

工藝獎

Craftsmanship Award

包裝(陳列)設計獎

Packaging (Display) Design Award

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Design Innovation Award



和合 Harmony

工藝獎

Craftsmanship Award

金匠：施玉璽

Goldsmith: SZE Yuk Sai

製作商號：周大福珠寶集團大師工作室

Manufacturer: Chow Tai Fook Jewellery Group, Master Studio

製作概念：

主體貨品金類使用18K黃白分色，主體太陽花各條長短高低不一，為全手造製作，葫蘆小配件使用噴砂、壓光邊等工藝，主體背面根據太極陰陽圖形態卓銅錢鏤空網底，採用鑽石、藍寶石、青金石、白瑪瑙等原料鑲嵌而成。

Creation concept:

Entirely handmade with 18K yellow and white gold, the main part features a sunflower with varying lengths of petals. Techniques such as blasting and calendering are employed to craft the gourd-shaped accessories. Behind the main part is a Taichi yin-yang shaped hollow-out mesh copper coin embedded with diamond, sapphire, lazurite, white agate and other materials.

包裝(陳列)設計獎

Packaging (Display) Design Award

設計者: 梁樹仁

Designer: Leung Shu Yan

製作商號: 嘉陞貿易有限公司

Manufacturer: Katex Trading Limited

設計概念:

在包裝設計上, 希望能貫徹玩樂元素。參考了四子棋的棋盤, 紅藍色的圓型印刷在盒面上, 又仿照懷舊玩具的設計及包裝, 所以直接用上原木色作為主要物料。由於首飾的設計有多種配帶方式, 所以特意設計了一份就像遊戲玩法的說明書, 讓觀賞者更易了解作品。

Design concept:

The key idea is to the element of "fun" - having fun and exchanging fun. The red and blue dots pattern on the surface is inspired by a famous childhood board game CONNECT 4. A retro-style wooden box package is used to evoke a sense of nostalgic. As there are various ways to swap or transform the jewelry pieces, I designed an instruction manual to help the users understand the work.

玩・換
Playful
and Changeful



最具市場價值獎

The Strongest Marketing Value Award

設計者：陸穎珊

Designer: Lu Yingshan

製造商號：周生生珠寶金行有限公司

Manufacturer : Chow Sang Sang Jewellery Co., Ltd.

市場價值概念：

取名《喜樂》，“瓶”代表平安，取“平安喜樂”的寓意，符合大家的期許和購買者的願望。

設計選用了中國傳統工藝文化元素“花瓶”作為產品的主設計元素，使用乾淨利落的線條描繪花瓶的外輪廓，造型簡潔大方，適合日常穿衣搭配。

元素簡潔使產品具有更多的可能性，更符合現代的設計追求，同時可以根據現有基本款式進行設計調整，開發更多小巧的款式，如：手鍊、鎖骨鏈、領針、胸針等，更好地迎合市場大眾的對設計款和日常款的喜好以及佩戴的需求。

Marketing value concept:

Named “Joy”, the design is inspired by vase, a symbol of “peace and joy”, conveying the blessings that meets the customer expectations.

Vase, as a Chinese craft art tradition, is employed as the main design element of the product. The clean lines that outline the silhouette of a vase present some minimalist style vibes, which are perfect to add into an everyday look.

The minimalist elements offer more possibilities that match the modern trend even better. To meet the preferences and needs of consumers for both stylish and everyday accessories, this design can be adjusted to develop more smaller items, such as bracelet, dainty necklace, collar pin and brooch.

喜樂
Joy



設計創意獎

Design Innovation Award

設計者: 王澤漢 Designer: Wang Ze Han

製造商號: 深圳東豐珠寶首飾有限公司 Manufacturer: Asia Jewellery Shenzhen Limited



響徹雲霄 Resounding through the Sky

設計概念:

「響徹雲霄」這個成語的本意是形容聲音響亮、直達高空。但聲音是一種抽象的元素，看不到摸不着，而隨着科技的發展，人們可以通過聲波圖來表現聲音。從聲音到聲波圖，從抽象到具象是一種科學發展的進步，本設計的靈感是來於聲波圖，整個作品形式上用點線面的結合，線條就像聲波圖一樣自由、流暢、起伏不定有動感；顏色上也有明顯的對比。

本作品的設計意義在於通過聲波圖來表達科學技術的發展對世界影響力，就跟聲音一樣響徹雲霄，科技的發展可以起到一個翻天覆地的變化。世界的發展離不開科學技術的意義。

Design concept:

The Chinese idiom “resounding through the sky” is used to describe a sound that is loud enough to reach the sky. Despite being invisible and untouchable, sound could be expressed by sound wave diagram nowadays owing to technological advances. From the abstract sound to the concrete sound wave diagram, we could witness the development of science. Drawing inspiration from the sound wave diagram, this design perfectly combines points, lines and planes with higher contrast in colors to create some free, smooth and vibrant vibes.

The significance of the work lies in the sound wave diagram which illustrates the earth-shaking impact of science and technology by drawing an analogy between the changes they have made to the world to the loud and clear sound that soars into the sky.