



THE DIAMOND GUILD
AUSTRALIA

Jewellery

AWARDS 2023

Categories & Criteria

These awards are a showcase for the Australian jewellery industry and its exceptional designers.

THIS YEAR, THERE ARE 7 CATEGORIES:

- DIAMONDS FOR EVERYDAY
- DIAMONDS FOR MEN
- DESIGN FOR DIAMONDS – NEW FOR 2023!
- EMERGING TALENT—STUDENT CATEGORY
- FANCY COLOUR
- RED CARPET
- SOLITAIRE

The winning entry from each category will then be in contention for the Supreme Award, with this piece to be showcased as the pinnacle of Australian Jewellery Design excellence.

Within each category entries will be rewarded above all else for their uniqueness, innovation and originality. Pieces may only feature diamonds and be made using predominantly precious metals. Precious metals are defined as Platinum or Gold. No other gemstones are to be used. All diamonds used must be of natural origin and free from any enhancements and treatments including black diamonds which can only be featured in entries into the Diamond for Men category. **(if black diamonds are used the piece must be accompanied by documentation verifying their natural origin and untreated condition)**

All pieces entered must have an accompanying high res digital image file (uploaded to Dropbox—see Terms and Conditions regarding Dropbox instructions) of the entered piece and a completed original entry form. In addition, we request that you also include a video file of up to 60 seconds in length documenting the following:

1. The submitting company
2. Identifying the designer
3. The design conception
4. Planning process including stone selection
5. Manufacture and setting of the piece
6. The final product ready for submission

This footage may be used if the piece is selected as a Finalist and/or winner to create a 'behind the scenes' style documentary to feature on the Diamond Guild Australia website and social media platforms. The footage submitted is released by the entrant for use by Diamond Guild Australia, their major sponsors and agents in the promotion of the 2023 Diamond Guild Australia Awards. Footage does not need to be professionally produced.

The Judging Process

Entries will only be accepted when entered under the name of an invited brand and accompanied by a fully and correctly completed entry form and supporting documentation relating to the natural origin of the stones. Once verified as meeting the conditions of entry pieces will be assigned an anonymous number and will be assessed by an industry professional to confirm they comply with the judging criteria. An independent panel of invited judges will then judge each piece independently and under an accumulative points system.

Entries will be judged under three criteria;

1. Innovation and originality of design	50% of total score
2. Market appeal and current design relevance	25% of total score
3. Quality of workmanship and materials	25% of total score

There will be a minimum of three finalists per category. The finalists will be determined purely by their accumulative points total, the highest being determined as finalists. The winner of each category will be determined purely by having the highest accumulative points total in that category. The Supreme Award Winner will be determined by having the highest accumulative points total across all categories. In the event of a tie in either of the categories or for the Supreme Award, the tying pieces will each be re-judged individually by the judges until a winner on accumulative points is determined.

Individual Category Requirements

DIAMONDS FOR EVERYDAY

GOAL	To design and manufacture a piece of jewellery for everyday wear with a maximum retail value of A\$10,000.
CRITERIA	<ol style="list-style-type: none">1. The focus must be on diamonds.2. If the natural characteristics of the entered diamonds are not clearly identifiable and/or have no certification, the piece may be rejected and deemed invalid for inclusion in this promotion. (Please note the black diamonds are allowed only if accompanied by certification of their natural origin and untreated condition)3. A minimum of 70 per cent of the weight or volume of the piece must be made of precious metals.4. The retail value of the piece must be at or below A\$10,000.5. A retail replacement valuation must be supplied with the piece indicating the specifics of the piece and the retail replacement value.

OBJECTIVE	To create inspiring jewellery featuring diamonds at an entry level value suitable to wear everyday.
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DIAMONDS FOR MEN

GOAL To design and manufacture a piece of diamond set jewellery exclusively for men.

- CRITERIA**
1. The focus must be on natural diamonds however, innovative, contemporary, non-precious materials may be used to enhance the diamonds.
 2. If the natural characteristics of the entered diamonds are not clearly identifiable and/or have no certification, the piece may be rejected and deemed invalid for inclusion in this promotion.
(Please note the black diamonds are allowed only if accompanied by certification of their natural origin and untreated condition)
 3. No retail value restrictions.

OBJECTIVE To create inspiring jewellery featuring concepts that will fuel the increasing demand for men to express themselves via diamond set jewellery.

DESIGN FOR DIAMONDS—NEW!

GOAL To showcase the talents of the experienced jewellery designer through a fully detailed and aesthetically beautiful rendering demonstrating the artistic skill and process that precedes the manufacturing of a piece.

- CRITERIA**
1. The rendering of the design is to be completed by any means available to you, including hand drawing, pencil, painting, CAD, procreate or Ipad app in full colour or Black and White and submitted as both a hard copy entry and digital high res file no larger than A3 in size.
 2. The design must be shown from a minimum of a single perspective—there is no maximum requirement—and can feature a black/white simple silhouette of a human form to show the scale and how the design will be worn.
 3. The design can be any type of jewellery piece including but not limited to a necklace, earrings, bracelet/bangle or ring and must feature at least one main stone and accompanying diamonds of any shape or colour available to the industry. The setting is to be of at least 80% precious metal including any colour gold and platinum. Accents of other materials such as colourless rock crystal, organics such as petrified wood, mother of pearl or other non-precious metals such as titanium may be used to enhance the beauty of the diamonds.
 4. The design will be judged on the following criteria—50% originality and makeability. 30% quality of the presentation of the design and 20% functionality and market appeal.
 5. There is no retail value restriction on this category—let your creative juices flow to design a fantasy piece.
 6. All the materials, estimated metal weight and stone details need to be documented in an separate file along with a the calculation of the final retail value of the piece if it was to be manufactured for commercial sale.

