



# 2018 NESD JEWELRY DESIGN CONTEST INFORMATION

## CONTESTANT CATEGORIES

### Professional:

Anyone who has been professionally employed in the jewelry industry for three (3) or more years, and is presently employed by an NESD retail member store.

### Open/Student Apprentice:

Anyone employed by the jewelry industry for at least six (6) months, and no more than three (3) years, and is currently employed by an NESD member store.

## ENTRY INFORMATION

- All entries must be the designer's own original concept, produced by the member store within **18 months of the competition deadline** and never before entered in competition.
- Three (3) entries per category per designer
- Only precious metals and genuine stones may be used in the professional categories. Student/Apprentices may use non-precious metals and synthetic stones.
- Pieces must be original designs created & crafted by the person whose name appears on the "Designer Name" section of the entry. Pieces created by more than one designer are allowed as long as all persons contributing to the creation of the piece are listed on the entry form.
- In keeping with NESD's view that its members should set the standard for professionalism & ethical behavior, all designers must follow the FTC guidelines for the stamping of all jewelry & the disclosure of any gemstone enhancement or treatments.
- Commercial findings, such as heads and prong settings, may be used to set gemstones, but commercially made ornamental elements & ring shanks may not be used. Any design composed primarily of commercially made parts will not qualify as an original design.
- **New technologies such as laser welders and CAD/CAM design systems may be used. If outside contract labor is used they should be recognized on the entry as to what part they performed and they should be recognized as a collaborator. The member/entrant must be the primary designer and creator of the piece.**
- Each contestant or a representative **must attend the convention to be eligible for an award.**

## DEADLINE

Each **ENTRY FORM** must be submitted by **August 3, 2018**, to the NESD Office, 37 Liberty Bell Blvd, Pleasant Hill, IA 50327 or via email [nesdjewelersassociation@gmail.com](mailto:nesdjewelersassociation@gmail.com). For judging & photographs, actual pieces must be received by **August 10, 2018 to Megan Psota, Sartor-Hamann Jewelers, 3337 W. State St, Grand Island NE 68803 or hand-delivered to Suzanne Hull at the convention by 5:00 pm on August 17.** Actual pieces must be picked up prior to the end of the convention on Sunday, August 19, 2018.

## ENTRY CATEGORIES -

1. \$3,000 and up (cost of materials only)
2. \$1,000 to \$3,000 (cost of materials only)
3. \$1,000 or less (cost of materials only)
4. Student Category - Up to \$250 maximum cost of materials
5. Designed by a member and fabricated within the industry

## JUDGING

- The "People's Choice" winner will be selected by a vote of the NESD members attending the 2018 Leadership Conference Banquet.
- Category and the "Best of Show" winners will be selected by a panel of independent judges. The independent panel of judges will base their selection on four criteria: 1. Overall Design 2. Craftsmanship 3. Practicality/Wearability & 4. Marketability.
- The NESD Jewelry Design Contest Committee reserves the right to disqualify any entrant that does not meet the guidelines, and will be the final arbitrator.

## AWARDS

The First Place winners, the "Jewelers Choice" winner and the "Best of Show" winner will receive plaques. In the Student/Apprentice category, only the first place winner will receive a certificate. The "Best of Show" winner may be entered in the Jewelers of America National Competition and exhibited at the New York JA Show.

Press releases will be available to use in hometown media for winners in all categories.



# 2018 NESD JEWELRY DESIGN CONTEST APPLICATION FORM

Application must be received by **August 3, 2018:**

37 Liberty Bell Blvd, Pleasant Hill, IA 50327 | nesdjewelersassociation@gmail.com

NAME \_\_\_\_\_

MEMBER STORE SPONSOR \_\_\_\_\_

ADDRESS/CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**Design Item Description: LIMIT THREE (3) ENTRIES PER CATEGORY PER DESIGNER  
Please Be Specific in your Description, and INCLUDE a DIGITAL IMAGE for Publication**

CATEGORY 1 - Over \$3,000 (cost of materials only) - Provide a detailed description

\_\_\_\_\_ Cost of Materials (no labor) \$ \_\_\_\_\_

Describe any technology used: \_\_\_\_\_

CATEGORY 2 - \$1,000 to \$3,000 (cost of materials only) - Provide a detailed description

\_\_\_\_\_ Cost of Materials (no labor) \$ \_\_\_\_\_

Describe any technology used: \_\_\_\_\_

CATEGORY 3 - \$1,000 or less (cost of materials only) - Provide a detailed description

\_\_\_\_\_ Cost of Materials (no labor) \$ \_\_\_\_\_

Describe any technology used: \_\_\_\_\_

CATEGORY 4 - OPEN/STUDENT-APPRENTICE CATEGORY - \$250 max cost of materials - Provide a detailed description

\_\_\_\_\_ Cost of Materials (no labor) \$ \_\_\_\_\_

Describe any technology used: \_\_\_\_\_

CATEGORY 5 - DESIGNED BY A MEMBER AND FABRICATED WITHIN THE INDUSTRY CATEGORY - Provide a detailed description

\_\_\_\_\_

Describe any technology used: \_\_\_\_\_

Actual pieces must be received by **August 10** to Megan Psota, Sartor-Hamann Jewelers, 3337 W State St., Grand Island NE 68516 or hand delivered to Suzanne Hull at the convention by 5:00 pm August 17.  
*Actual pieces must be picked up at the Convention after the contest Sunday, August 19, 2018*

I certify that the entry(s) submitted is my own original work

Signature of Applicant \_\_\_\_\_

Signature of Collaborator \_\_\_\_\_