties and has not won awards in local or overseas design competition. I agree to comply with all the rules and regulations set by the Organizers. In the case that my design enters the final round, I shall be responsible for materializing my design and have the product delivered to the organizer before the deadline. The Organizers shall not be responsible for any infringement of copyrights or patent laws connected to designs entered the competition. The copyrights of all designs will remain the properties of the participants who should take proper measures to protect their own interests. After the announcement of the results, participants are free to negotiate such rights if they so wish.

| Signature of Entrant .....

| Date .....

Both the Design and Entry Form must be delivered to Hong Kong Jewellers' & Goldsmiths' Association before 5:00 pm August 29, 2017 (Tuesday)

13/F, Hong Kong Jewellery Building,  
178-180 Queen's Road Central, Hong Kong.

Tel: 2543 9633

(In the event of ambiguity, please refer to the Chinese version).

