

CALL FOR ENTRIES: LAB DIAMOND JEWELLERY DESIGN COMPETITION
“HAVING A BALL” – DIAMONDS FOR THE MILLENNIAL BALL-GOER AT VIENNA’S OPERA BALL

N.B.: The competition is intended for students or recent graduates of jewellery design.*

WHAT IS IT ABOUT?

This jewellery pays homage to the most famous ball in Vienna – the *Opera Ball* and requires applicants to create diamond jewellery which would be aspirational and affordable for the millennial ball-goer. The theme of the competition is, “*Having a ball - Diamonds for the millennial ball-goer at the Vienna Opera Ball.*” Typically, millennials place emphasis on gaining new and exciting experiences, such as going to the opera or a Viennese ball, over material acquisitions. However, given the unique nature of such events, this demographic may have difficulties in finding and affording appropriate diamond accessories. This competition celebrates the heritage of the Viennese ball-going tradition and the opportunity to showcase diamond designs to a younger audience.

The competition is sponsored by Chelsea Rocks Ltd and intends to promote the design of contemporary diamond jewellery using laboratory grown diamonds. The motivation for the competition is to raise awareness and stimulate demand for lab grown diamonds and capture the attention of the Instagram generation. In view of the ethical, sustainable and economic benefits of laboratory grown diamonds and their early adoption amongst millennials, the winning design will be made of lab grown diamonds. Based in Vienna, Chelsea Rocks has taken inspiration from the Viennese ball season and has set the design challenge to make diamond jewellery relevant for the design conscious millennial.

BACKGROUND:

The classic Viennese ball has a proud tradition stretching back over four centuries with possible inclusion in the UNESCO list of ‘intangible cultural heritage assets’. The Austrian Empress Elisabeth, also known as “Sisi”, did much to popularize diamonds with the famous diamond ‘stars’ which she wore in her hair, sparking a trend amongst European royalty. The **Vienna Opera Ball** is an annual Austrian society event which takes place in the building of the Vienna State Opera in Vienna, Austria. The ball is one of the highlights of the Viennese social calendar. Each year, the auditorium of the Vienna State Opera is turned into a large ballroom. The full spectacle extends from the opening ceremony featuring a debutant's committee to midnight stage shows with dance and music performances. Austrian culture runs through every aspect of the Viennese Ball, attracting many international guests, celebrities and extensive media coverage. The dress code is evening dress: white tie and tails for men, floor-length gowns for women - adorned with show-stopping jewellery.

Further reading:

<https://www.wiener-staatsoper.at/en/vienna-opera-ball/>

<https://metropole.at/ball-season-in-vienna/>

Helene Maimann/ Wolfgang Maderthaler (ed.): “The Viennese Congress. The invention of Europe”

DESIGN BRIEF:

1. The submission must be inspired by the title: “*Having a ball’ – Diamonds for the millennial ball-goer at Vienna’s Opera Ball*”
2. The design(s) should be intended for: (1) the female gender (2) ‘millennials’ who are between 18-36 years of age
3. The proposed design(s) should enhance wearability and viability of lab grown diamond jewellery for the millennial generation
4. The design(s) should incorporate a symbolic / stylised reference to Vienna’s rich artistic culture and heritage, (no political symbols)
5. The design should take into consideration that the final design will be manufactured exclusively from laboratory grown diamonds

6. The design should balance equally: creative merit with commercial viability, replicability and standardization of future pieces
7. A maximum of any 5 x designs comprising rings, (with or without pavé on the shank), bracelets, necklaces, earrings or headpiece can be presented per designer. The pieces must be both logically and visually connected to form a collection
8. The average retail price / piece should be between \$300 - \$1,000 (or Euro/ Pound equivalent) with a minimum of 10 points and a maximum of 1 carat / piece
9. The designer should submit a name for the designs / collection, a written description of no more than 150 words and a mood/story board (images) to bring your story alive

INCLUSION CRITERIA*:

- Enrolled student member of a jewellery course at university / design school worldwide
- Undergraduate, Masters / further education candidates are all eligible)
- ONLY STUDENTS OR RECENT GRADUATES WHO HAVE GRADUATED IN THE LAST 2 YEARS IN RELEVANT PROGRAMMES ARE ELIGIBLE
- All geographies & international locations are welcome