OBJECTIVE To showcase the skill and beauty of the jewellery design process through professional rendering techniques.

EMERGING TALENT—STUDENT CATEGORY

GOAL For an apprentice jeweller or student of jewellery design (including fine arts), to design a piece of diamond set jewellery that fits into any of the other categories and reflects the 2023 theme of the sky's the limit.

- CRITERIA**
1. Entries will be judged based on **a sketch submission** illustrating the design from at least one but no more than 3 alternative views – top/front, side and profile. The submission must be entered on the original hard copy medium and be hand drawn and coloured/painted in full colour. A simple silhouette of a figure in black may be included in the drawing to show scale and orientation of the piece when worn. Up to 3 additional hand-rendered technical drawings illustrating manufacturing detail such as setting method must be included to illustrate that the design can be commercially manufactured and is wearable. Each image should be no larger than A4 in size and mounted on a single black cardboard backing no larger than A3 in size. Please include a title/name of your design and a brief description of the inspiration and materials used. **Please do not attach your name or company anywhere on the hardcopy entry.**
 2. The three (3) entries selected as finalists will and the winner will be selected from the hand drawn submission. The design does not need to be manufactured. Emphasis will be placed on the quality of presentation, accuracy of rendered detail and originality of design.
 3. 2023 is 'The sky's the limit' – look to the beauty of the sky and beyond for inspiration – the stars and moon, clouds and sunsets, rain and sun for inspiration.
 4. The focus of the design must be the diamond/s. Diamonds featured may be of any colour, shape and size and there is no limit on the number, size of diamonds or total carat weight of content.
 5. There is no retail value restriction for entries in this category – explore the limits of your creativity and create the design of your dreams.

- ADDITIONAL CRITERIA**
1. The apprentice or student of design or fine arts must be fourth year or below in their training and must be able to provide suitable documentation as proof of their current student status.
 2. The apprentice or student designer may be sponsored by their employer or an invited brand for their entry cost.
 3. The apprentice or student designer must complete the full hand drawn illustration and presentation of the entry themselves.
 4. The apprentice or student designer (along with their sponsor if required) must sign a declaration that the above Additional Criteria is correct.

OBJECTIVE To design an innovative and original piece of jewellery that can be commercially manufactured and showcases the apprentice or student designers hand drawing and design presentation skills.

FANCY COLOUR

GOAL To design and manufacture a piece of jewellery consisting of predominantly fancy coloured natural diamonds of any colour.

- CRITERIA**
1. A piece that showcases fancy natural coloured diamonds (any colour diamond other than white) where a minimum of 70 per cent of the total carat weight is fancy in colour. (Please note that certification of natural origin must be submitted with the piece)
 2. If the natural characteristics of the entered coloured diamonds are not clearly identifiable and/or have no certification, the piece may be rejected and deemed invalid for inclusion in this promotion.
 3. A minimum of 70 per cent of the weight or volume of the piece must be made of precious metals.
 4. There are no retail value restrictions.

OBJECTIVE To showcase the amazing spectrum of natural fancy coloured diamonds and the individuality they can inspire.

RED CARPET

GOAL To design and manufacture a spectacular piece of fine diamond set jewellery, full of glamour and befitting of gracing the red carpet.

- CRITERIA**
1. The focus must be on natural diamonds predominantly white in colour. Natural coloured diamonds may be used to highlight the design but only constitute a maximum of 20% of the total diamond content.
 2. A minimum of 70 per cent of the weight or volume of the piece must be made of precious metals.
 3. Designs of innovation and uniqueness will be rewarded above sheer diamond volume.
 4. If the natural characteristics of the entered diamonds are not clearly identifiable and/or have no certification, the piece may be rejected and deemed invalid for inclusion in this promotion.
 5. There are no retail value restrictions.

OBJECTIVE To design and manufacture a piece of dazzling fine diamond set jewellery which would capture the attention on the most glamorous of red carpet events.

SOLITAIRE

GOAL To design and manufacture a diamond ring of unique and innovative design that features one single diamond.

- CRITERIA**
1. The piece must feature ONE white diamond with a minimum diamond weight of 0.50ct and a maximum of 5.00cts. The diamond may be of any shape—round brilliant cut or fancy shape to demonstrate the versatility of alternative shapes of diamonds.
 2. If the natural characteristics of the entered diamond is not clearly identifiable and/or have no certification, the piece may be rejected and deemed invalid for inclusion in this promotion.
 3. A minimum of 70 per cent of the weight or volume of the piece must be made of precious metals.
 4. There are no retail value restrictions.

OBJECTIVE To push the entrants' innovation in design and setting techniques. The parameters are strict: one diamond only, precious metals and a ring, the winning combinations are in your hands. This is arguably the most difficult category.

SUPREME AWARD WINNER

CRITERIA

The entry that receives the highest points score out of all finalists and is deemed by the judging panel to represent the pinnacle of design excellence and craftsmanship will be determined as the 'Supreme Award Winner' for 2023.