EVALUATION CRITERIA:

- Interpretation of the competition theme for the target audience of the millennial generation as future consumers of lab grown diamonds
- Draws on the artistic and cultural heritage of the Viennese ball tradition in a contemporary interpretation
- High quality artistic sketches or computer renderings of innovative and stylish designs which will appeal to the 'Instagram' generation
- A well-considered and detailed mood board to capture the essence of the proposed collection
- Designs which combine the highest creative merit with commercial viability in terms of reproducibility and standardisation
- Pieces which will be relevant, desirable and affordable to a millennial ball-goer

WINNING HONOURS:

The winning design will be manufactured as a prototype from laboratory grown diamonds. The design will debuted by a young, female, opera star who will attend the Vienna Opera Ball in 2020. All PR, media support and social media promotion will be done by Chelsea Rocks. No cash alternative.

SUBMISSION DATE: **Midnight, THURSDAY, 31st January 2019**

FORMAT: Applications to be submitted by Wetransfer to assistance@chelsearocks.eu

CHECKLIST: **ALL OF THE FOLLOWING DOCUMENTS MUST BE SENT TO BE ENTERED INTO THE COMPEITION:**

- (1) Artistic sketches or 2D/3D computer renderings (a maximum of 5 x designs per designer submission, a minimum of x 3 designs as a collection)
- (2) A name for the designs / collection
- (3) A written description about the collection - no more than 150 words in English
- (4) A mood/story board (images)
- (5) Signed agreement with name, signature & date

ABOUT CHELSEA ROCKS

Chelsea Rocks Ltd is a jewellery start-up based in Vienna, Austria which was founded by Joanna Park-Tonks in 2018. Joanna was formerly engaged by De Beers in London and Milan in marketing and public relations assisting in the organisation and coordination of many international diamond design initiatives. After many years in consulting to the luxury goods industry, she has returned to her first love – diamonds! Joanna has watched with fascination the recent innovations in the diamond industry and the sea change brought about by the introduction of laboratory grown diamonds.

Chelsea Rocks was founded on the belief that lab diamonds represent the future of the diamond industry and in particular will have relevance and emotional resonance for the millennial consumer. Whilst the ecological, sustainable and price advantages offered by lab diamonds are undoubtedly attractive, it is the consumer's freedom to make an informed choice about the provenance of their jewellery which is decisive. While every lab diamond company will claim to offer the best stones, Chelsea Rocks seeks differentiation through its guiding principle of collaborating with world class designers. With much of the jewellery industry predominantly adopting a bricks and mortar approach, Chelsea Rocks seeks to bring disruption to market by bringing fabulous diamond designs online - making diamonds an accessible and affordable luxury to millennials. Chelsea Rocks appeals to the modern romantic who celebrates the everyday magic found in culture, beauty, music, fashion and poetry.

CONTACT: assistance@chelsearocks.eu

AGREEMENT

Terms & conditions apply

I am submitting my design(s) as listed in this form. I have read and fully understand the rules of the competition and agree to abide by them.

I CONFIRM THAT: The lab grown diamond content of the design represents at least 60% of the total value of the materials used. This design contains not less than 10 carats of diamonds. This design does not include ivory, tortoiseshell or any materials from endangered or protected species. My design(s) has (have) not been previously entered into other competitions.

I ACKNOWLEDGE THAT: Promotion of the pieces is the sole responsibility of Chelsea Rocks Ltd. If I am allocated a sponsor (at the sole discretion of Chelsea Rocks Ltd) who will make up my design(s) at his/her cost, I acknowledge that the diamond piece(s) will remain the property of the sponsor who is free to sell it/them. The sponsor will however, not own the copyright and/or intellectual property relating to the design of my finished piece(s). I have no financial claim on the sponsor with regard to the sale of my made-up piece(s).

Chelsea Rocks Ltd shall arrange official photography of the winning pieces in a style and manner to be determined at its sole discretion. Chelsea Rocks Ltd shall, similarly, arrange for the creation of publicity materials (featuring official photography only). The actual winning pieces as well as photographs and descriptions of the pieces may be used without my further consent in both publicity and advertising carried out by Chelsea Rocks Ltd and my name and photograph may also be used in connection with these pieces in such publicity or advertising. Chelsea Rocks Ltd will use reasonable endeavours to promote appropriate coverage in the consumer and trade press internationally. However, the extent of the coverage remains under the editorial control of the local media.

*****ONLY RECENT GRADUATES (HAVING GRADUATED IN UNDER 2 YEARS IN RELEVANT PROGRAMMES) ARE ELIGIBLE*****

COMPETITION RULES

- All entrants are required to submit their design sketches/drawings to Chelsea Rocks Ltd by no later than midnight, THURSDAY, 31st January 2019
- The panel of judges will comprise of members of Chelsea Rocks Ltd and various other industry professionals.
- The decisions of the Board of Judges panel will be final and no discussions can and will be entered into

WHO MAY ENTER

- Enrolled student member of a jewellery course at university / design school worldwide
- Undergraduate, Masters / further education candidates are all eligible
- ONLY STUDENTS OR RECENT GRADUATES WHO HAVE GRADUATED IN THE LAST 2 YEARS IN RELEVANT PROGRAMMES ARE ELIGIBLE
- All geographies & international locations are welcome

ENTRY FORMS

Anyone submitting a design for the competition must complete, in full, the entry form. To facilitate judging, and to avoid misrepresentation, all entry forms must be completed in English. The form must include the name of the designer creating the design submitted and a brief description of the piece. If the design is larger or smaller than the piece it represents the scale must be given as part of the description.

NB: Designs which are submitted in scales as large as 5:1 will not be accepted as this can make rings and bracelets look like necklaces. The scale should be no larger than necessary to show design details. The winners selected must be the individual named on the entry forms originally submitted in respect of the winning designs. No change can be made to entry forms after the designs have been selected.

JUDGING OF DESIGNS

Final judging will take place in January 2019. The decision of the Board of Judges panel will be final and no discussions can and will be entered into. The names of all entrants will be kept in strictest confidence.

NOTIFICATION OF WINNERS

The results of the Board of Judges decisions will be sent via post to the winners and published on local newspapers in late January 2019.

WINNING PIECES

Winning designs may be manufactured by a sponsor, designer or a manufacturer agreed by both the sponsor and designer. If a design is selected to be manufactured, the manufactured jewellery will be owned by the sponsor but the designer will retain the intellectual property rights in the designs.

SUBMISSION OF DESIGNS

- All pieces must be part of the same theme
- Designs must be original and not previously been entered into any other design competition, offered for sale or publicly displayed
- Designs MAY NOT include pieces of ivory, tortoiseshell or any materials from endangered species
- Designs that do not conform to this rule will not be accepted, neither will actual models of finished pieces

SUBMISSION SPECIFICATIONS

Competitors will need to supply their proposal with the following support:

- If 3D rendering technology is not available, an asymmetrical 2D or 3D drawing will be required scale at least 1;1 – 2;1 preferred
- Only one hero diamond minimum size 14pts – maximum 1.5-2carats. All pavé or embellishment must 0.05pts or below (0.03 preferred)
- Gold (no specific carat) any colour, platinum, palladium or silver
- Pieces may have movement so hooks etc. at choice. Robustness must be assured
- A mood/story board (images) with a written description (150 words) of the idea as well as a name for the piece / collection

PHOTOGRAPHY AND PUBLICITY

Chelsea Rocks Ltd shall arrange official photography of the winning pieces in a style and manner to be determined at their sole discretion. Winning designers and their sponsors will be given the rights to use these images if required. But all intellectual property rights remain with Chelsea Rocks Ltd shall, similarly, arrange for the creation of publicity materials (featuring official photography only). Chelsea Rocks Ltd will use reasonable endeavours to promote appropriate coverage of the winning pieces in the consumer and trade press internationally and by entering the competition you agree to this. However, the extent of the coverage remains under the editorial control of the local media.

CANCELLATION OF THE COMPETITION

Chelsea Rocks Ltd. reserves the right to cancel the competition at any stage, if deemed necessary in its opinion and if circumstances arise outside of its control.

ACCEPTANCE OF RULES

Entrants must comply with all the above mentioned rules, and are deemed to have accepted and agreed to them when entering into the competition by signing and dating this document below.

Name of entrant (printed):

Signed:

Date:

If you have any queries at all, please contact Chelsea Rocks by email, assistance@chelsearocks.eu

End of document. 06.12.18